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# Microsoft New Movie Studio

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## **Overview**

This project analyzes and recommends the genre of movies the new Microsoft studio will be showing, the market that it should focus more on, and the existing studios that they can partner/collaborate with to make it as they get into the movie industry.

# **Business Problem**

Microsoft wants to create a new movie studio and has no idea how to do it. I help them to know the kind of movies they should produce, their target market, and the studios they can work with.

### **Data**

1

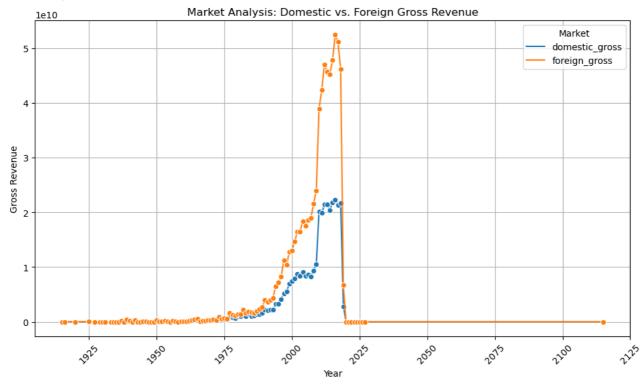
Data was obtained from existing movie databases. That is Box Office MojoLinks to an external site. IMDBLinks to an external site. Rotten TomatoesLinks to an external site. The MovieDBLinks to an external site. The NumbersLinks to an external site. The data file provides the movie title, the year produced, their grossings in both foreign and domestic markets, the type of movies produced, and the studios that produced them.

# **Methods**

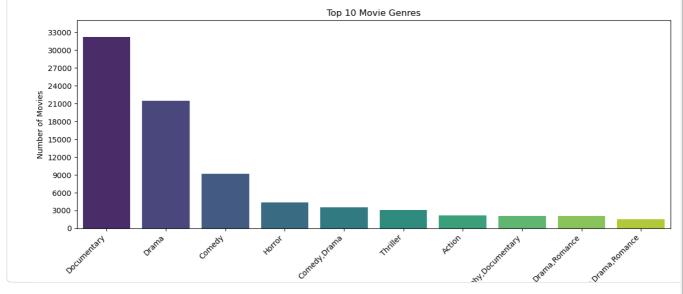
The project uses descriptive analysis, which shows the trends of the movies watched, how much they grossed in both international and domestic markets, and the studios that produced these movies.

# **Results**

Most foreign markets receive box office movies better than the domestic markets.



The genre of the movies is important so that Microsoft can know which movies they can produce that appeal to the audience.



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