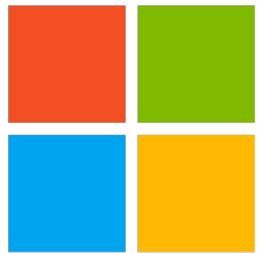


Microsoft Movie Analysis

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February 7th, 2022



Microsoft

Summary

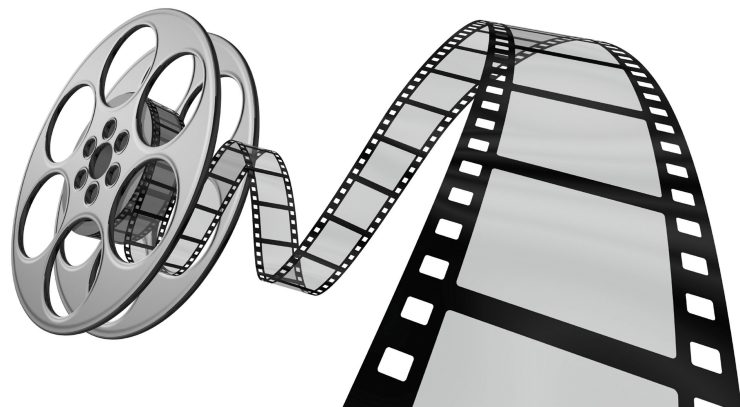
Descriptive analysis was conducted to discover the **top grossing genres, top grossing years, and top grossing studios**. The results were used for **recommendations**, and Microsoft Movie Studio can effectively utilize these recommendations to create **attractive, successful films**.

Outline

- Business Problem
- Data & Methods
- Results
- Conclusions

Business Problem

- New movie studio
- Study variables of top grossing films
- Provide effective recommendations

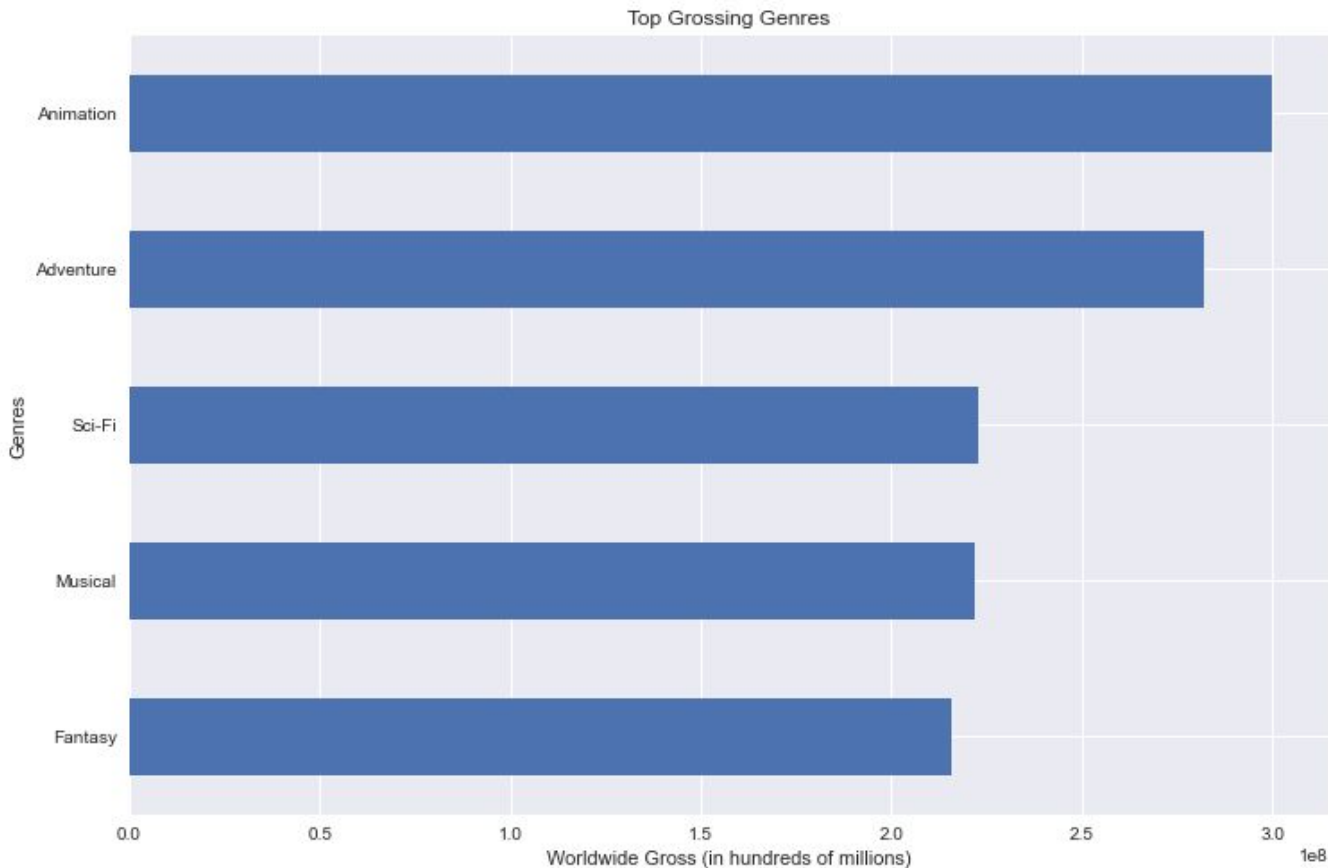


Data & Methods

- The data represented in this project were taken from the websites Box Office Mojo, IMDB, and The Numbers. The variables represented movie-related factors, such as **genre**, **year**, and **studio**.
- Given the target variable worldwide gross, I used each of these factors and **filtered** them to show the **top five worldwide grossing elements** of each.



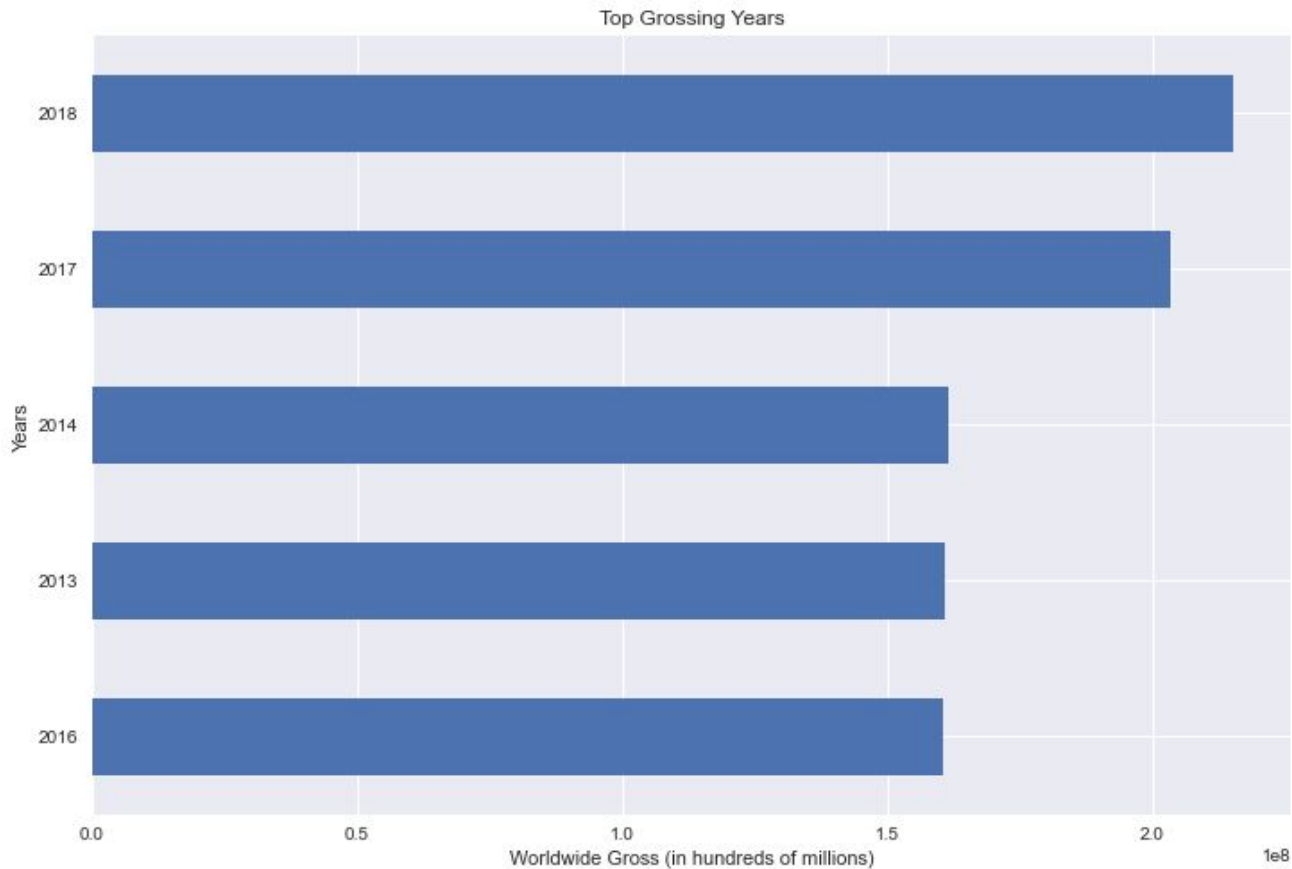
Results - Top Grossing Genres



Top Grossing Genres:

- Animation
- Adventure
- Sci-Fi
- Musical
- Fantasy

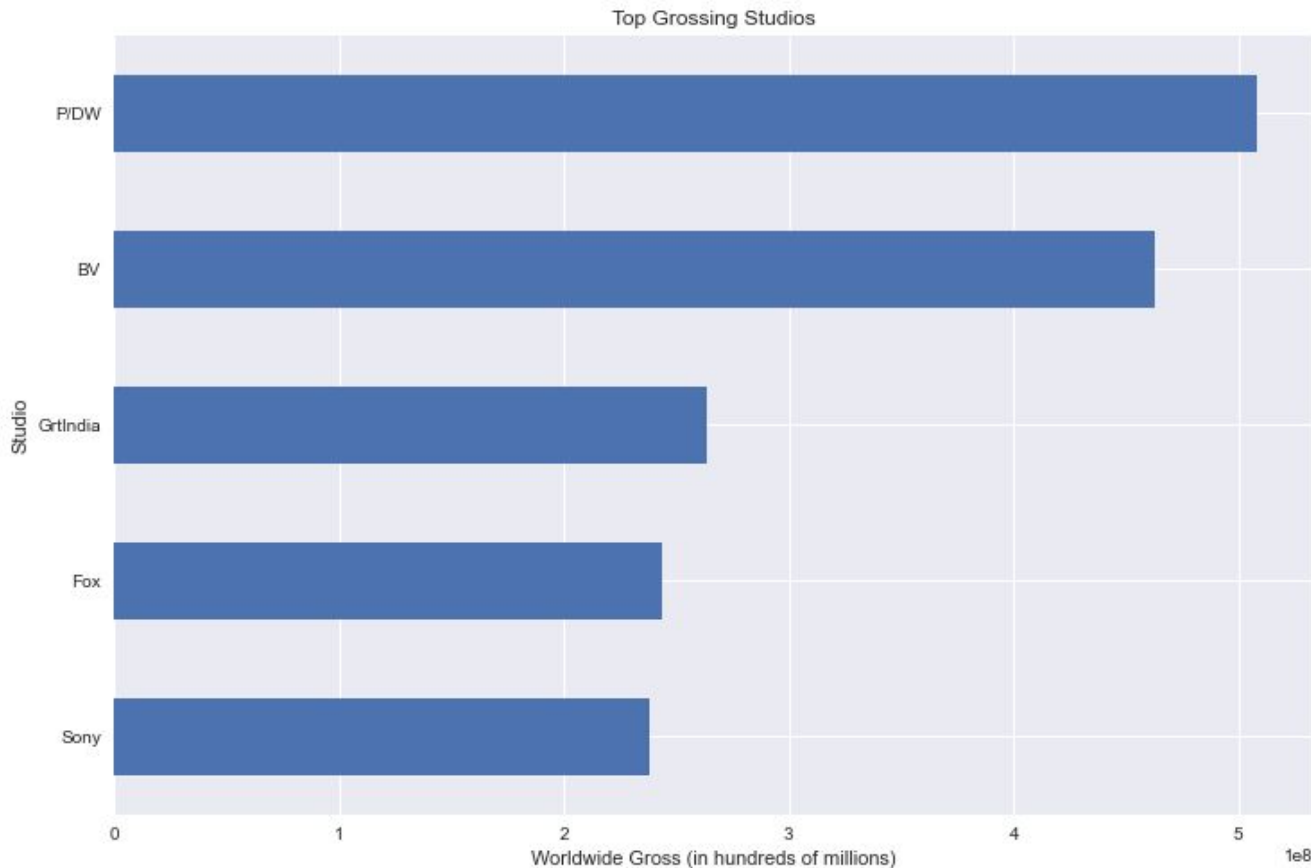
Results - Top Grossing Years



Top Grossing Years:

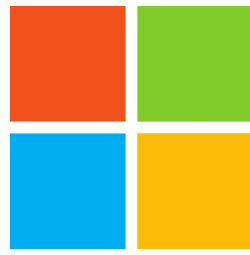
- 2018
- 2017
- 2014
- 2013
- 2016

Results - Top Grossing Studios



Top Grossing Studios:

- P/DW (Paramount/ DreamWorks)
- BV (Buena Vista)
- GrtIndia
- Fox
- Sony



Conclusion

- Create movies that are either animations, adventures, sci-fi's, musicals, or fantasies
- Study top movies from the years 2018, 2017, 2014, 2013, and 2016
- Build partnerships with studios such as P/DW, BV, GrtIndia, Fox, and Sony

Next Steps

- Exploring other movie-related variables (i.e. directors, actors/actresses)
- Projecting Microsoft Movie Studio's success in the coming years
- Start developing films!



THANK YOU!

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