



Presentation By :Group 3

DRIVING BOX OFFICE SUCCESS: DATA-DRIVEN INSIGHTS FOR MICROSOFT'S MOVIE STUDIO

Project 1

DVF-PT06

Project Goal

Identify film characteristics that drive box office success and translate insights into actionable recommendations for Microsoft's new movie studio.

Data Sources Used

- IMDb Title Basics (genre, runtime, release year)
- IMDb Ratings (audience perception)
- Box Office Gross (worldwide revenue)

These datasets were cleaned and merged to form a reliable analytical baseline for performance comparison.

The Business Challenge

Microsoft Plans to Enter the movie industry.

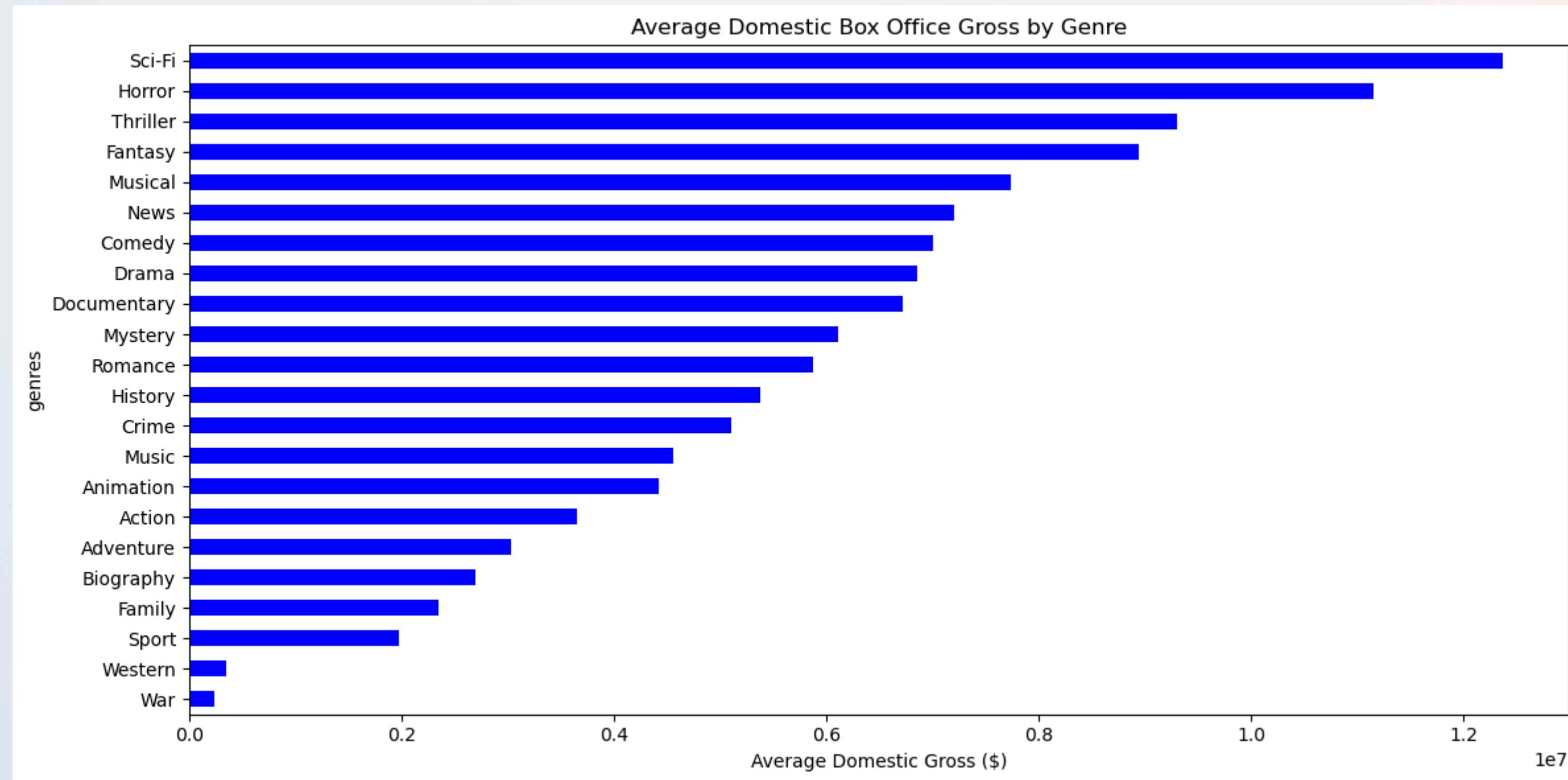
Key question:

What types of movies perform best at the box office?

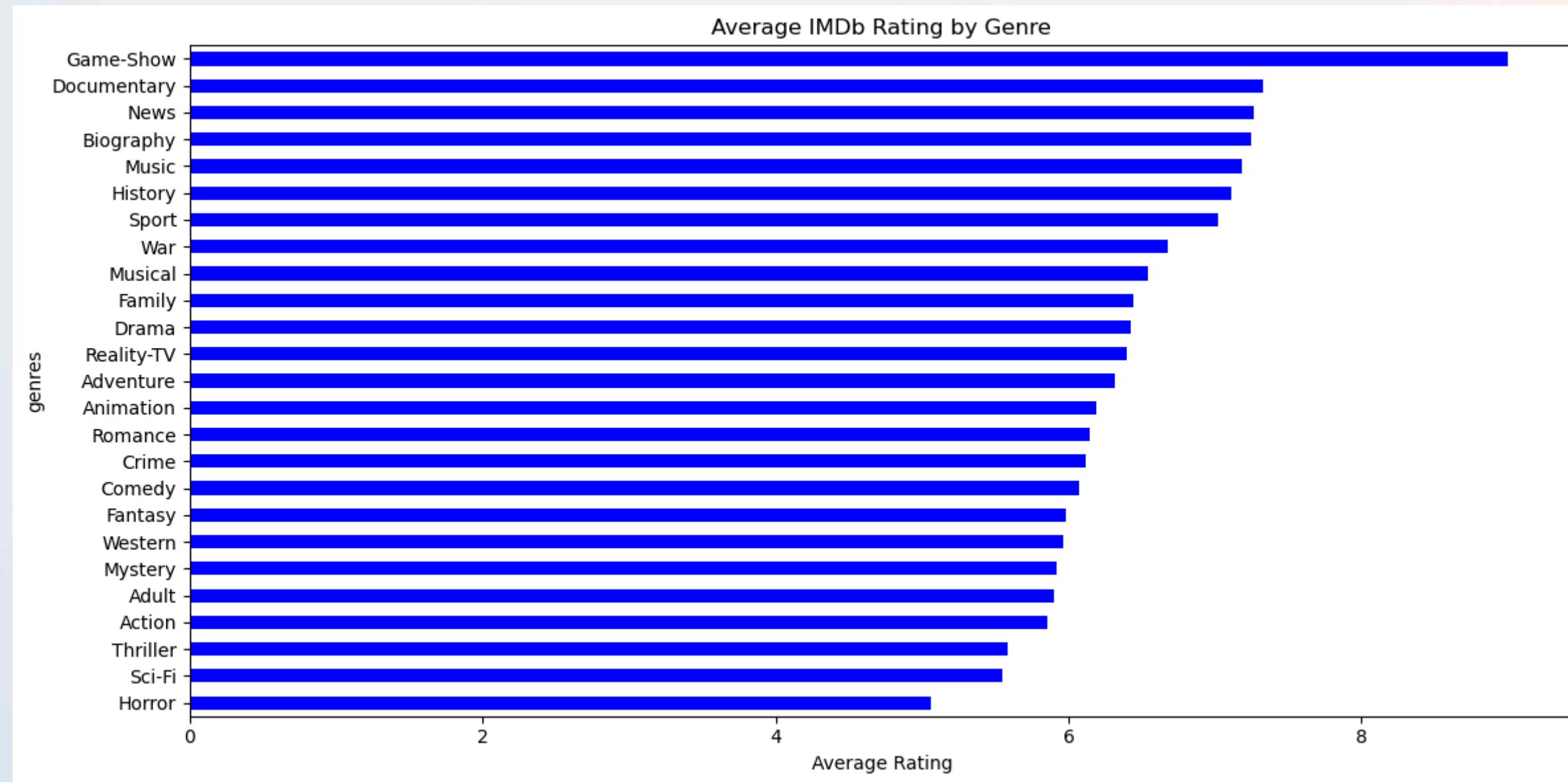
Following Insights from the dataset used it helps with:

- Smarter project selection and investment decisions
- More effective marketing budget allocation
- Improved revenue forecasting and financial planning

Genre Is the Strongest Predictor of Box Office Success

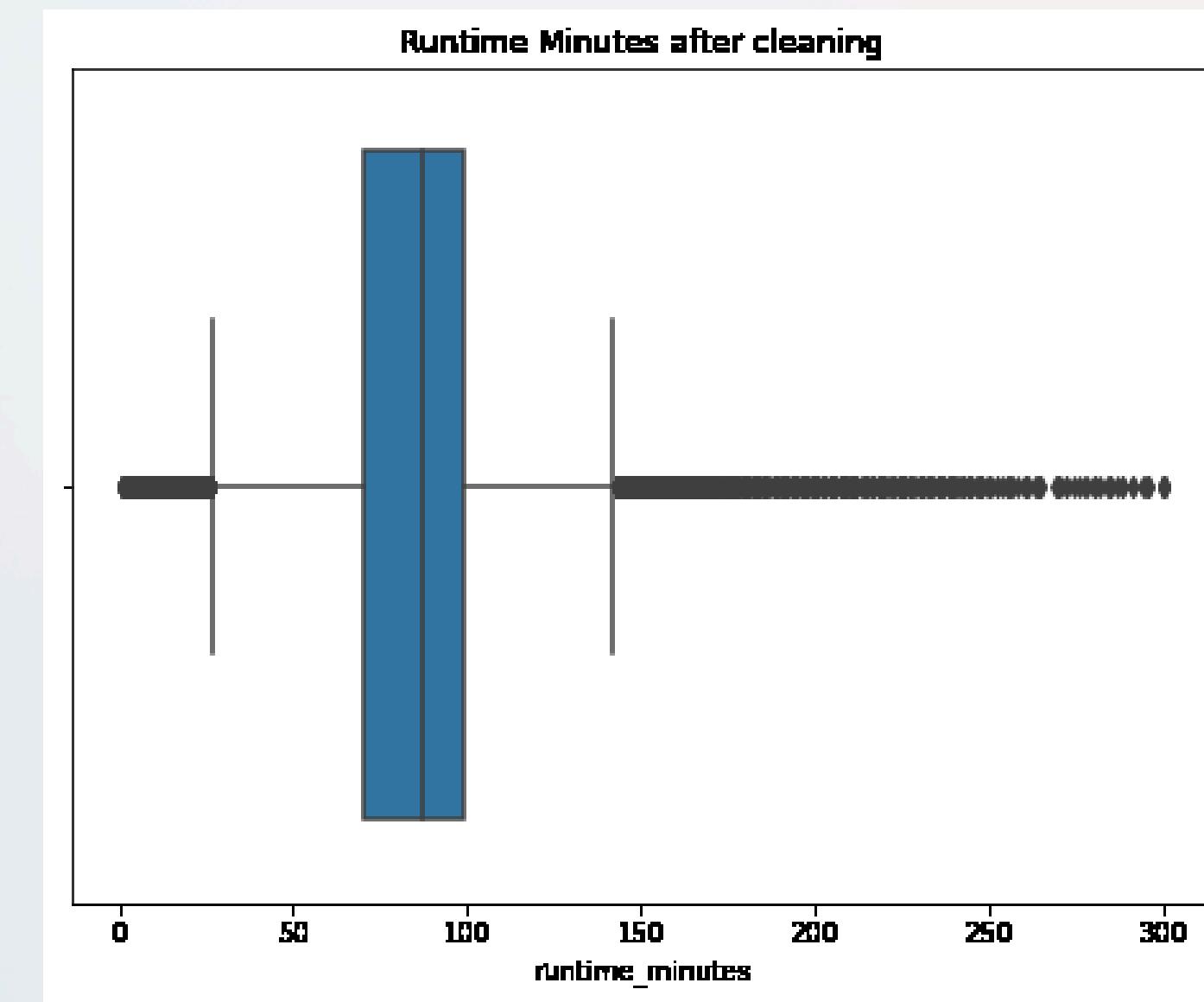


Audience Rating Vs Genre



Higher Rated genres seem to also earn more at the Box Office

Runtime Minutes



Boxplot of runtime minutes and Revenue

Runtime shows Limited influence on box office performance

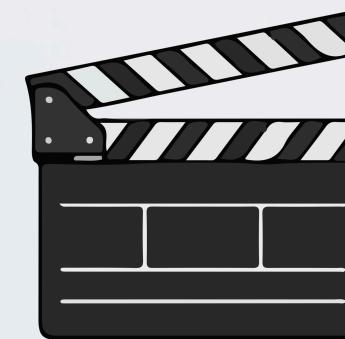
Strategic Recommendations

Key Recommendations

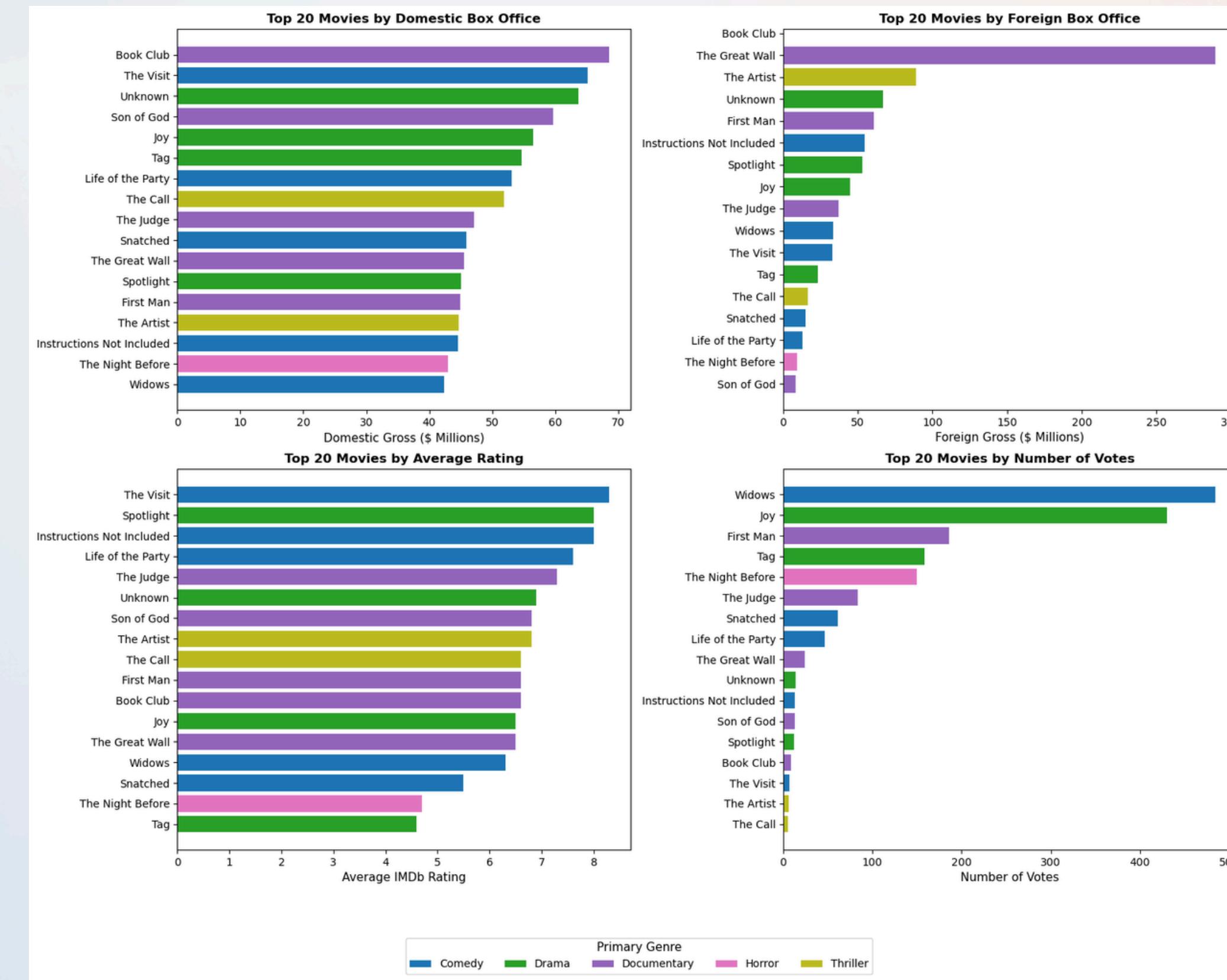
Prioritize High Performing Genres

Use audience ratings as early success indicators

Reduce risk by limiting investment in low-return genres



Summary of the Top 20 Performance in Categories



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THANK YOU!

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