

Microsoft Movie Studio

Business Proposition

December 10, 2021

Summary

Analysis of box office, popularity, rating and profit show what characteristics the best performing movies have in common.

- **Make movies based on an existing popular franchise**
- **Have the movies have an average runtime of 2 hours 17 min**
- **Create mainly Action/Adventure, Drama, and Family movies**

Outline

- Business Problem
- Data & Methods
- Results
- Conclusions

Business Problem

- Which type of movies should the studio produce?
- What are the most popular movies?
- What genre? Which length? Which Rating?
- How much money should the business use?

Data & Methods

Data was collected from three different databases, and we used the information from the year 2010 onwards

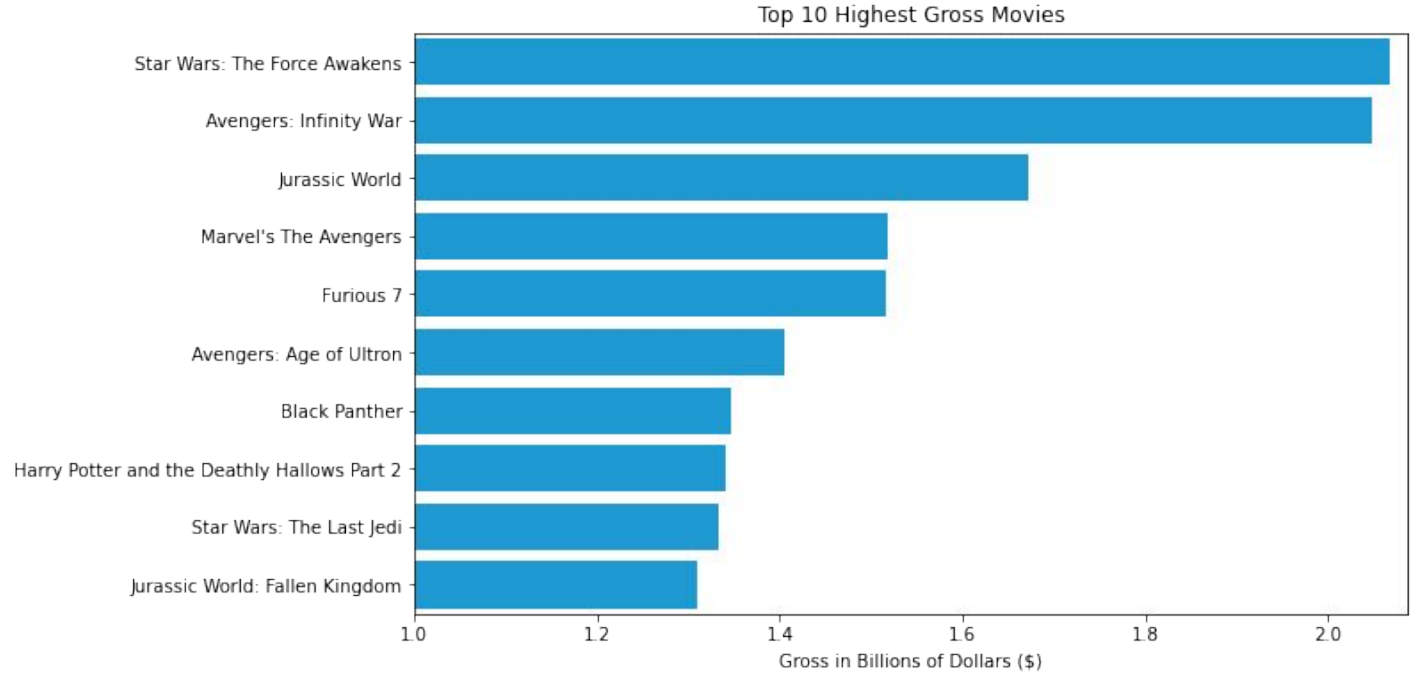
- Imdb
- Rotten Tomatoes
- Tmdb

The data includes the top movies regarding:

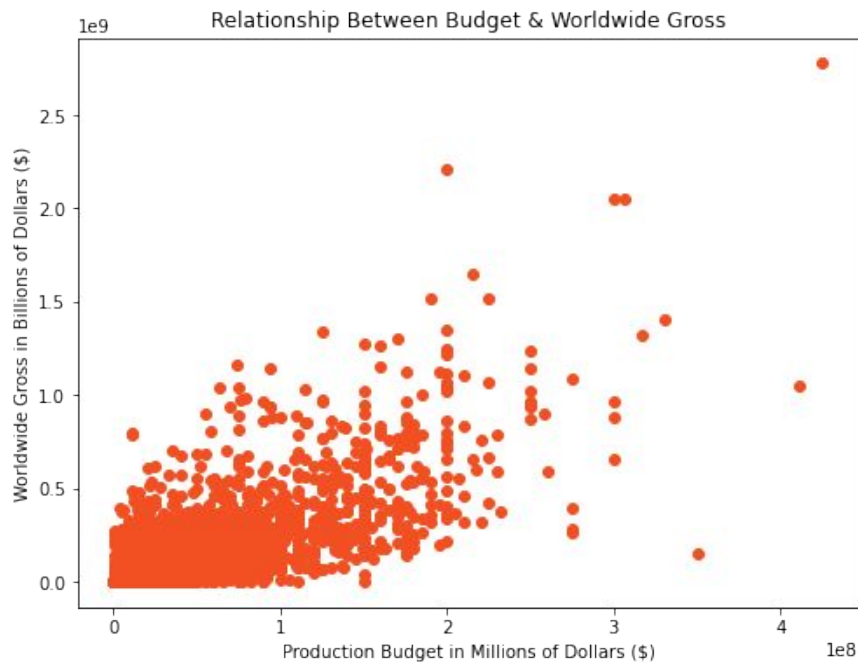
- Movies box offices
- Genre, movie rating
- Popularity, budget

Results

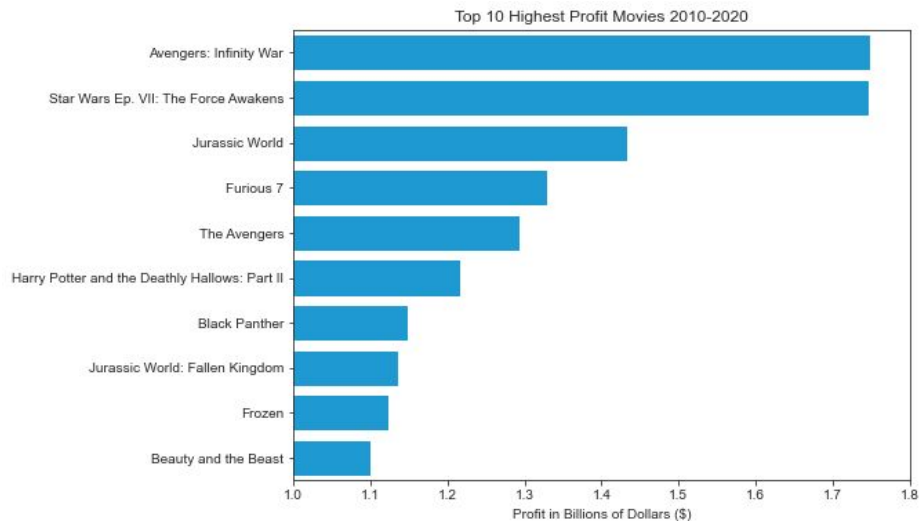
- The highest grossing movies are all from franchises



Results

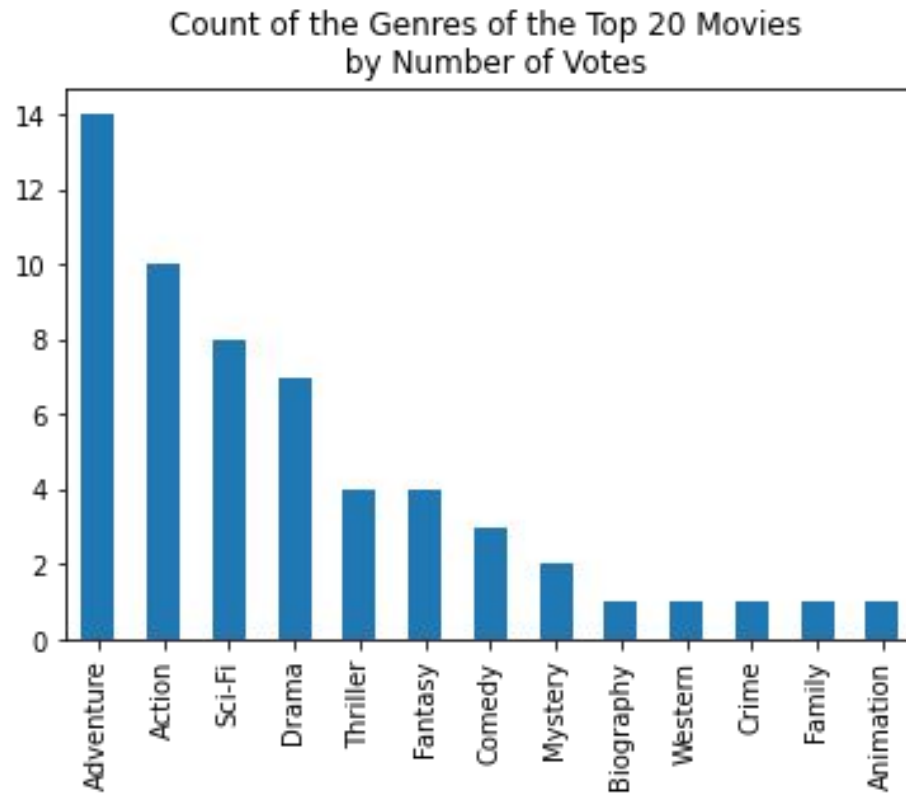


- The budget of the movie correlates positively with their gross



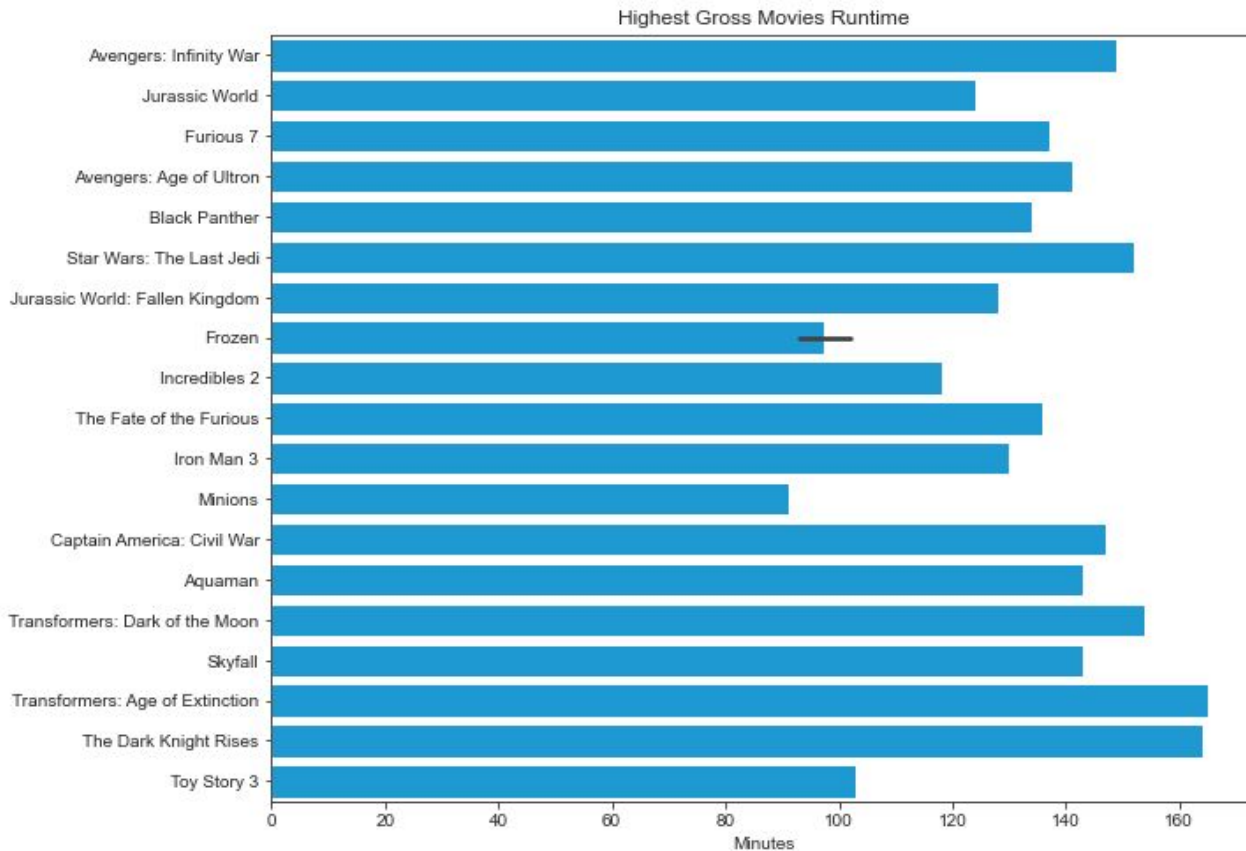
Results

- The most popular genres are Adventure, Action and Sci-Fi



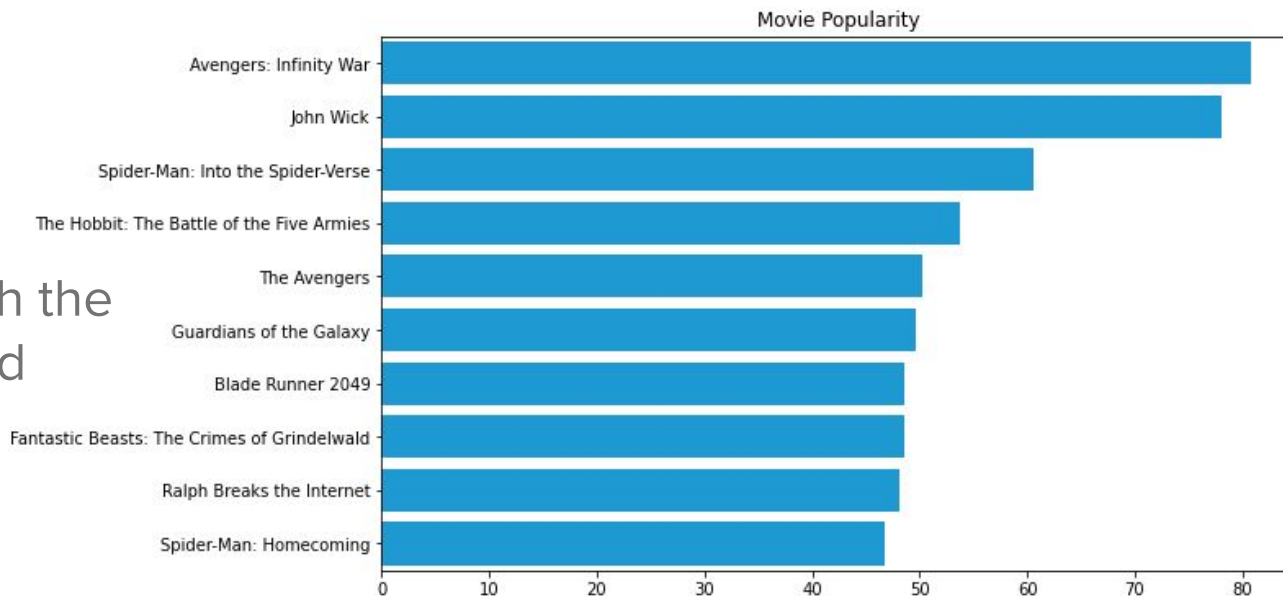
Results

- Average runtime of the top performing movies in 2:17



Results

- The popularity information corroborates with the information found previously



Conclusions

- Make movies based on an existing popular franchise
- Average runtime of the top performing movies in 2:17
- Create mainly Action/Adventure, Drama, and Family movies

Next steps:

- Get more accurate crew information and movie ratings
- Research original IPs that haven't been introduced in the cinemas

Thank You!

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