

# Microsoft Movie Studio Analysis

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# Introduction

- Microsoft™ has become interested in movie production.
- We were tasked with evaluating different factors that lead to a successful film.



# Outline

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Business context & data



Data Processing



Recommendations



Future direction

# Business Context and Data

- Measure of success: Foreign Gross Revenue
- Success is multifactorial
- We used multiple sources of publicly available data to evaluate film revenue
  - IMDB
  - Box Office Mojo Database

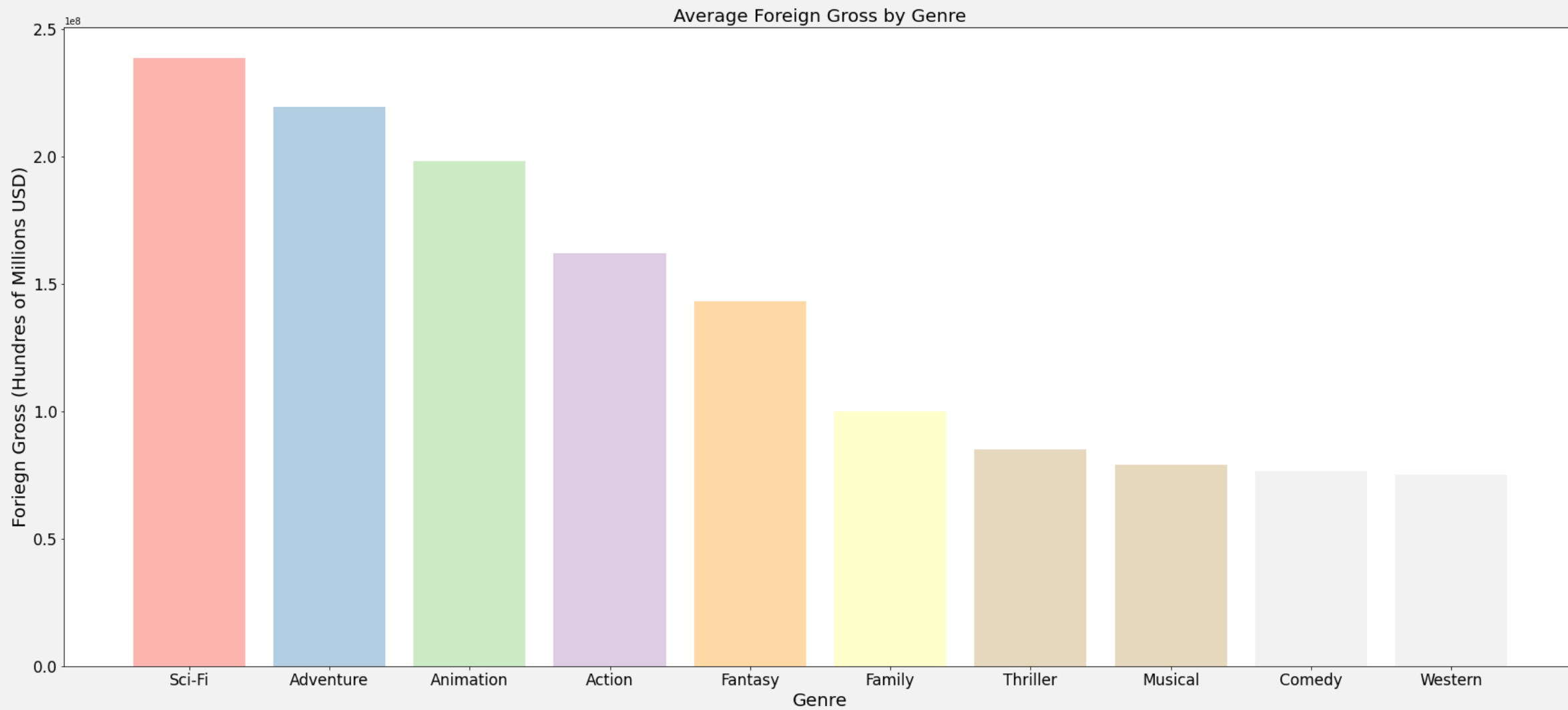


# Process steps

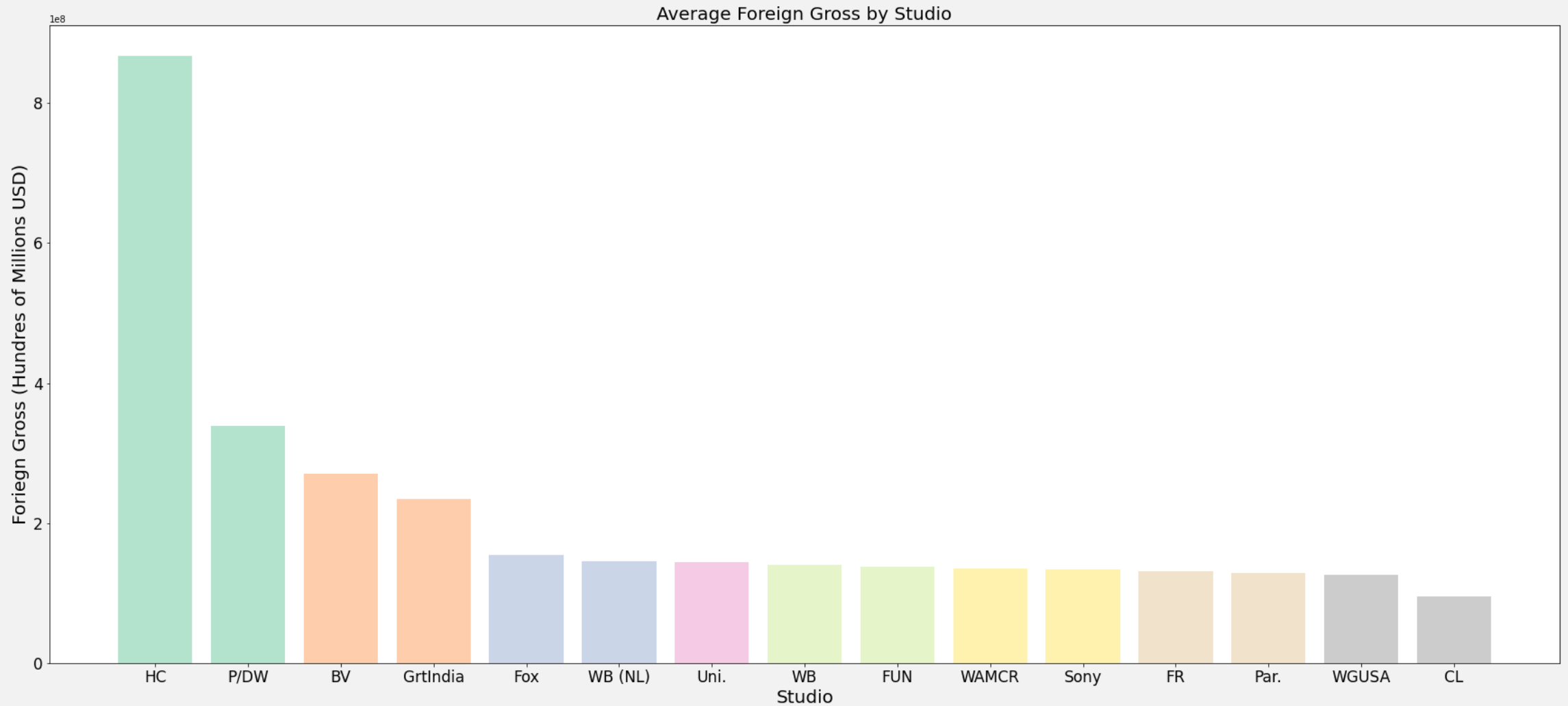
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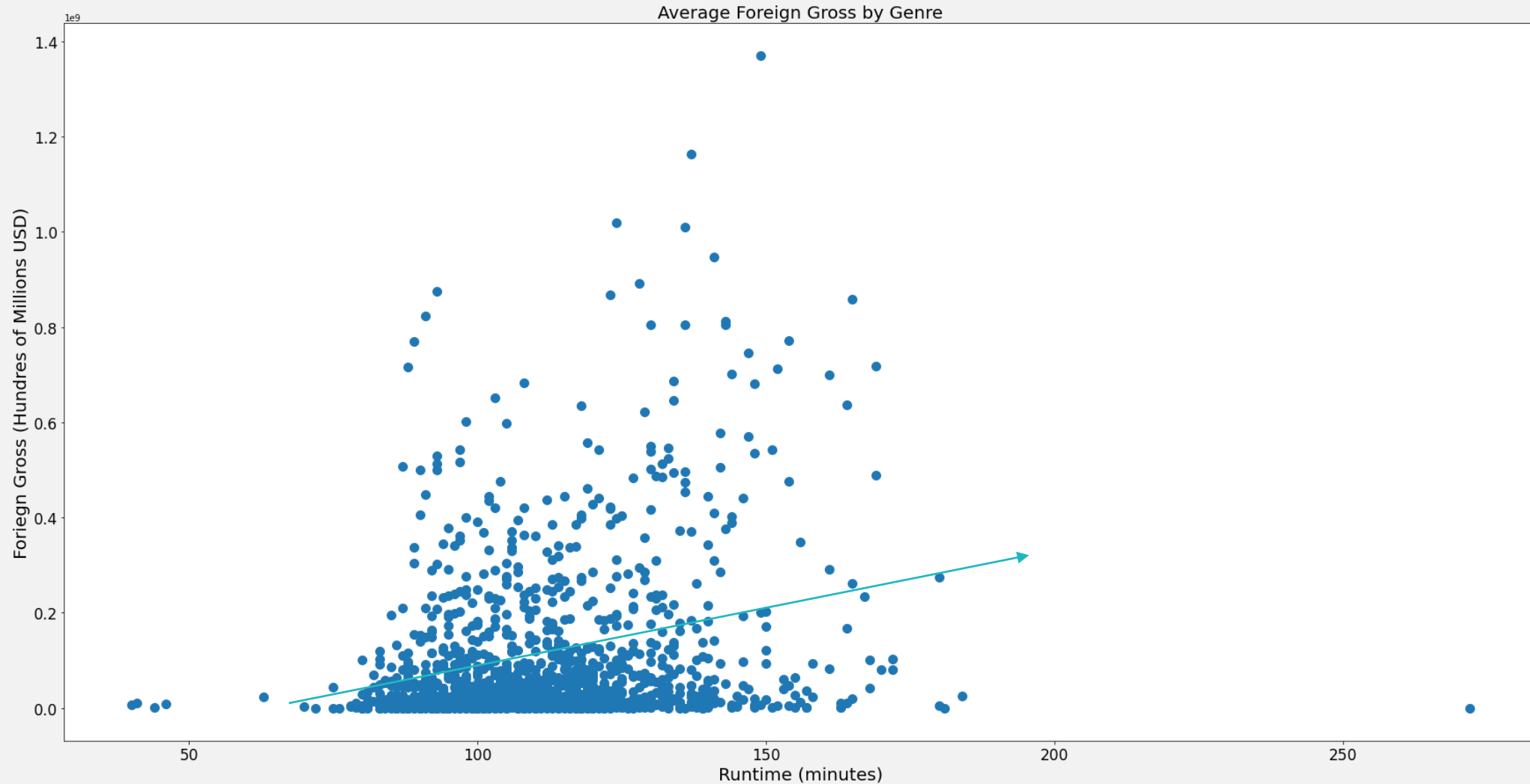
# Genre analysis



# Studio Selection



# Overall Movie Runtime





# Recommendations

Genre	Studios	Runtime
<ul style="list-style-type: none"><li>• Sci-Fi</li><li>• Adventure</li><li>• Animation</li></ul>	<ul style="list-style-type: none"><li>• HC</li><li>• P/DW</li><li>• BV</li><li>• GrtIndia</li></ul>	<ul style="list-style-type: none"><li>• Longer is better</li><li>• 100 to 150min</li></ul>

# Future Improvement

- Further evaluation
  - Domestic revenue
  - Consider costs
  - Return on investment
- Other sources of revenue:
  - Merchandising
  - Licensing



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