ANALYZING BOX OFFICE MOVIES

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Summary

✓ An analysis of the film industry data was carried out to get a clearer picture of what it takes for movie to be successful.

✓ Based on these findings, we came up with recommendations that would increase the chances of success

✓ We also note that this analysis brought up more questions which a deeper dive into the film industry may be able to answer.

Business Problem

- Microsoft has expressed an interest in creating a movie studio of their own, however they know little about the movie industry.

- We have been tasked with exploring some data on box office movies to gain insights into what it takes to make a successful movie.

Hypotheses

We would like to explore the following:

- Are certain genres more profitable?

- Do we have a relationship between the directors associated and the profits?

- Is it more profitable to release movies at certain times of the year?

Recommendations

- It's safer to release movies during the months of May, June and July

- Invest in Musical, Animation and Sci-Fi genres if possible

- Employ experienced directors that have had successful box office movies like Joss Whedon, the Russo brothers etc.

- As we are currently in a pandemic and going to the theatre is a rarity, you may want to consider investing in a streaming service as well.

THAT'S A WRAP!

THANK YOU FOR LISTENING!