Microsoft Movie Studio

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Behind The Scenes

"A Data-Driven approach at the Movie business."

Outline

Business Problem

Data & Methods

Results

Conclusion

Further Recommendations

Business Problem

- Microsoft has decided to open their own movie studio. They don't know where to start. They would like to know what type of movies, and their features, are performing best at the box office in order to take a flying leap at it.

Data & Methods

Data Sources

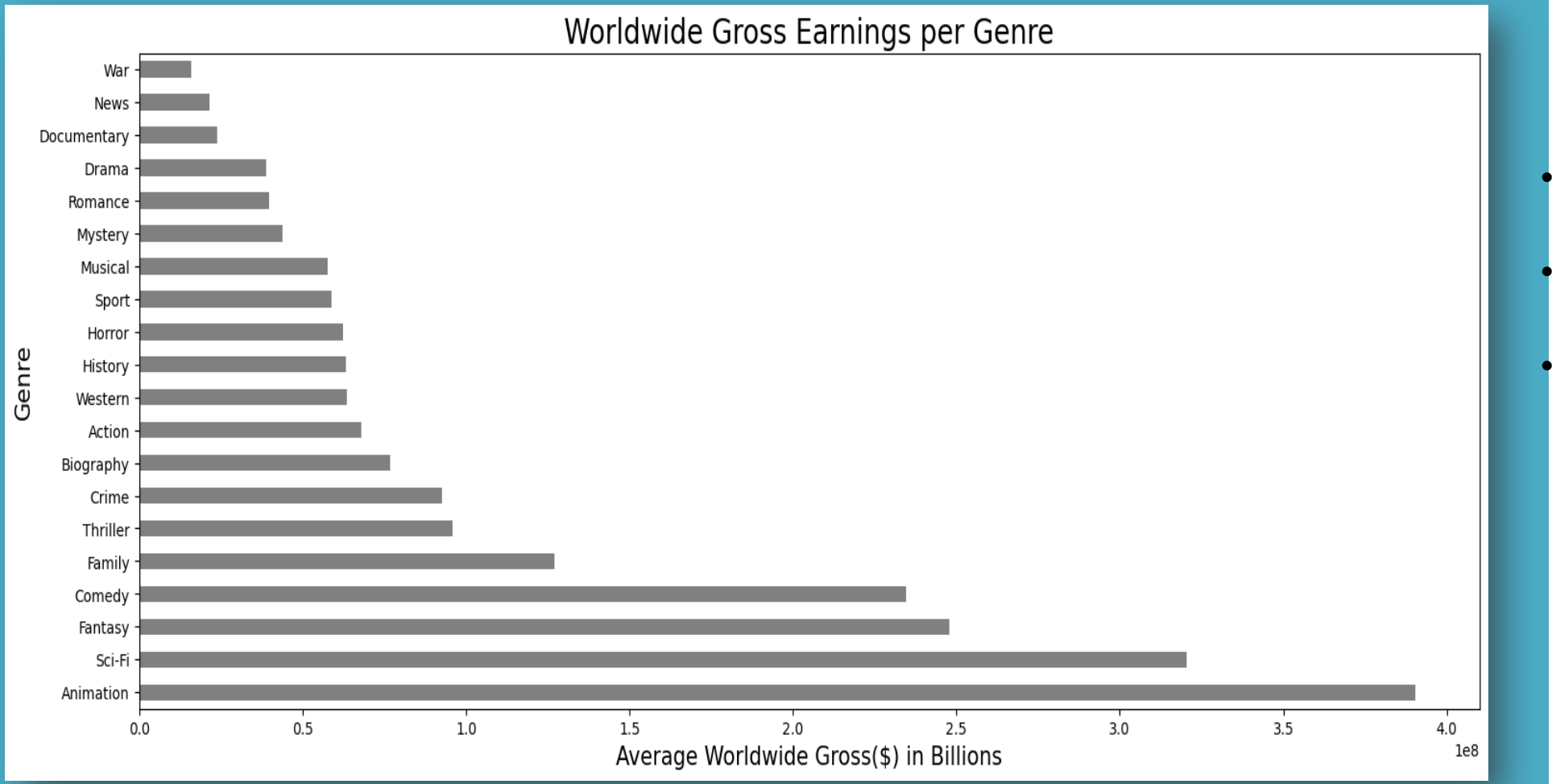
- IMDB
- Box Mojo
- The Movie Data

Method:

This project uses descriptive analysis to analyze data to look for trends that determine the success of a movie at the box office using different parameters provided by the datasets.

Results...

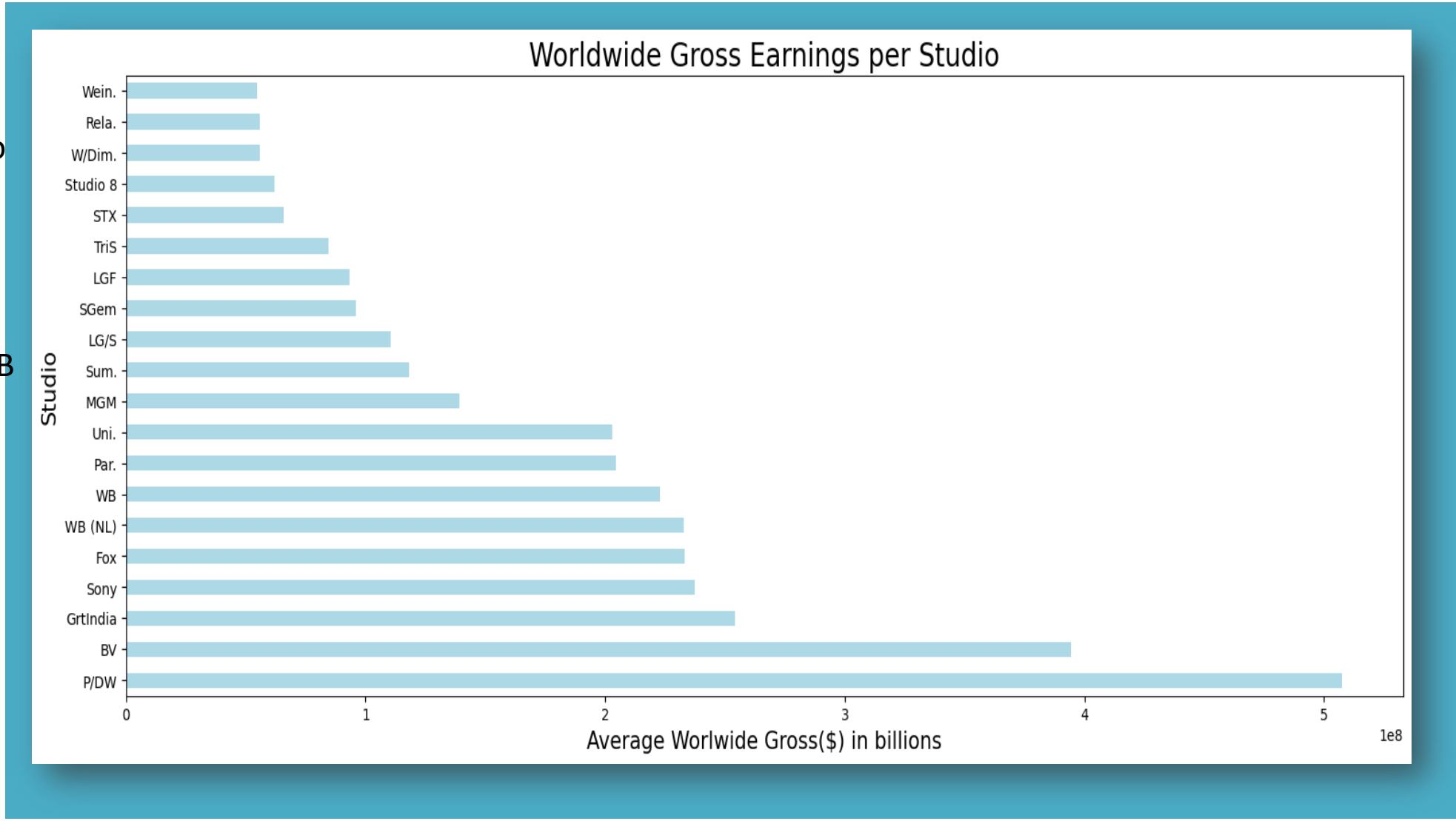
Which Genre Dominates the Big Screen?



- Animation is leading with almost 4billion(USD)
- Sci-Fi is the second leading genre
- Fantasy, Comedy and Family are among the top genres

Who are your competitors?

- P/DW is the leading studio with more than 5billion(USD)
- BV comes second close to P/DW
- GrtIndia, Sony, Fox and WB are also among the top studios



Who are the best directors in the game?

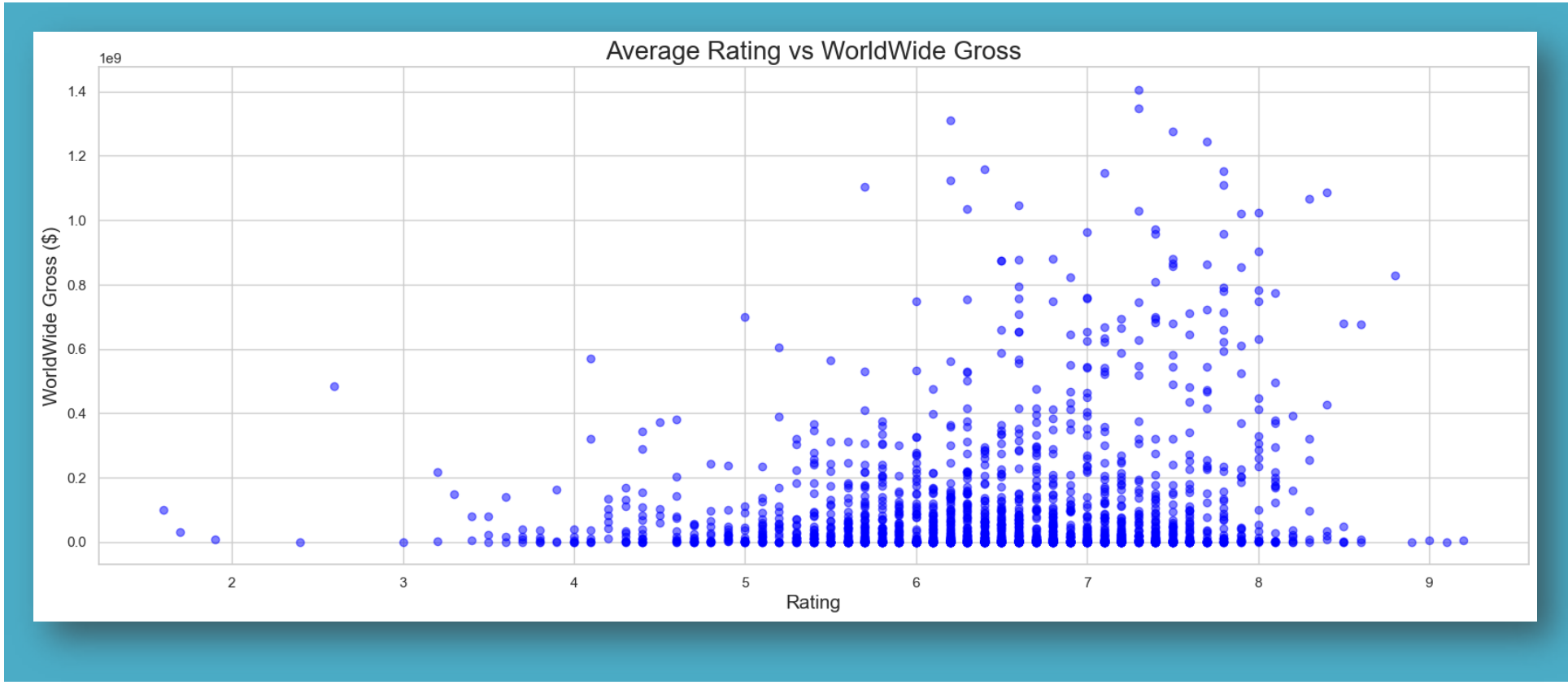
John Andreas, Robin Pront, David Dolhoffen are the definitely the best!!!

What's the Ideal Month to Launch a Movie for Maximum Profit?

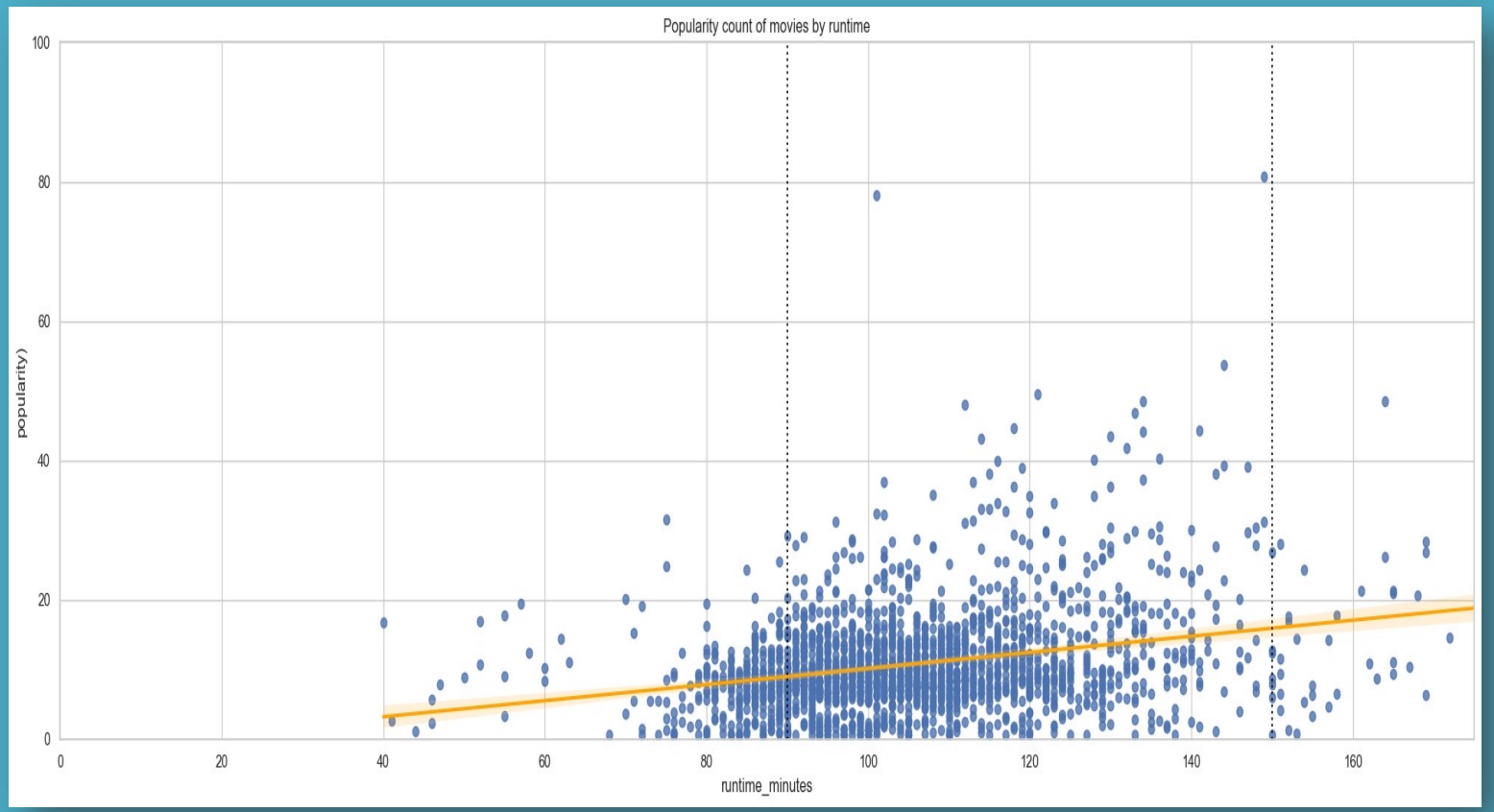
February, July, November and December without a doubt.

Does Movie Rating Have an Impact on Revenue?

Rating does not in any way affect the total gross earnings



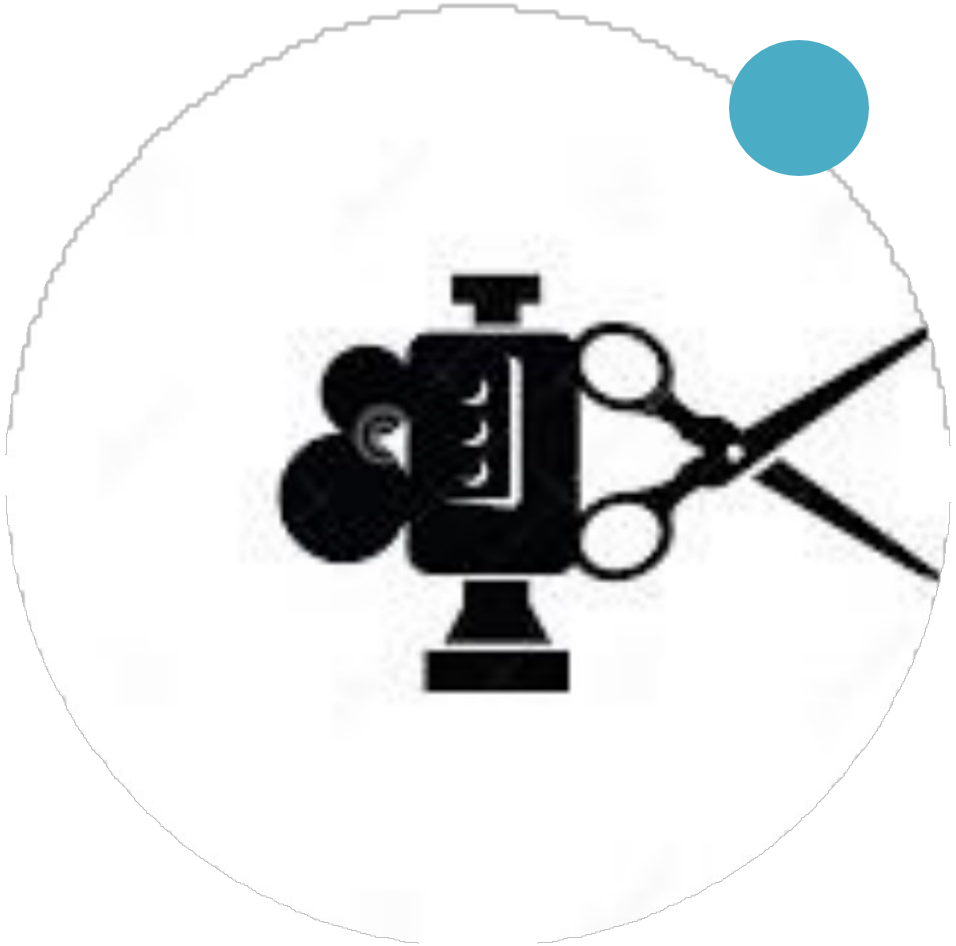
Does the Length of a Film Impact its Popularity?



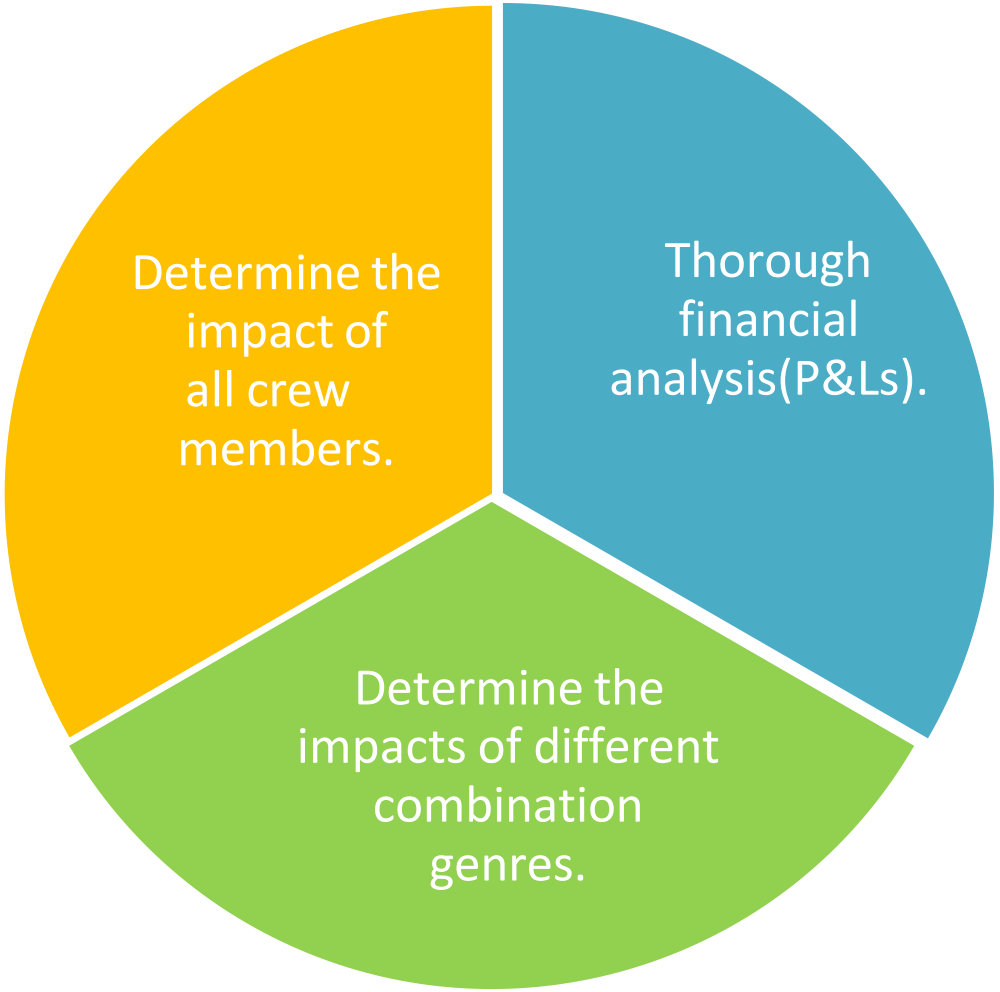
" If you thought yes, yes and the ideal range as shown by our plot is 90-120 minutes

The Final Scene: Wrapping Up the Analysis...

- Animation, Sci-Fi, Fantasy, Comedy, Family are top-5 MOST PROFITABLE genres.
- John Andreas Anderson, Robin Pront, David Delhoffen, Scott Armstrong, Brian Peter Falk.
- February, July, November and December are the most profitable months.
- The length of a movie does matter. The ideal time is 90-120 minutes.



Stepping Ahead...



Thank You :)

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