

# **MICROSOFT MOVIE SUCCESS ANALYSIS**

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# Microsoft

## **SUMMARY**

Data visualization and analysis output to take into consideration for Microsoft's upcoming filming department to maximize gross profits:

- Most successful movie genres to utilize
- Contracting popular actors to increase customer incentive
- Ideal target duration for a film's total runtime

# OUTLINE



Business  
Problem



Data &  
Methods



Results



Conclusion

# **BUSINESS PROBLEM**

- Utilize the most successful genre(s)
- Contract popular actors for additional publicity
- Best film runtime to take advantage of

# DATA & METHODS



Movie data containing over 150,000 titles.

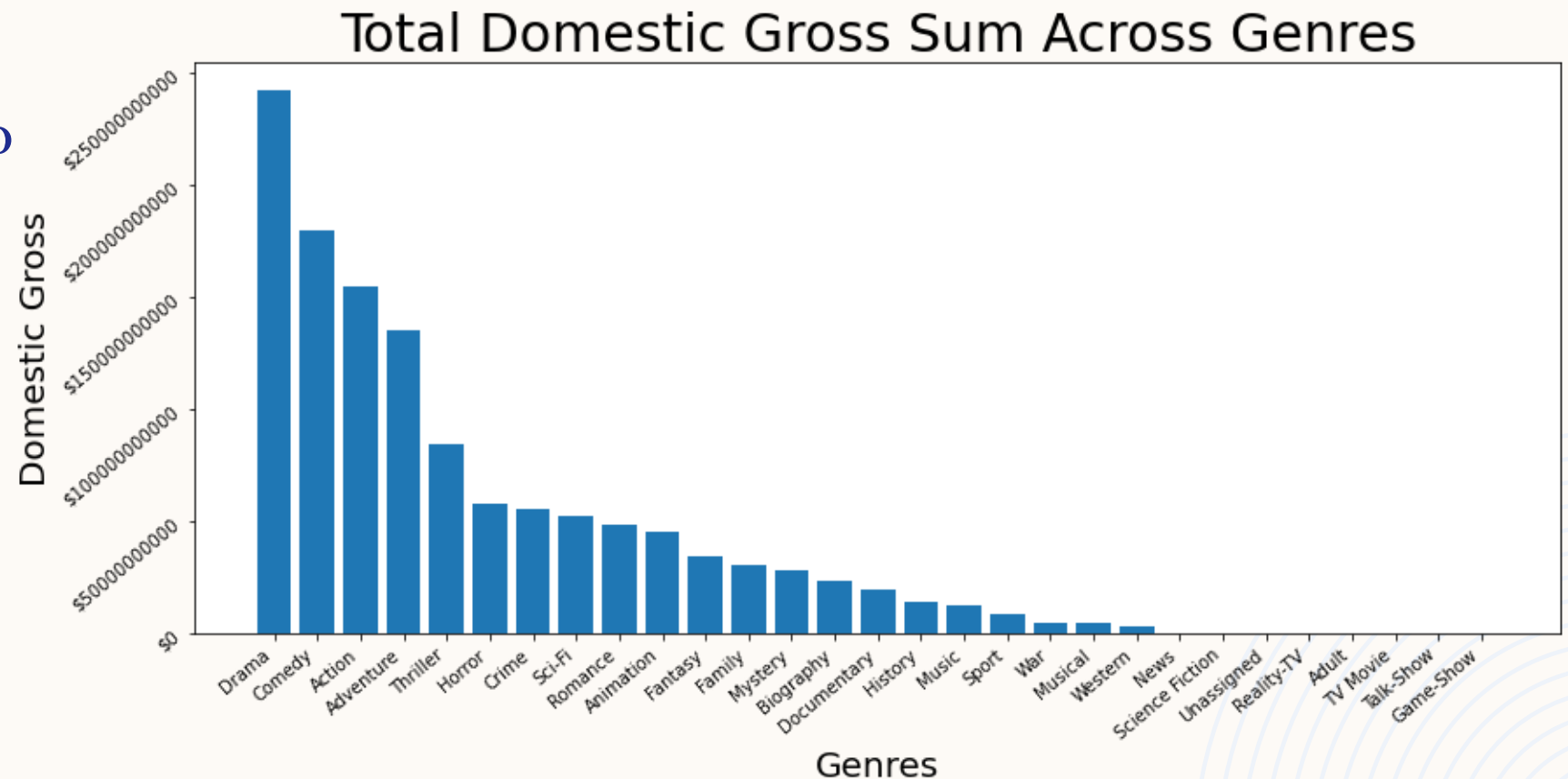


Includes release years, film runtime, actors, vote counts, ratings and domestic gross.

# RESULTS

Drama is the most successful movie genre.

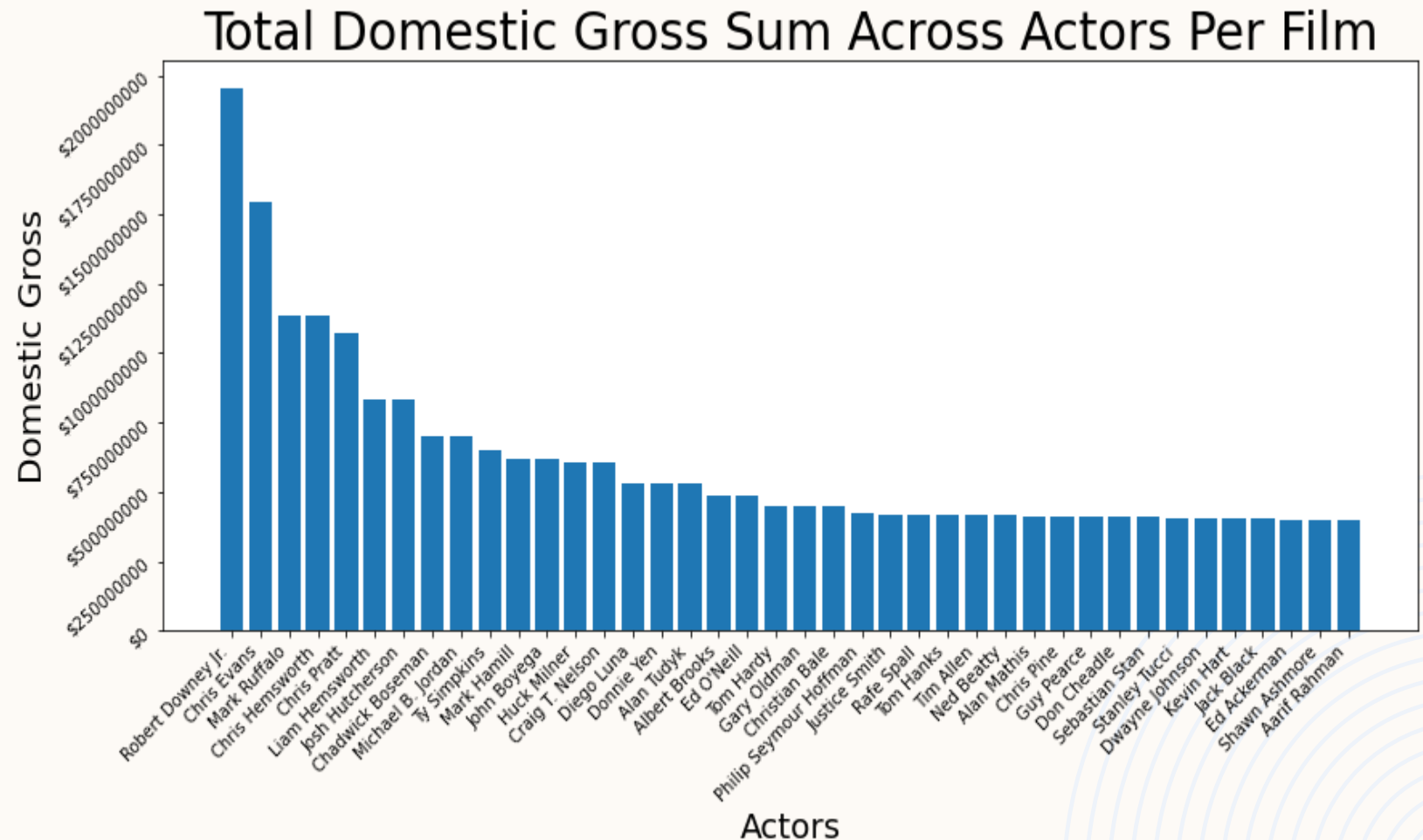
The Comedy, Action and Adventure genres are also potential considerations to investigate and use.



# RESULTS

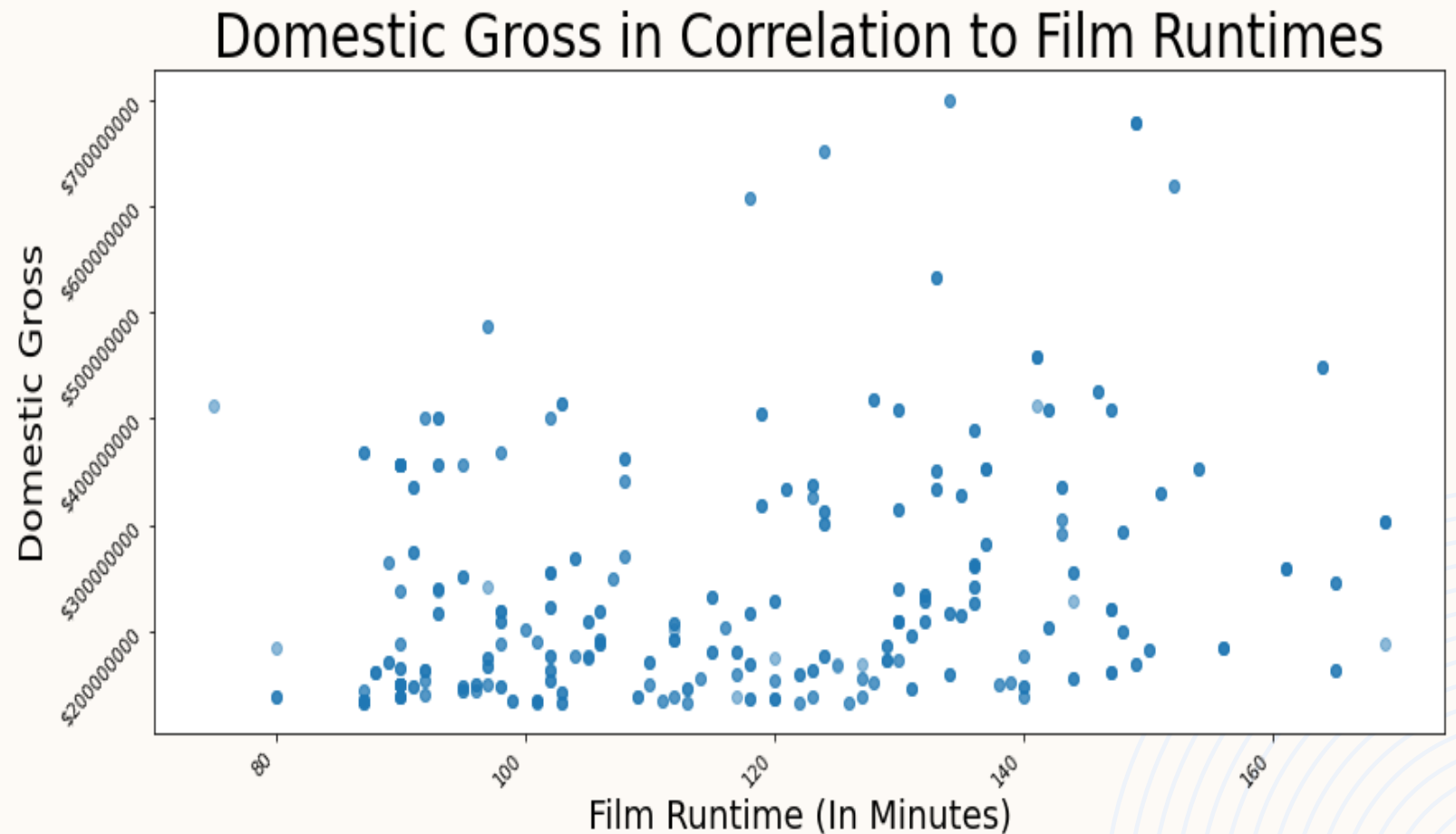
Robert Downey Jr is one of the top grossing actors to consider for contracting

Chris Evans, Chris Hemsworth, and Mark Ruffalo are also possible runners-up to chose from.



# RESULTS

Ideal film runtime is  
between 120 to 140 minutes.





# CONCLUSIONS

- Produce movies in either the Drama, Action, Comedy or Adventure genre category.
- Contact and contract top grossing actors such as Robert Downey Jr., Chris Evans, Chris Hemsworth and Mark Ruffalo.
- Produce films that approach a 120-to-140-minute runtime mark, or a middle ground of 130 minutes.

## *Next Steps:*

- On top of finding the best actors, it would also be good to find some of the best directors as well.
- Find an appropriate budget to take into consideration for filming.
- Decide if a film would be best as a standalone or as a series.



# THANK YOU!

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