

# Microsoft Studios

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# Summary.

Descriptive analysis of the current best performing films at the box office revealed some of the following results:

**SUMMER**  
IS THE BEST SEASON  
TO RELEASE A FILM

FILMS WRITTEN BY  
GARY DAUBERMAN  
PRODUCE THE  
HIGHEST RETURN ON  
INVESTMENT

The top directors are:

**Kyle Balda**  
**Pierre Coffin**  
**Chris Rennaud**  
**David F. Sandberg**  
**James Wan**

# Outline

BUSINESS PROBLEM

DATA & METHODS

RESULTS

CONCLUSIONS

# Business Problem

Microsoft have decided to create a new movie studio. However, they do not know anything about making movies.

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"IDENTIFY WHAT  
TYPES OF FILMS ARE  
CURRENTLY  
PERFORMING THE  
BEST AT THE BOX  
OFFICE"

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# Data & Methods

The data used in this analysis was sourced from two renowned movie websites:



## MONETARY FEATURES

WORLDWIDE GROSS

DOMESTIC GROSS

PRODUCTION BUDGET

## NON MONETARY FEATURES

AVERAGE RATING

GENRES

RUNTIME

DIRECTORS

WRITERS

# Results

The following features were analyzed against RoI:

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RUNTIME

WORLDWIDE GROSS

PRODUCTION BUDGET

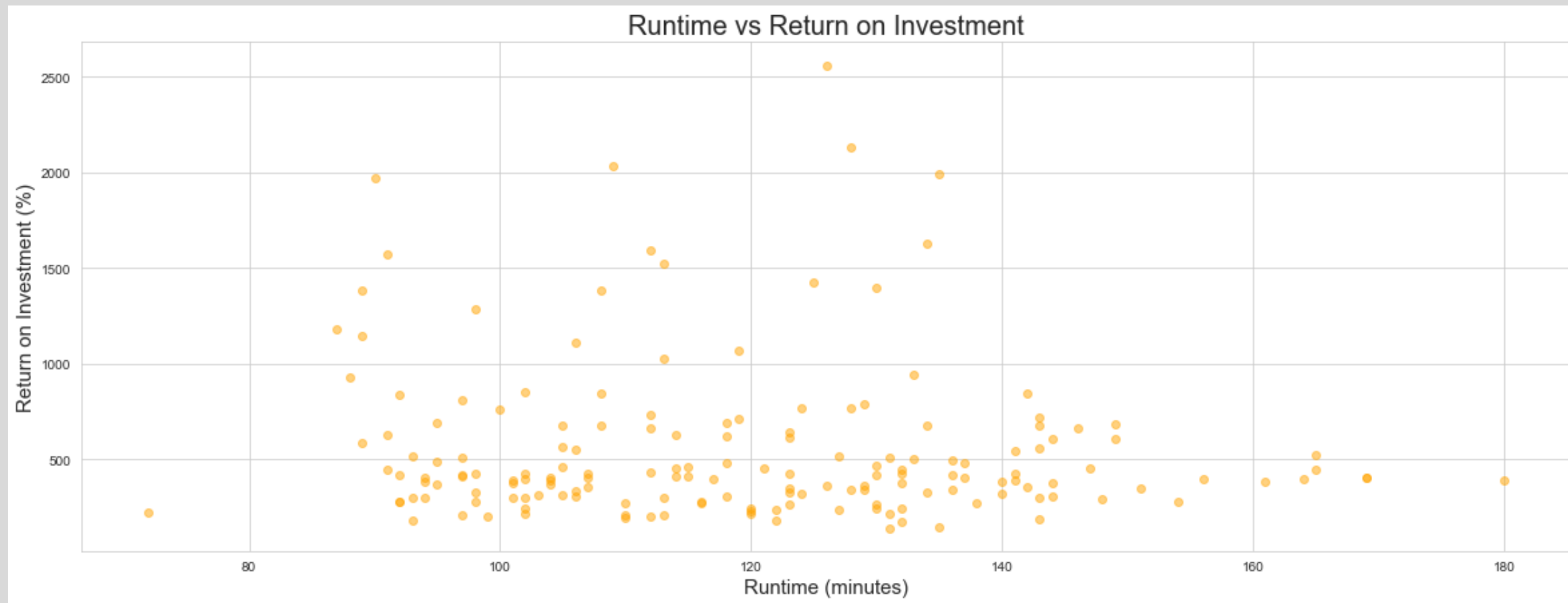
RELEASE DATE (MONTH & SEASON)

GENRES

WRITERS

DIRECTORS

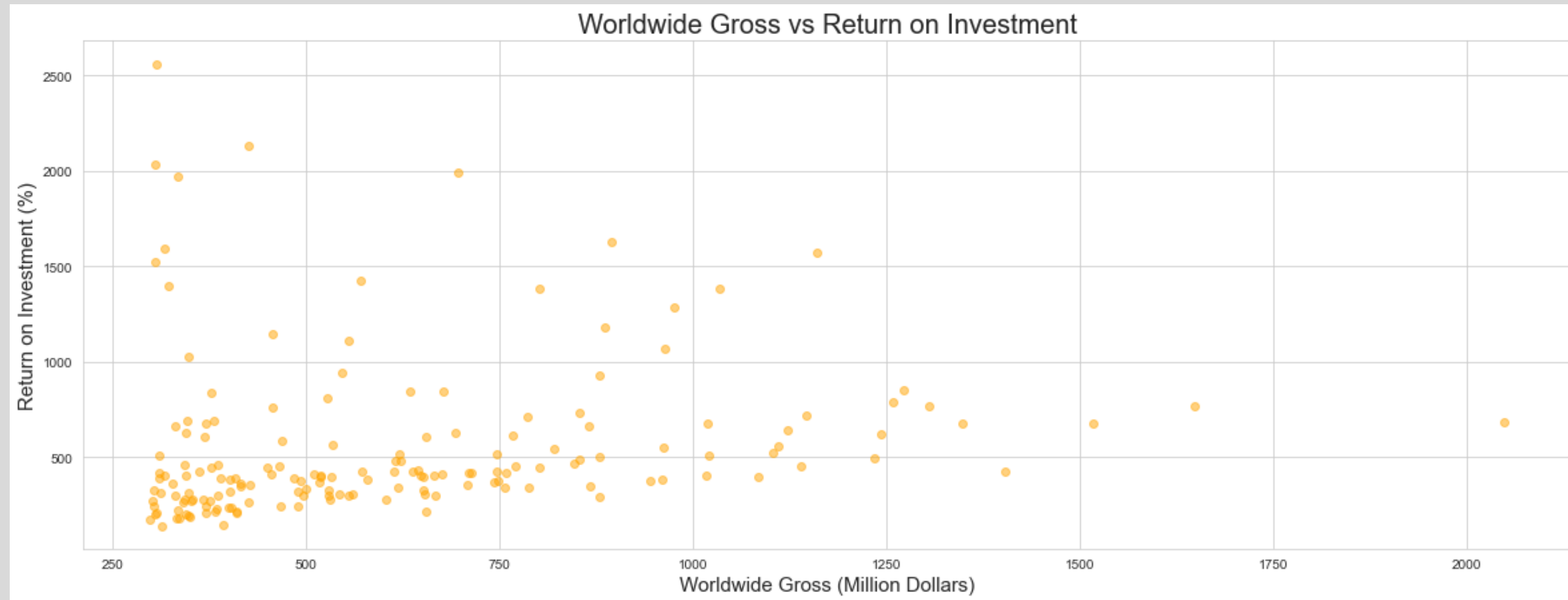
# RUNTIME



No Relationship between length of a film and the RoI

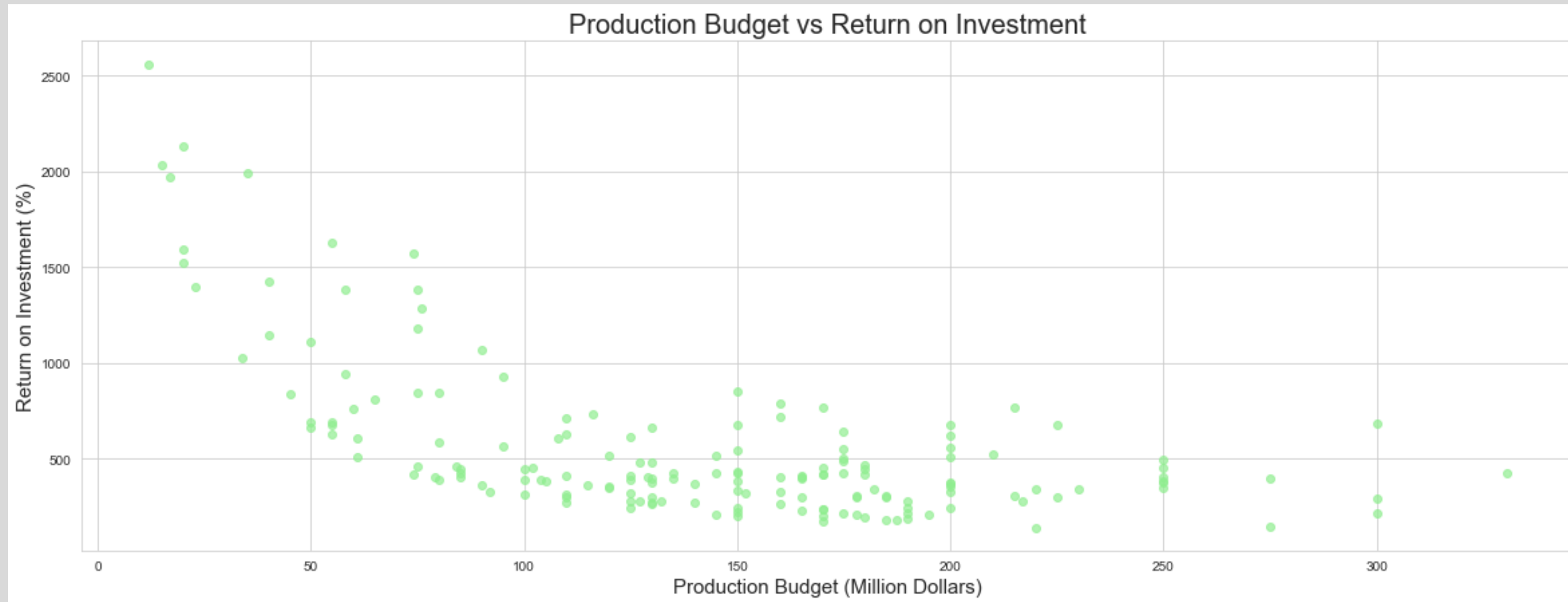


# WORLDWIDE GROSS



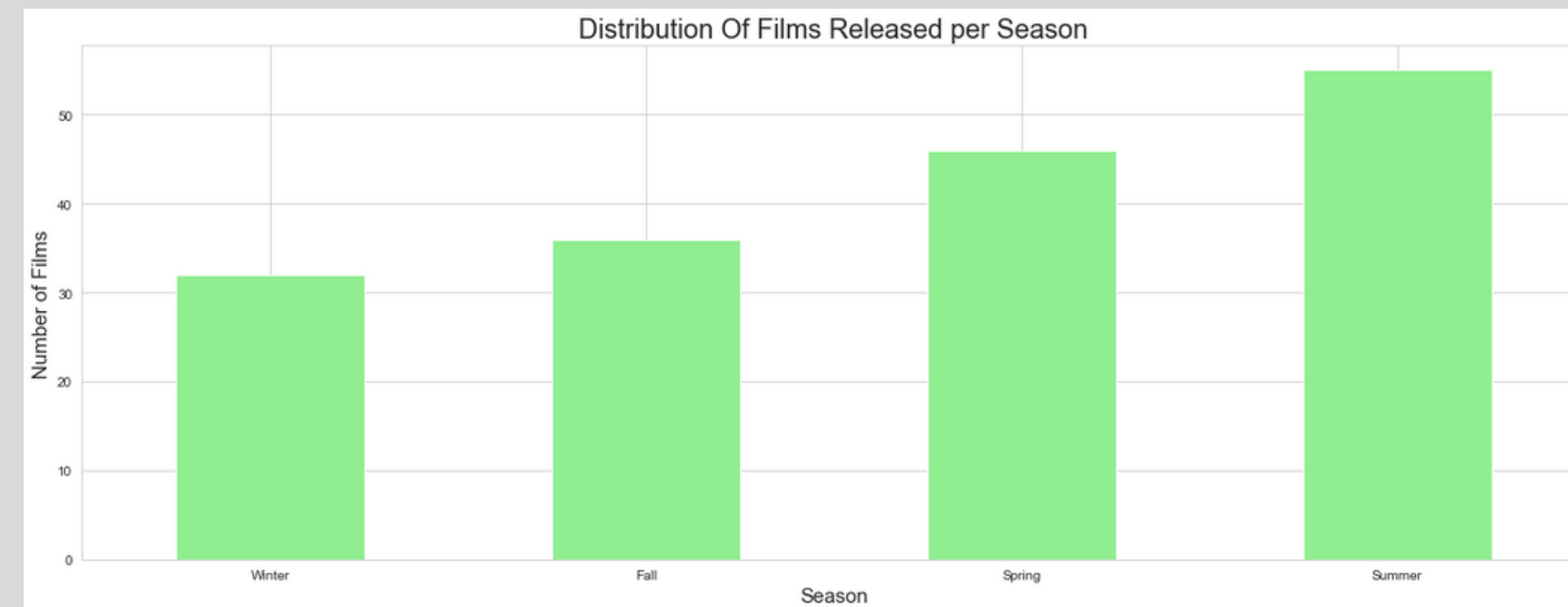
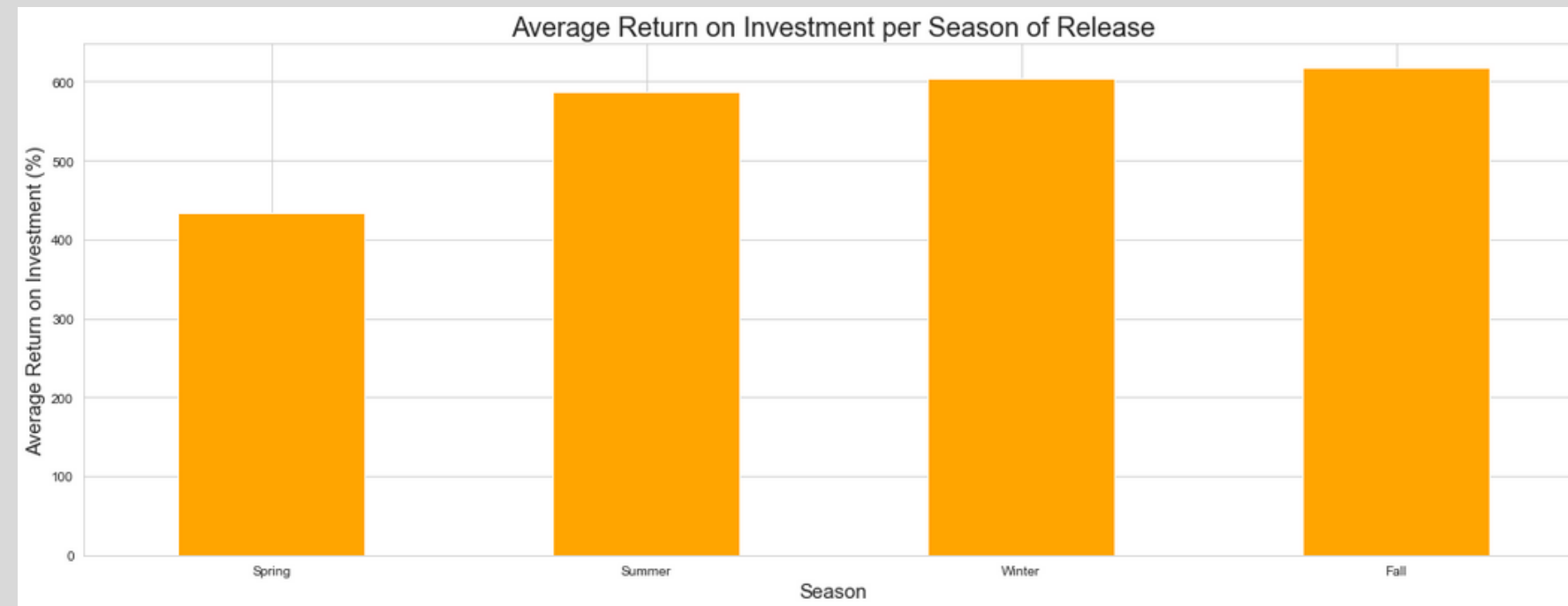
No relationship between the worldwide gross and the RoI

# PRODUCTION BUDGET



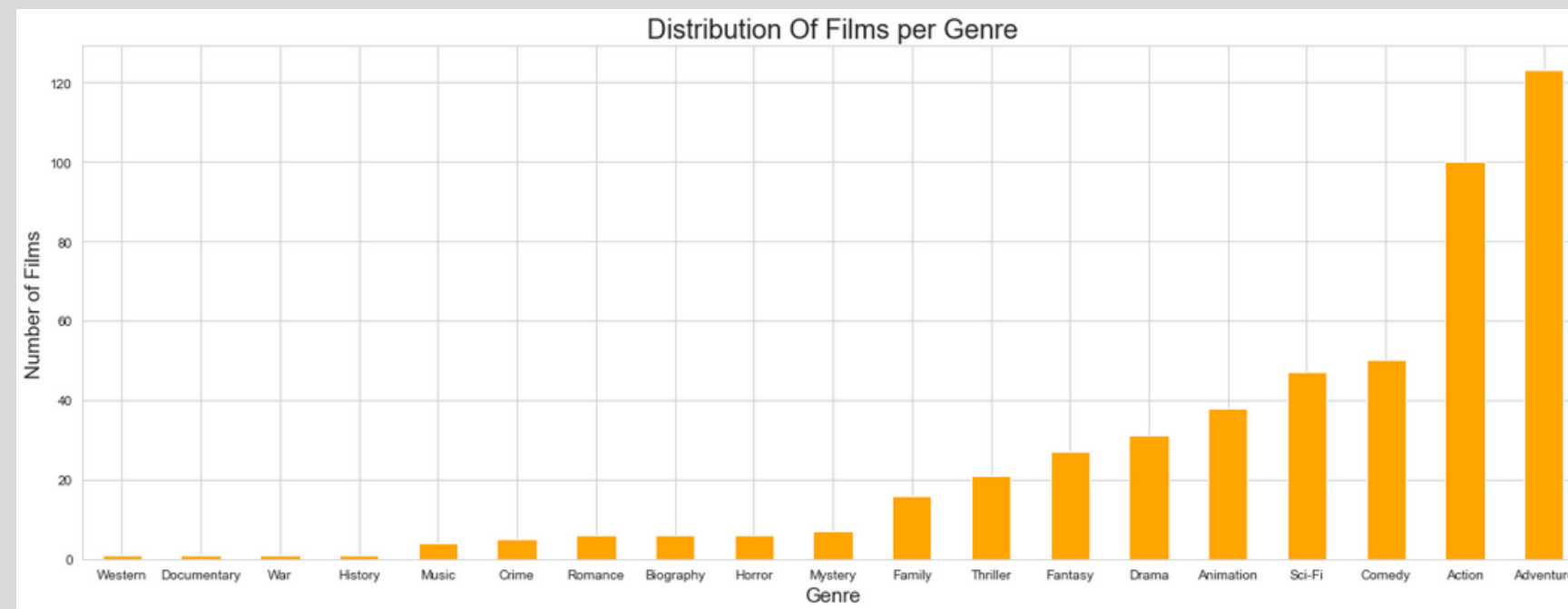
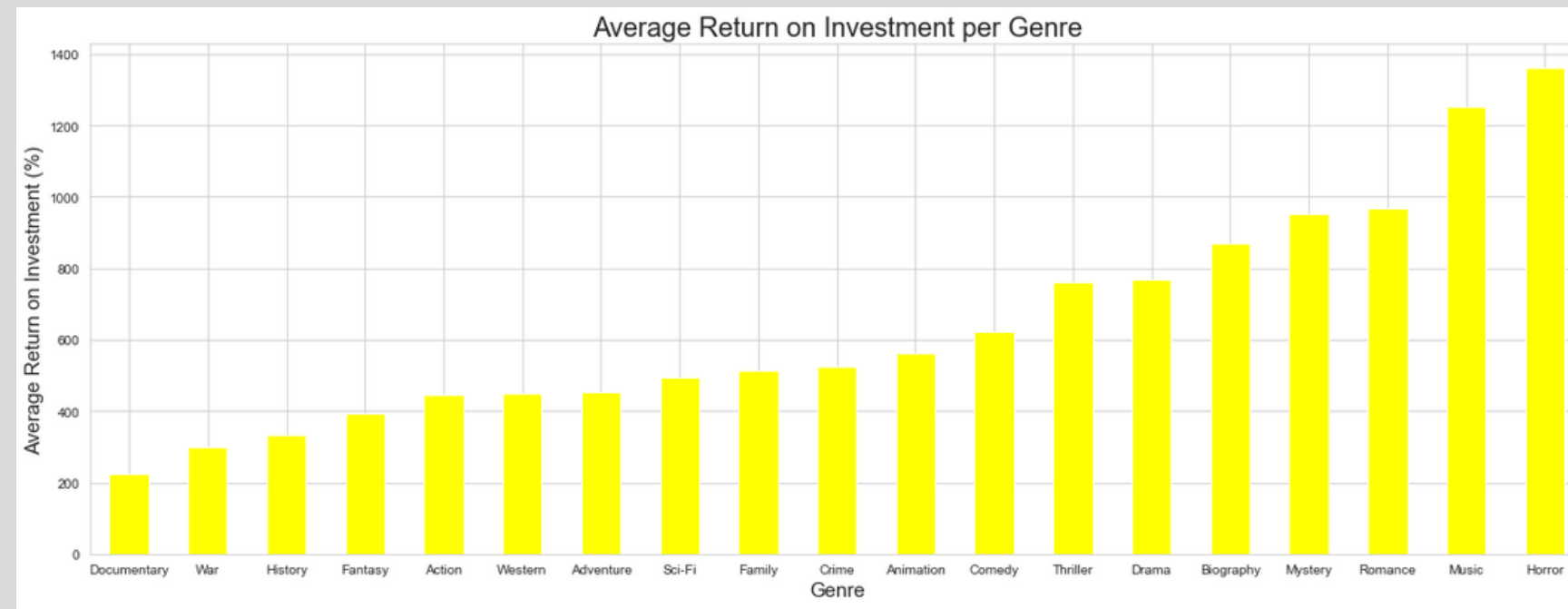
Moderately negative relationship between production budget and RoI

# RELEASE DATE



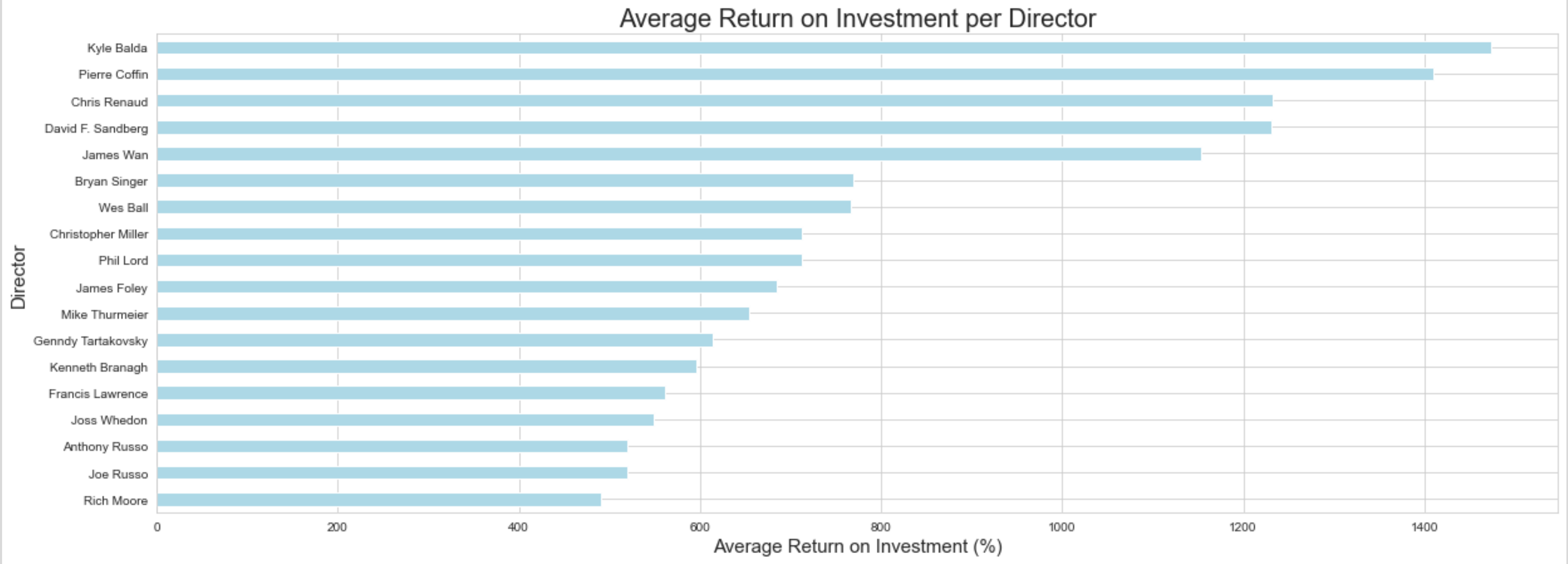
Comparing both charts, we see that Summer is overall a better season to release a film

# GENRE



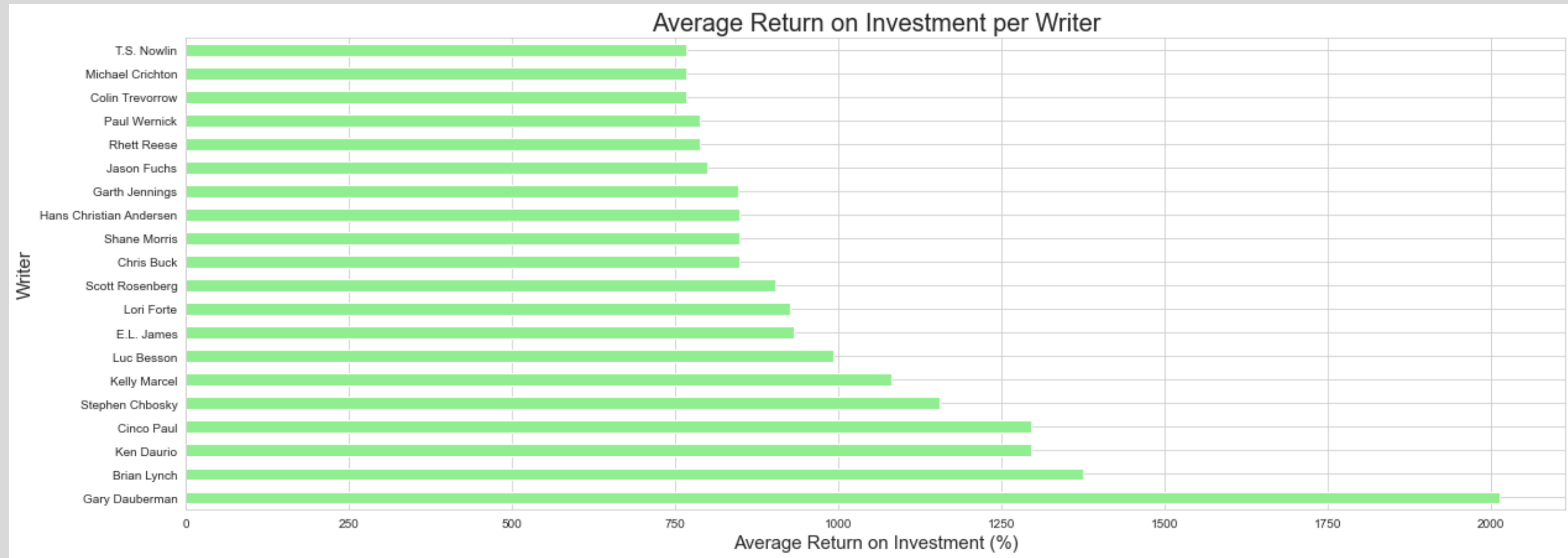
Looking at both graphs, there is no distinct genre that performs best as the data is not fairly distributed per genre

# DIRECTORS



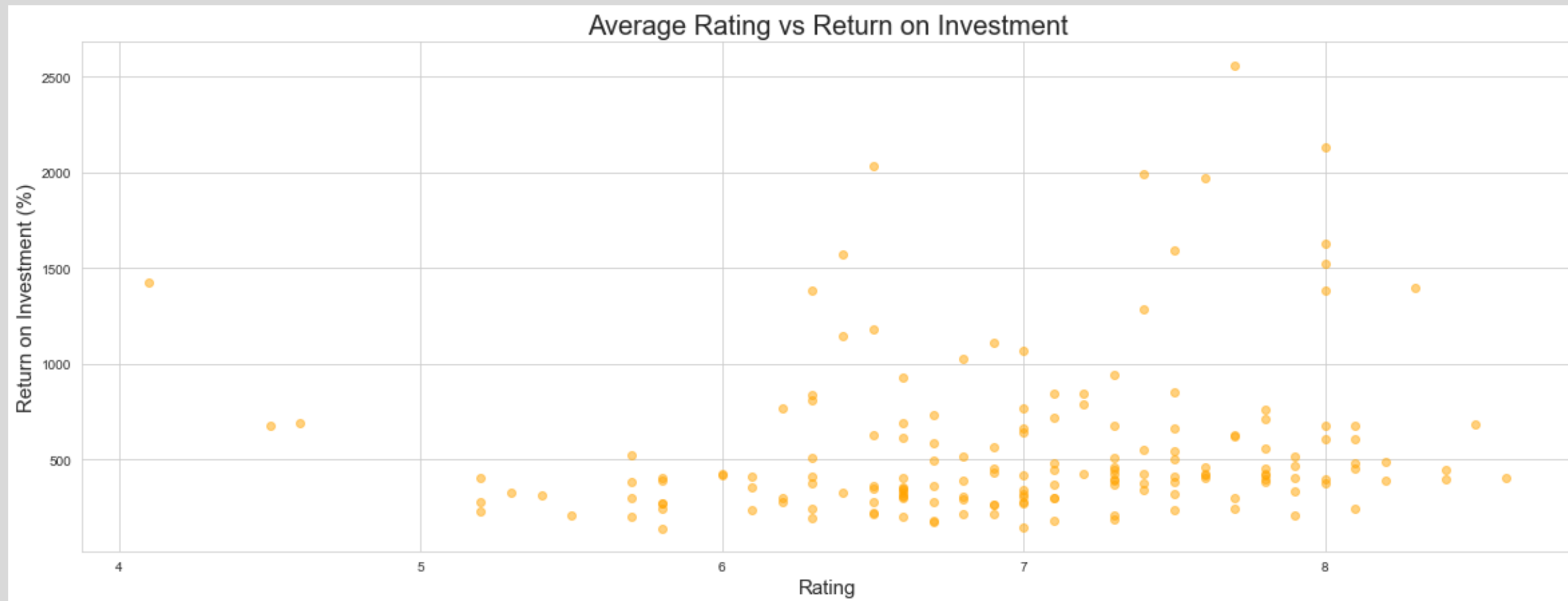
Films directed by Kyle Balda, Pierre Coffin, Chris Rennaud, David F. Sandberg, and James Wan produce the highest return on investment

# WRITERS



Films written by Gary Dauberman produce the highest return on investment

# RATING



RoI has no effect on the average rating of a film

# Conclusions

- The length of a film (Runtime) of a film has no impact on its box office performance.
- The Production Budget of a film has a moderately negative correlation with its return on investment.
- The Worldwide Gross of a film has no impact on its return on investment
- Movies released in the Summer are more likely to yield a higher return on investment.
- Films directed by Kyle Balda, Pierre Coffin, Chris Renaud, David F. Sandberg, and James Wan produce the highest return on investment
- Films written by Gary Dauberman produce the highest return on investment
- Success of a film is not determined by the film's rating



# Thank you

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