

Microsoft Movie Project

MODULE 1 PRESENTATION

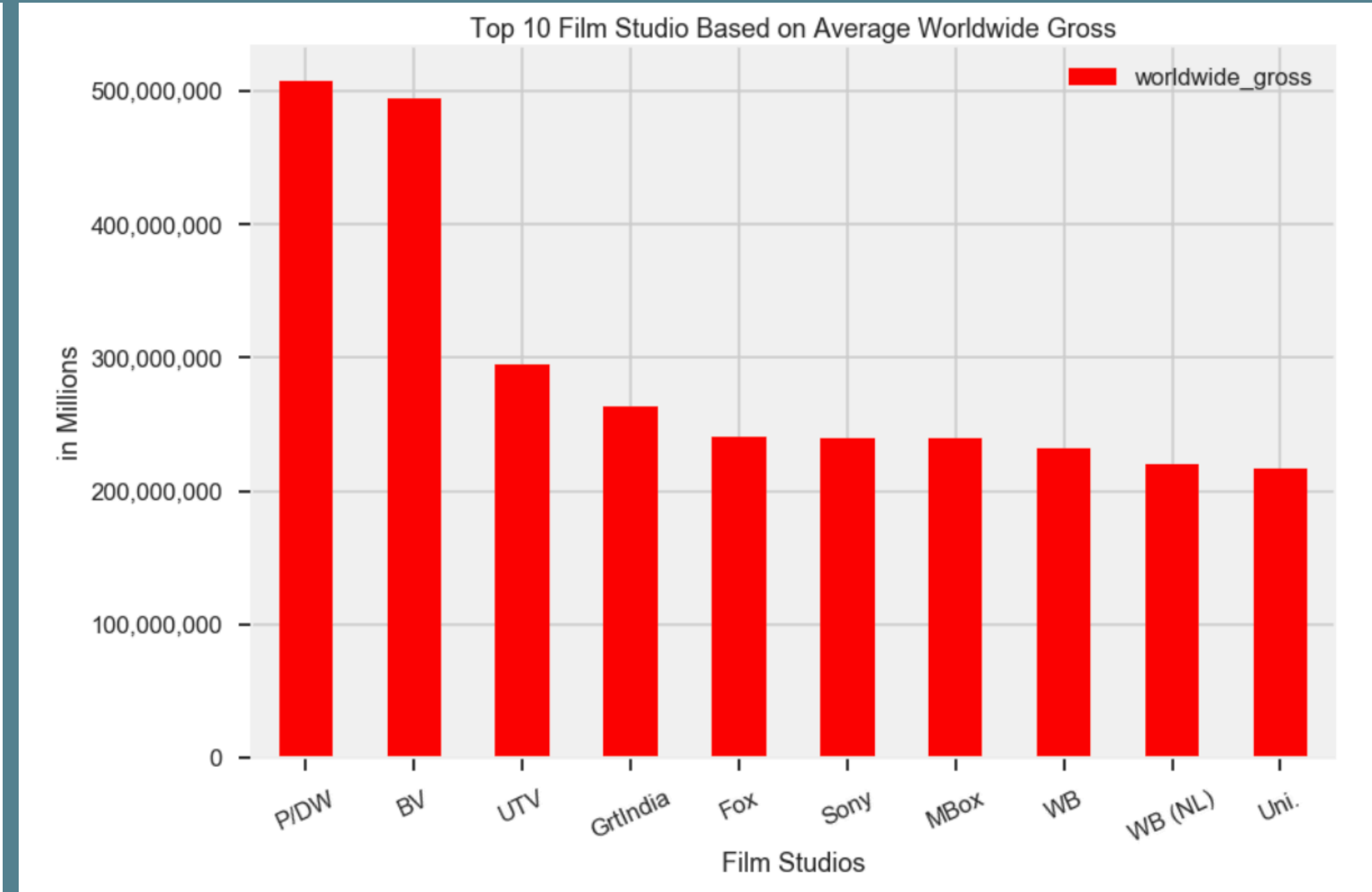
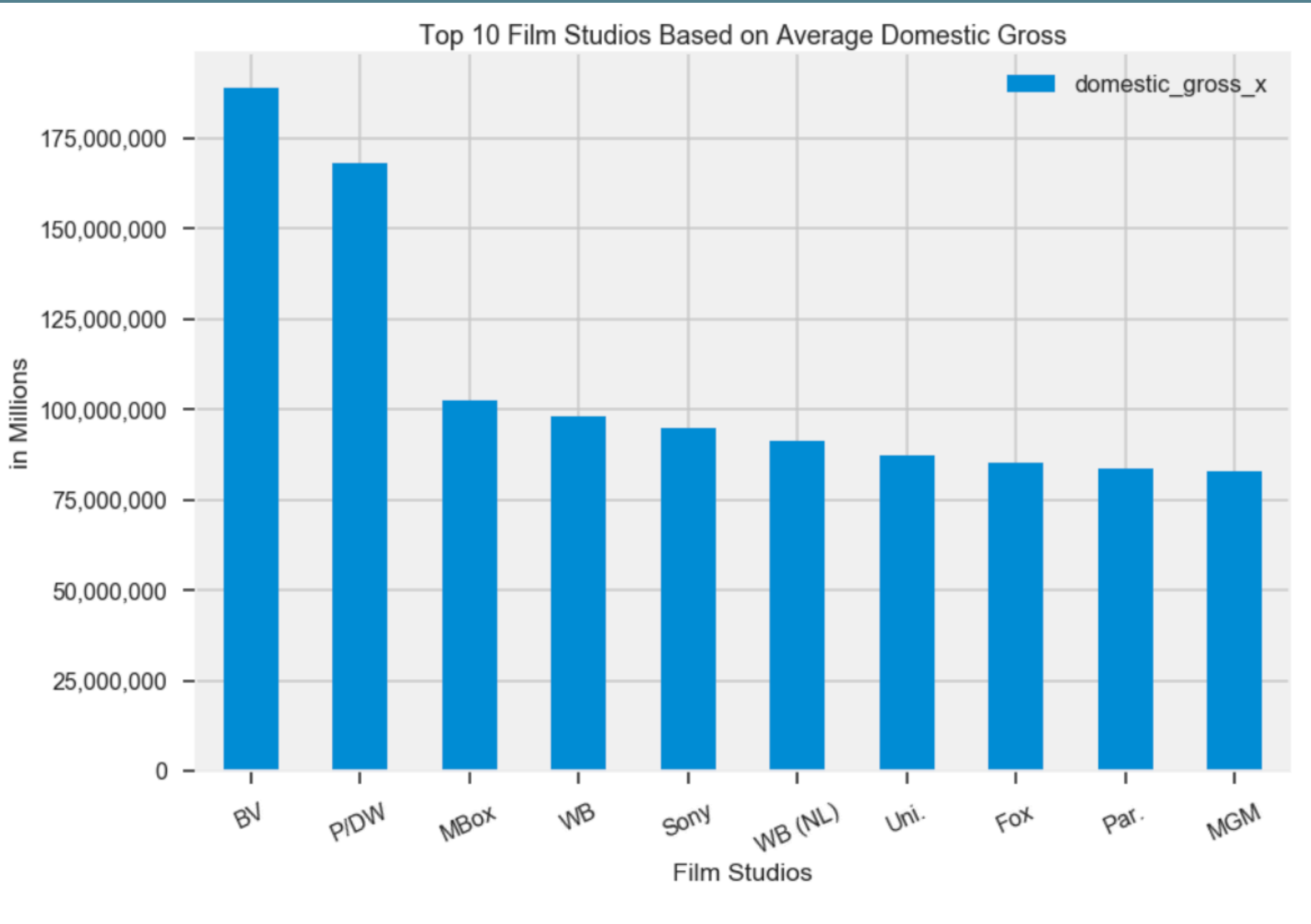


DATA VISUALIZATION

Raffette Alston

FLATIRON SCHOOL

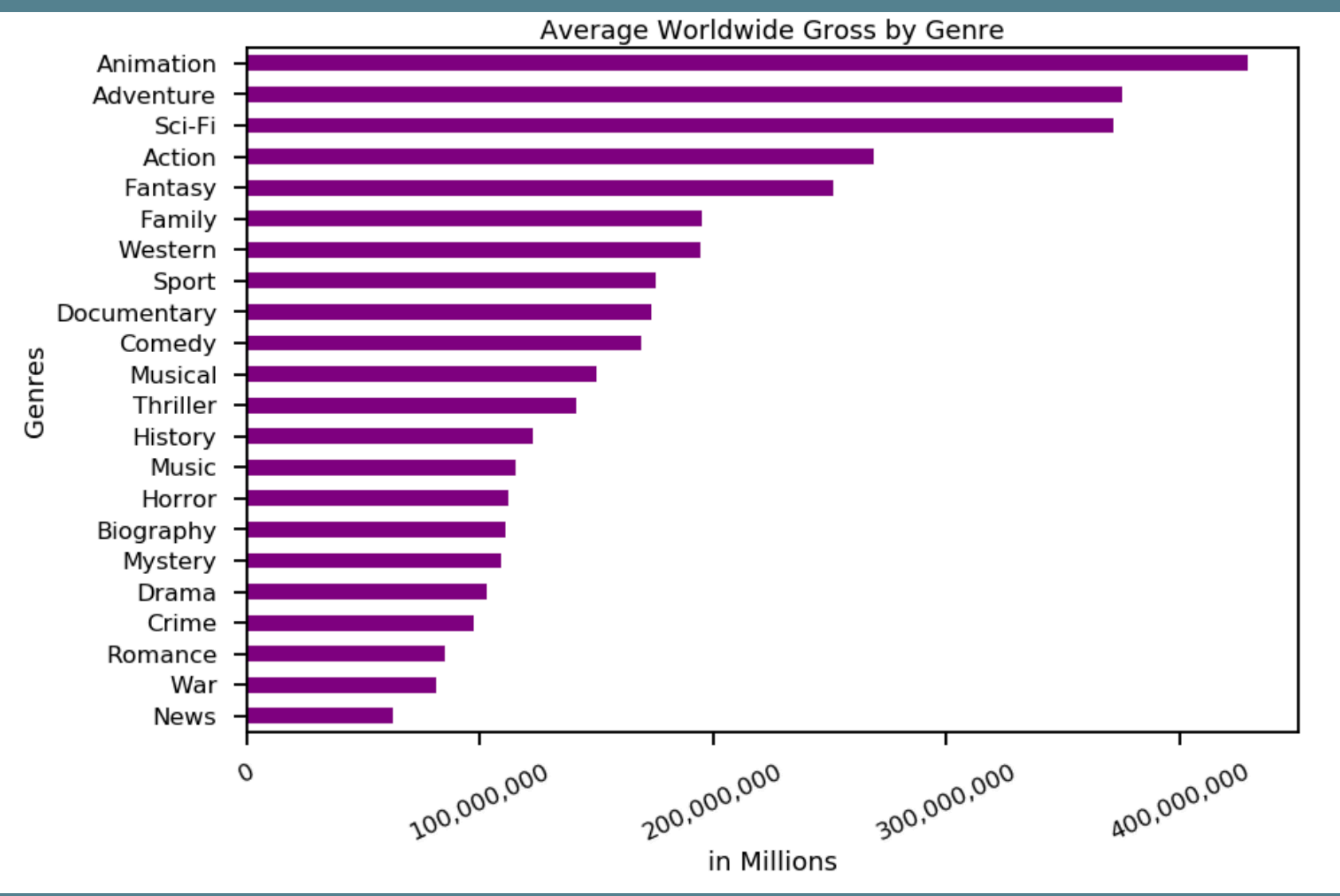
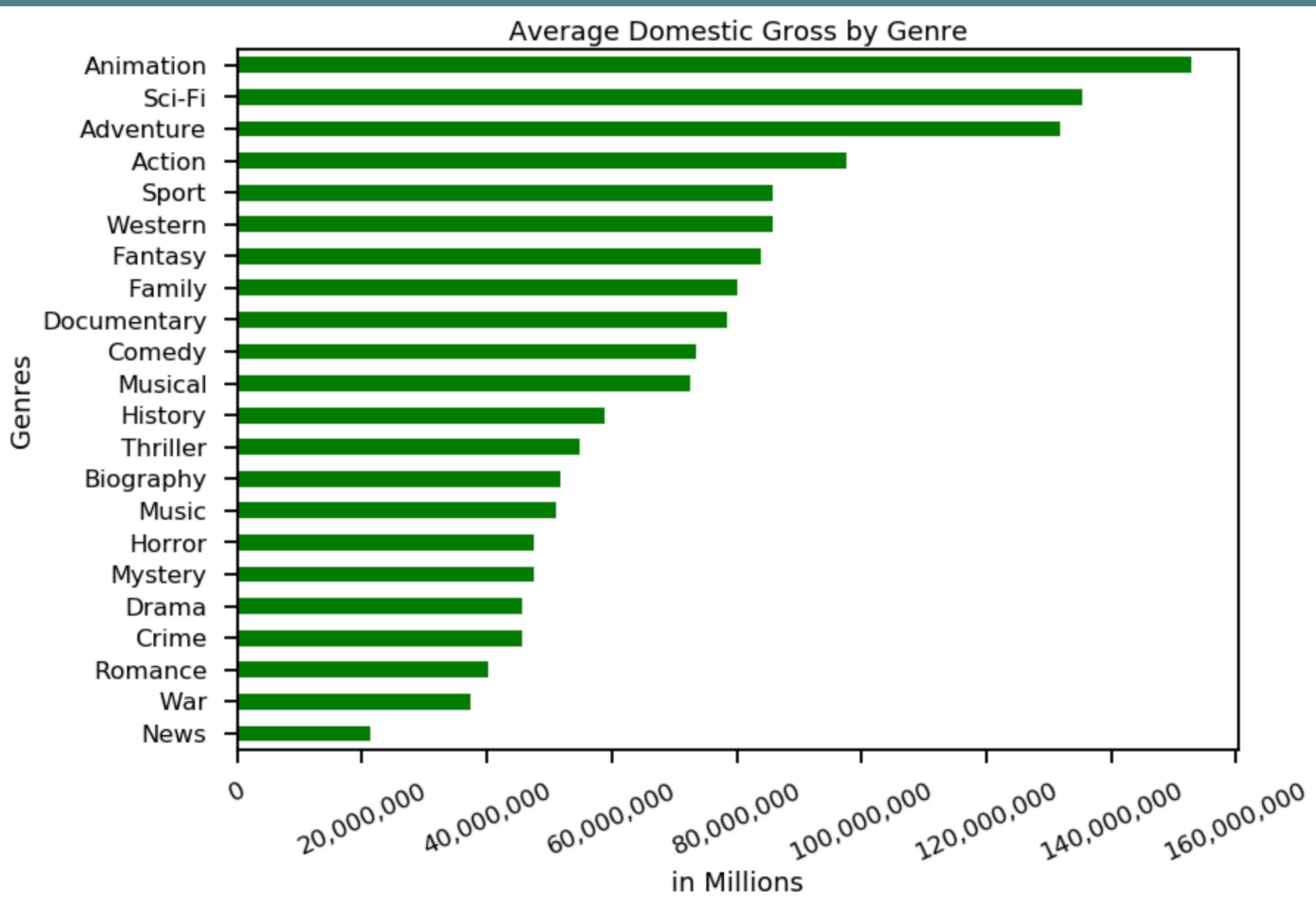
Film Studios with the highest gross from 2010-Present



Also, notice that most of these studios appear on both charts domestically and internationally.

What else do we need to know so that Microsoft can mirror these outcomes as a film studio?

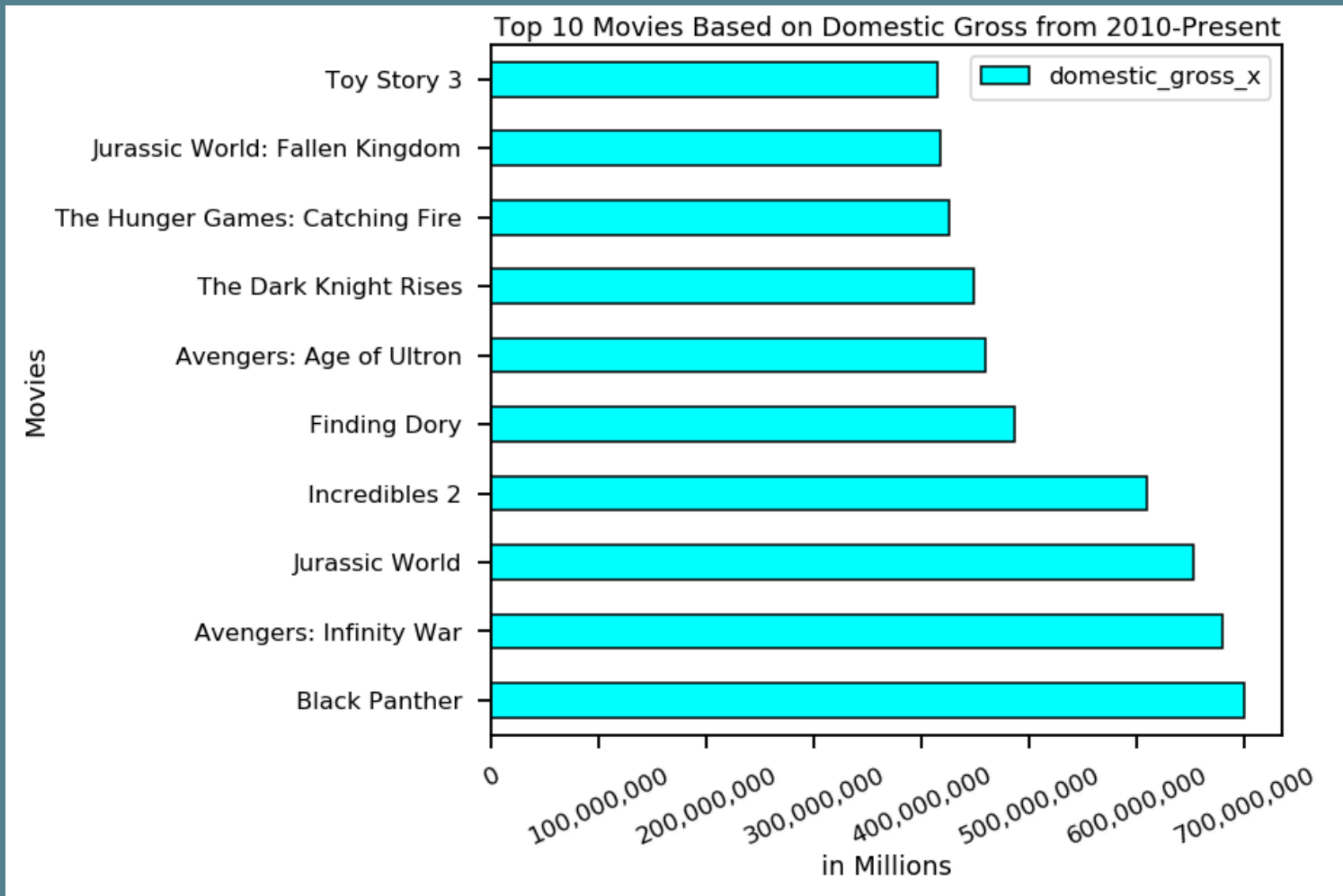
Average Gross by Genre Domestically and Internationally



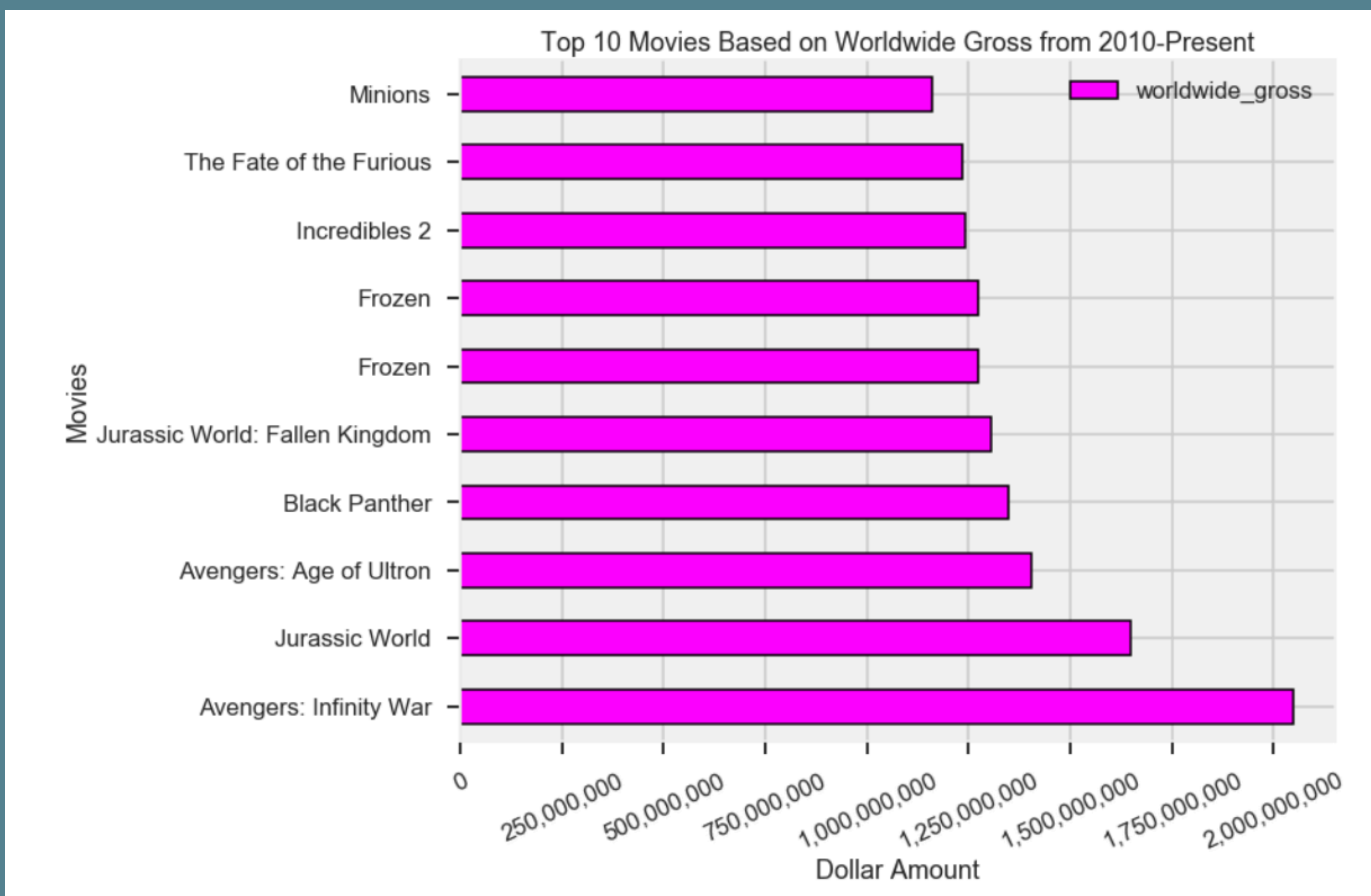
From here we can see which genres yields the highest gross domestically and internationally.

Animation, Adventure, Sci-Fi, Action are the top four genres on both lists. Let's keep that in mind.

Top 10 Movies Based on Domestic Gross

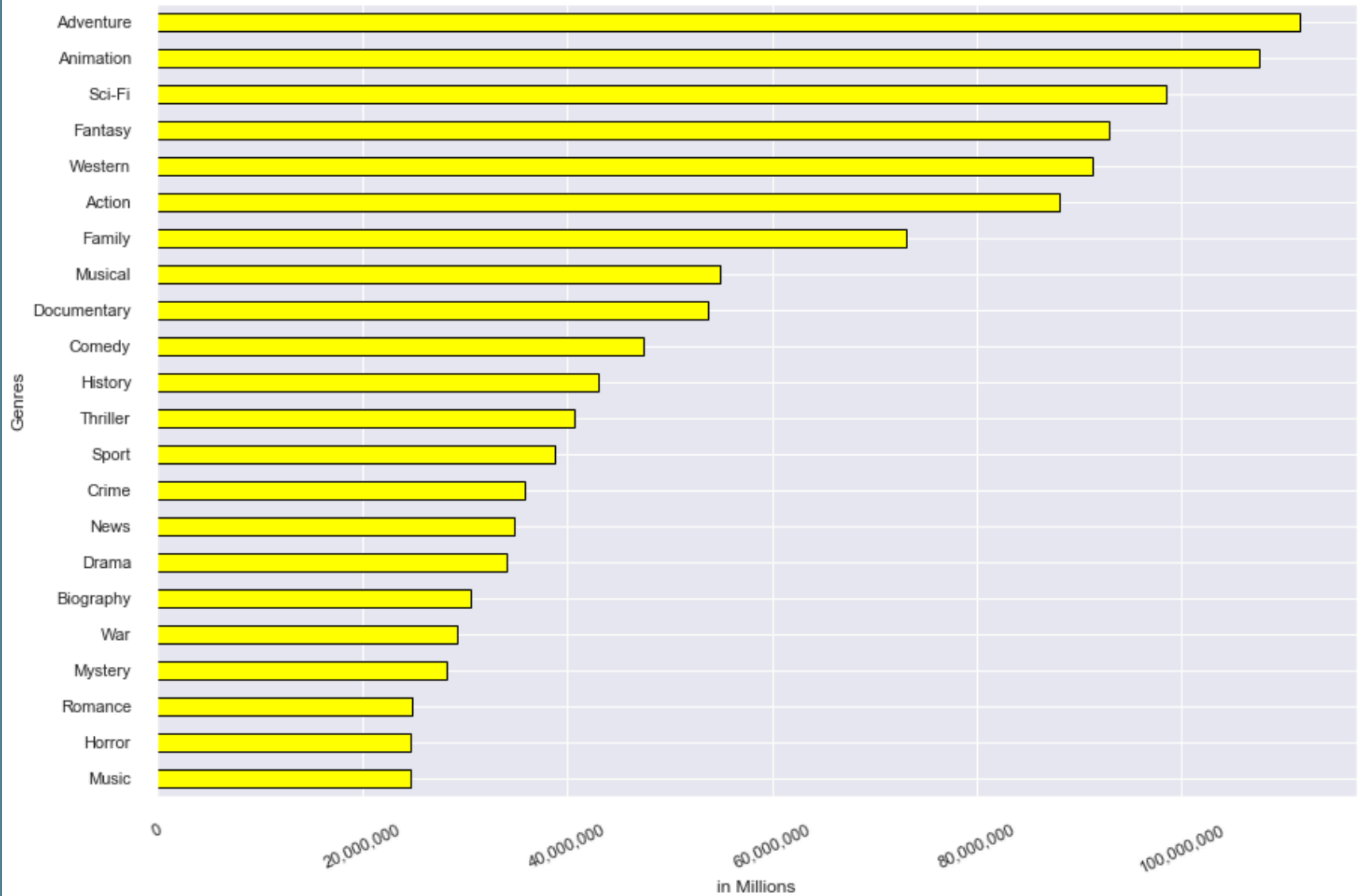


Top 10 Movies Based on World Wide Gross



Keeping in the mind the top four genre that yield the highest gross (Animation, Action, Adventure and Sci-Fi) from our previous slide. Notice the top 10 movies based on domestic and world wide gross from the last decade. Most of these movies also fall into one of those four top grossing genres.

Average Production Budget from 2010-Present



This chart displays the average production budget for each major genre over the past 10 years.

This average production budget chart gives you an idea of what you can expect to invest in your film based on genre.

Notice that Adventure, Animation, and Sci-Fi remain at the top

CONCLUSION & ACTIONABLE ITEMS

-The movie studios that have produced the highest grossing movies have invested substantial amounts of money in to the production budget of those movies. Some successful movies (i.e. Avengers: Infinity Wars) have yielded double the production budget.

-Based on success, I suggest you shift your focus to these genres:

***Animation**

***Action**

***Sci-Fi**

***Adventure**

-Keep in mind that in order to be successful, it will require a substantial production budget.

FUTURE WORK

- **Production Staff For Top Grossing Movies**
 - **Sales By Demographic In Each Genre**
 - **Motion Picture Movie Association Of America Film Rating System And Its Correlation To Domestic Gross By Genre**
 - **Marketing And Promotional Data For Top Grossing Films**
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THANK YOU FOR YOUR TIME



MODULE 1 PROJECT

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