



Microsoft Studio Film Analysis

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Overview

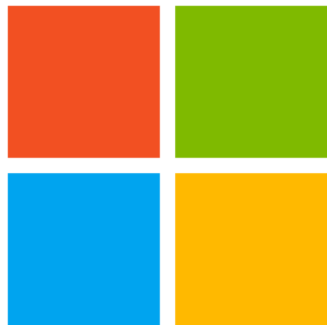
Descriptive analysis of movie data guides the decision of producing the first high popular and profitable movie from the new Microsoft studio:

- Produce movie in high popular and profitable genres.
- Set production budget that can produce popular movie.
- Choose holiday season or school breaks to release movie.



Business Problem

- Select type of movie to make
- Set budget
- Choose good timing to release movie



Microsoft

Originals

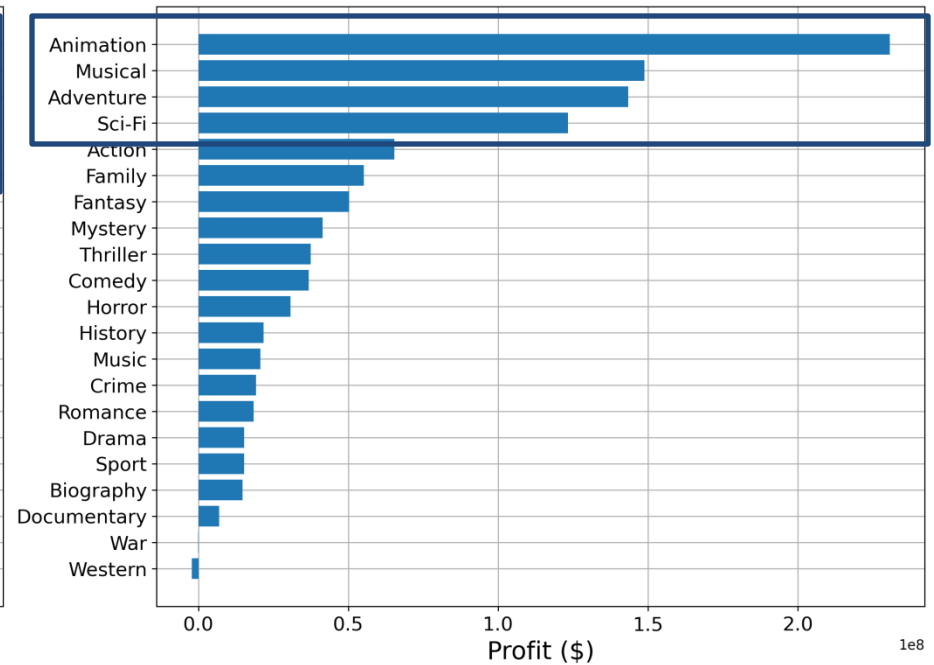
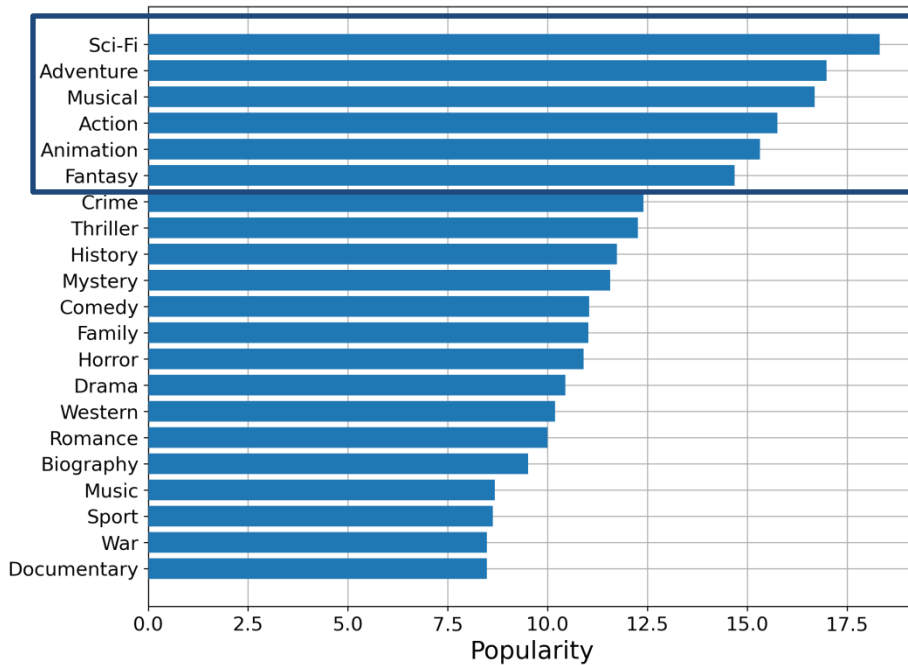
Movie Data

- Over 1000 Movie data from 2010 to 2019 from IMDB, The Movie DB and The Numbers.
- Movie titles, genres, finance ,release dates and popularities



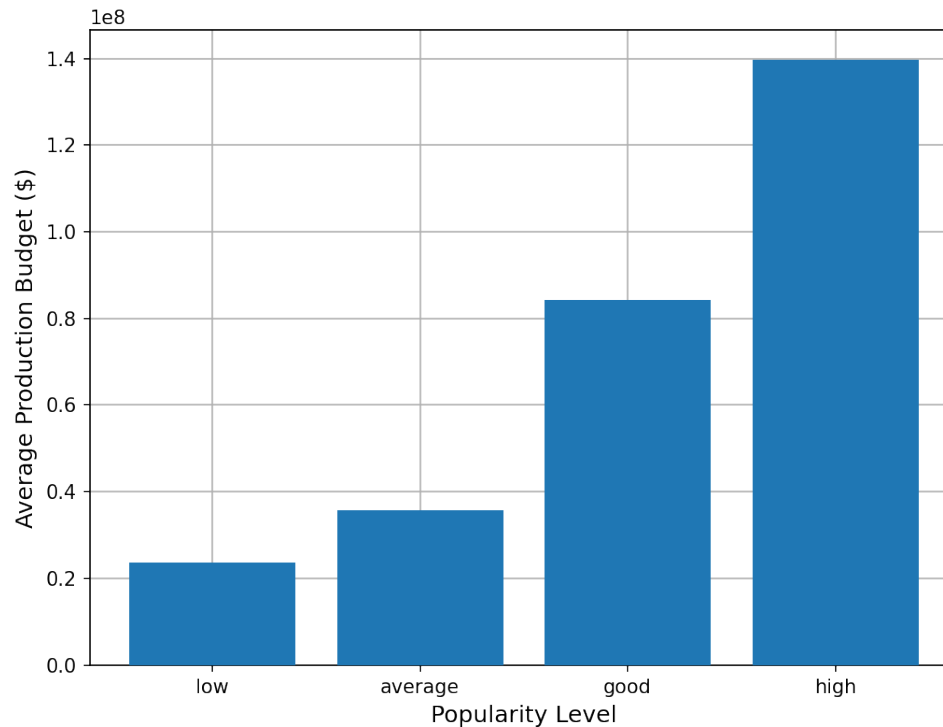
Movie Genres

- Animation, Sci-Fi, adventure and musical are most popular and profitable movie genres.



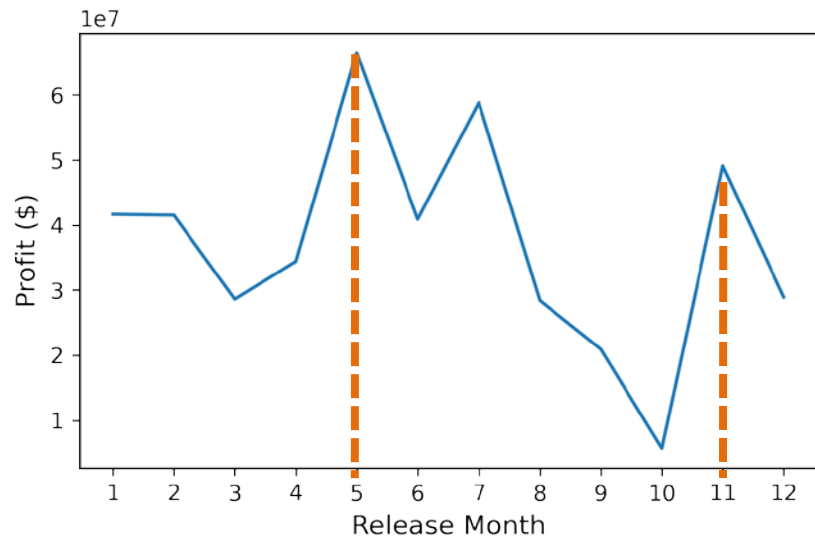
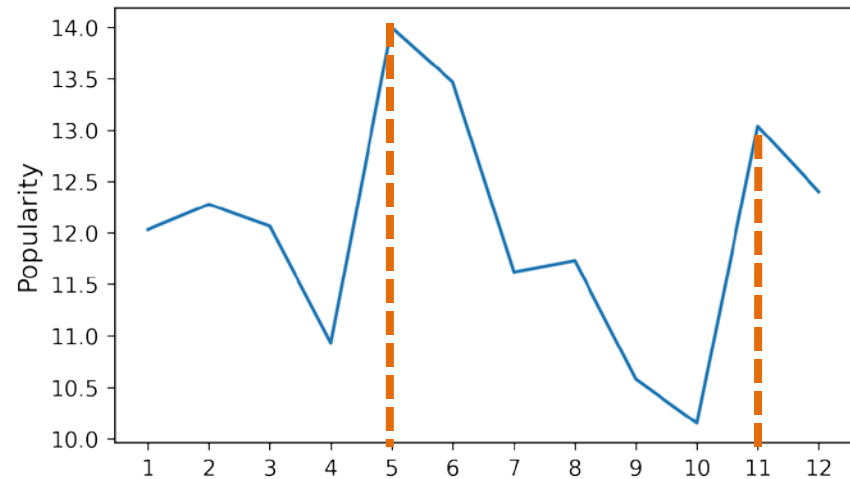
Production Budget

- Average production budget of high popular Animation, Sci-Fi, Adventure and Musical is \$140M.



Release Date

- May and November are the best time to release movie



Conclusion

- Produce a movie in animation, adventure, musical or Sci-Fi, or the combinations of these genres
- Invest 140 million dollars
- Choose May or November to release movie

Next steps:

- Better prediction of the genres that can lead to series and peripherals
- Predict over budget outcomes

Thank you!

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