

Microsoft Market Data Analysis

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A dark blue diagonal gradient bar that starts from the bottom left and extends towards the top right, covering the lower half of the slide.

Summary

Analysis of average overall audience ratings and mean box office gross show specific movie genres are best for production.

Business Problem

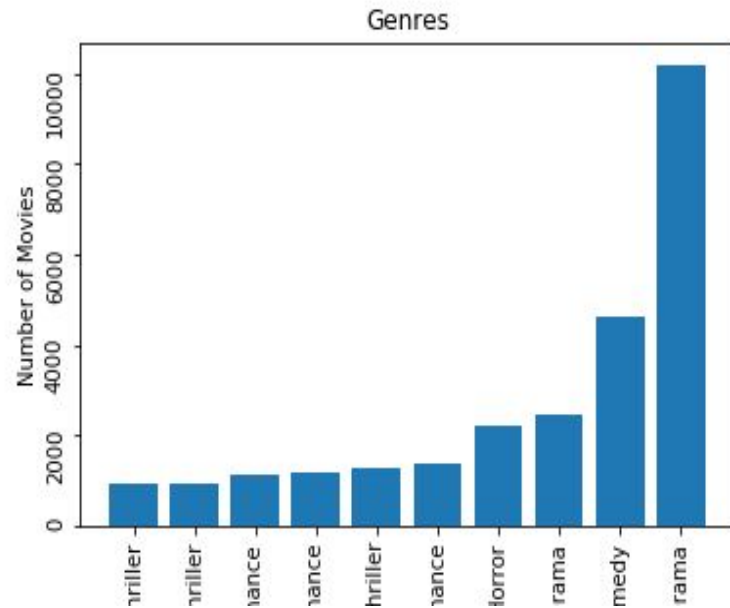
- ❑ What movies do best at the box office?
- ❑ What types of movies should be made?

Data

IMDb

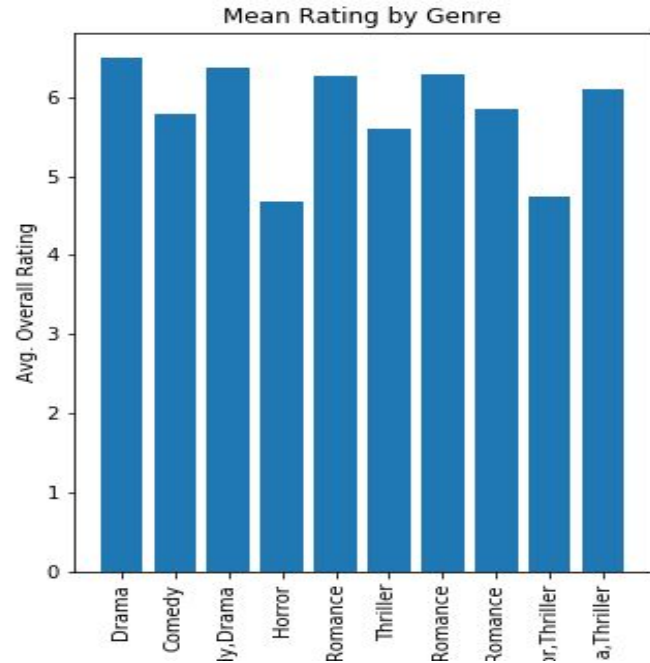
Box Office
Mojo

Methods



Results

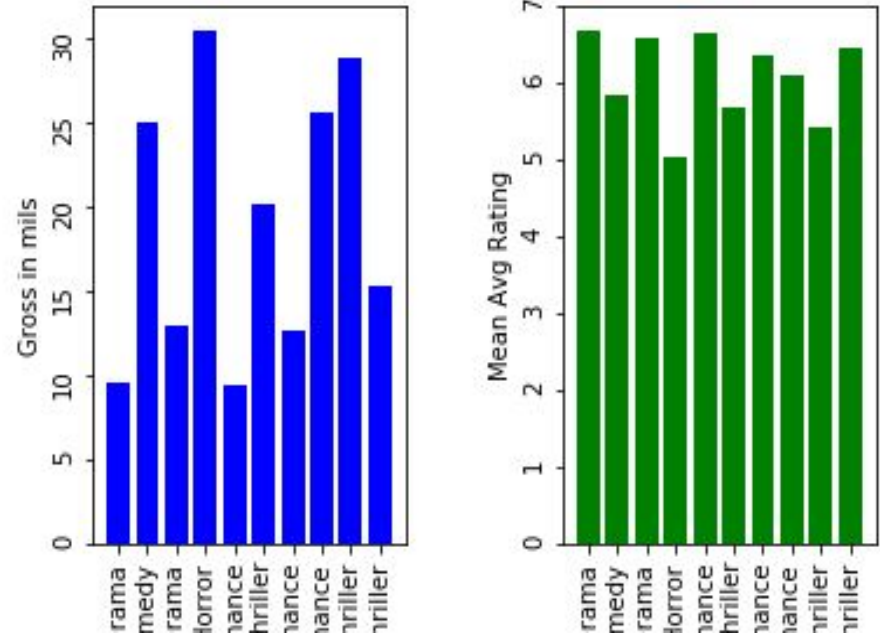
Average Overall Ratings show best rated of most common genres



Results

Mean Gross earnings and Mean Average Rating show overlap

Domestic Gross Vs Avg Rating



Conclusions And Next Steps

Conclusion

Comedies such as Bill and Ted Face
the Music
and romantic comedies such as
Stranger Than Fiction
should be made

Next Steps

Microsoft should expand their
options as they gain a foothold in
the market

Thank You

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