NEW MOVIE STUDIO

Academy Xi

Phase 1 Project
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Summary

- Microsoft want to open a new movie studio
- Generated 3 key insights:
  - Highest grossing genre
  - Each genre's ability to generate profit
  - Average gross Vs average rating
- Recommendation:
  - Produce an adventure movie
  - Musicals have potential
  - Avoid war and westerns

Business Problem

Microsoft to open a new movie studio

Insights into movie success
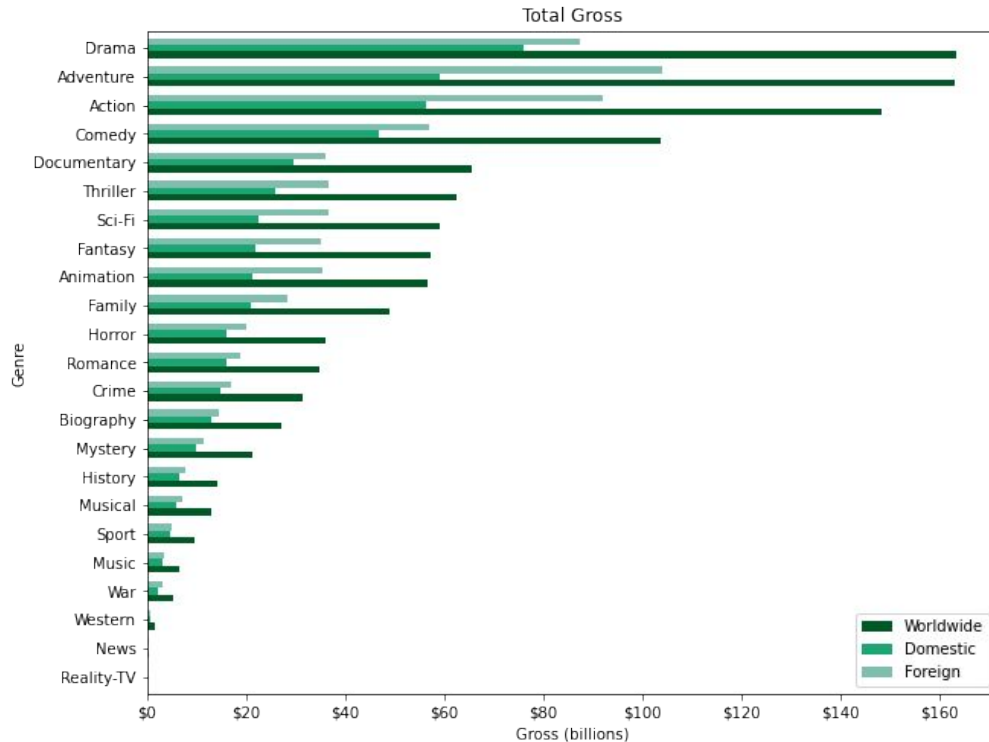
Short and long term profitability

Data

Key Characteristics

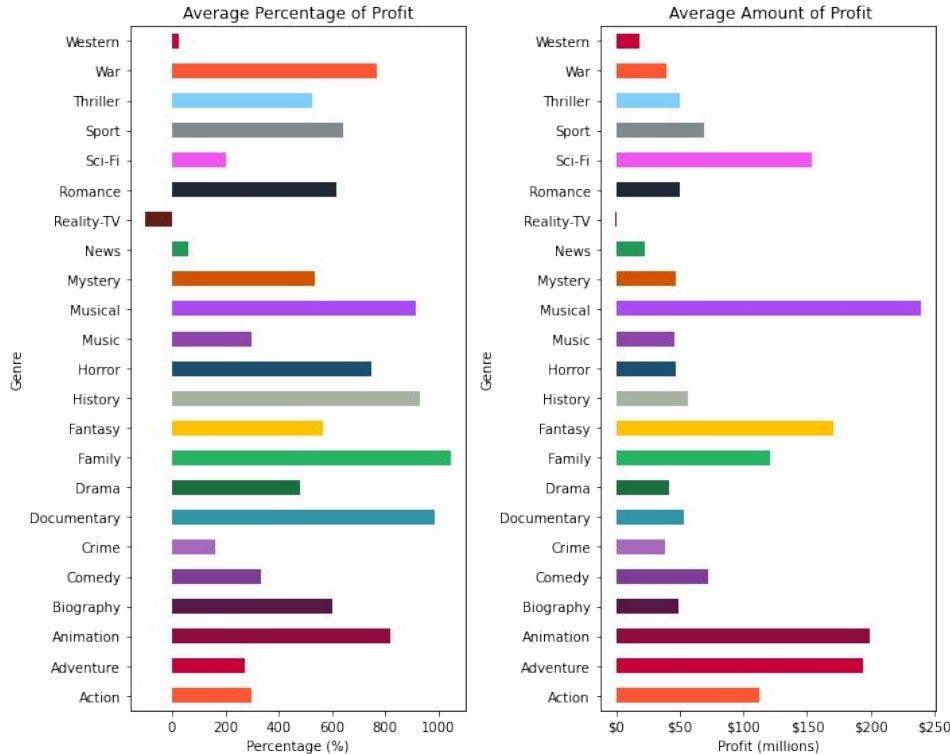- Gross Values (worldwide, domestic, foreign)
- Budget and profit
- Ratings

Insight 1 - Highest Grossing Genre

Total Gross

Top 3 performers:

- Drama
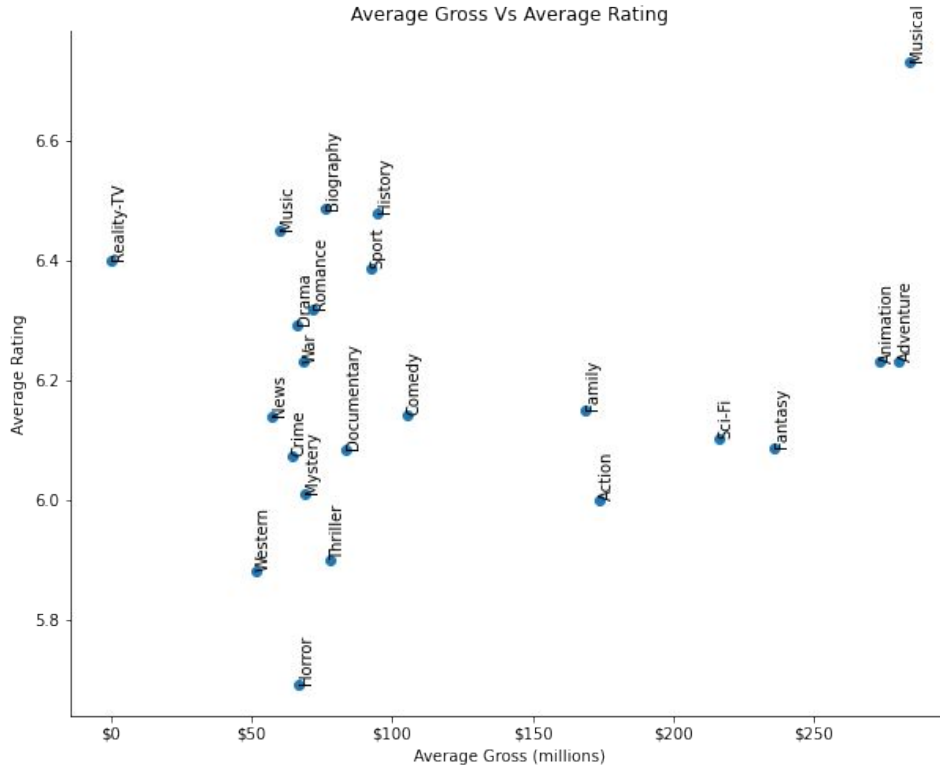- Adventure
- Action

Insight 2 - Ability to Generate Profit

Top 3 performers:

- Family
- Documentary
- Musical

And

- Musical
- Animation
- Adventure

Insight 3 - Average Gross Vs Average Rating

Average Gross Vs Average Rating

Top 3 performers:

- Musical
- Adventure
- Animation

Conclusions

Release an adventure movie!

Surprise: musicals have potential

Avoid: war and westerns

Further exploration:

- Covariance and correlation
- Timing of release

Thank You!

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