

Movie Industry Analysis

for Microsoft Movie Studios



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Outline

- Objectives
- Data Sources
- Methods
- Results
- Conclusions



Objectives

Genre



Budget



Runtime



Data Sources

TMDB 



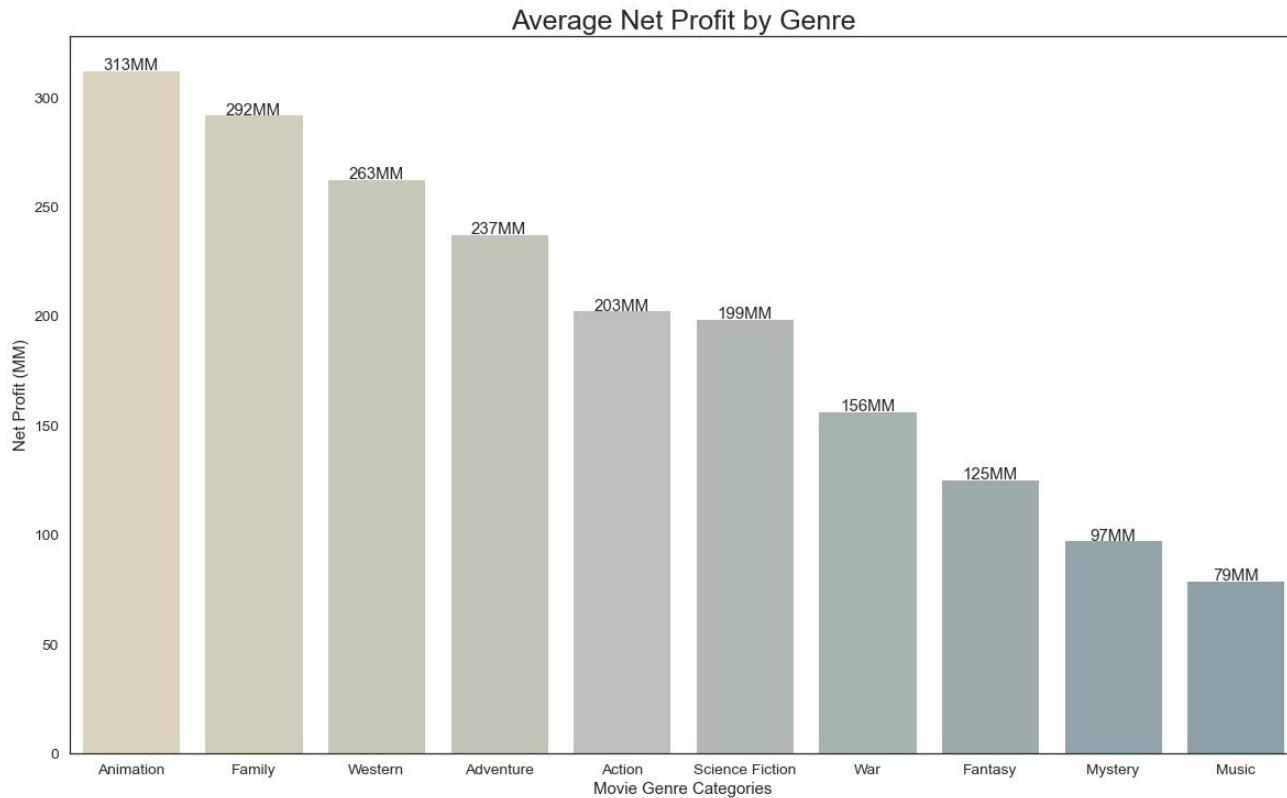
 **NUMBERS®**

Methods

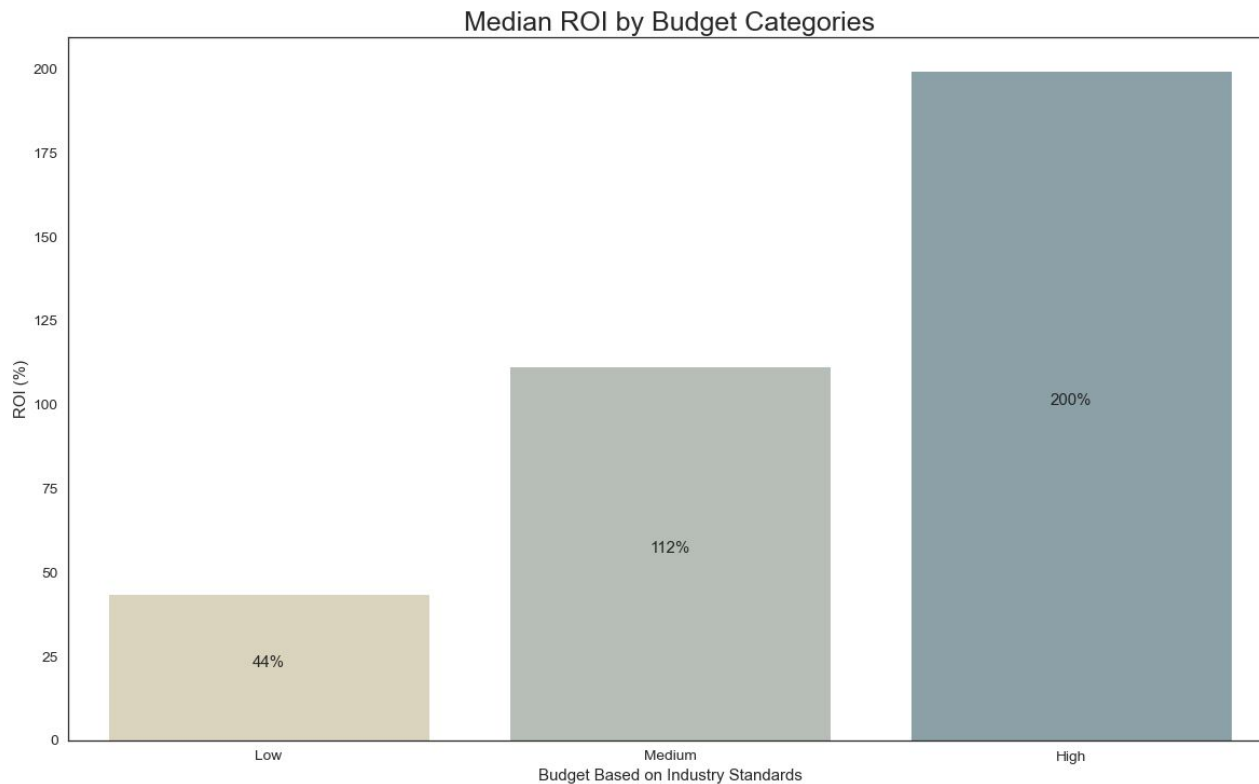
- Limited to movies released in 2010 or later
- Limited to English movies
- Industry standard budget definitions [\[Source\]](#)



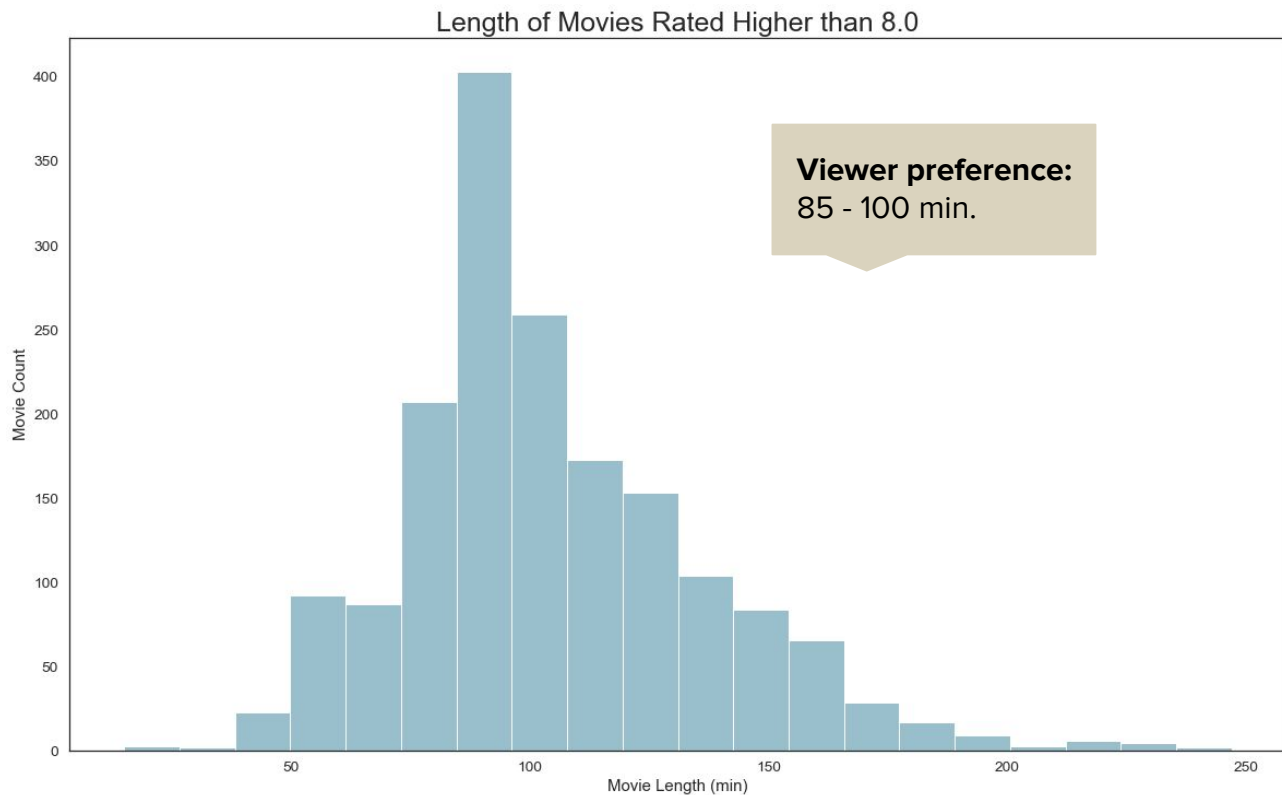
Average Net Profit by Genre



Median ROI by Budget Categories



Length of Highest Rated Movies



Recommendations

1. 'Animation' and 'Family' genres
2. High budget films
3. Movie length: 85 - 100 minutes



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