

MOVIE ANALYSIS PROJECT

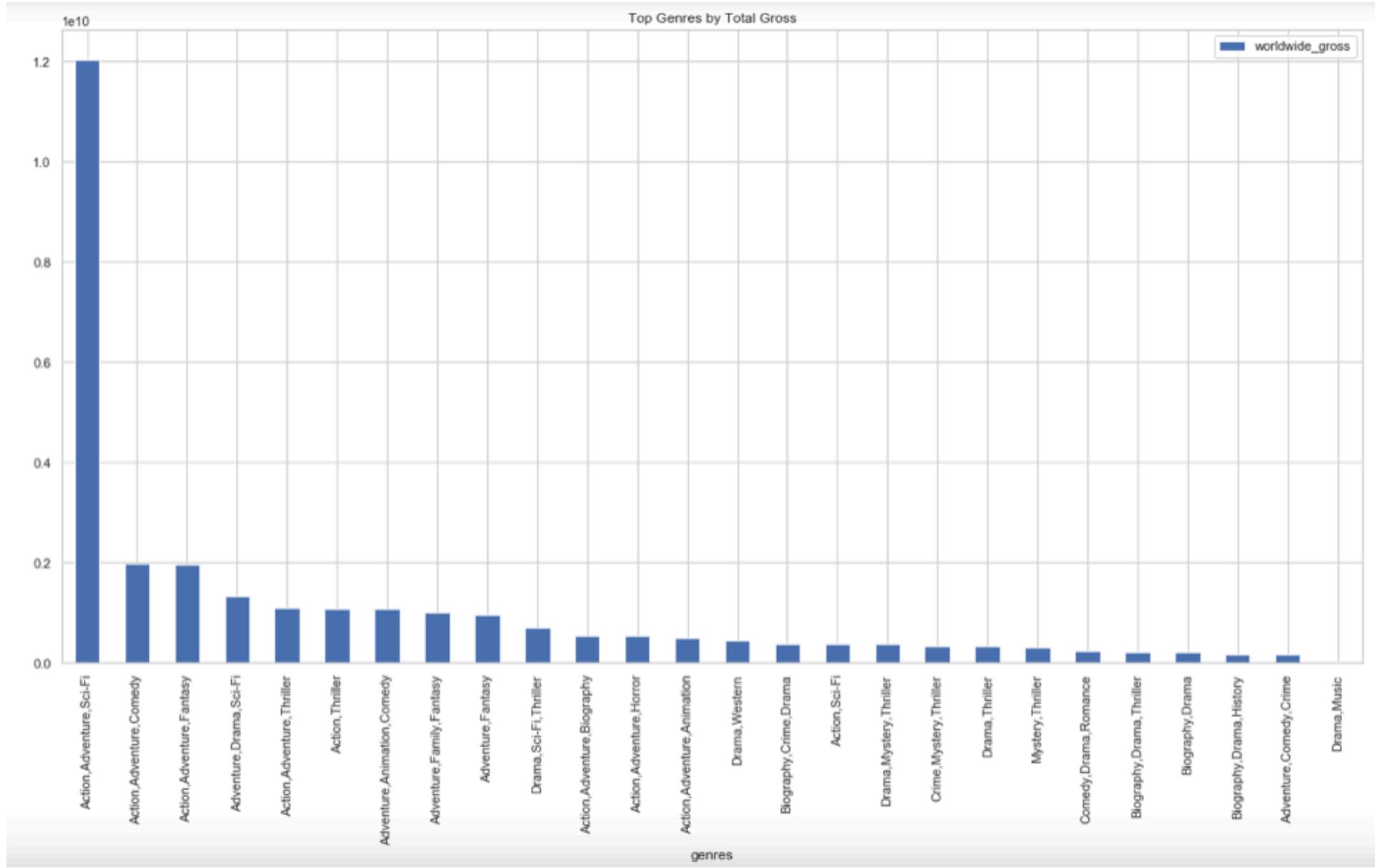
BY JUSTIN GIOVATTO

BUSINESS PROBLEM SUMMARY

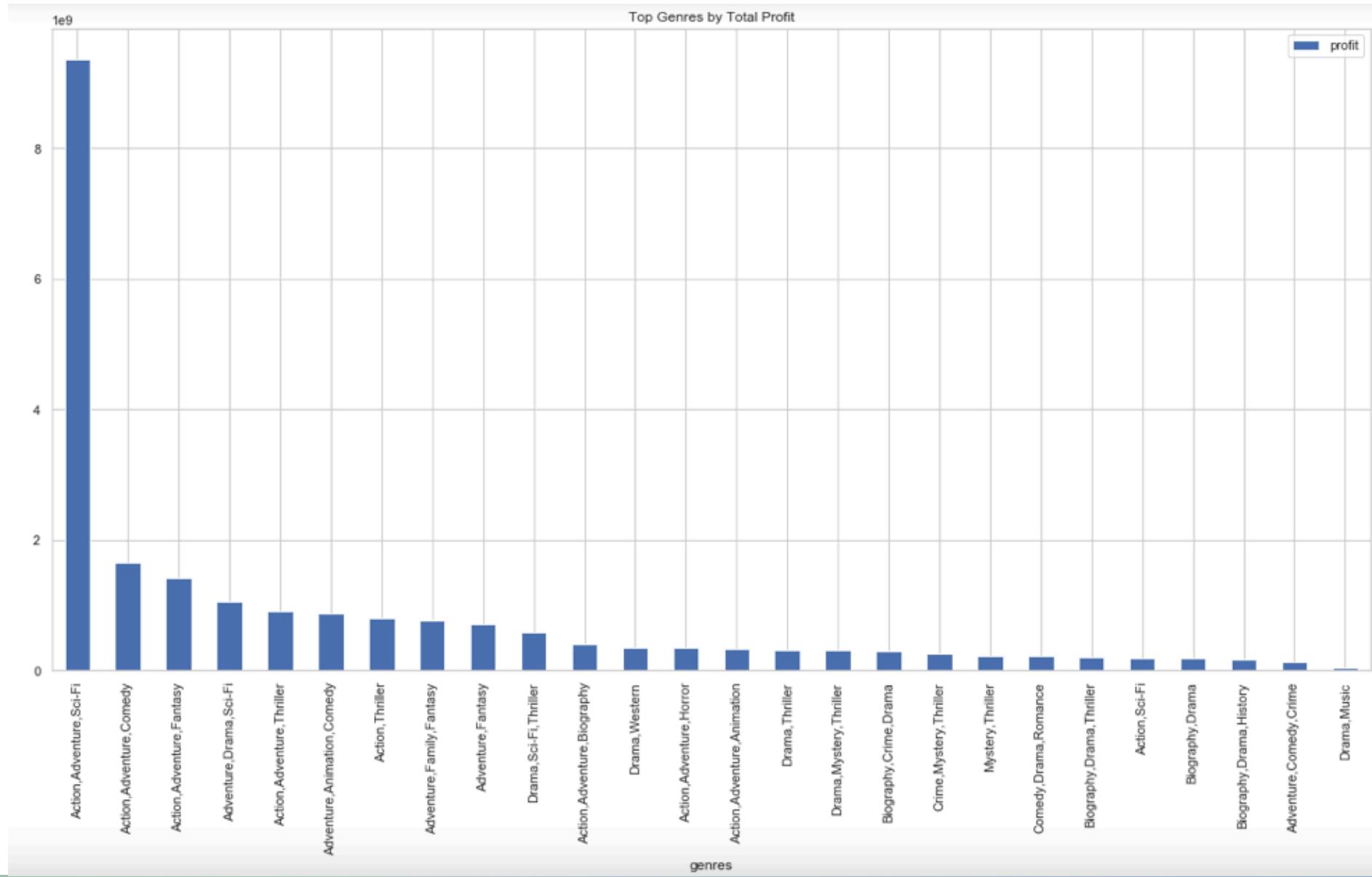
- Microsoft has decided to create a new movie studio and wants to know what types of films are currently doing best at the box office.
- Using data from IMDB databases I analyzed different film and genre information at the box office from recent years.
- According to the data, my findings will show the top performing films based on total gross earnings, total profit, film popularity, and film ratings.



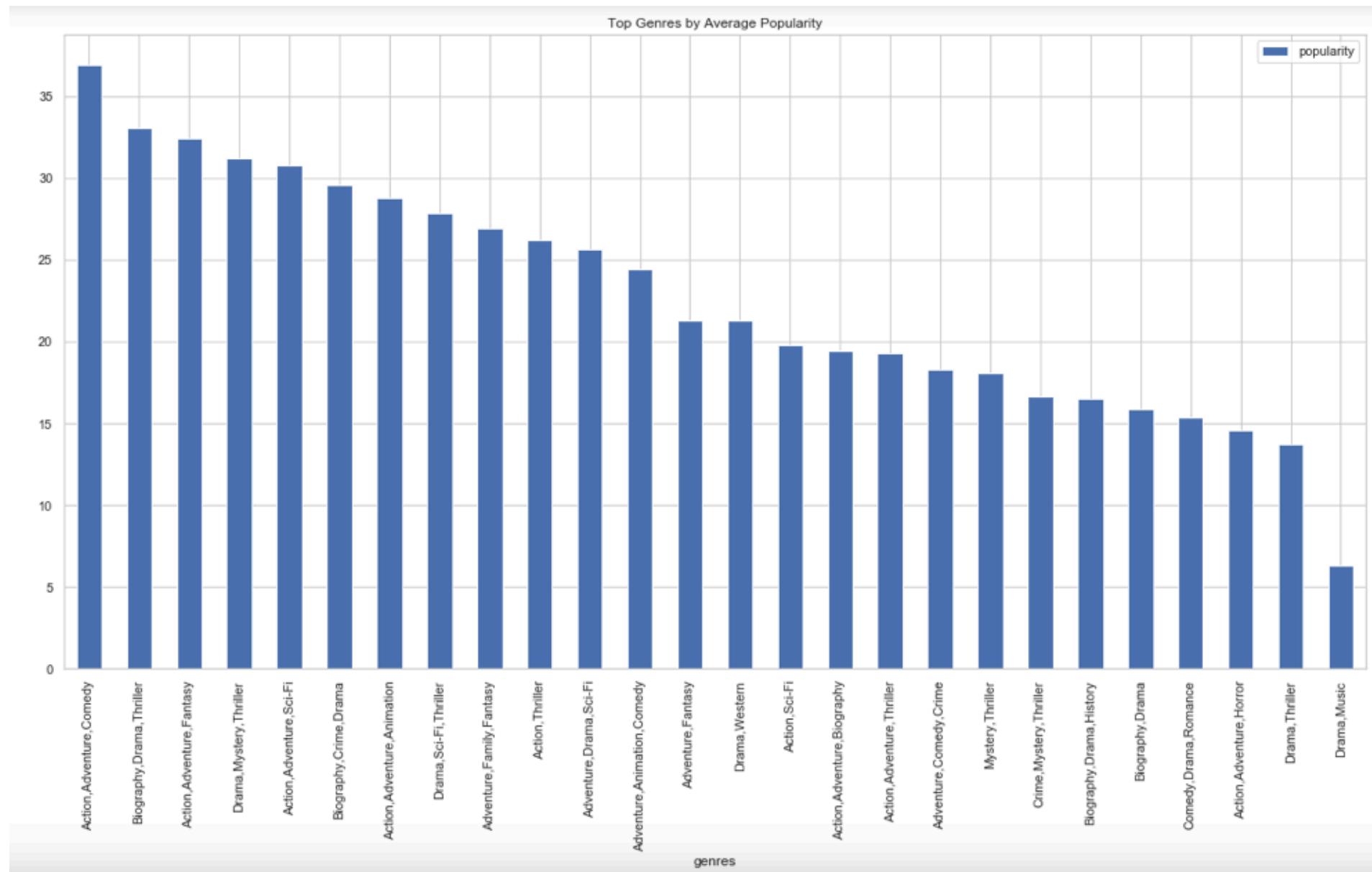
TOP GENRES BY TOTAL GROSS



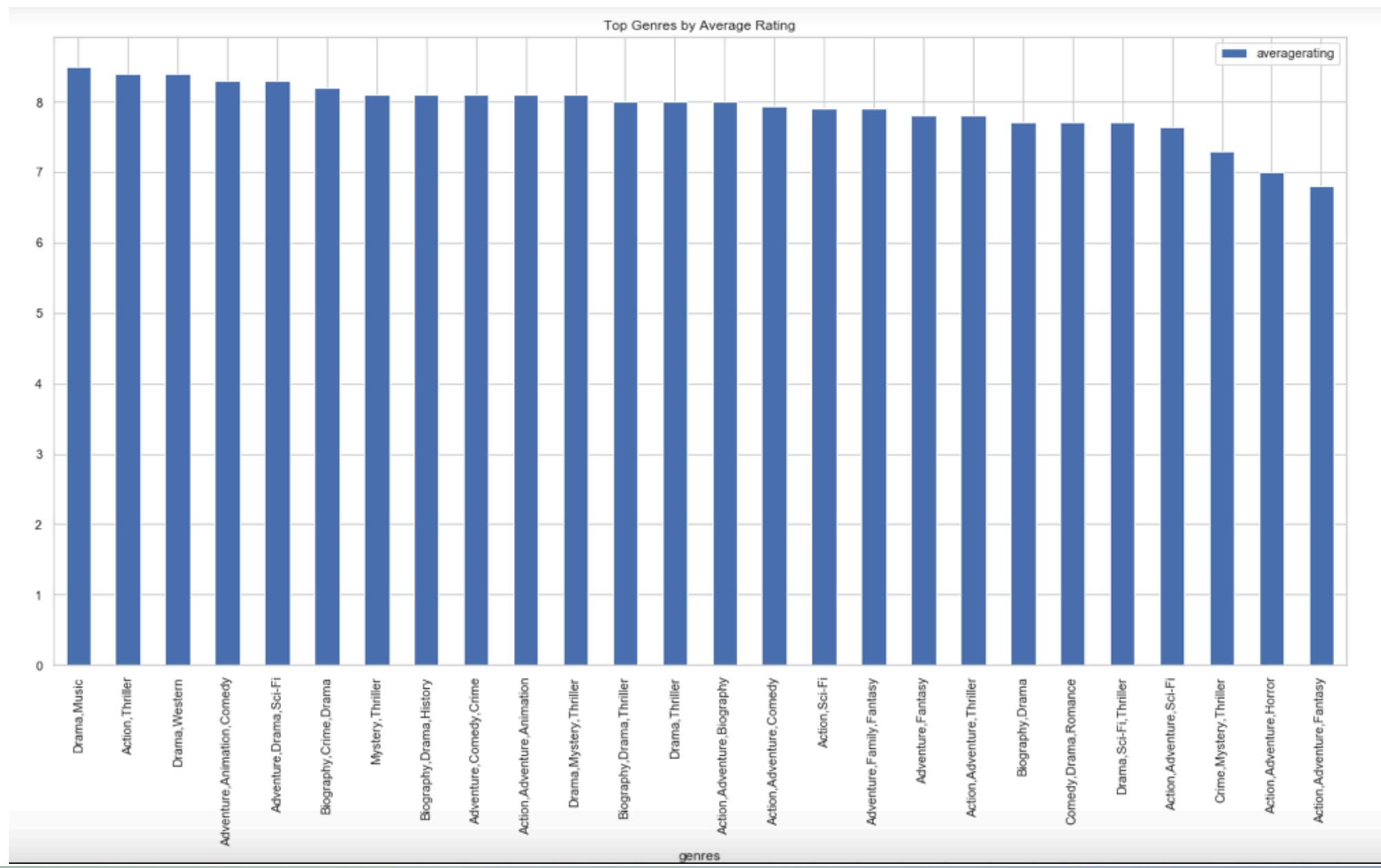
TOP GENRES BY TOTAL PROFIT



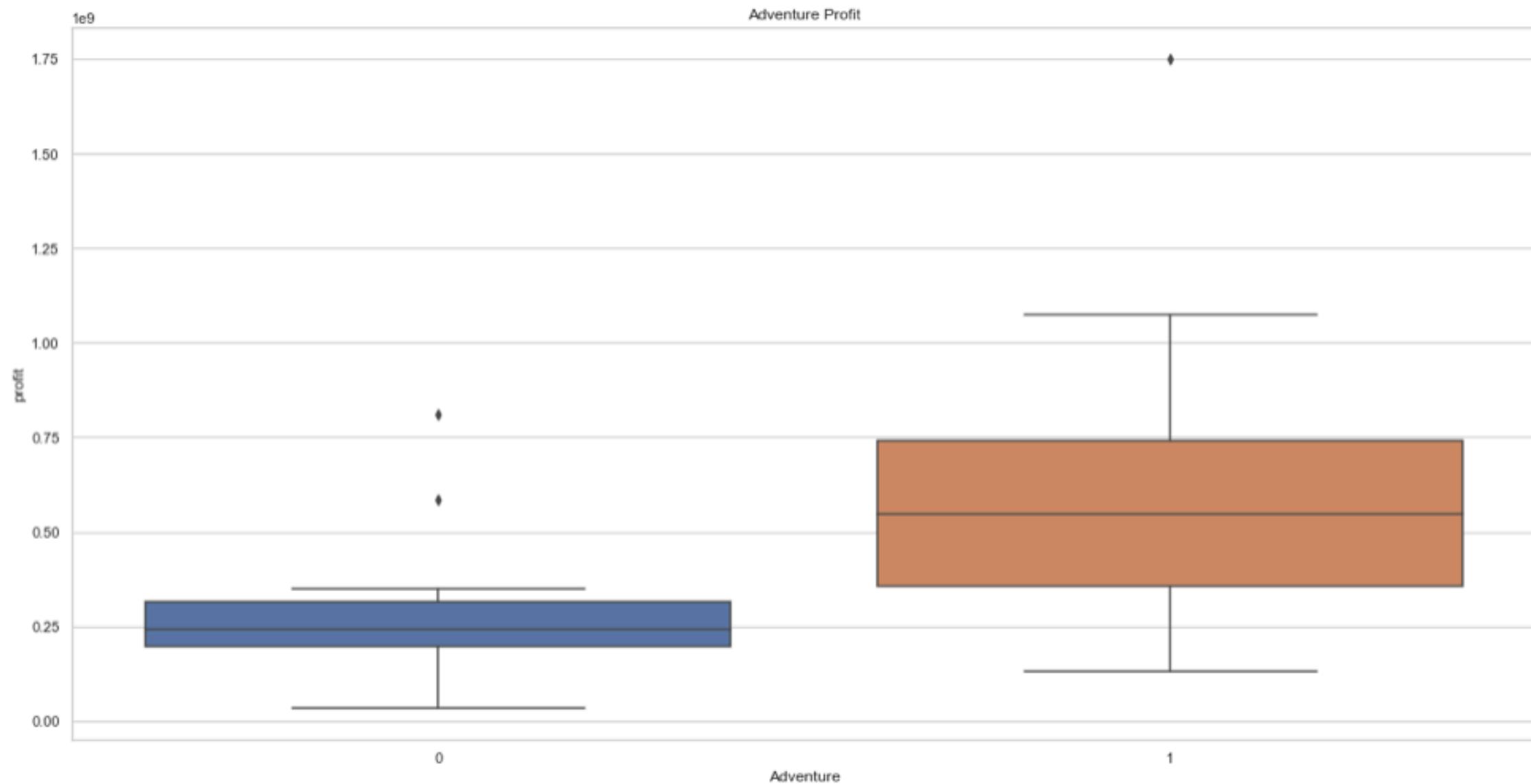
TOP GENRES BY AVERAGE POPULARITY



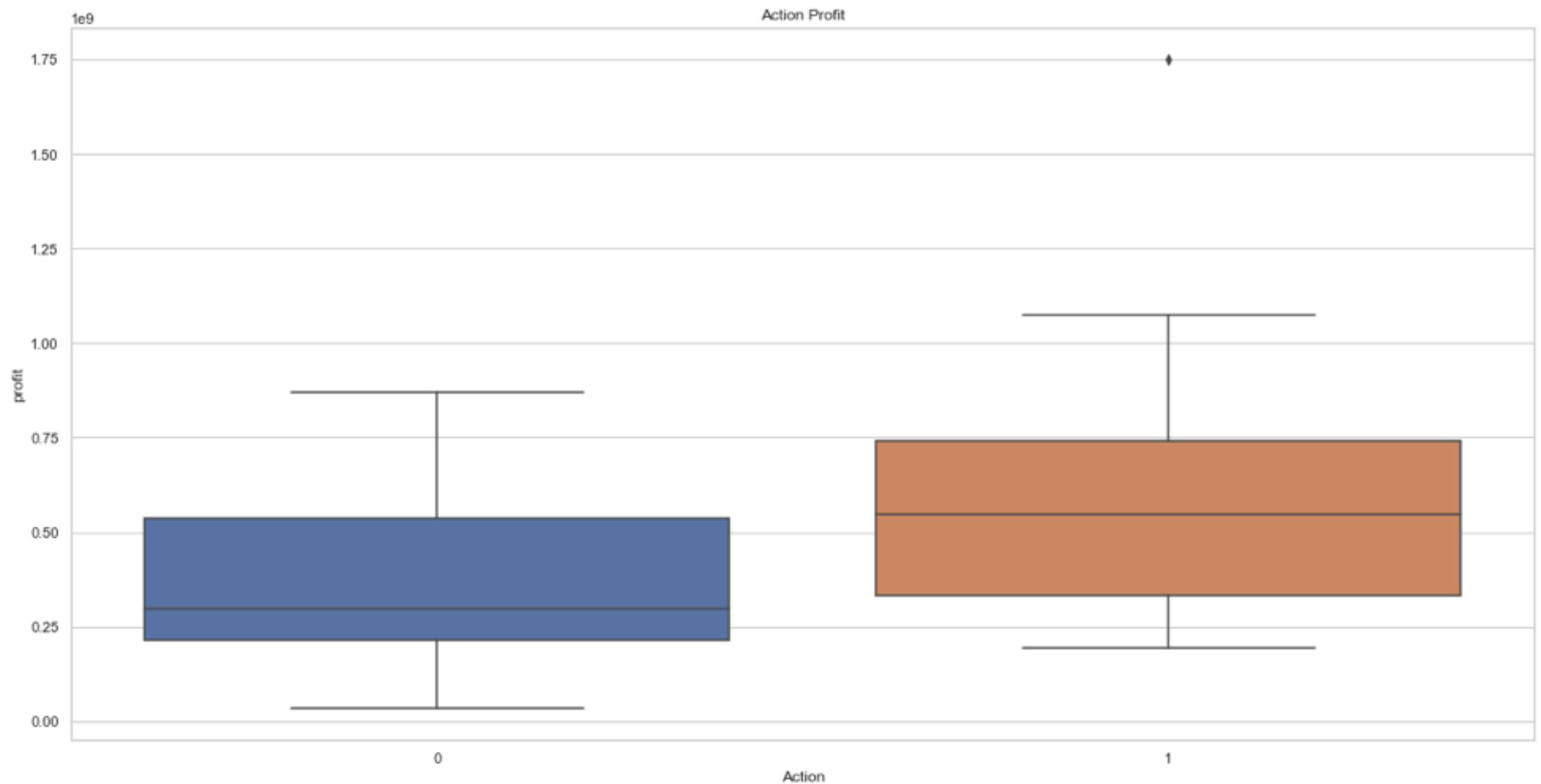
TOP GENRES BY AVERAGE RATING



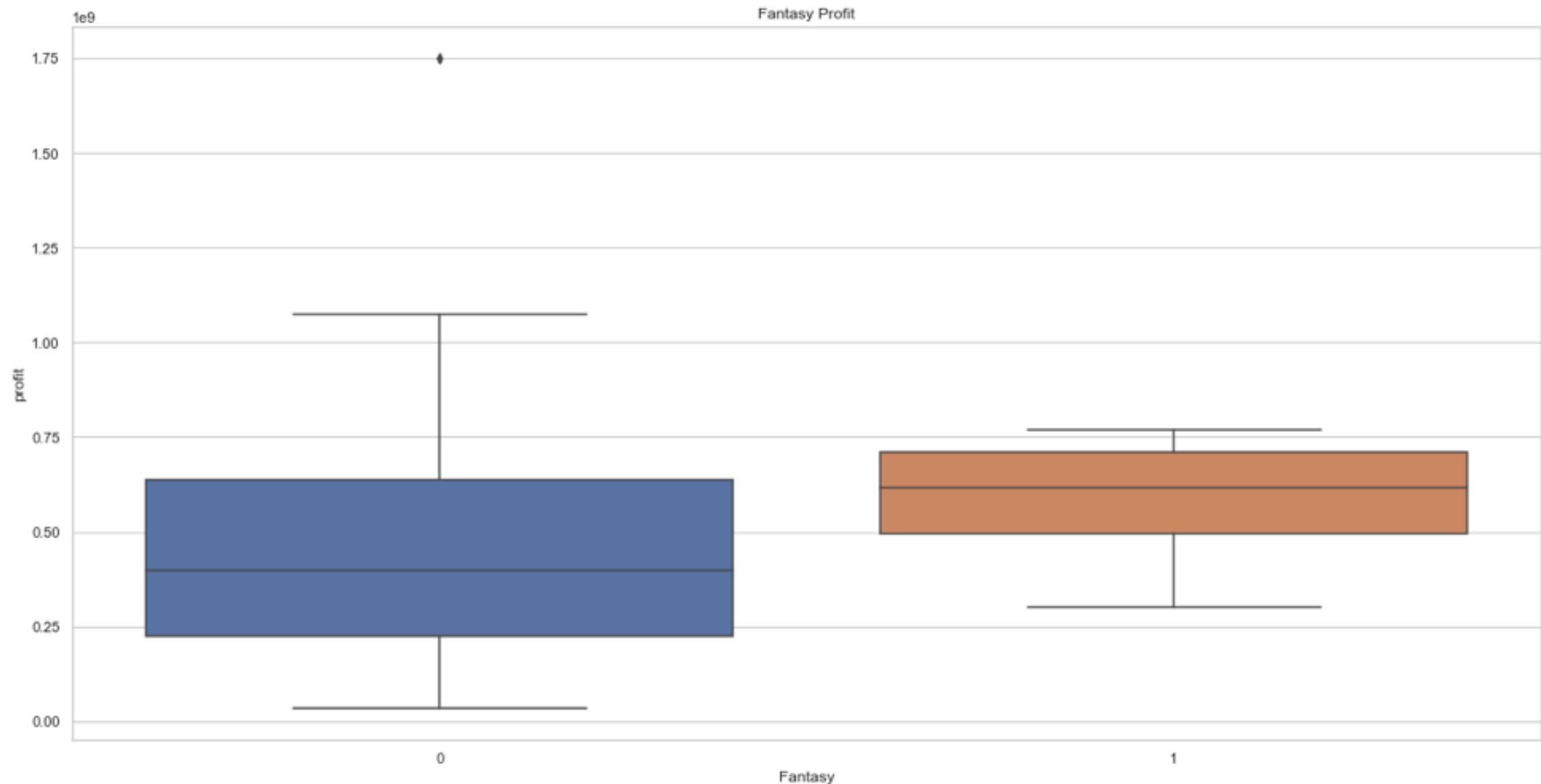
ADVENTURE GENRE PROFIT COMPARISON



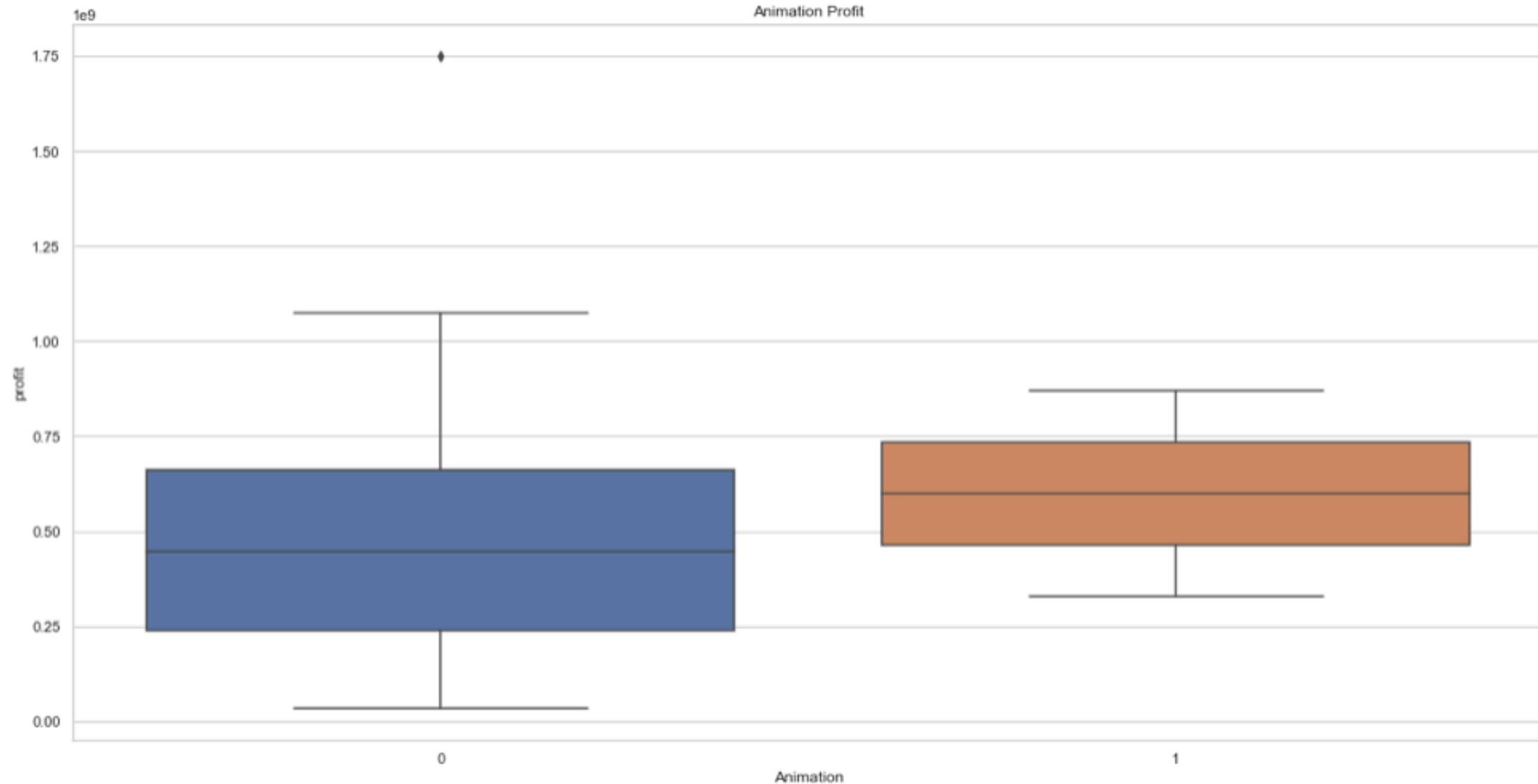
ACTION GENRE PROFIT COMPARISON



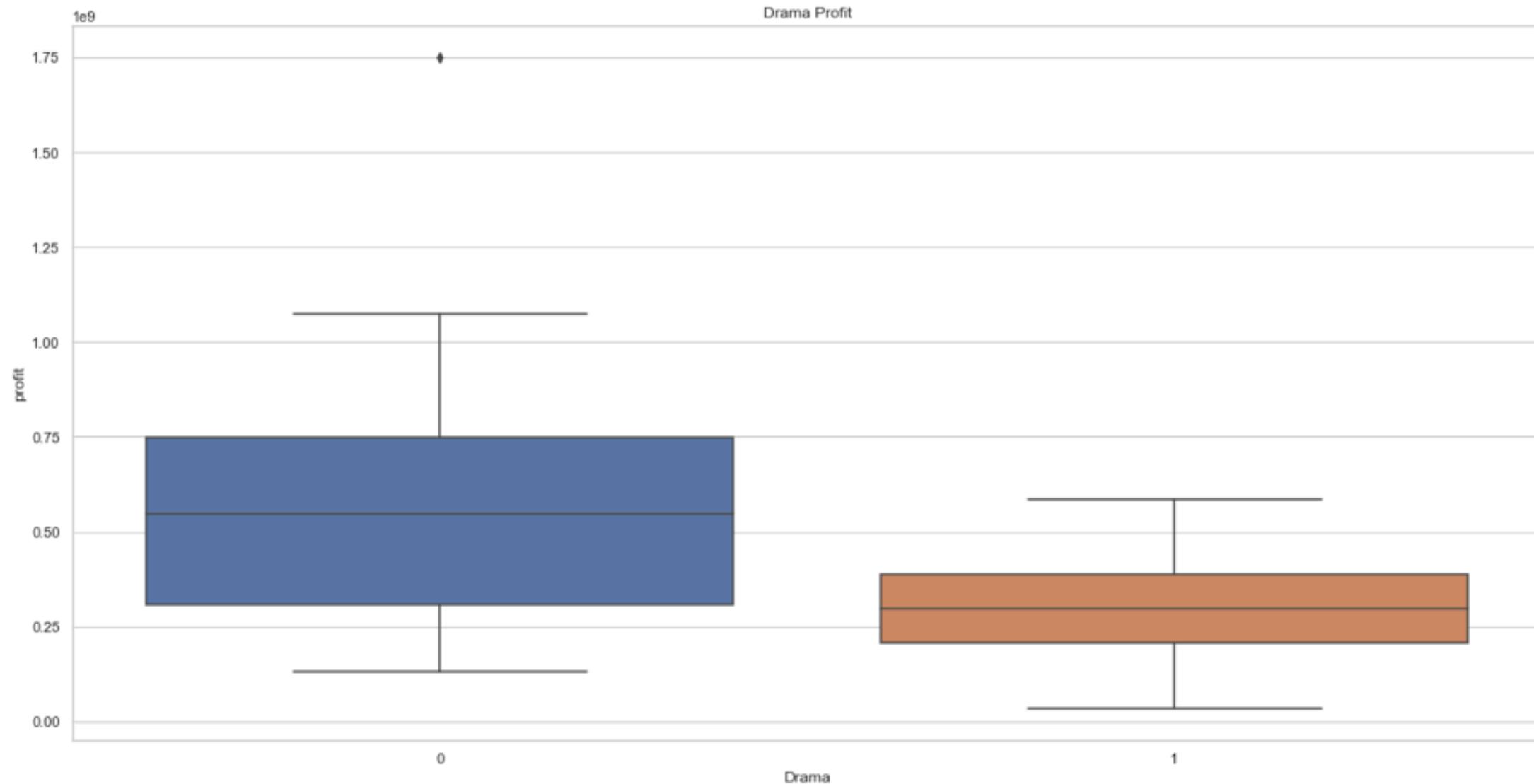
FANTASY GENRE PROFIT COMPARISON



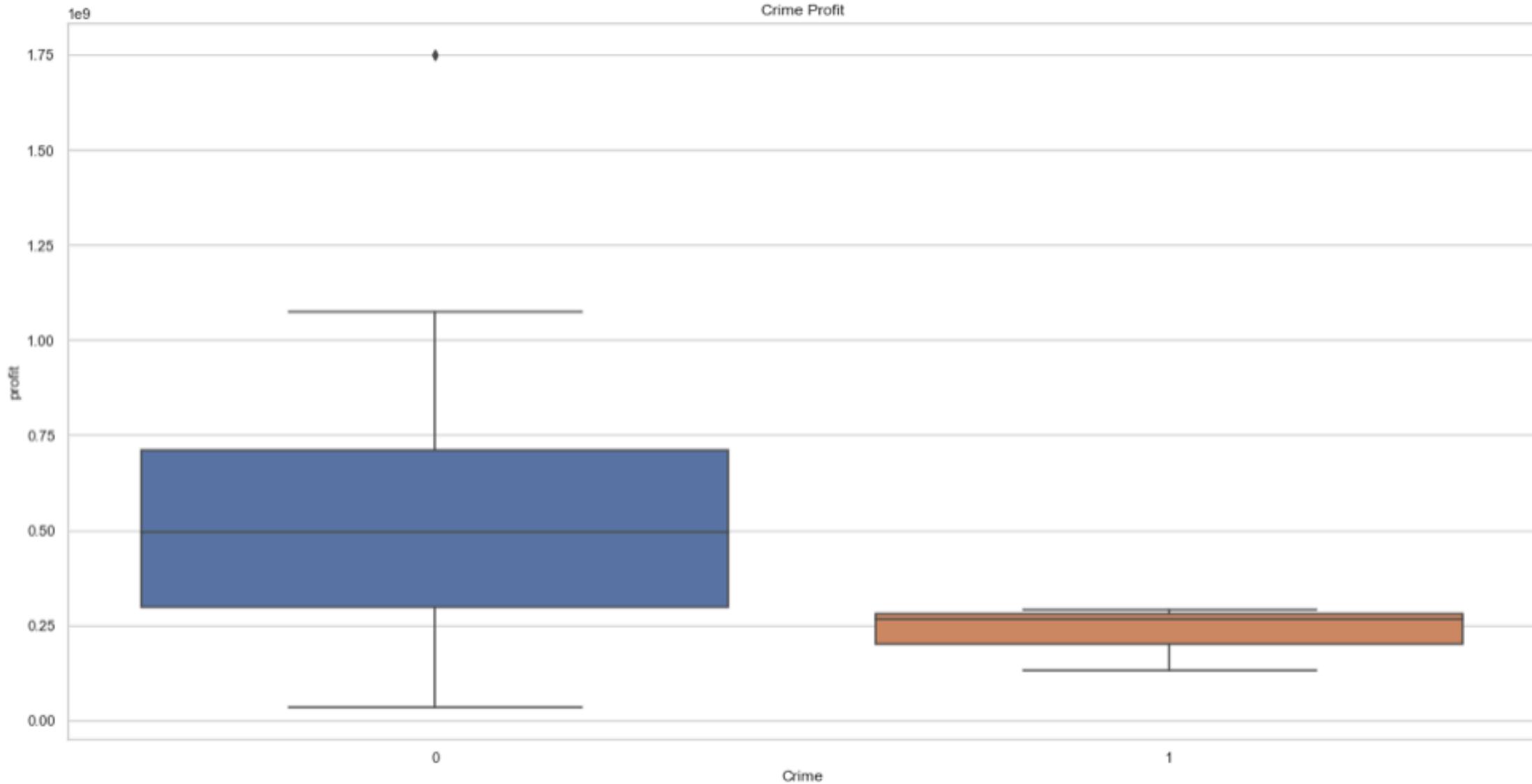
ANIMATION GENRE PROFIT COMPARISON



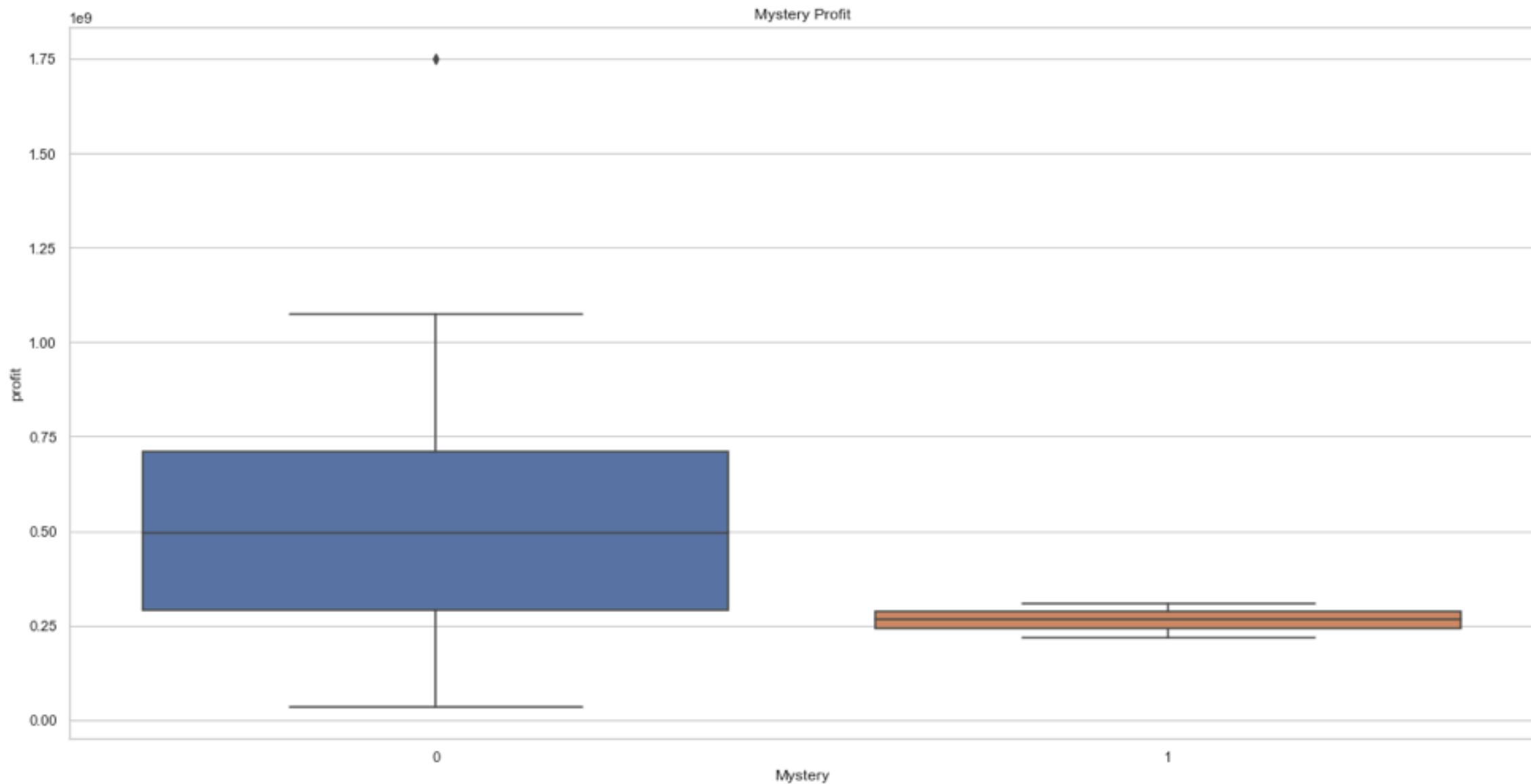
DRAMA GENRE PROFIT COMPARISON



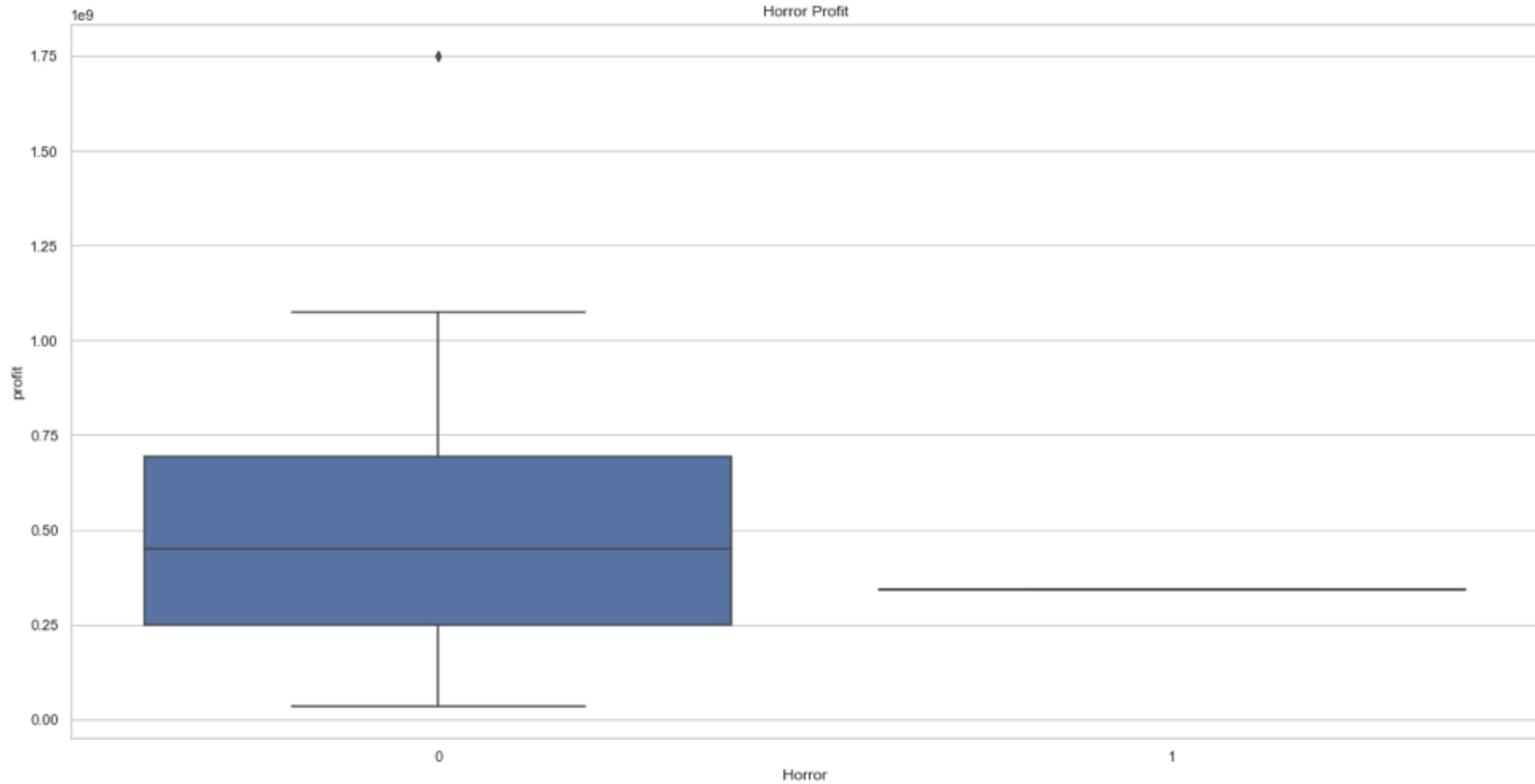
CRIME GENRE PROFIT COMPARISON



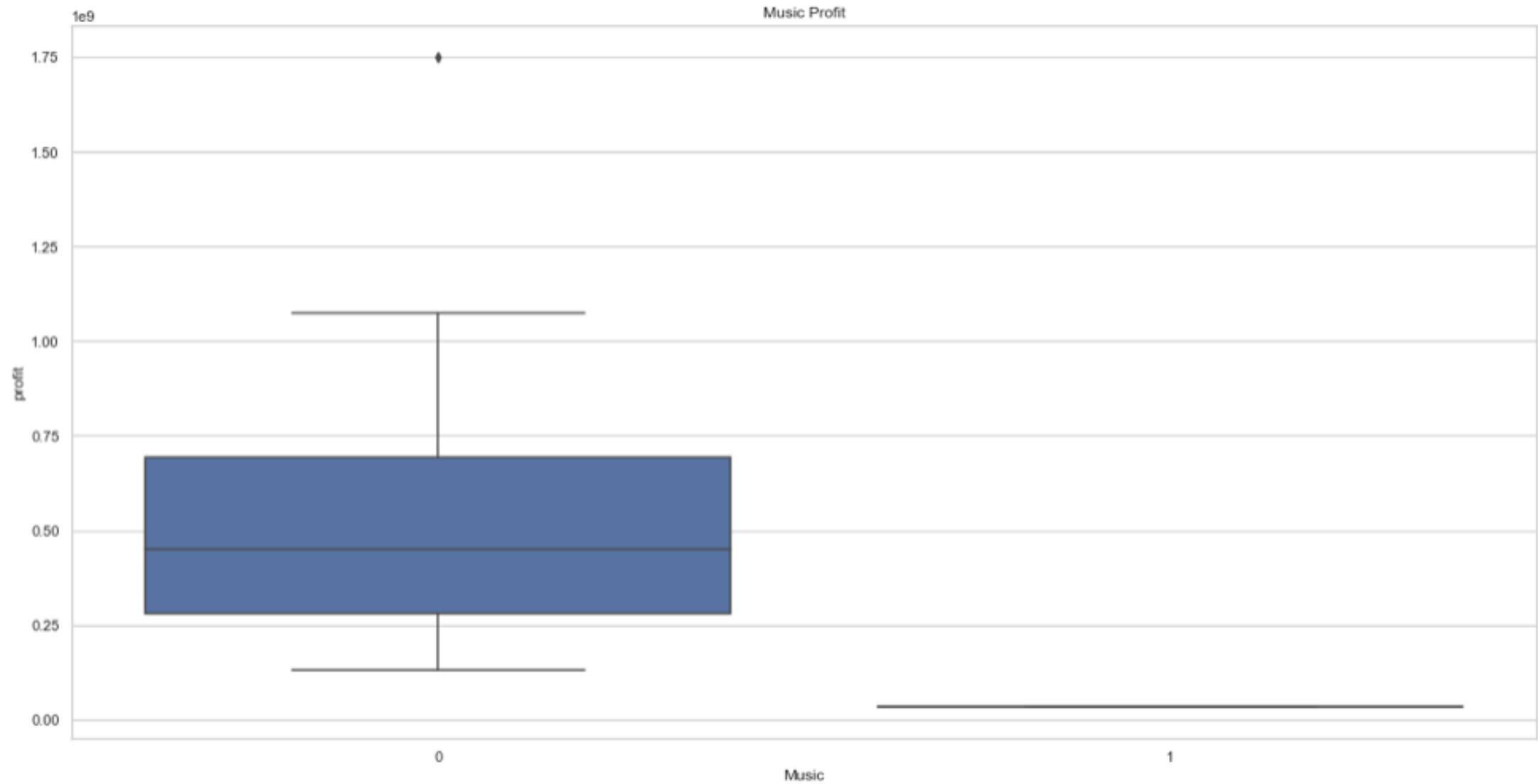
MYSTERY GENRE PROFIT COMPARISON



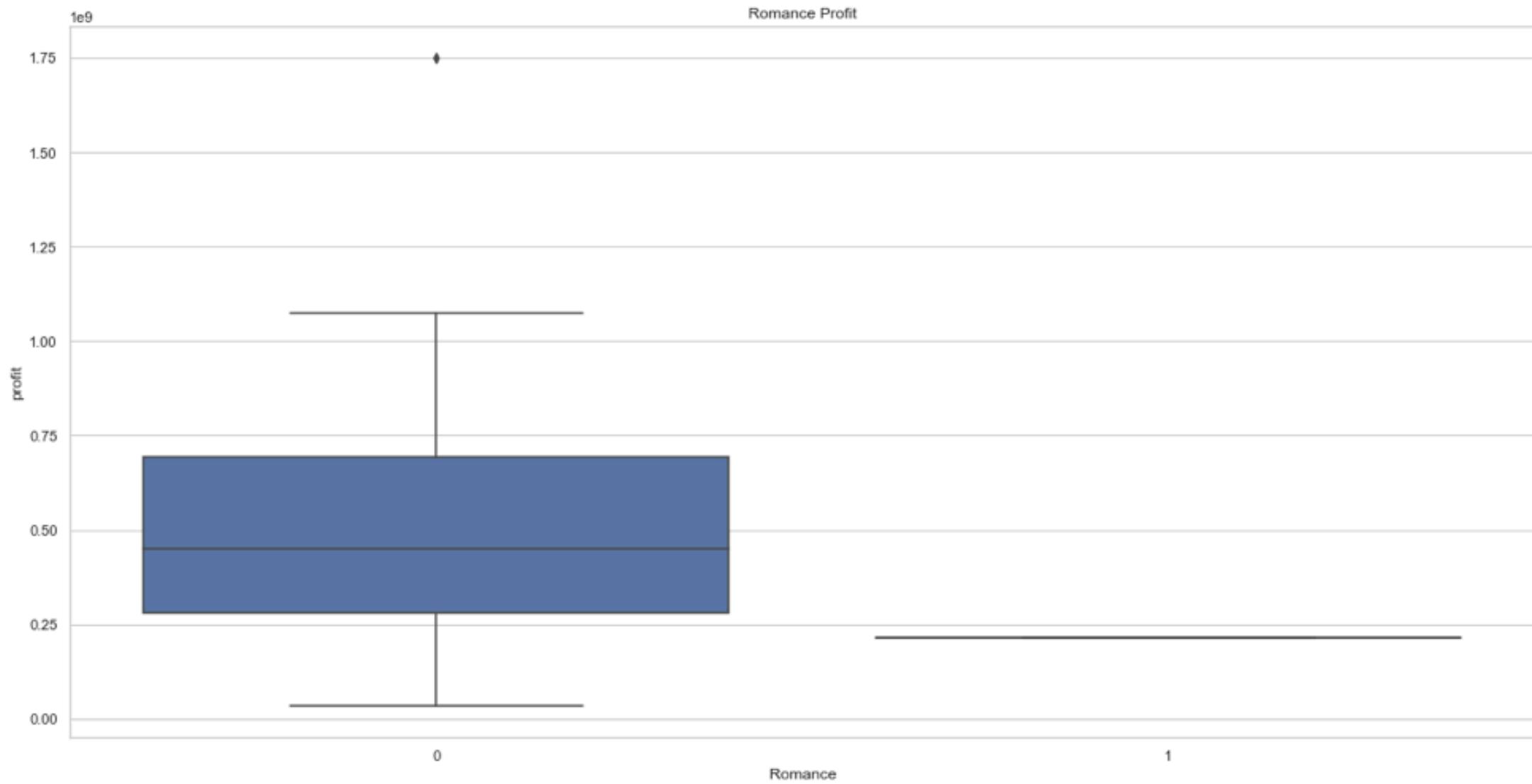
HORROR GENRE PROFIT COMPARISON



MUSIC GENRE PROFIT COMPARISON



ROMANCE GENRE PROFIT COMPARISON



BUSINESS RECOMMENDATIONS

1

Create films in the Action, Adventure, Fantasy, and Animation genres for higher profits. While avoiding films in the Romance, Drama, Crime, Horror, Music, and Mystery genres.

2

Specifically focus on the “Action, Adventure, Sci-Fi”, “Action, Adventure, Comedy”, and “Action, Adventure, Fantasy” sub-genres in order to optimize profits.

3

Create films in the sub-genres “Biography, Drama, Thriller” and “Drama, Mystery, Thriller” as an untapped market due to high popularity ranking.

THANK YOU!