

MICROSOFT'S NEXT MOVIE MAKER

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SUMMARY

- Thorough Analysis of data that was sourced from the reputable websites IMDB and The Numbers to help ensure a successful launch into the movie production business
 - Make movies in genres that have the most success in making money
 - Release movies effectively months that the moviegoing public is most apt to be receptive
 - Avoid releasing movies during times of the year that have poor historical data for movie releases

OUTLINE



Business Problem



Data and Methods



Results



Conclusions

BUSINESS PROBLEMS



Genre is key



Release when
expected



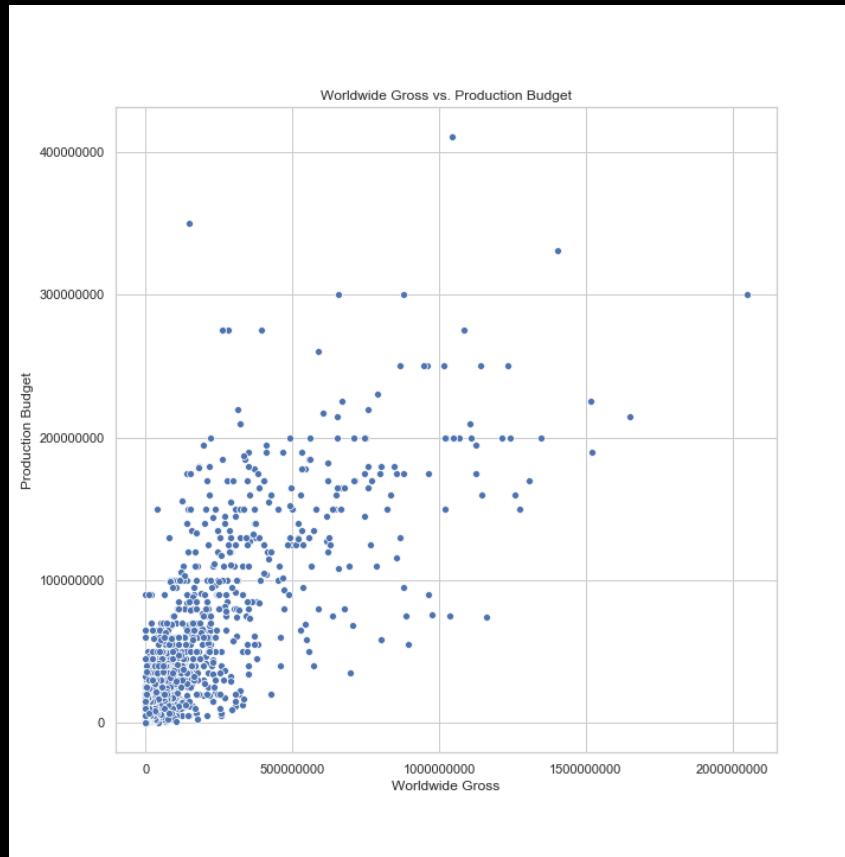
Guarantee
money is made



Movies & TV

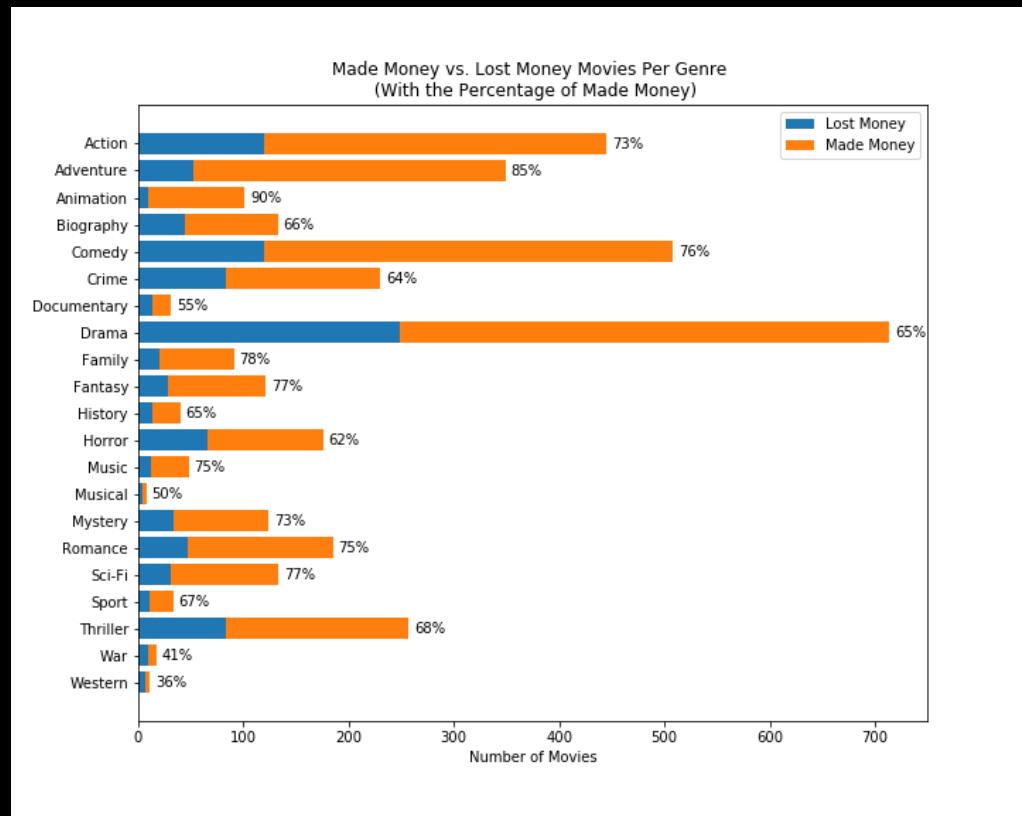
DATA AND METHODS

- Data from IMDB and The Numbers showing history of movies from 2010-2019
- Data includes
 - Basic information (title, release date, runtime, genres, ratings)
 - Monetary Information (production budget, domestic gross, worldwide gross)



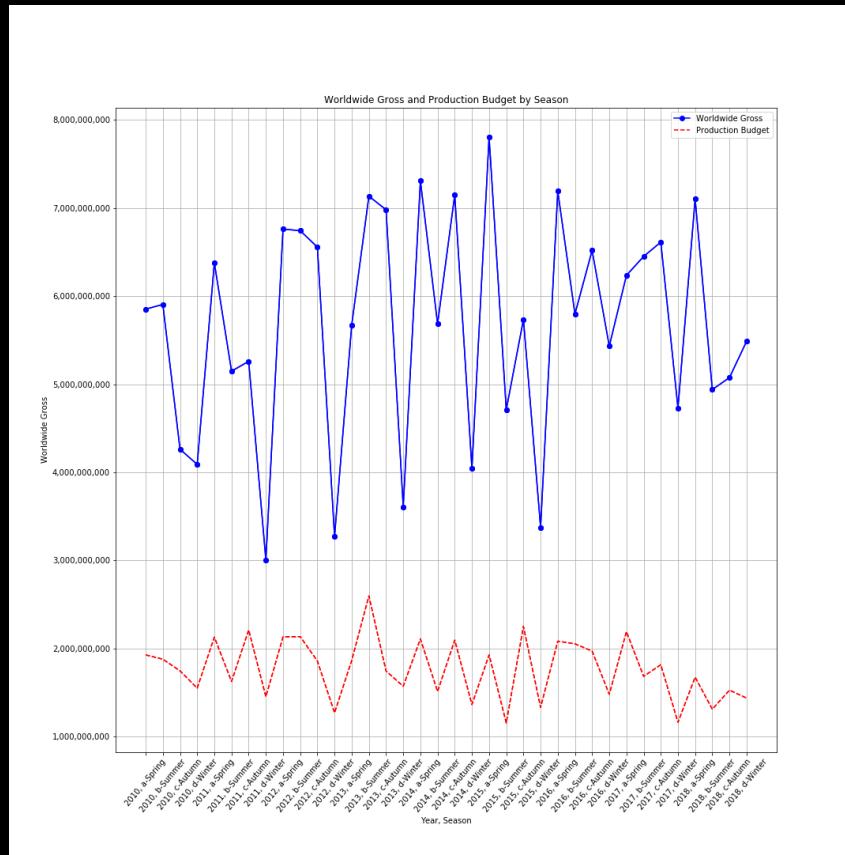
RESULTS

- Animation and Adventures have highest percentages of making money
- War and Westerns have low percentages
- Highest volume of Dramas, but lower than average performance in making money



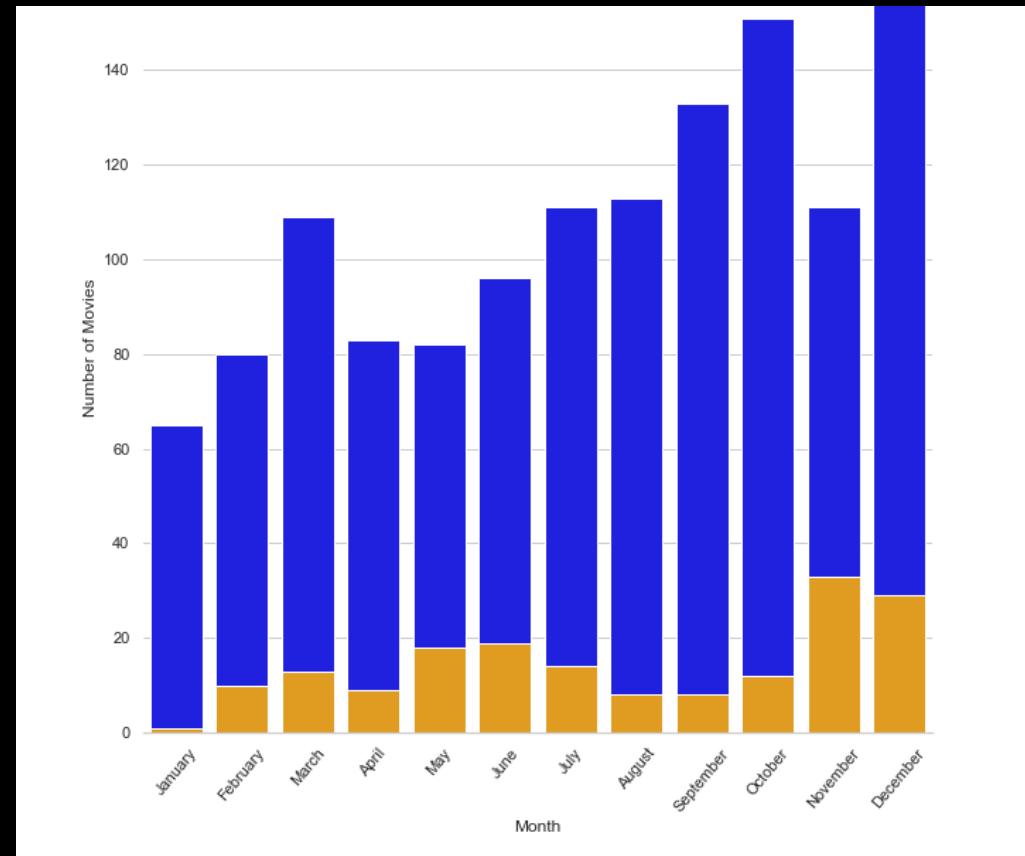
RESULTS

- Winter has numerous peaks in Worldwide gross income
- Autumn has some of the lowest
- Production tends to be highest in Spring and Summer

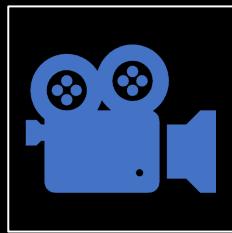


RESULTS

- November has the highest percentage and total of commercial success
 - December also performed well in this metric
- January is again a month to avoid



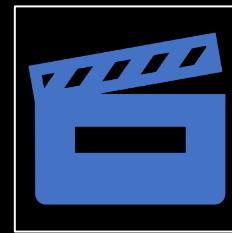
CONCLUSIONS



Animation and Adventure have the highest percentages of movies that made money



Movies in late-Spring, early-Summer and November tend to produce the best results



Production will be highest for the Spring and Summer movies



NEXT STEPS

01

Comparisons of
movie budgets
and genres

02

Get data on
actors/actresses

03

Compare
reviews and
genres



THANK YOU!!!



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