



MOVIE INDUSTRY ANALYSIS





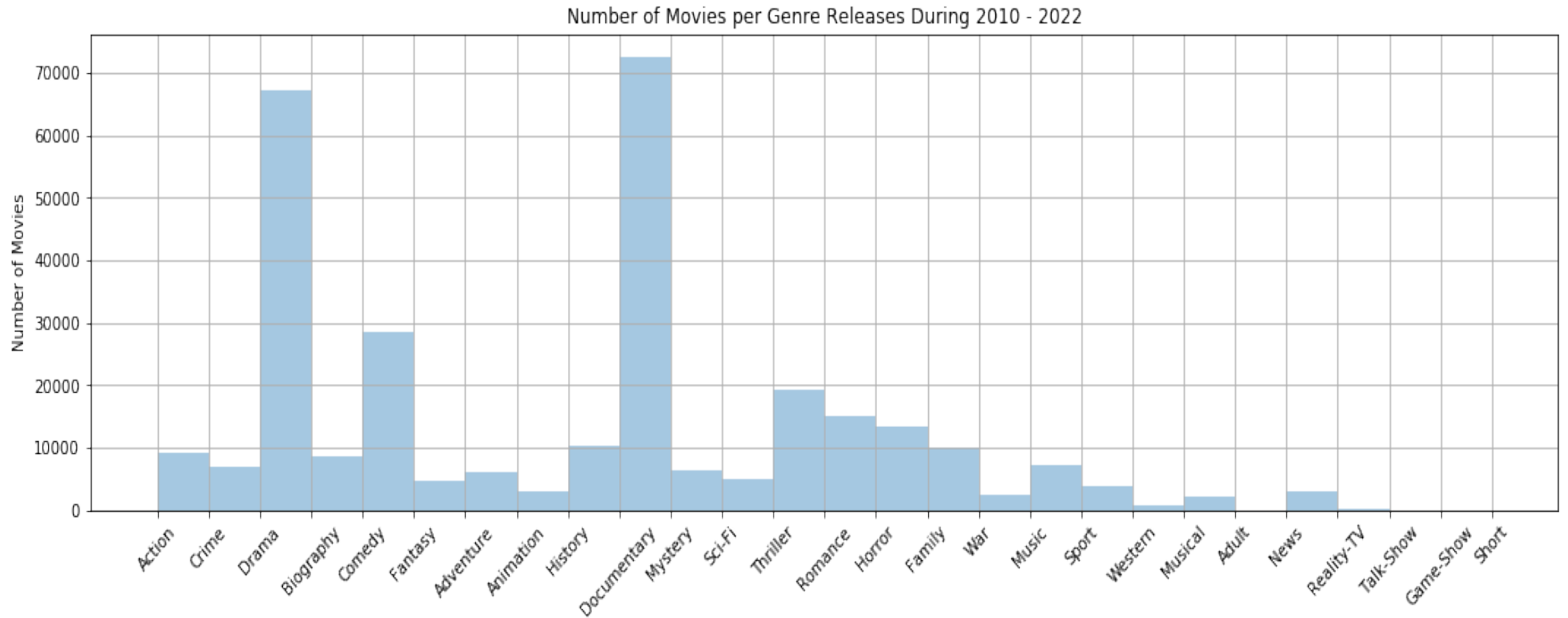
OBJECTIVES

- **Inform** Microsoft about the state of the current movie industry
- **Use** the tools of data analysis to determine the characteristics of a successful movie
- **Make** the informed recommendations about what makes a movie successful

Question 1: Which genres are popular in the movie industry?

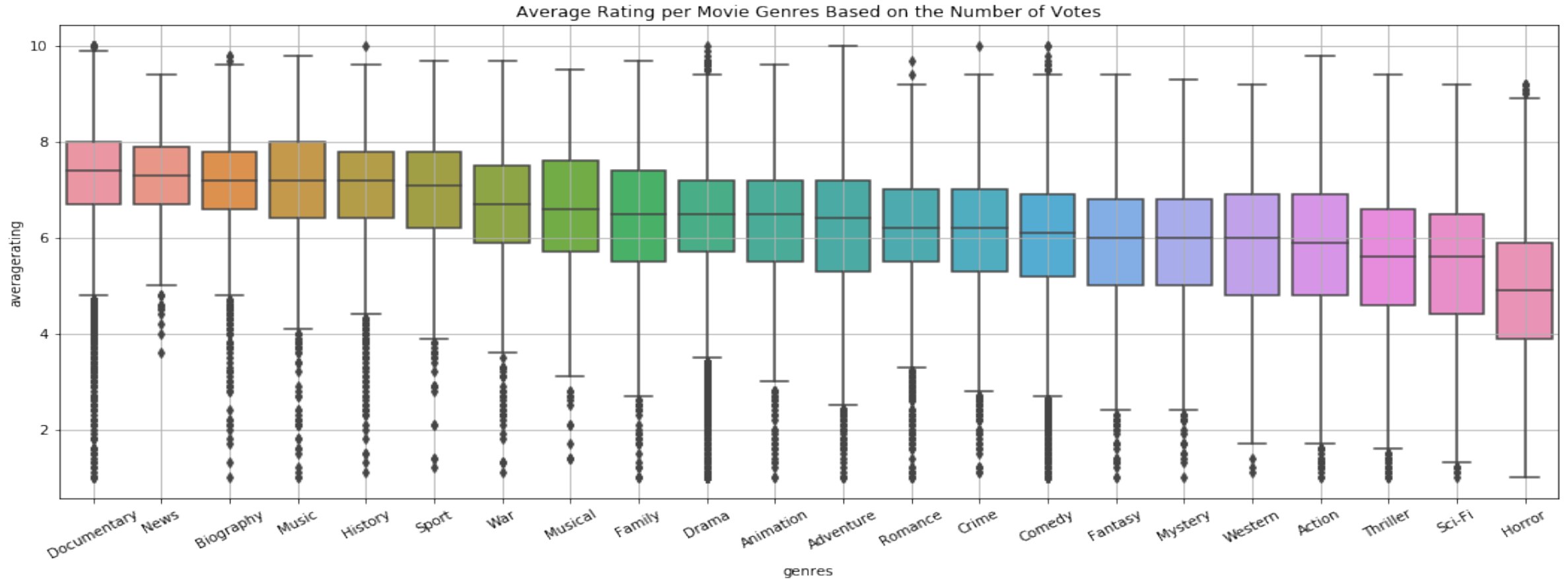
The following movie genres have the most releases for the analyzed time period:

- **Documentary** - over 70,000 releases
- **Drama** – over 60,000 releases
- **Comedy** – over 20,000 releases



Question 1: Which genres are popular in the movie industry?

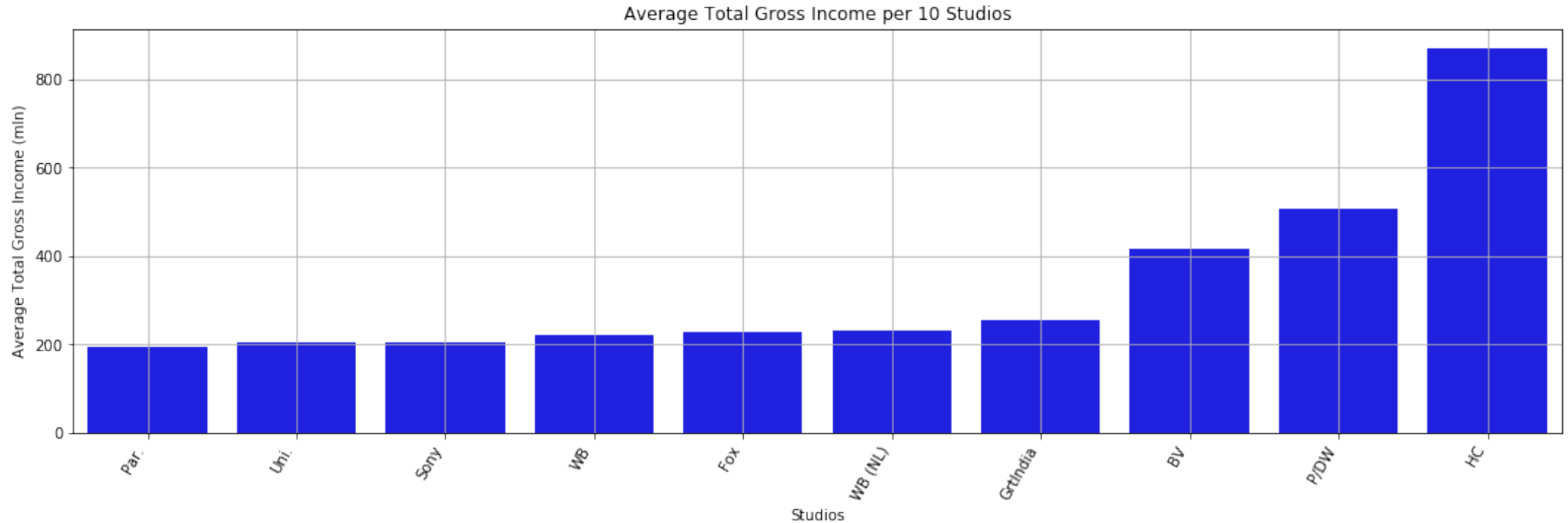
- The Documentary, News and Biography movie genres appeared to have the highest average ratings, which prompts to think they are the most popular ones.



Question 2: What are the major competitors of Microsoft in the movie industry?

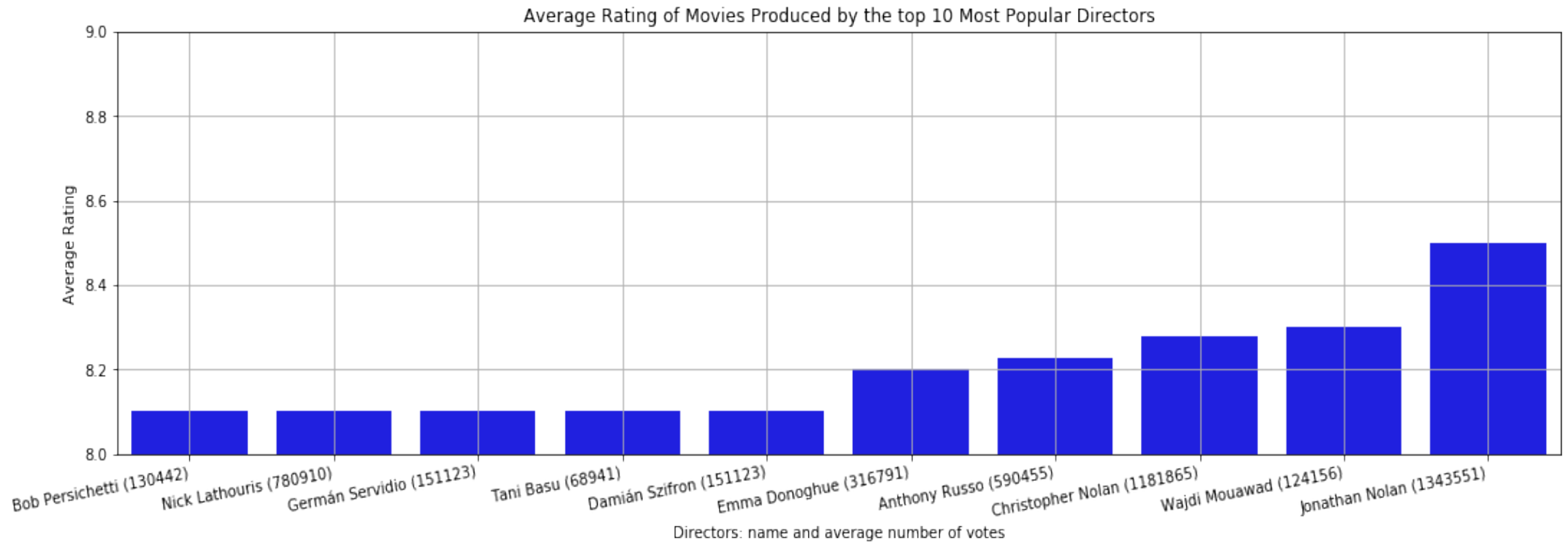
The top three competitive studios are:

- HC
- P/DW
- BV



Question 3: Movies of which directors are the most popular?

It is safe to conclude that hiring one of this 10 directors might make the future Microsoft movies more popular among the viewers.





Conclusion

- I used the data on the number of movie genres during 2010-2022 and their individual average rating to determine the **most popular movie genres**.
- I defined the **major competitors** using the total gross income of each studio.
- I determined the **directors** whose movies have the **highest average ratings**.



Recommendations

- Consider movie genres: news, biography, history, sport and war.
- Analyze the main competitors: HC, P/DW, BV
- Hire one of the top 10 popular directors



Further analysis

- Look closer at the highest average net profit per genre
- Analyze the studios' net profit
- I would look closer at the movies of those directors who have a high number of votes but low average rating.



Thank you!

