



Microsoft Movie Studios Analysis

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Summary

Analysis of IMDB, The Movie Database, The Numbers and Box Office Mojo historical data to determine what films Microsoft should produce:

- Action, Adventure, Sci-Fi



Outline

- **Business Problem**
- **Data & Methods**
- **Results**
- **Conclusions**

Business Problem

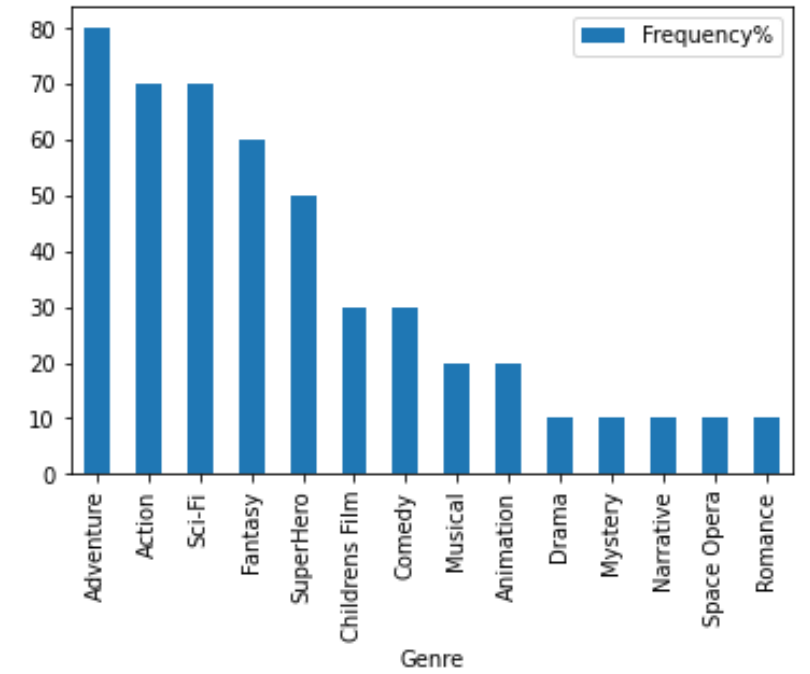
- Decide what type of films to produce

Data & Methods

- 5 Data sets analysed with multiple criteria
- Split into 2 groups; financial data and popularity data

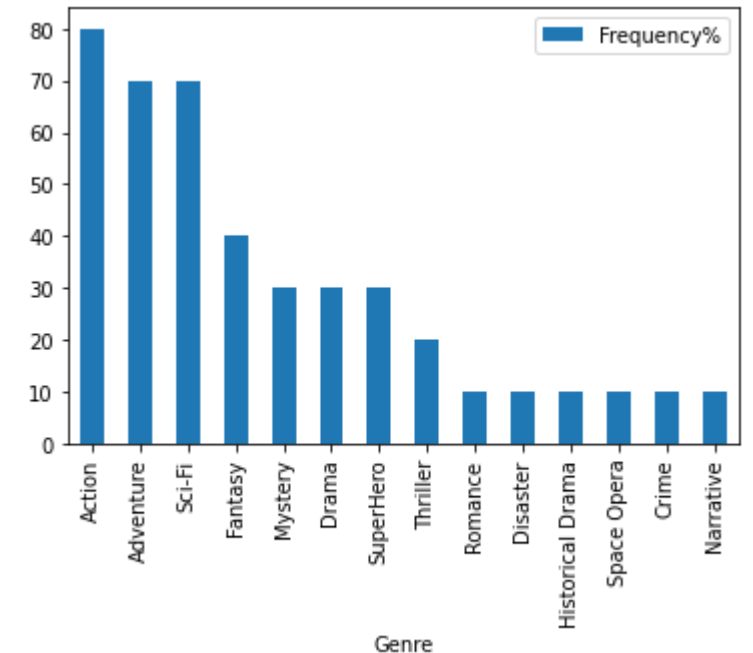
Results

- The results from the financial data show that in the top 10 grossing films; Adventure is the most frequently occurring genre. Closely followed by Action and Sci-Fi



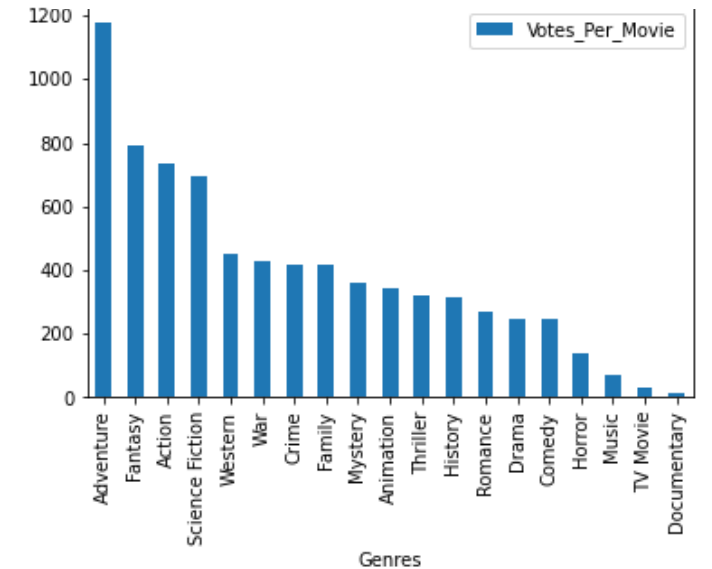
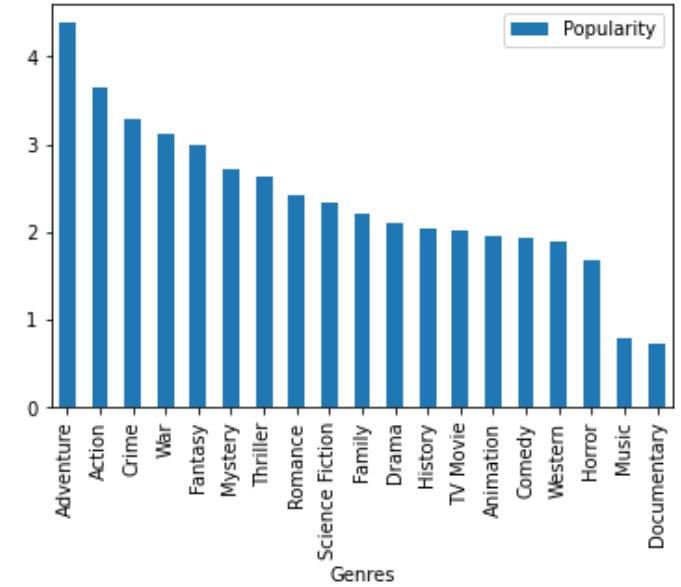
Results

- The results from the financial data show that in the top 10 profiting films; Action is the most frequently occurring genre. Closely followed by Adventure and Sci-Fi



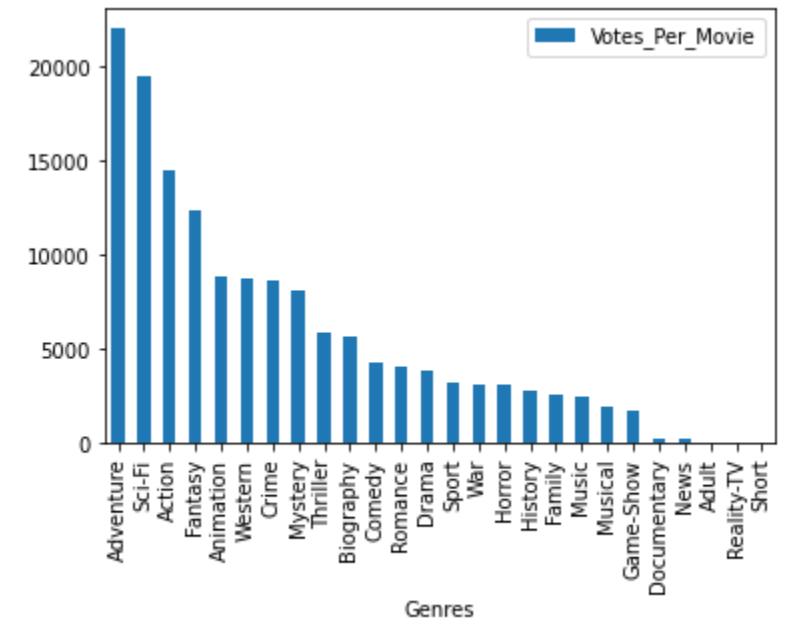
Results

- The results from TMDB for the popularity data show that Adventure is the most popular hence achieves the greatest quantity of votes per movie



Results

- The results from IMDB for the popularity data show that Adventure achieves the most votes followed by Sci-Fi and Action



Conclusions

- Microsoft Movie Studios should create films with the following genres:
 - Adventure
 - Action
 - Sci-Fi

Thank You!

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