

Movie Production Analysis

February 18th
2024

Summary

An in-depth analysis of movies production and rating for a new studio that's been put by Microsoft shows what and how they can leverage success in their new studio.

Outline

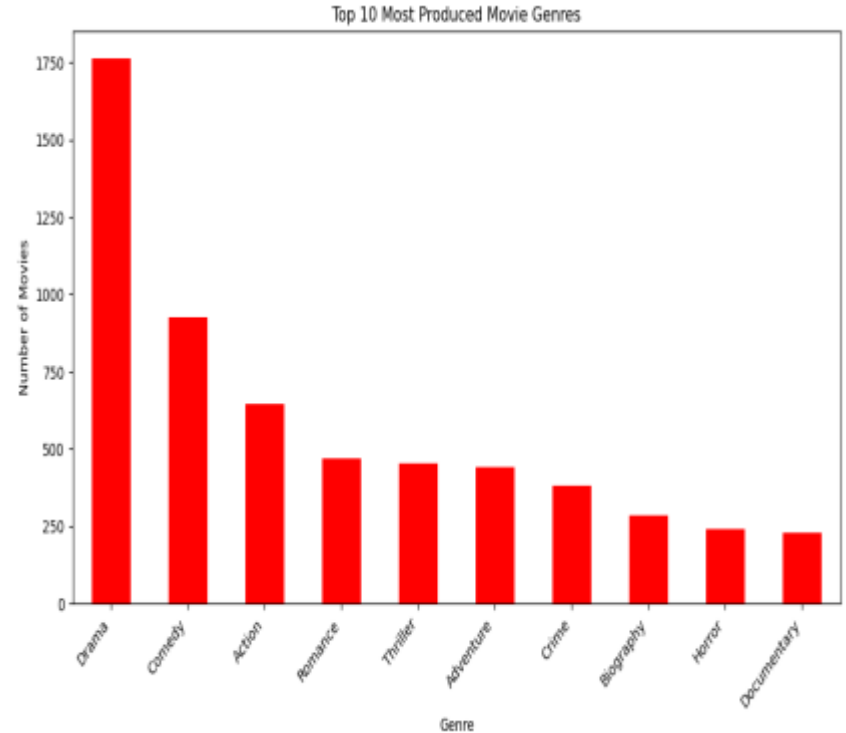
- Business Problem
- Data
- Methods
- Results
- Conclusions

Business Problem

- Lack of Knowledge and understanding about creating successful movies.
- Lack of experience in movie production.

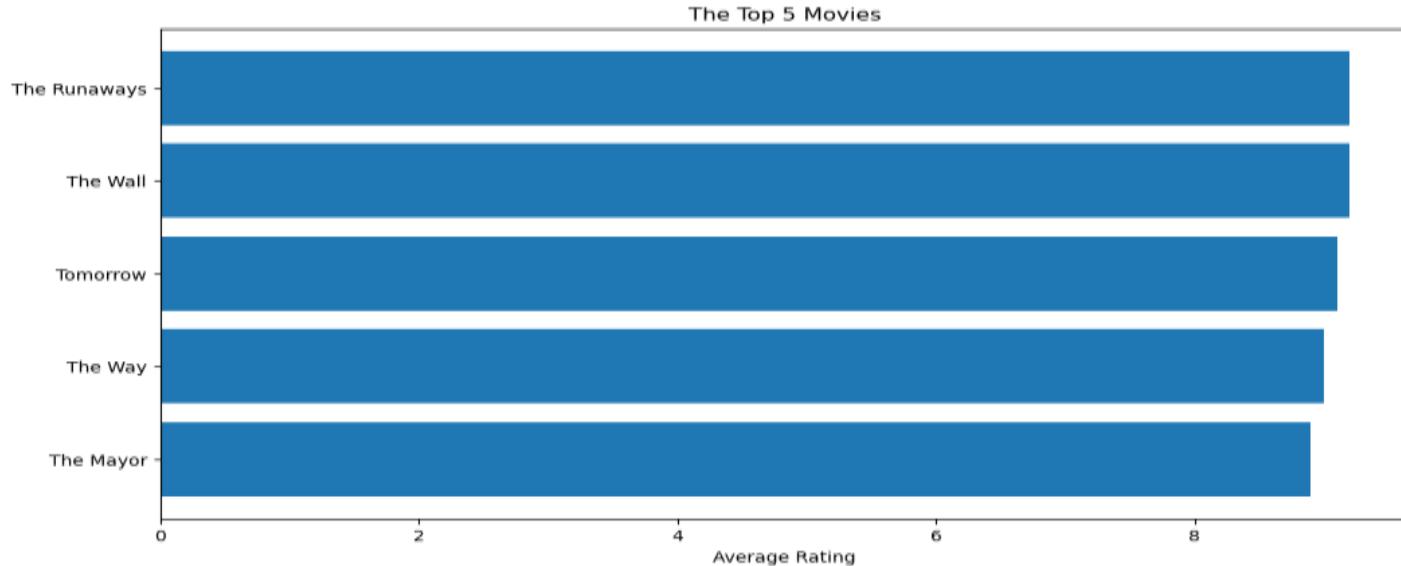
Data

- Data was got from Box Office Mojo website, IMDb website.
- The data got helped us know which genres of movies were produced a lot as shown.



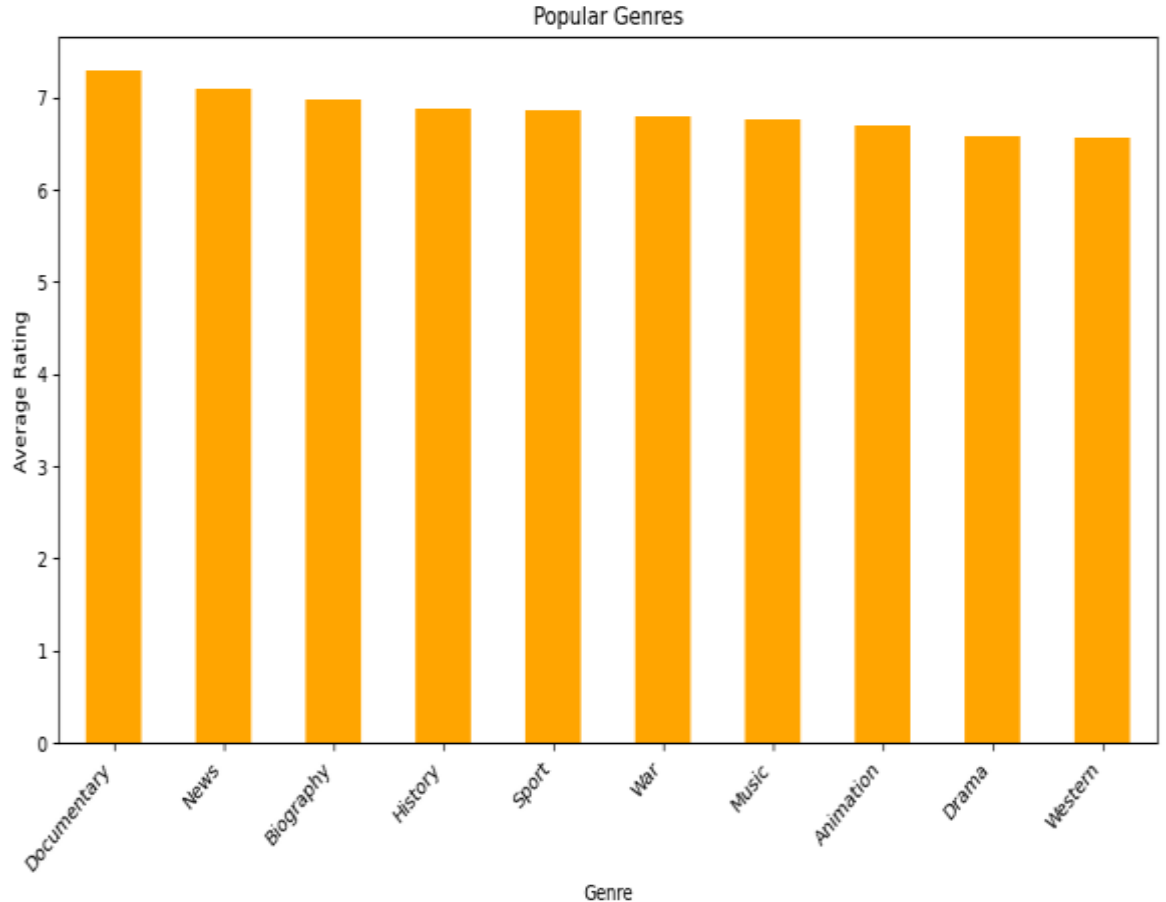
Methods

- We used basic data cleaning methods to understand the data.
- We applied exploratory data analysis methods to draw insights from the data we had.



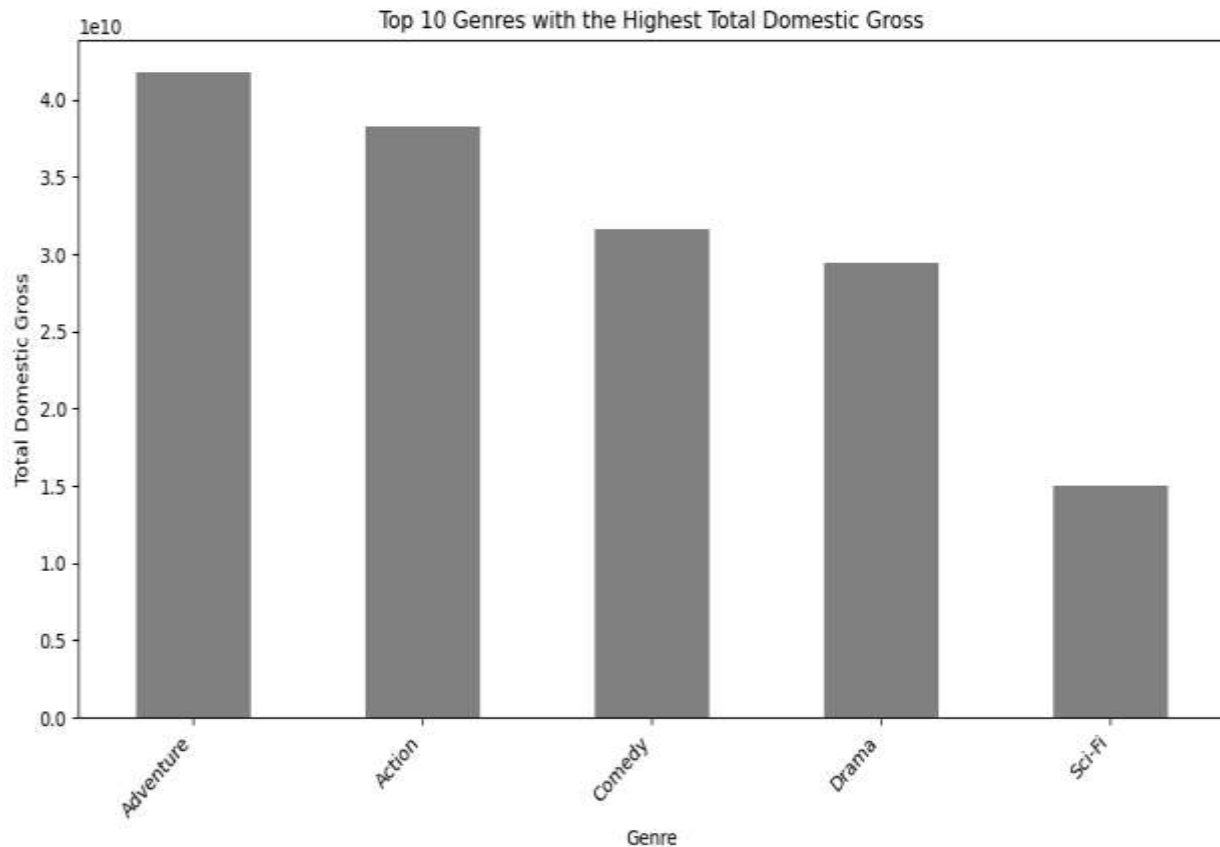
Results

- The genre known as documentary is the most popular genre with the highest rating.



Results

- The genre for adventure despite it not been popular, brings in the highest domestic gross.



Conclusions

- Adventure and Drama genres have a high production rate and higher domestic rate.
- That the ratings of a movie doesn't necessary mean that it will bring in a huge gross.

Recommendations:

- If the studio is looking to leave a mark in the society in terms of film they should produce movies that have higher ratings such as documenaries.
- If the studio is looking to make profit they should produce movies that have high gross like action and drama.

Thank You!

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