



Movie Genres Analysis



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Outline

1. Business Problem
2. Data Set
3. Analysis
4. Conclusion



Business Problem

- How to bring profitability to Microsoft Movie Studio?
 - Production Budget vs Profit
 - Genre
 - Average Month to Month Profits
 - Genre
 - Studio Profits
 - Genre



Data

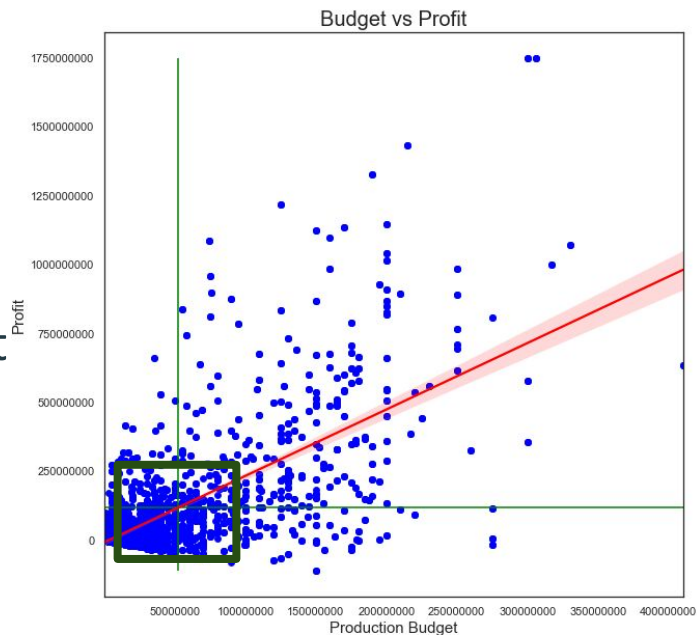
1. IMDB(Internet Movie Database)
2. The Numbers
3. Box Office Mojo

- 1426 Movies
- 2010-2019

The IMDb logo, featuring the letters "IMDb" in a bold, black, sans-serif font, set against a bright yellow rectangular background with rounded corners.The logo for "The Numbers", which includes the word "THE" in white capital letters inside a red, ticket-shaped graphic, followed by the word "NUMBERS" in large, bold, black capital letters, and a registered trademark symbol (®) to the right.The logo for "Box Office Mojo by IMDbPro", featuring the words "Box Office" in white and "Mojo" in a blue, stylized font, with "by IMDbPro" in a smaller white font below it, all set against a dark gray background.

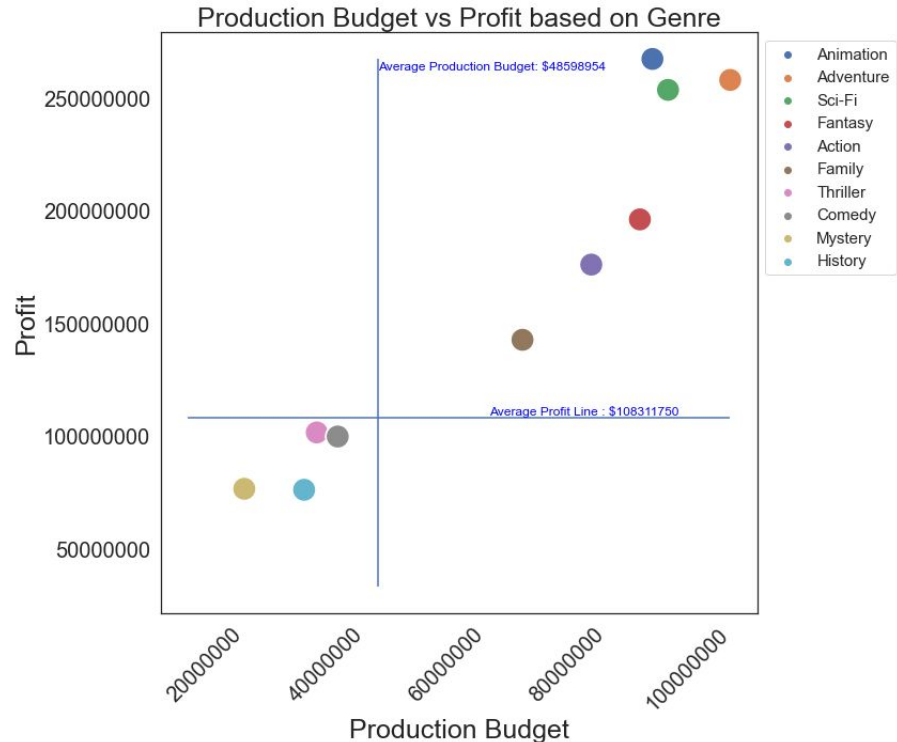
Production Budget vs Profit

- Slight positive correlation between Budget and Profit
- Most movies fall in and around the area where average production budget meets average profits



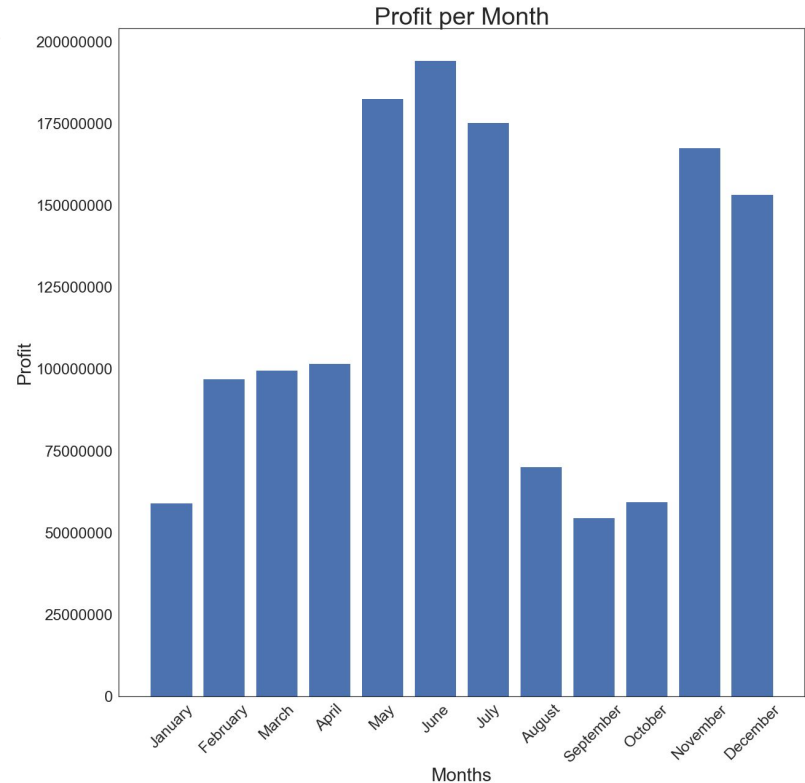
Genre : Production Budget vs Profit

- Top 10 most profitable genres on average
- Top right quadrant are both high budget and high profit

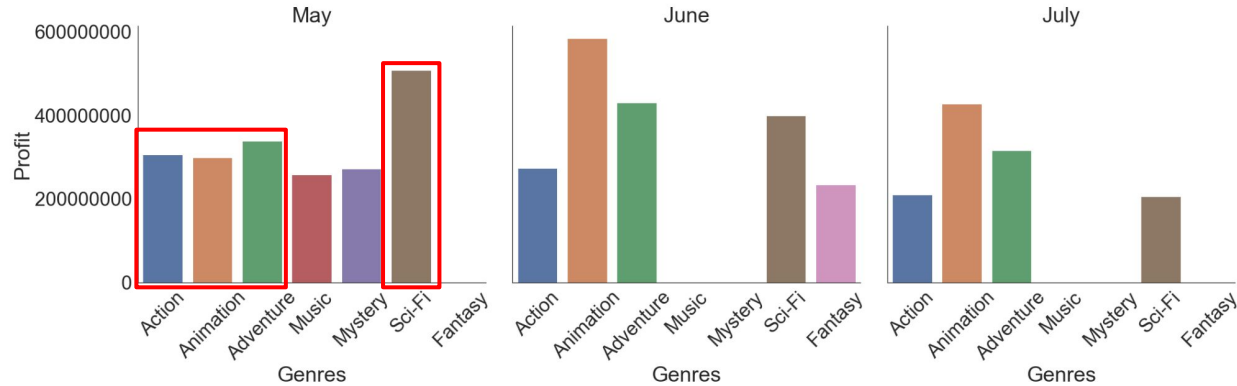


Month to Month Profit

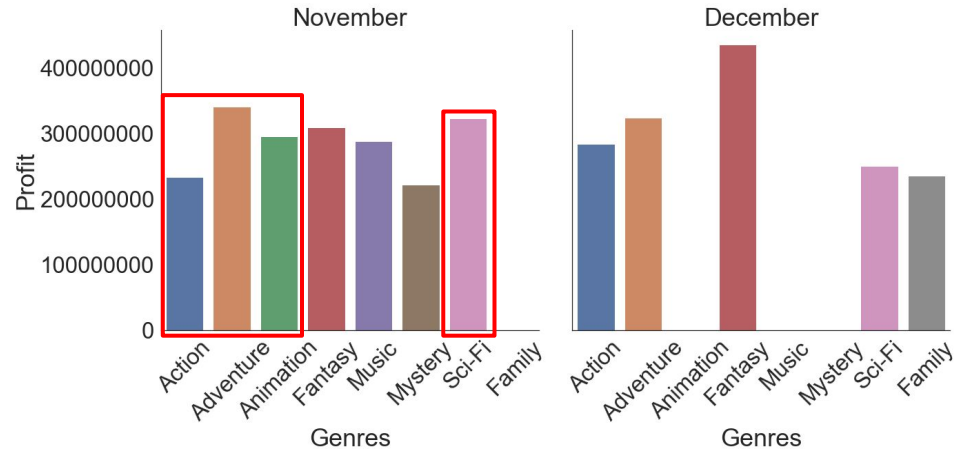
- This is the month to month or seasonal average profit graph
- Summer and Winter Holiday are most profitable seasons



Genre : Month to Month Profit

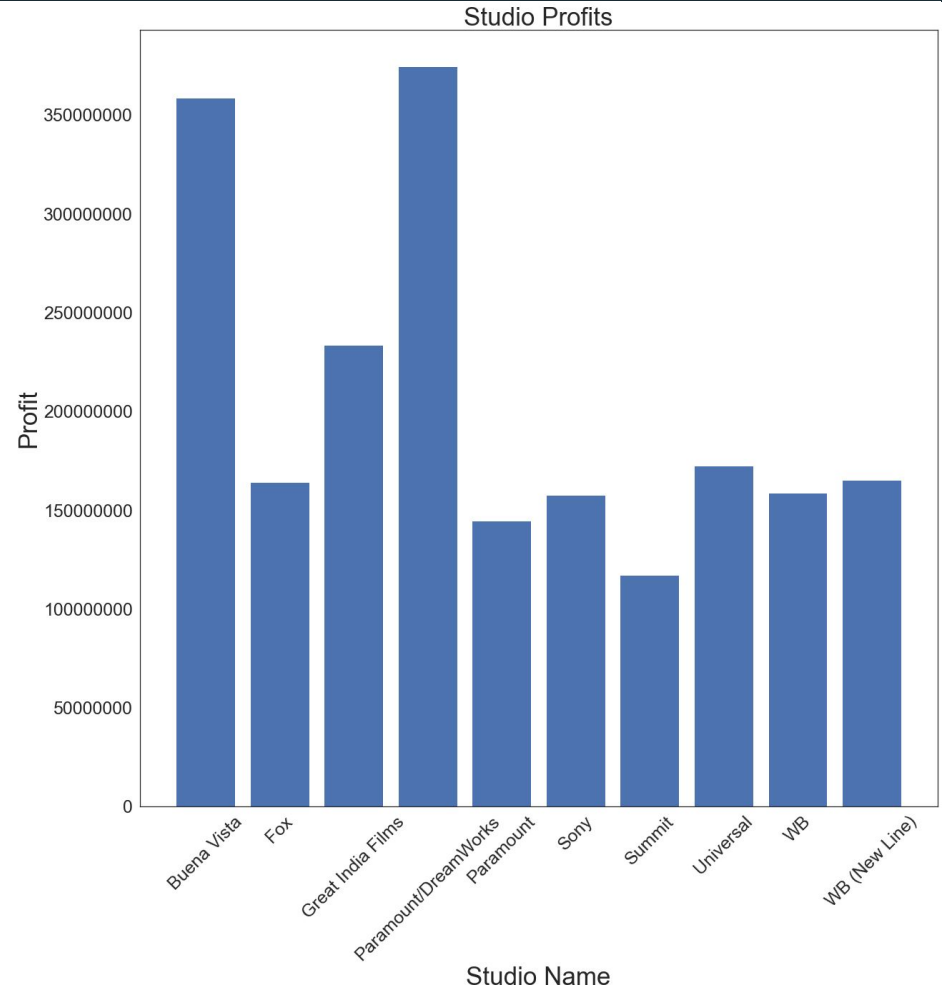


Winter

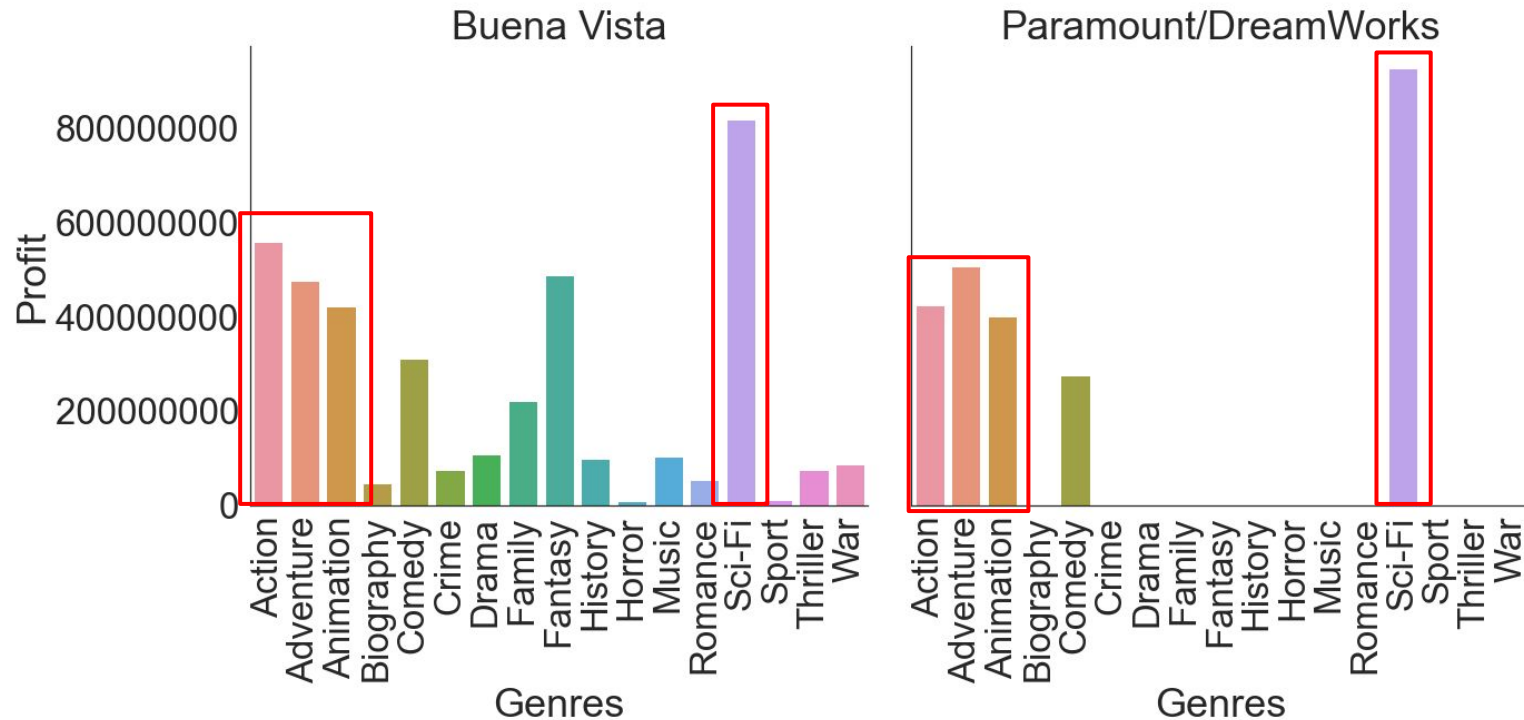


Studio Profits

- Only Studios that make over 100 Million dollars in profit

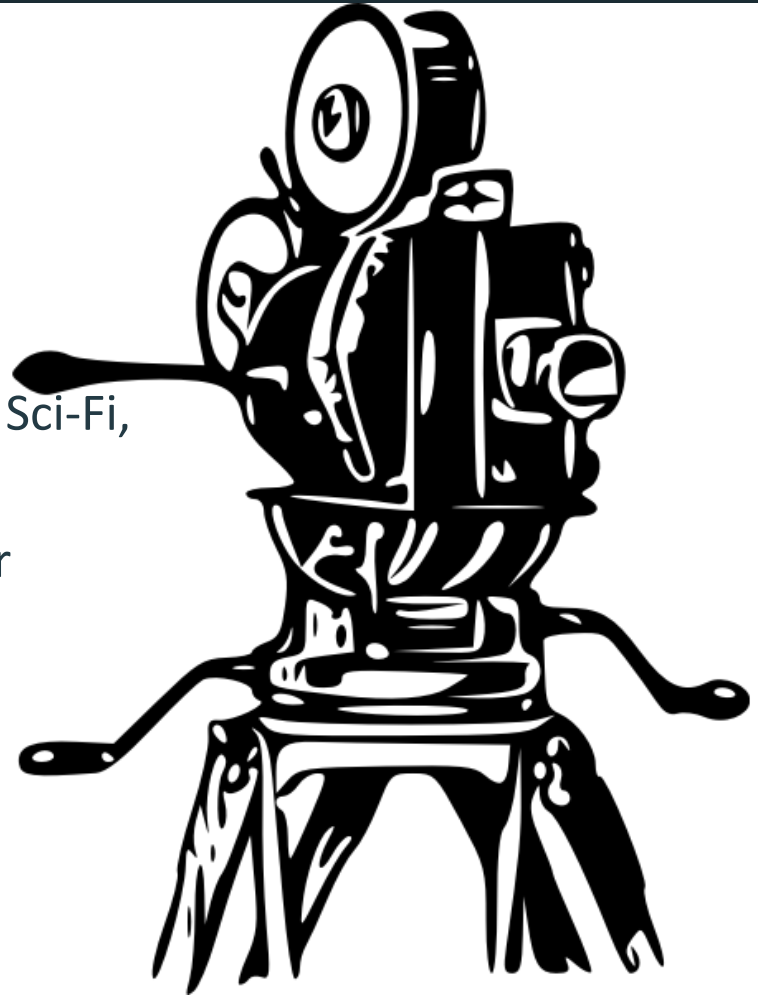


Genres : Studio Profit



Conclusion

- High Budget Movies
- Genres: Animation, Action, Adventure, Sci-Fi, Fantasy
- Release during the Summer and Winter Holidays



Future Ideas

- More Data on Marketing/Advertising Budget
- Alternative revenue streams
- Build rapport with movie goers

Thank You

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