

Microsoft

# Profitable Microsoft Studios Analysis

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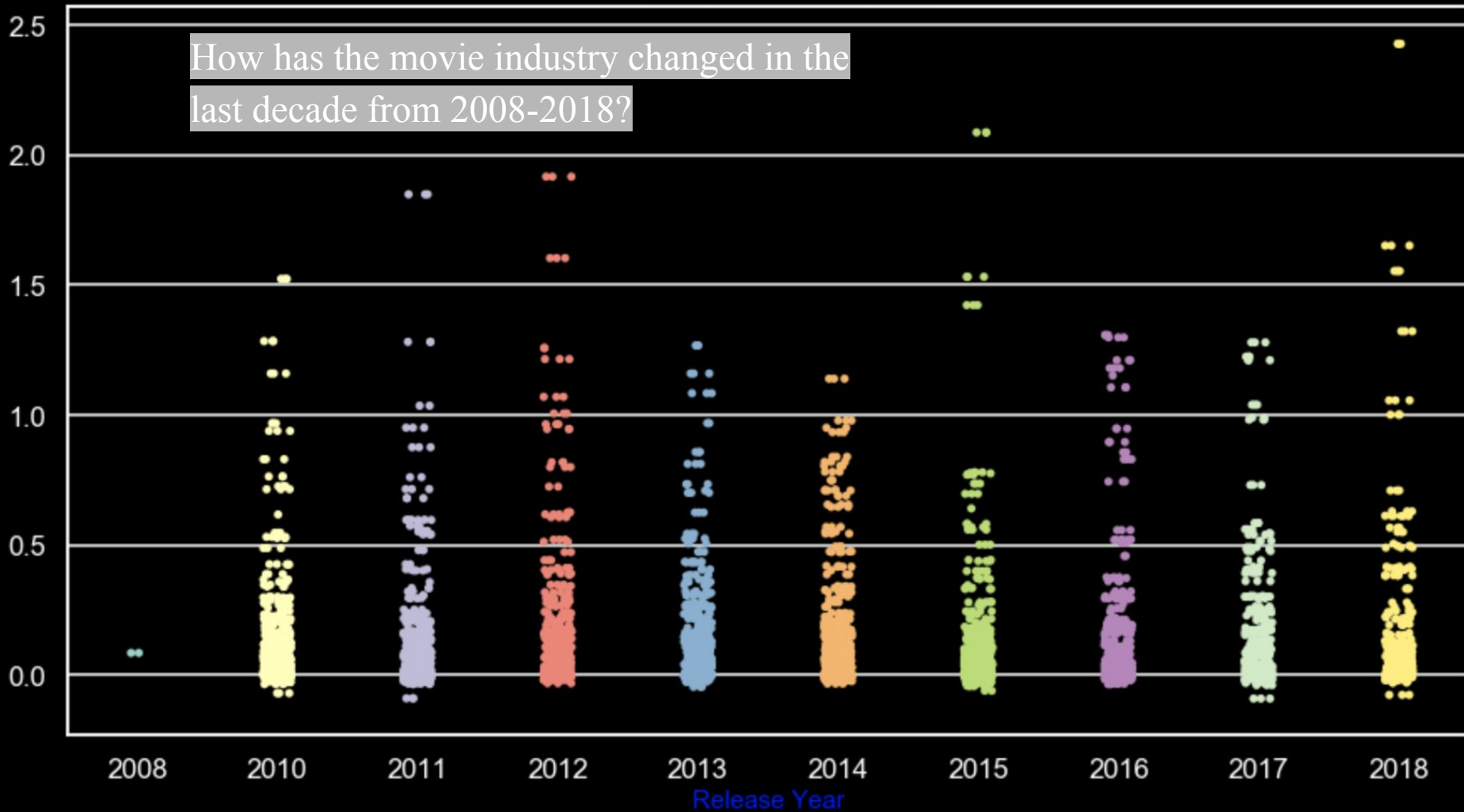
# Important Questions

- 1- How has the movie industry changed in the last decade from 2008-2018?
- 2- What production budget range is more profitable for movies?
- 3- Which season is the most profitable?
- 4- What are the most successful genres?
- 5- Which genre is the most profitable for each season?
- 6- Does the runtime have any effect on the popularity of the genre?

Profit vs Release Year

How has the movie industry changed in the last decade from 2008-2018?

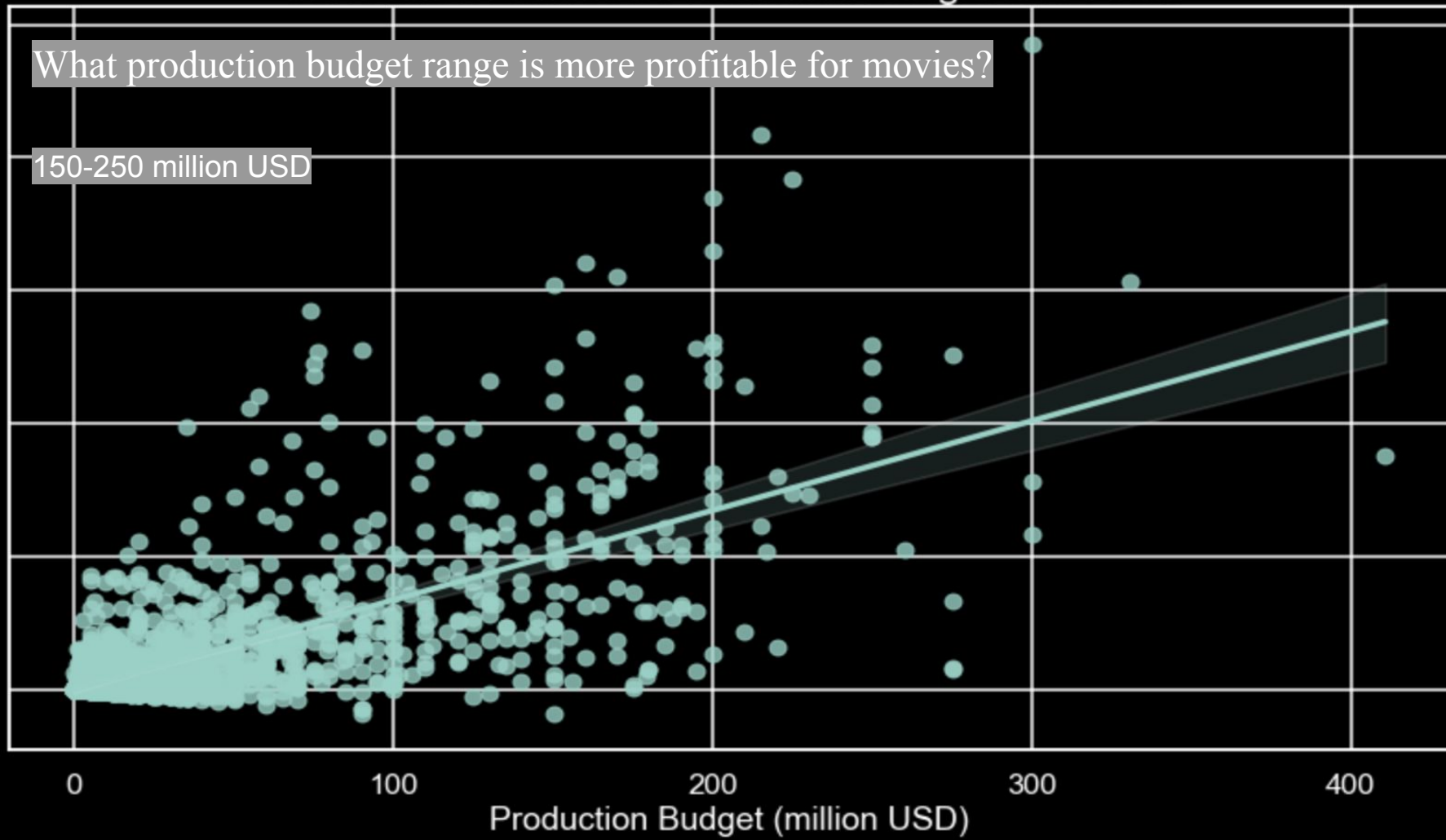
Profit (billion USD)



# Correlation Between Production Budget and Profit

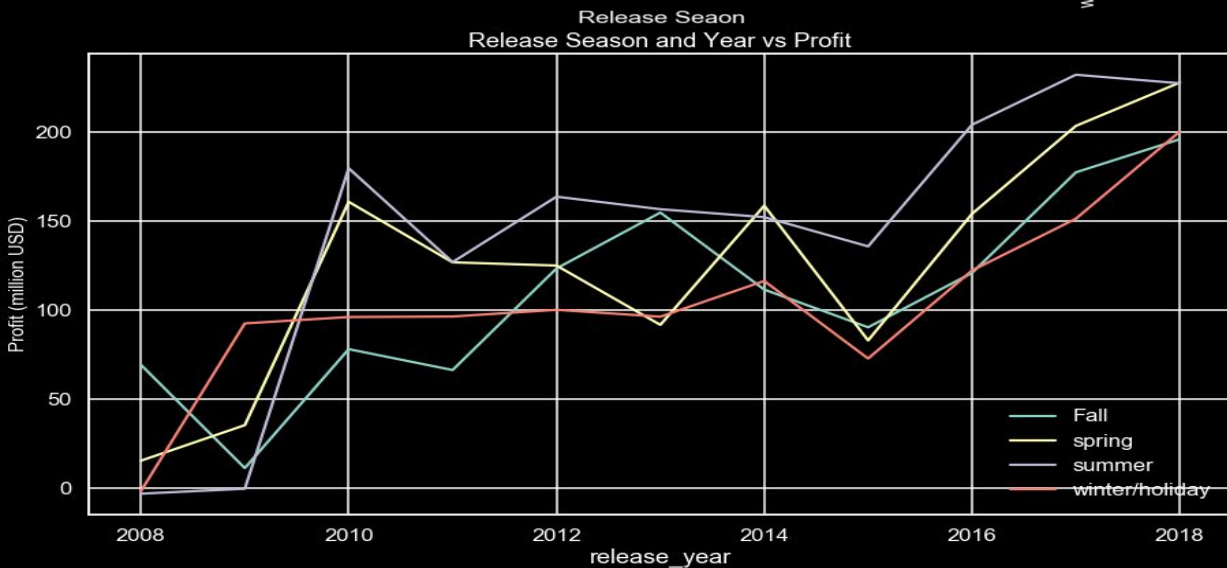
What production budget range is more profitable for movies?

150-250 million USD



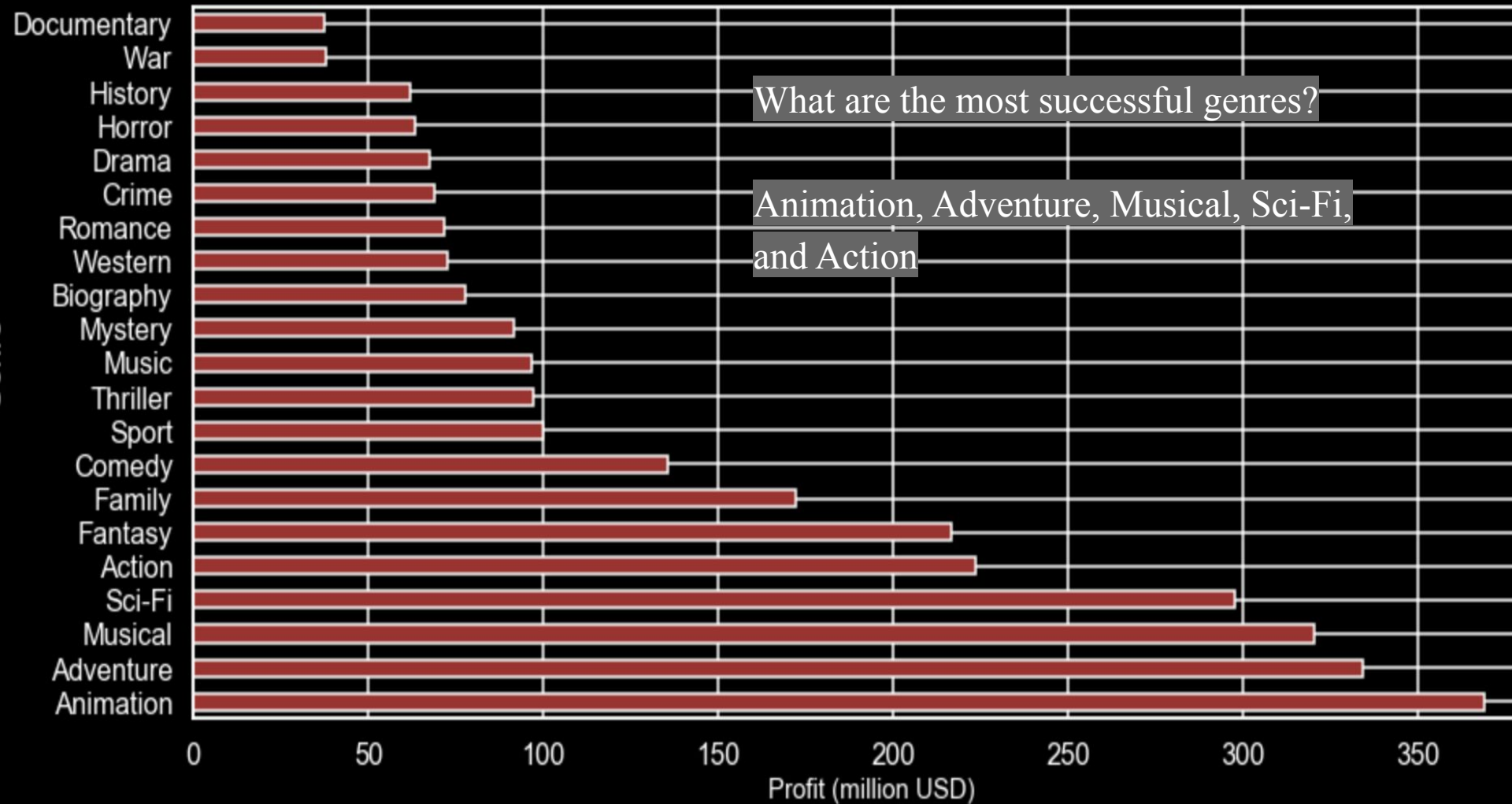


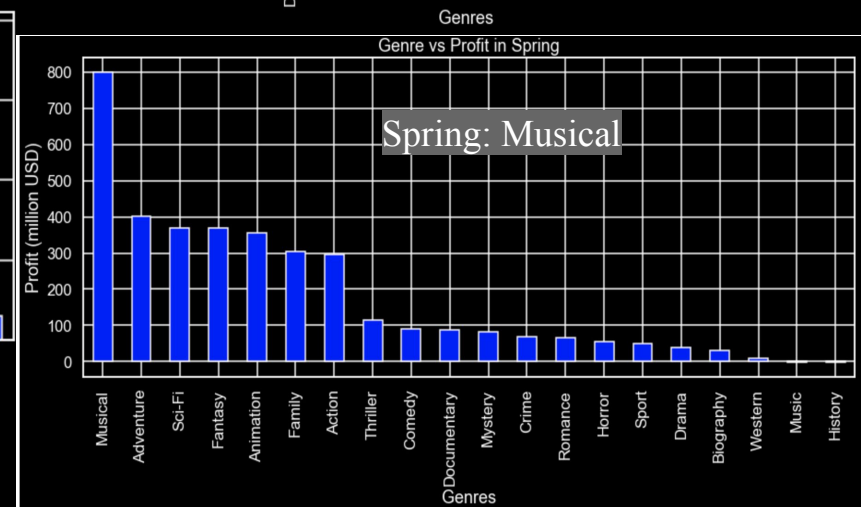
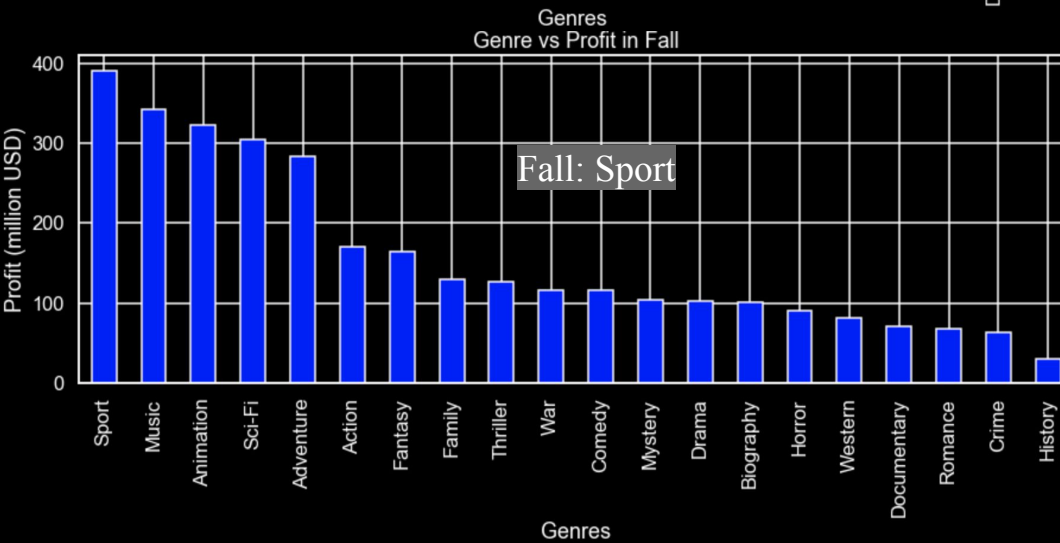
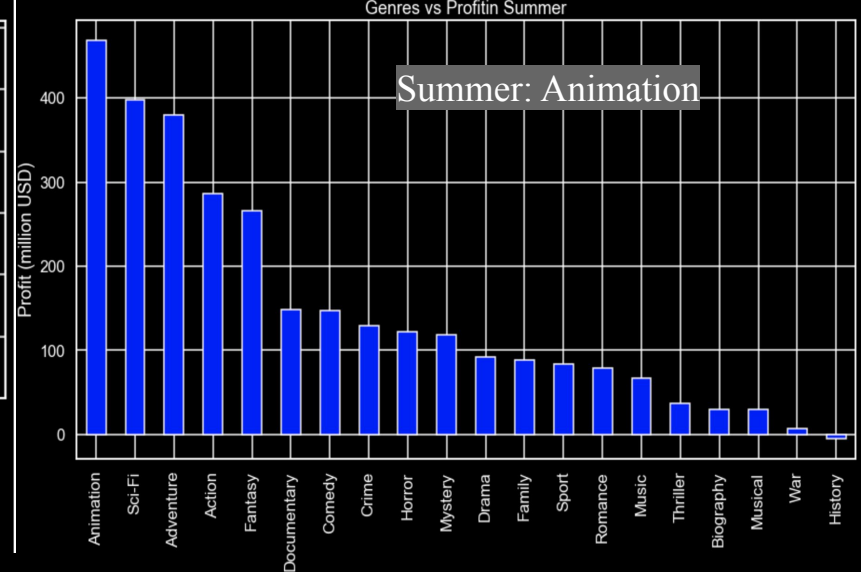
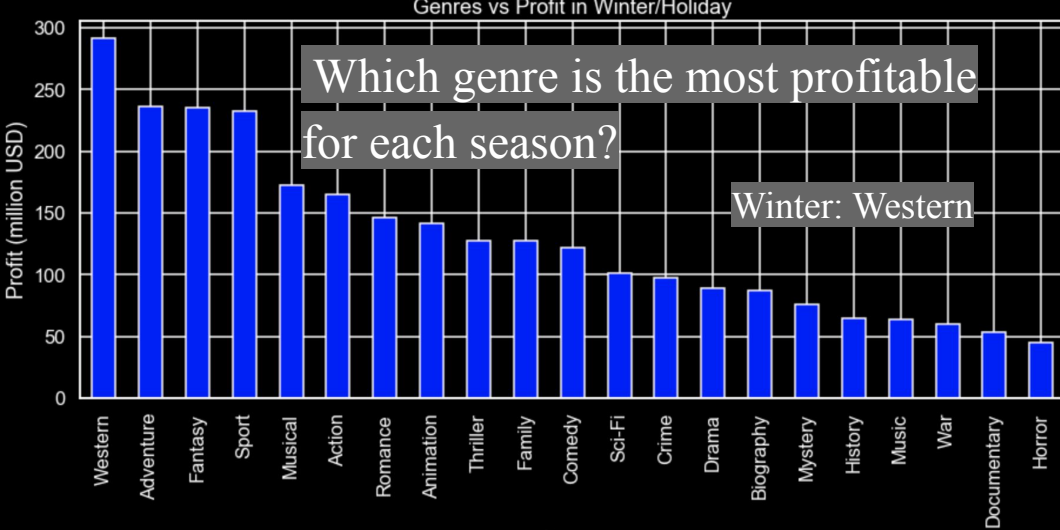
**Which season is the most profitable?**



**The Summer is the most profitable season.**

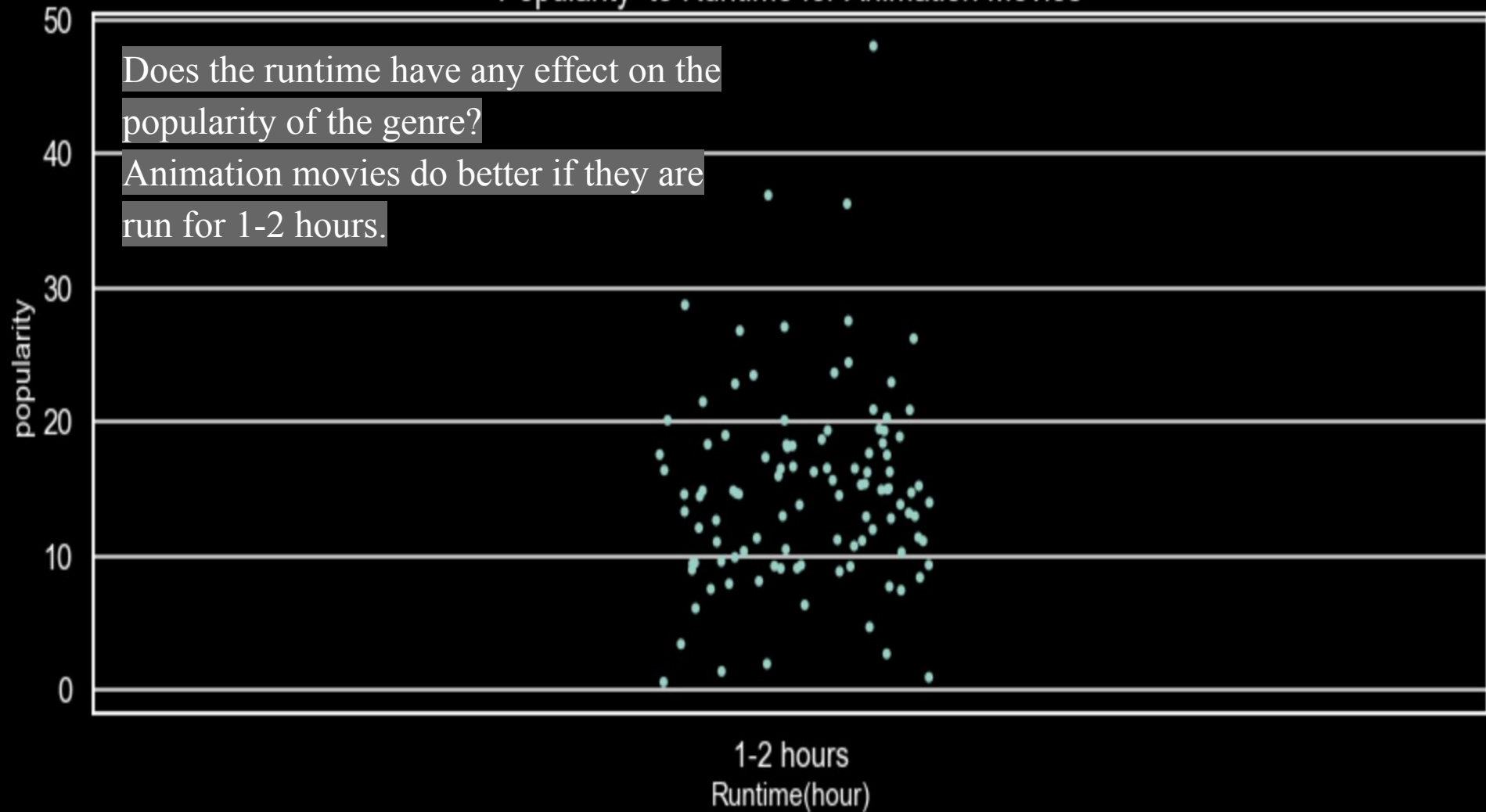
## Genre vs Profit







# Popularity to Runtime for Animation Movies





# Recommendations and Conclusion



The analysis prove that movie industry was a good investment in the last 10 years. The recommendations are as follows:

- A successful production budget is between 150 US million Dollars to 250 US million Dollars.
- Summer is the most profitable season for releasing movies.
- Animation, Scientific fiction, Action, and Adventure are the most popular profitable genres.
- Animation movies do best if they run for more than one hour but less than two hours, because children will not be bored and it is best to be released in summer time when school is off.

# Future Work



-Study movies that have won awards and what factors lead up to their award win such as, directors, seasons, actors, plot, and topic.

-Conduct Sentiment analysis to estimate the audience interest.

- Obtain more data about if a movie's language affects its popularity and to investigate the latest trend in movie language.

-More data is needed on the popularity of movies



A cinematic scene on a film set. In the foreground, a person in a dark jacket is seen from the side, operating a professional video camera. To the right, a large monitor on a stand displays a scene with a bright light source. The background is a blurred outdoor setting with a large domed building and several bright, out-of-focus light sources, creating a warm, golden-hour atmosphere.

Thank you  
Questions?