

# Microsoft Movie Studio



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# Summary

- Global box-office revenue reached a record \$42.5 billion in 2019
- Data analysis shows us:
  - What type of movie to make
  - With what MPAA rating
  - Released at what time of the year

# Business Problem

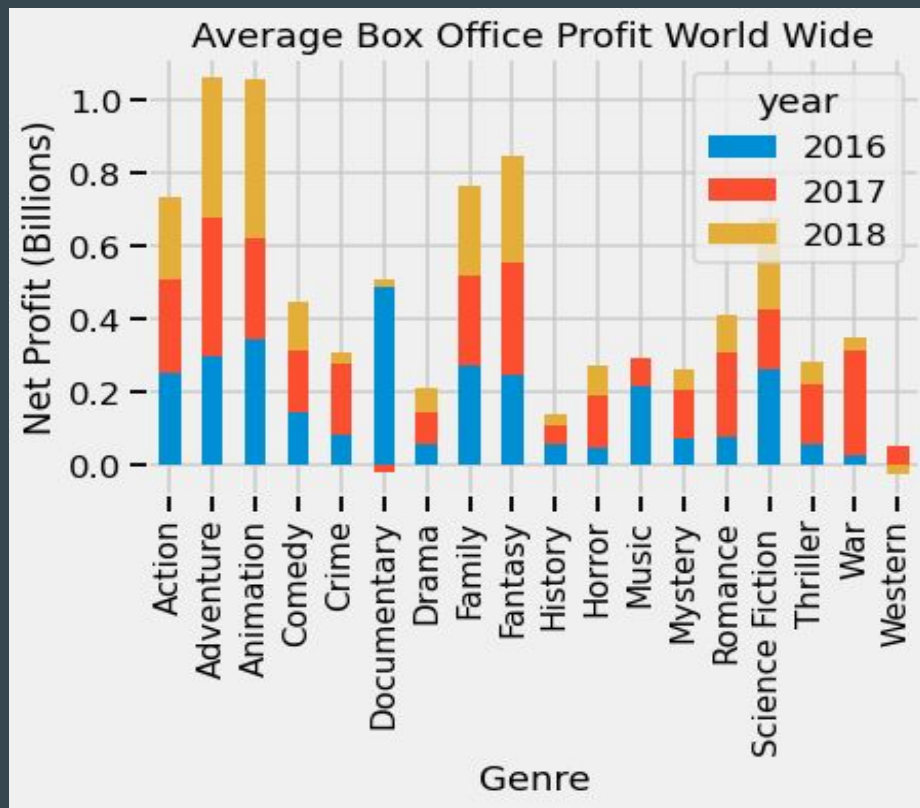
- Our task is to use data to explore the types of movies that are doing well at the box office, and then make appropriate recommendations based on that data.

# Data & Methods

- We are working with datasets from five sources:
  - a. The Internet Movie Database
  - b. The Movie Database
  - c. Box Office Mojo
  - d. The Numbers
  - e. Rotten Tomatoes

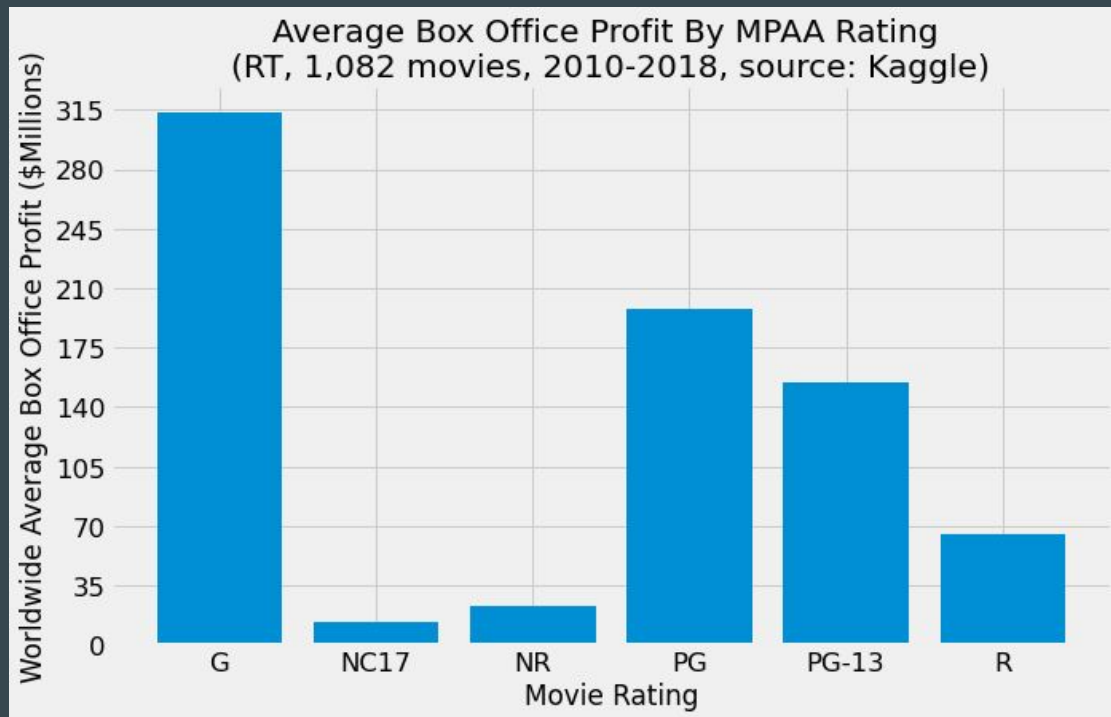
# Recommendation 1

Make an animated adventure movie.



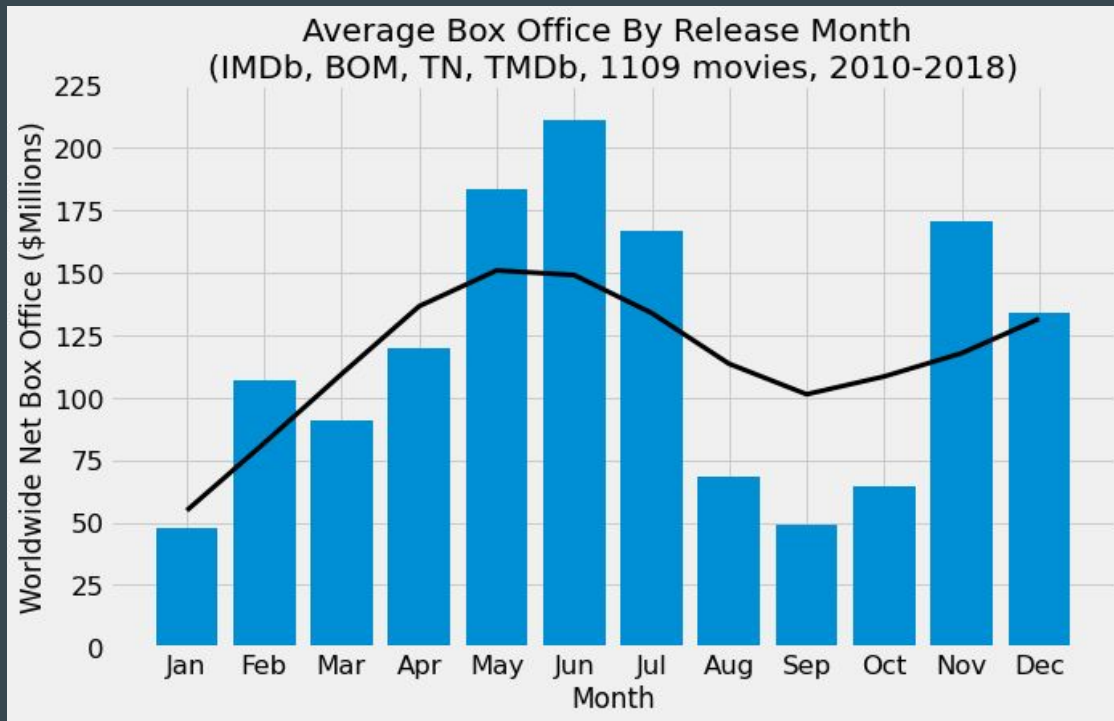
# Recommendation 2

Make G or PG rated movie.



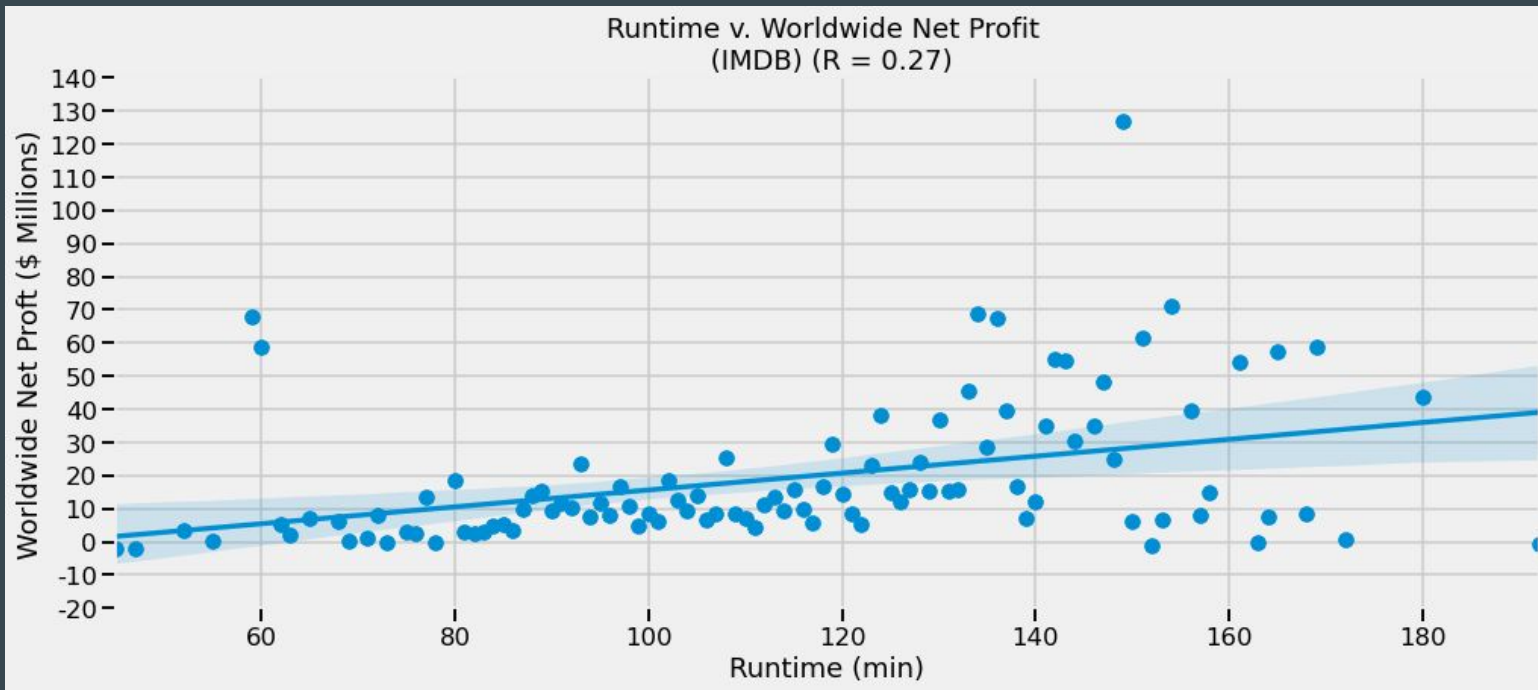
# Recommendation 3

Release the new movie in May-July, or at the end of the year.



# Recommendation 4

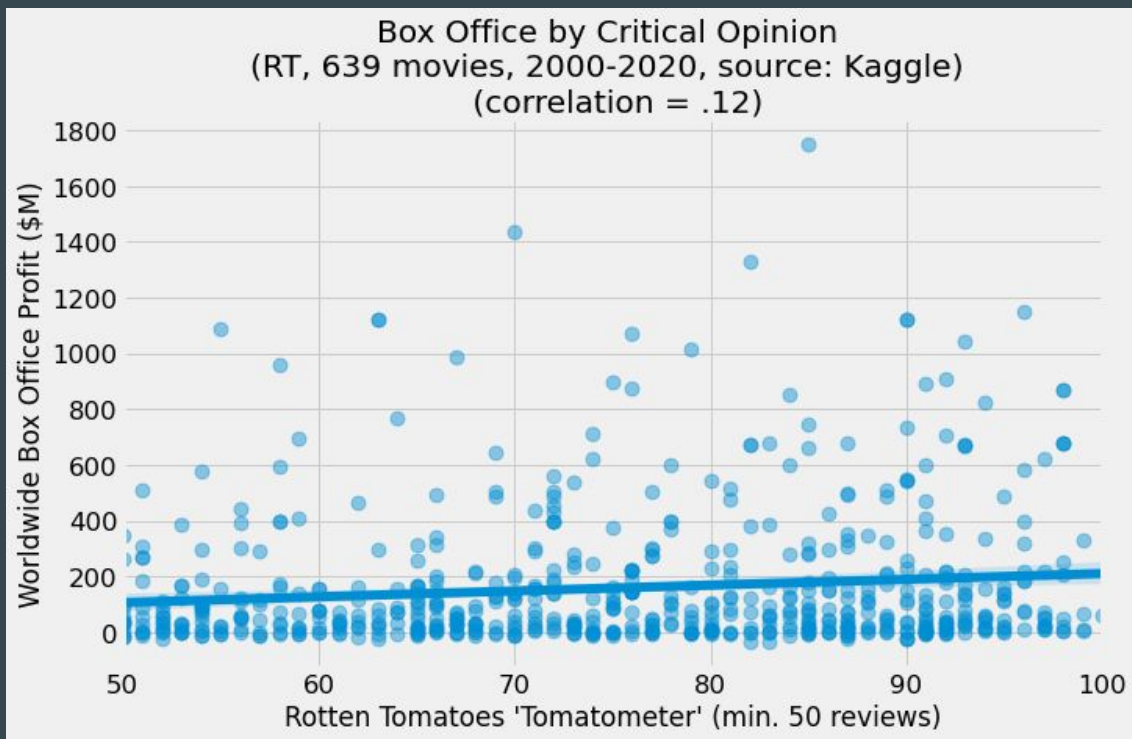
Movie runtime has a correlation with profit





# Recommendation 5

Critical acclaim does not lead to profits.



# Conclusions

- Make a G or PG animated adventure, and release it in May, June, or July.
- Don'ts:
  - Release a movie in the winter or late summer/early fall.
  - Rely on critical consensus to achieve box office returns
  - Make an R-rated film

Questions?