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

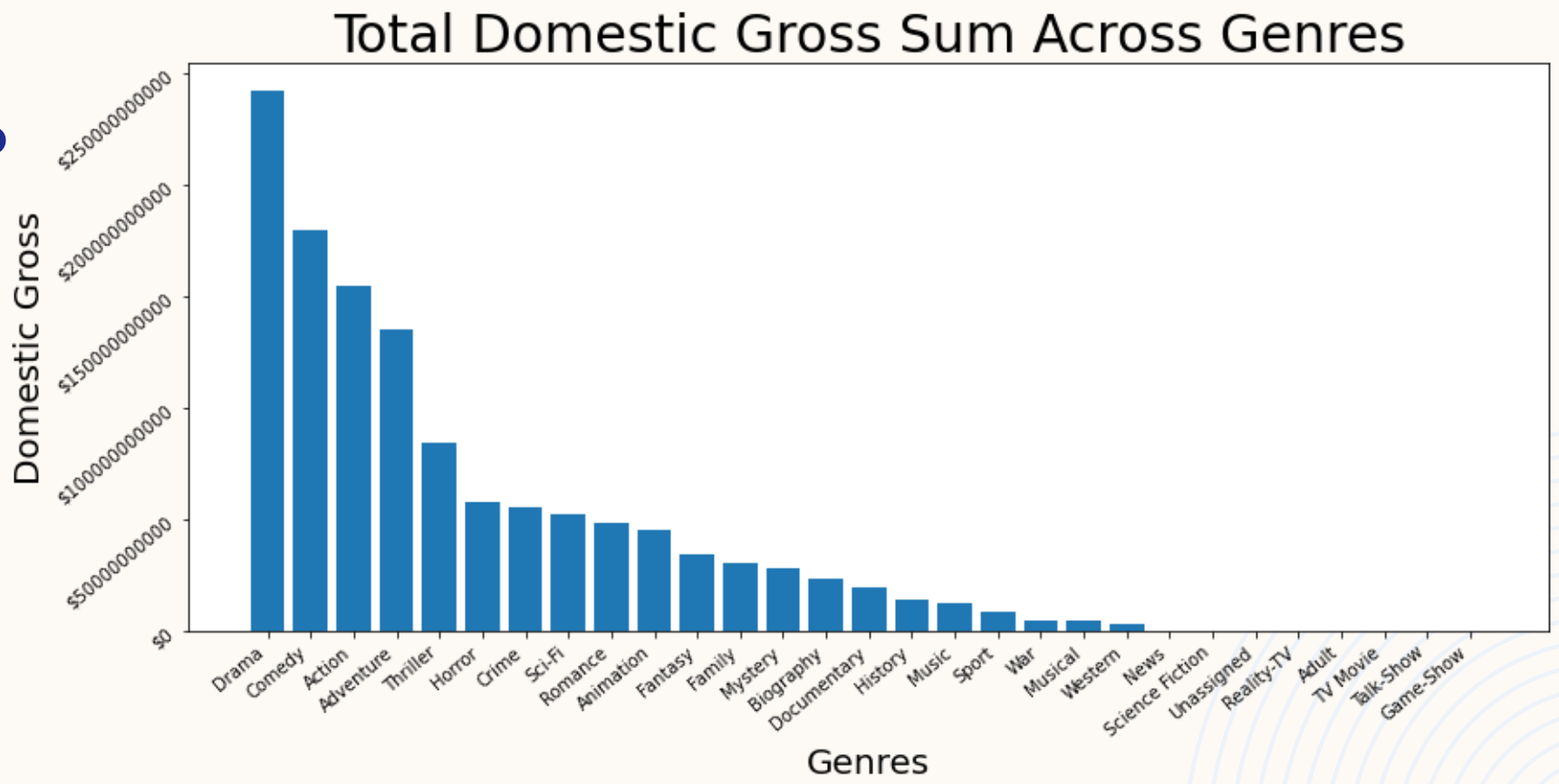
Movie data containing over 150,000 titles.

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

RESULTS

Drama is the most successful movie genre.

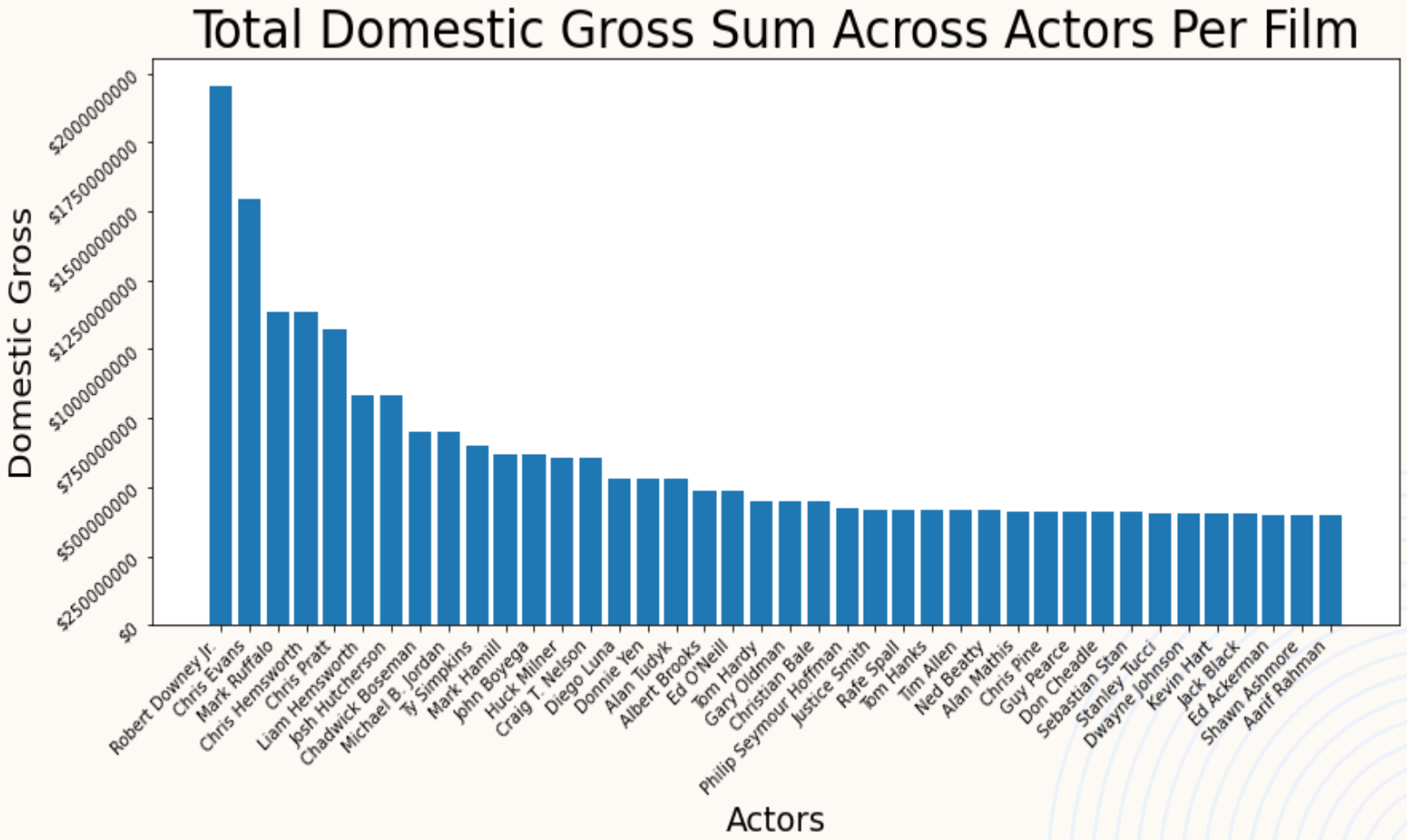
The Comedy, Action and Adventure genres are also potential considerations to investigate and use.



RESULTS

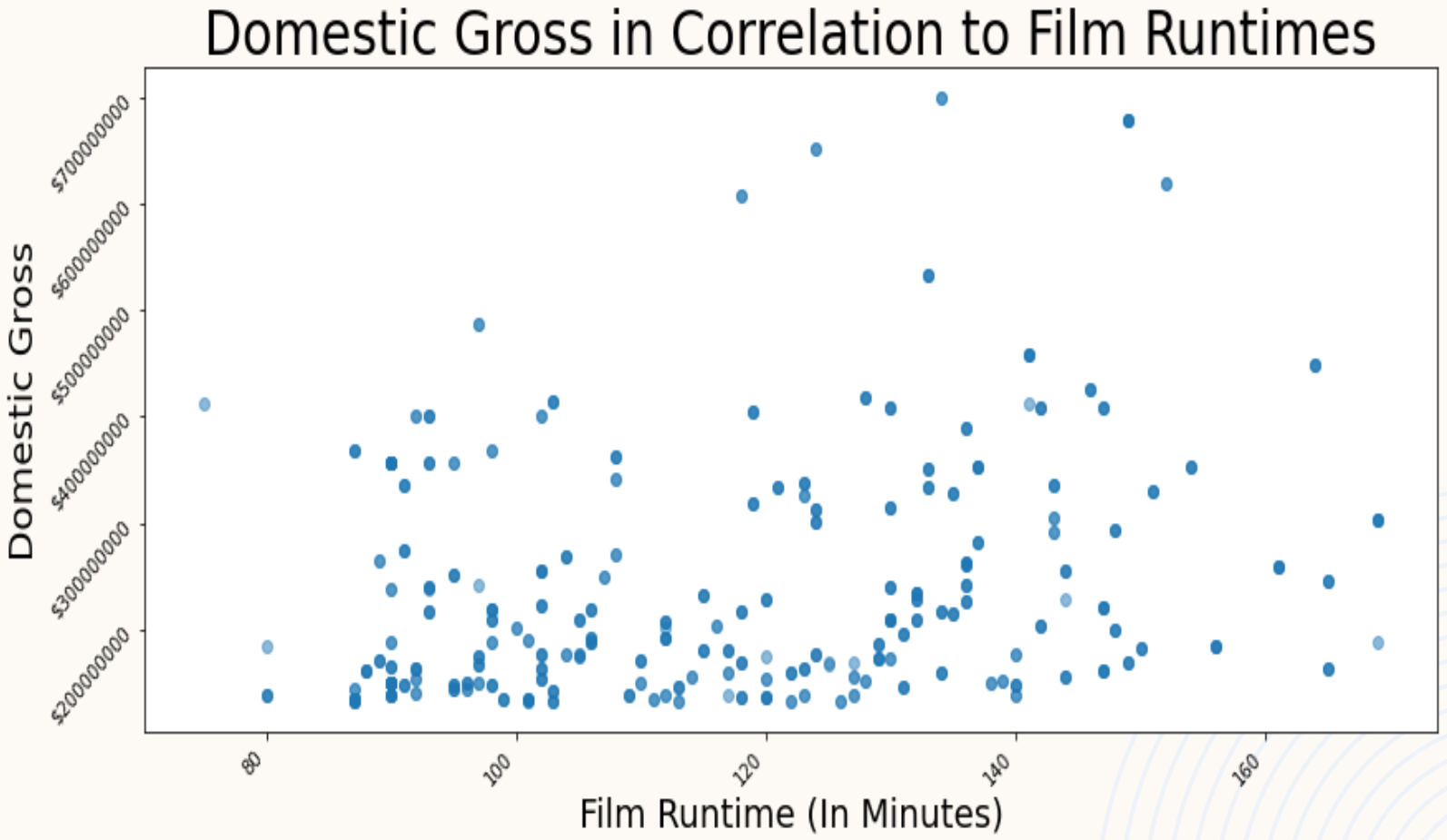
Robert Downey Jr is one of the top grossing actors to consider for contracting

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 Animation 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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