

# Microsoft Movie Investment Analysis

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# Summary

- Analysis of historical movie data to reveal patterns for box office success
- Key factors: genres, franchises, ratings, votes
- Recommendations to optimize movie investment strategy

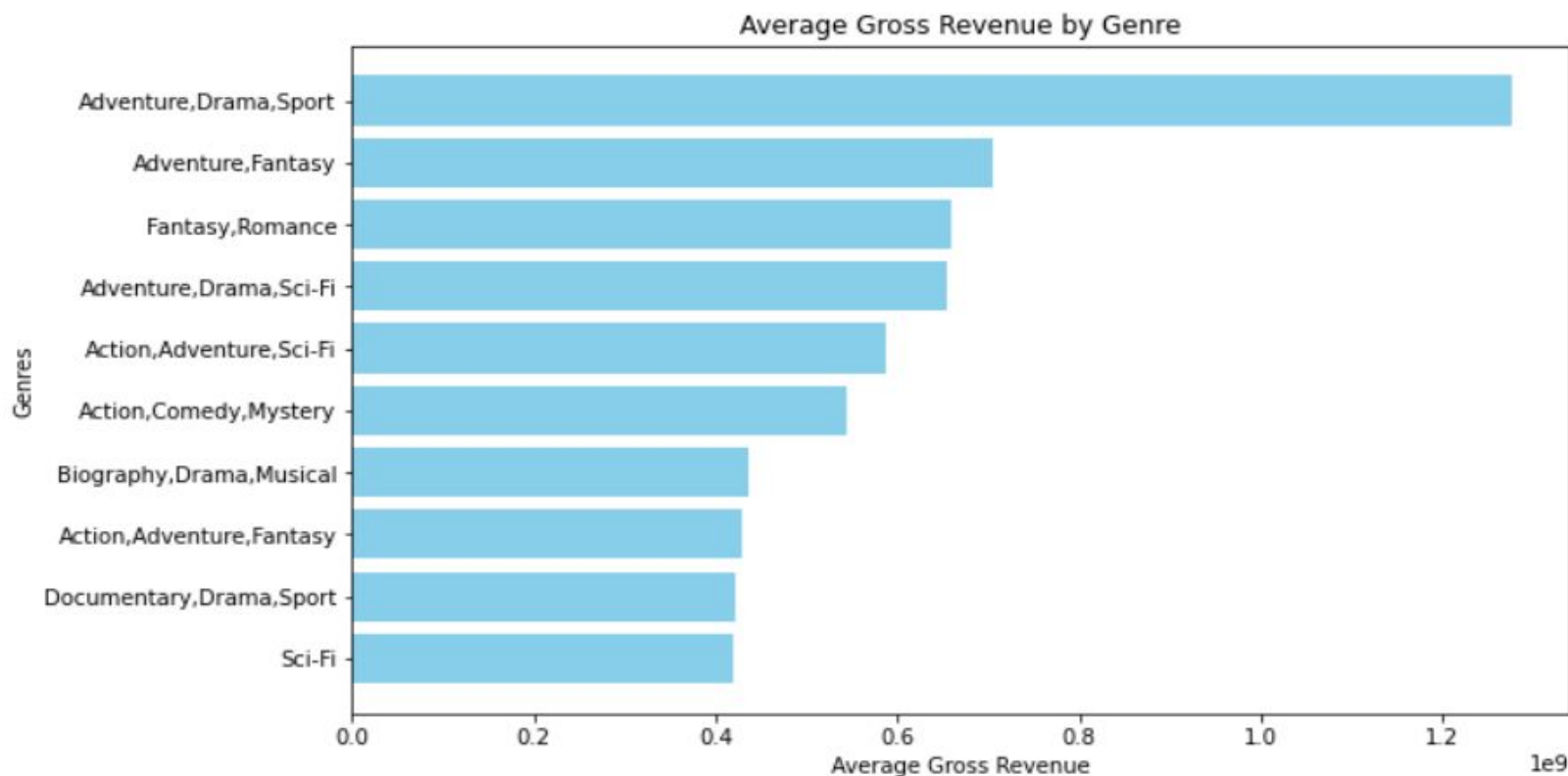
# Outline

- Business Problem
- Data
- Methods
- Results
- Conclusions

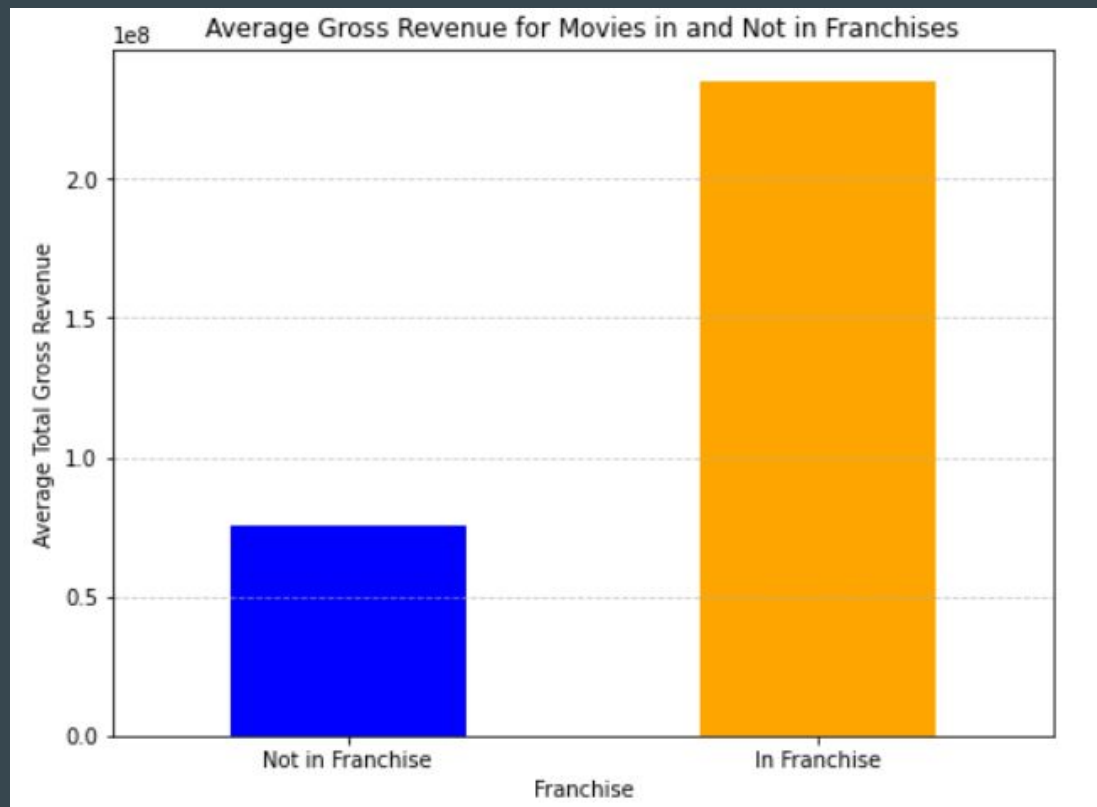
# Business Problem

- New studio needs data-driven investments
- Seeks patterns for high box office revenues
- Maximize movie investment returns

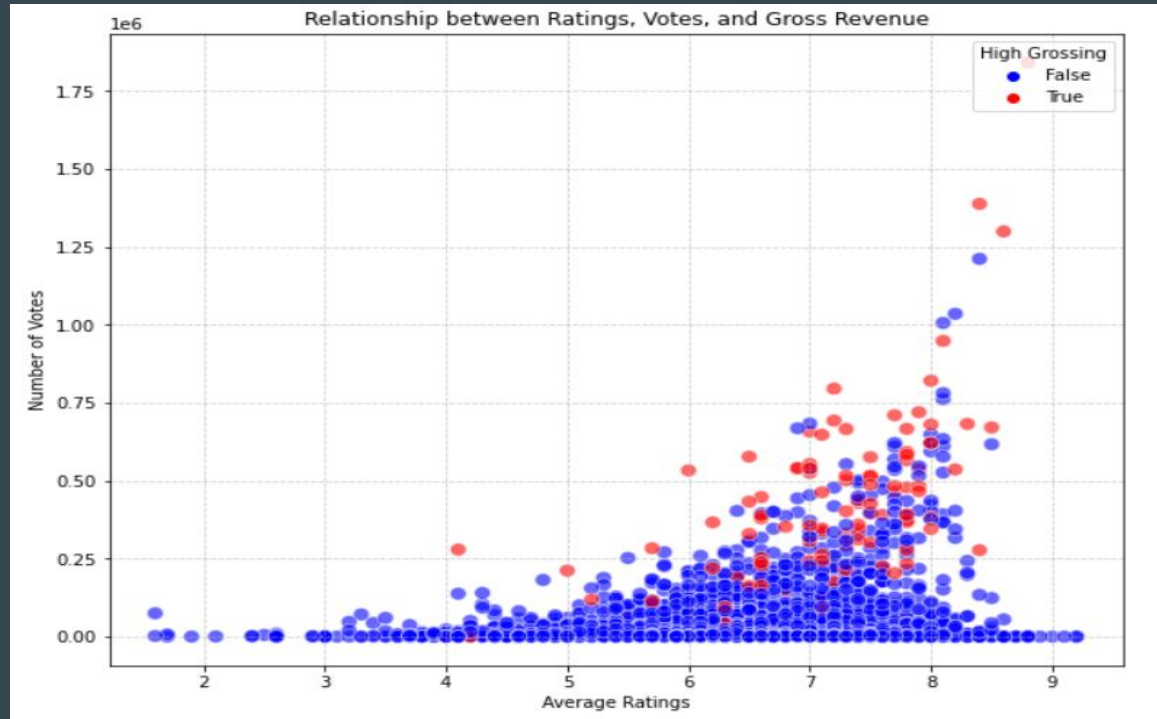
# Data & Method - Analyzing average gross by genre



# Results - Grouped bar chart of franchise vs non-franchise average gross revenue



# Results - Ratings & votes correlate with success



# General Results

- Adventure, Drama, Sport top grossing
- Franchise films outearn non-franchise
- Ratings & votes correlate with success



# Conclusions

- Focus on proven high gross genres
- Develop franchises and sequels
- Prioritize quality films

# Thank You!

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