



MOVIE DATA EXPLORATORY ANALYSIS

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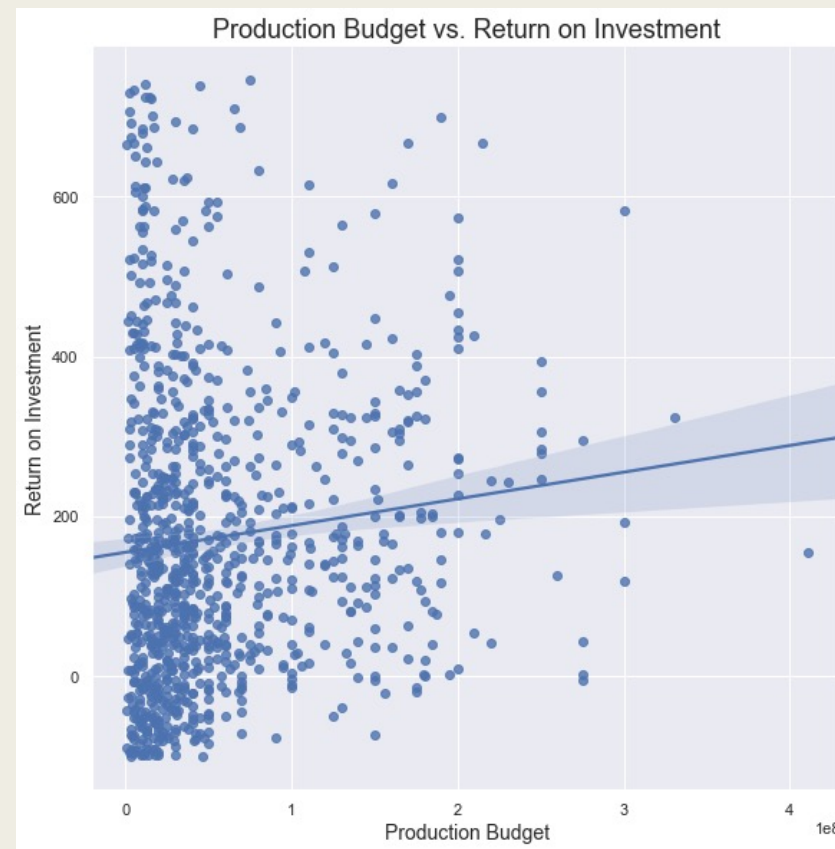
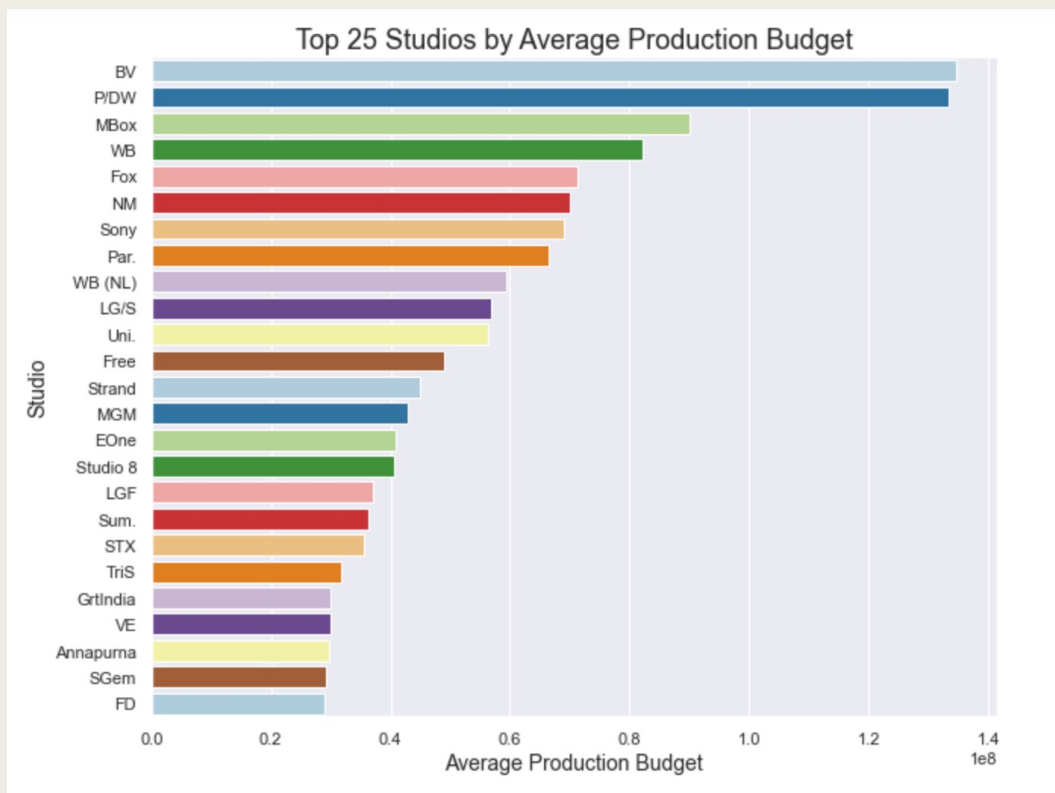
Background

- Microsoft plans to create a movie studio and needs an effective business strategy to make decisions regarding what type of movies to create

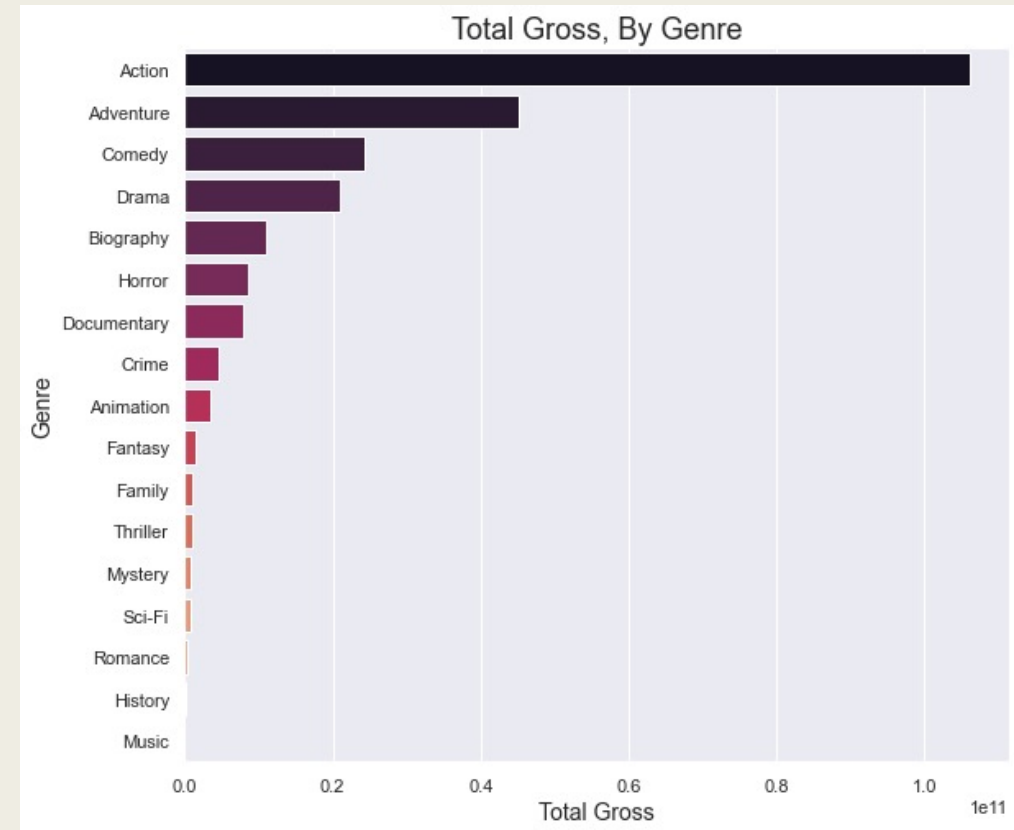
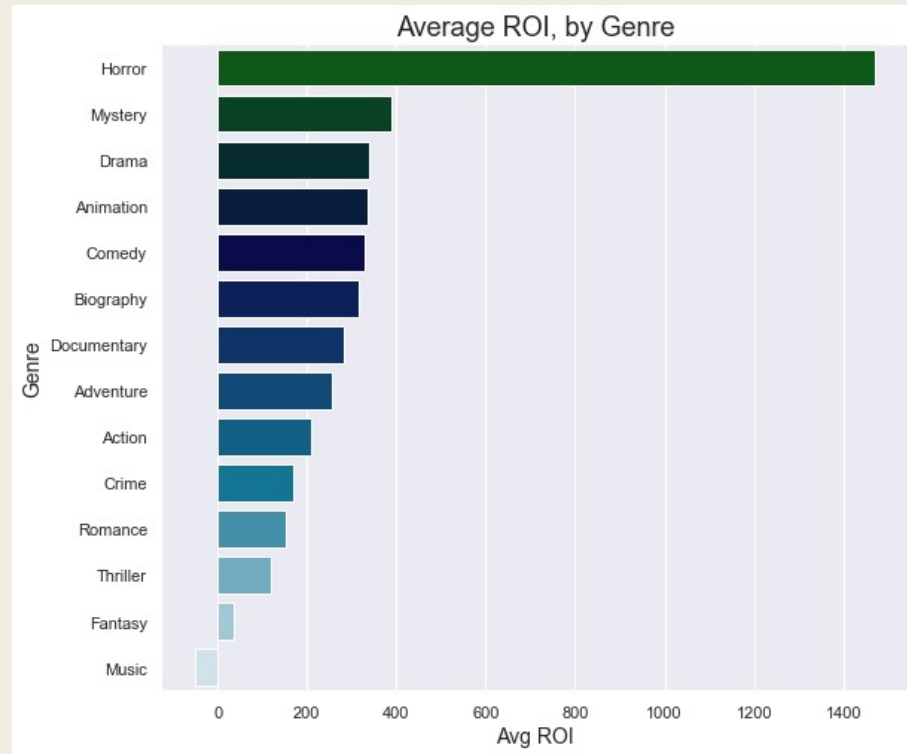
Focus Points

- Competitive Landscape
- Successful Movie Genres
- Aspects of Successful Movie Genres

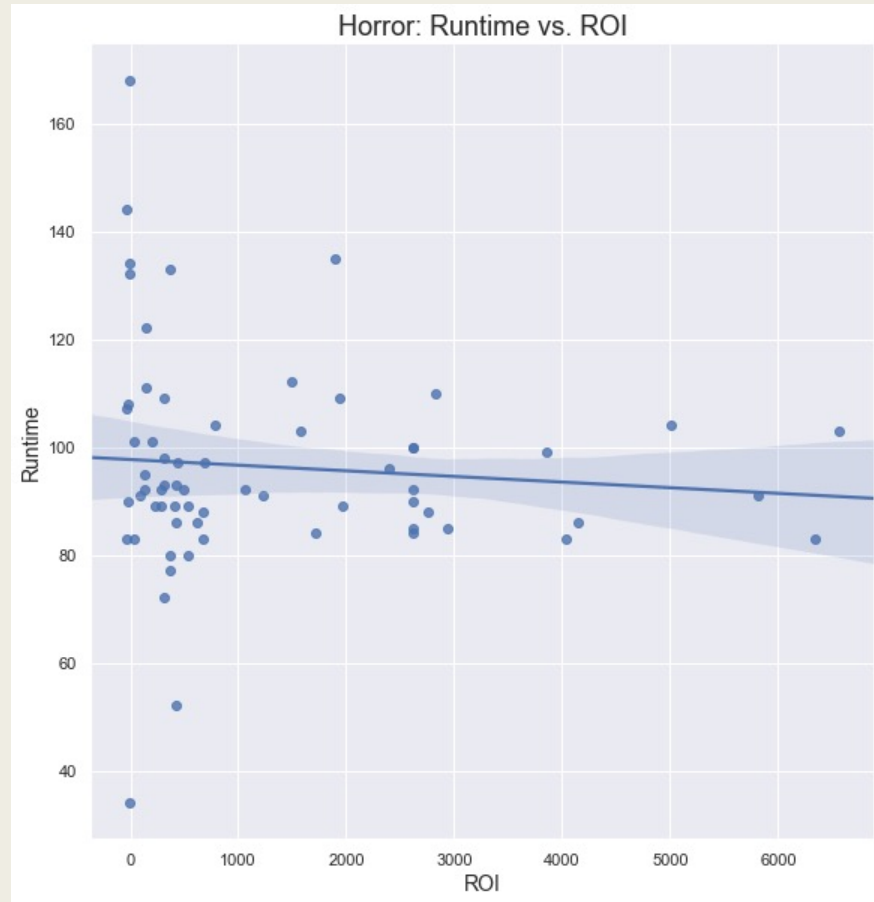
Studios & Production Budget of Successful Movies



Which Movie Genres are Most Successful?



Attributes of Successful Movie Genres



Conclusion & Next Steps

- Get an idea of the competitive landscape and production budget
- Focus on movies with a higher ROI, as the initial entry into the movie production space
- Produce Horror movies with historically successful metrics of runtime and seasonality