Movies Analysis for Microsoft

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Summary

Movie analysis is made to help Microsoft prepare to build a movie studio.

- Estimation of budget to film a movie
- Research on popular movie genres
- Movie length target range

Outline

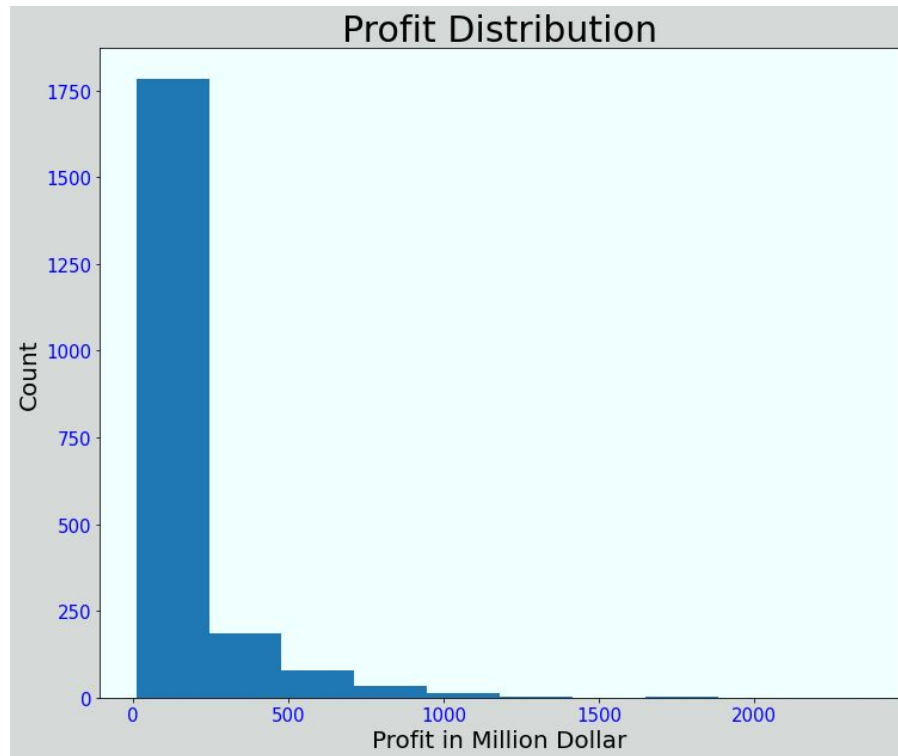- Business Problem
- Data
- Methods
- Results
- Conclusions

Business Problem

- Overall cost based on profit

- Genre popularity

- Movie runtime

MovieStudio

Data

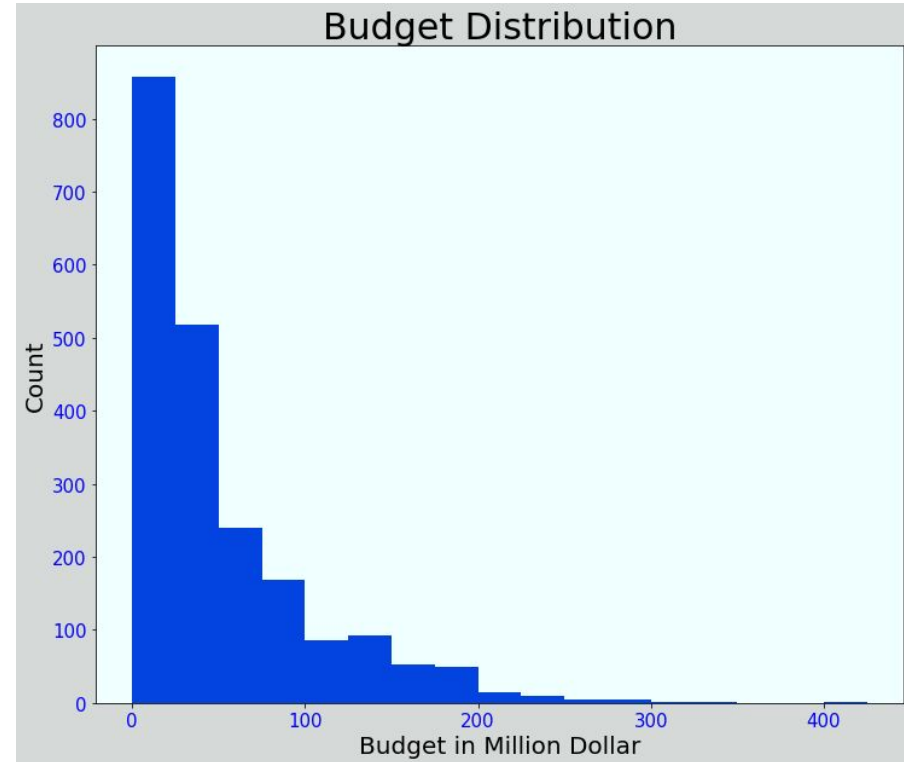- Popular movies since 2000

- Scaled profit - $10 million

Methods

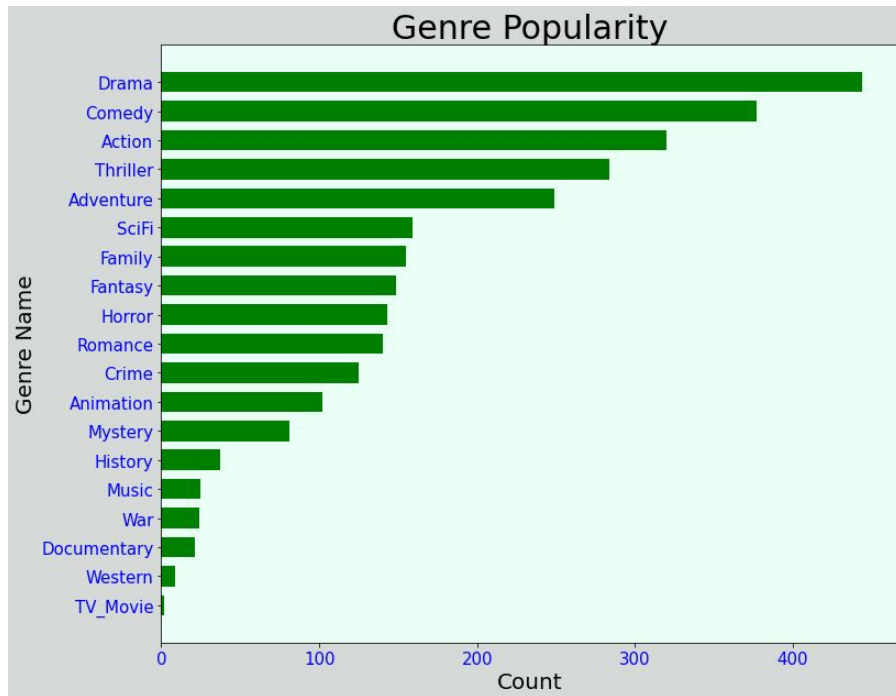- Budget range

- Genre popularity

- Runtime target

Results

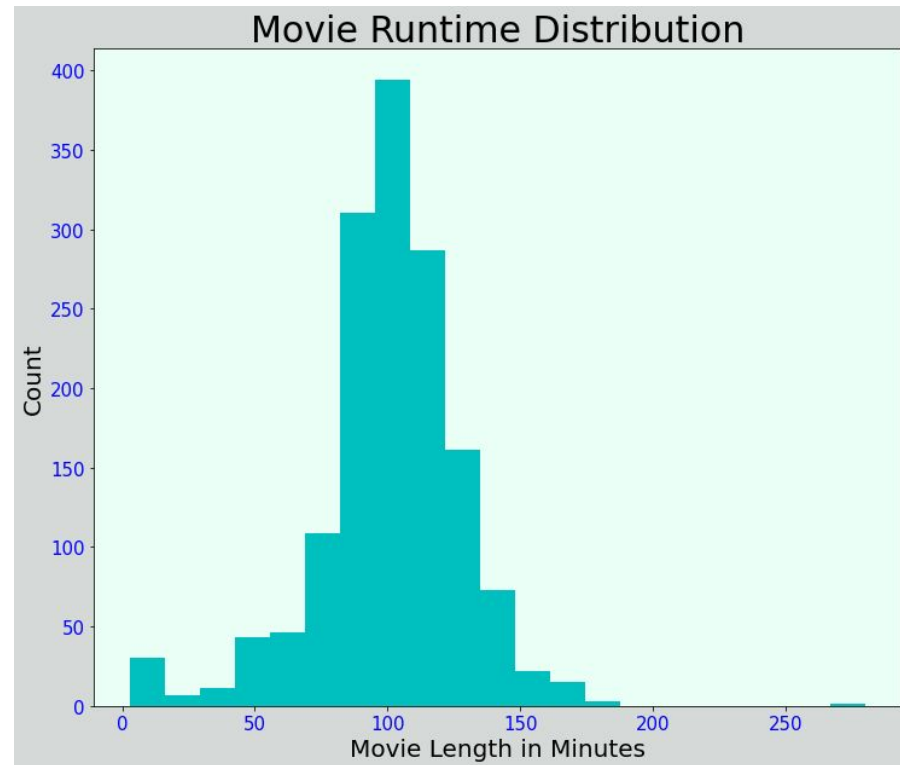- Budget cost typically ranges below 50 million dollars

Budget Distribution

Results

Top 5 Genre

1. Drama
2. Comedy
3. Action
4. Thriller
5. Adventure

Genre Popularity

Results

- Typical runtime range
  - 90 to 120 minutes

Movie Runtime Distribution

Conclusions

- The estimated budget to film a movie is below $50 million.
- The recommended genres for a new movie are drama, comedy, action, thriller, and adventure.
- The runtime for a new movie is recommended to be between 90 to 120 minutes.

Next steps:

- Run the same analysis again after genres are decided
- More research on the relationship between profit and budget
- Find more aspects of movies such as casting size and age rating

Thank You!

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