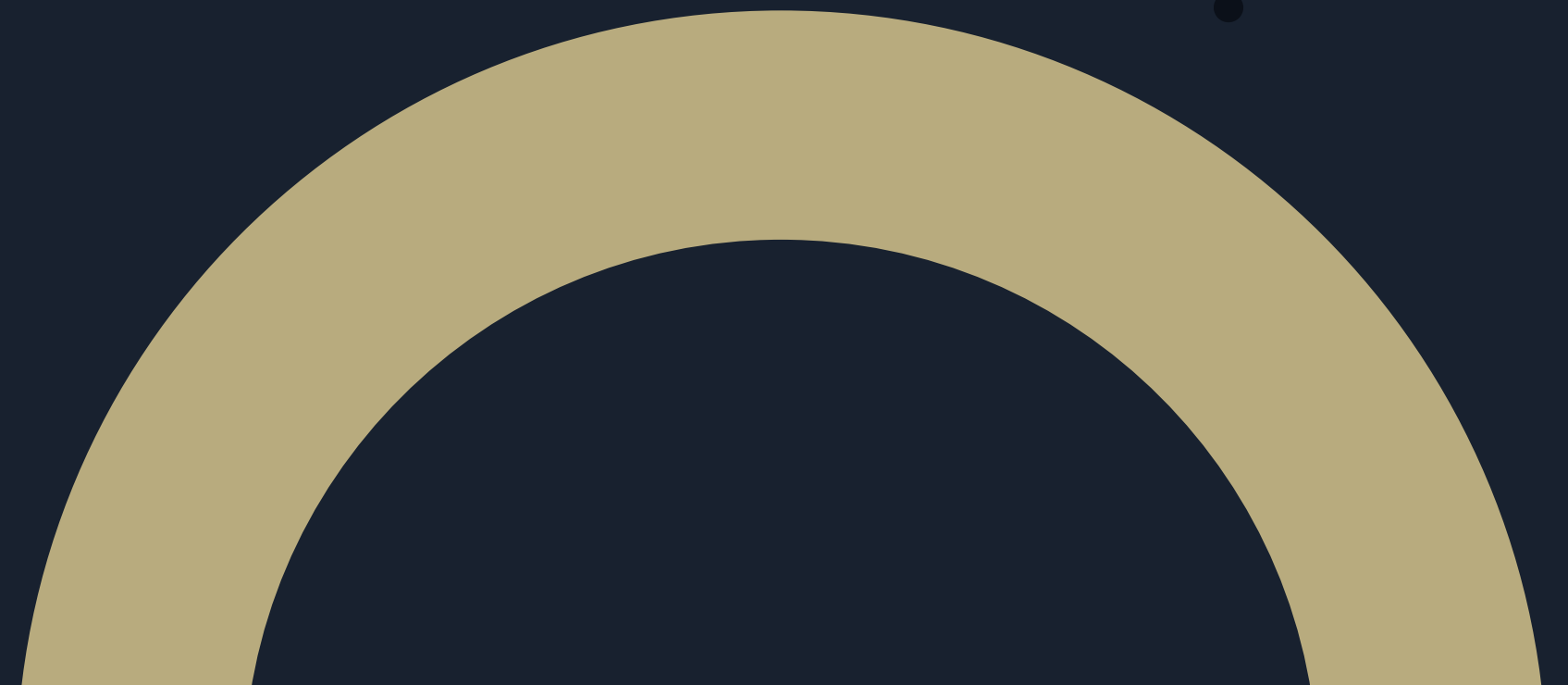


Phase One Final Project

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, PG or PG-13

Create movies that are based on an existing product or franchise

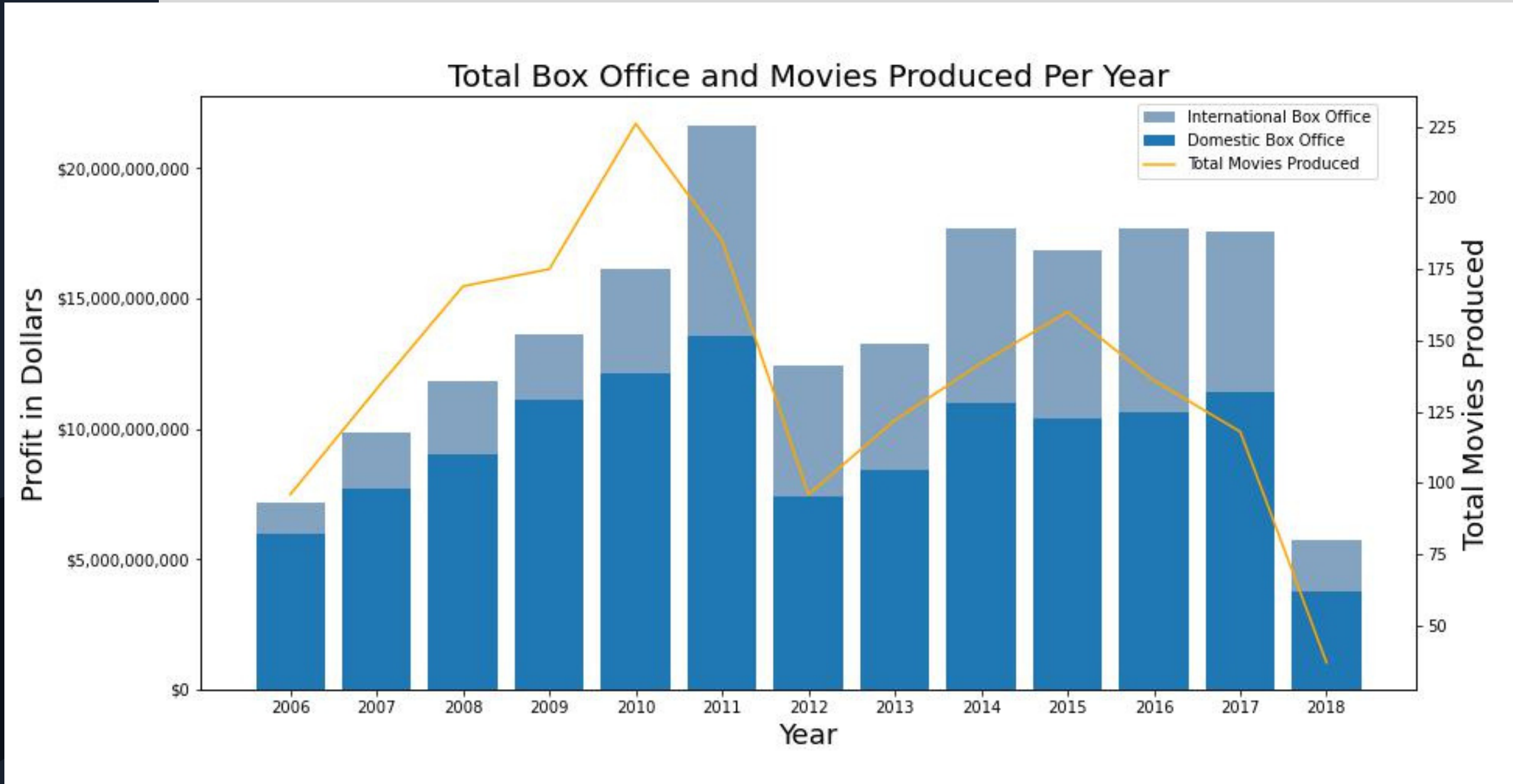
Develop movies that are in the Musical, Adventure or Action genre

Data & Methods

Opus Dataset has **1900 movies**

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

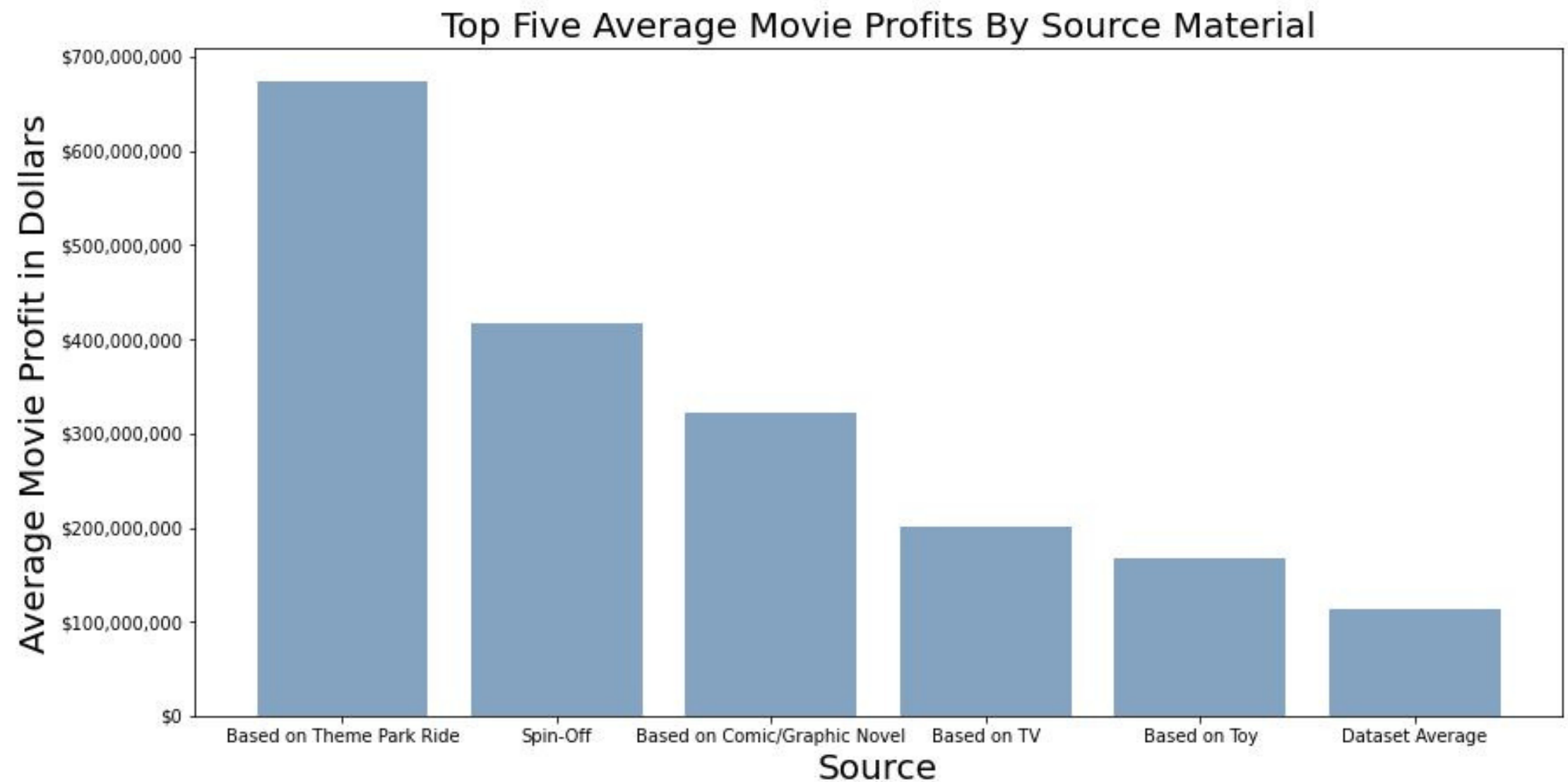
Dataset has movies with production budgets of or greater then **\$10 Million**



Results

Source Material

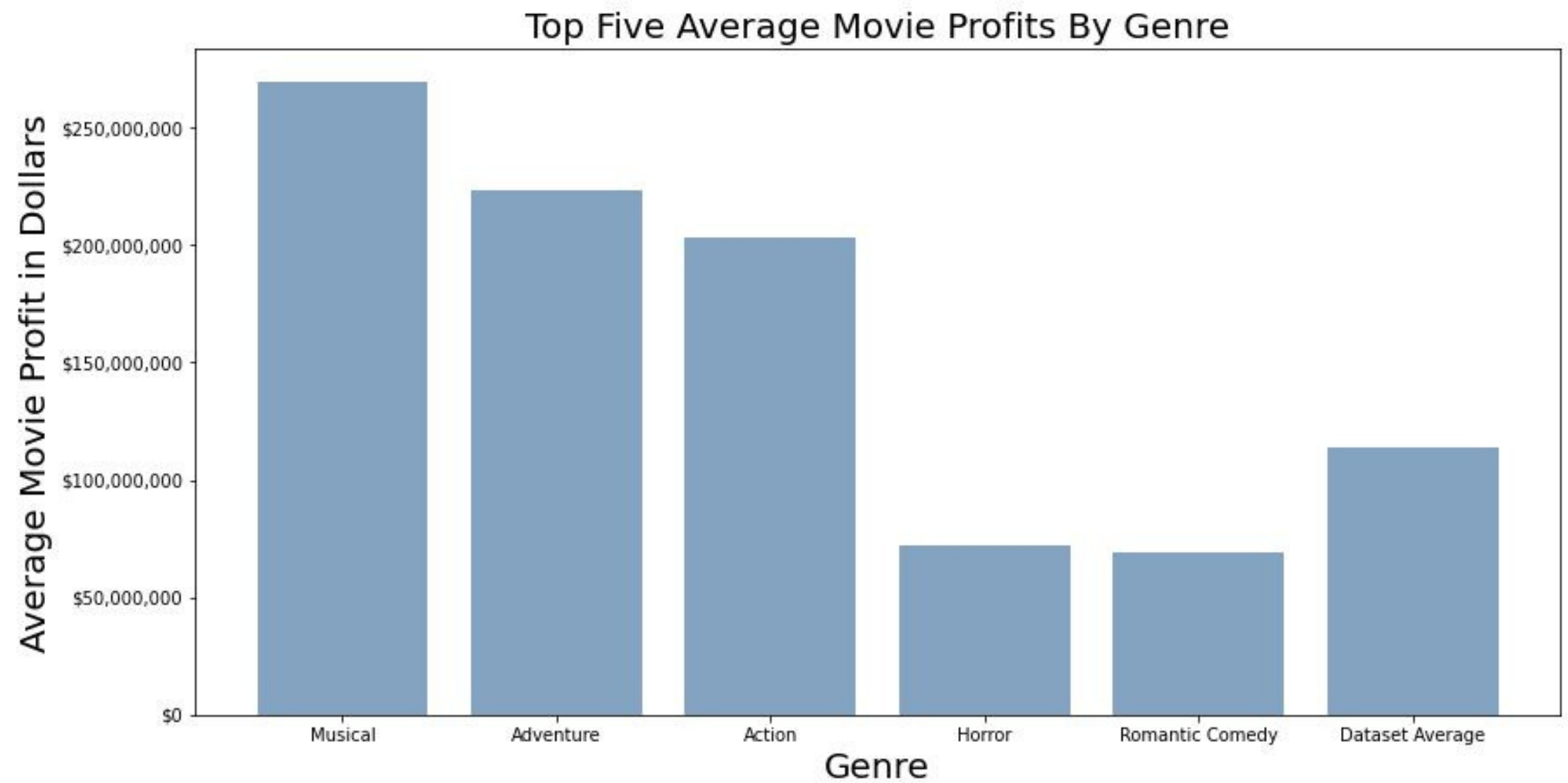
Produce movies that are based on **existing franchises or products** to maximize profit



Results

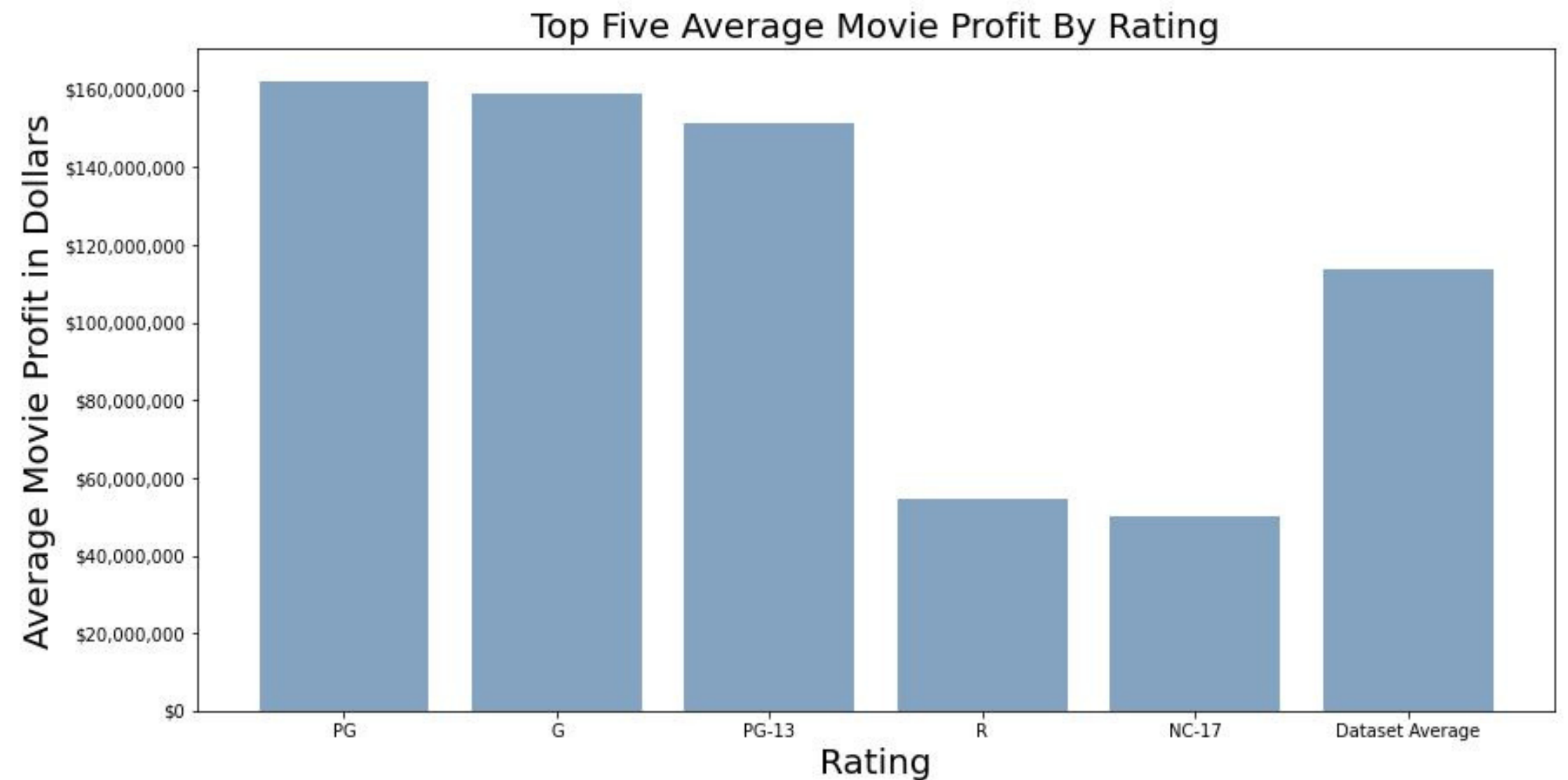
Genre

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



Results Ratings

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





Conclusion

Create movies that have a rating of G, PG or PG-13

Create movies that are based on an existing product or franchise

Develop movies that are in the Musical, Adventure or Action 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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