

Microsoft

Profitable Microsoft Studios Analysis

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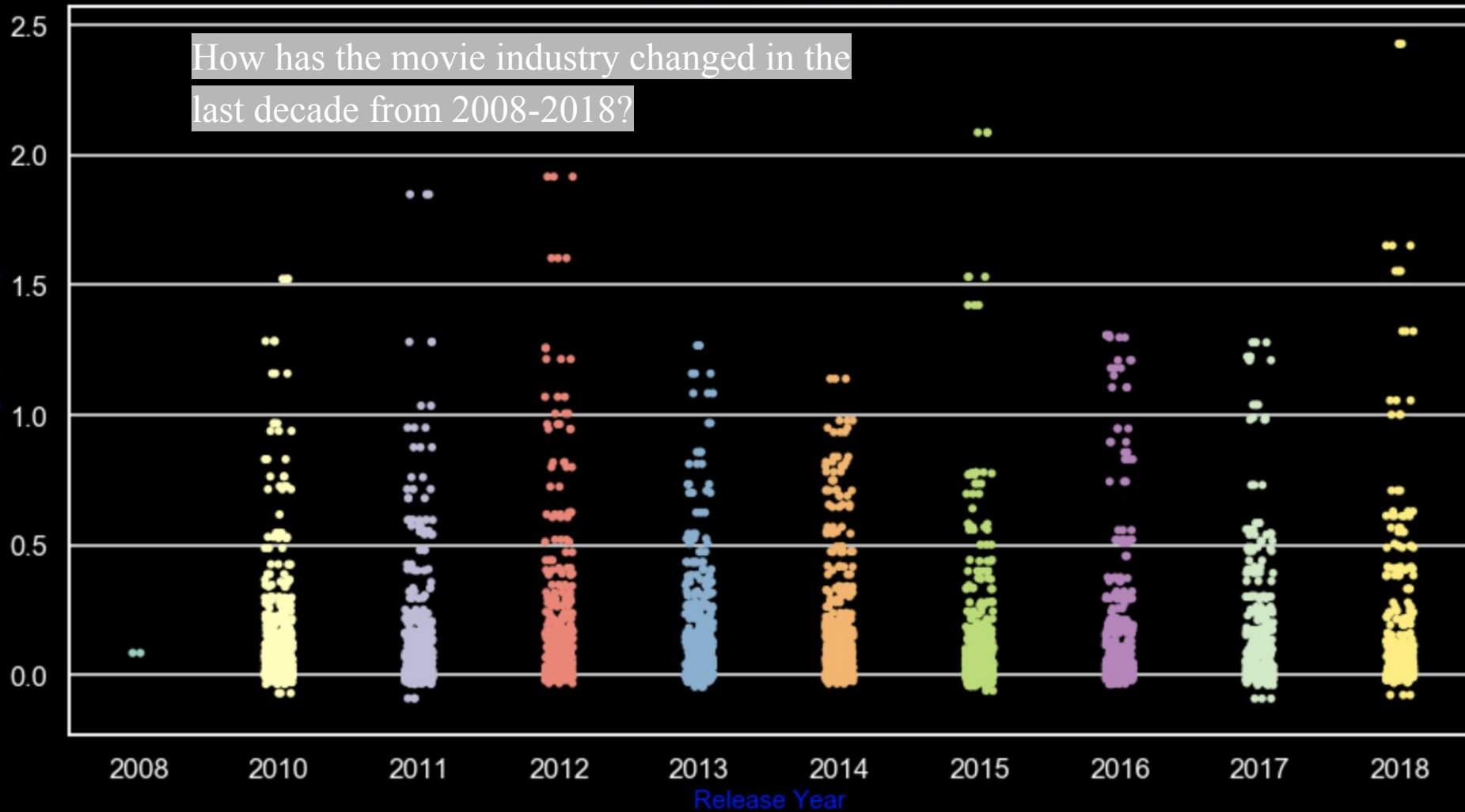
Important Questions

- 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?

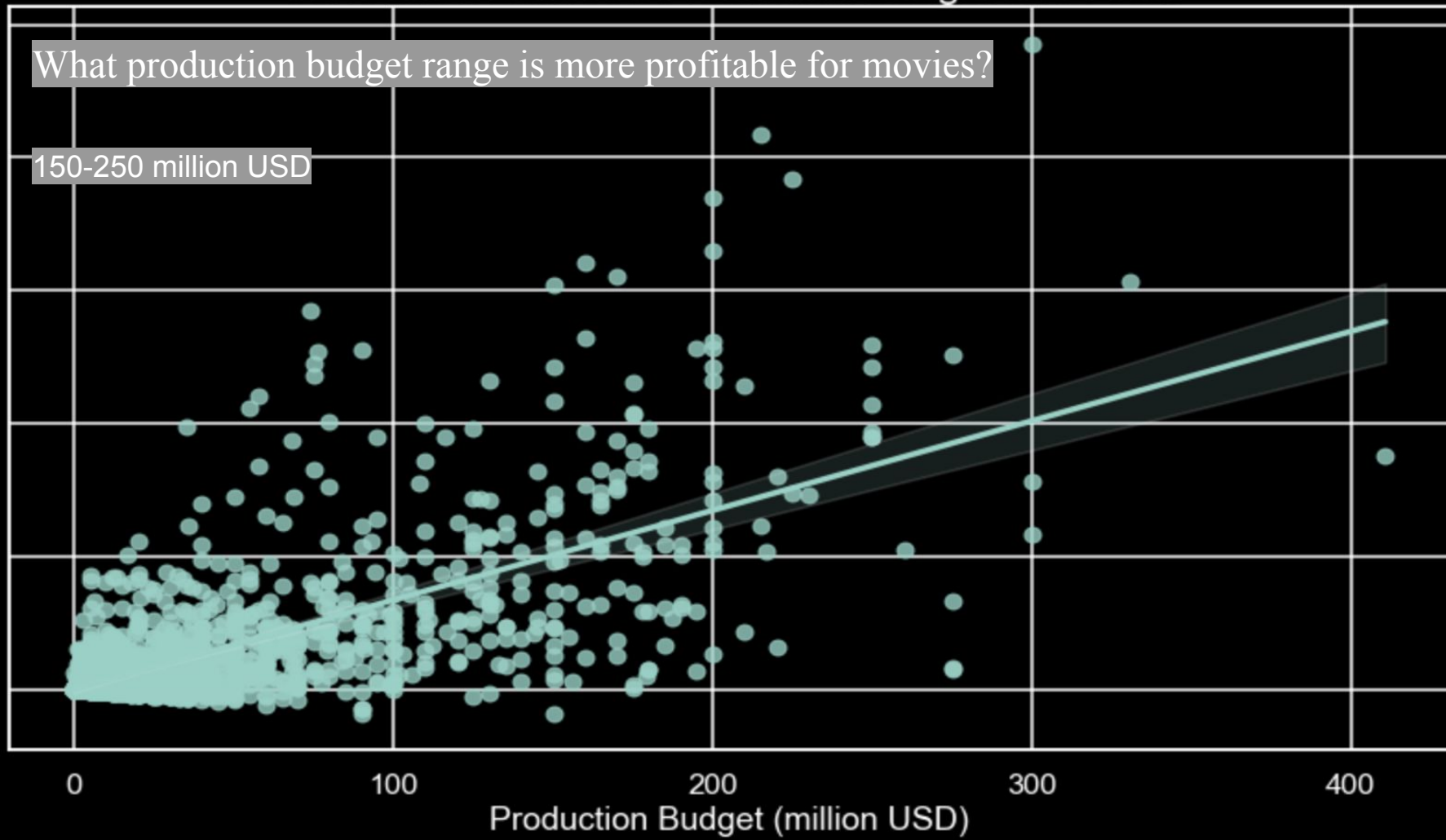
Profit (billion USD)



Correlation Between Production Budget and Profit

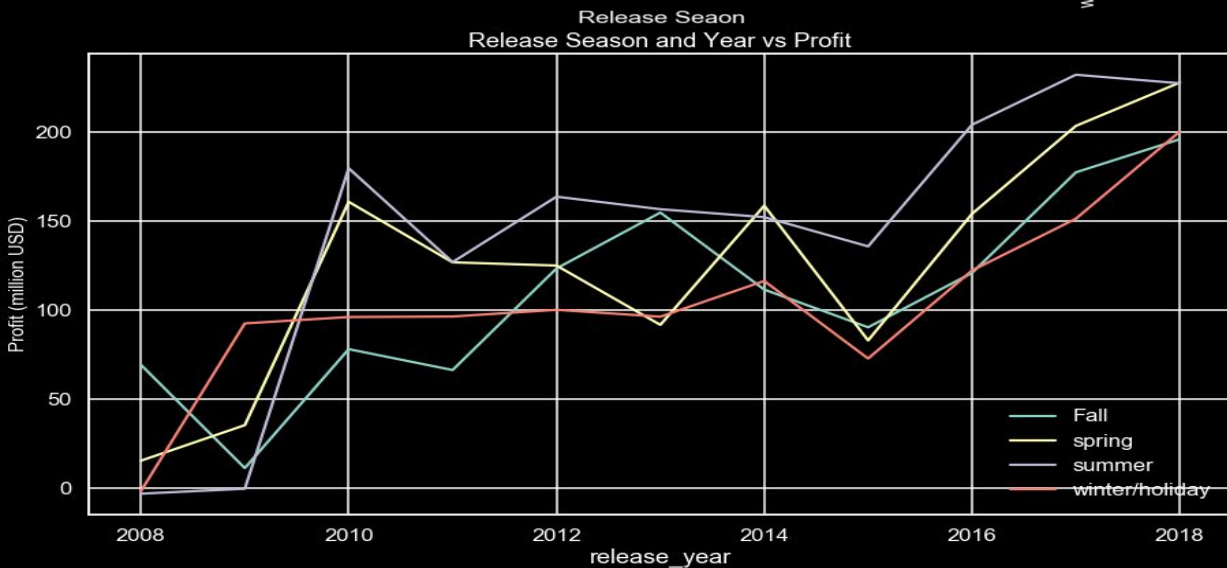
What production budget range is more profitable for movies?

150-250 million USD



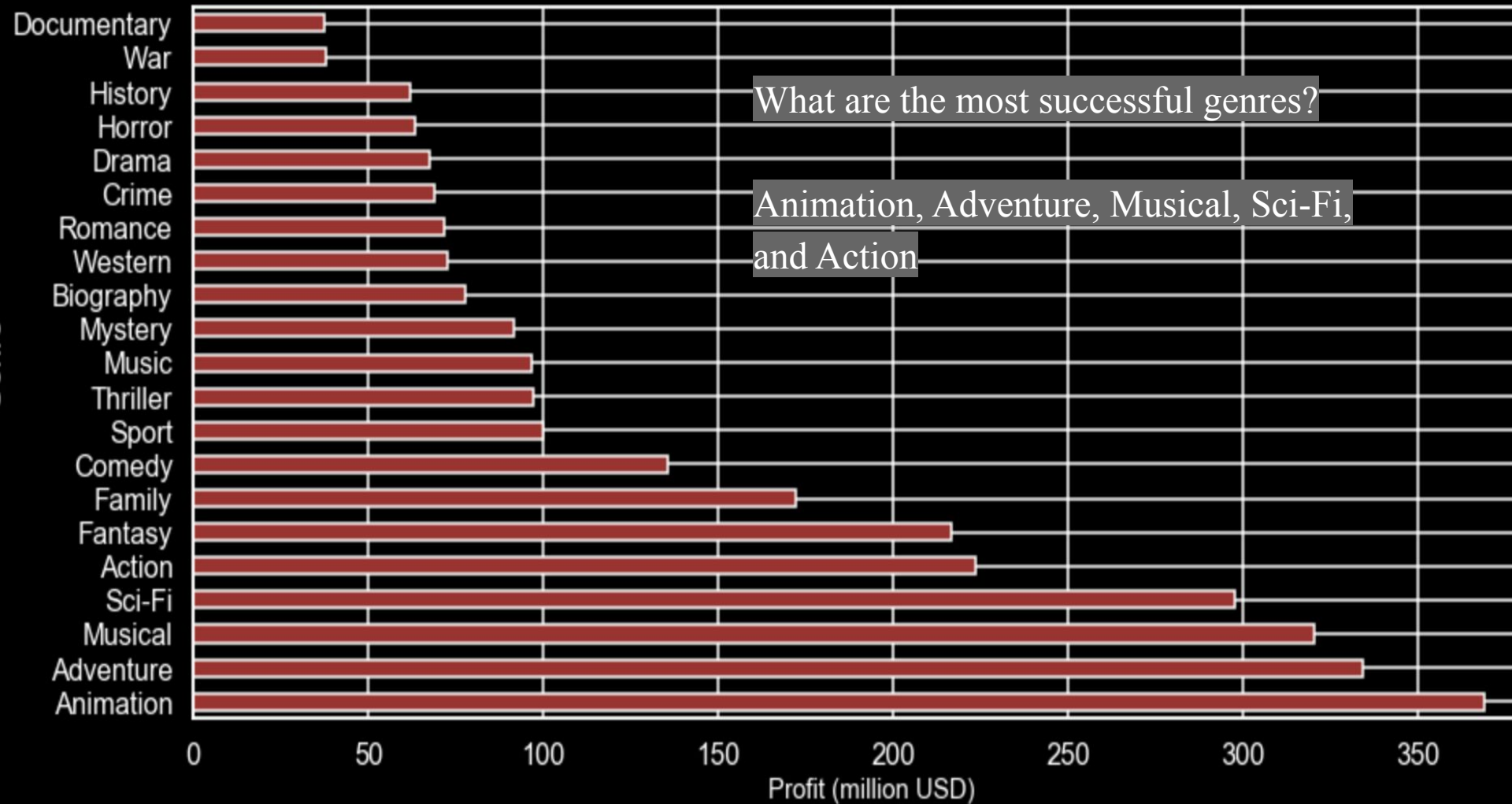


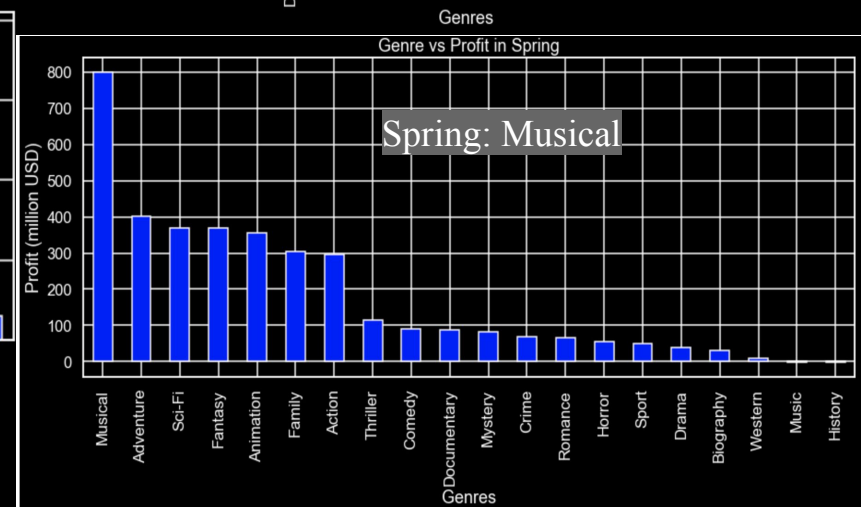
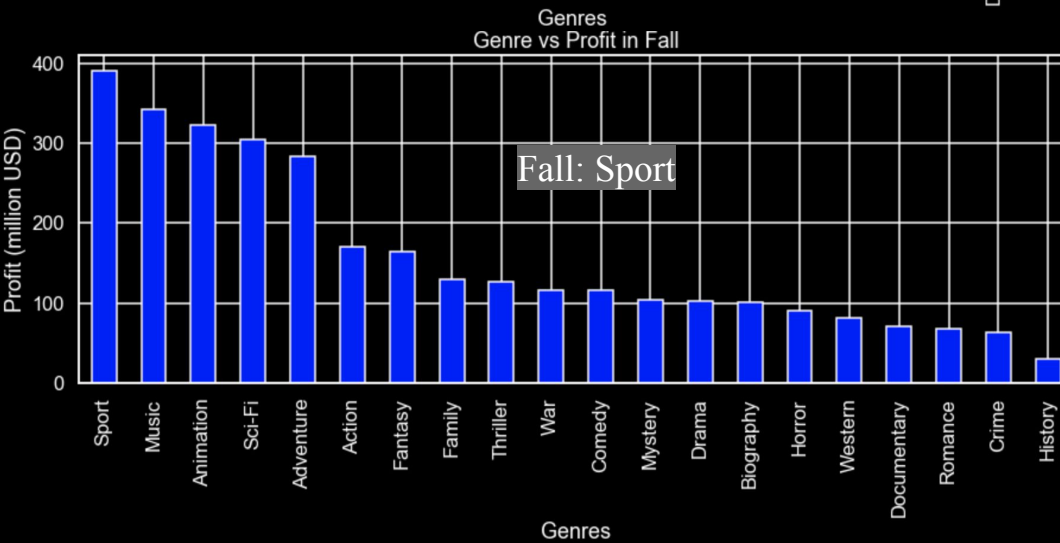
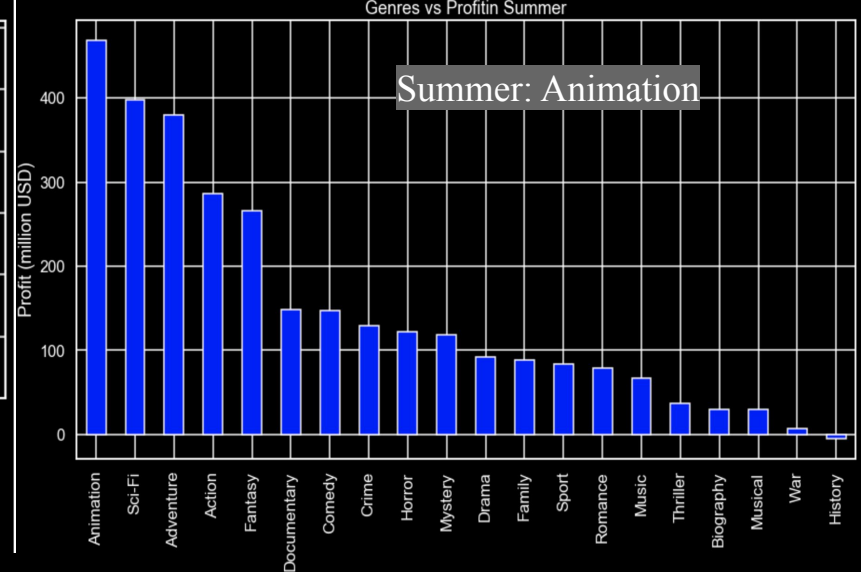
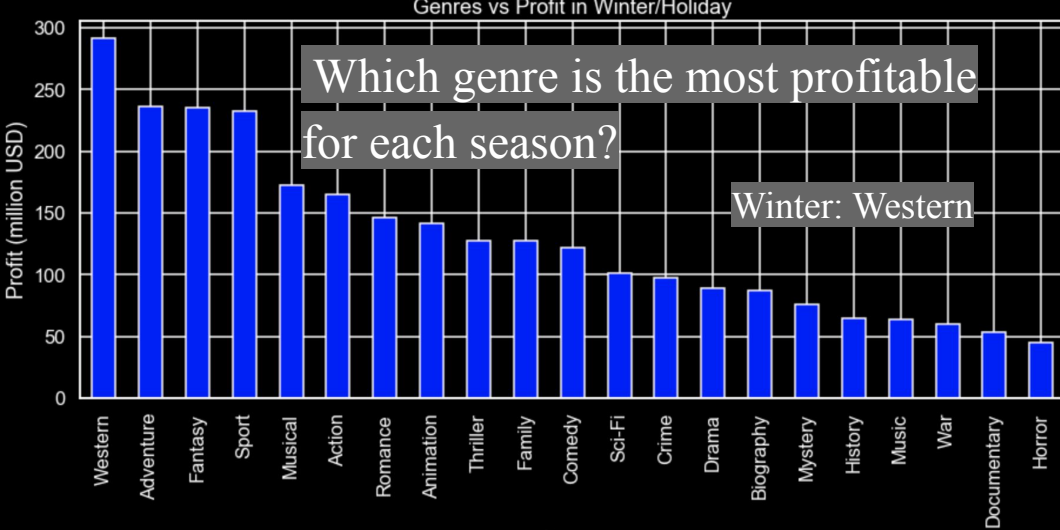
Which season is the most profitable?



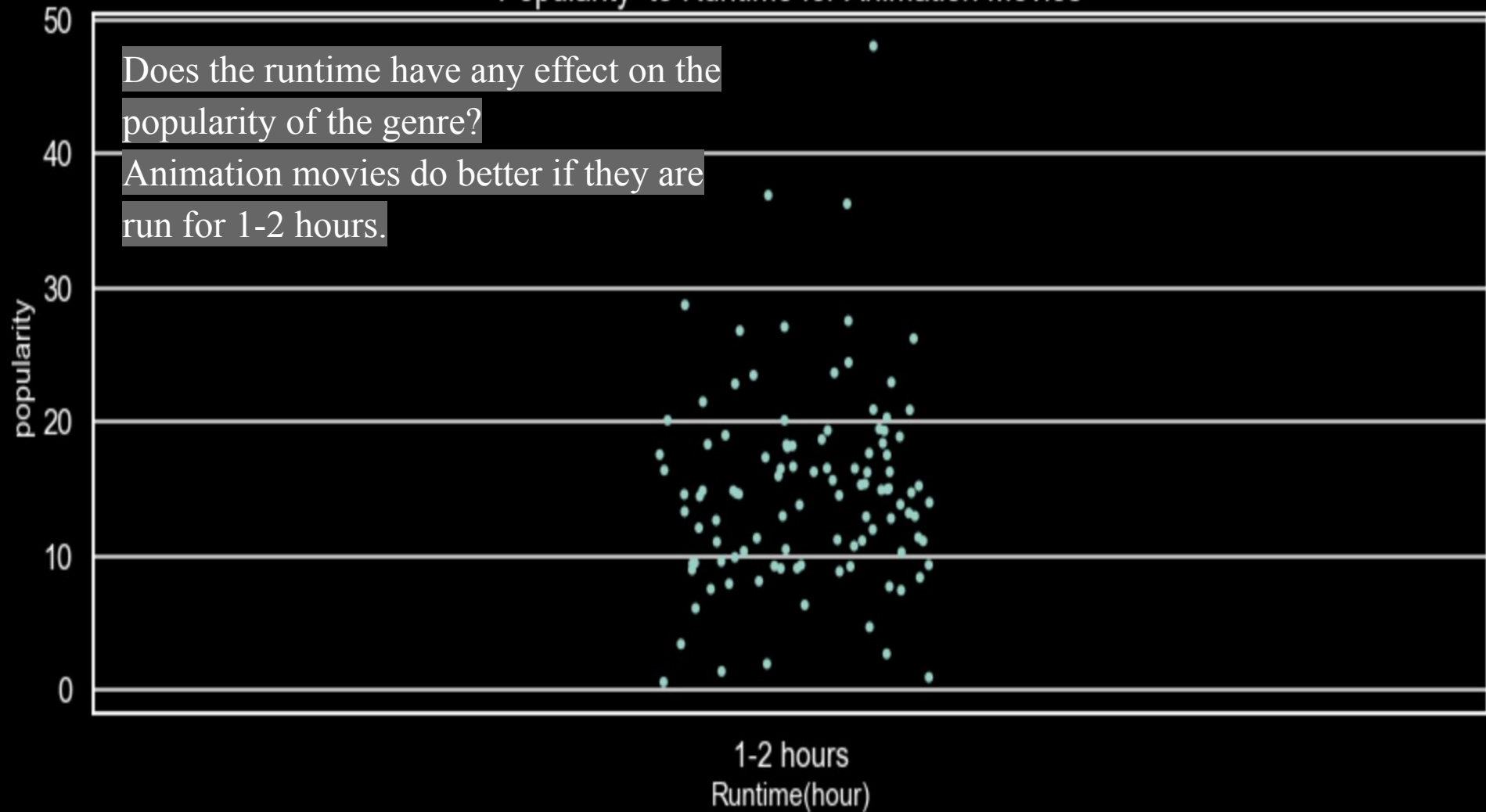
The Summer is the most profitable season.

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 large, bright orange and yellow explosion is the central focus of the image, with a massive plume of fire and a shower of debris flying upwards. In the foreground, the back of a person's head and shoulders are visible; they are wearing a dark t-shirt and a red maple leaf headband. To their right, a professional video camera on a tripod is positioned, pointing towards the explosion. The background shows an outdoor industrial or construction area with various structures, including a white building with a red maple leaf logo, and some trees under a clear sky. The overall scene suggests a controlled explosion being filmed for a production.

**Thank you
Questions?**