MOVIE RECOMMENDATIONS FOR THE MICROSOFT MOVIE STUDIO
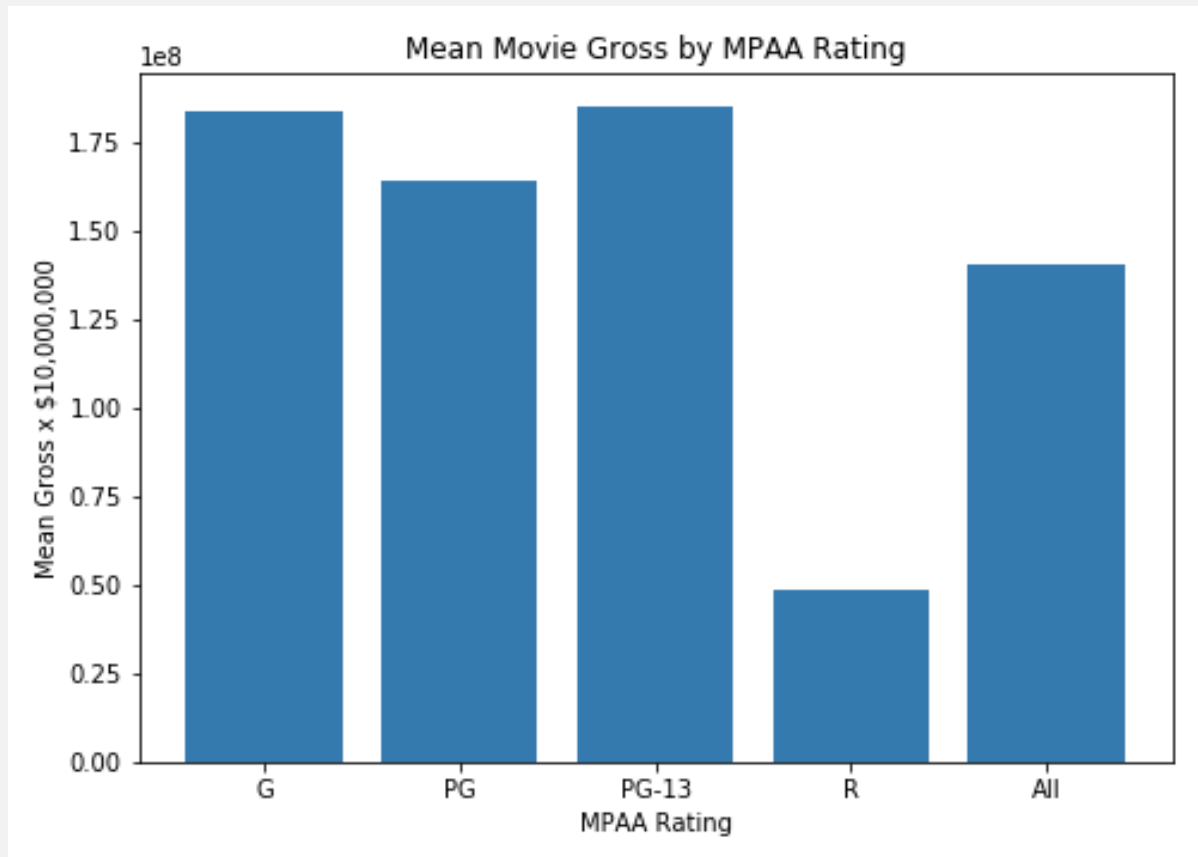
THE OBJECTIVE

- Microsoft has decided to start a movie studio and needs recommendations on the best movies to produce. This analysis will focus on the best grossing movies from 2019, 2020, and all time to determine the most profitable movies based on domestic box office gross.

THE DATASET

- Data were collected from the Box Office Mojo web site. The movies selected were the top 200 movies of three lists: all time grossing movies, highest grossing movies of 2019 and highest grossing movies of 2020. I kept the lists of 2019 and 2020 to 200 movies since movies below that generated small enough revenue ($2.2 million and $150,000 respectively) that they would not be of interest to a major player in the movie industry. The resulting set was a total of 551 movies.

- Movies were compared on genre, number of genres each movie contained, and MPAA ratings, all on the basis of each movie's domestic gross.
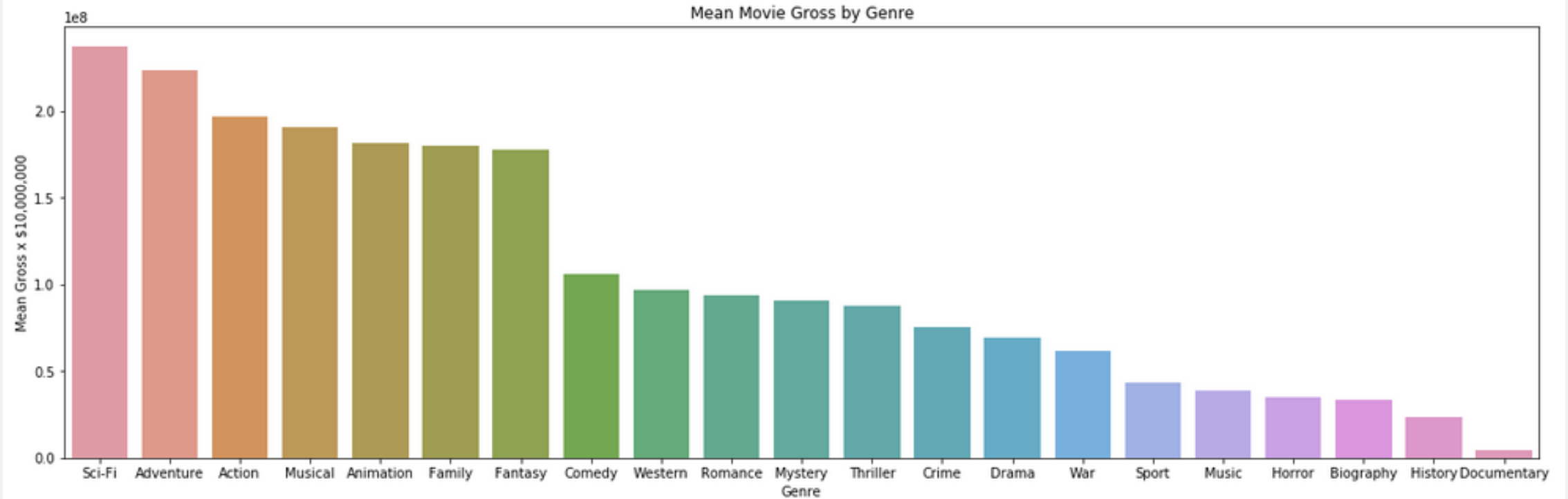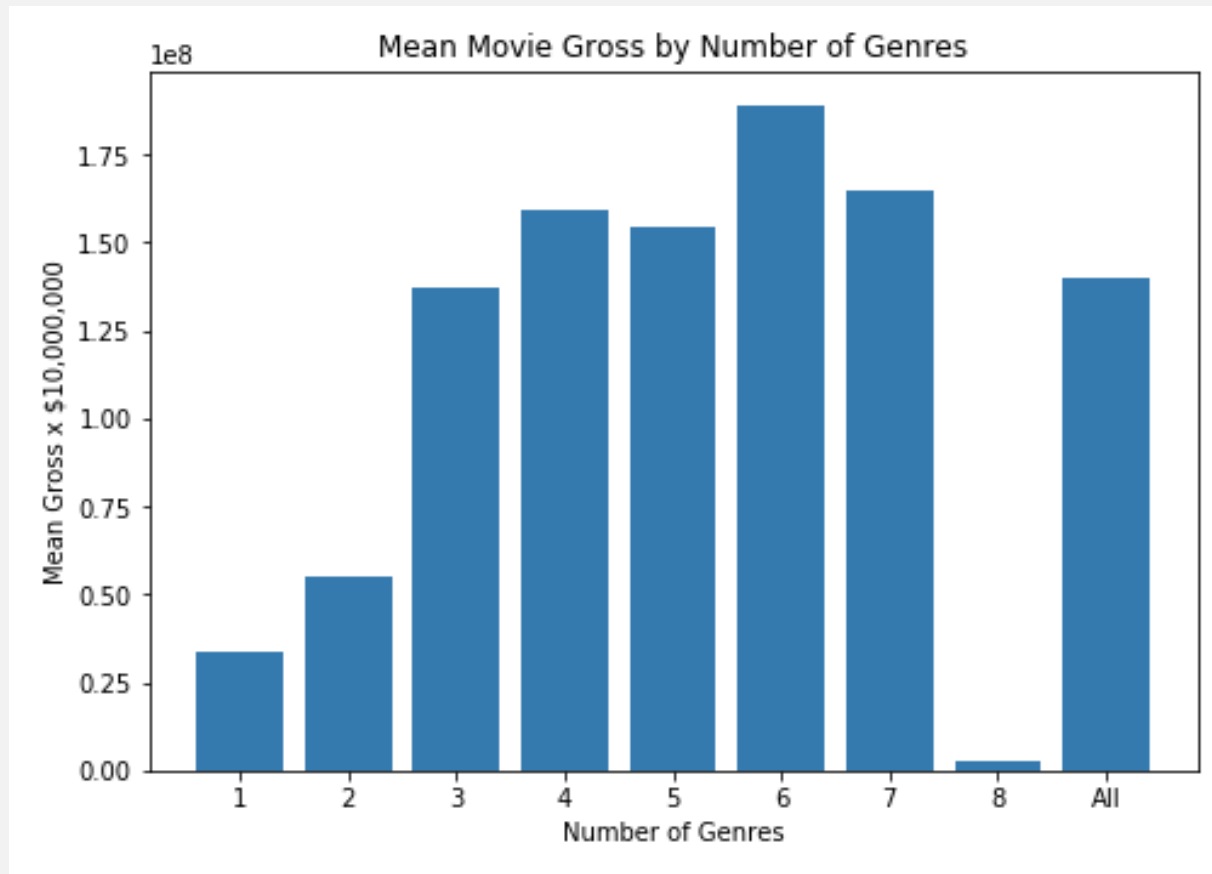
DOMESTIC GROSS BY MPAA RATING

GENRES LIST

Genre	Count
Adventure	249
Drama	212
Action	205
Comedy	183
Fantasy	150
Thriller	134
Sci-Fi	129
Family	115
Animation	80
Romance	63
Horror	60
Mystery	58
Crime	48
Biography	41
Music	25
Documentary	22
Musical	21
History	18
War	17
Sport	13
Western	2

DOMESTIC GROSS BY GENRE

Mean Movie Gross by Genre

DOMESTIC GROSS BY NUMBER OF GENRES

SUMMARY

- Highest Grossing Movies Characteristics

  1. G or PG-13 ratings

  2. Genres of Science Fiction, Adventure, Action, Musical, Animation, Family, Fantasy

  3. Contain 3-7 genres

Microsoft is well poised to take advantage of these characteristics with the intellectual properties it owns, such as Halo and Minecraft. These fit multiple genres listed above and would easily fit the MPAA ratings that are proven to be high revenue generators.