

# Movie Analysis for Microsoft

# Business Problem

Microsoft wants to create original video content and are going to create a movie studio.

They are looking for recommendations about what types of films are doing well at the box office in order to decide what types of movies to make.

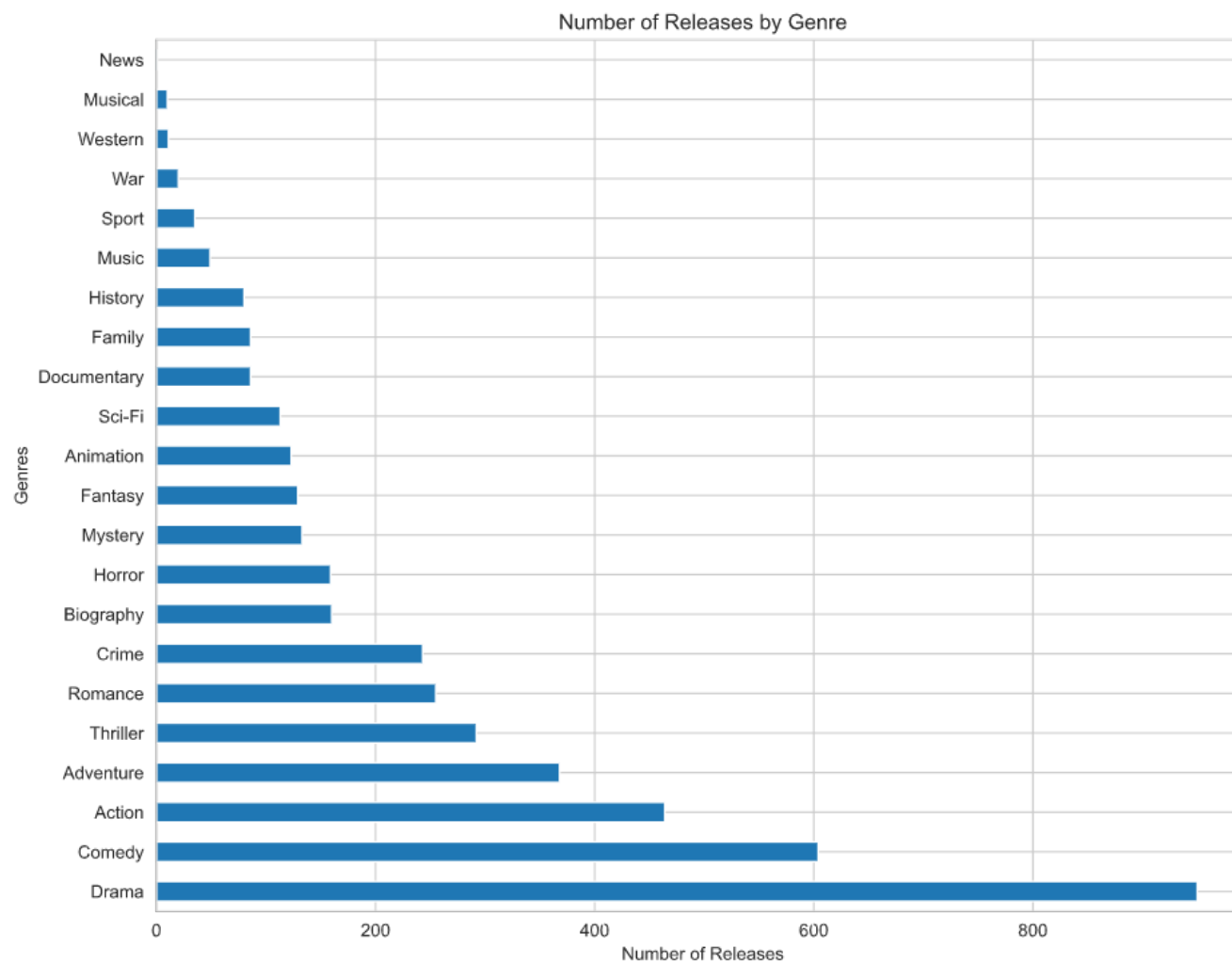
# Business Recommendations

- 1) Drama, Action, Comedy, and Adventure movies should receive the most investment for production because they are extremely popular at the box office.
- 2) While competitors are also focused on releasing Drama, Action, Comedy, and Adventure movies, the popularity of these genres is high enough that revenues should not suffer due to market competition.
- 3) Higher production budgets tend to result in higher revenues, although this is not always and is subject to outside factors.

# Data Used

The data that was analyzed came from datasets from IMDB  
and Box Office Mojo.

# Total number of Releases by Genres



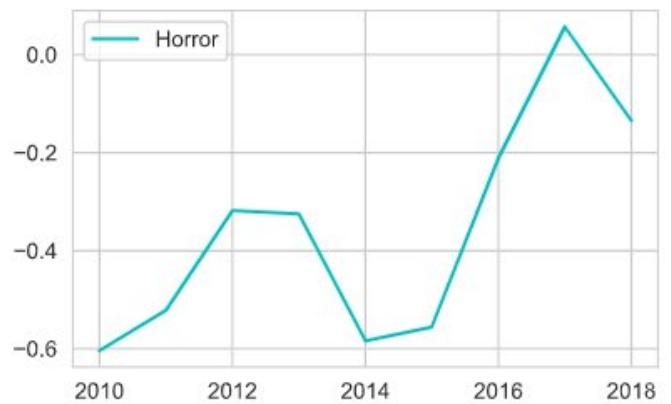
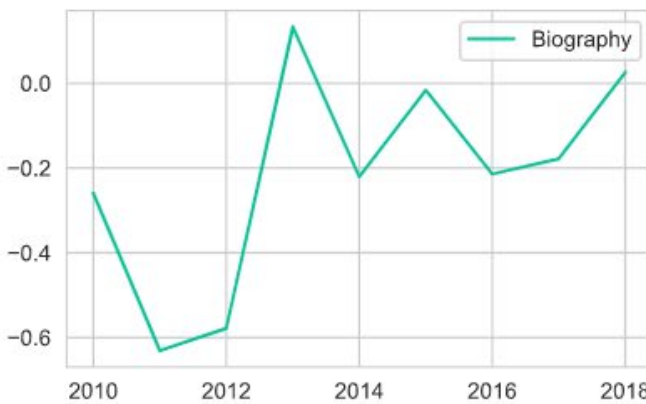
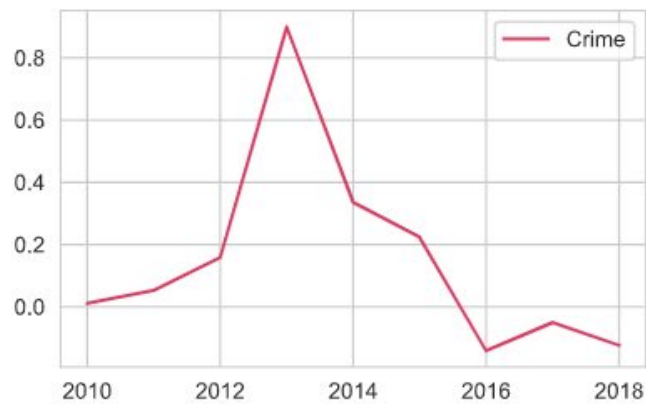
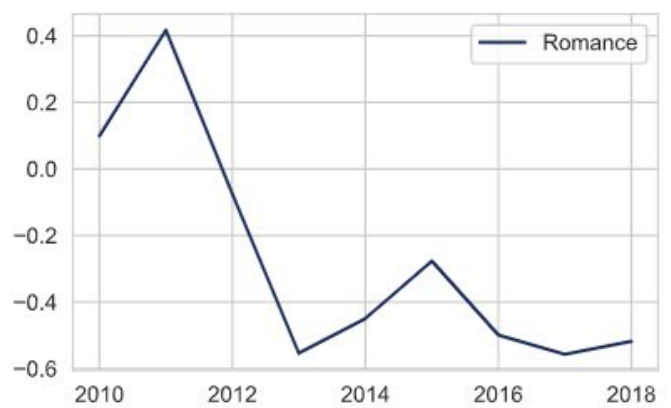
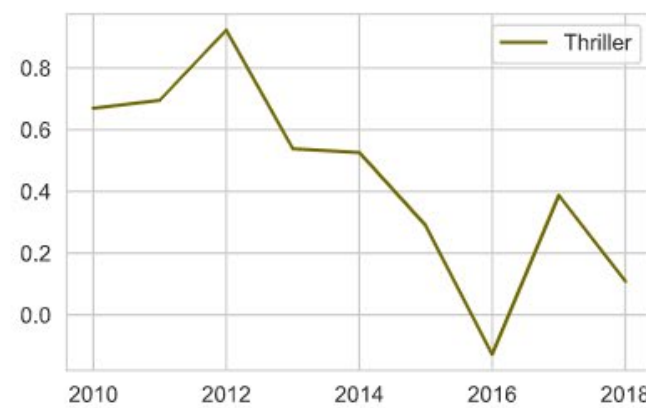
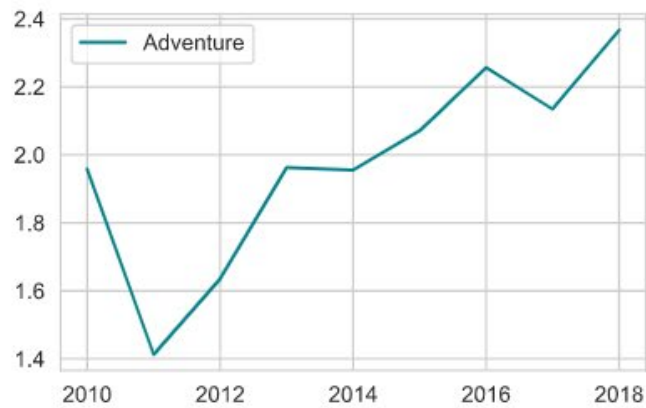
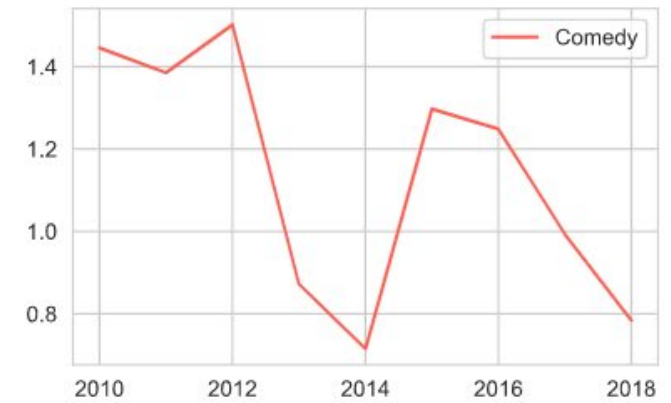
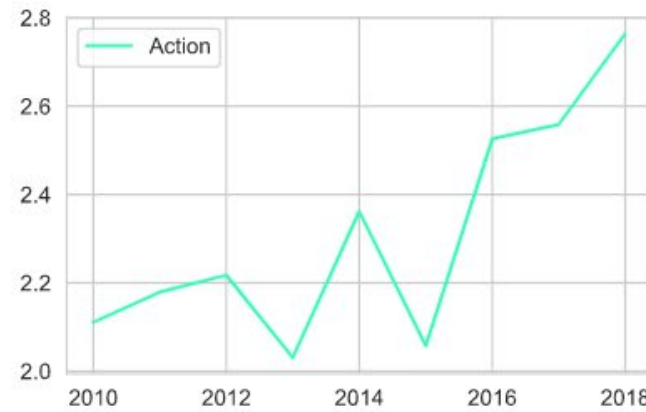


# Total Revenues by Genre

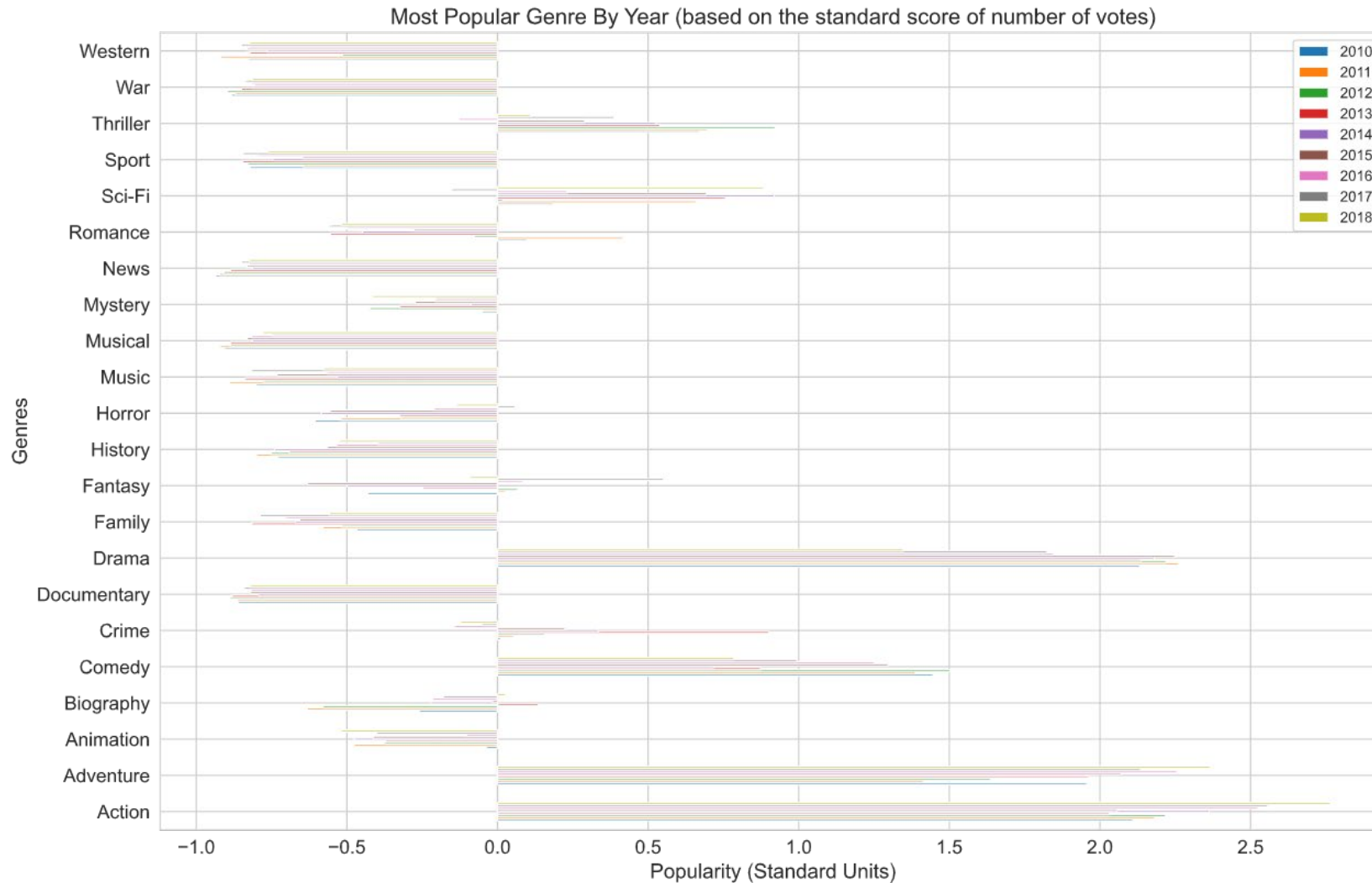
Total Gross Revenue for the Top 9 Genres (by year)



## Genre Popularity By Year (based on the Top 9 Genres in Total Gross)



# Most Popular Genre by Year



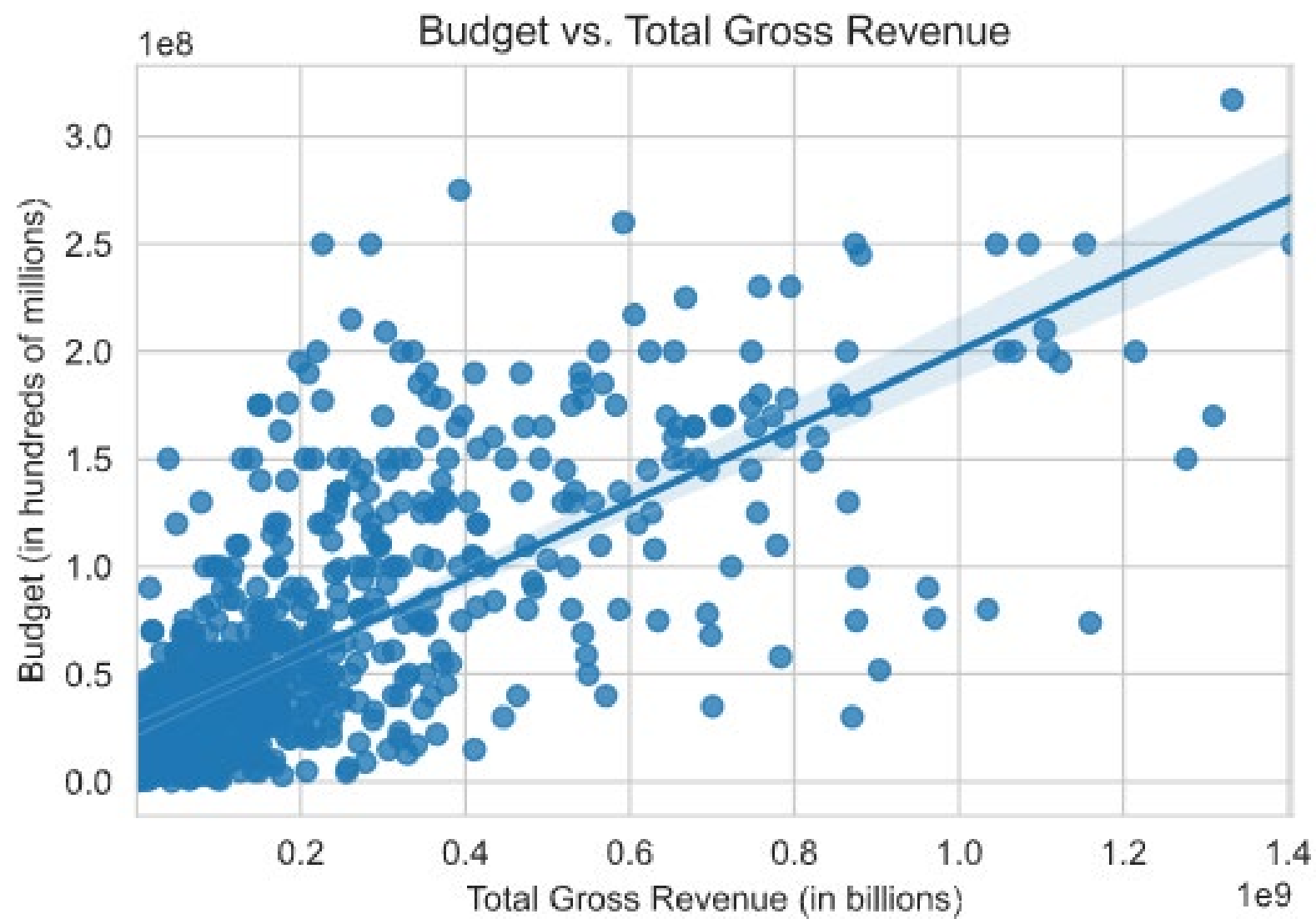




Total Gross Revenue for the Top 9 Genres (by year)

Genre Popularity By Year (based on the Top 9 Genres in Total Gross)





# Next Steps

- The datasets that were used only cover the period from 2010-2018. More recent data would be helpful to determine current trends.
- Additional data on streaming services would be helpful since there has been an increase in popularity of services like Netflix, Amazon Prime, and releases that are exclusive to those platforms that may impact box revenues.
- Many movie theaters closed due to COVID-19, so the future of box office revenues is unclear until more data is known about movie revenues after theaters reopen.

