



Microsoft Movie Studio Components Analysis

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Overview

The project is investigating and analyzing what components are needed to get started in the movie production business.

We will be using three analysis

- top grossing genres domestically
- top grossing directors domestically
- domestic gross by release month

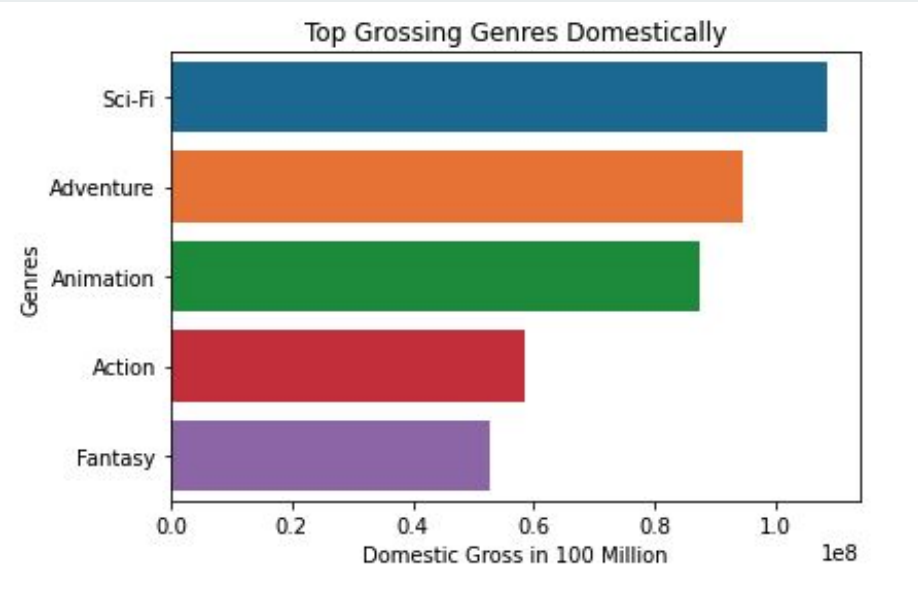


Data & Methods

- top grossing genres domestically
- top grossing directors domestically
- domestic gross by release month

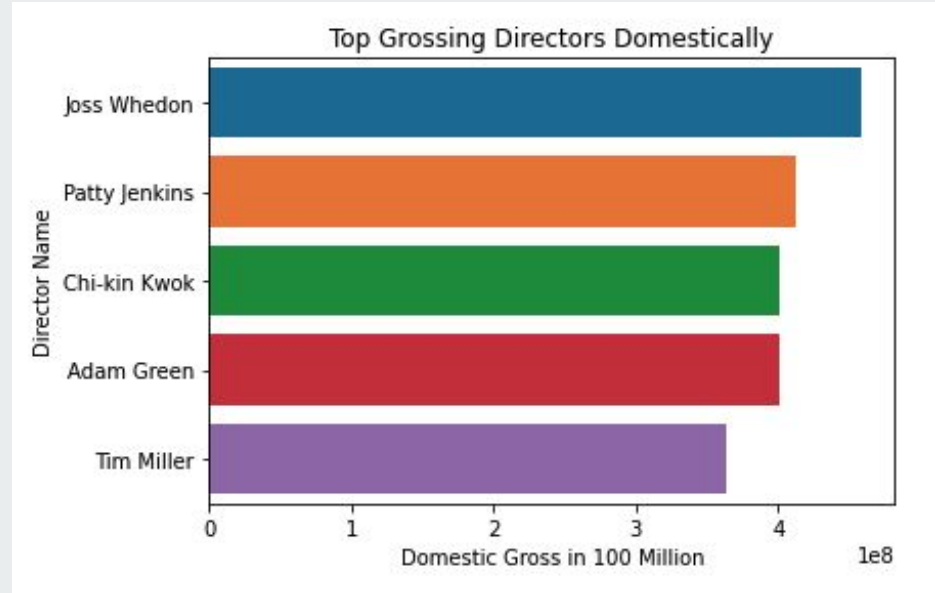
Data Analysis

- top grossing genres domestically



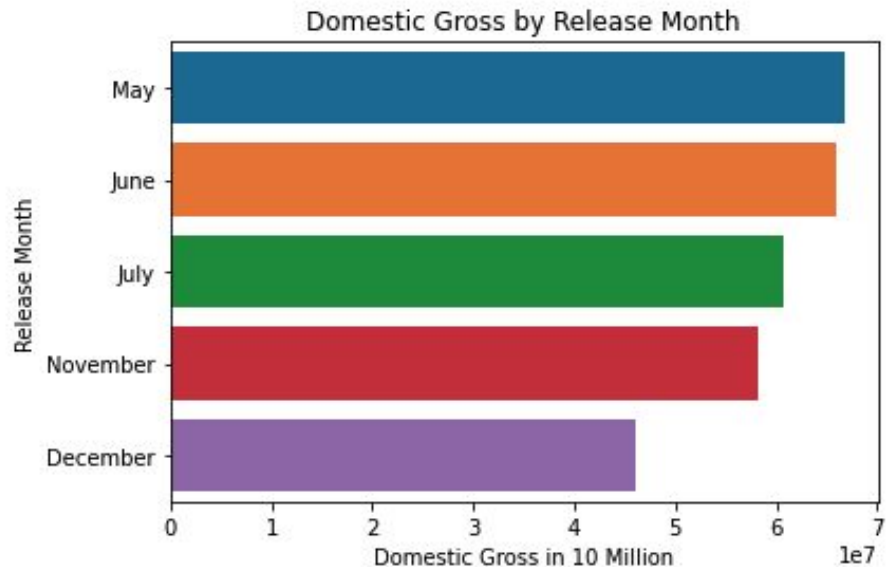
Data Analysis

- top grossing directors domestically



Data Analysis

- domestic gross by release month





Conclusions

These results/analysis shows insight towards three recommended steps in helping to choose what films should be created by the film studio

- **The three top grossing genres domestically are Sci-Fi, Adventure and Action films**

These genres are good starting points

- **The top three top grossing directors domestically would be Joss Whedon, Patty Jenkins and Chi-kin Kwok**

Going by their track records all three directors would be good fits to direct film in the three top grossing genres mentioned above

- **The top three domestic gross by release month would be May, June and July**

The seasonal launch release time for a film is crucial, Spring/Summer seem to be common seasons associated with positive audience attendance to films



Other Investigations

- once domestic releases are profitable, that's when the studio should consider thinking global film releases
- there may be overlapping data when considering top genre, director and release month for a global market



Thanks!

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