

# Microsoft Movie Studio Analysis

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# Summary

- ▶ Descriptive analysis of film information to reveal that Microsoft's initial film should:
  - ▶ Have a budget of \$200,000,000
  - ▶ Film's genre should be Action, Adventure, Animation
  - ▶ Film should be a family oriented film.

# Outline

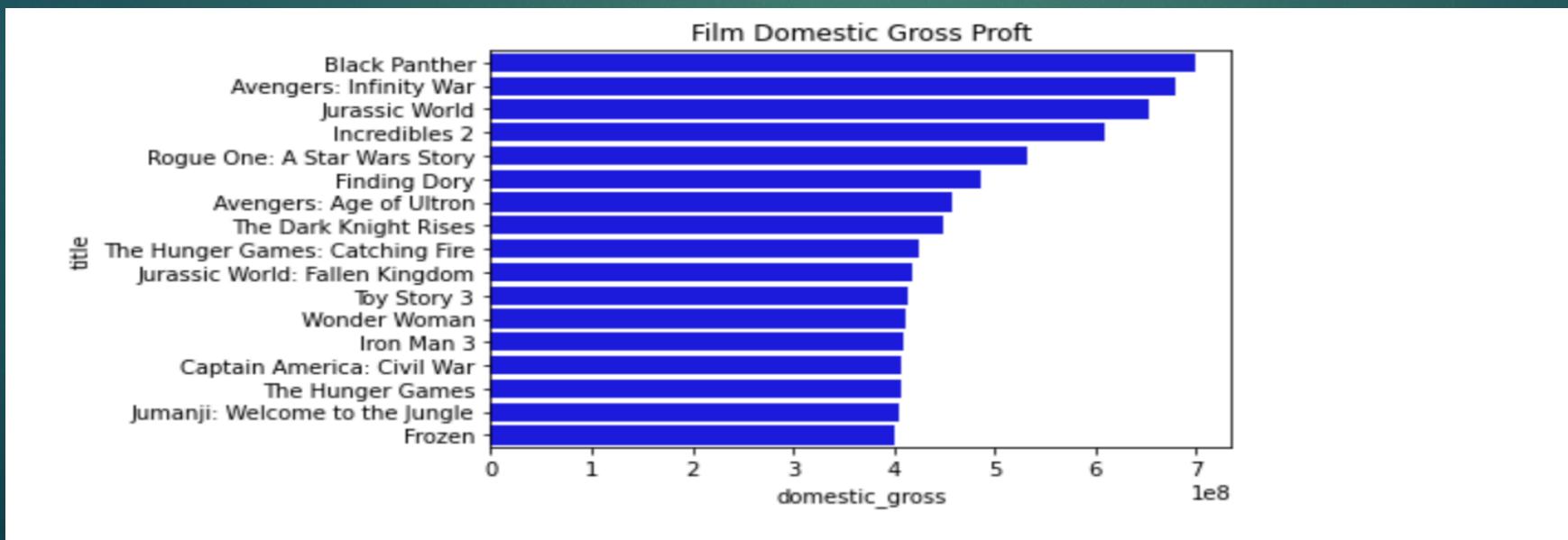
- ▶ Business Problem
- ▶ Data and methods
- ▶ Results
- ▶ Conclusion

# Business Problem

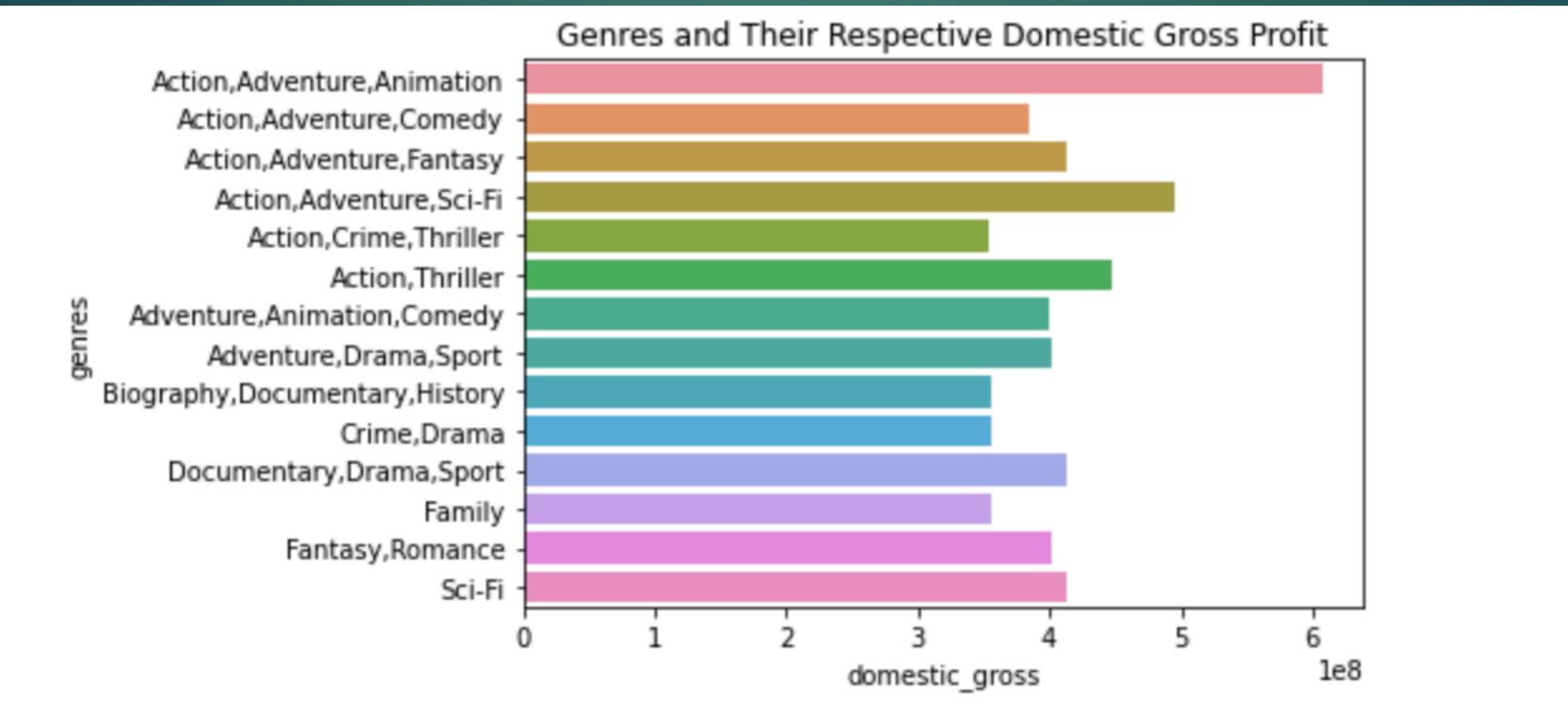
- ▶ Microsoft is new to the movie production industry
- ▶ Movie needs to be profitable and popular
- ▶ Ensure accuracy and diligence in data preparation and analysis

# Data and Methods

- ▶ Movie production budgets
- ▶ Domestic gross profit
- ▶ Film ratings
- ▶ Genre counts

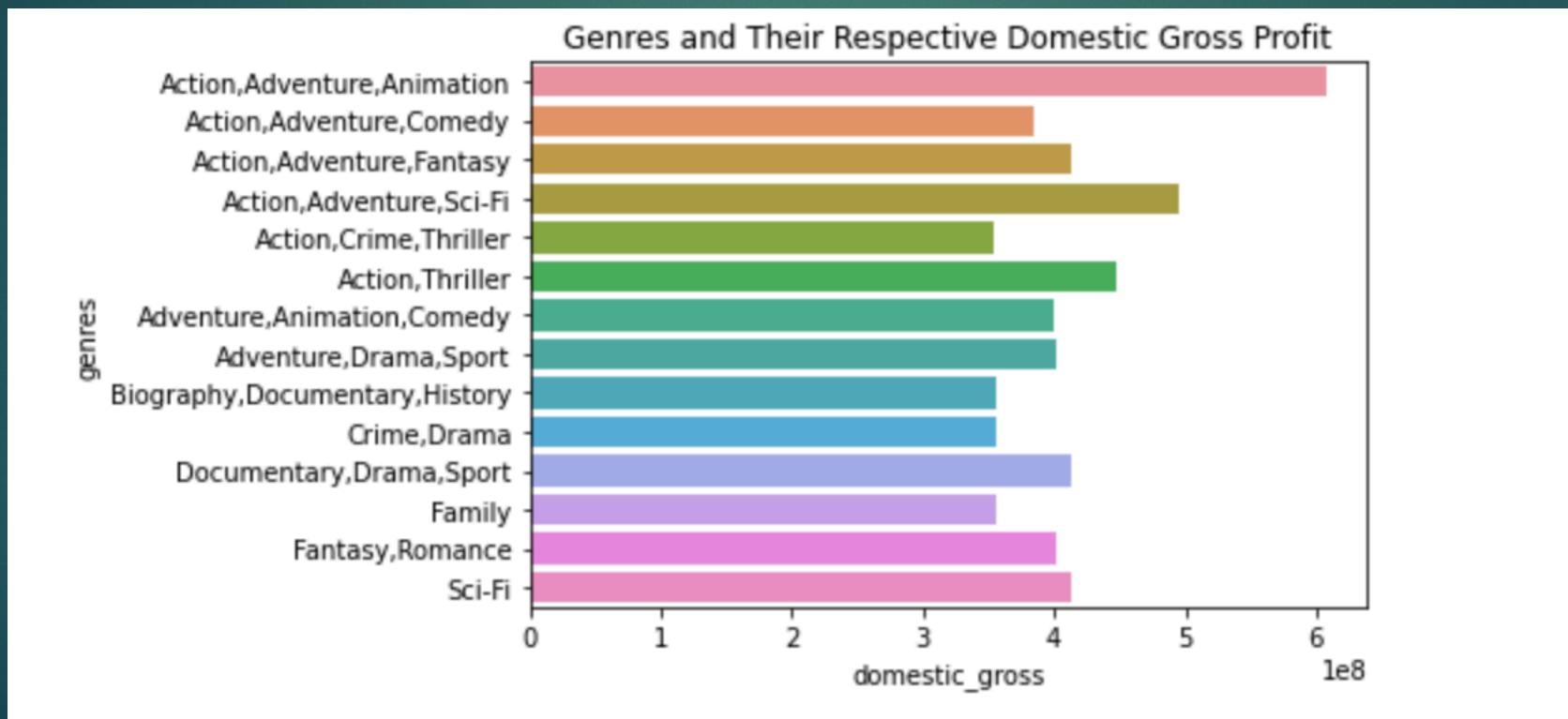


# Results



# Results cont.

- Movies that are considered family type movies are the most popular and highest grossing



# Conclusions

- ▶ 1) The film should have a maximum budget of \$200,000,000
- ▶ 2) The film's genre should be action, adventure, and animation.
- ▶ 3) The film should be a family type of movie.

Next steps:

- ▶ Incorporate more niche genres such as horror or documentaries.
- ▶ Incorporate worldwide gross income

# Thank you

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