

# Microsoft Motion Pictures

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# Table of Contents

Section	Description	Page Number
1	Business Question	3
2	Databases	5
3	Recommendations	7
3.1	Top Genres	8
3.2	Top Directors	15
3.3	Top Film Ratings	18

# 1 | Business Question

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# Business Question

- What should Microsoft do to successfully enter into the film industry?



Microsoft



## 2 | Databases

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Dataset used:



**Rotten  
Tomatoes**

**Box Office Mojo**



## 3 | Recommendations

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## 3.1 | Top Genres

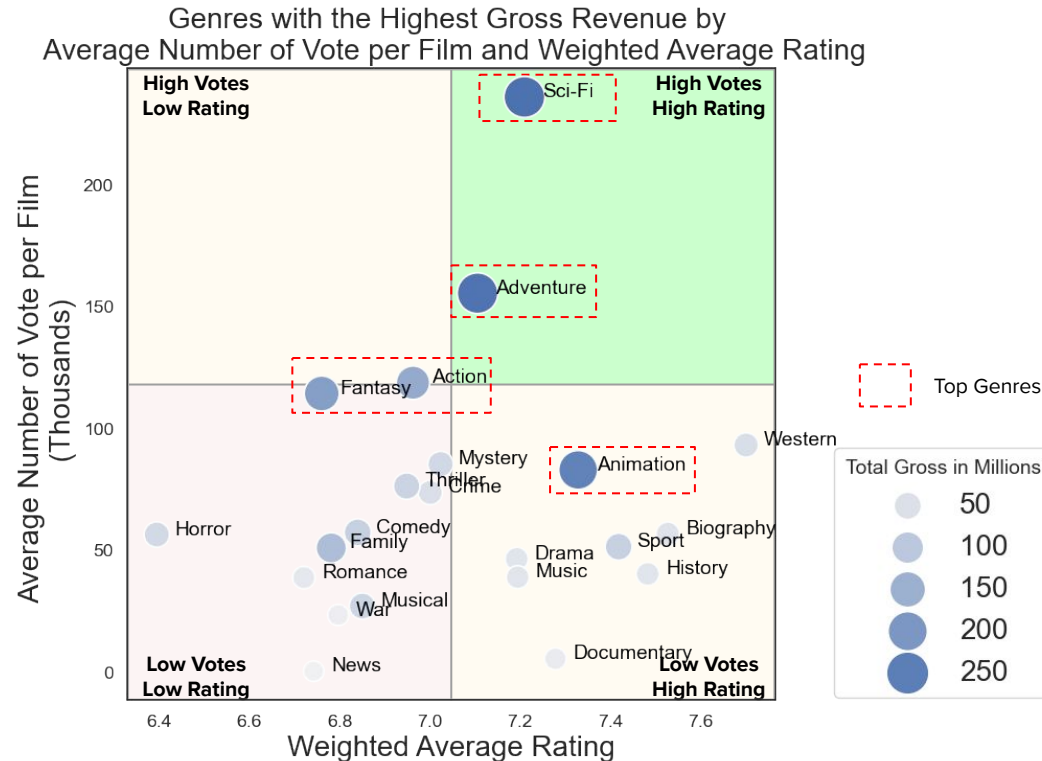
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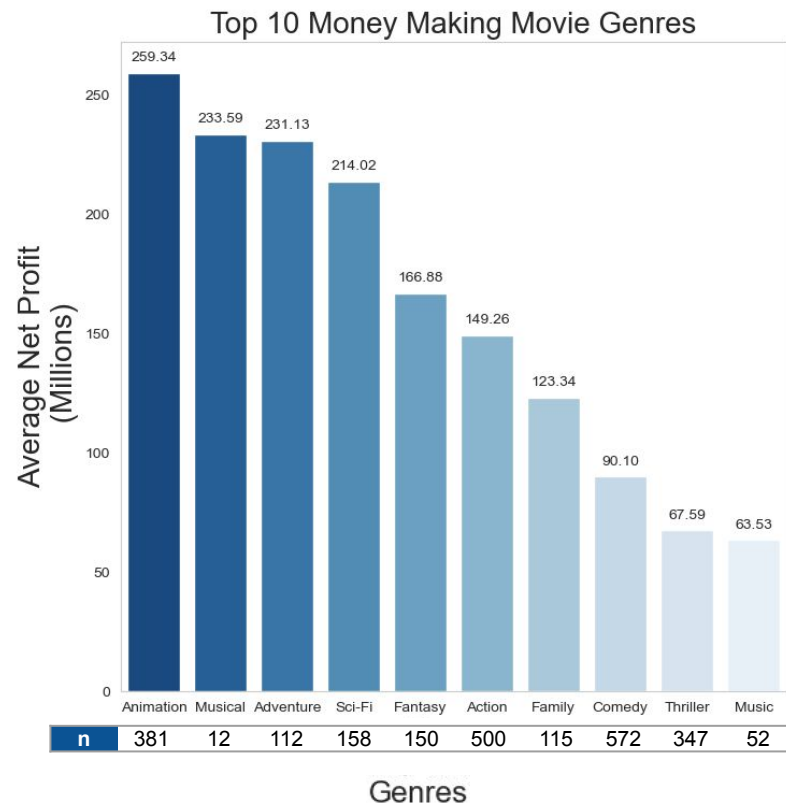
## Top Genres: Key Takeaways

- The top five film genres are:
  1. Sci-Fi
  2. Adventure
  3. Action
  4. Fantasy
  5. Animation

Based on highest gross revenue, average vote counts, and rating, the top genres include sci-fi, adventure, action, fantasy, and animation



The genres with the highest average net profit per film are animation, musical, adventure, sci-fi, fantasy, and action



## 3.2 | Top Directors

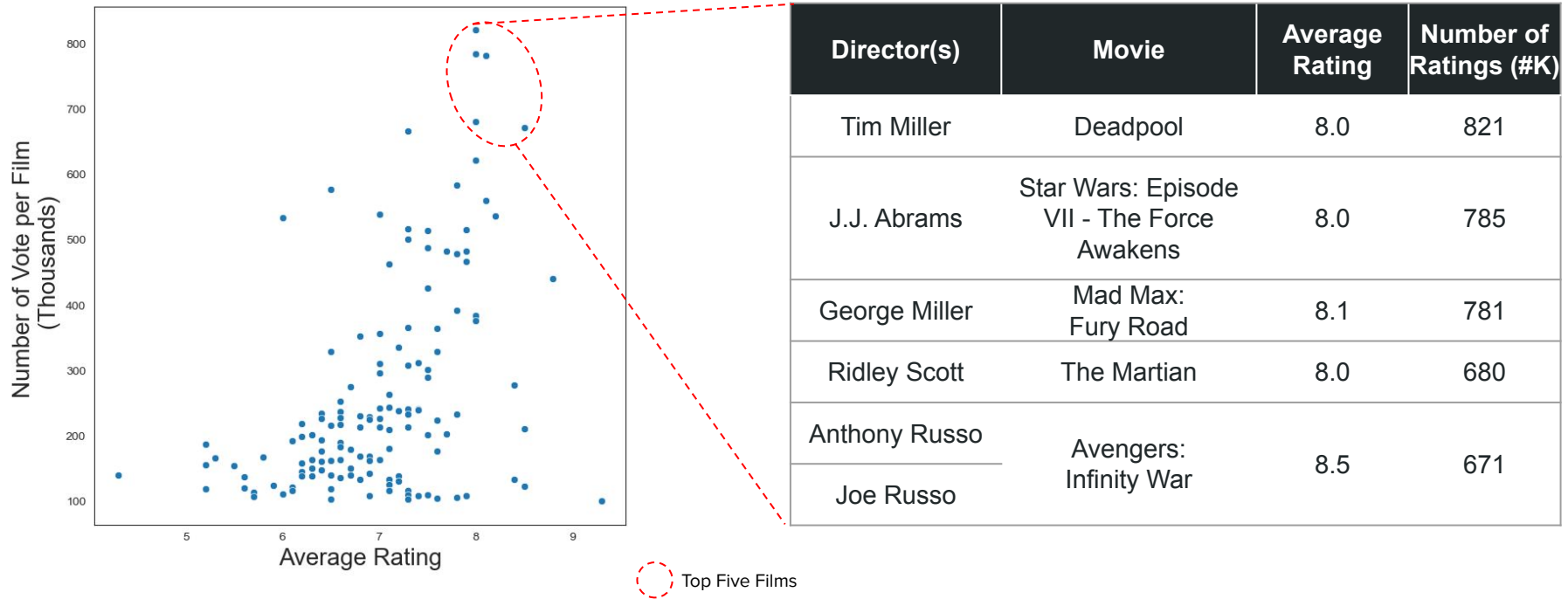
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## Top Directors: Key Takeaways

- The top directors are:
  - Tim Miller
  - J.J. Abrams
  - George Miller
  - Ridley Scott
  - Anthony Russo
  - Joe Russo

# The directors of top movies in the top genres include Tim Miller, J.J. Abrams, George Miller, Ridley Scott, Anthony Russo, and Joe Russo

Number of Votes vs. Average Rating per Movie in the Top 5 Genres



## 3.3 | Top Film Rating

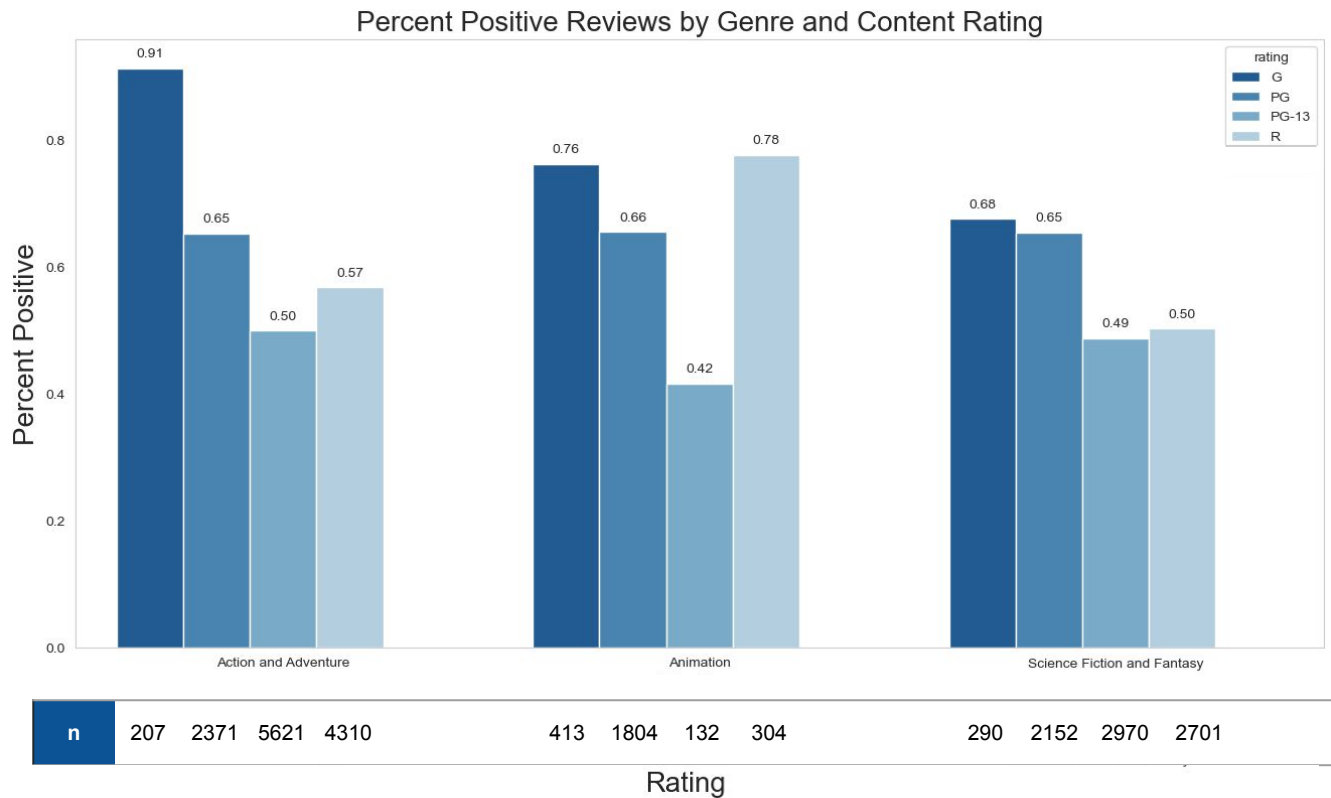
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## Top Film Rating: Key Takeaways

- The film rating: G



Overall, G-rated films had the highest proportion of positive reviews across the top genres



## 4 | Conclusion

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## Summary:

Recommendation 1	Recommendation 2	Recommendation 3
Top Genres	Top Directors	Top Film Rating
<ul style="list-style-type: none"><li>● Sci-Fi</li><li>● Adventure</li><li>● Action</li><li>● Fantasy</li><li>● Animation</li></ul>	<ul style="list-style-type: none"><li>● Tim Miller</li><li>● J.J. Abrams</li><li>● George Miller</li><li>● Ridley Scott</li><li>● Anthony Russo</li><li>● Joe Russo</li></ul>	<ul style="list-style-type: none"><li>● G-Rated Film</li></ul>

# Next Steps...

- Thorough financial analysis (P&Ls, QoEs)
  - Post-COVID effect on the movie industry
  - Analyze our competitors
  - Determine the impacts of different combination of genres
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Thank you!  
Any questions?

**GitHub Repository:** [https://github.com/iansharff/microsoft\\_movies](https://github.com/iansharff/microsoft_movies)



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