PHASE 1 PROJECT

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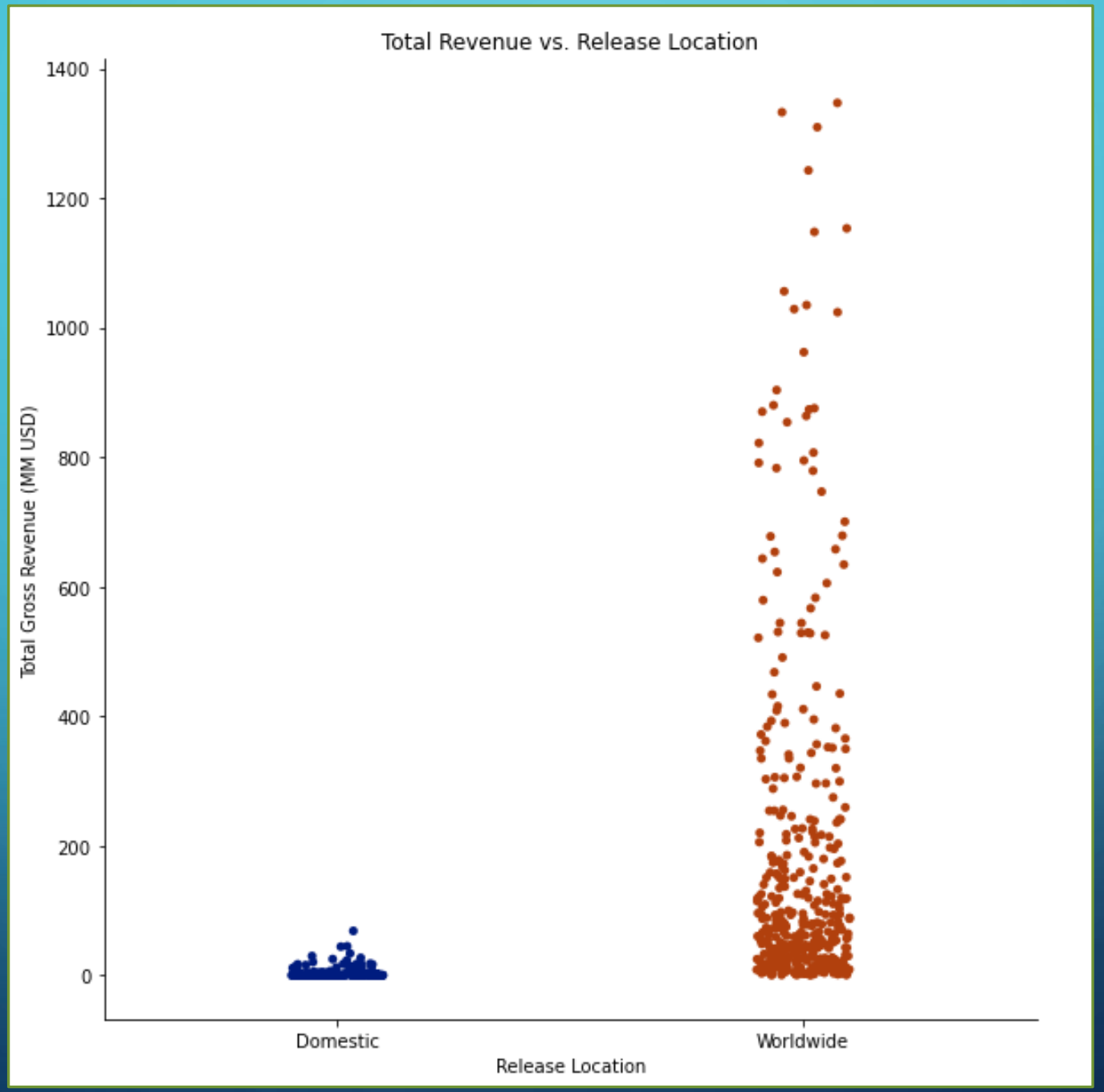
BUSINESS PROBLEM

- Microsoft to make movies
- Characteristics of “successful” movies
- Data was provided to the team
  - IMDb and Box Office Mojo

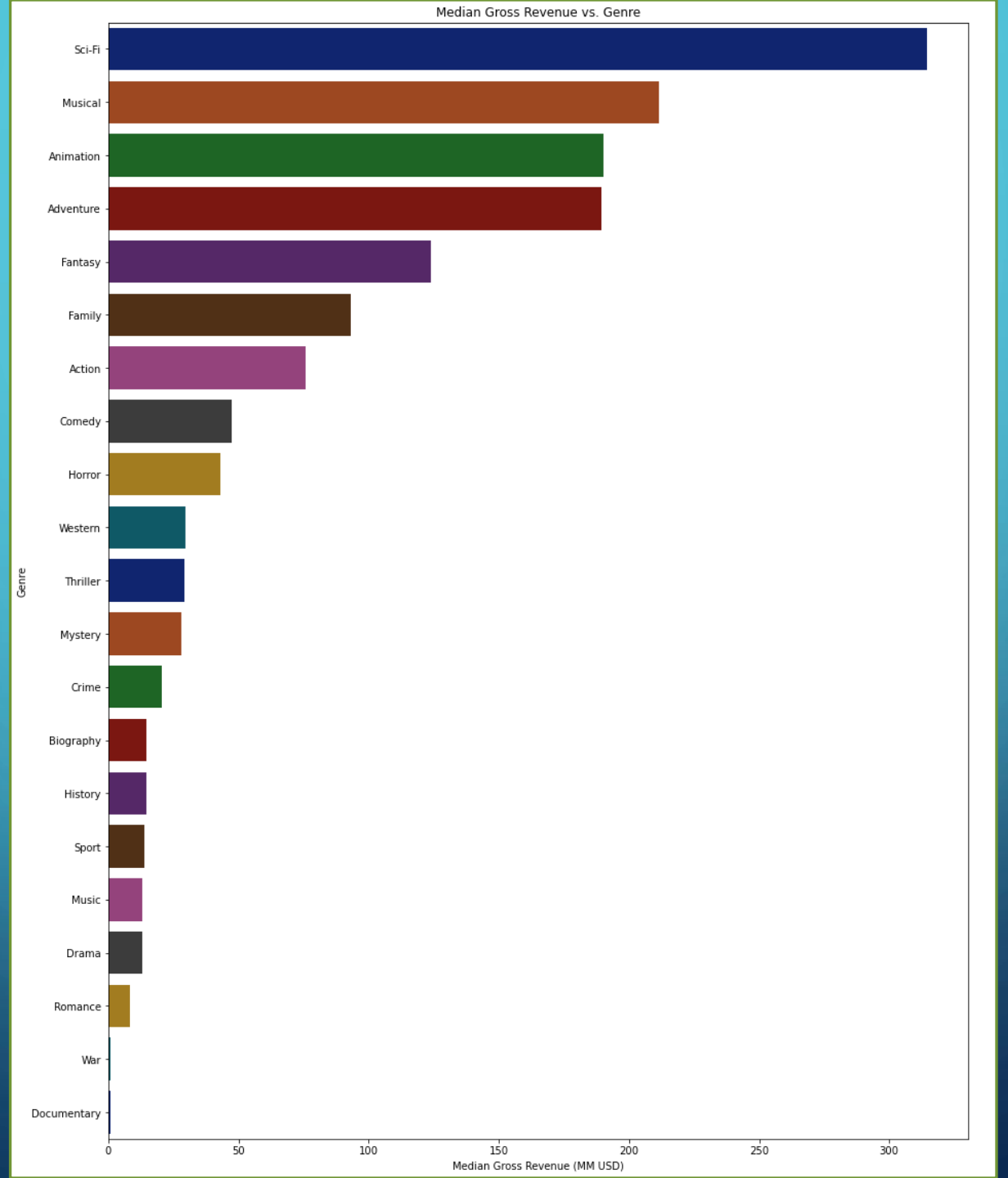
DEFINING PARAMETERS

- Success = Total Gross Revenue
- Movies Released between 2016 and 2018
- Total of 604 Movies

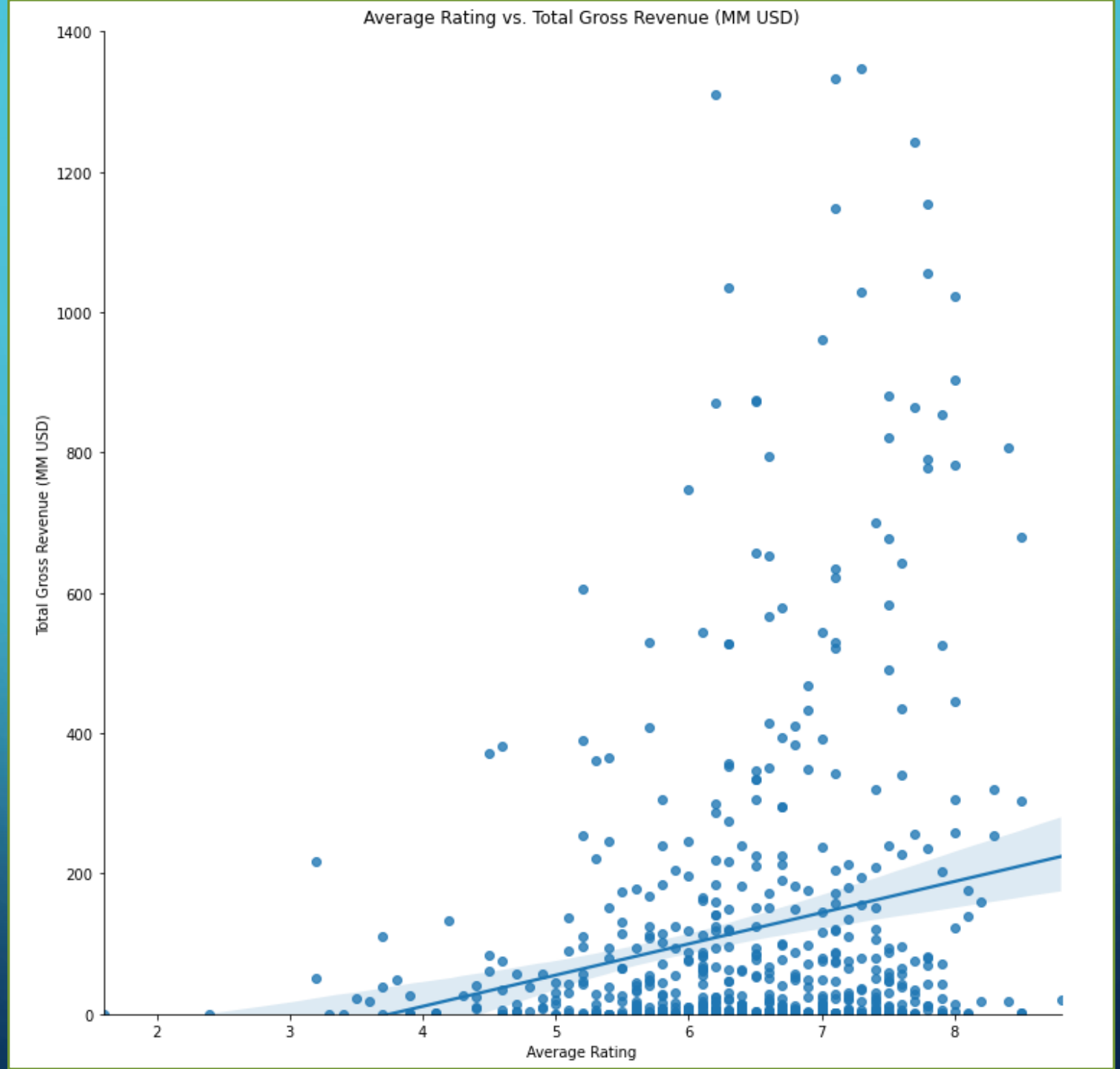
1) RELEASE LOCATION


Total Revenue vs. Release Location
1400
1200
1000
800
600
400
200
0
Total Gross Revenue (MM USD)
Domestic
Worldwide
Release Location

2) GENRE


Median Gross Revenue vs. Genre
Sci-Fi
Musical
Animation
Adventure
Fantasy
Family
Action
Comedy
Horror
Western
Thriller
Mystery
Crime
Biography
History
Sport
Music
Drama
Romance
War
Documentary
Genre
0
50
100
150
200
250
300
Median Gross Revenue (MM USD)

3) IMDB RATING


Average Rating vs. Total Gross Revenue (MM USD)
Total Gross Revenue (MM USD)
0
200
400
600
800
1000
1200
1400
Average Rating
2
3
4
5
6
7
8

CONCLUSIONS

- Release films worldwide
- Make Sci-Fi, Musical, Animation, or Adventure Movies
- Make highly rated movies

FUTURE WORK

- Defining success based on other metrics (i.e. profits)
- Determine which studios are most successful. Emulate or partner with them.
- Review actor/director data to determine who to hire.
- Analyze movie runtime and its relationship with success.