

Movie Analysis

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Summary

Descriptive analysis of recent movie earnings reveal insight into how Microsoft could successfully create a movie studio.

- Focus on releasing movies to a worldwide audience instead of just domestically
- Focus on creating animation, adventure, sci-fi, and horror movies.
- Keep the budget at 200 million or below.



Image from WKYC

Outline

Business Problem

Data & Methods

Results

Conclusions



Image from Movie Predators

Business Problem

Microsoft wants to make movies!

But what kind of movies?

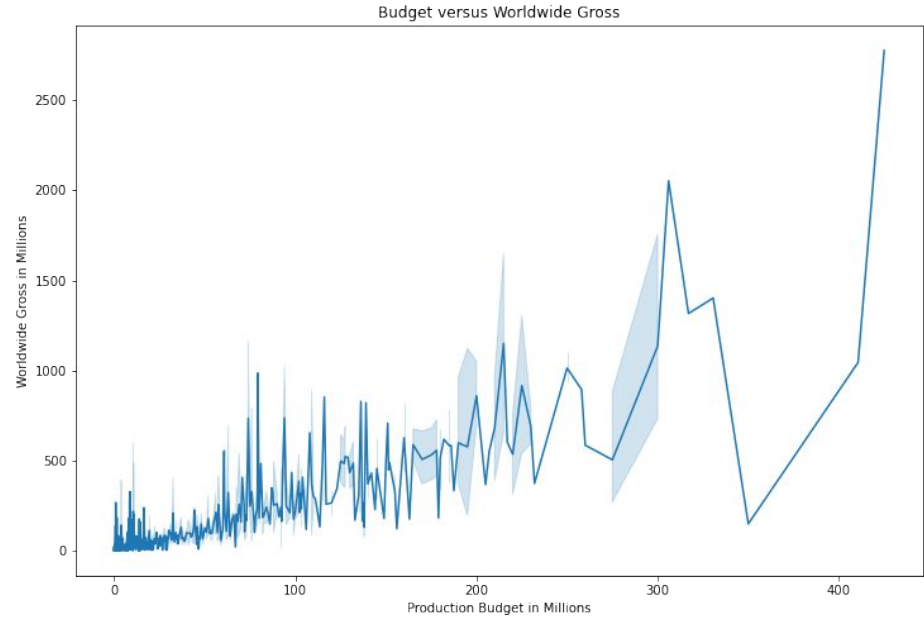


Image from ScreenCraft

Data & Methods

IMDB - movies, genres, & reviews

The Numbers - production budget,
domestic gross, & worldwide gross



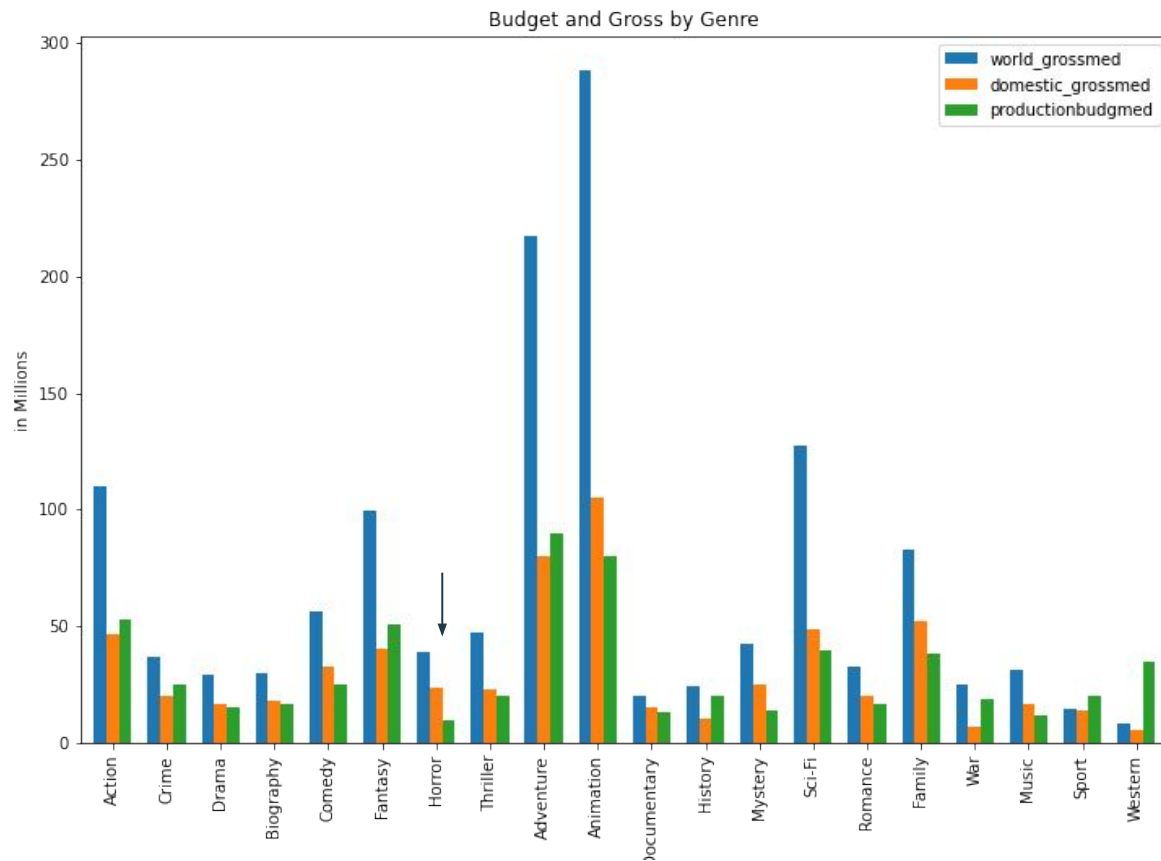
Results

Top worldwide gross:

Animation

Adventure

Sci-Fi

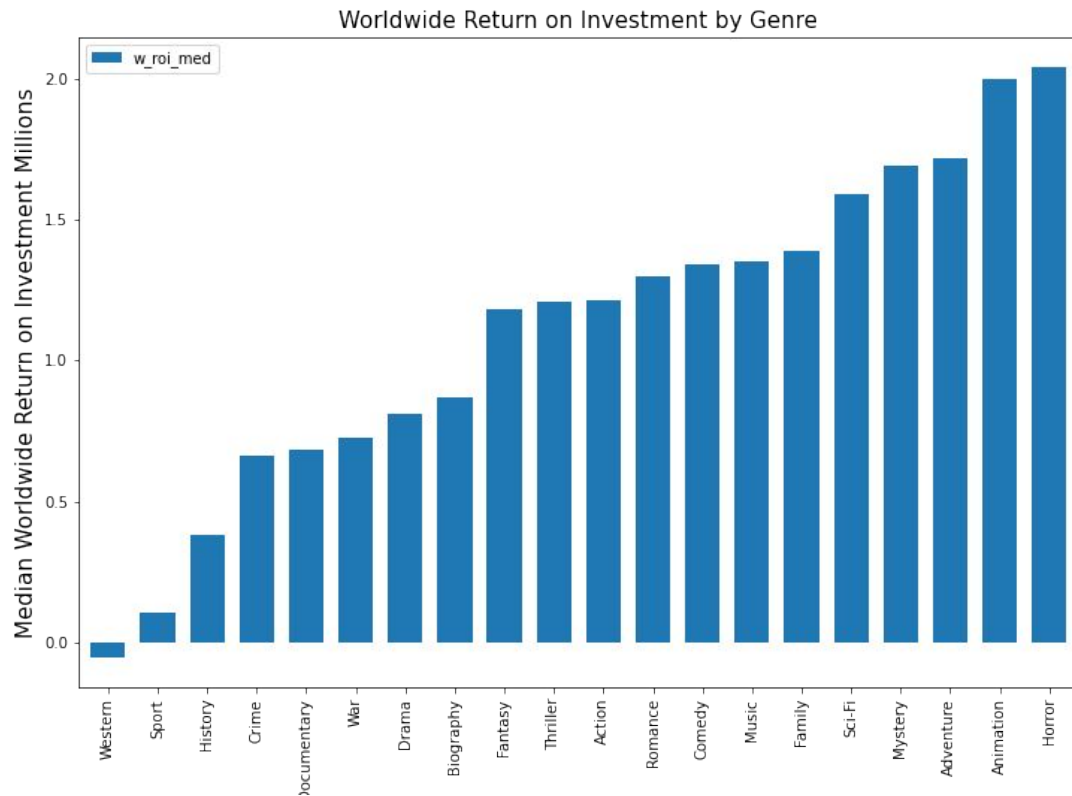


Results

Return on Investment:

Horror!

Animation, Adventure,
Mystery, and Sci-fi



Conclusions

- Focus on releasing movies to a worldwide audience instead of just domestically.
- Focus on creating animation, adventure, and sci-fi movies.
- In addition, make horror movies.
- Keep the budget at 200 million or below.

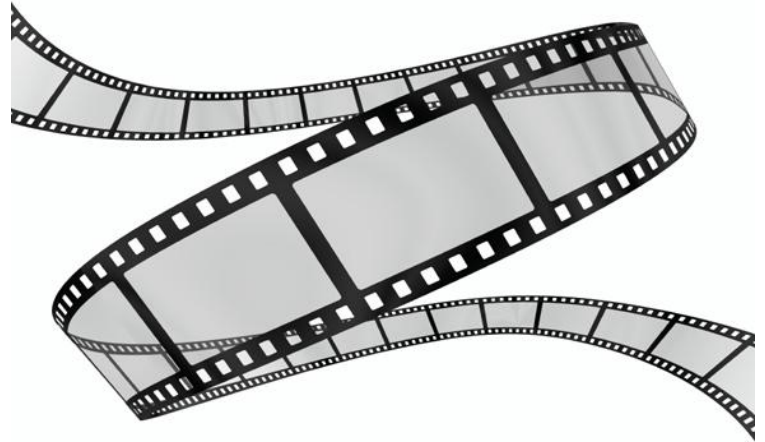


Image from NYFA