

A photograph of a movie theater interior. The room is dark, with rows of seats visible in the foreground and middle ground. The seats are dark-colored with a lighter-colored stripe. At the far end of the theater, a large, bright white screen is illuminated, creating a strong contrast with the dark surroundings. The walls and ceiling are dark, and the overall atmosphere is that of a quiet cinema.

Microsoft Movie Analysis

Presenter: Jennifer Casias

Microsoft has created a new movie studio

Key Business Questions:

- Production budget
- ROI
- Profitable Months
- Profitable Genres



Data

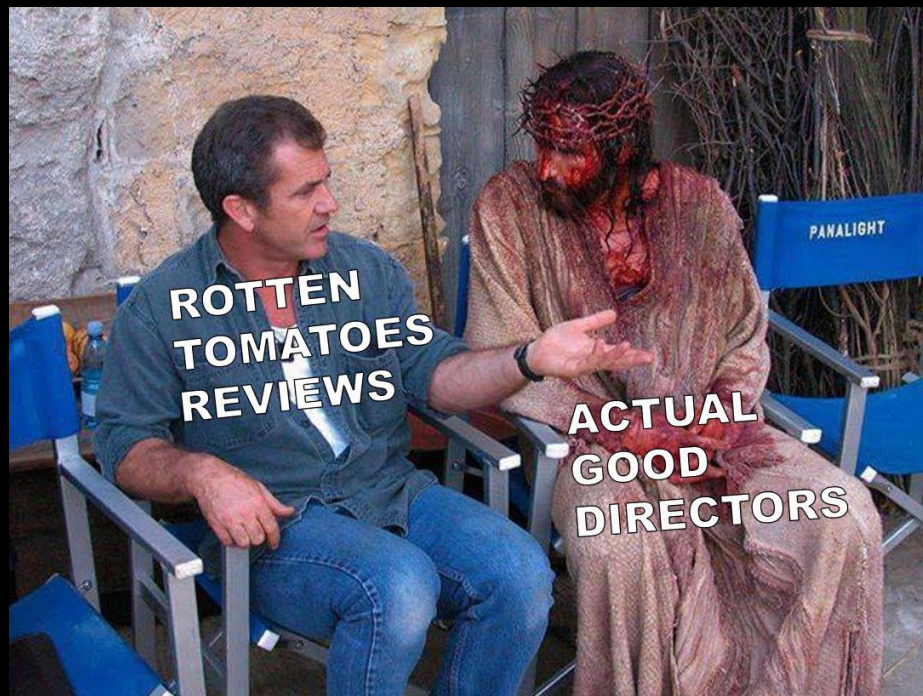
- Box Office Mojo
- The Numbers
- Rotten Tomatoes
Info & Reviews
- IMDB



Process Steps

- BO Mojo & The Numbers
 - Last ten years
 - Profit & ROI
- Rotten Tomatoes
 - Mel Gibson?!
 - Top Genres
 - Peak Months

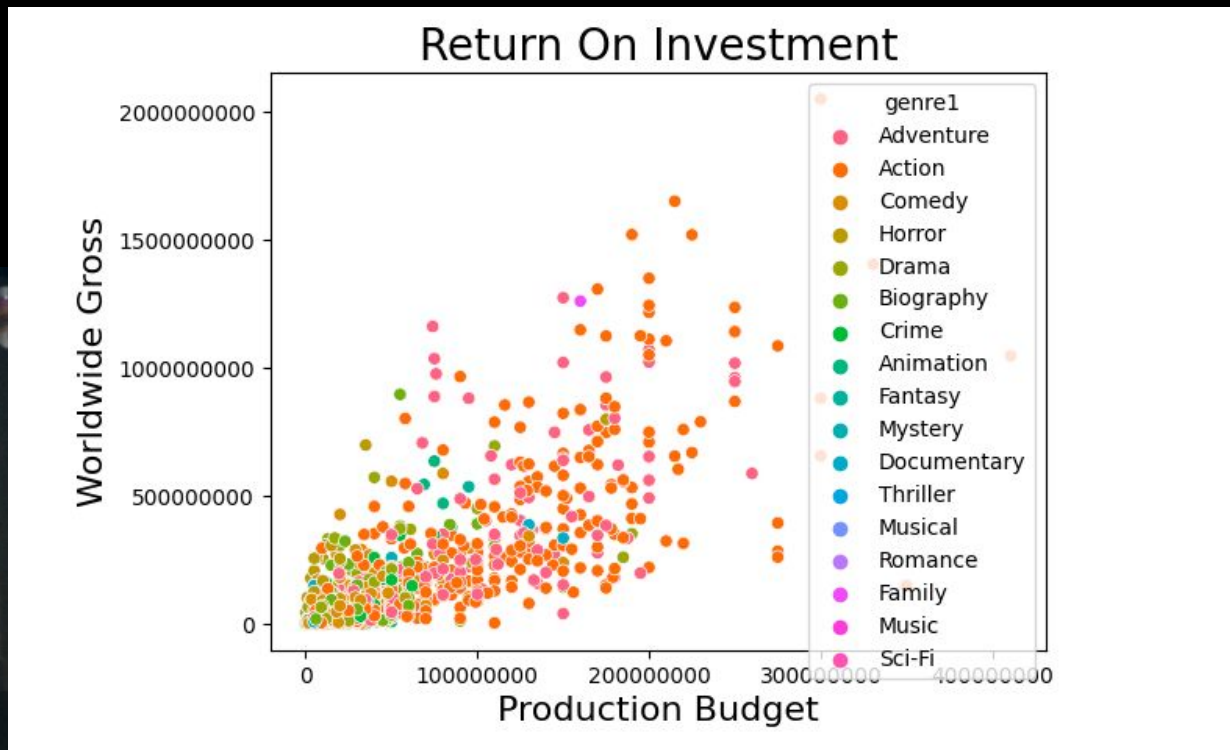




	director	box_office
26581	Mel Gibson	368000000
28440	Peter Jackson	303001229
39981	Sam Mendes	299300000
21985	Jay Roach	279167575
36952	Chris Columbus	261835892

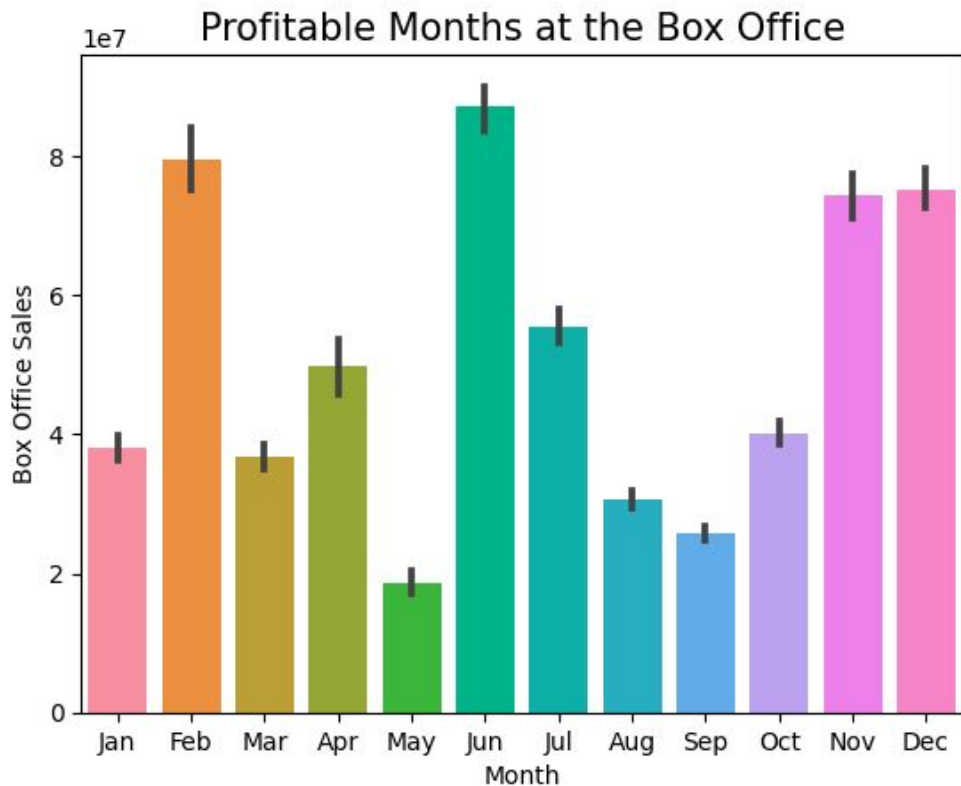
Big Budget = Big Return

- Positive correlation

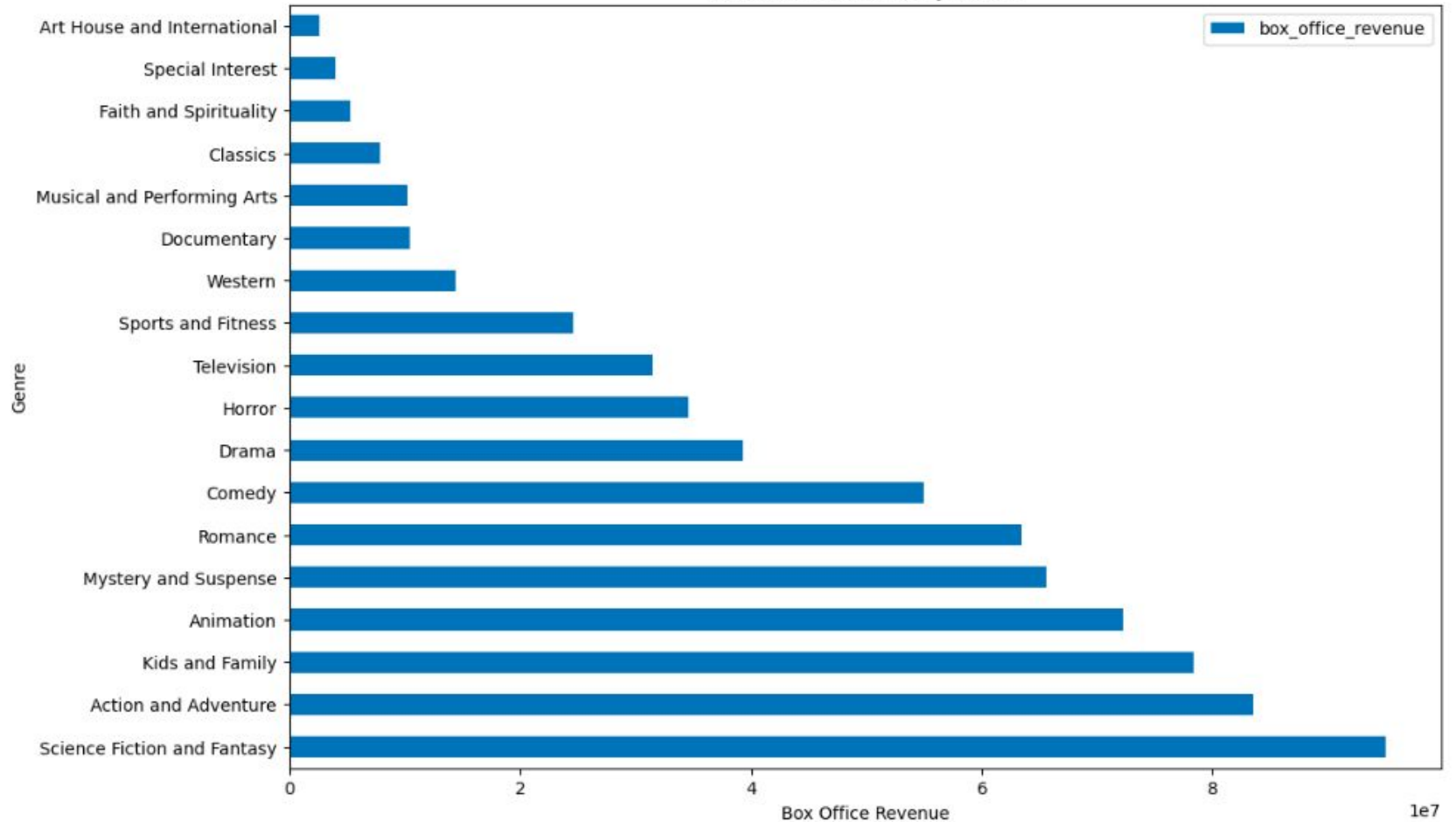


Top Months

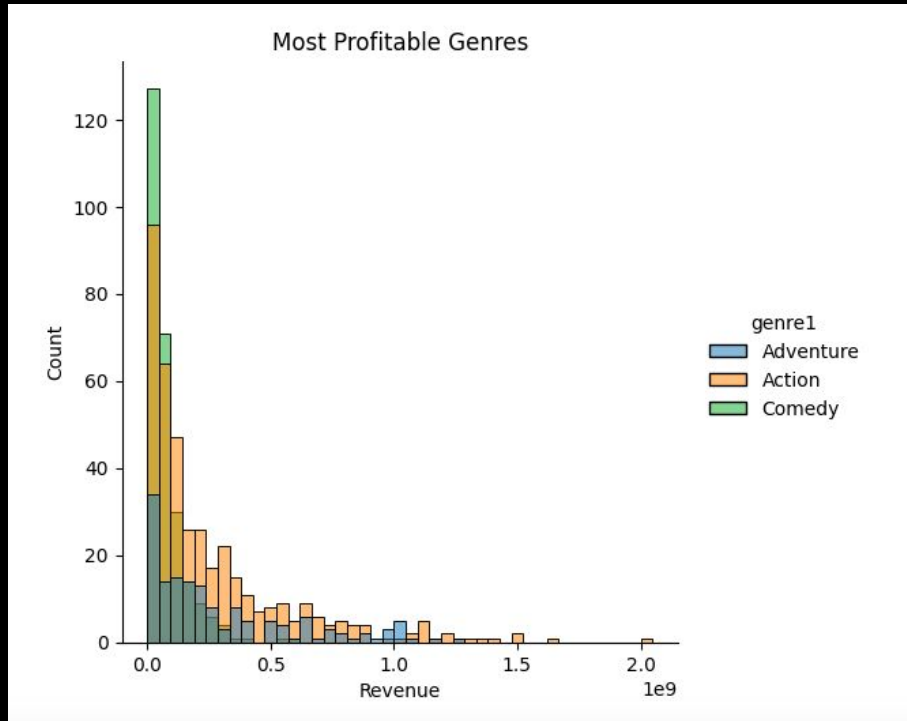
- June
- November
- December
- February
- July



Box Office Revenue by Genre

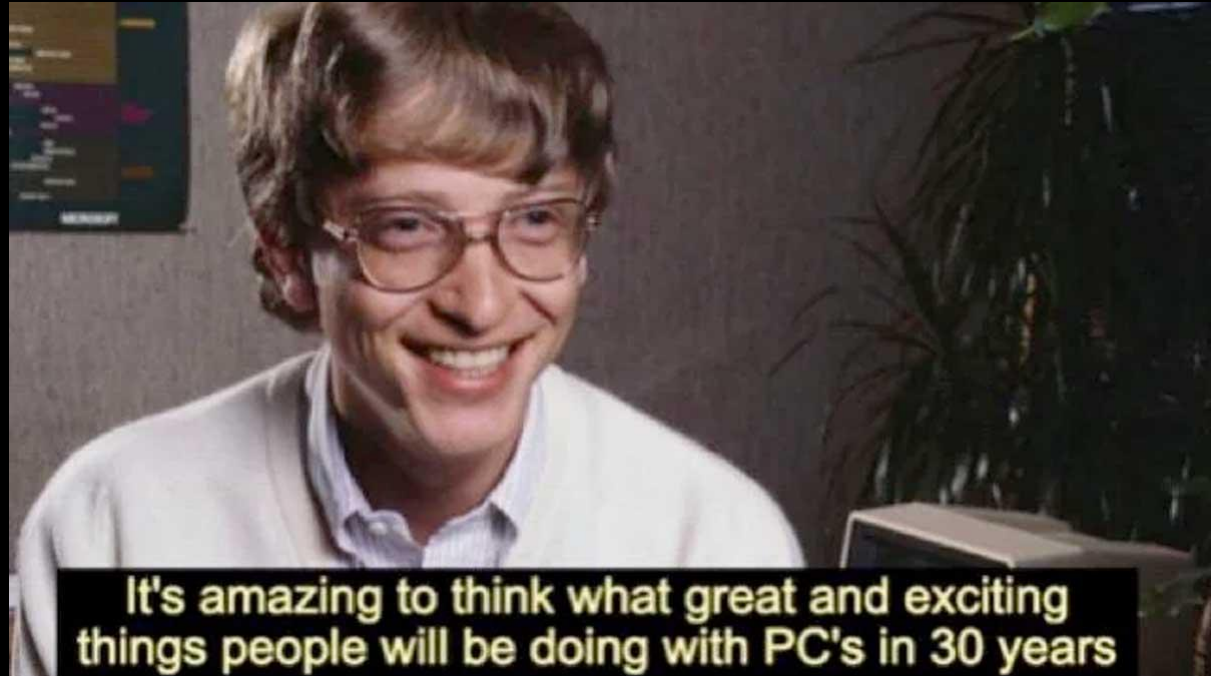


Genres by Profit



Insights

1. Budget and Revenue are positively correlated.
2. Months to release
 - a. June-July
 - b. Nov-Dec
 - c. Feb
3. Genres to consider
 - a. Adventure
 - b. Action
 - c. Comedy



Evaluation & Future Improvement Ideas

- Go more in depth on genres by month.
 - February?
- Cinema attendance
 - 2001-2007: 4.8
 - 2021: 1.4
 - Factors
 - Age groups
 - Gen Z 34%
 - BB 9%
- Streaming services



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