



Movie Data Analysis Phase 1 Project

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Microsoft Business Problem

The company plans to create a movie studio and needs an effective business strategy based on which films are currently successful at the box office.



Focus Points



**Oscar
Nominations
by Genre**



**Movie
Trailer
Popularity**



**Music
Soundtracks
& Composers**

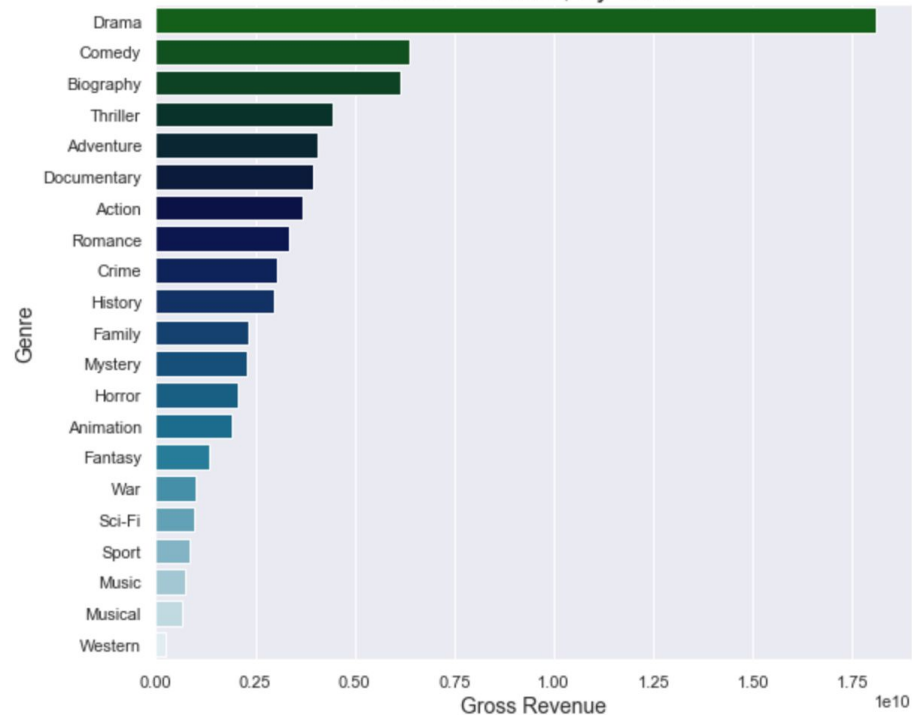
Which Movie Genres are Most Successful?

Gross
Revenue

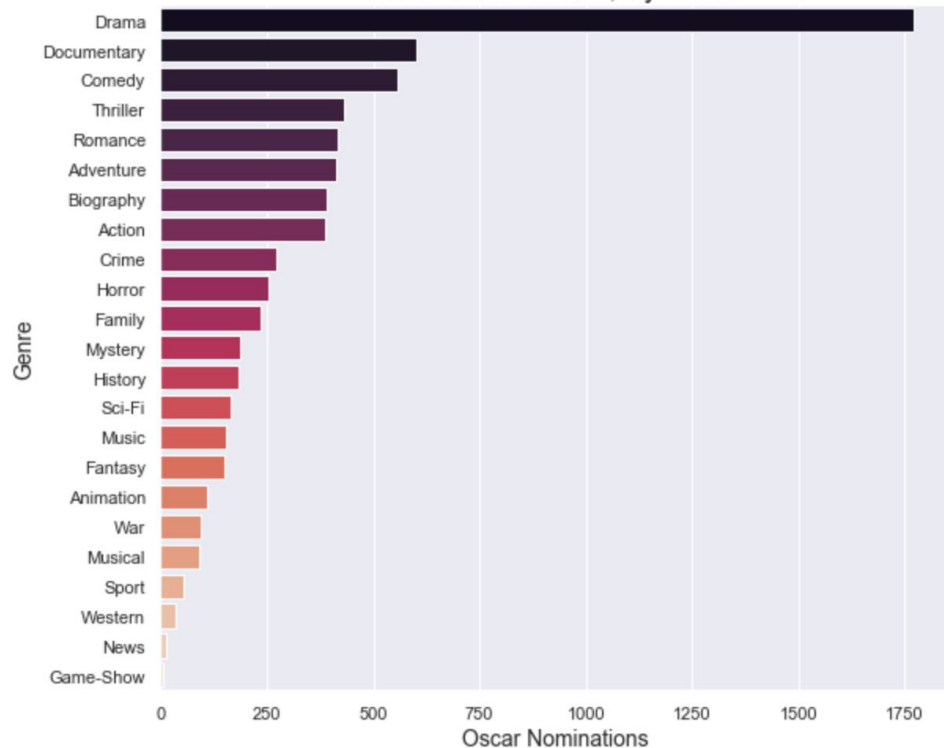
Oscar
Nominations



Gross Revenue, By Genre



Oscar Nominations, By Genre



Gross Revenue by Genre

Drama, Comedy, and Biography

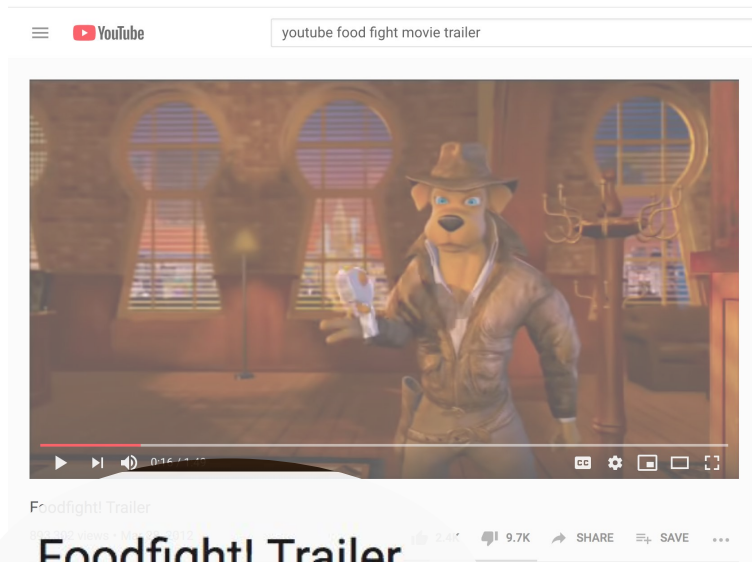
Oscar Nominations by Genre

Drama, Documentary, and Comedy

How Does Movie Trailer Popularity Relate to Movie Success?

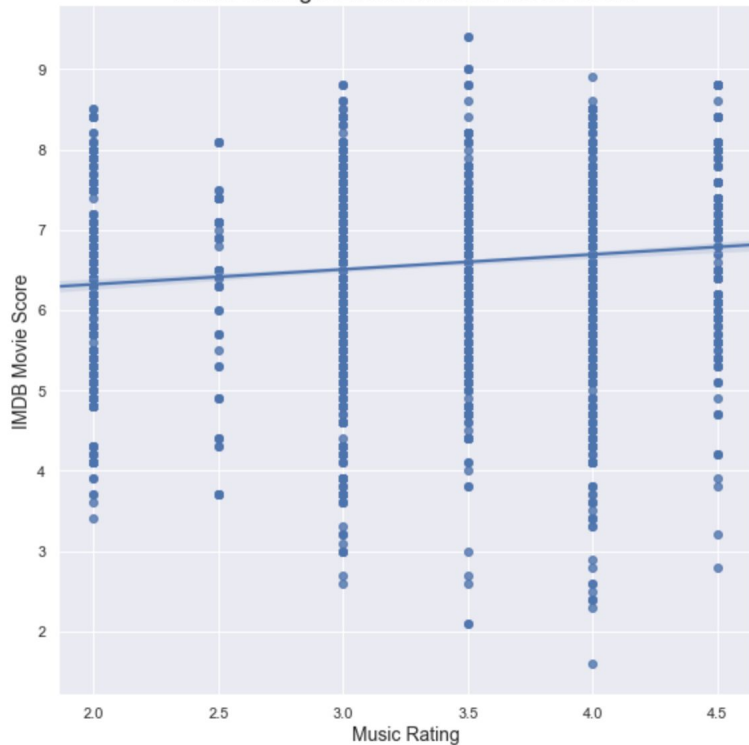
Movie Trailer Views vs. Gross Revenue

Positive Correlation



Does Soundtrack Contribute to a Movie's Success?

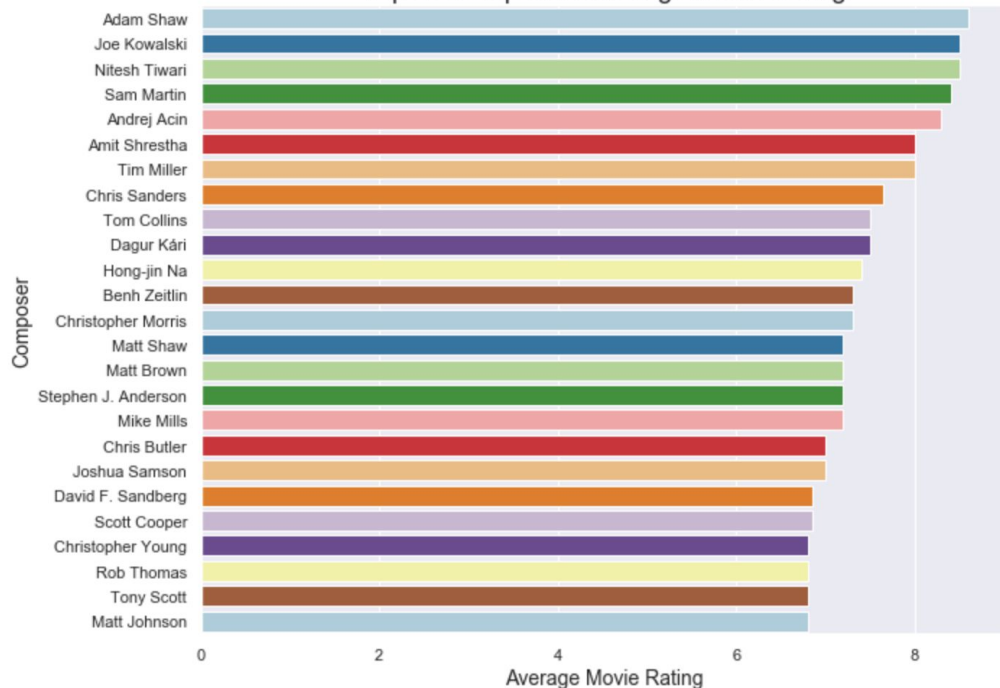
Music Rating's Effect on IMDB Movie Score



Soundtrack Rating vs. IMDB Movie Score

Positive Correlation

Top 25 Composers Average Movie Rating



Leading Composers by IMDB Movie Rating

To Top Composers Movie Rating Average is 8.6



Conclusion & Next Steps

**Stick to Successful
Genres**

Make a good Trailer

**Invest in the Music
Score**