

# Microsoft Movie Studio Analysis

Using Data to Understand the Movie Business

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# The Questions

- ▶ How does time of release affect movie success?
- ▶ What is the most successful movie genre?
- ▶ How has the genre distribution changed in the last couple of decades?

# The Data

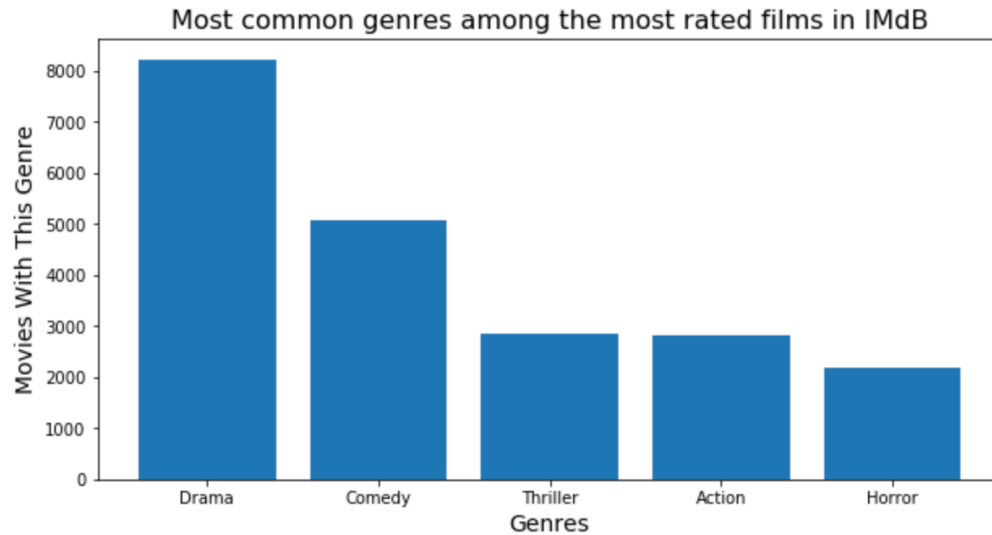
## IMdB Movie Information

	id	release_date	movie	production_budget	domestic_gross	worldwide_gross
0	1	Dec 18, 2009	Avatar	\$425,000,000	\$760,507,625	\$2,776,345,279
1	2	May 20, 2011	Pirates of the Caribbean: On Stranger Tides	\$410,600,000	\$241,063,875	\$1,045,663,875
2	3	Jun 7, 2019	Dark Phoenix	\$350,000,000	\$42,762,350	\$149,762,350
3	4	May 1, 2015	Avengers: Age of Ultron	\$330,600,000	\$459,005,868	\$1,403,013,963
4	5	Dec 15, 2017	Star Wars Ep. VIII: The Last Jedi	\$317,000,000	\$620,181,382	\$1,316,721,747

## Movie Earnings and Budgets

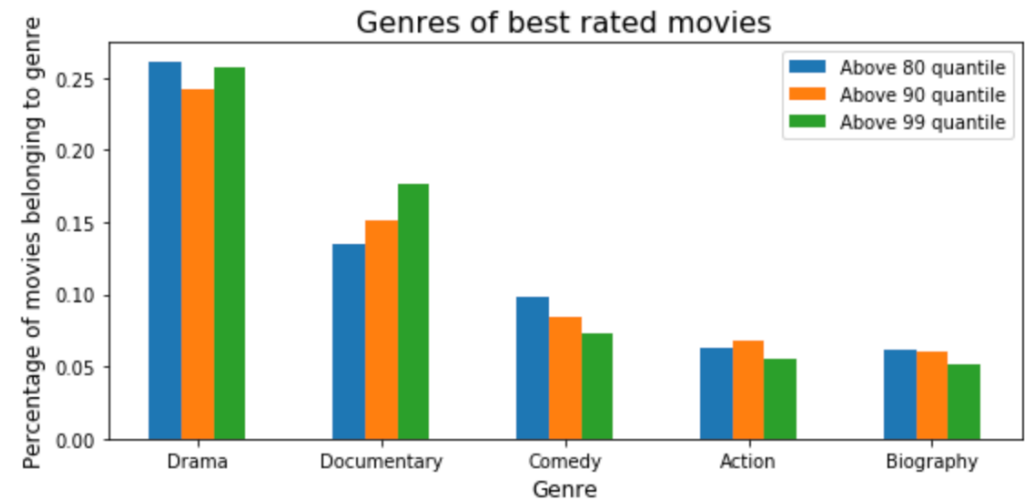
primary_title	original_title	start_year	runtime_minutes	genres	averagerating	numvotes
Sunghursh	Sunghursh	2013	175.0	Action,Crime,Drama	7.0	77
One Day Before the Rainy Season	Ashad Ka Ek Din	2019	114.0	Biography,Drama	7.2	43
The Other Side of the Wind	The Other Side of the Wind	2018	122.0	Drama	6.9	4517
Sabse Bada Sukh	Sabse Bada Sukh	2018	NaN	Comedy,Drama	6.1	13
The Wandering Soap Opera	La Telenovela Errante	2017	80.0	Comedy,Drama,Fantasy	6.5	119

# Genres

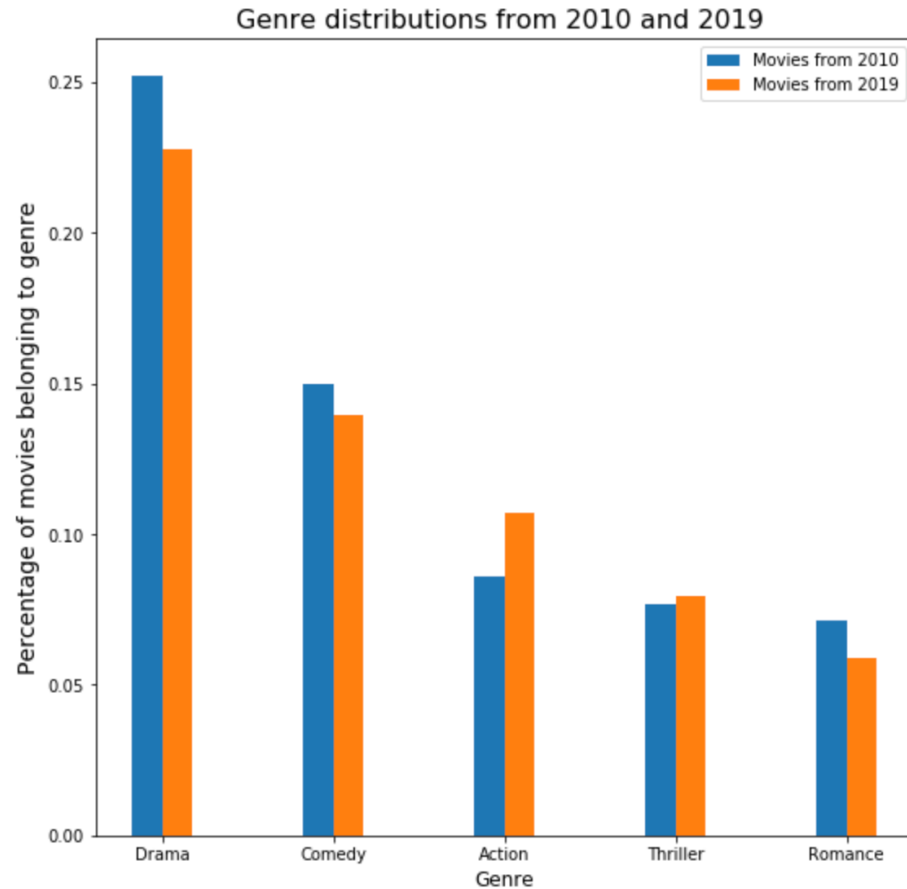


Sharp increase in documentary for highest ratings, so if what they're chasing for is ratings and quality content, that might be an excellent choice of genre to focus on.

Trend in this decade is not Action, but thriller.



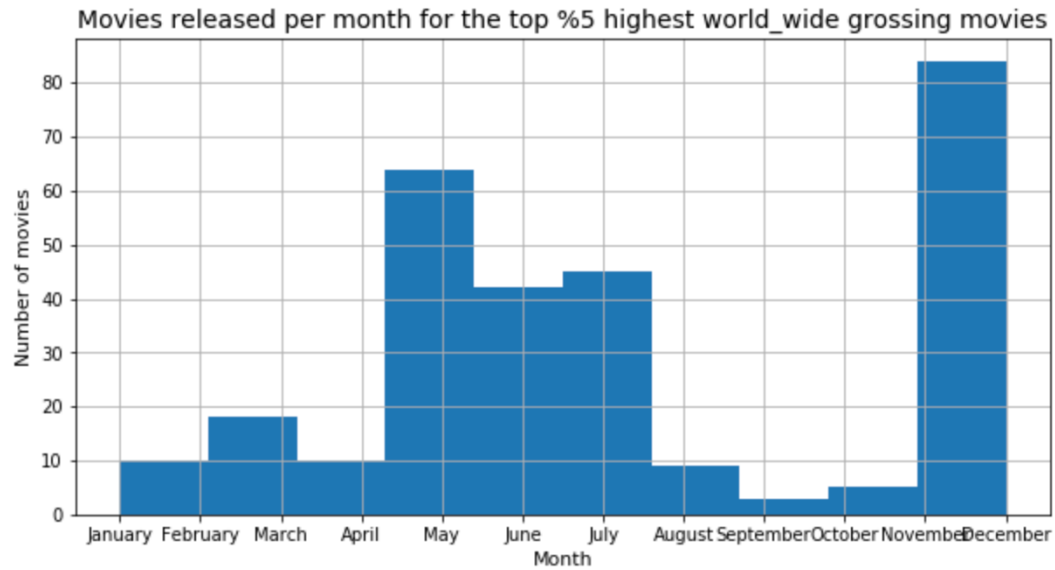
# Genres by time



For top rated movies, the action genre is slowly climbing. Comedy and drama movies have declined a little.

Focus on Thriller and Action movies.

# Release?



Summer is still the perfect time for blockbusters. December is also a typical release date for not only high-grossing movies, but for any kind.

# The answers

- ▶ How does time of release affect movie success?
- ▶ What is the most successful movie genre?
- ▶ How has the genre distribution changed in the last couple of decades?

## Next steps

- ▶ Gather more data from different sources and focus on finding different criteria for movie success:
  - ▶ Have multiple strategies in case a different criteria for success.
  - ▶ If what we want is top rated movies, have a different strategy than for box office success.