Microsoft Movie Content Analysis

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Summary

- Analyzing trends of:
    - Gross profit movie produces from different studio
    - Timing of movie releases
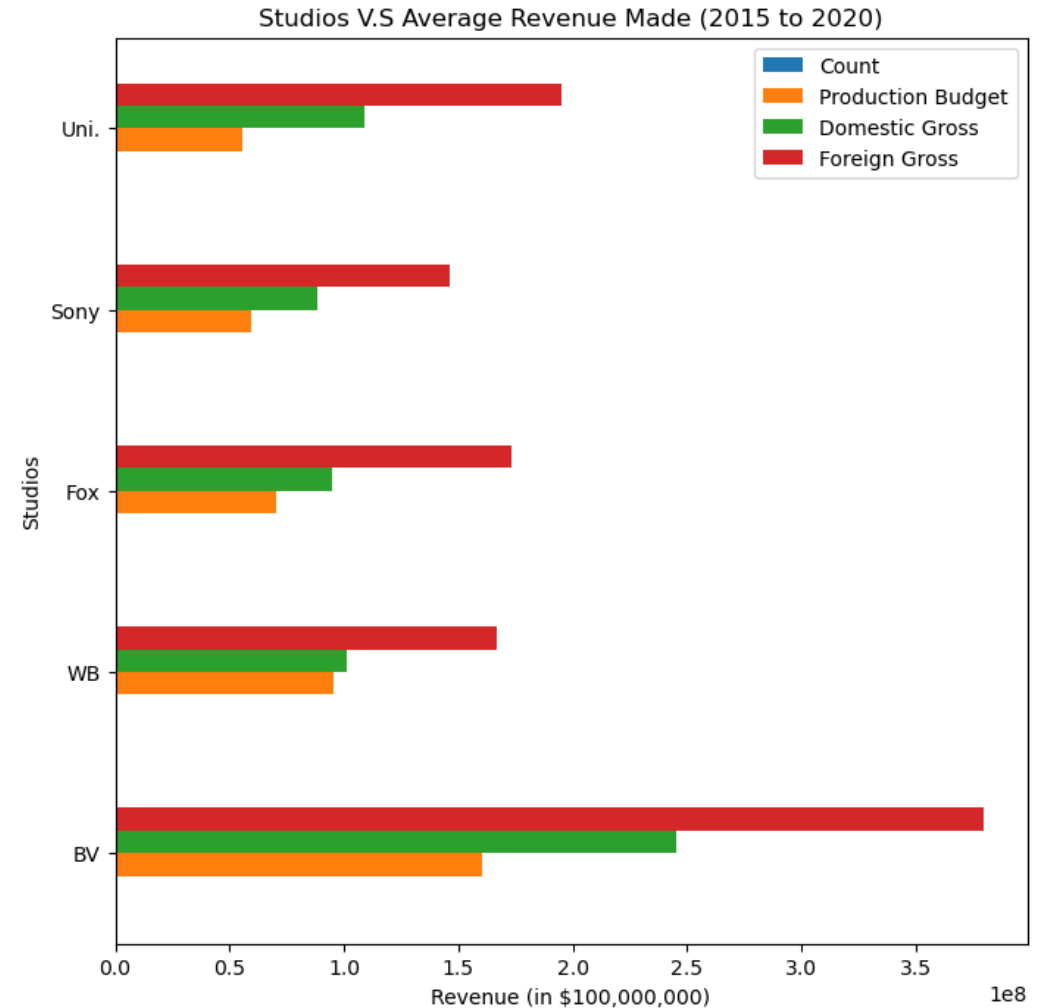   - Highly rated genres

Outline

- Business Problem
- Data & Methods
- Results
- Conclusion

Business Problem

- Lack of knowledge and insights
- Good timing to release movie
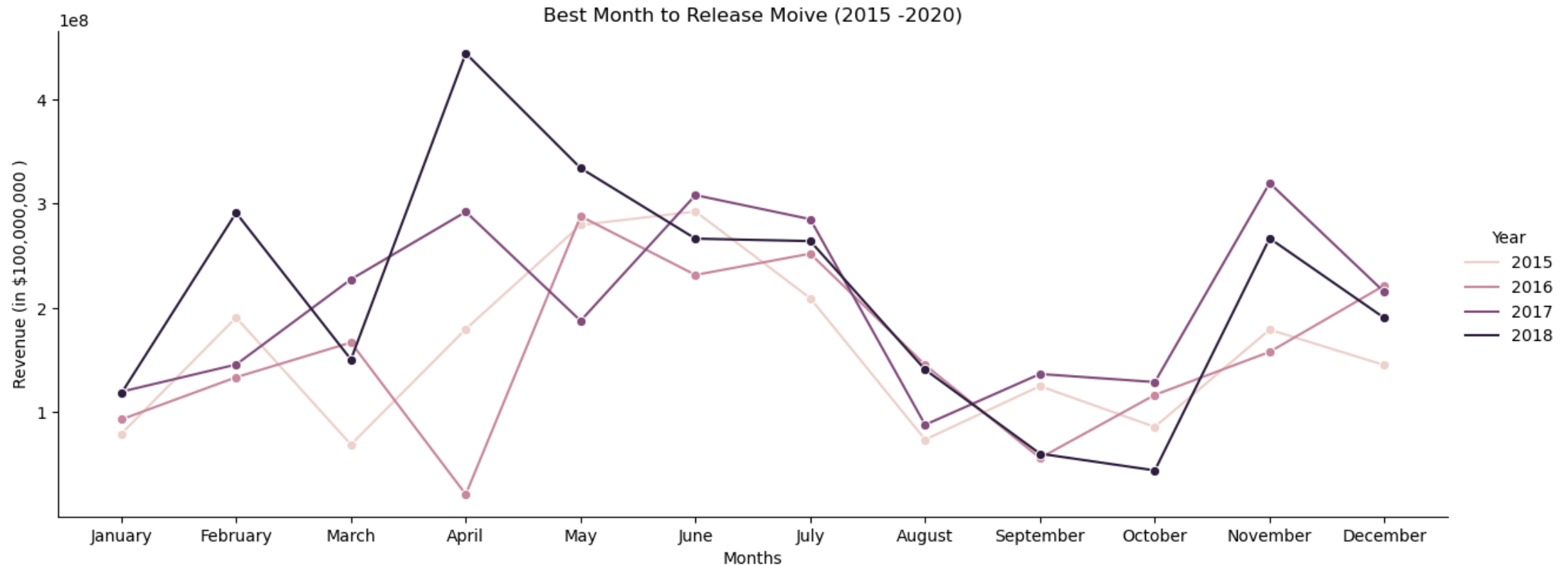- Gaining audiences' interests

Data & Method

- Average gross profit between studio
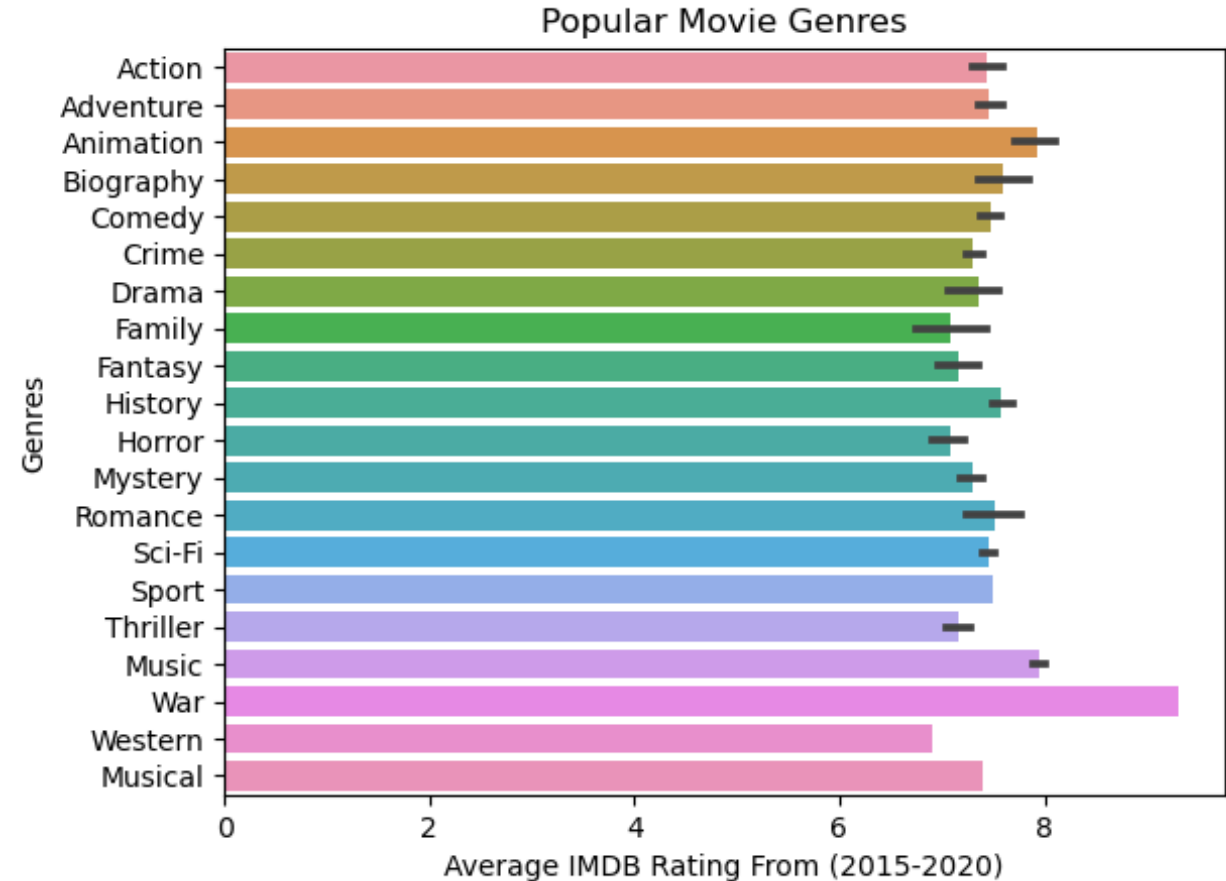
- BV earning highest profits

Studios V.S Average Revenue Made (2015 to 2020)

Data & Method

- Observing patterns and trends in the revenue data over the years
  - May and June are most successful rate

Best Month to Release Moive (2015 -2020)

Data & Method

- Observing rating of genres over the past years.

- Highly rated genres:
  - War
  - Music
  - Animation

Popular Movie Genres

Results

- BV studio is the highest earning gross profit and with high production budget
- May and June are most successful earning
- Top genres: War, Music and Animations

Conclusion

- Emulate successful strategies of competitors
- Release movies in May and June
- Focus on the top genres

Thank you

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