



MICROSOFT MOVIE STUDIO

Summary

Analysis of box office, profit, genre and film runtime show what characteristics the best performing films have in common.

- ❑ Make films based on an existing popular franchise
- ❑ Create Action/Adventure, Drama, and Family movies
- ❑ Create movies with a runtimes between 105 and 135 minutes

OUTLINE



Business Problem

Which type of movies should the studio produce?

What type of film should the studio make?

- ☐ What are the most profitable movies to make?
- ☐ What runtime?
- ☐ How to make the most money?
- ☐ What genre?



Data & Methods

The source data and our methods for making sense of it.

The Data

Data was collected from the following datasets. To make our information current, we only used data from 2010 to present.



Box Office Mojo



These databases include information on the top movies regarding:

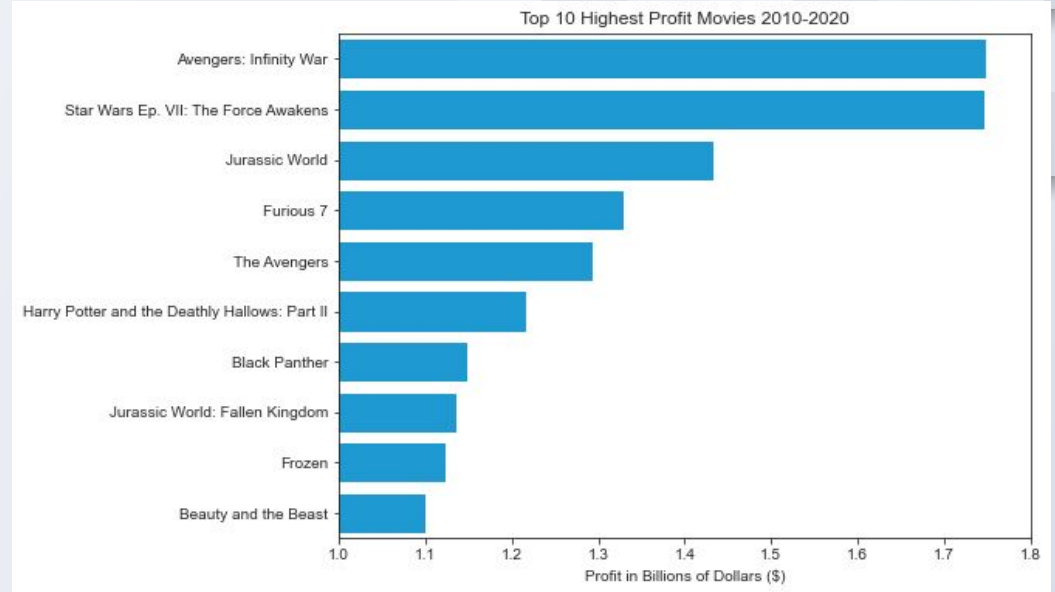
- ❑ Top Profitable Movies
- ❑ Film Runtime
- ❑ Box Office Profit Numbers
- ❑ Top Genres

Results

Looking at the charts!

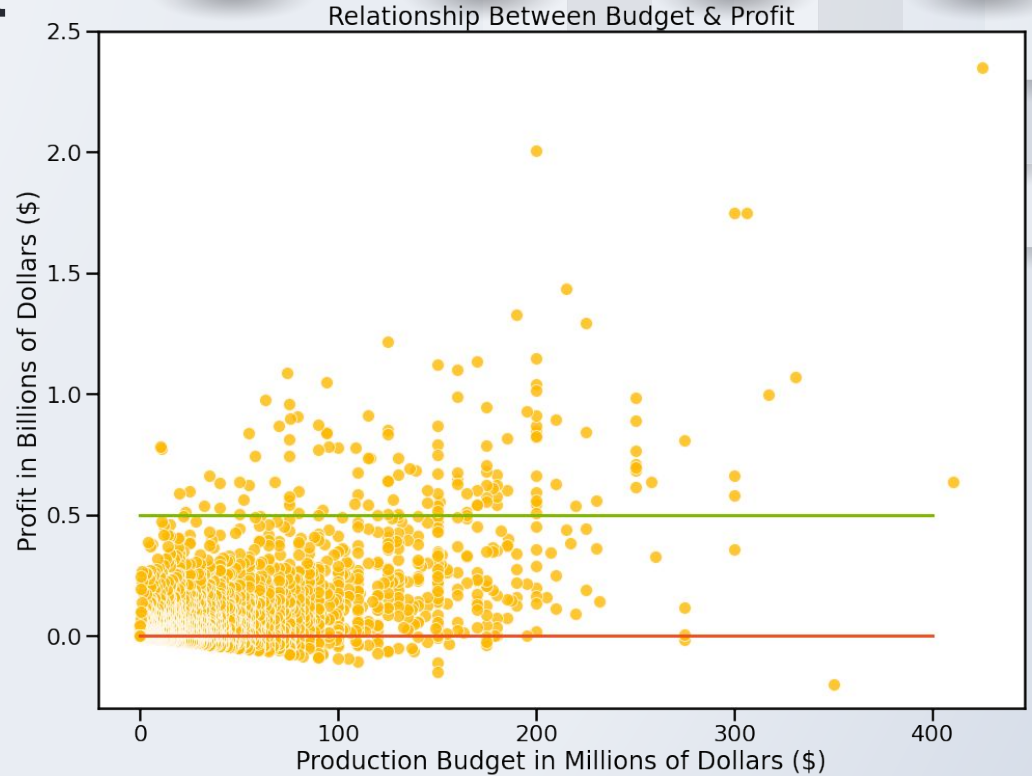
What are the most profitable movies?

- ❑ Top 10 highest profit movies were all franchise movies



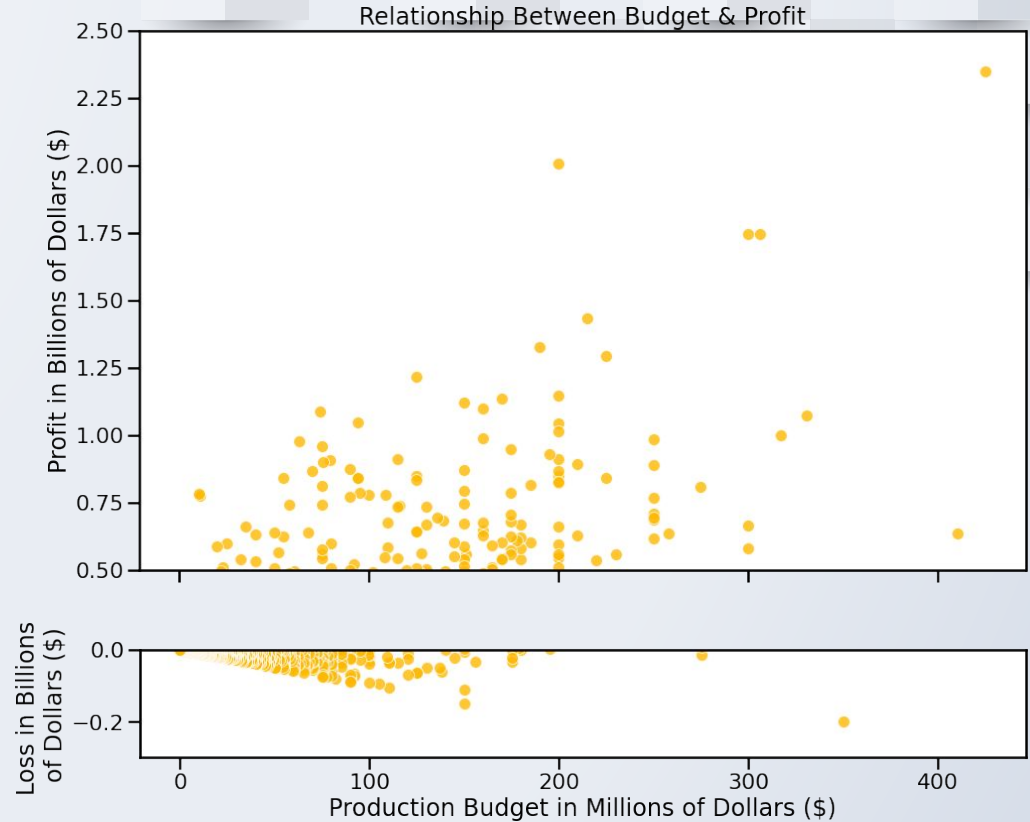
How to make the most money?

- ❑ Production budget and profit have a positive relationship



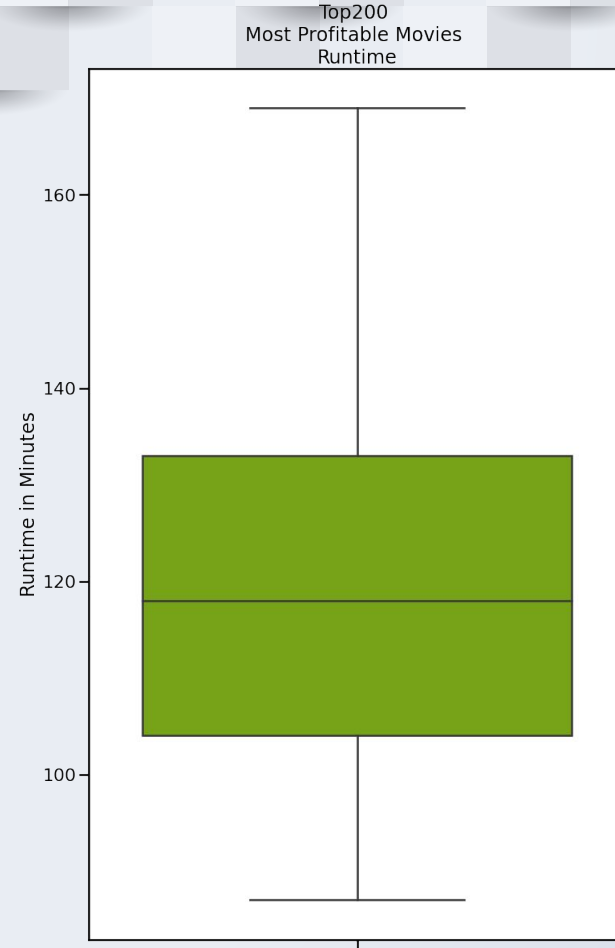
How to make the most money?

- ❑ The important parts are shown here



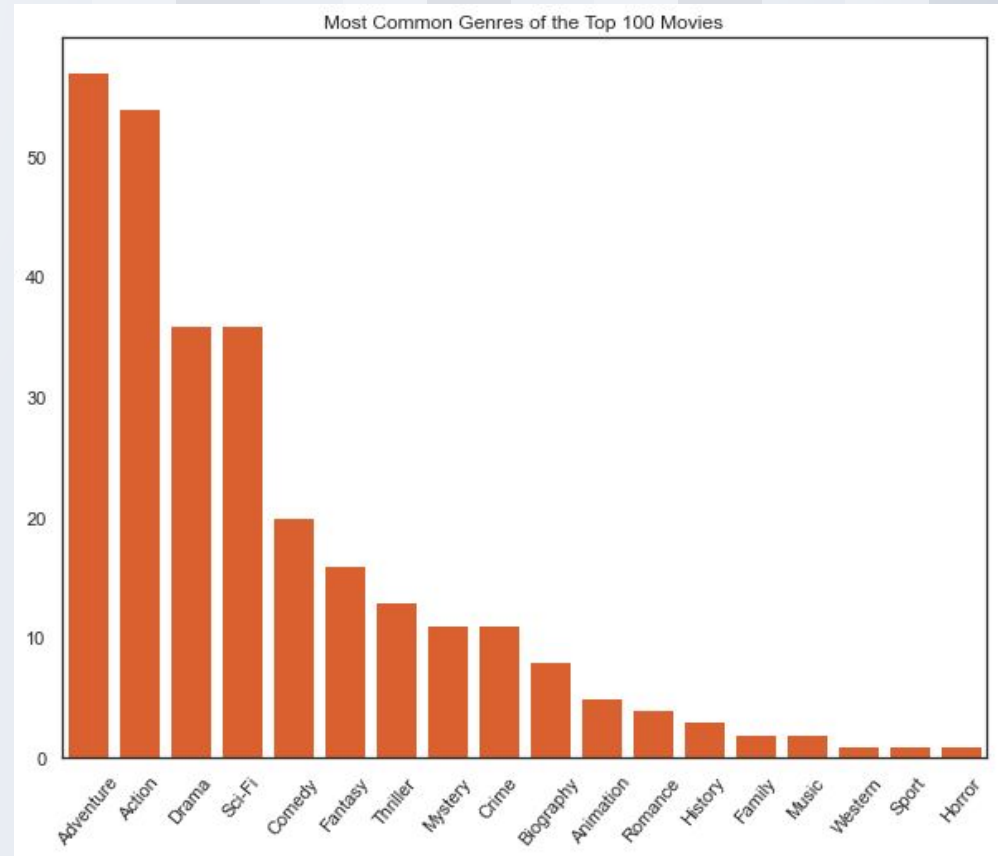
What Runtime?

- ❑ The top 200 most profitable movies have a runtime between 105 and 135 minutes



Which Genre?

- ❑ Action, Adventure, Sci-Fi, and Drama are the most common genres of the top 100 most viewed movies



Conclusion

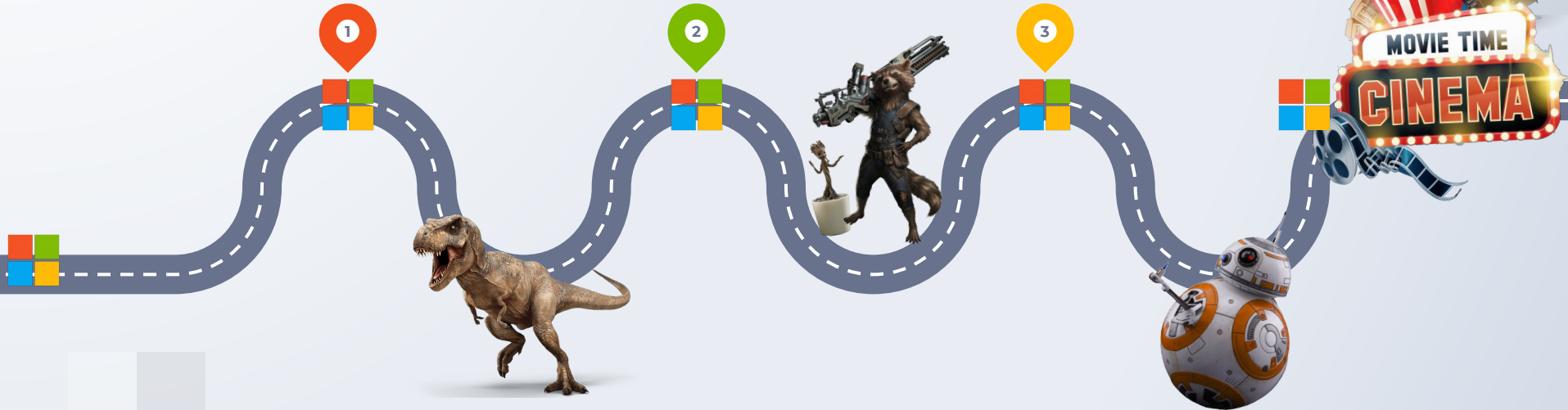
We recommend...

LET'S GO TO THE MOVIES!

Makes movies based on
existing popular
franchises

Keep the runtime
between 105 and
135 minutes

Focus on
Action/Adventure, Drama,
and Family genres



What are our next steps?

- ❑ Research existing popular franchises
- ❑ Get more accurate data on film crew
- ❑ Get data on movie ratings



THANKS!

Any questions?

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