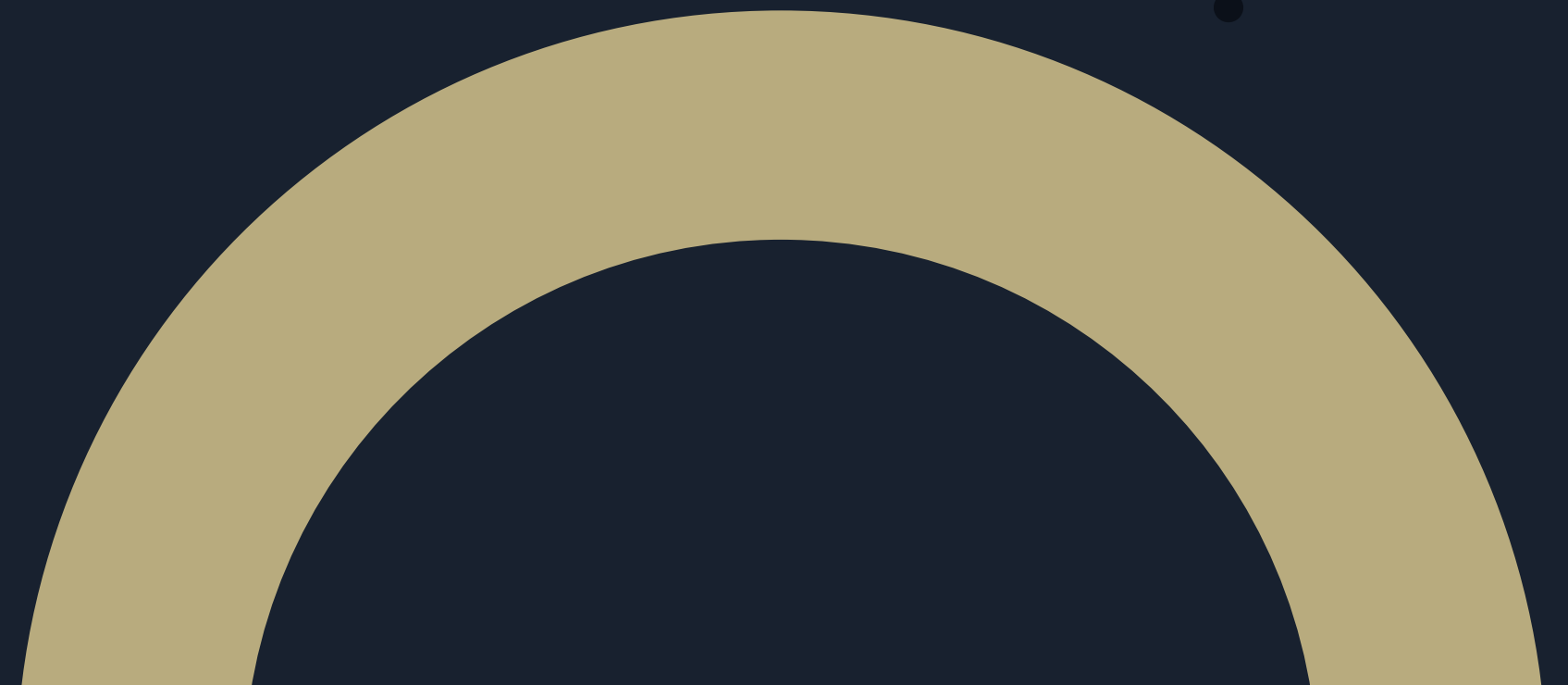# Phase One Final Project

August 2022
Emily Marsh

Summary

Microsoft is creating a new movie studio and is looking for actionable insights to help decide what type of films to create.

Recommendations

Create movies that have a rating of G or PG

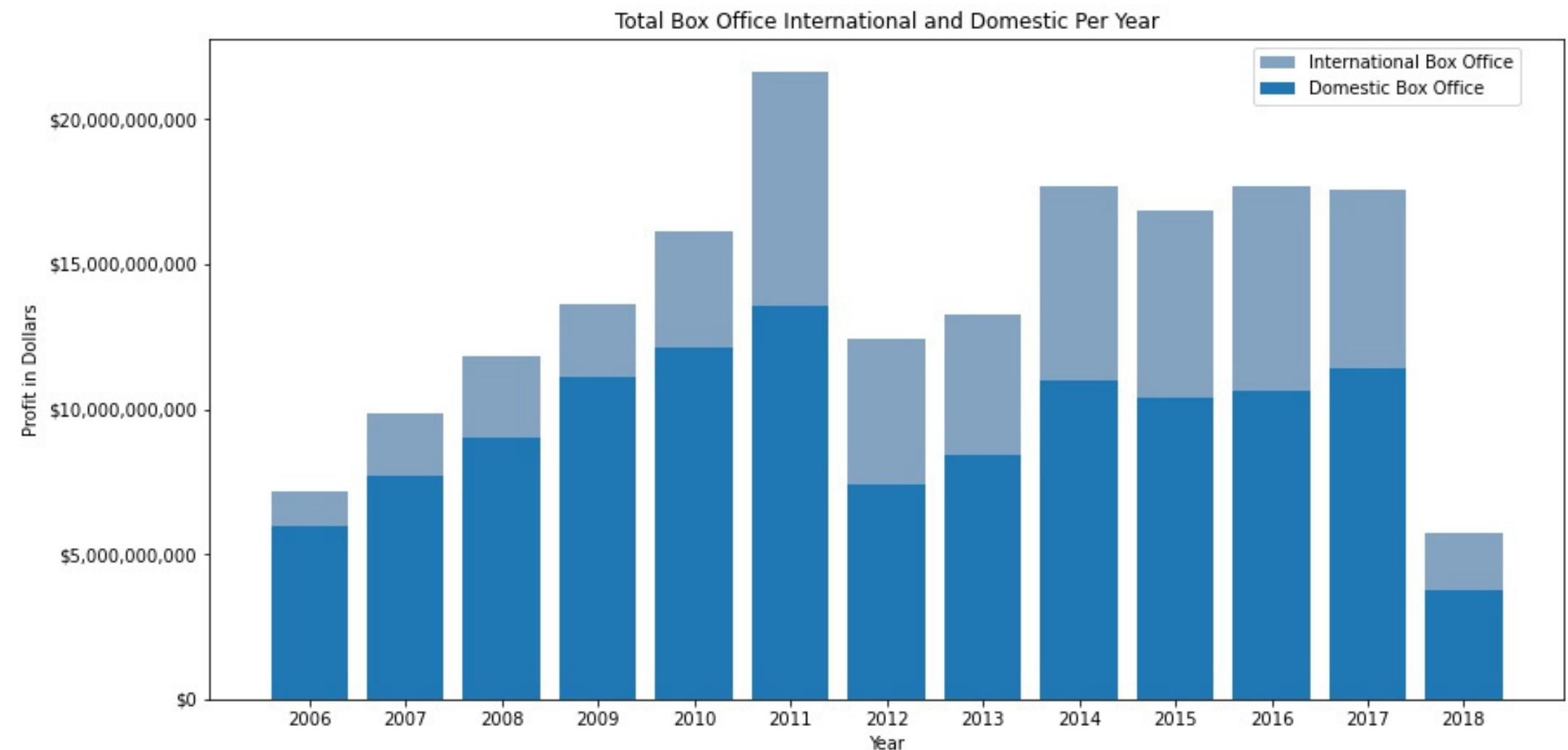Create movies that are based on an existing product or franchise

Develop movies that are in the Musical, Adventure, or Romantic Comedy genre
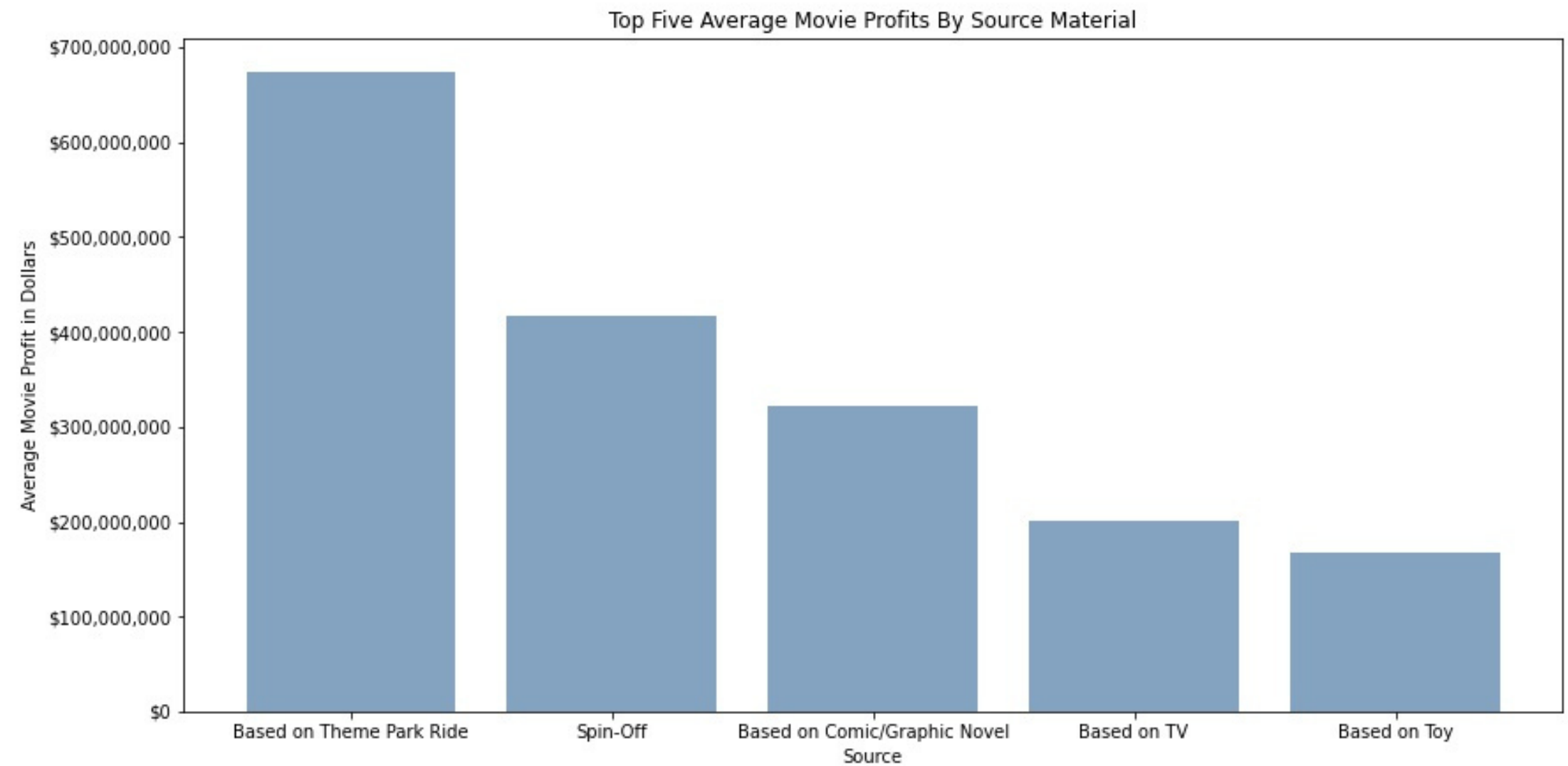
Data & Methods

Opus Dataset has **1900 movies**

Dataset has movies produced between **2006 and 2018**

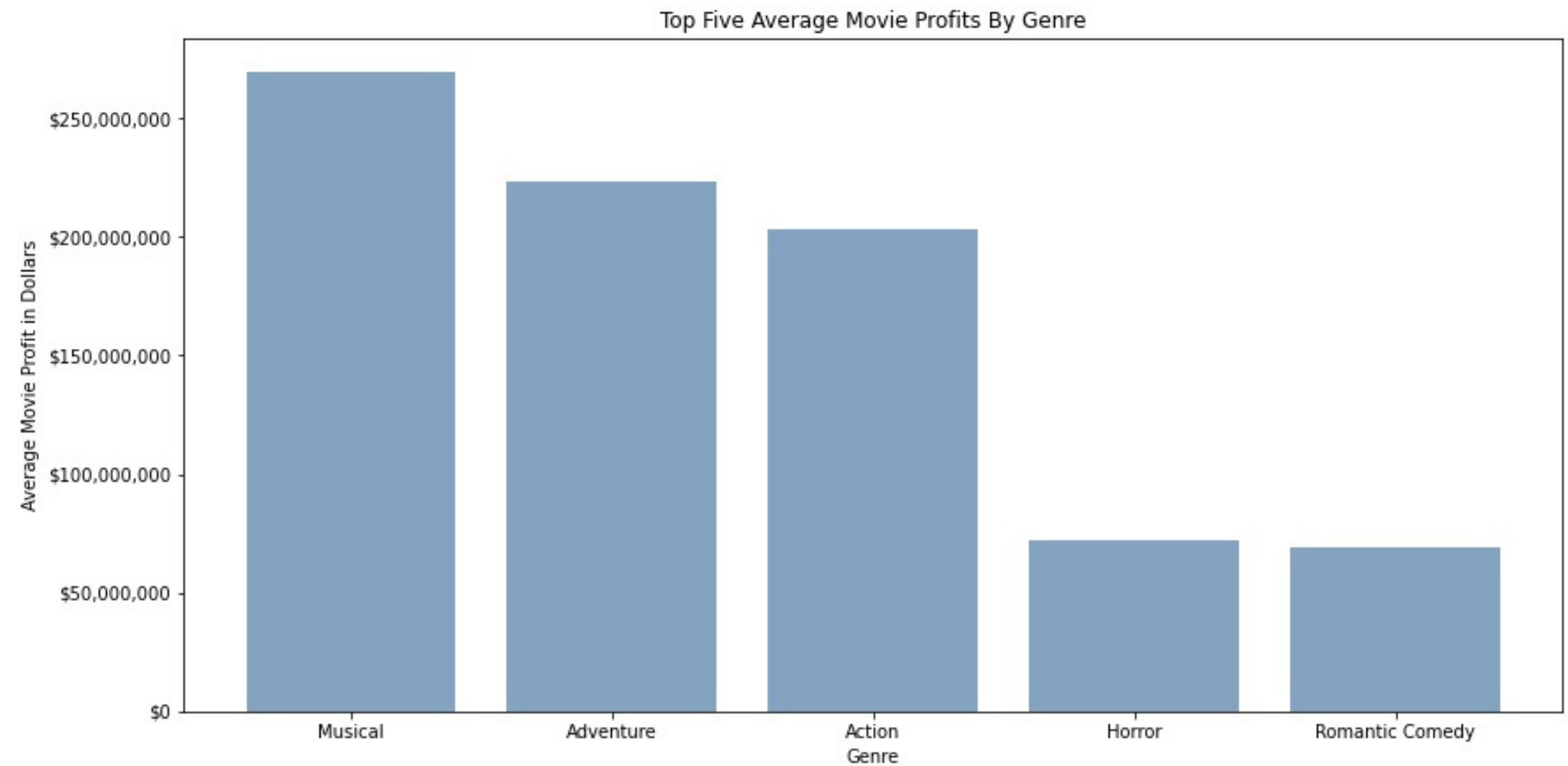Dataset has movies with production budgets of or greater then **$10 Million**

Total Box Office International and Domestic Per Year

Results Source Material

Produce movies that are based on **existing franchises or products** to maximize profit

Top Five Average Movie Profits By Source Material
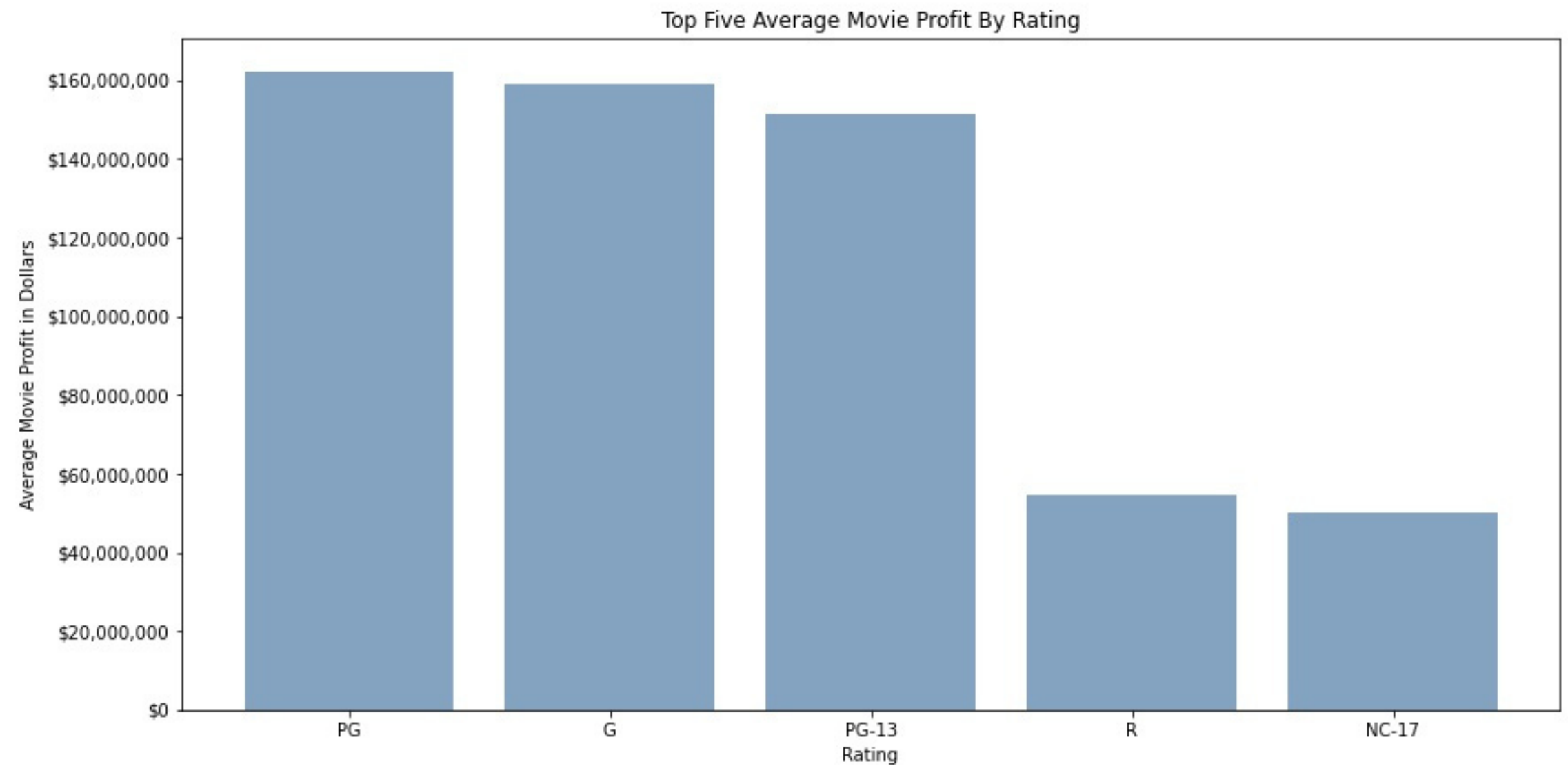
Results
Genre

Produce movies in the **musical, adventure and romantic comedy genres** to maximize profit

Top Five Average Movie Profits By Genre

Results
Ratings

Produce movies with **a G or PG rating** to maximize profits

Top Five Average Movie Profit By Rating

Conclusion

Create movies that have a rating of G or PG

Create movies that are based on an existing product or franchise

Develop movies that are in the Musical, Adventure, or Romantic Comedy genre

Next Steps

Add the cost of marketing both domestically and internationally to understand its effect on overall profit

Conduct additional research into the popularity of lead actors and directors on movie profitability

Add additional movies into the database to see if findings continue to be true in a bigger dataset

Any Questions?

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