



# 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.



# Where the data is collected from

Data are movie datasets from:

- Box Office Mojo
- IMDB
- Rotten Tomatoes
- TheMovieDB
- The Numbers

**Box Office Mojo**  
by IMDbPro



**Rotten  
Tomatoes®**





# Proposed deliverables

## **01** *LENGTH OF MOVIE*

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Optimal length of movies

## **02** *TOP GENRES WITH THE HIGHEST RATING*

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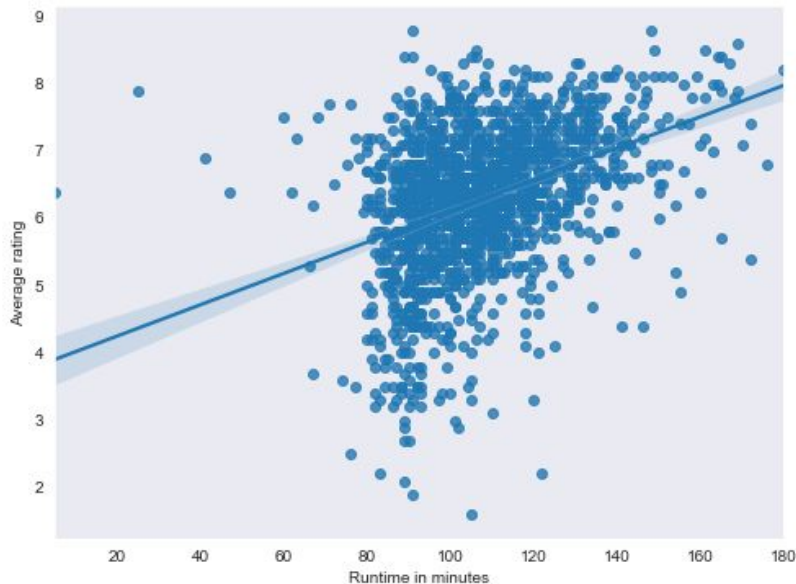
Top 5 genres with the highest audience rating

## **03** *HIGHEST RETURN ON INVESTMENT*

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Top genres with the highest return on investment

# OPTIMAL LENGTH OF MOVIES



80 – 120 minutes

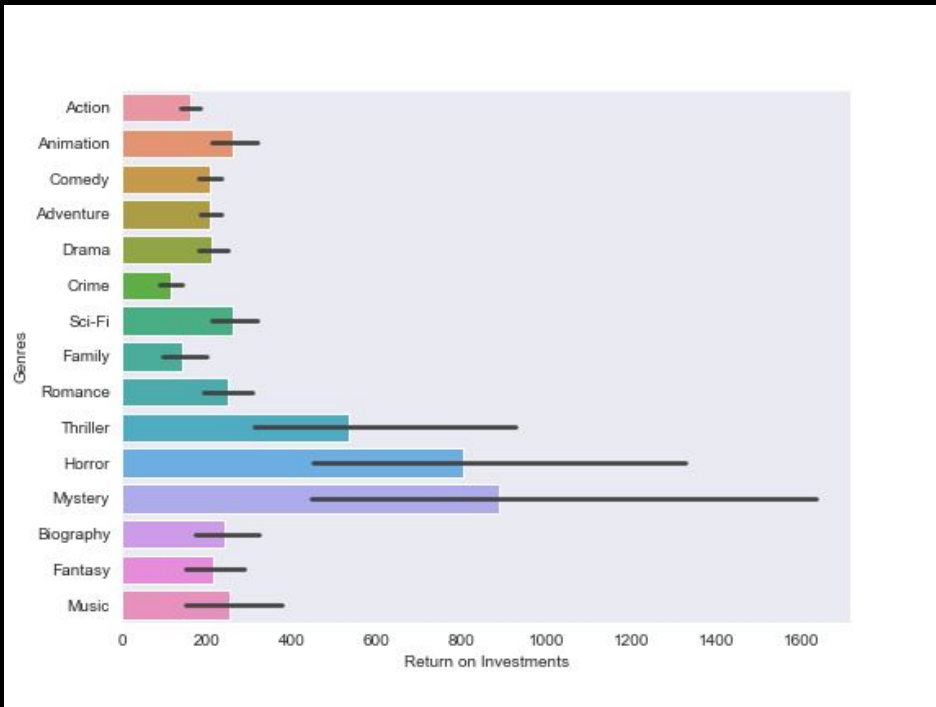
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There is a relation between duration of movie and consumer rating

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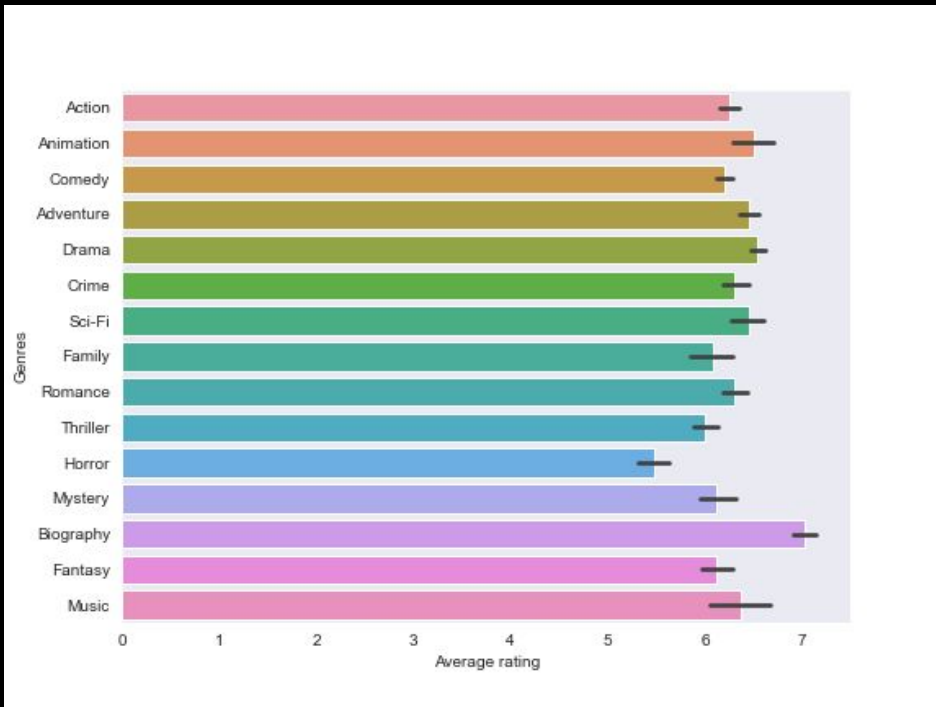
The graph shows that consumers probably lost interest in long movies.

# 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

## METRIC

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OPTIMAL LENGTH OF MOVIES

80 - 120 minutes

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TOP RATED GENRES

Mystery, Horror, Thriller, Music, Animation

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GENRES WITH HIGH ROI

Biography, Animation, Drama, Sci-fi,  
Romance

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