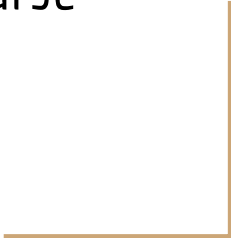




# Phase 1 Project

Solution for Microsoft  
new movie studio

Data Analysis Course  
14 May 2023  
Raye HS Yoo



# Outline

- Overview
- Business Problem
- Data & Methods
- Result
- Conclusion

# Overview

## Microsoft's New Movie Studio needs Business Solution

To provide business solutions investigating movie industry trends, and offer what type of film to create for Microsoft's new movie studio by analysing data-sets

### **Avatar: The Way of Water breaks more records at the worldwide box office**

The film has now netted more than \$2bn, one of only six films to have done so, with half of them directed by James Cameron

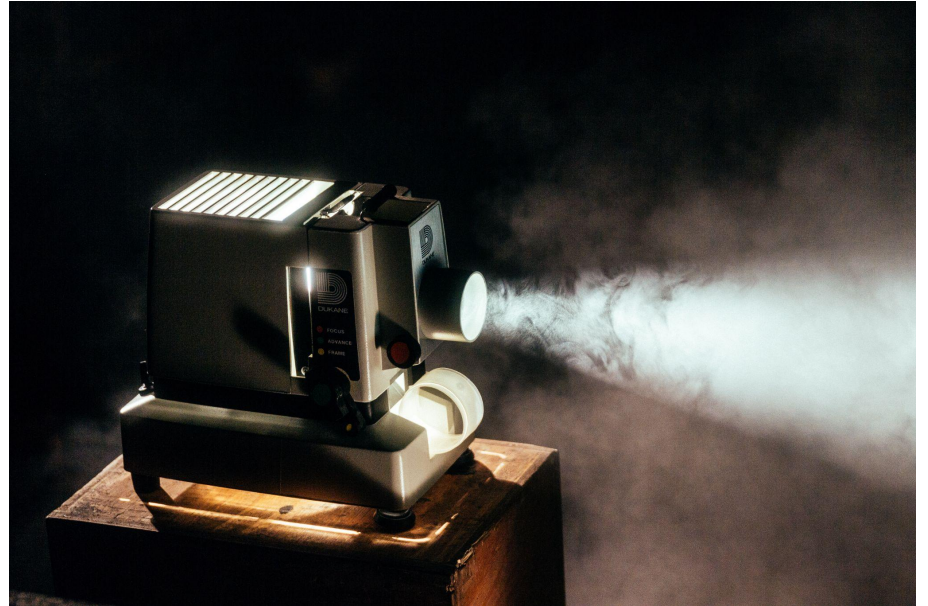
### **John Wick 4 Box Office Breaks Franchise Record As It Sails Past \$400 Million**

John Wick: Chapter 4 has broken a franchise record, becoming the first film in the series to gross over \$400 million at the box office worldwide.

### **The Super Mario Bros. Movie Breaks More Box Office Records Around The World**

# Business Problem

Investigate movie trends to find out what type of movies are most popular, and provide a direction for Microsoft's new movie studio to take



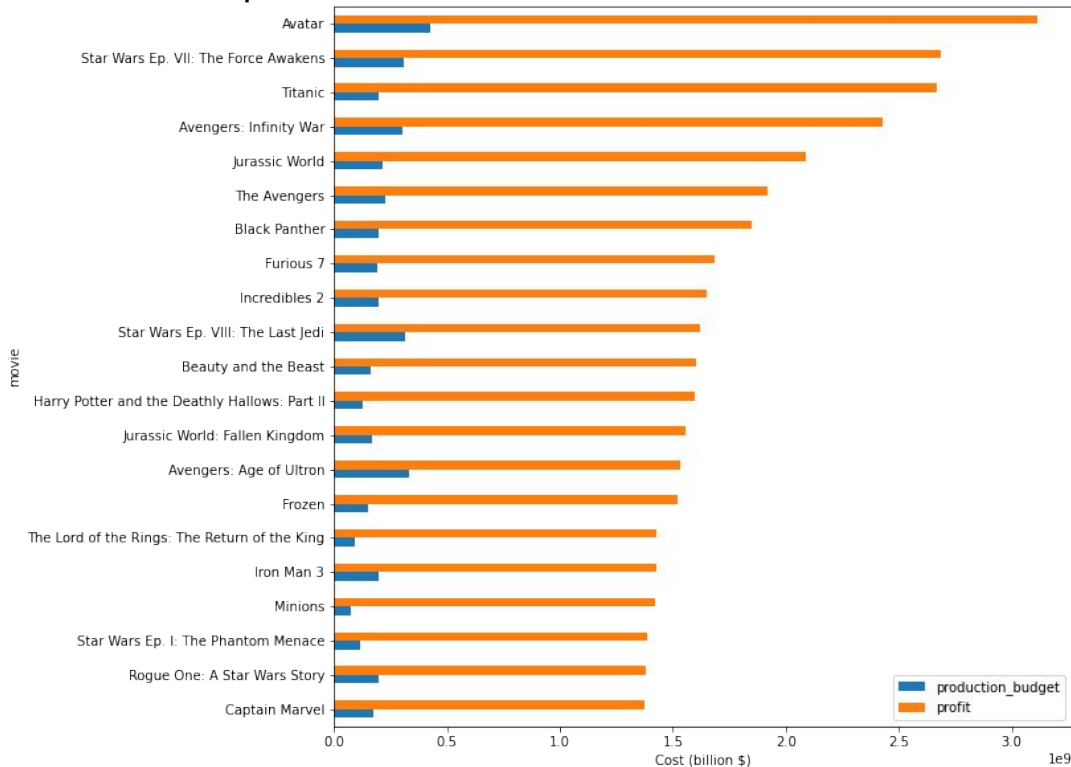
# Data & Methods

Uses major online movie databases including description of trends over time to provide useful overviews based on data analysing (e.g. profits, genre, etc):

- IMDB
- TheMovieDB
- The Numbers

# Result

Top 20 box office success Movies 2000-2020



**90%** is Franchise Movies

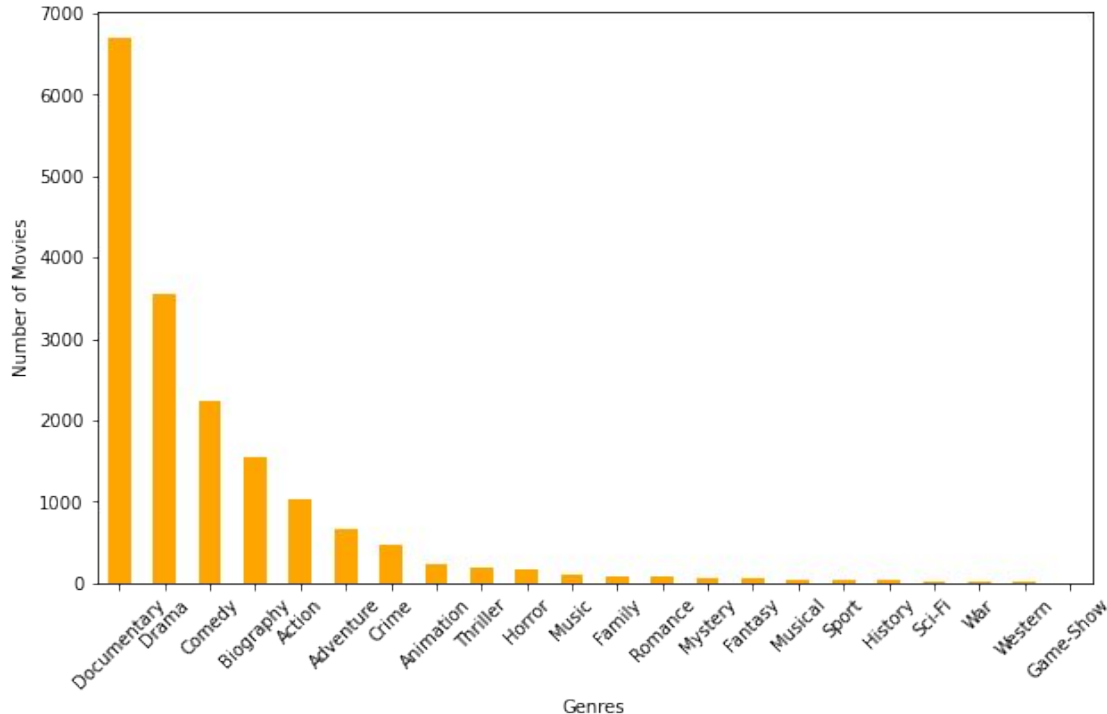
Average profit: \$1,805,592,178

Average Budget: \$208,171,428

Average Cost per index: 867%

# Result

Most common Genres 2000-2020 from top 25% Rated movies

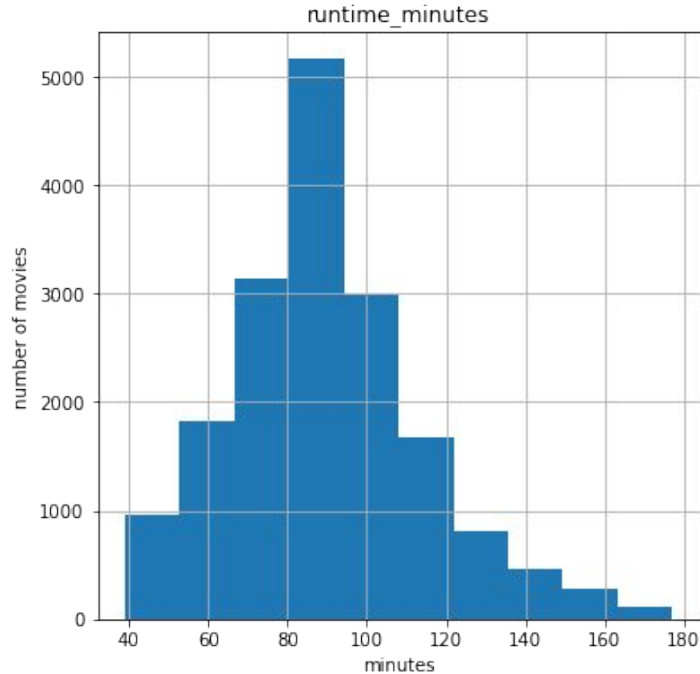


**Documentary** is the most popular genre of the 25% of top-rated movies, also, **Biography** has been placed at 4th.

The 2 genres covers **47.6%**

# Result

Most common Runtime 2000-2020 from top 25% Rated movies



More than **43.8%** of the top-rated movies' run time was between **80-100 minutes**



# Conclusion

- Consider the risk to create a franchise movie required
- Adopt the fact that Documentary is the most popular genre
- Plan movie structure with the common runtime

## **Next step**

- Build Budget Strategy
- Investigate movie market needs

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