
Data-Driven Insights: Box Office Success for Microsoft's Movie Studio

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Summary

Descriptive analysis of different type of movie data sets reveal opportunities for investment in specific types of movies and the revenue generated by the movies:

- By 2018, there was an upward trend in domestic gross earnings
- Sci-Fi was the highest voted movie among the different genres
- Among the average ratings, Documentaries rated highly with other genres following

Outline

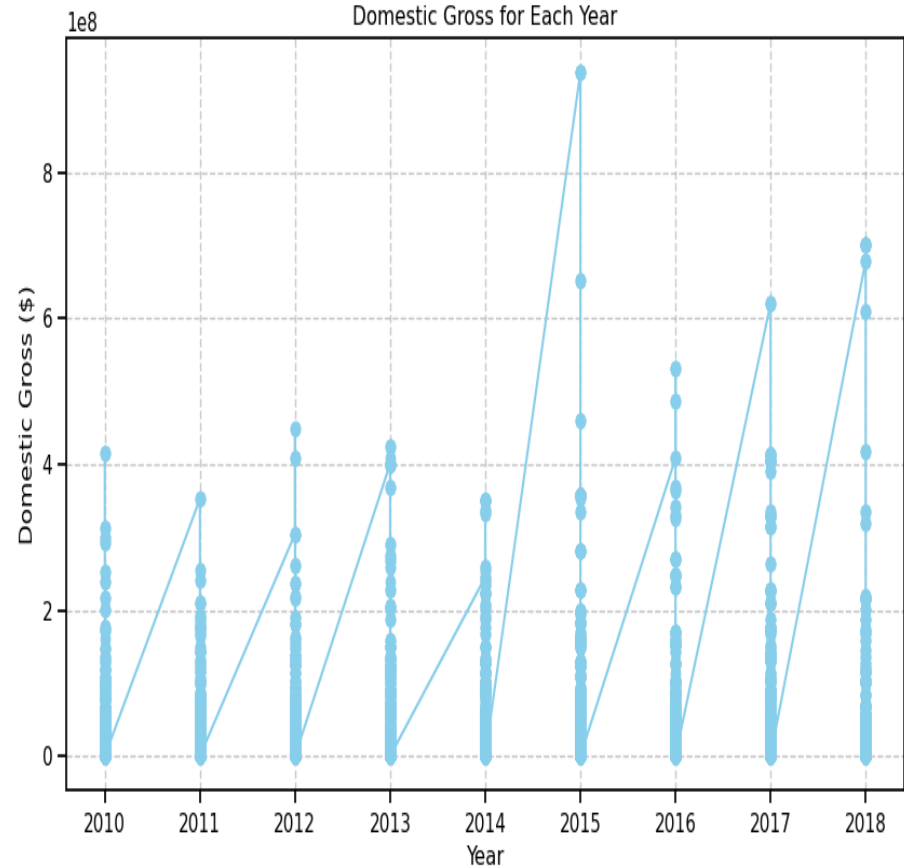
- Business Problem
- Data & Methods
- Results
- Conclusions

Business Problem

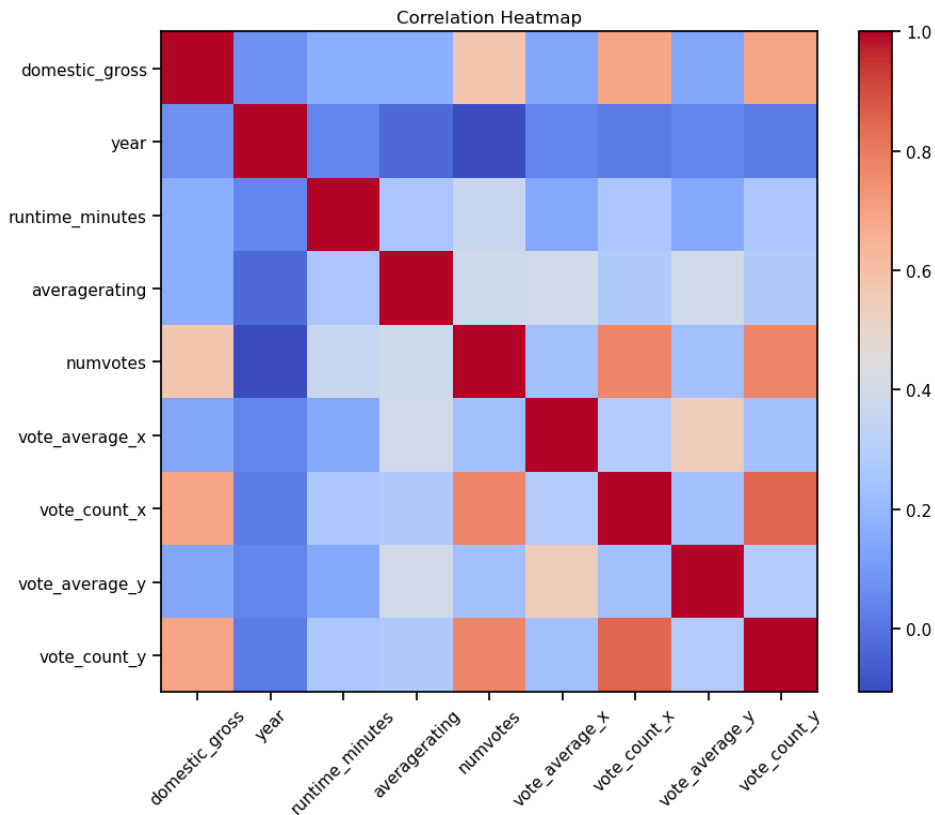
- Identification movies for creation
- Rank the sales/Income generation by genre
- Identification of ratings by movie genre

Data & Methods

- Between 2014 and 2015 we had the highest domestic gross in dollars, and improvement has been noted till 2018
- The fall between 2015 to 2016 was probably due to market issues but there has been a steady rise since 2017 upto 2018 hence giving a good market picture

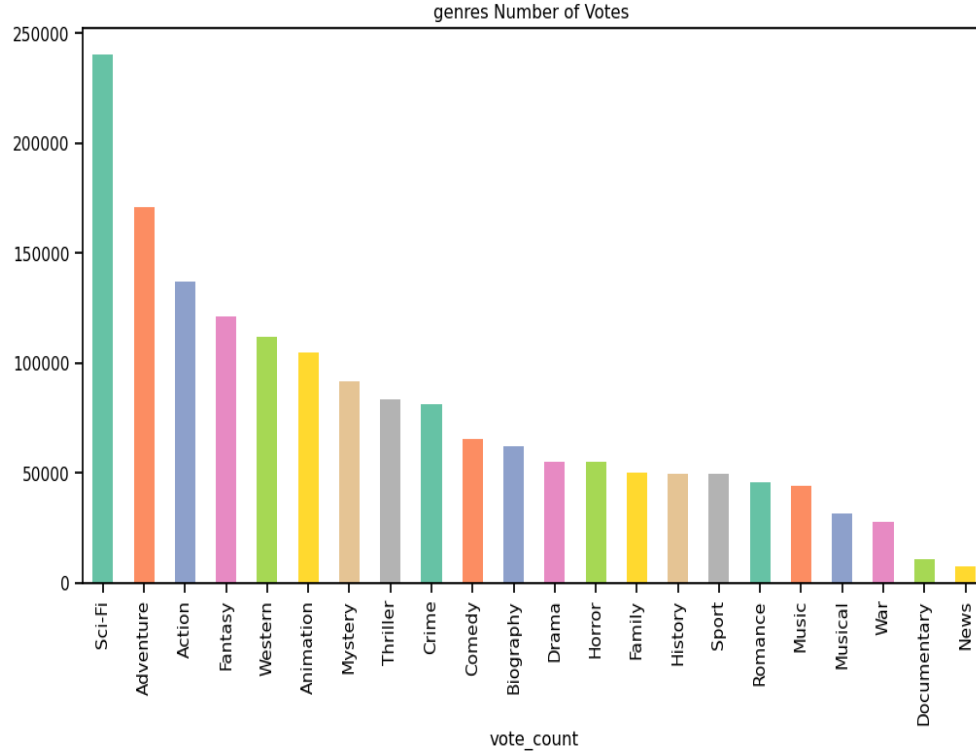


Results



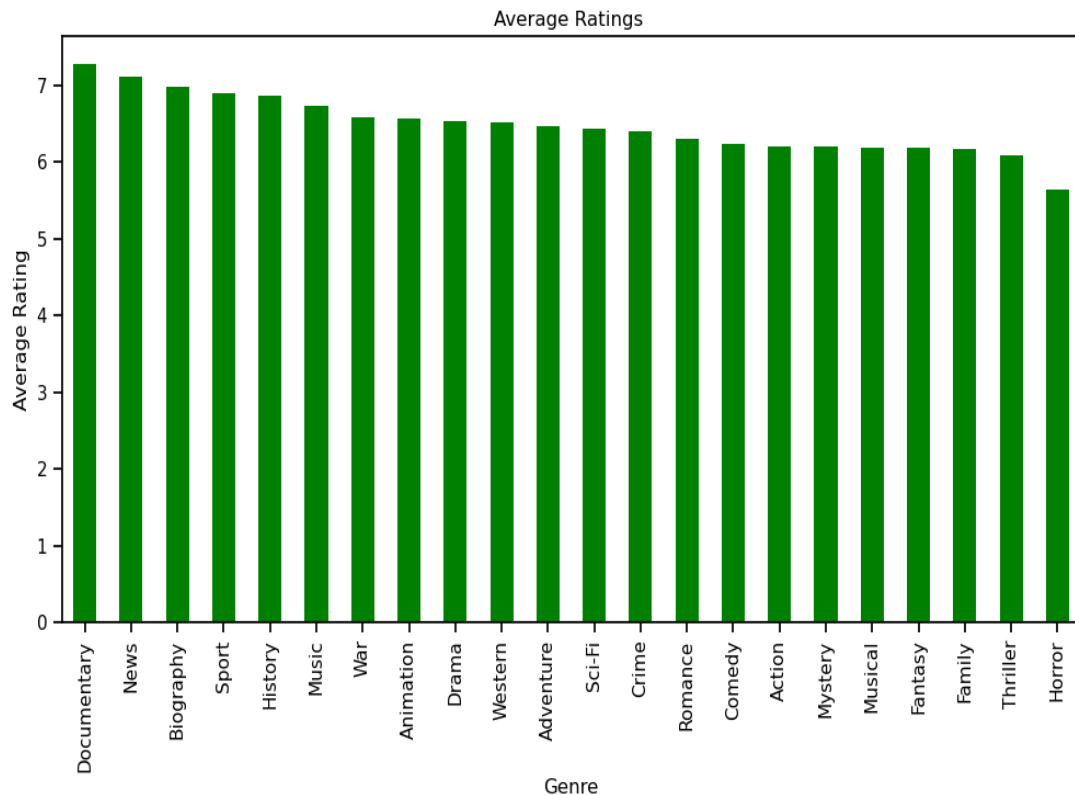
- There is a correlation between domestic gross, years, runtime minutes and the number of votes by genre hence indicating that they are all dependent on each other and for success of the organization all this aspects must be given maximum concentration and investment.

Results



- Most voted genres/ popular genres in the market rank from Sci_Fi as the highest and news as the lowest

Results



- Average ratings per genre showing no huge difference between the movie genres

Conclusions

- As a start up, Microsoft needs to invest in the genres as displayed by the ratings data
- Domestic gross, number of years, runtime minutes and the number of votes per movie genre need to be put into consideration for the success of the business since they have a very high correlation

Thank You!

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