

MICROSOFT MOVIE ANALYSIS

Flatiron School

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PROJECT GOAL

Helping Microsoft in
deciding what films to
create in their new
studio

DATA

- Box Office Mojo
- IMDB
- The Movie DB
- The Numbers



METHODS



Sorting Data



Graphing Data
(Descriptive Statistics)



Combining Data

INDICATORS OF SUCCESSFUL MOVIES



1

Popularity

2

Worldwide Gross

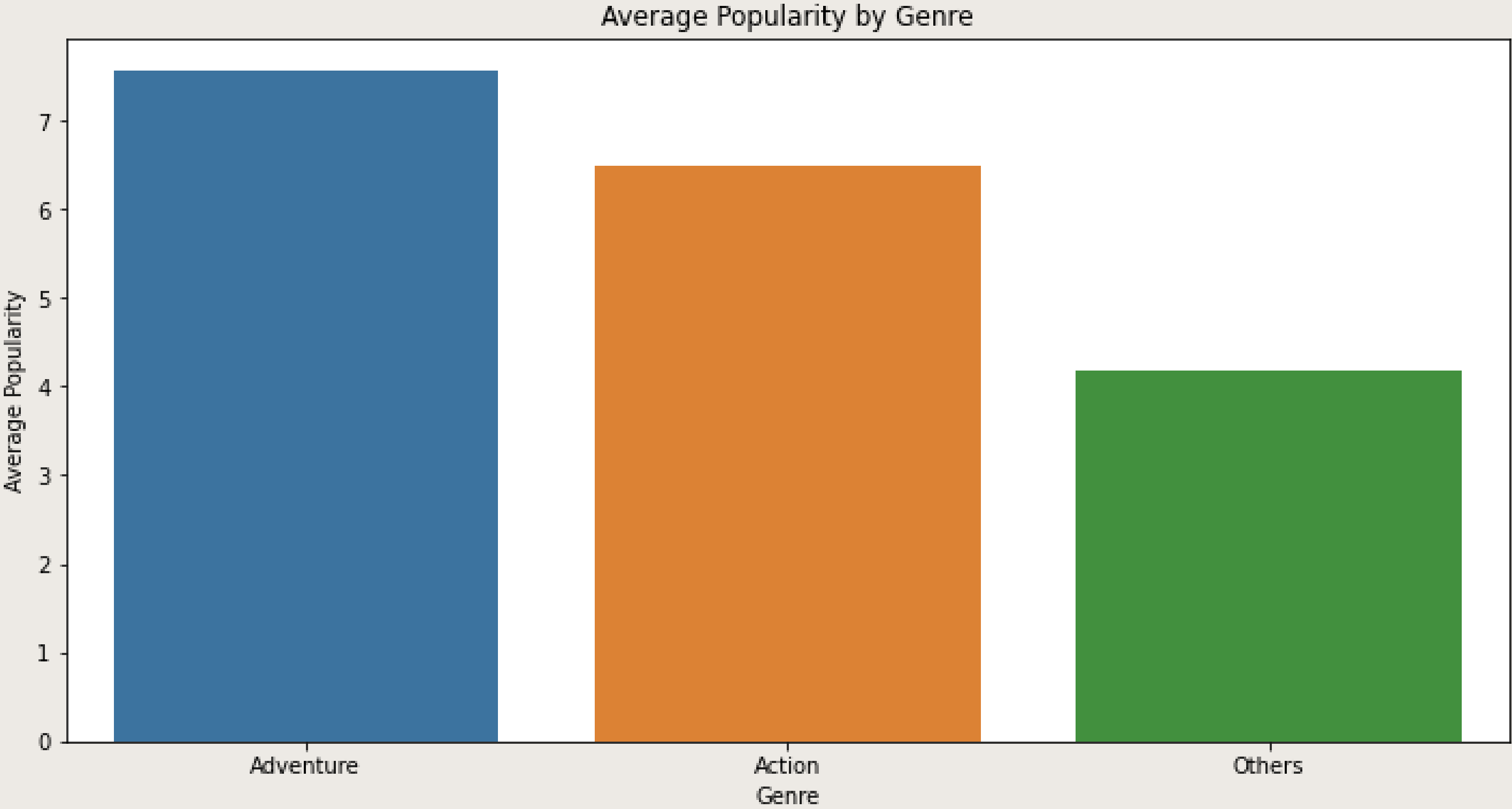
3

Release Dates



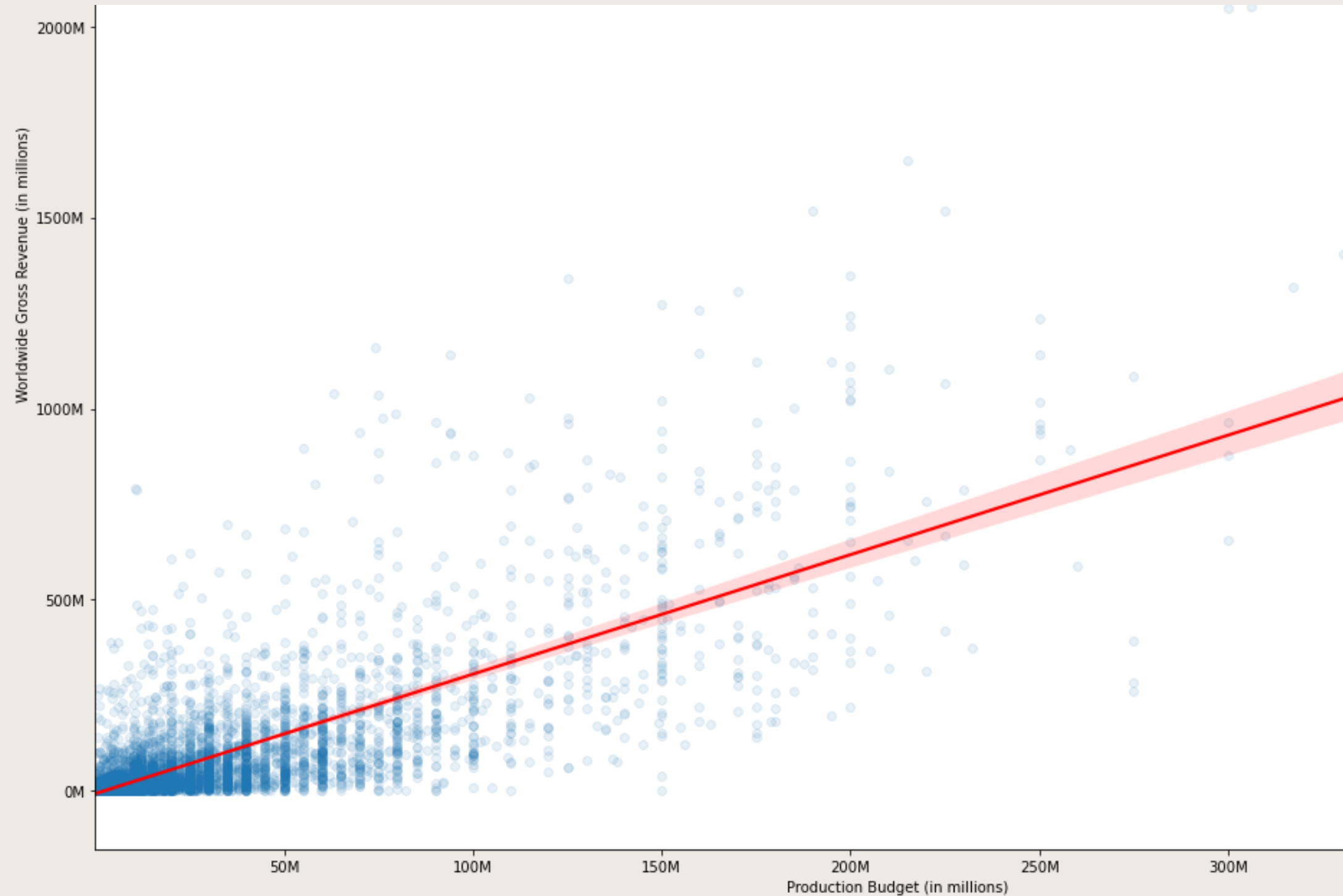
RESULTS

Movies in the "Action" and "Adventure" genre have been the most popular over the past decade.



RESULTS...

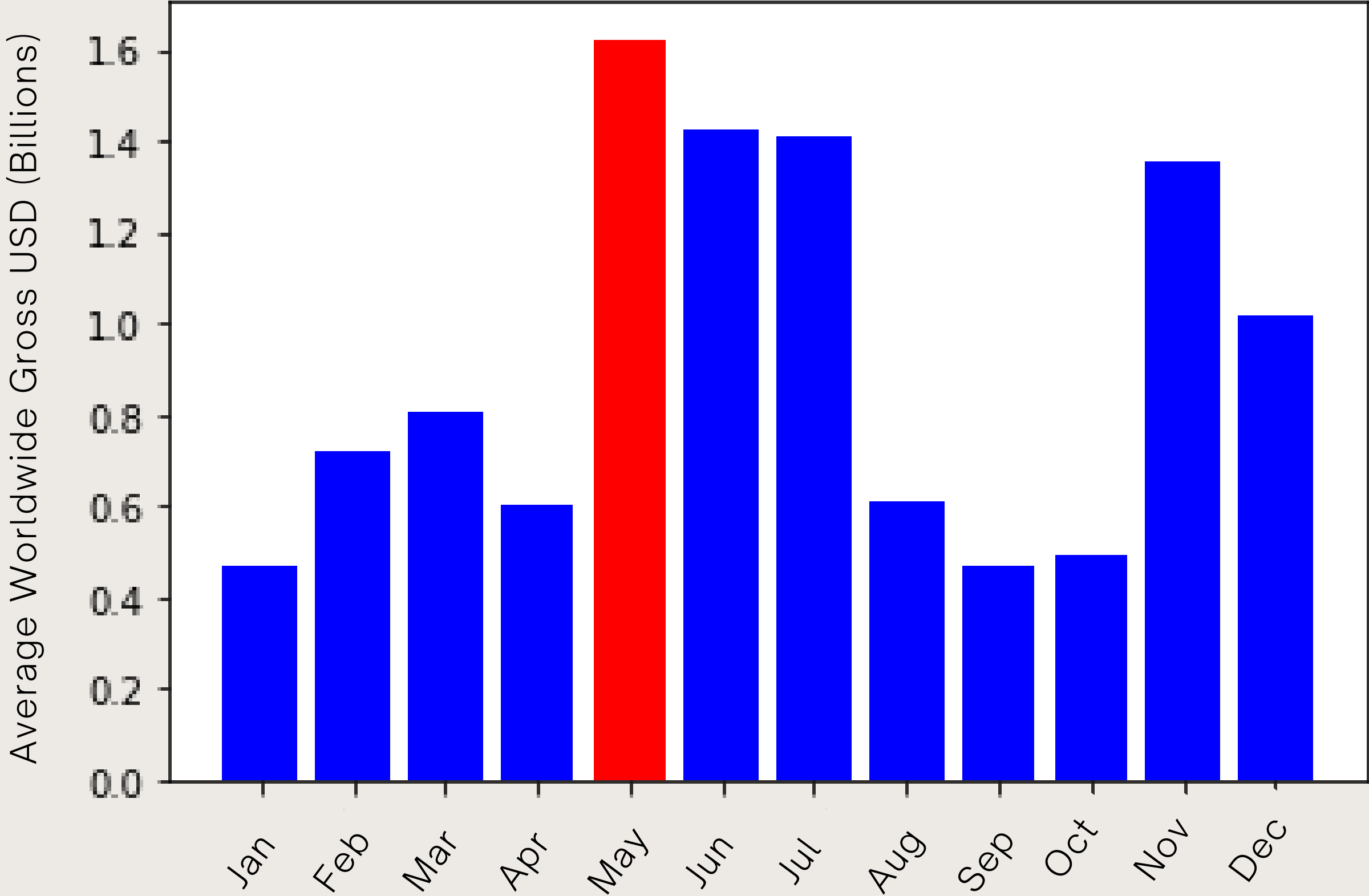
There is a positive correlation between Production Budget and Worldwide and Domestic Gross



RESULTS...

HIGHEST GROSSING RELEASE MONTHS

Average Worldwide Gross by Release Month



CONCLUSION/RECOMMENDATIONS

What genre of films to create?

Action and Adventure

Production Budget?

Bigger the better.

Release in these months

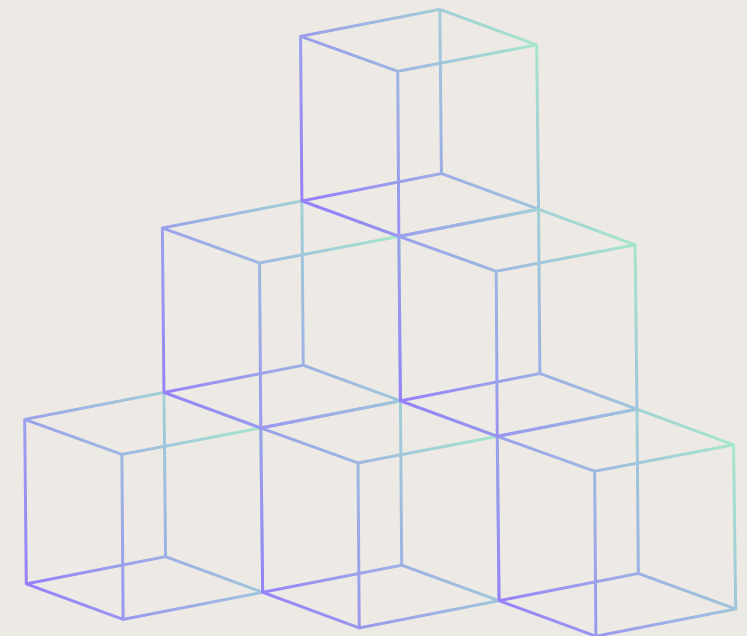
May, June, July





LIMITATIONS AND NEXT STEPS

- Marketing Budgets
- Post theater revenue
- Merchandising



THANK YOU

QUESTIONS?