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

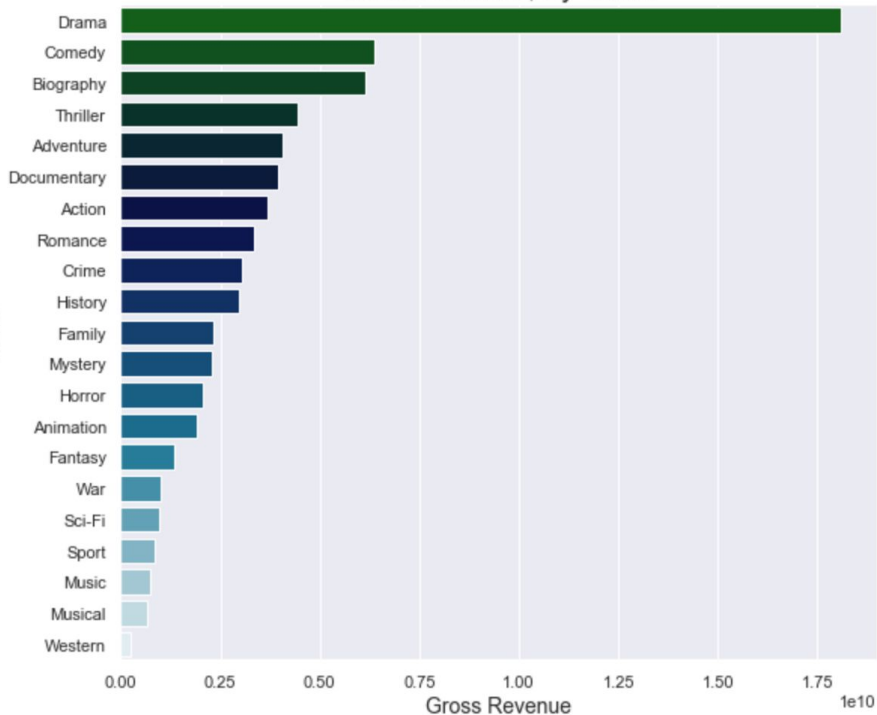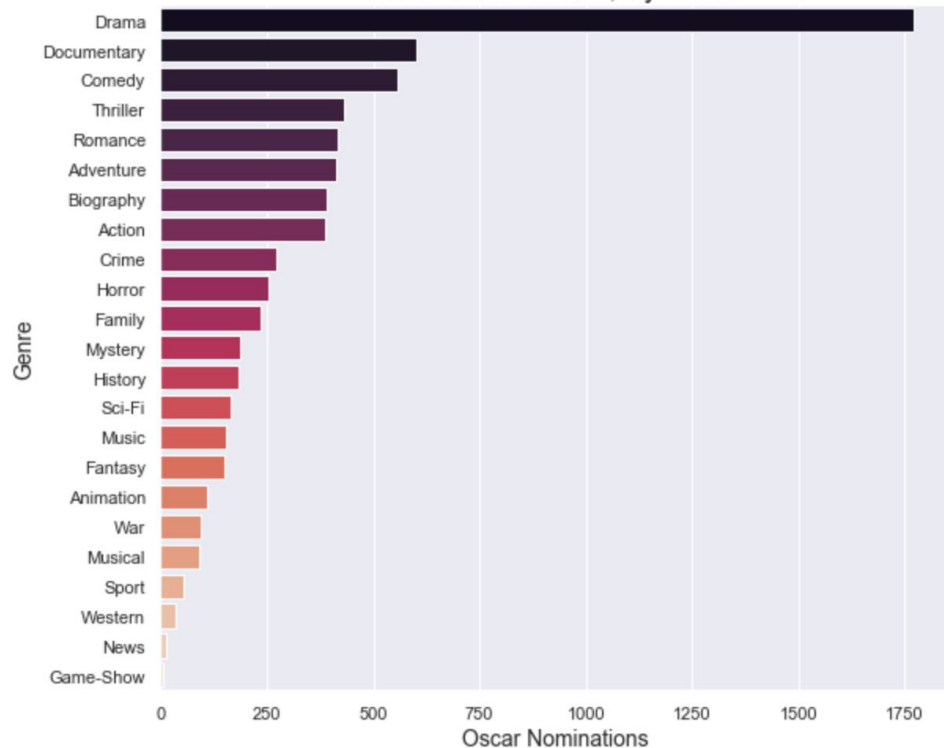# Which Movie Genres are Most Successful?

Gross
Revenue

Oscar
Nominations

Gross Revenue by Genre
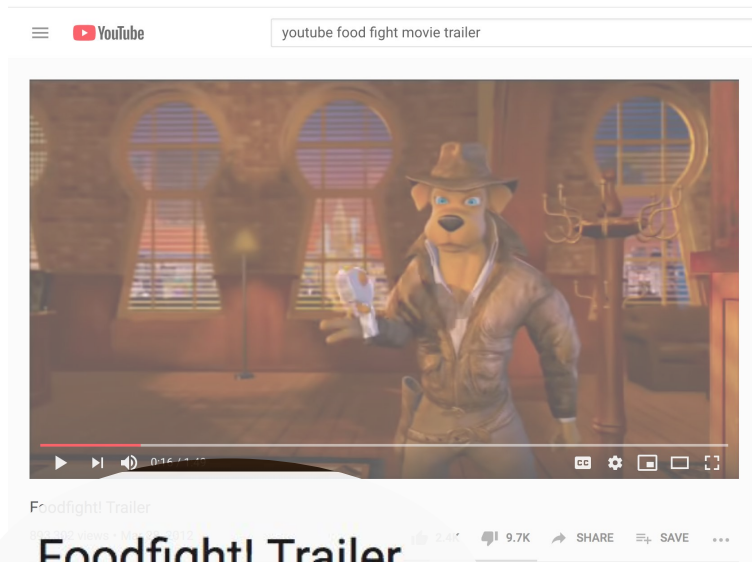Drama, Comedy, and Biography

Oscar Nominations by Genre
Drama, Documentary, and Comedy

How Does Movie Trailer Popularity Relate to Movie Success?

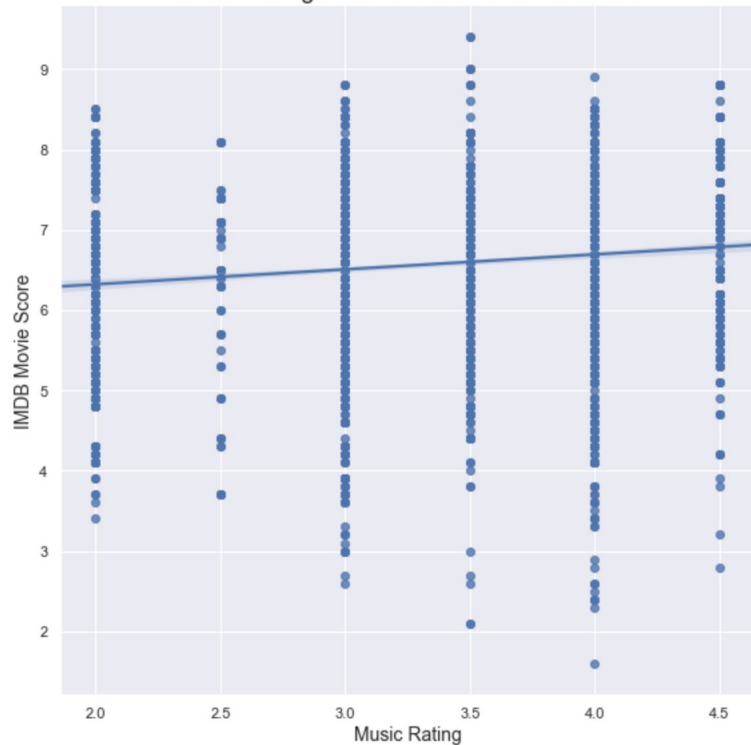# Movie Trailer Views vs. Gross Revenue

Positive Correlation
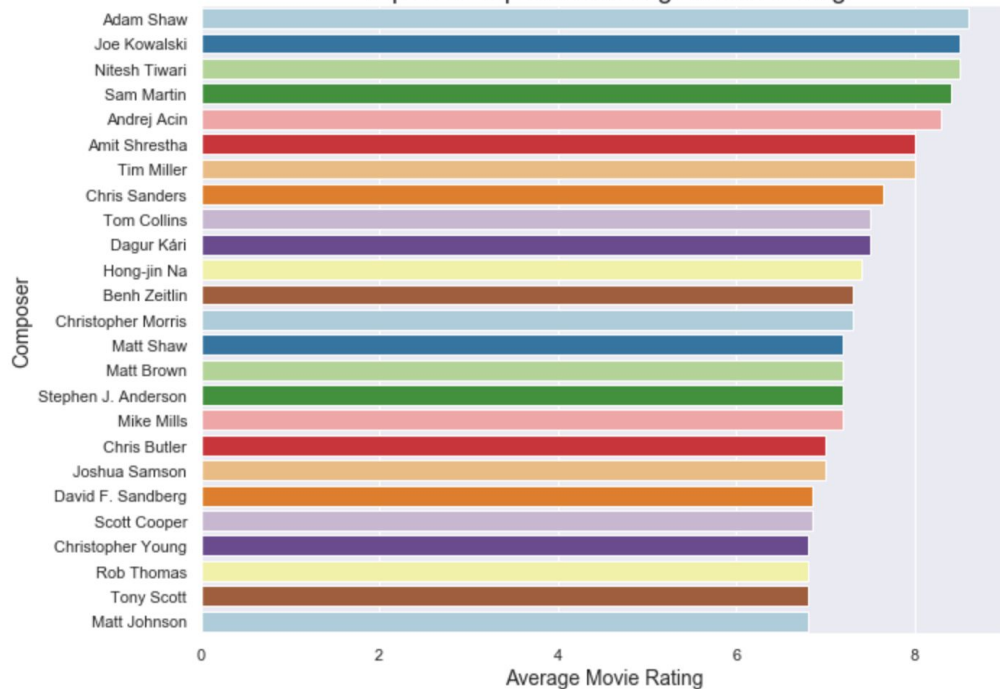
Does Soundtrack Contribute to a Movie's Success?

Soundtrack Rating vs. IMDB Movie Score

Subheading

Leading Composers by IMDB Movie Rating

Subheading

Conclusion

Stick to Successful Genres

Make a good Trailer

Invest in the Music Score