

# Microsoft Movie Analysis



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# Project Summary

- Trying to get into the movie space
- Extract valuable information from movie data
- Minimize Risk
- Maximize Audience Perception and Profit

# Company Goals

## Goal 1

We want to create a movie beloved by audiences.

## Goal 2

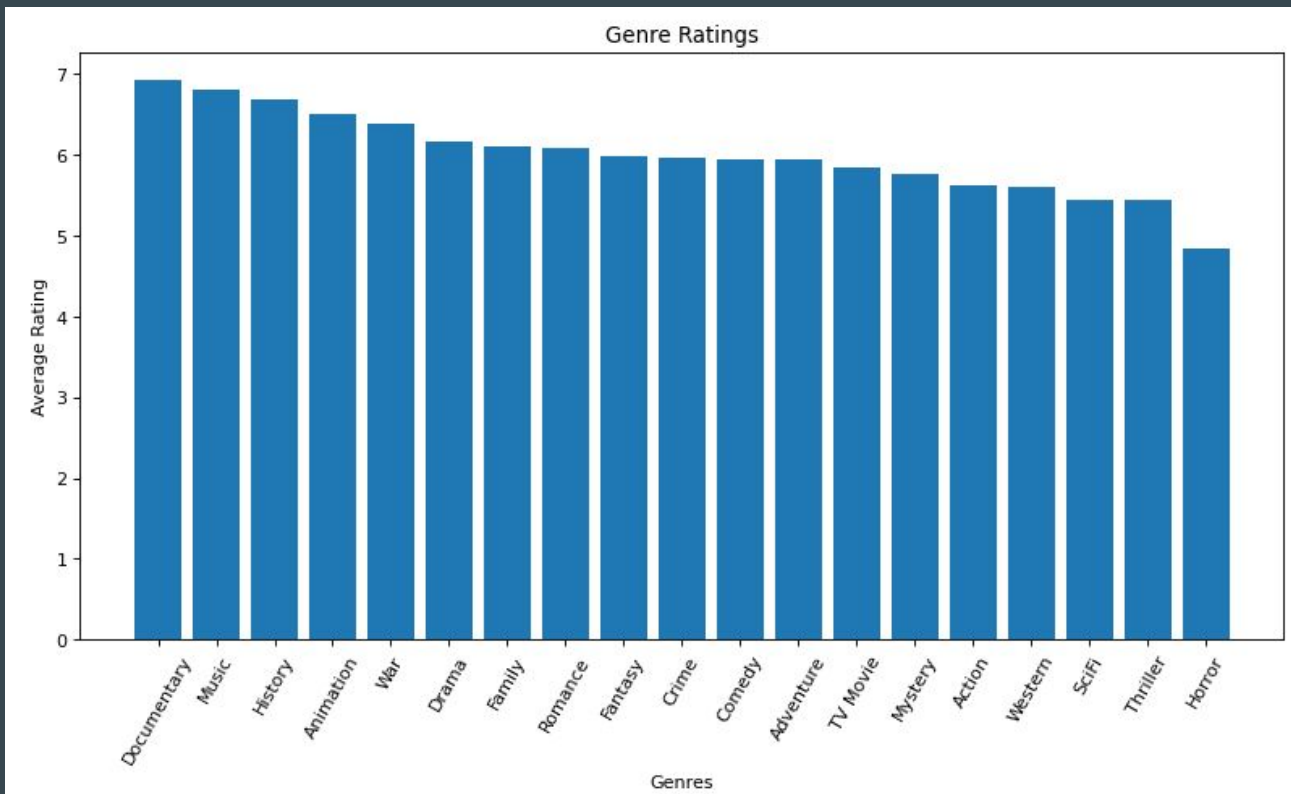
We want to create a movie that will maximize profits.

# Questions and Potential Insights

- Best-Rated Genre?
- Safest Budget Range?
- Most Profitable Genre?

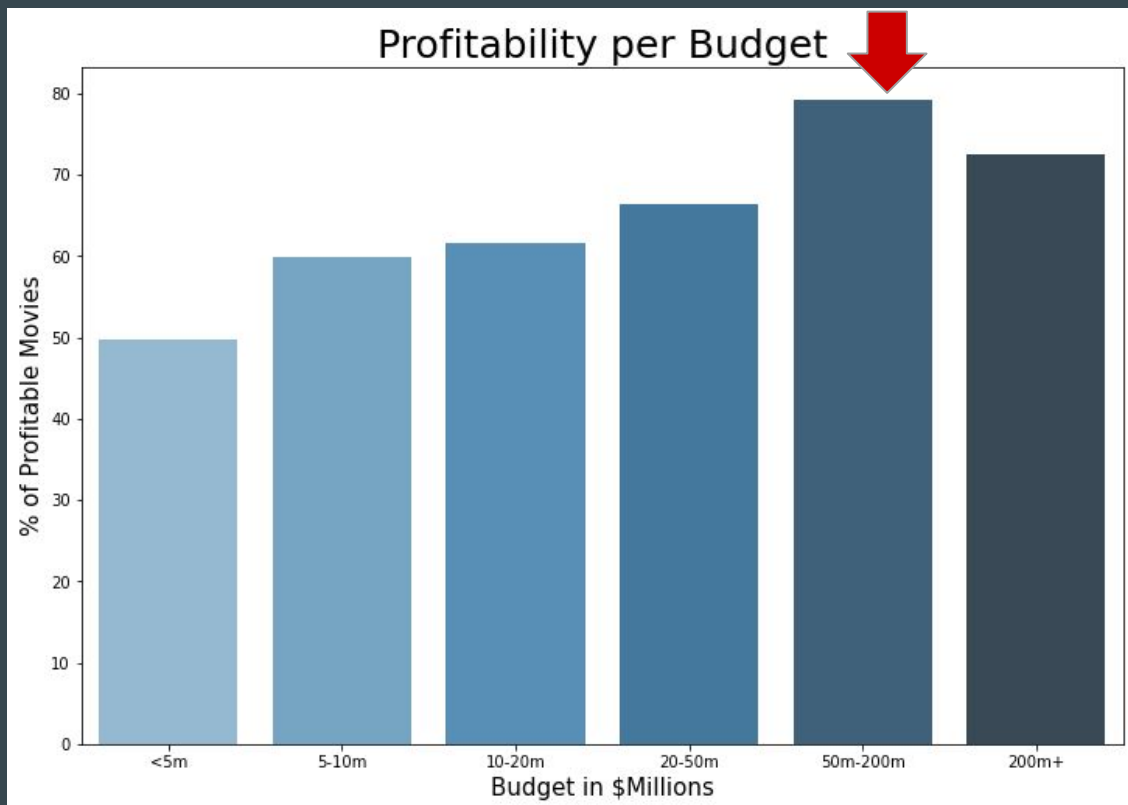
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# Best Rated Genre

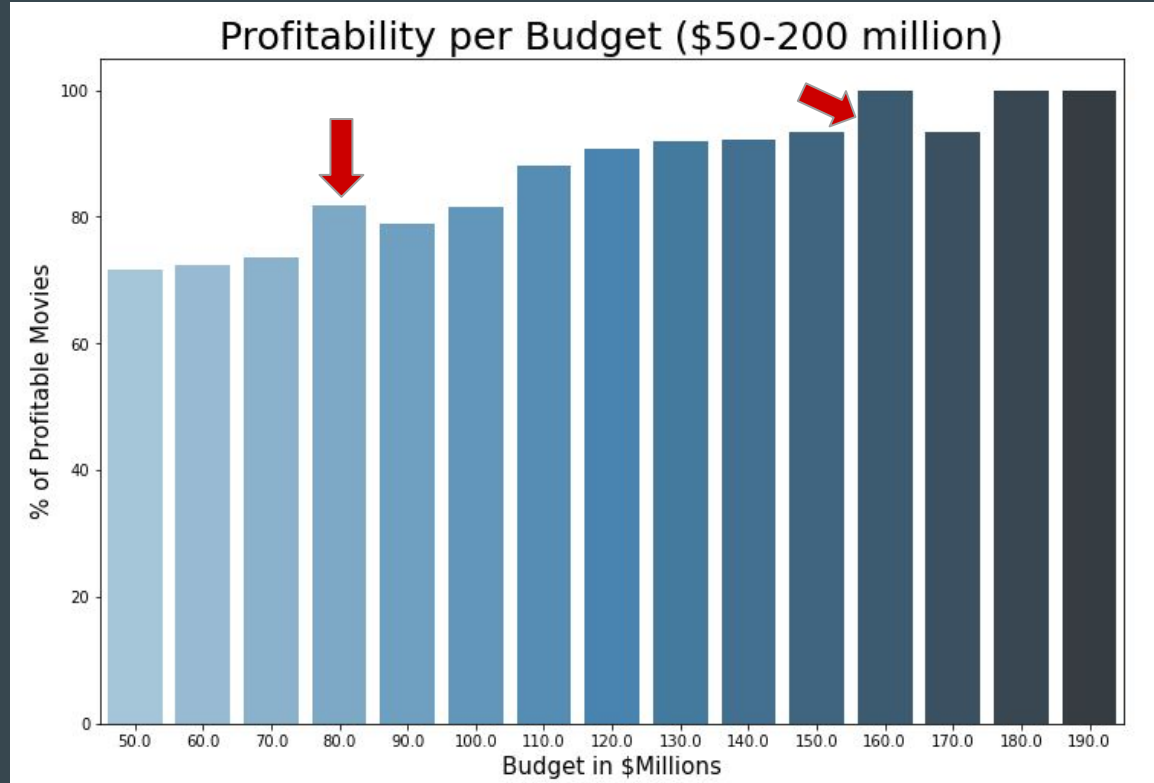


\*minimum of 5 user ratings on The Movie Database

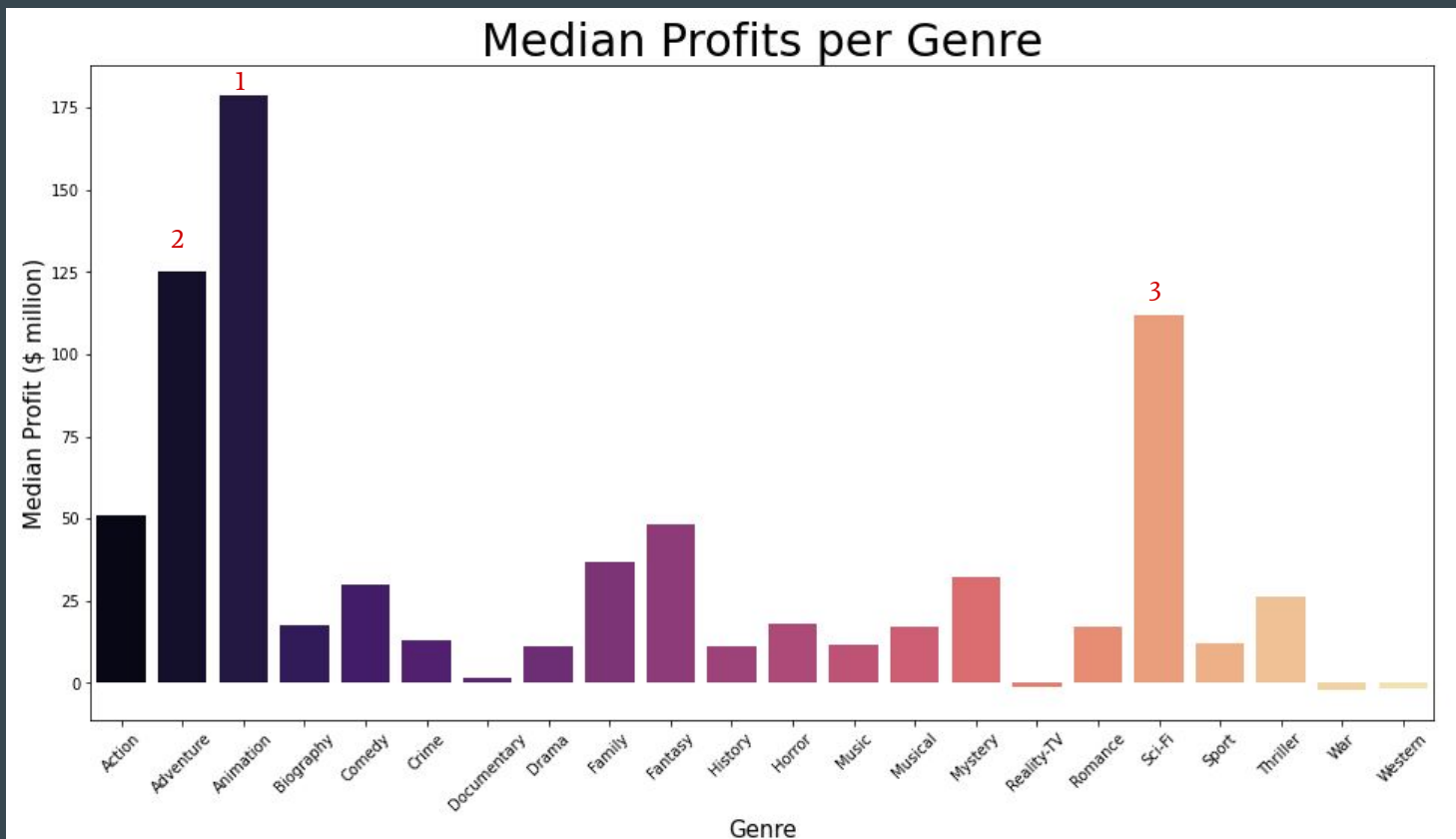
# Avoiding Profit Loss



# Avoiding Profit Loss



# Most Profitable Genre





# Conclusions and Results

## Highest-Rated Genre?

1. Documentary
2. Music
3. History
4. Animation

(Avoid: Horror genre)

## Most Profitable Genre?

1. Animation
2. Adventure
3. Sci-Fi

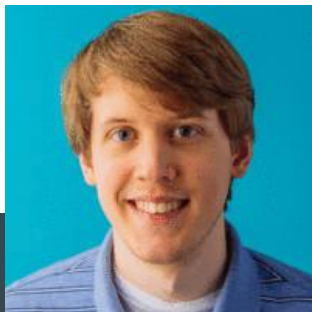
(Avoid: Reality TV, War, and Western films)

## Best Budget?

- \$80-90 million
- \$160-170 million

(Avoid: less than \$5 million or greater than \$200 million budget)

# Thank You!



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