Box Office Winners

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Prepared for: Microsoft

Agenda

o Business Problem

o Data & Methods

o Results

o Recommendations

Business Problem

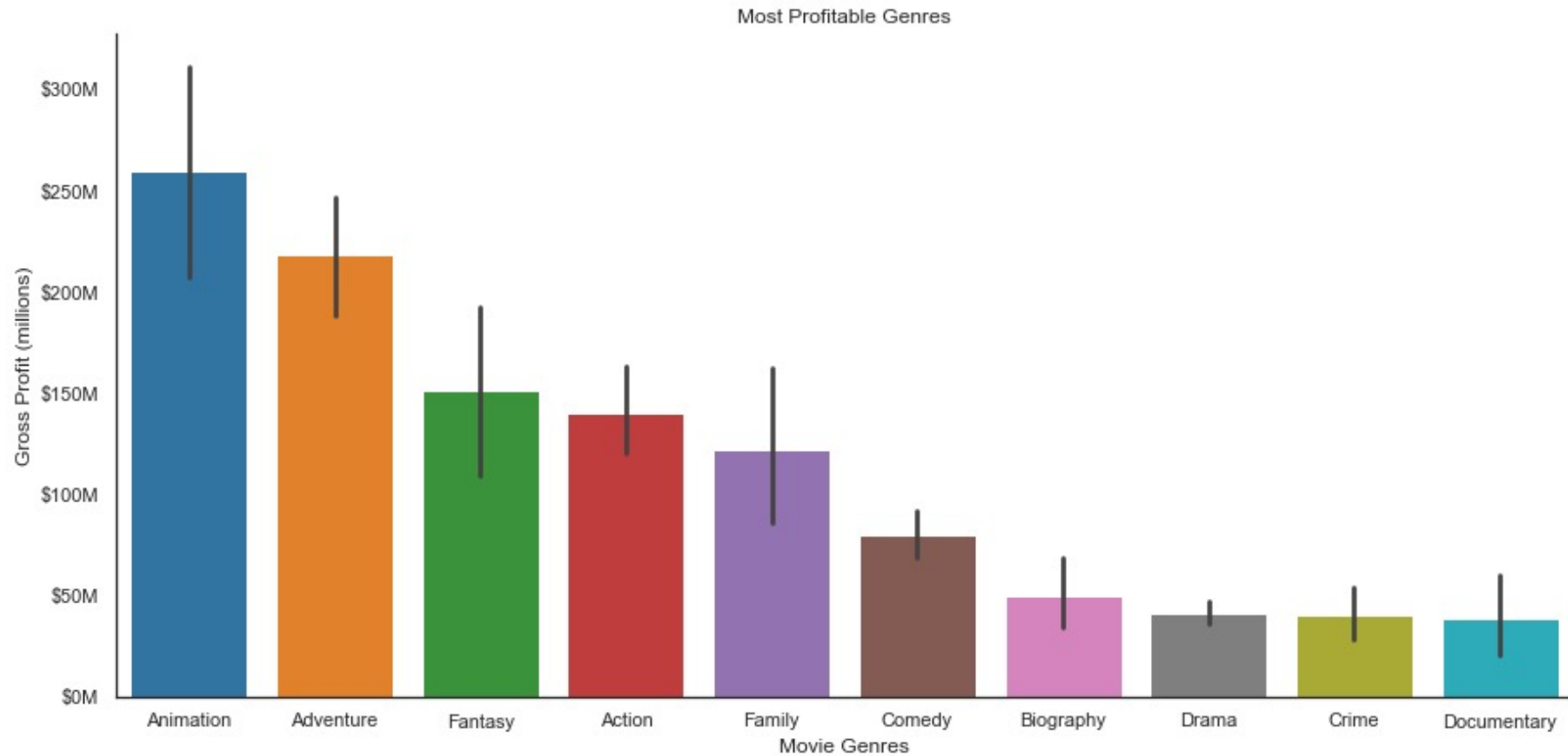Microsoft is interested in launching a new movie studio

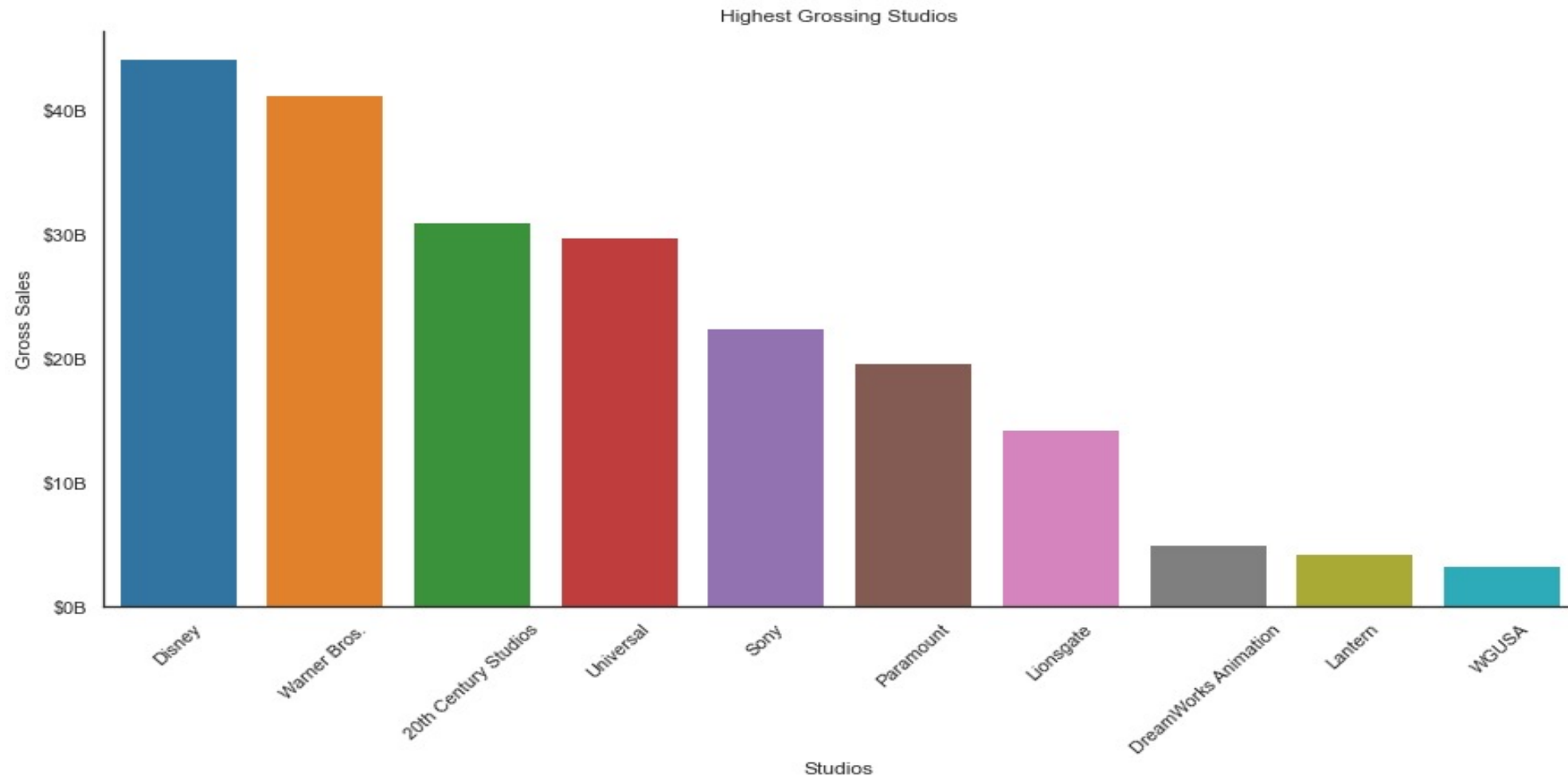We will explore what types of films are successful at the box office

Data & Methods

- Over 5,000 movies compiled from IMDB, The Numbers, and Box Office Mojo

- The data includes many different types of information about each movie, such as genre, domestic (USA) and foreign box office earnings, studio, and production budget

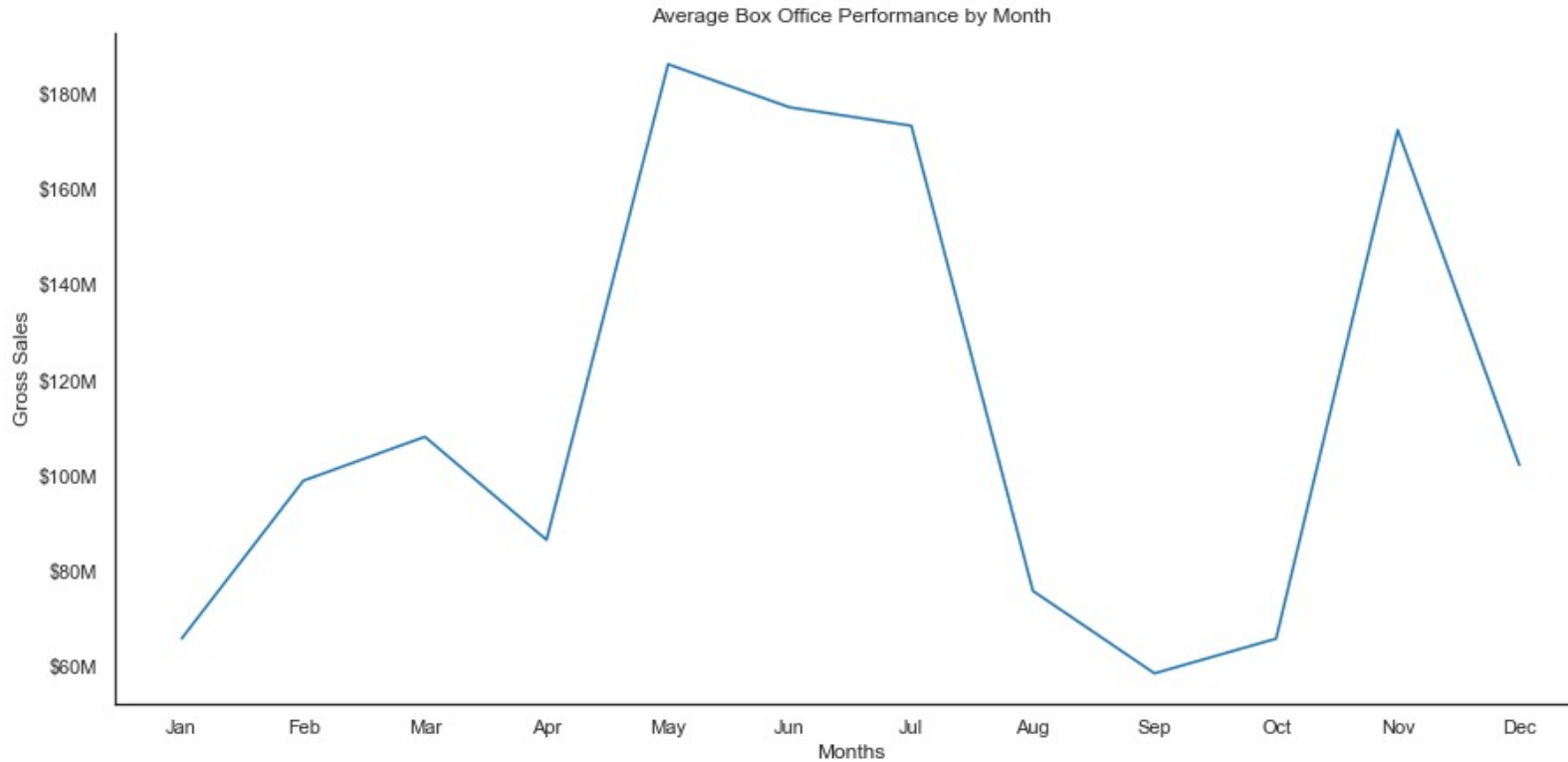- Seaborn and matplotlib for visualizations

Animation is the Most Profitable Movie Genre

Most Profitable Genres

Disney and Warner Bros. Lead The Way at the Box Office

Highest Grossing Studios

The Summer Box Office Phenomena Is Real
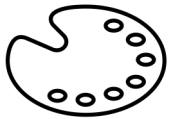

Average Box Office Performance by Month

Recommendations

Animation

- Invest in animated films, which offer the greatest return in the business

Partnership

- A handful of studios dominate the current landscape
- Partnering with a studio could be a viable strategy and should be explored

Summer

- Target a summer or winter release, depending on audience

Thank you

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