



# Microsoft Movie Studios Genre Recommendations

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# Overview

The technology giant, Microsoft is looking to expand it's lines of business by jumping into the movie business. This project will analyze data from various movie tracking and rating companies to help them determine how to best direct project investments that help ensure a successful start to this venture.





# Outline



Business Understanding



Data Understanding



Analysis Results



Conclusions

# Business Understanding



Goal: Guide Microsoft Movie Studios film development decisions



Need to determine which films currently perform the best at the box office



Analytics Metric: Film Popularity



Analytics Metric: Film Profitability

# Data Understanding

## Popularity Datasources

IMDB

Rotten Tomatoes

The Movie Database

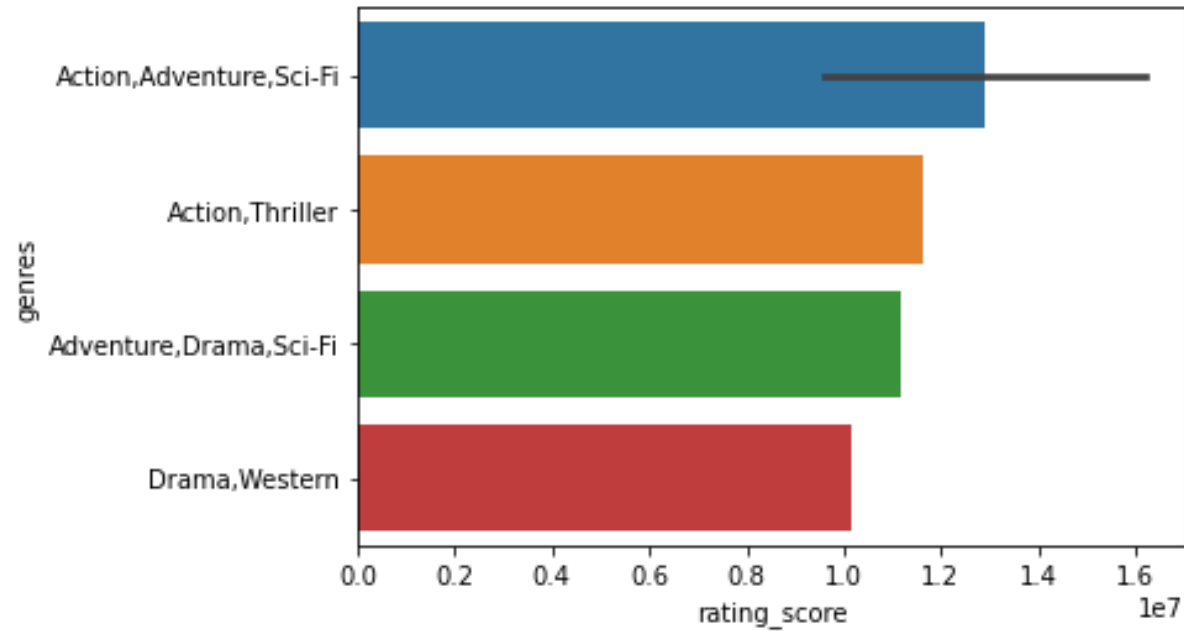
## Profitability Datasources

Box Office Mojo


The Numbers



## Analysis Results



- IMDB Results : Top 5 movie genres based on popularity

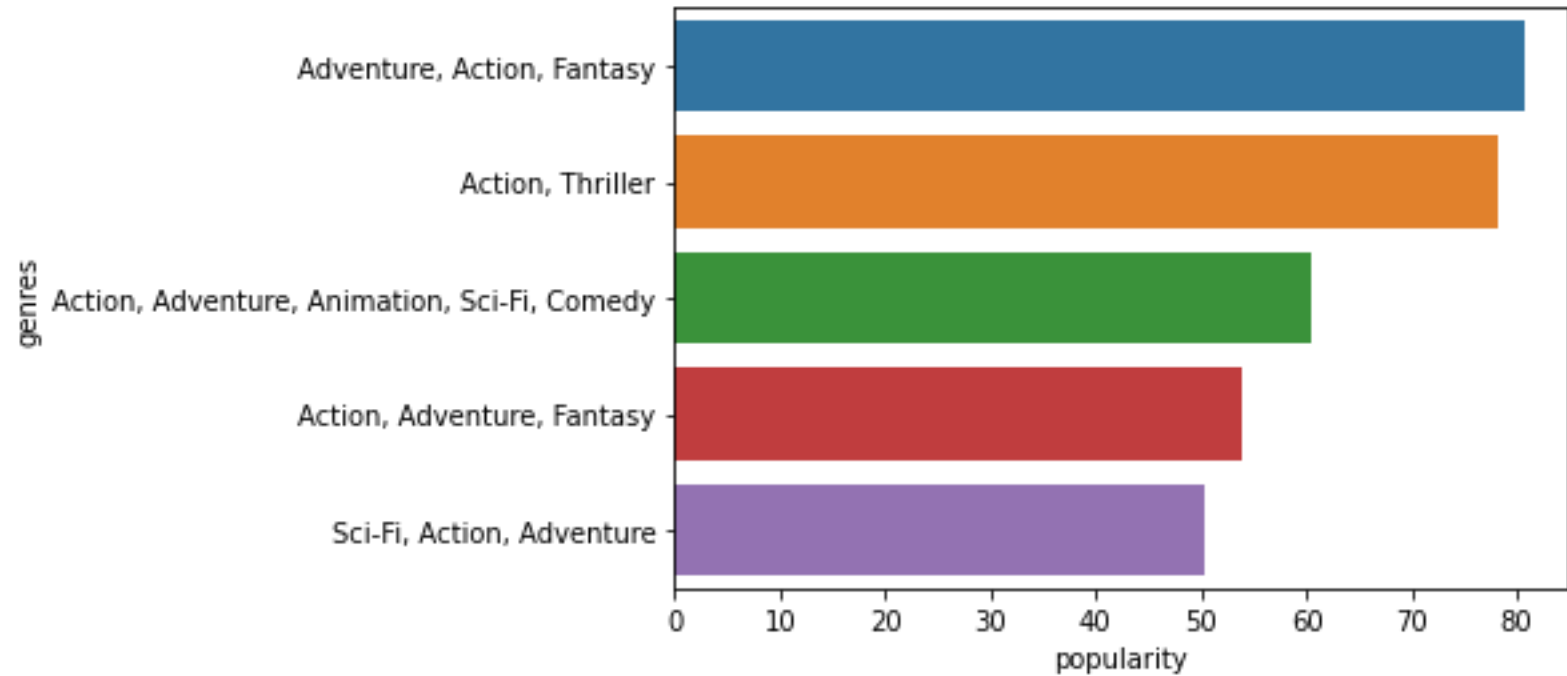


## Analysis Results

genre		fresh	
Drama		fresh	4969
Comedy Drama		fresh	2953
Comedy		fresh	1950
Drama Mystery and Suspense		fresh	1780
Drama Romance		fresh	1174

- Rotten Tomatoes Results : Top 5 movie genres based on popularity

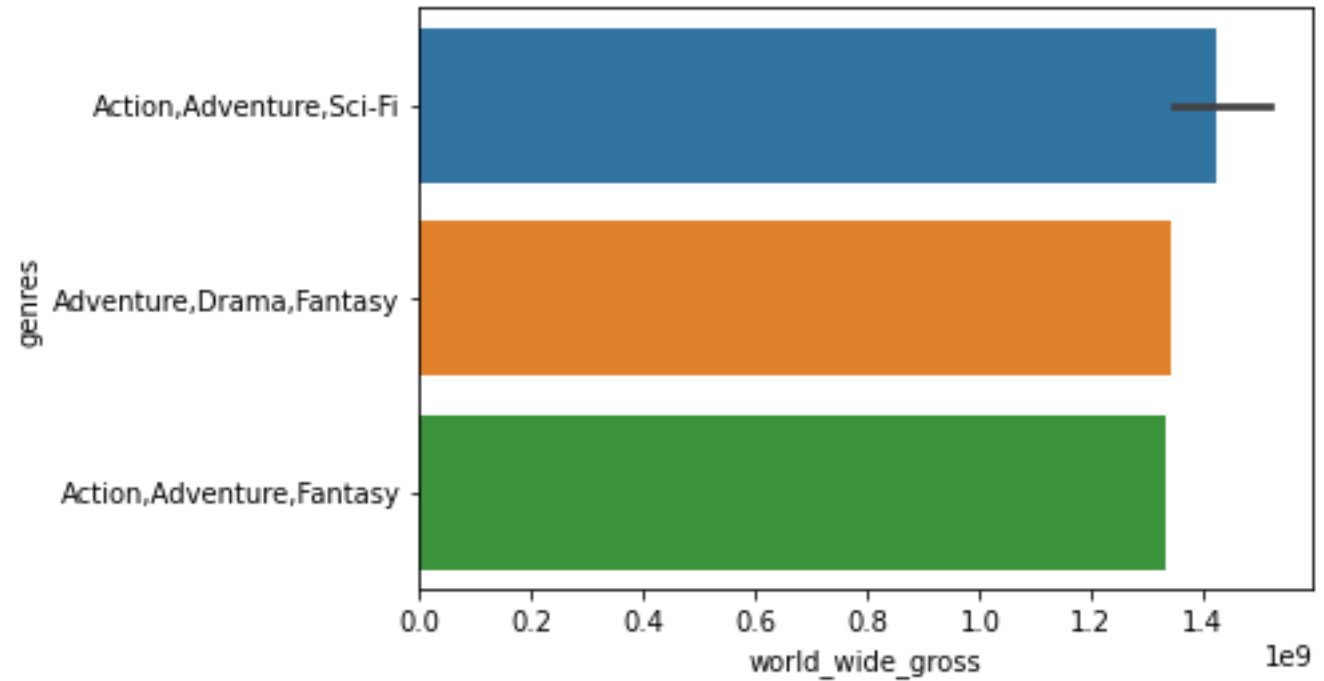
## Analysis Results



- The Movie DB Results : Top 5 movie genres based on popularity

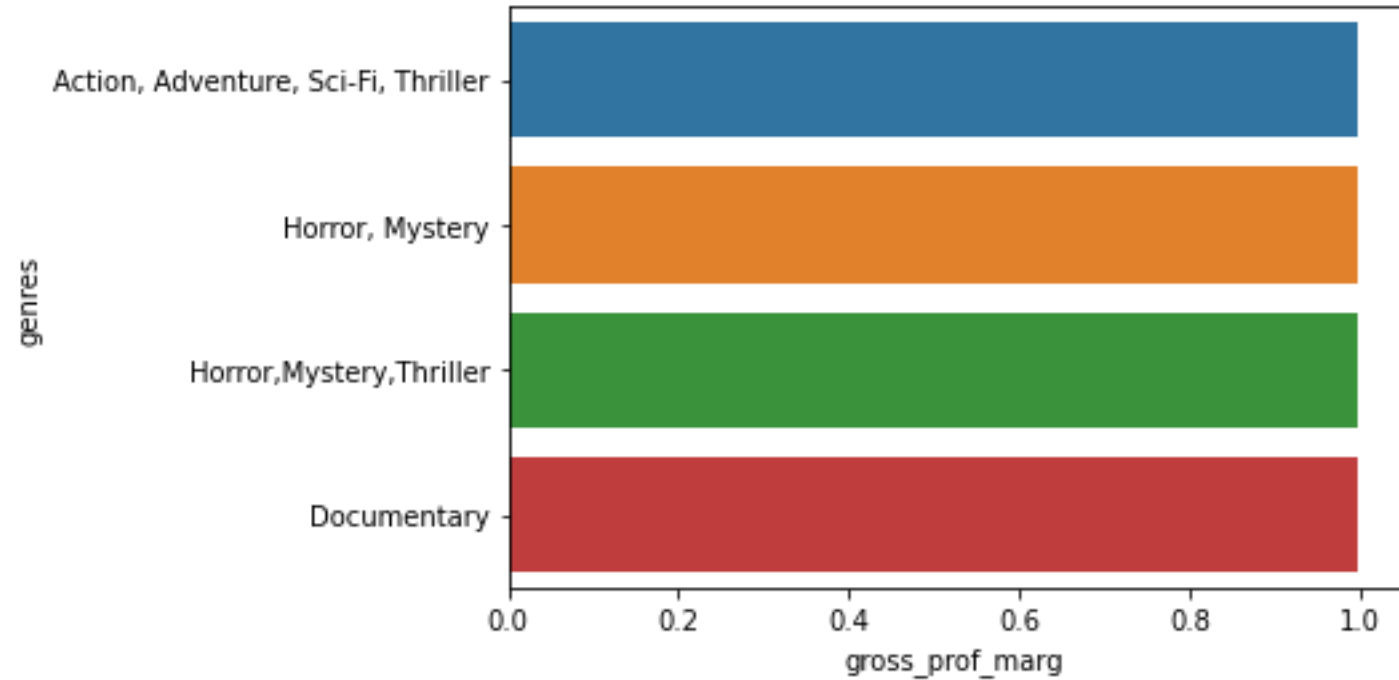


## Analysis Results



- Box Office Mojo Results : Top 5 most profitable movie genres

## Analysis Results



- Box Office Mojo Results : Top 5 most profitable movie genres

# Conclusions

## Recommendations:

- **Focus on producing Action Films** - In our genre ranking system Action ranked highest in popularity and came in second for profitability.
- **Focus on producing Adventure Films** - For the Adventure genre it ranked second in popularity and first in profitability.
- **Focus on producing Sci-Fi Films** - The Sci-Fi genre ranked 4th and 3rd in popularity and profitability.

## Next Steps:

- **Increase the top sample size for analysis**
- **Use different analysis methods**
- **Expand the datasources used**

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