

Microsoft Movie Analysis

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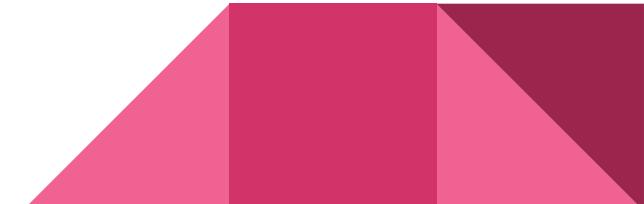
Summary

Overview of the Movie Industry

- IMDb
- Tn

Compiled:

- Genres that generate highest revenue
- Genres generate the highest Ratings
- Genres that have highest probability of profitability



Business Problem

Movie Industry is Competitive

Profitability and Ratings are Key

Focus of Study was correlation by Genre

Data

Datasets taken from:

- IMDb
- TN

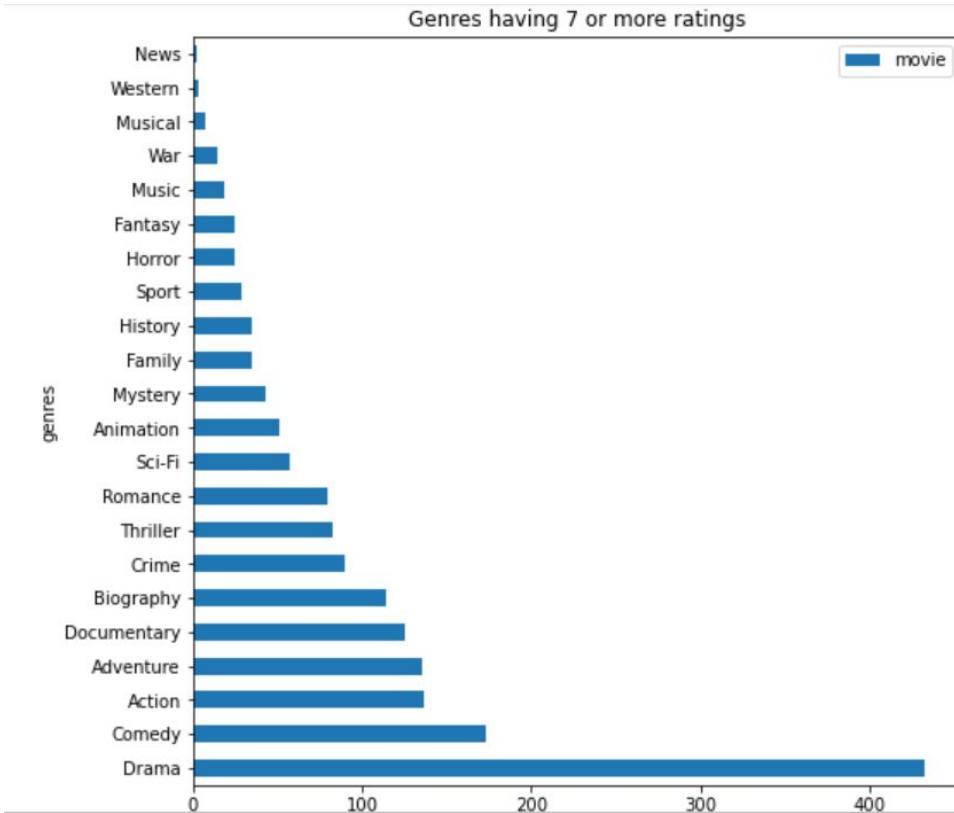
Included:

- Movie
- Genre
- Ratings
- Gross/Budget

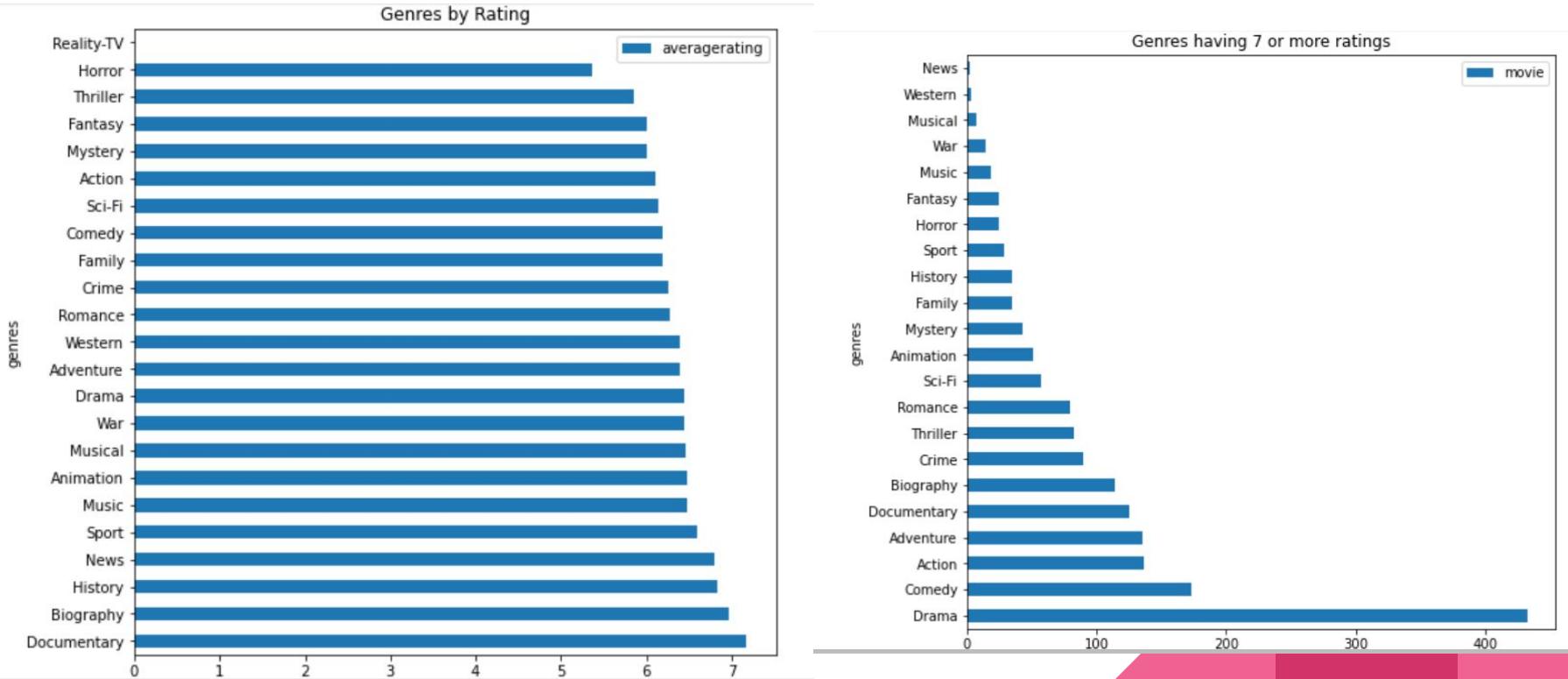
Methods

- Cleaned Data sets
- Explored averages as thresholds
- Compiled more models using findings
- Bar charts and Frequency Charts

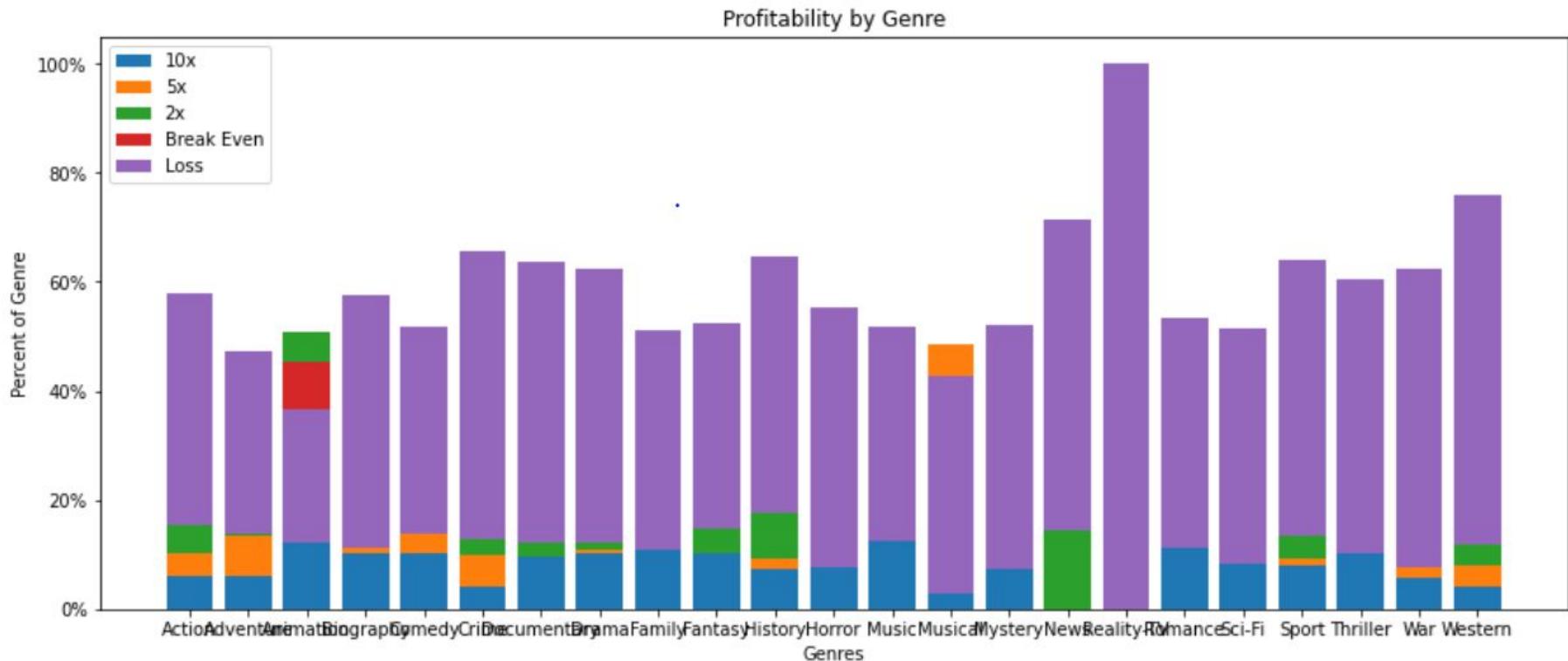
Results - Highest Revenues



Result - Highest Ratings



Results - Profitability by Genre



Conclusions

- Focus on creating titles in Animation, Adventure, and Musicals to yield the highest profits.
- Focus on creating titles in Drama and Comedy to ensure high ratings
- Limit most of work to Action, Adventure, History, and Animation
 - Stay away from Reality TV, and Horror.

Thank You!

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