

# **Into the Box Office**

Things to consider when entering the Movie Business

# Summary

Using Exploratory Data Analysis I used data available to me to form business strategies for Microsoft to enter the movie business:

- Top Genres: Action and Adventure/SciFi and Comedy
- Top Directors: Anthony Russo and Joss Whedon
- Top production companies: Disney/Pixar and MGM

# Outline

- Business Problem
- Data
- Methods
- Results
- Conclusions

# **1. Business Problem**

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# Microsoft and the Movies

It is estimated that the movie industry is a 35.3 billion dollar industry





## **What Microsoft wants**

Microsoft wants in on the Movie industry

TASK: Create business strategies for their initiation in the Movie Industry

# Data

## Sources

Data was provided from the following sources:

- Box Office Mojo
  - IMDB
  - Rotten Tomatoes
  - TheMovieDB.org
  - the-numbers.com
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Ultimately, the main sources of information used were Rotten Tomatoes and Box Office Mojo

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# Methods

Python



SQL



Pandas





# Results

# Top Movie Genres

## Action & Adventure and Science Fiction

total domestic gross: \$9,162,286,999.00

## Comedy

total domestic gross:

\$7,536,644,198.00

## Drama

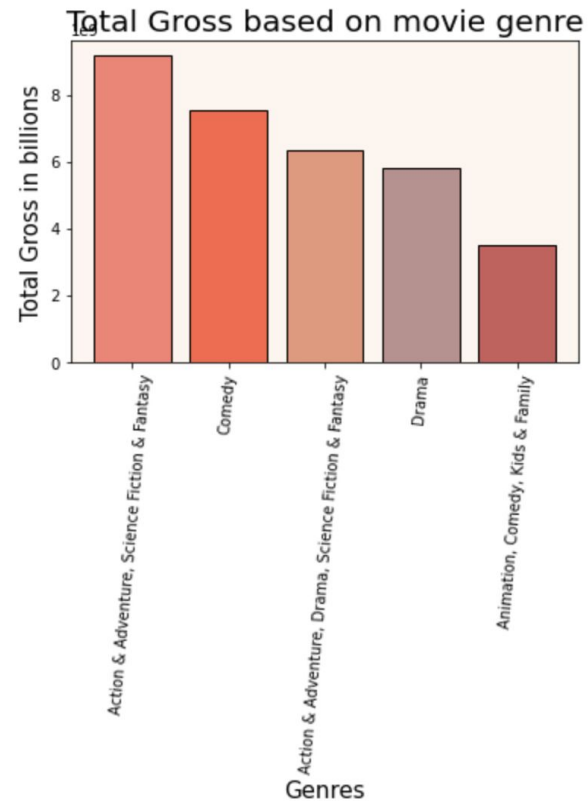
total domestic gross:

\$5,799,617,297.00

## Animation

total domestic gross:

\$3,513,100,000.00



# Top Production Companies

## Disney/Pixar

per movie gross:

\$81,118,750.00

average gross:

\$324,475,000.00

## MGM

per movie gross:

\$52,266,666.66

average gross:

\$156,800,000.00

## Paramount

per movie gross:

\$36,068,750.00

average gross:

\$144,275,000.00

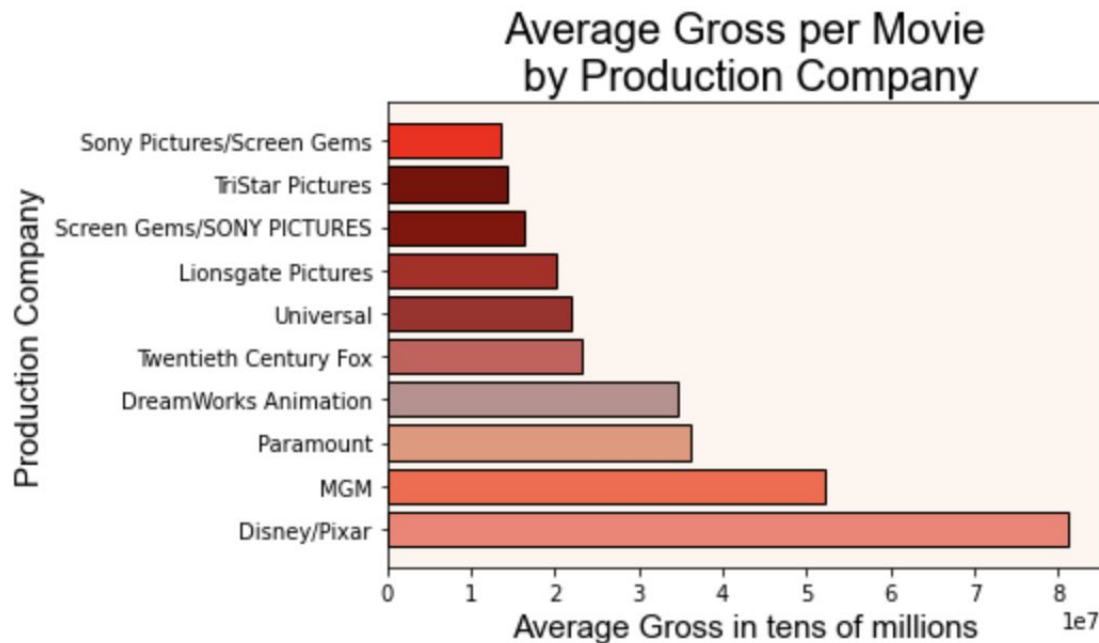
## DreamWorks Animation

per movie gross:

\$34,700,000.00

average gross:

\$138,800,000.00



# Top movie directors

**Anthony Russo**

average gross:  
\$543,450,000.00

**Andrew Stanton, Angus MacLane**

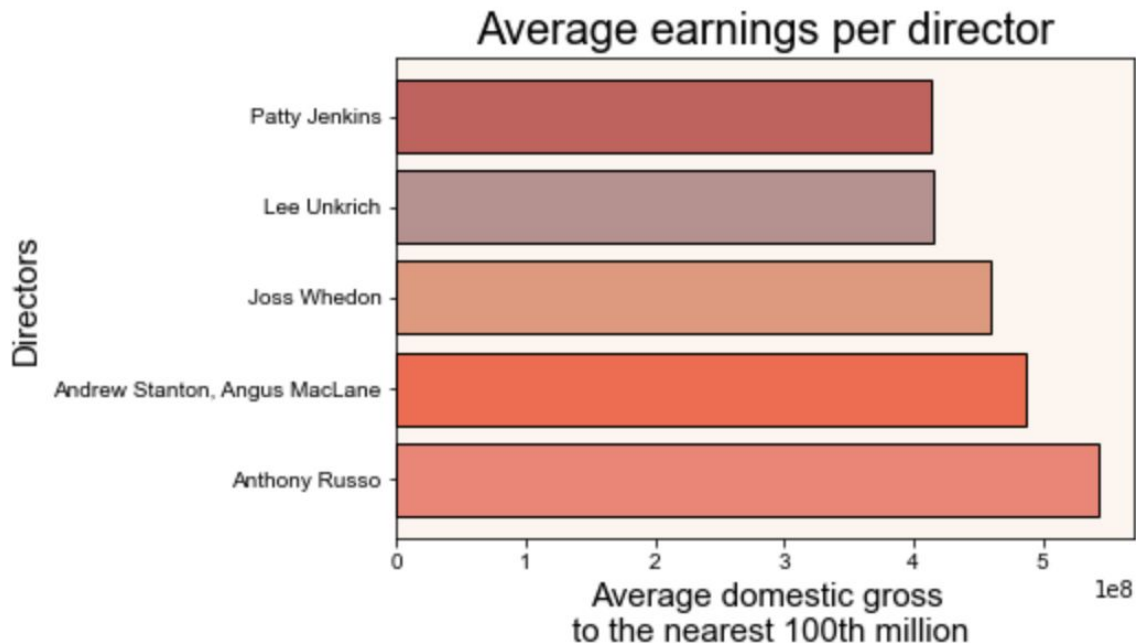
average gross:  
\$486,300,000.00

**Joss Whedon**

average gross:  
\$459,000,000.00

**Lee Unkrich**

average gross:  
\$415,000,000.00



# Conclusions

## High grossing Factors

Consider choosing a production company, genre and director that is high grossing.

## Next steps

Analyze the most effective budget that should be given to the chosen genre and movie director

Analyze the most effective marketing strategies that contribute to a movie's success

# Thanks!

Does anyone have any questions?

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