



Movie Analysis for Microsoft

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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.

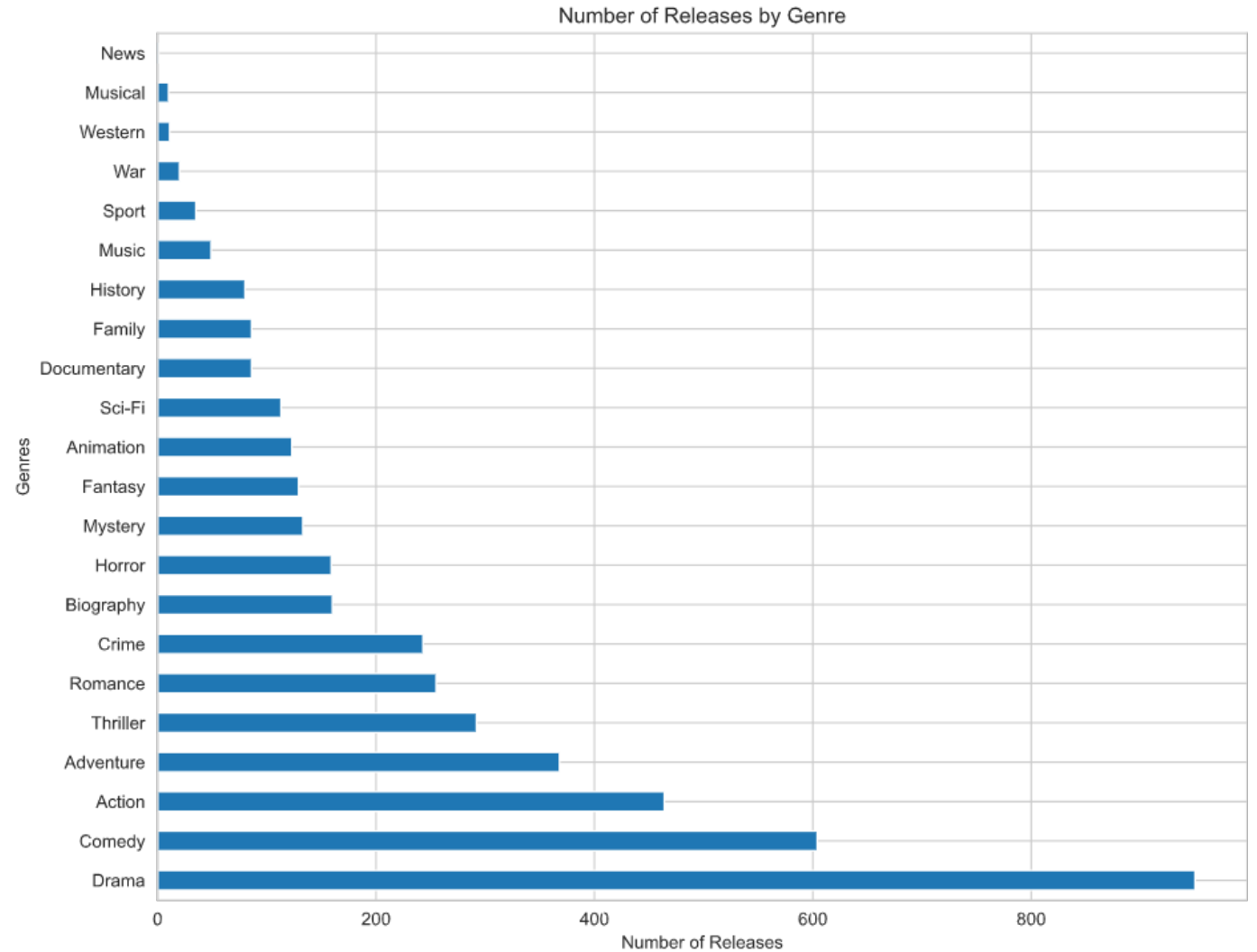
Data Used

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

These were datasets that were prepared and provided by the websites.

Approximately 3,000 movies were analyzed, and all movies analyzed were released between 2010-2018.

Total number of Releases by Genres



Total Revenues by Genre

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

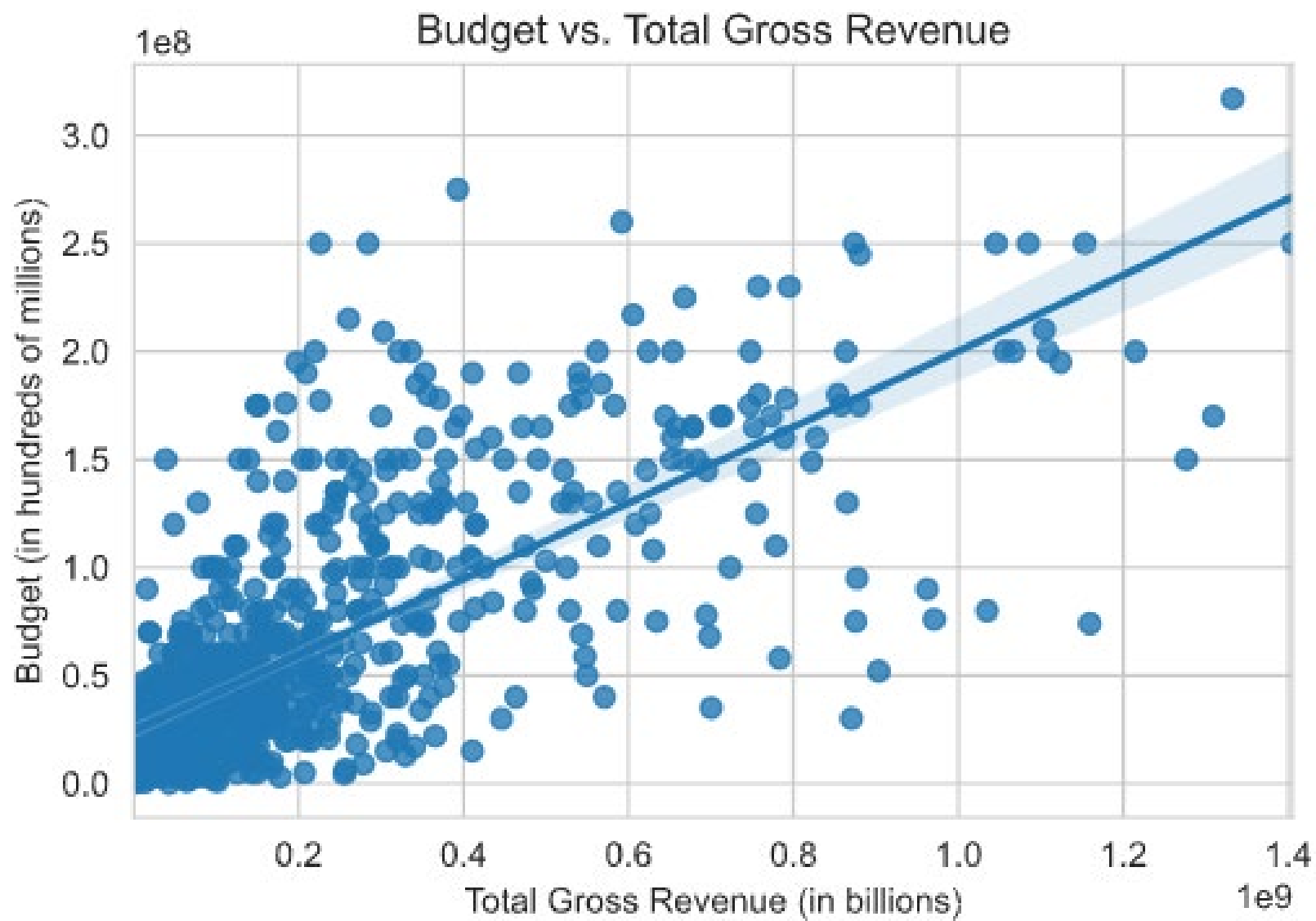


Genre Popularity By Year



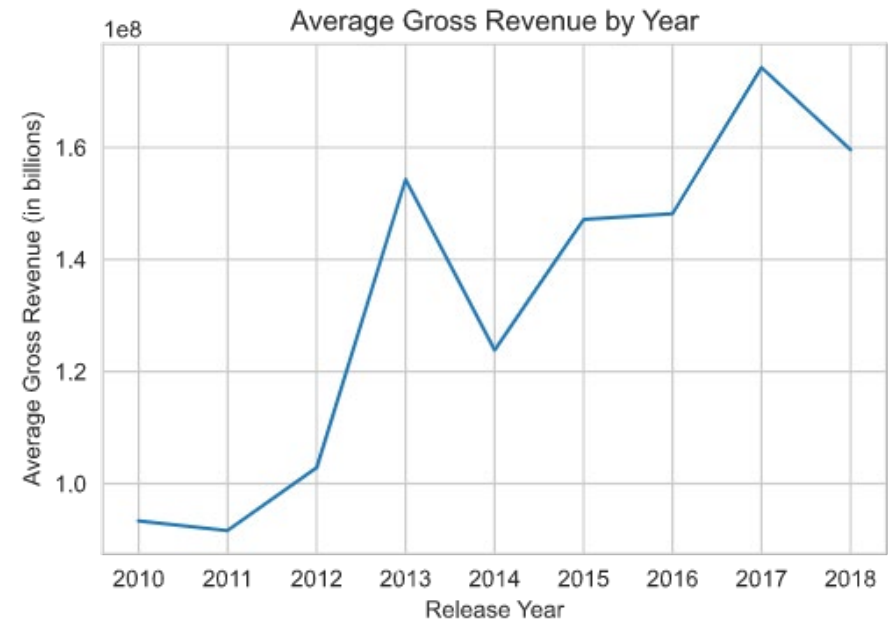
Total Gross Revenue for the Top 9 Genres (by year)





Next Steps

- The datasets that were used only cover the period from 2010-2018. More recent data from 2019-2021 would be helpful to determine up-to-date trends.
- Additional analyses on streaming services would be helpful since there has been an increase in popularity of services like Netflix, Amazon Prime, and movie studios are releasing movies that are exclusive to those platforms which could affect box office performance.
- Many movie theaters were closed in 2020 and in early 2021 due to COVID-19, so the future of box office revenues is unclear until more data is known about movie revenues after most movie theaters have reopened.





Thank you!