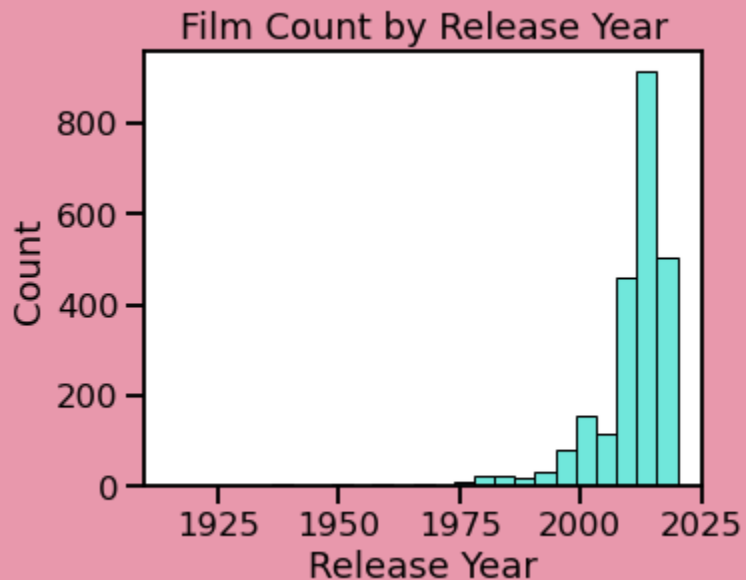


# MICROSOFT MOVIE ANALYSIS

Samantha Knee  
December 7, 2020


# Introduction to Data

- Release dates 1915-2020
- Genres
- Budgets, grossing
- Principals



# Summary of Analysis

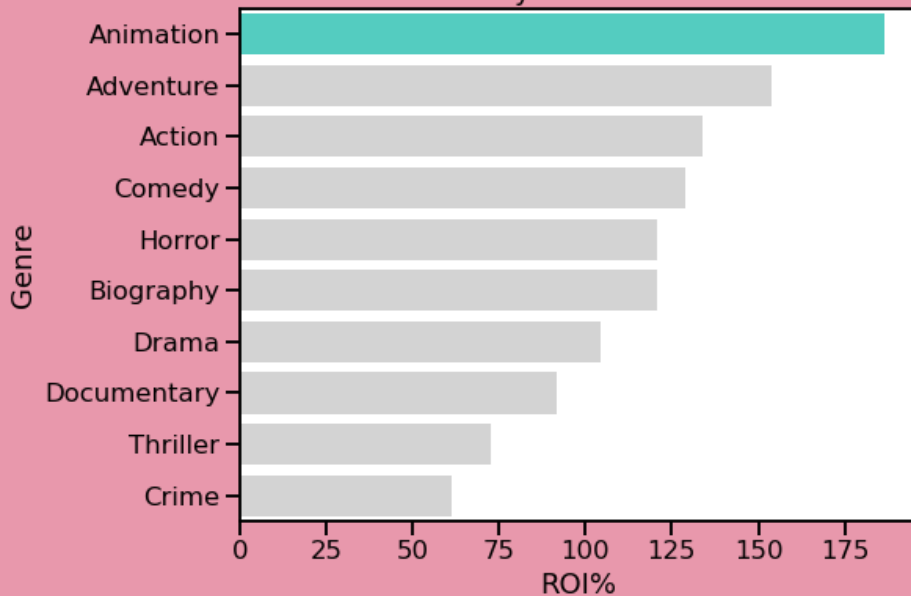
A collection of small squares in various colors (cyan, pink, orange) arranged in a scattered pattern in the top right corner of the slide.

1. Which genre generates the highest ROI?
  2. Which release month generates the highest ROI?
  3. Which directors generate the highest grossing?
- 
- A small cluster of squares in orange and cyan colors located in the bottom left corner of the slide.

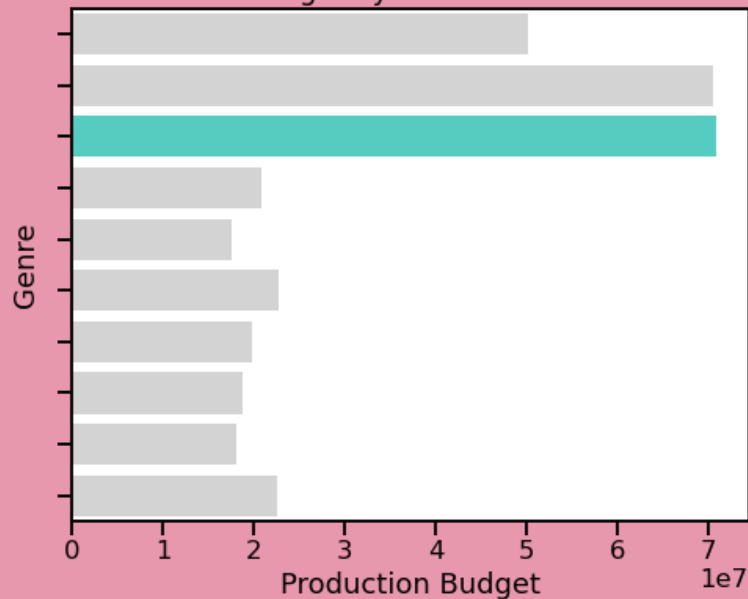
# Genre vs. ROI

- Animation, action and adventure
- Lower upfront investment for animation films

ROI by Movie Genre

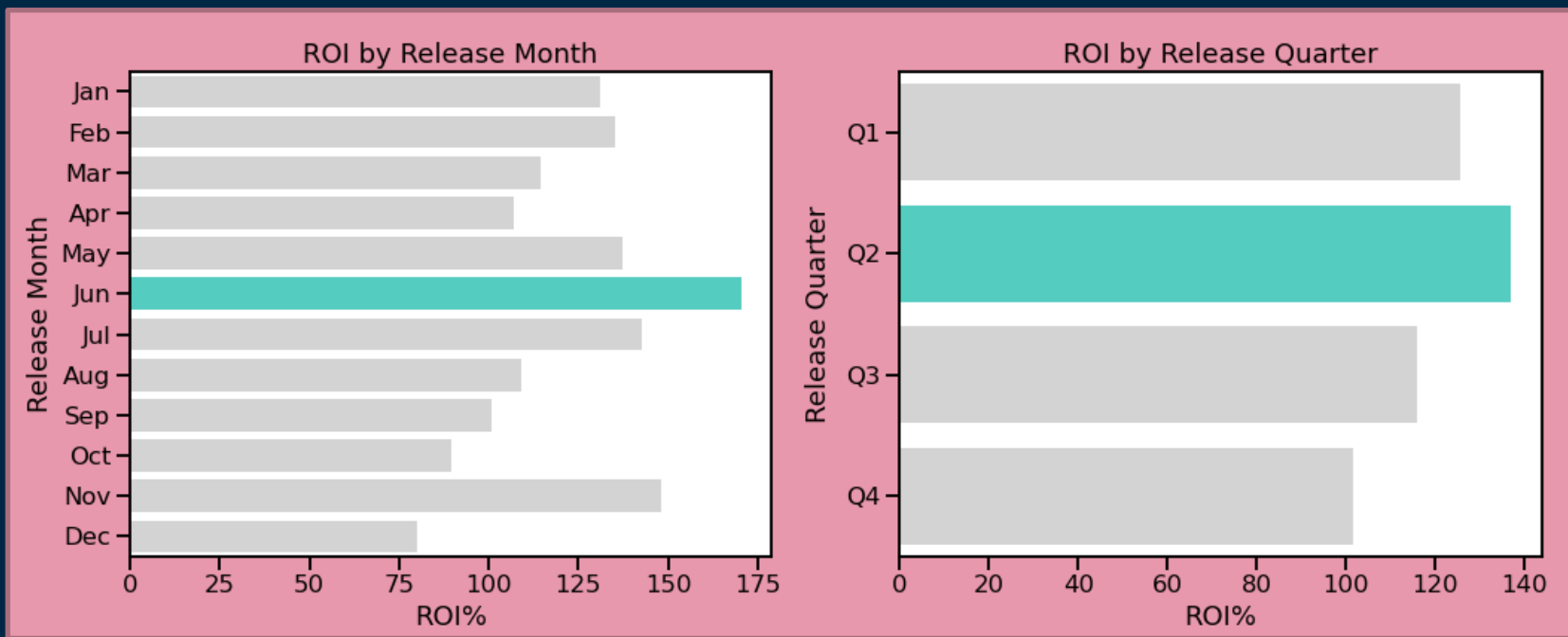


Budget by Movie Genre



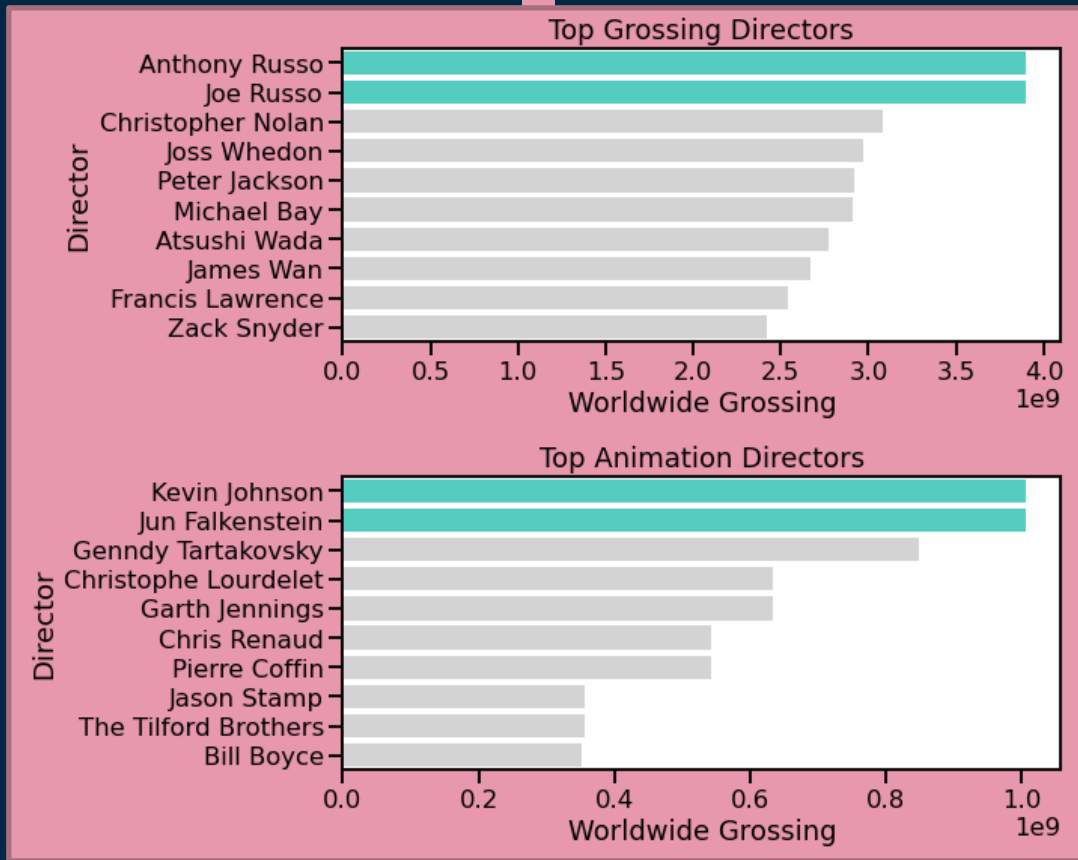
# Release Month vs. ROI

- June—highest ROI
- Q2 is best quarter




# Directors vs. Grossing

- Overall: Russo Brothers, Christopher Nolan
- Animation films: Kevin Johnson, Jun Falkenstein



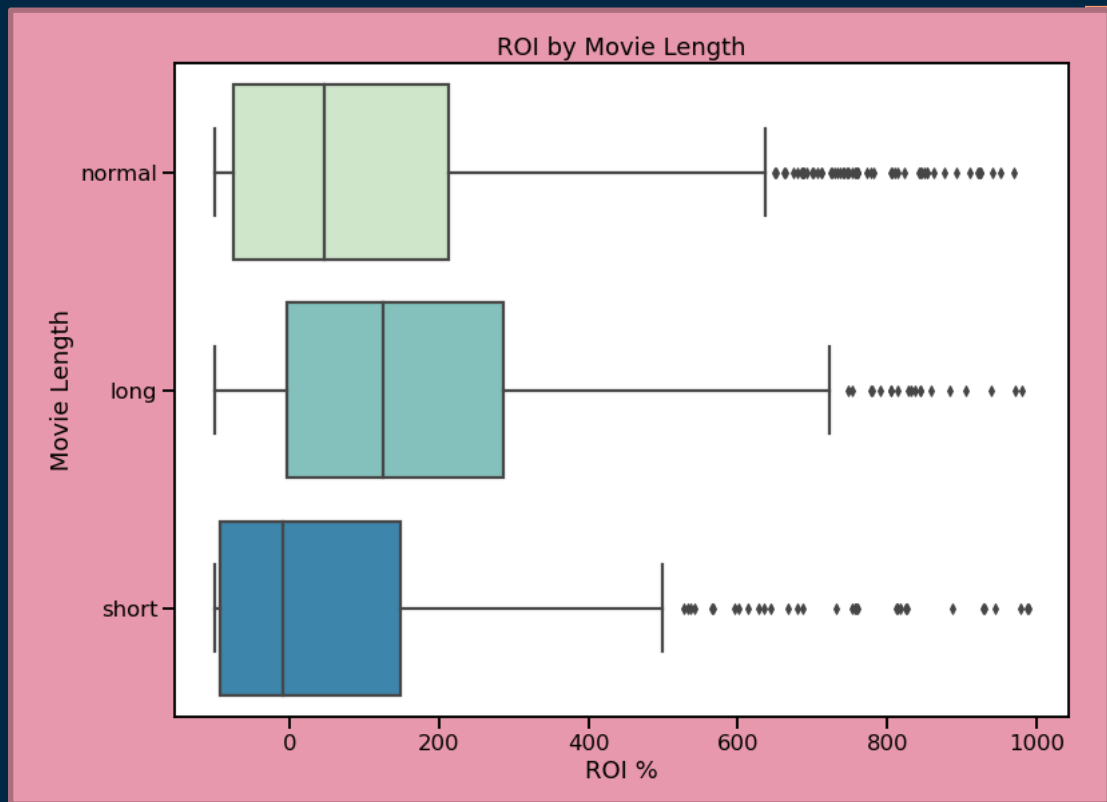
# Summary of Findings

A collection of small squares in various colors (cyan, pink, orange) scattered in the top right corner of the slide.

1. Focus on animation films
  2. Release films during Q2
  3. Hire the Russo Brothers, Christopher Nolan, or Kevin Johnson and Jun Falkenstein as directors
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# Future Work

1. Actors vs. directors
2. Secondary genres
3. Movie length





Do you have any questions?

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# THANK YOU

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