



Microsoft movie studio project.

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Summary

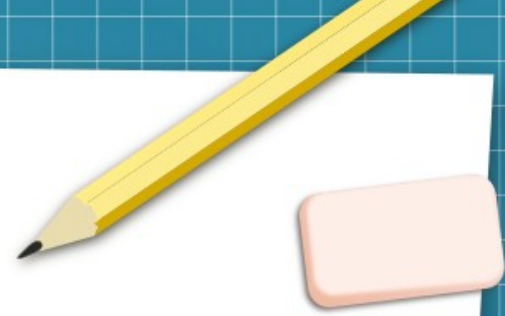


Descriptive analysis of the movie market to formulate which kind of movies are currently doing well in the market. After the analysis I came to 4 conclusions:

- Mainly produce adventure movies
- Produce movies that range between 75 to 120 minutes
- Make a healthy amount of translations for the movies produced
- Drama movies are risky to produce

Outline

- Business Problem
- Data & methods
- Results
- Conclusions



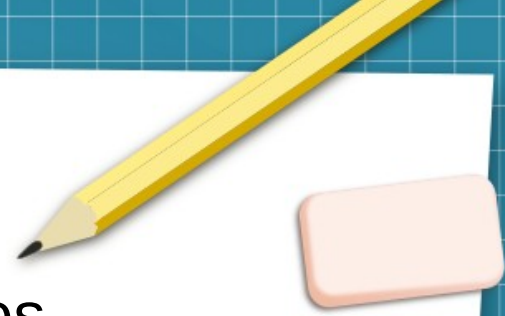
Business Problem

- Microsoft wants to make a movies studio but they don't know what movies to make and how to do it. I'm tasked with finding out which movies are currently doing well in the market.

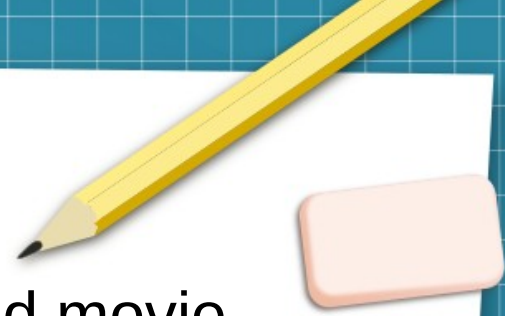


Data and methods

- Movie related data such as titles, title IDs, runtimes, popularities, genre classifications , grossing and budgets etc.
- However, the data is in different files therefore some merges need to be done. Care is taken while merging because the datasets are not of same size.

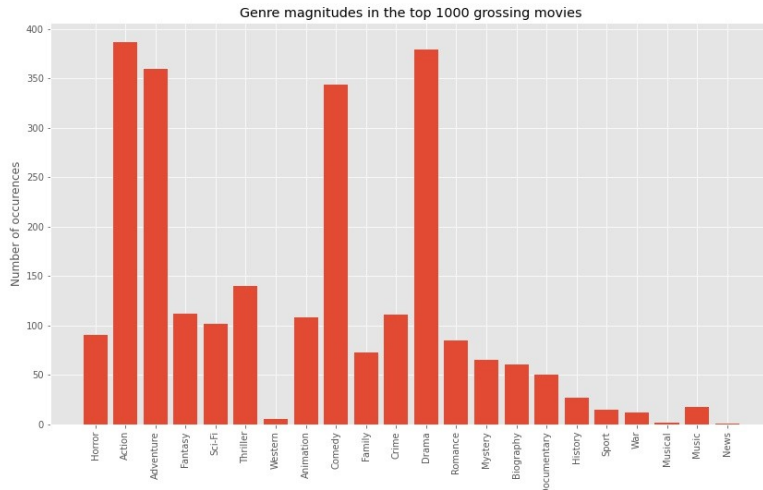


Genres in the top 1000

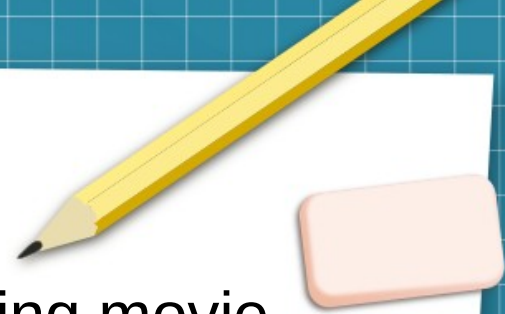


The most produced movie genres in the top 1000 grossing are :

- Action
- Animation
- Adventure

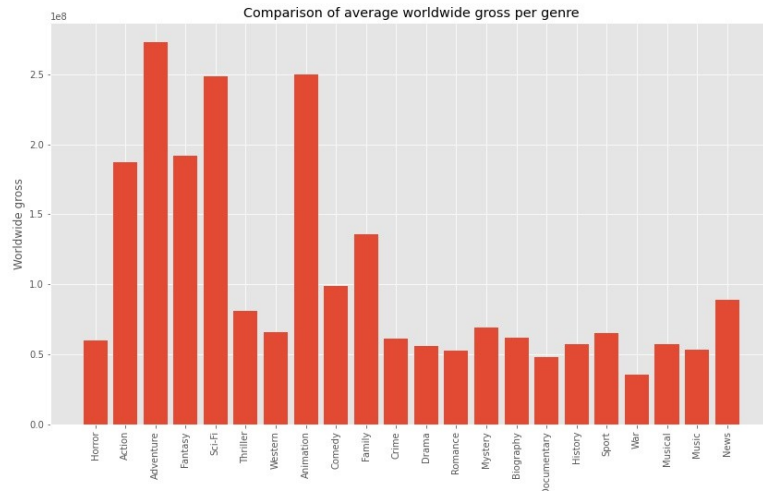


Genre vs grossing



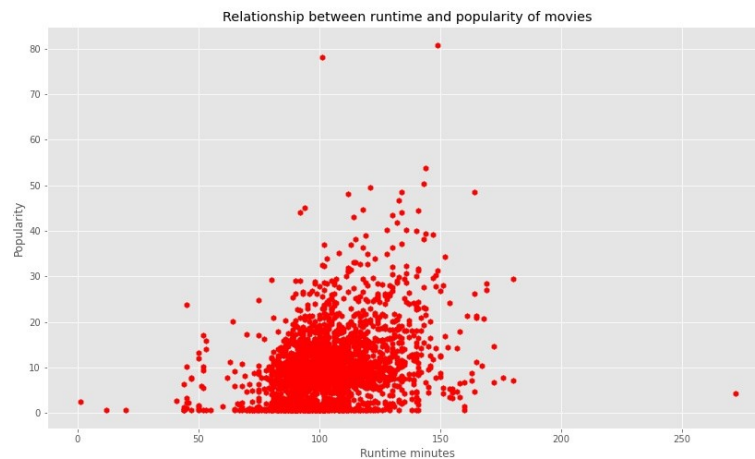
The highest grossing movie genres are:

- Adventure
- Sci-Fi
- Animation



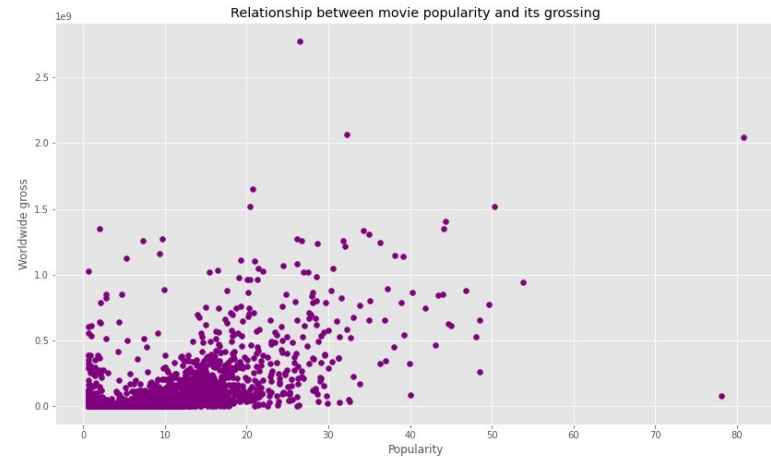
Runtime vs grossing

- The scatter plots have congested at the range of 75 to 120 minutes runtime. The mean runtime is ~103.
- This tells us that producing long movies won't necessarily yield more returns as it might even perform worse.



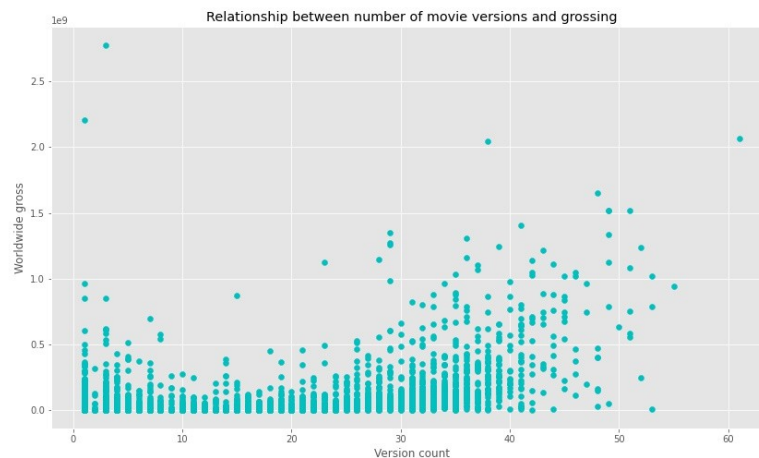
Popularity vs grossing

- The case for most popular movies is that they have a higher returns as compared to those with less popularity. Meaning the more popular the movie is, the better for the producer.



Versions vs grossing

- Making many versions increases reduces the barrier of language which makes the movies get to more markets. This results to higher grossing for movies.



Conclusions



- **Mainly produce adventure movies** Adventure movies are common in the top thousand grossing movies and also they record the highest grossing values in the market. However, they also take a largest budget to make. Its sales would also go well if it is also an action, animation and or drama movie as they are similarly popular and profitable.
- **Produce movies that range between 75 minutes to 120 minutes** Movies generally seem to be of this length. Moreover, making a long movie takes up more resources(budget) but doesn't translate to getting a higher gross thus making it pointless.
- **Make a healthy amount of translations for the movies produced** Making more versions of a movie makes it easy for people of different languages to watch it. By doing this the sales increase thereby increasing the gross obtained. However, it is important to note that in order to make more versions the budget has to increase.
- **Drama movies are risky to produce** The most produced movies are drama movies. Due to this the market is highly populated with drama movies which makes their sales to not be as good as other genres

Thank You!

