

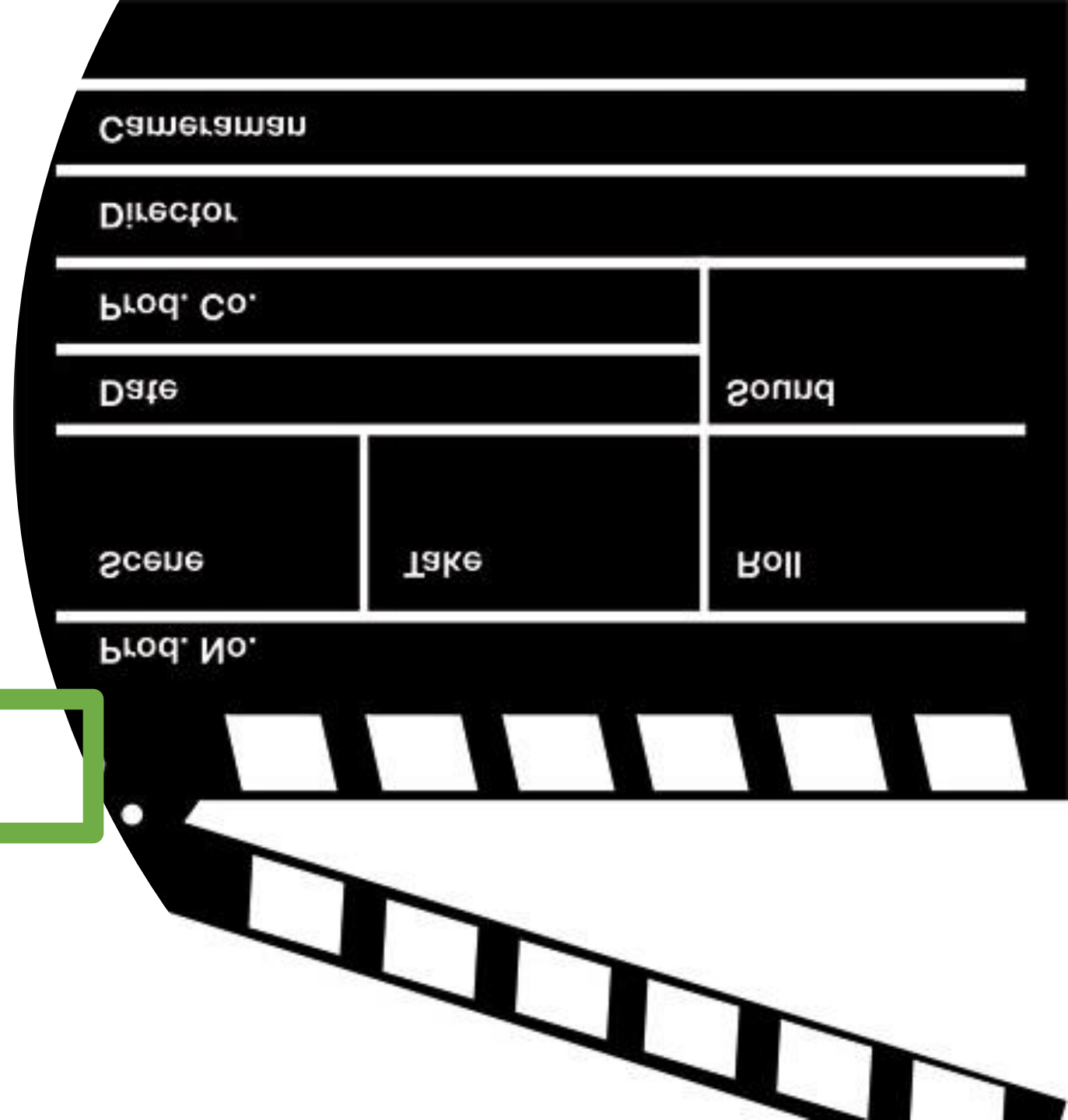
Microsoft Movie Studio

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Behind The Scenes

"A Data-Driven approach at the Movie business..."



Outline



Business Problem



Data & Methods



Results



Conclusion



Further
Recommendations

Business Problem

- Microsoft has decided to open their own movie studio. They don't know where to start. They would like to know what type of movies and their features are performing best at the box office, in order to take a flying leap at it.



Data & Methods

Data Sources

- IMDB
- Box Mojo
- The Movie Data

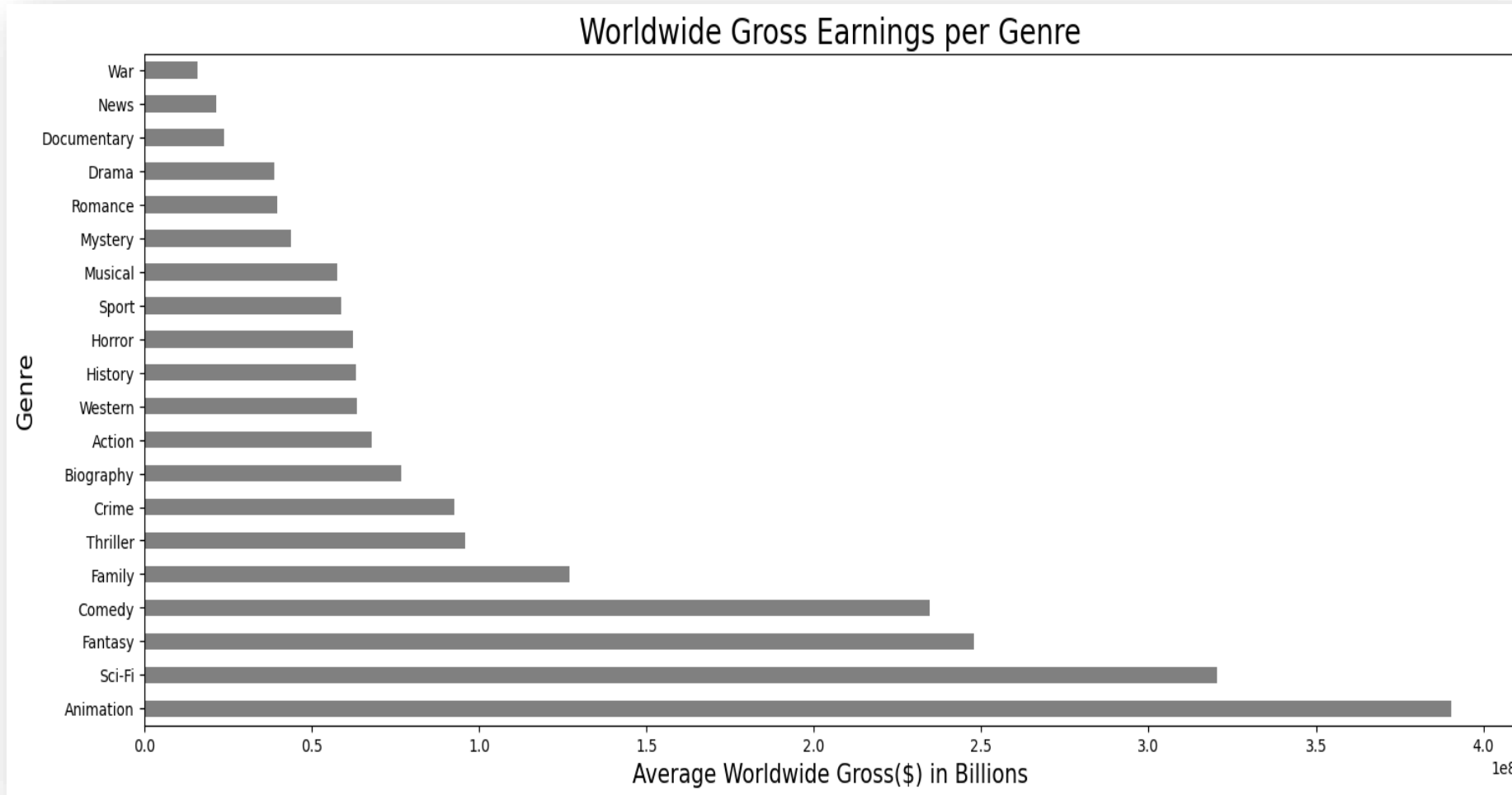
Method:

This project uses descriptive analysis to analyze data to look for trends that determine the success of a movie at the box office using different parameters provided by the datasets.



Results...

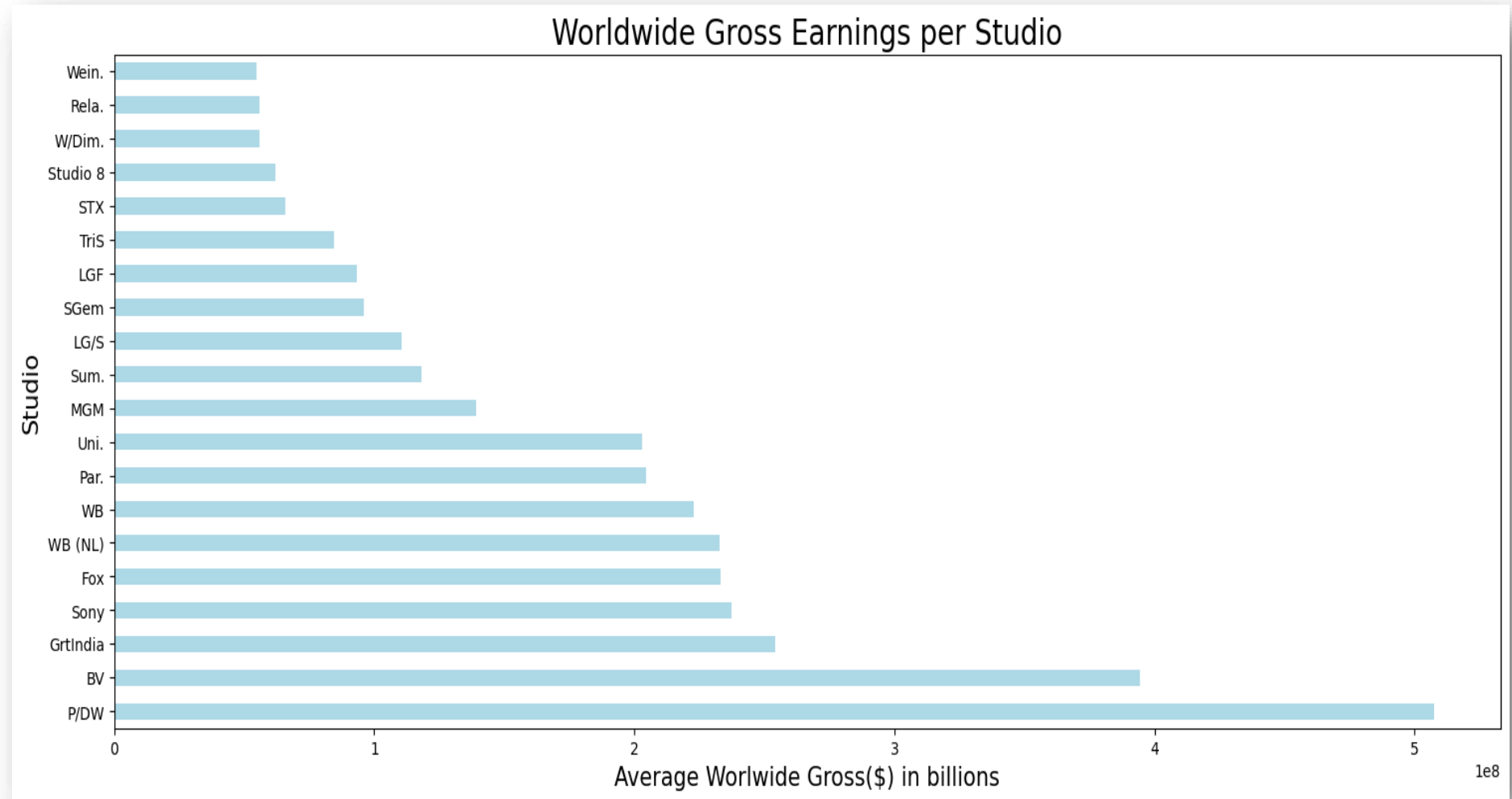
Which Genre Dominates the Big Screen?



- Animation is leading with almost 4 billion (USD)
- Sci-Fi is the second leading genre
- Fantasy, Comedy and Family are among the top genres

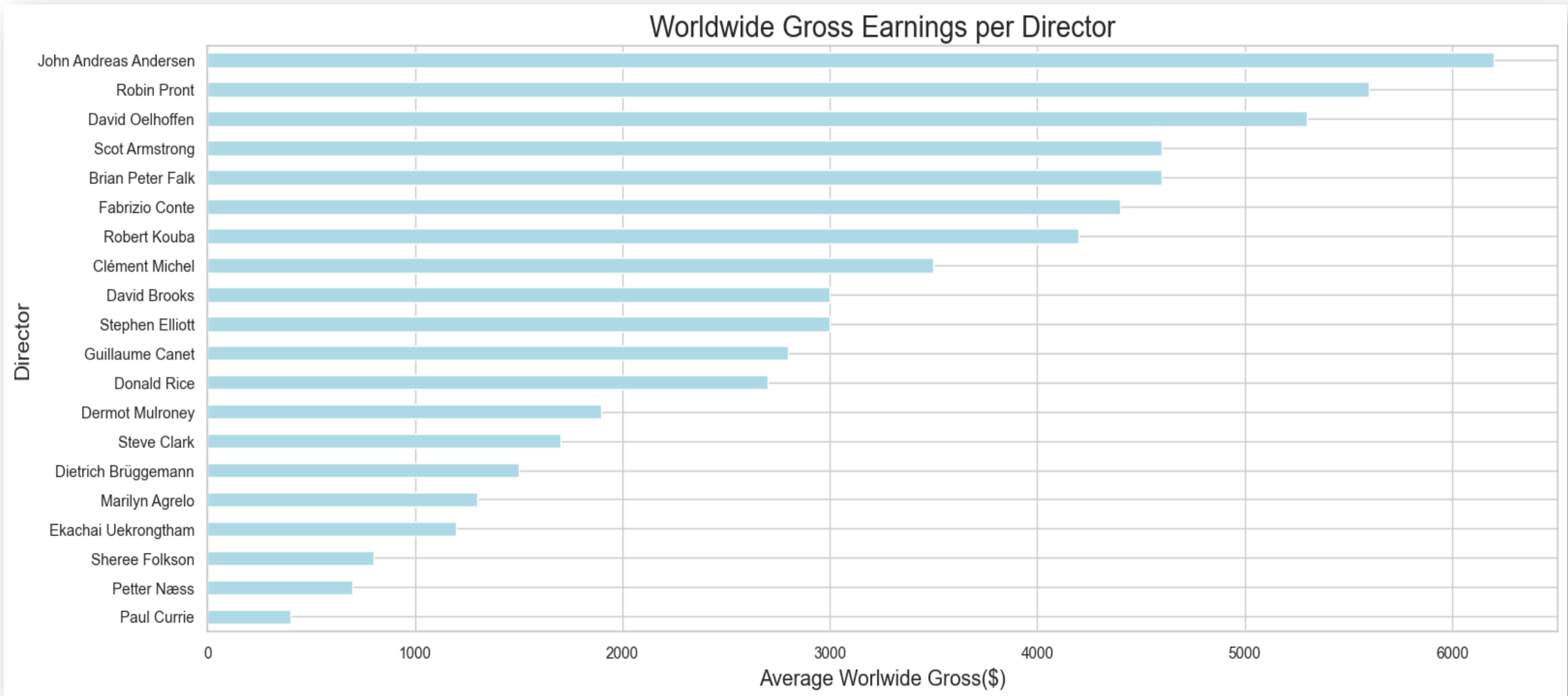
Who are your competitors?

- P/DW is the leading studio with more than 5billion(USD)
- BV comes second close to P/DW
- GrtIndia, Sony, Fox and WB are also among the top studios



Who are the best directors in the game?

John Andreas, Robin Pront, David Dolhoffen are the definitely the best!!!



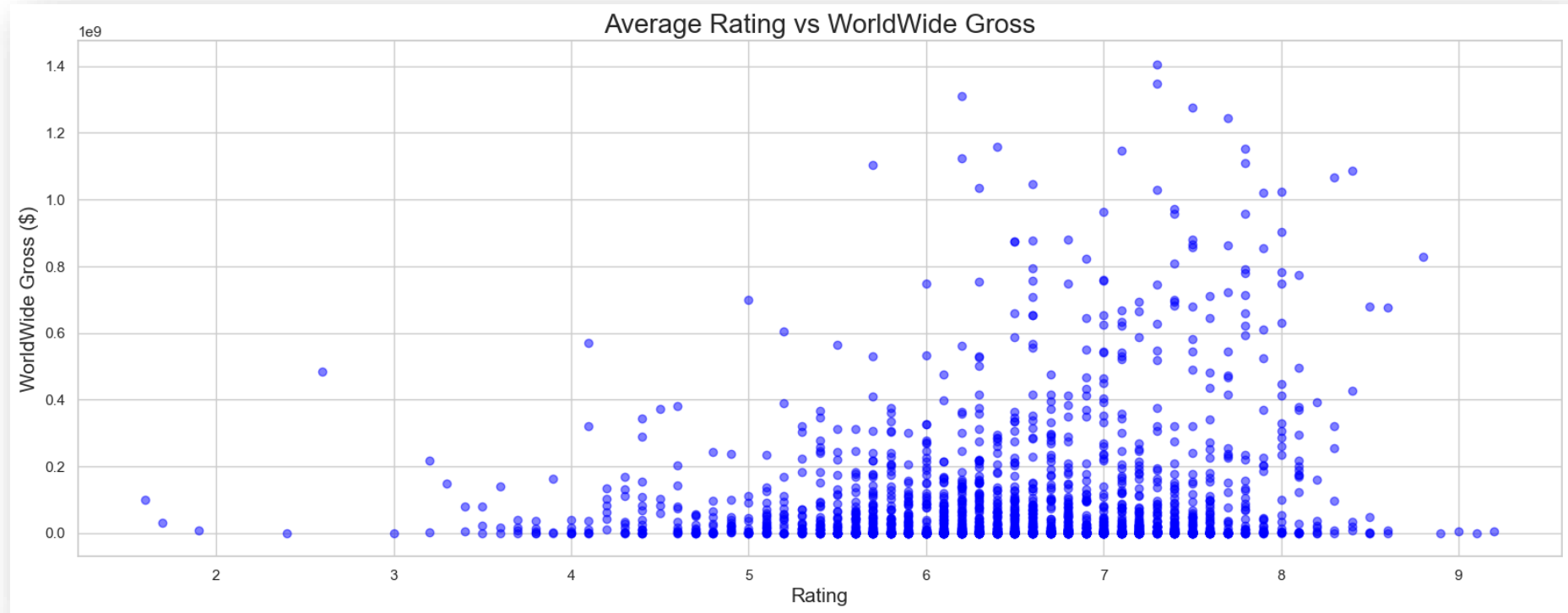
What's the Ideal Month to Launch a Movie for Maximum Profit?

February, July, November and December without a doubt.

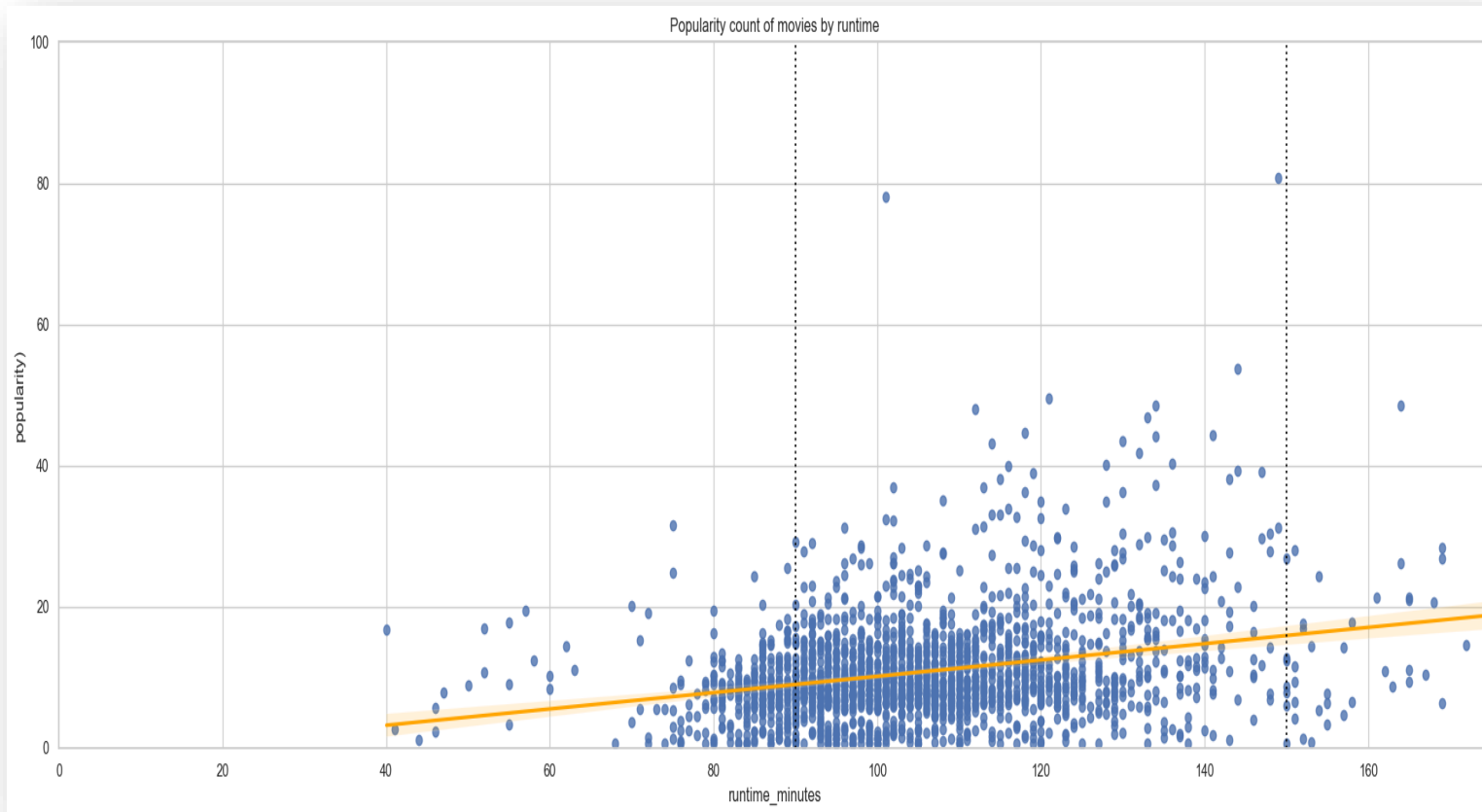


Does Movie Rating Have an Impact on Revenue?

Rating does not in any way
affect the total gross earnings



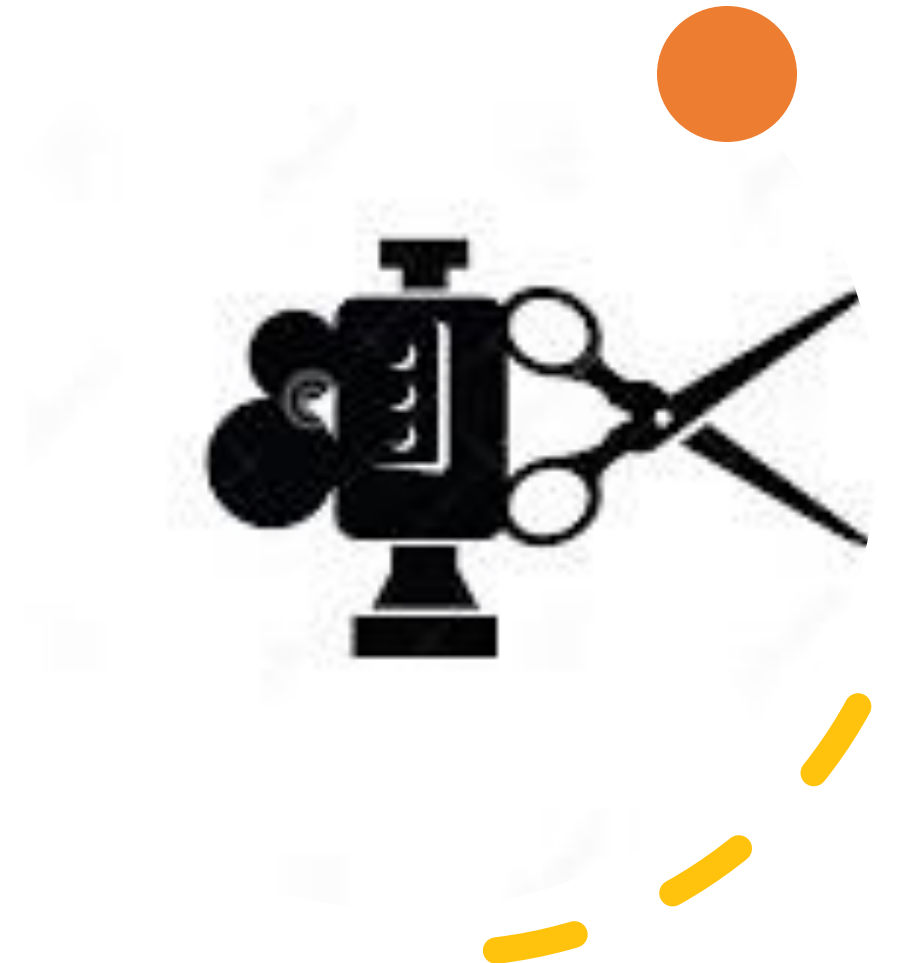
Does the Length of a Film Impact its Popularity?



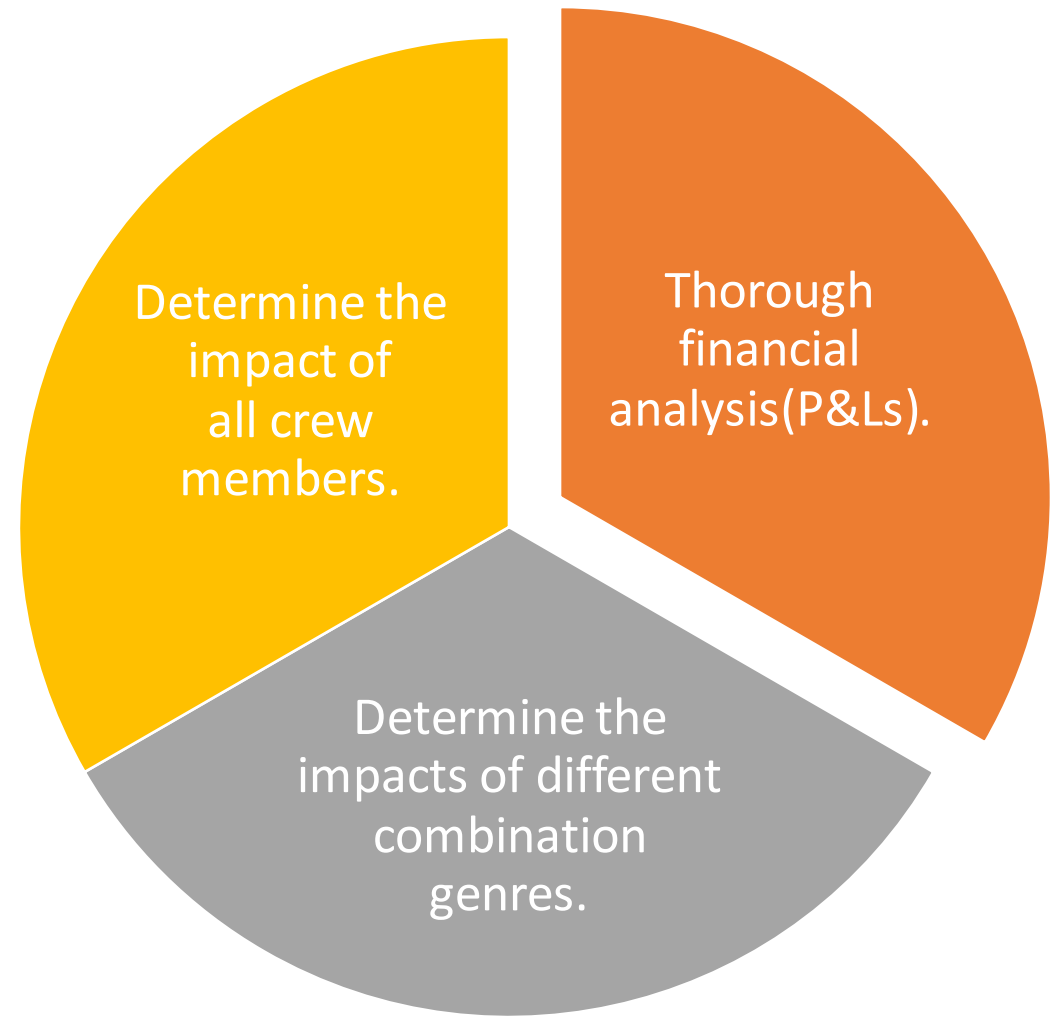
" If you thought yes, yes
and the ideal range as
shown by our plot is 90-
120 minutes

The Final Scene: Wrapping Up the Analysis...

- Animation, Sci-Fi, Fantasy, Comedy, Family are top-5 MOST PROFITABLE genres.
- John Andreas Anderson, Robin Pront, David Delhoffen, Scott Armstrong, Brian Peter Falk.
- February, July, November and December are the most profitable months.
- The length of a movie does matter. The ideal time is 90-120 minutes.



*Stepping
Ahead...*



Thank You :)



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