



Box Office Film Analysis For Microsoft Movie Studio

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Summary

Exploratory Analysis of the provided datasets reveals that:

- The highest rated movies have action in their list of genres
- Movie runtime does not necessarily affect the rating
- Foreign markets are important as they have a high gross income



Outline

- Business Problem
- Data and methods
- Results
- Conclusions

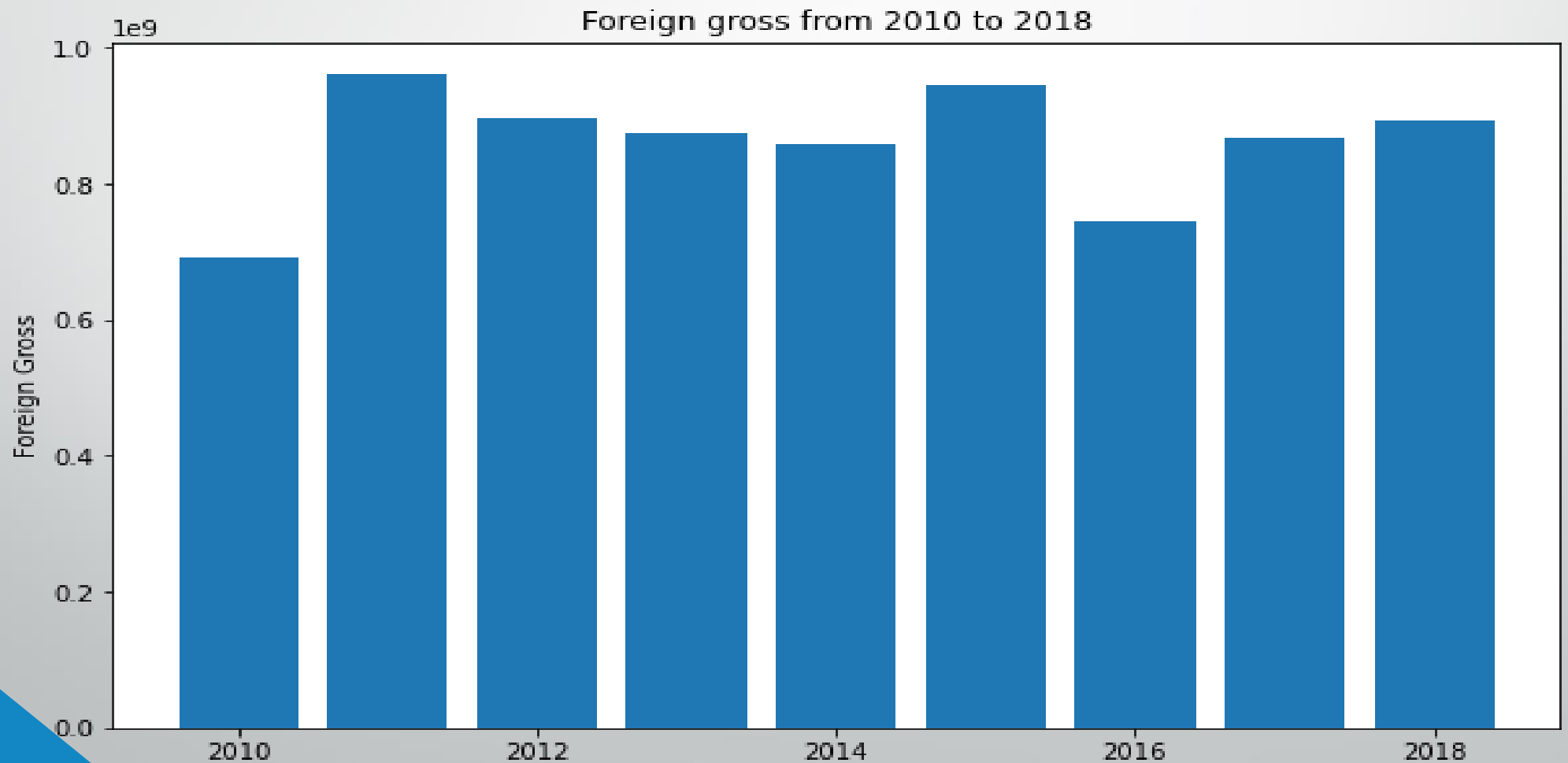


Business Problem

- Relevant and accurate information on various titles.
- Saving on startup costs using the analyzed information.
- Investigate relationships that might have an impact on rating.

Data and Methods

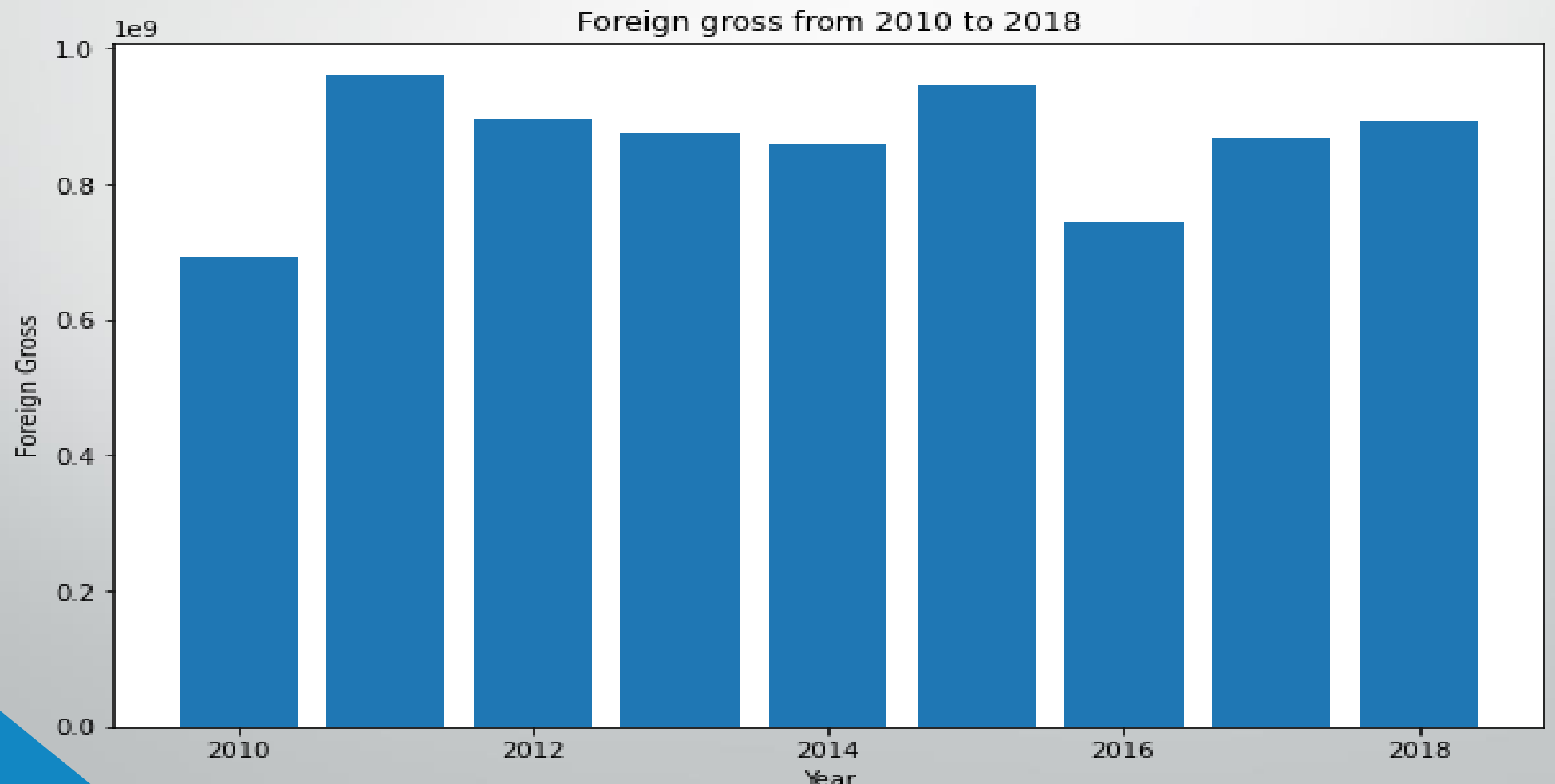
Movie data includes movie titles, their ratings and studio gross income data from 2010 to 2018.



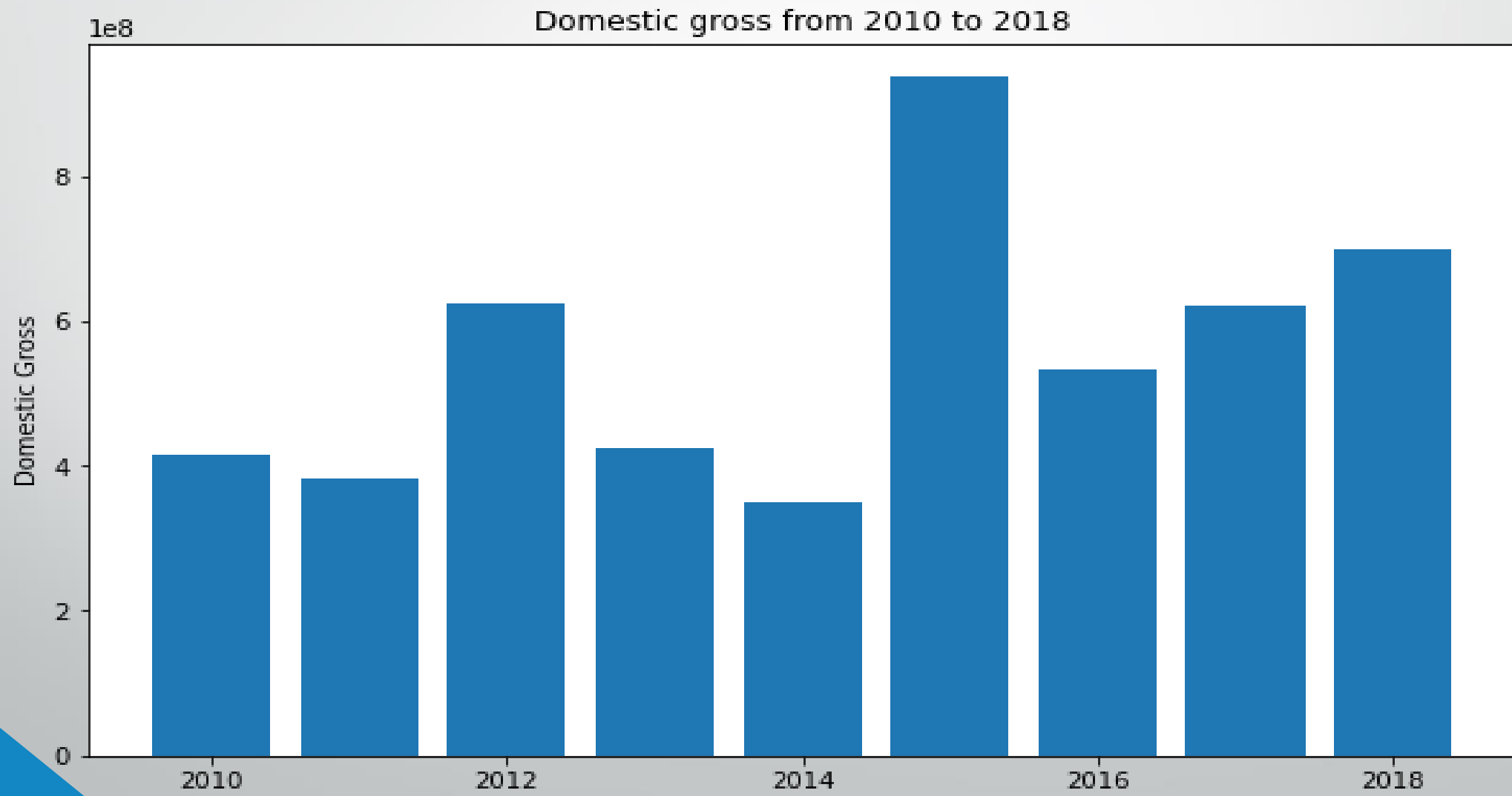
Results

- Action is found in most titles with an above average rating. It would therefore be smart to include some sort of action in a movie as it the most popular genre.
- Domestic gross appears to be inconsistent from 2010-2018. Foreign gross however, seems to be more consistent and higher as compared to Domestic gross.

Results



Results



Conclusions

- **Action should be included in most movie titles.** Most movies with an above average rating of six have Action included in their genre list. This shows that Action is popular amongst most movie audiences
- **Focus on the foreign markets as well.** The foreign market is good for the business as the foreign gross is more consistent and higher as compared to the domestic gross.
- **Movie runtime could be fairly long or take an average runtime.** Runtime does not seem to have much of an impact on the rating. Therefore, runtime could be fairly long or average. The content delivered is what would matter the most.

Next Steps

Further analyses could yield additional insights to:

Predicting the best list of genres to include in a movie for each market. Being able to predict this would enable the movie studio to make titles specifically tailored for either foreign or domestic markets



Thank You!!

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