

# Microsoft Movie Studios

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## Summary



# Microsoft

The following project is intended to suggest recommendations in the new Microsoft movie studio. More than 15k movies were analyzed in this project

# Outline

- Business Problem
- Data
- Methods
- Results
- Conclusions

# Business Problem

The new movie studio could reduce its costs and use its resources more effectively. This could help the studio to obtain profit in its beginnings

The important points that we will analyze now are the following:

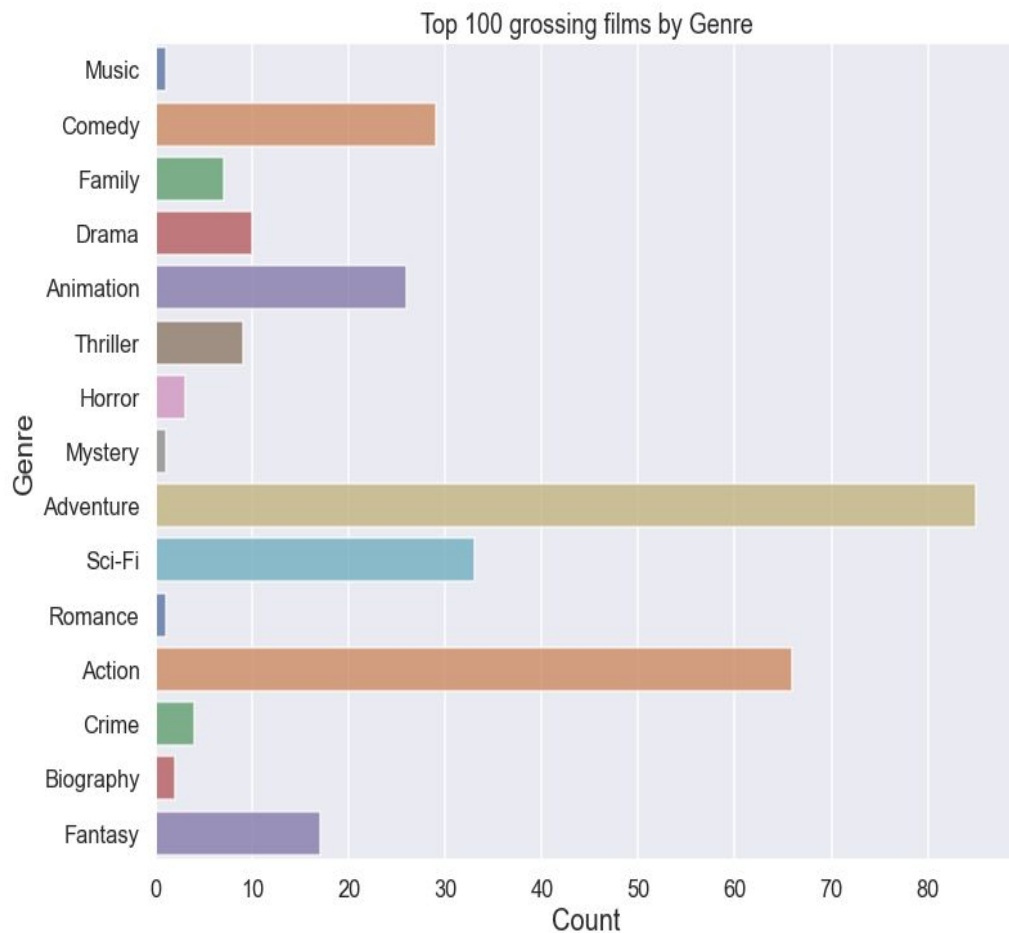
- \* Which genre is the most profitable?
- \* How much the new studio should invest in the production of the movie?
- \* What would be a good runtime for the movie?

# Data & Methods

- The Data used in this project are Datasets from The Numbers and IMDB.
- The TN Dataset provide us with cost of productions and grossing and the IMDB Dataset have the genres, runtime and other basic information
- The Method used is descriptive analysis

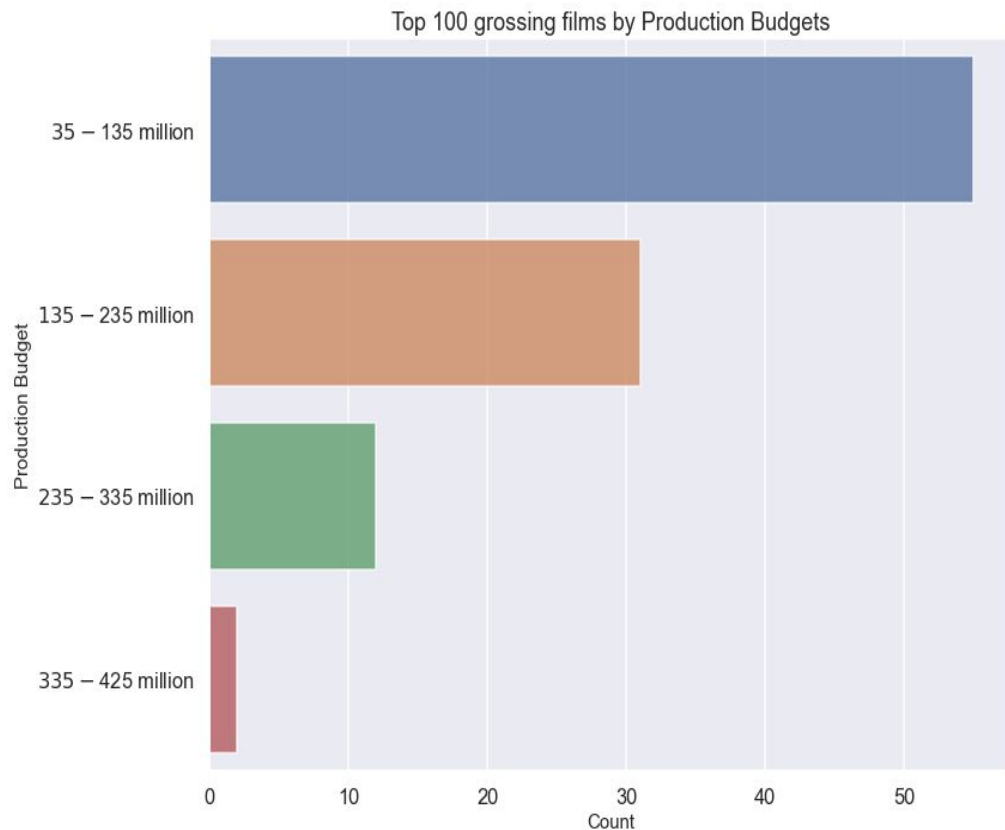
# Results

- *The genre that is most grossing is the Adventure Genre, followed by Action and Sci-Fi*



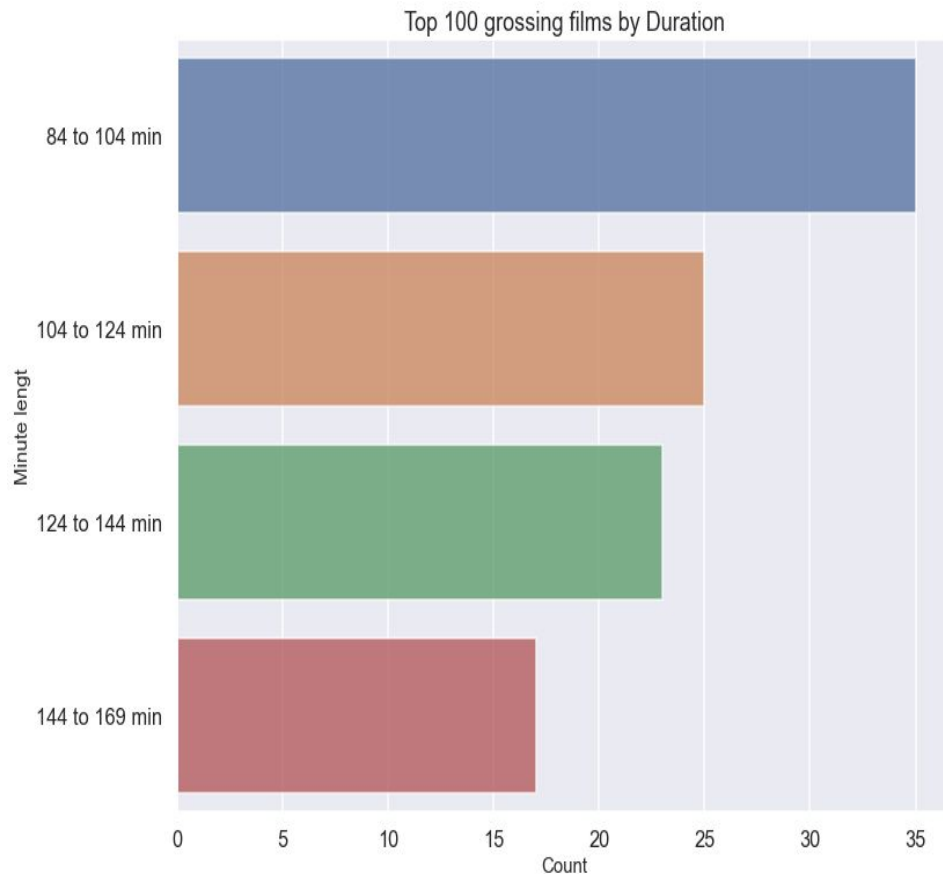
# Results

- More than 50 movies in our top 100 grossing films had a Production budget in between 35 - 135 millions.



# Results

- 35 Movies of 100 have runtime in between 84 and 104 minutes .





# Conclusions

This analysis leads to three recommendations to help save money and obtain profits

- The 3 top genres are the followings : 1st place is Adventure, 2nd Action and 3rd Sci-Fi
- The production budget should be around the 150 - 220 millions dollars.
- the runtime of the movie should be around 1:40 hours to 2:20 hours long movie

The 3 recommendations stated before could lead to a profit of 500 - 1000 million dollars

# Thank You!

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