Microsoft Film Industry Analysis

Analysi: Analysis for Microsoft towards break into the Film Production Industry

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Overview

- Microsoft wants to participate in the fun of all the large firms producing original video content. They've made the decision to start a new film production company, but they have no experience. You have to find out what kinds of movies are currently performing the best at the box office. The next step is to transform your results into practical knowledge that the head of Microsoft's new film division may use to determine the kind of movies to make.

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Where the data is collected from

Data are movie datasets from:

- Box Office Mojo

- IMDB

- Rotten Tomatoes

- TheMovieDB

- The Numbers

Proposed deliverables

01 *LENGTH OF MOVIE*

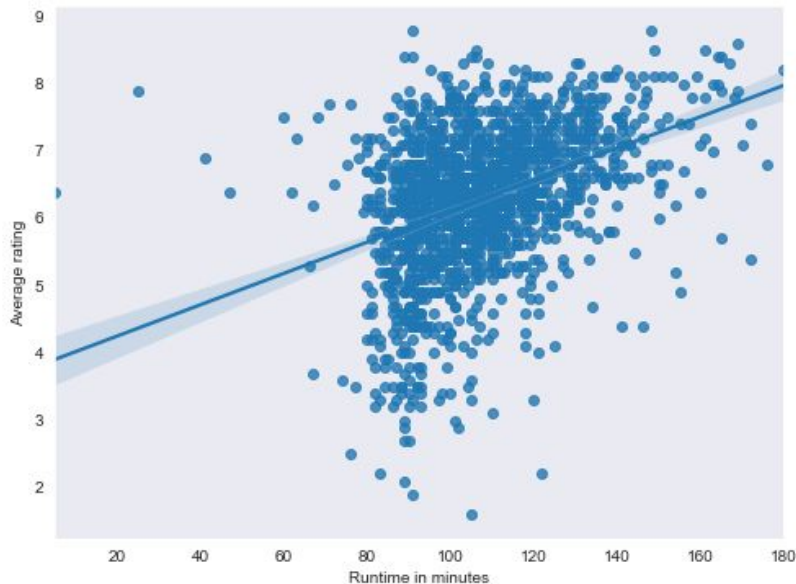Optimal length of movies

02 *TOP GENRES WITH THE HIGHEST RATING*

Top 5 genres with the highest audience rating

03 *HIGHEST RETURN ON INVESTMENT*

Top genres with the highest return on investment

OPTIMAL LENGTH OF MOVIES

80 - 120 minutes
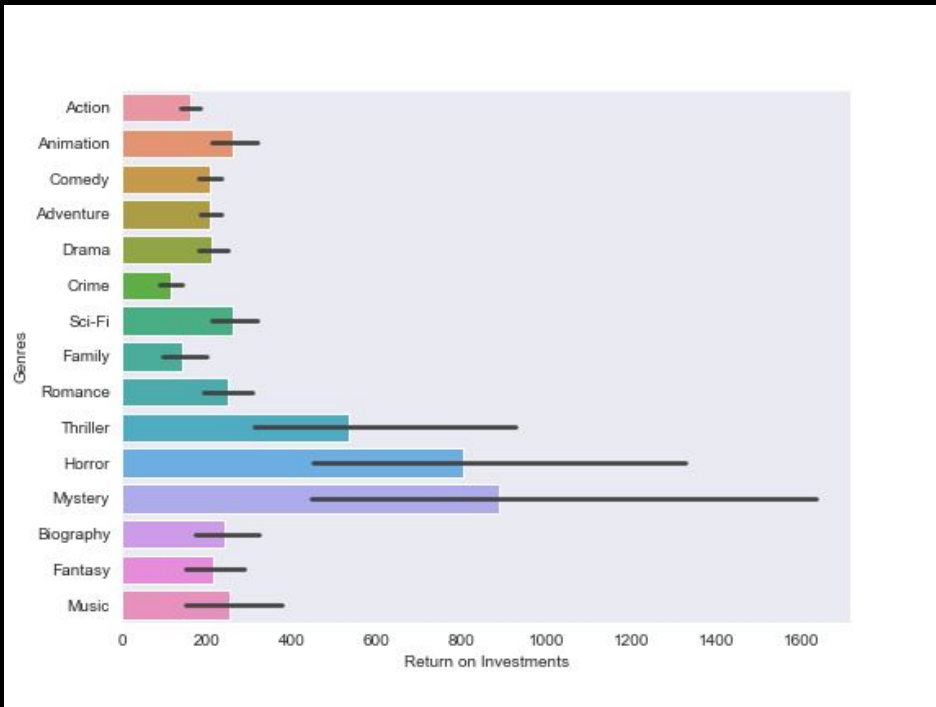
There is a relation between duration of movie and consumer rating
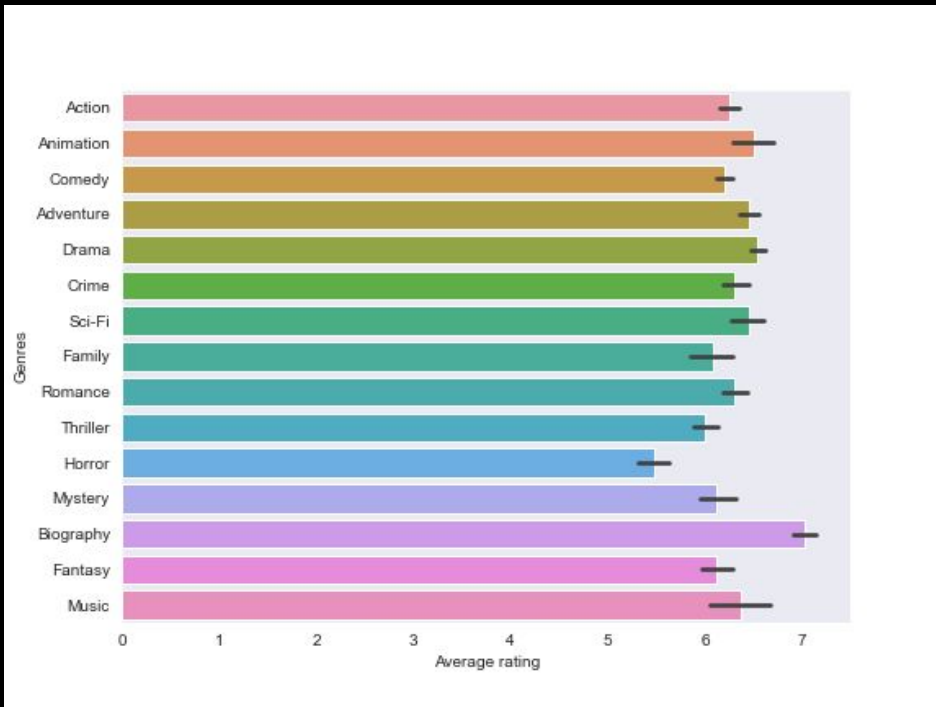
The graph shows that consumers probably lost interest in long movies.

GENRES WITH HIGHEST ROI

1. Mystery
2. Horror
3. Thriller
4. Music
5. Animation

TABLE READ MEETING INFOGRAPHICS

1. Biography
2. Animation
3. Drama
4. Sci-fi
5. Romance

CONCLUSION

CHARACTERS FEATURES

METRIC	
OPTIMAL LENGTH OF MOVIES	80 - 120 minutes
TOP RATED GENRES	Mystery, Horror, Thriller, Music, Animation
GENRES WITH HIGH ROI	Biography, Animation, Drama, Sci-fi, Romance