



Microsoft Movie Analysis

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Summary



- Movie length: **91 - 106 minutes**
- Movie Budgets: **Low**
- Genres: **Horror, Thriller, and Mystery**

Overview



- Business Problem
- Data & Methods
- Results
- Conclusions



Business Problem

- New Movie Studio
- Improve Industry knowledge
- Box office performance



Data & Methods

The Numbers

- Production Budget
- Worldwide Gross Box Office

IMDb

(Internet Movie Database)

- Movie Length
- Producer(s)
- Associated Genres



Data & Methods

- Measure of Success
 - Return on Investment (ROI) > Profit
- Producers
 - Min 7 movies
 - Ranked by Median ROI



Data & Methods

	# movies	median ROI
High ROI producers	51	1081
All movies in the dataset	1,369	103
Low ROI producers	45	27

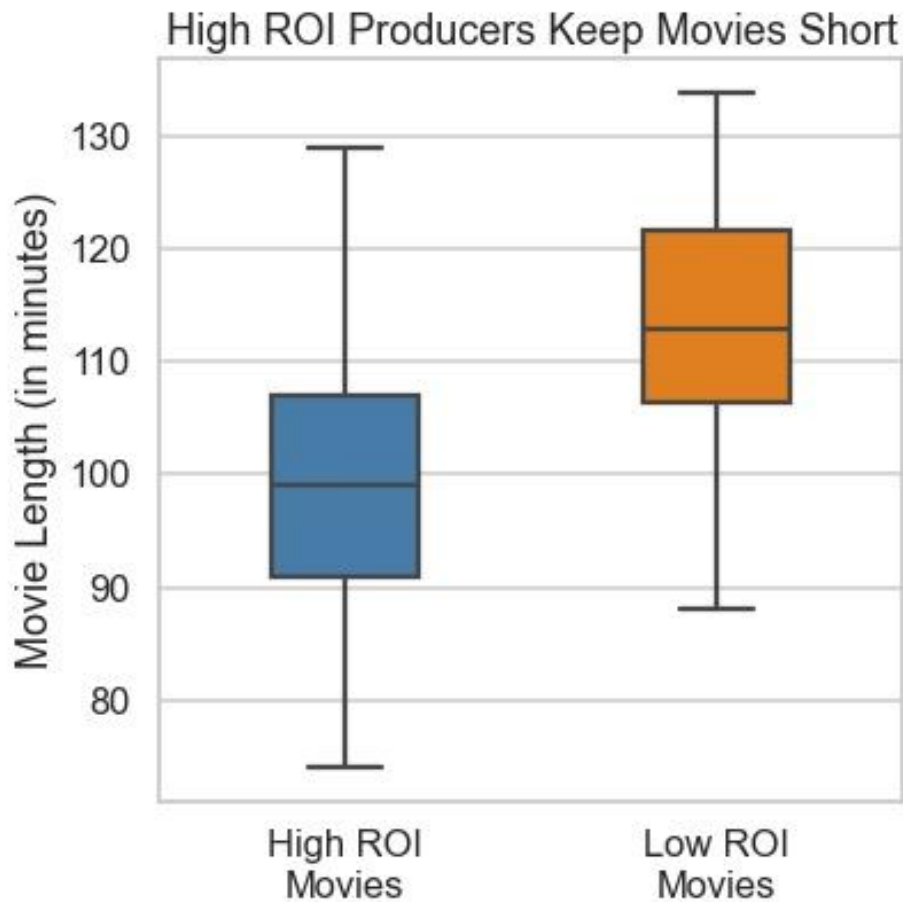
Results

Keep movie lengths
between **91 - 106 minutes**

	Average Length
High ROI	99 min

Average	105 min
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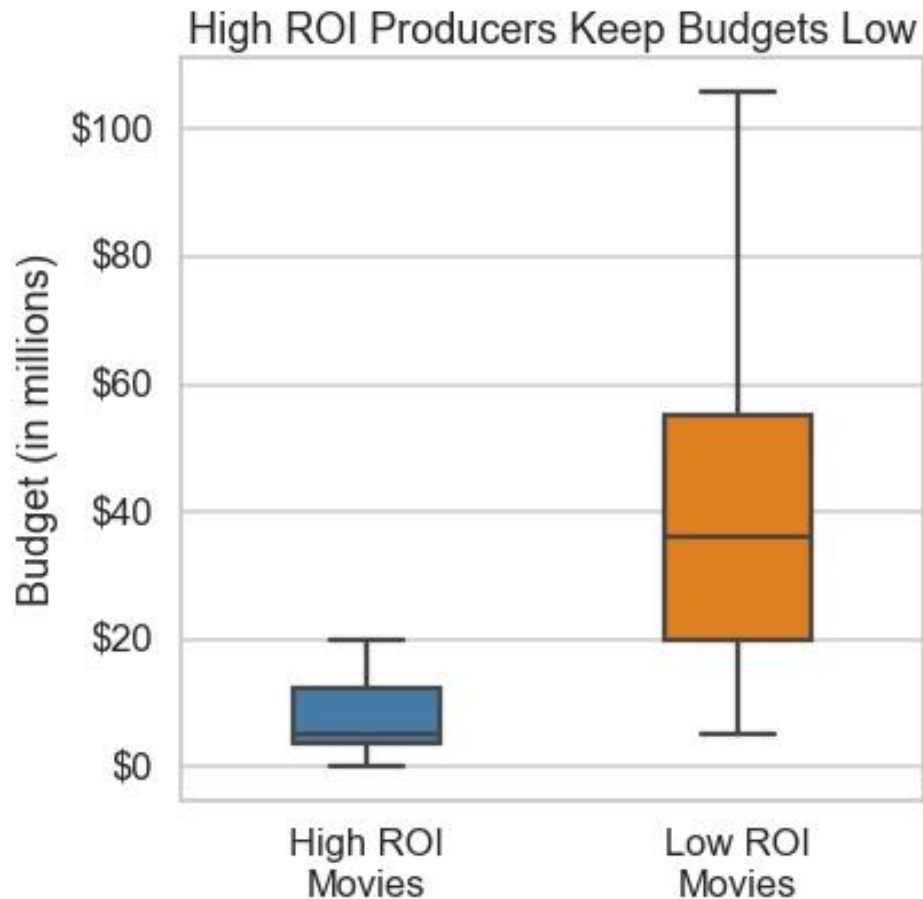
Low ROI	113 min
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Results

Keep production
budgets **Low**

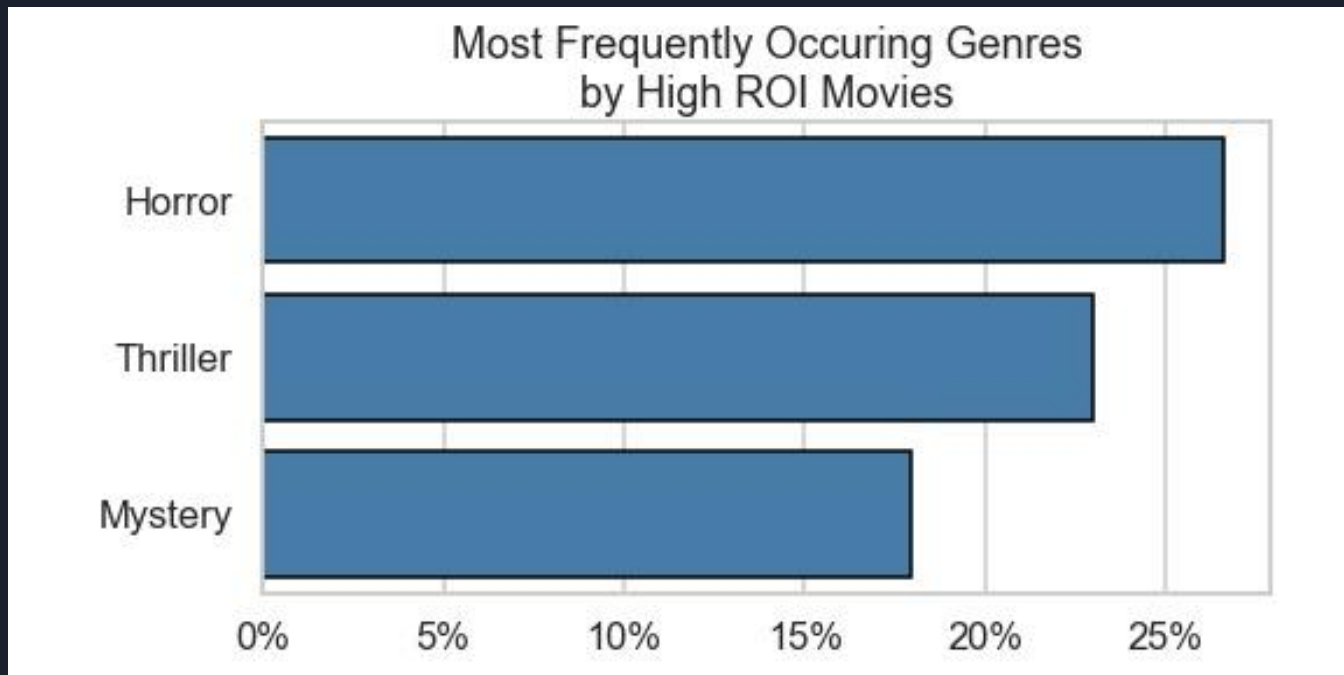
	Average Budget
High ROI	\$5 mil
Average	\$22 mil
Low ROI	\$36 mil



Results

Emphasize

- Horror
- Thriller
- Mystery





Conclusion

Recommendations

- Movie length: **91 - 106 minutes**
- Movie Budgets: **Low**
- Genres: **Horror, Thriller, and Mystery**



Conclusion

Limitations & Next steps

- Gather More Data
- Successful Movie Studios
- Streaming

See you at the movies!

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