Where to Start in Movie Production

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Summary

Descriptive Analysis of movie data gives insights into what type of movie is successful and where the potential Microsoft Movie Production Studio should start.

- The studio should focus on producing Animated films, and combine the genres of Adventure and Sci-Fi for the first movie.

- Avoid genres of War, Western and News.

- The cinema release dates of the first movie should be during the months of *insert months here*.

Outline

- Business Problem
- Data & Methods
- Results
- Conclusions

Business Problem

- Be able to compete with corporations that have industry knowledge

- Gain insights into movie success

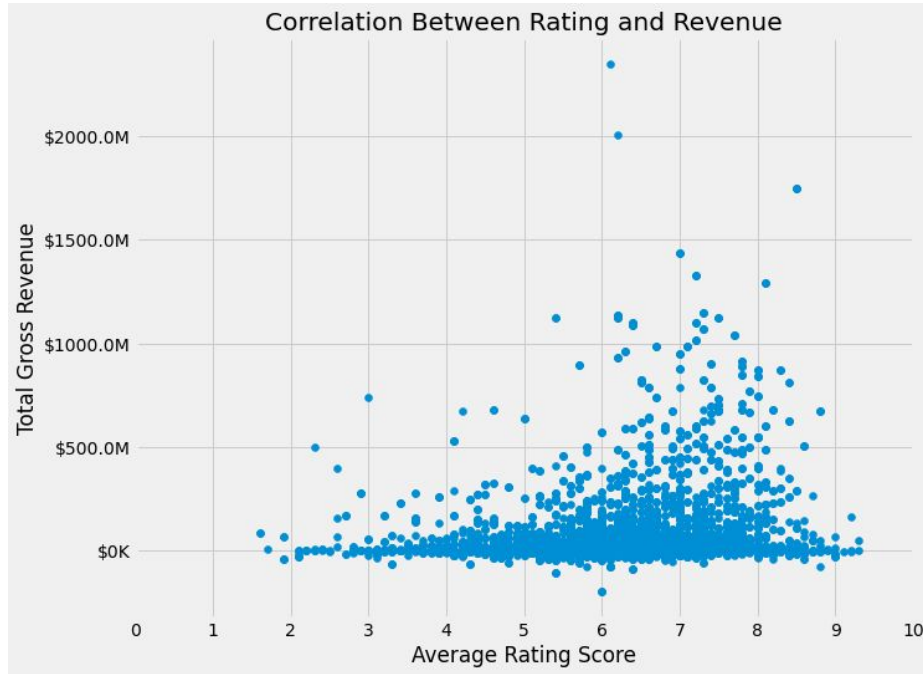- Ensure production studio is profitable for future endeavours

Data & Methods

- Movie data for over 2,800 films.

- Includes production value, revenue, genre and date of release.

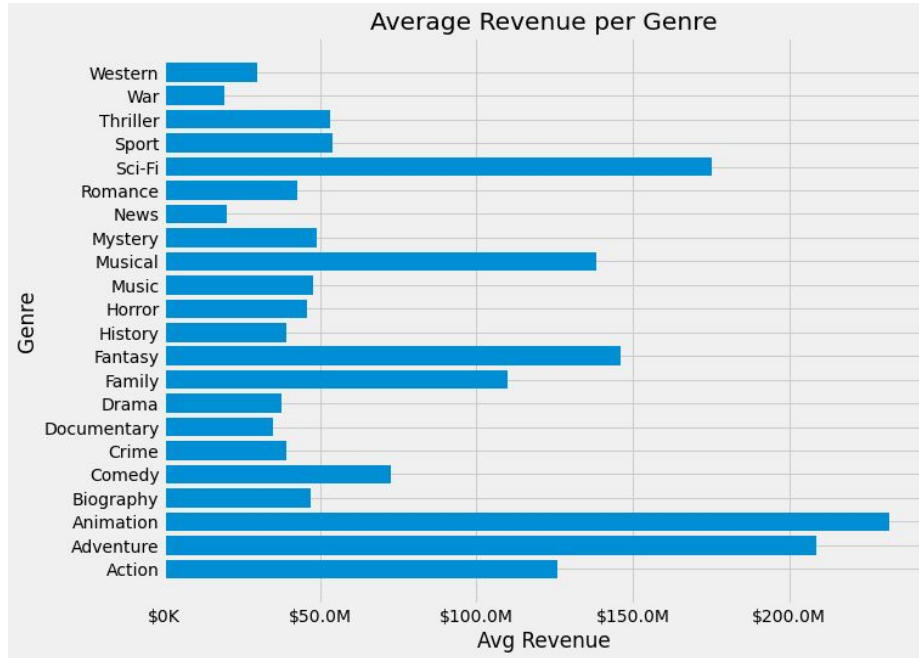- Collated from two separate sources, IMDb and The Numbers.

Results

Correlation Between Rating and Revenue

- Positive correlation between total revenue and IMDb review rating.

Results

- Top 3 best performing genres:

  1. Animation

  2. Adventure

  3. Sci-Fi genres

Results

Average Revenue per Month
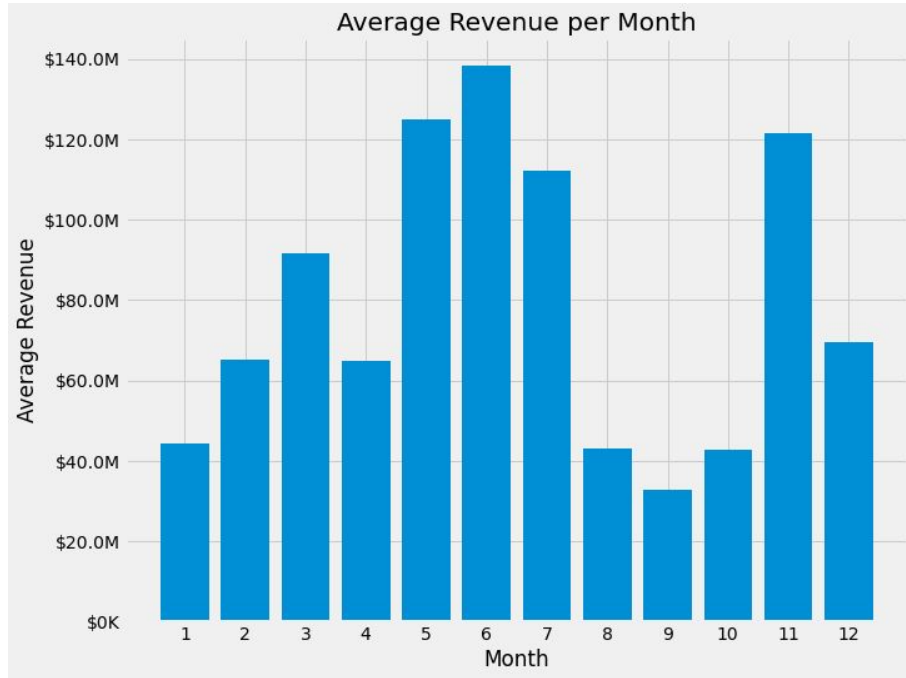
- Revenue peaks in months throughout the year.

Conclusions

- Focus on producing Animated films, combine the genres of Adventure and Sci-Fi for the first movie.

- Avoid Genres of War, Western & News.

- Cinema release dates of the first movie should be during the June.

Next Steps:

- Analyse which movie ratings (such as PG, MA and R) do well regarding reviews and revenue.
- Investigate possible trends over the past decade.
- Gather correlating data from the Academy Awards.

Thank You!

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