# Box Office Winners

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Prepared for:    Microsoft

# Agenda

o Business Problem

o Data & Methods

o Results

o Recommendations

# Business Problem

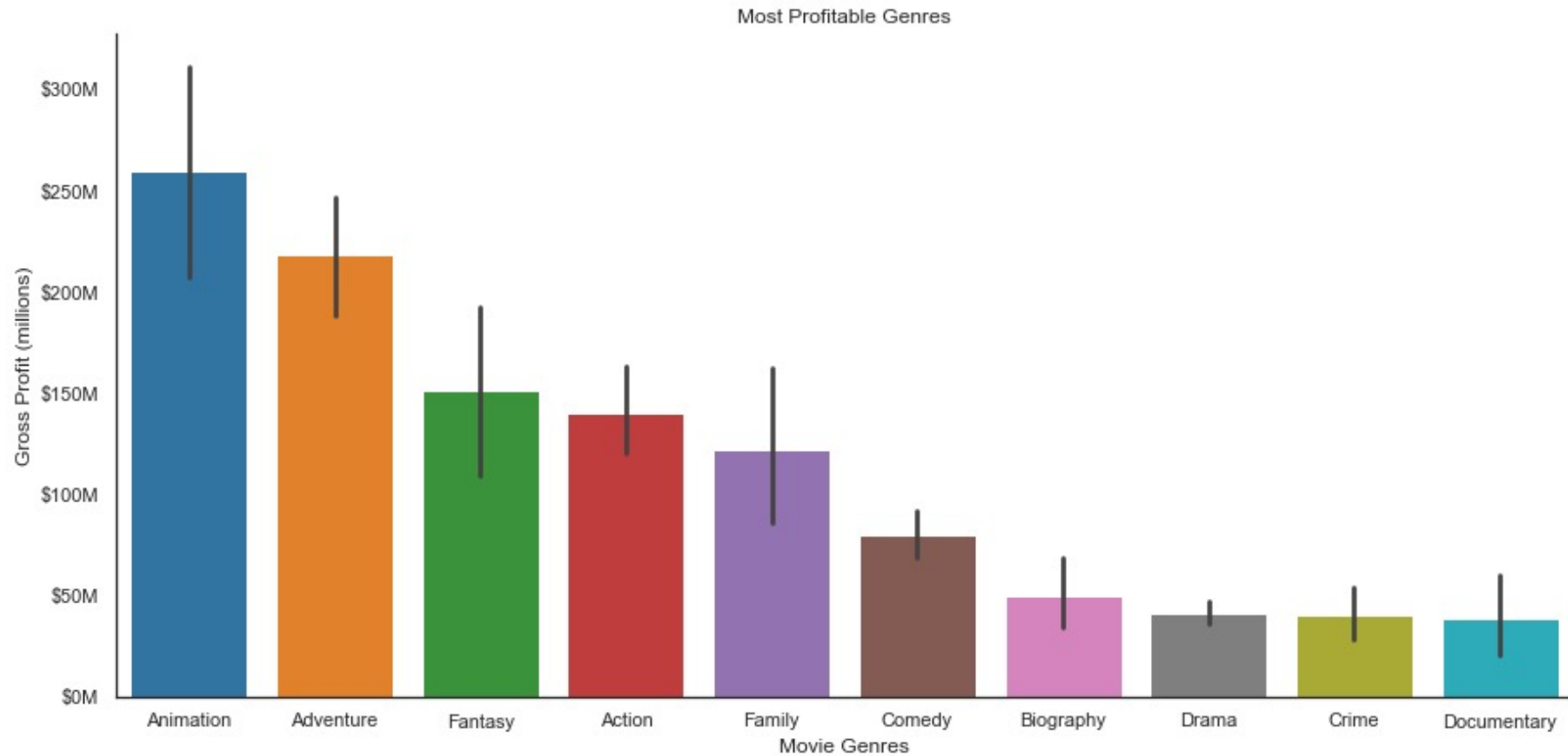Microsoft is interested in launching a new movie studio

We will explore what types of films are successful at the box office
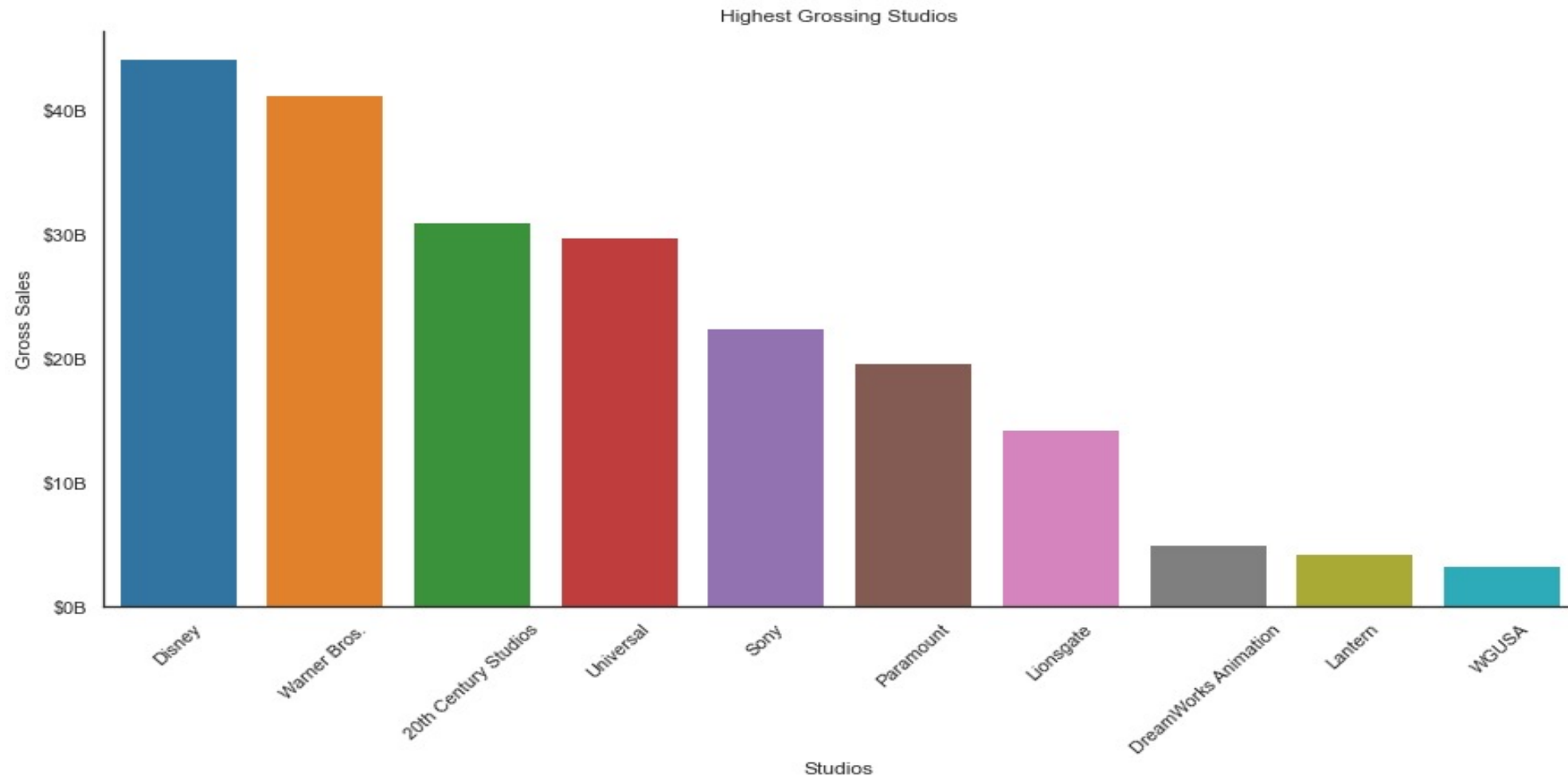
# Data & Methods

- 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
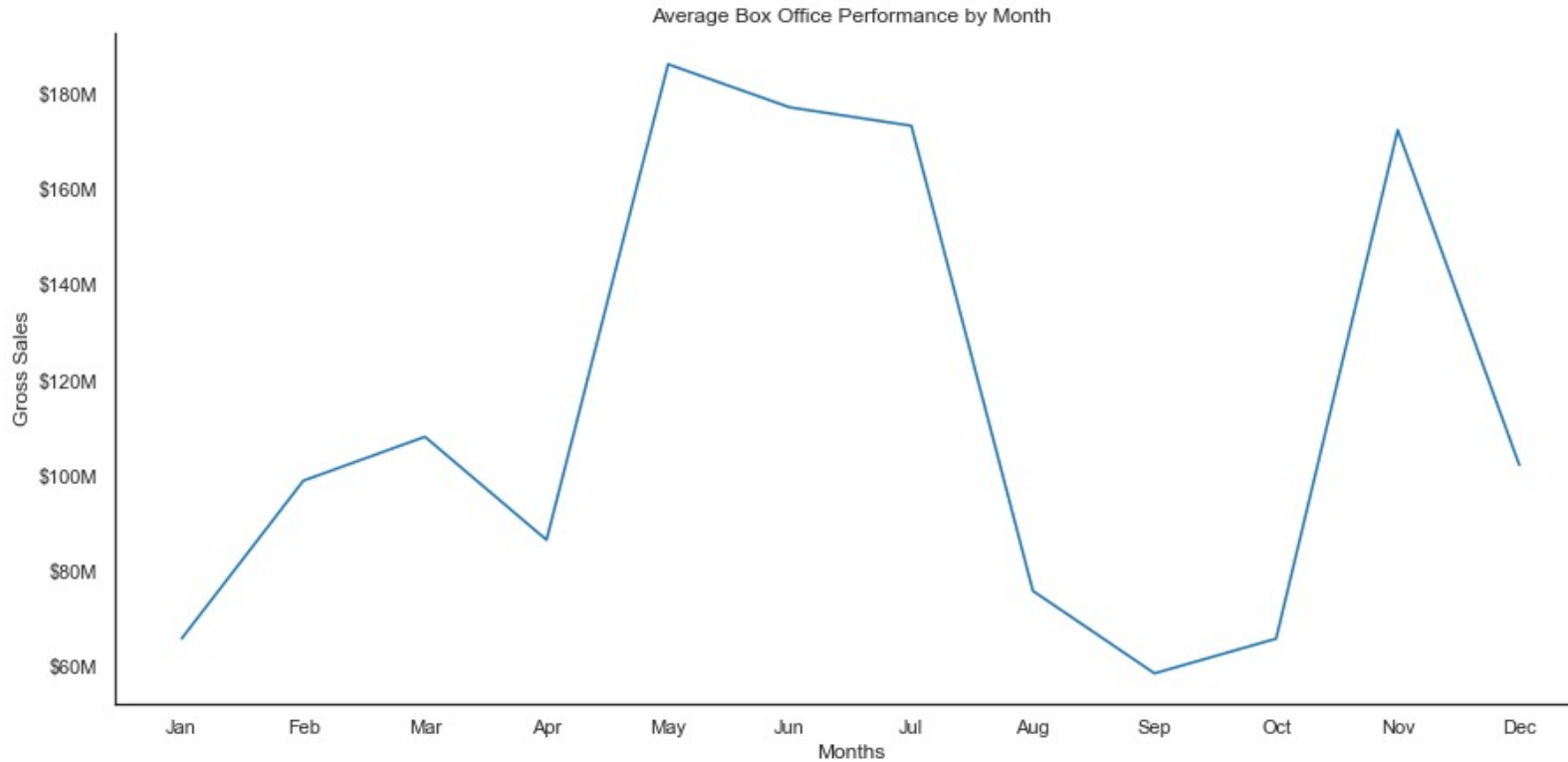
- Seaborn and matplotlib for visualizations

# 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

- Acquiring or partnering with a studio could be a viable strategy

## Summer

- Target a summer or winter release, depending on audience

# Thank you

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