

MICROSOFT TENNÉ

Creating with purpose,
empowering movie achievement

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SUMMARY

- Descriptive analysis of data from IMDb, The Movie Database, and Box Office Mojo reveal trends for Microsoft to use in determining what movies to make
 - For successful, sustained gross earnings over time, Tenné should produce Adventure and Action
 - For immediately successful gross earnings, Tenné should produce Sci-Fi, Animation, Adventure, Fantasy, or Action movies
 - Create Sci-Fi movies.

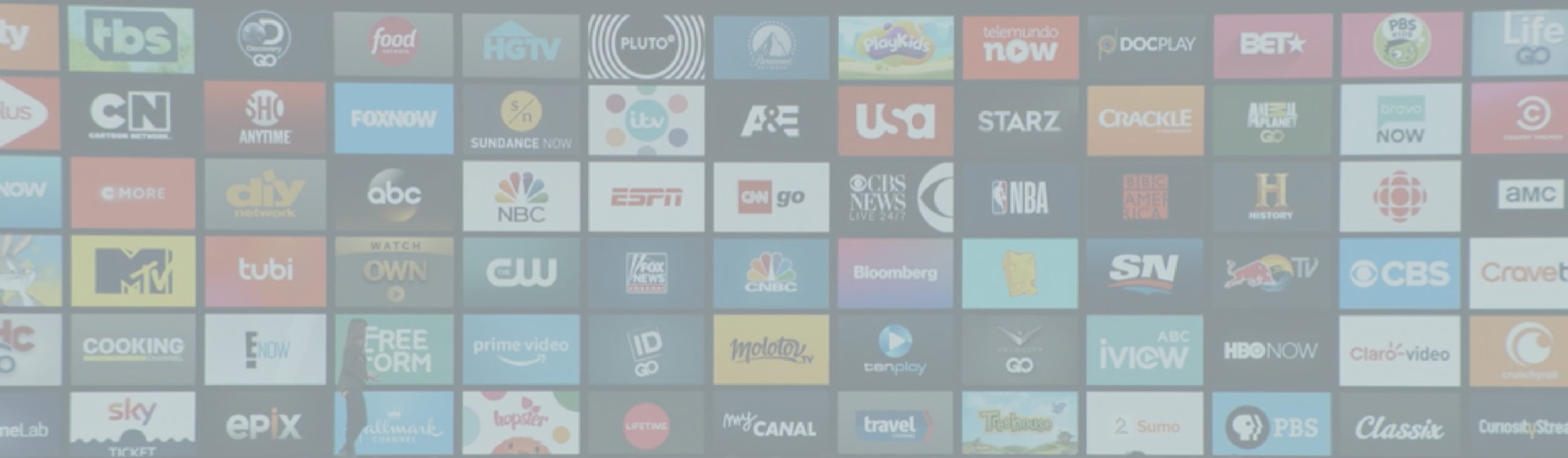
OUTLINE

- Business Problem
- Data & Methods
- Results
- Conclusions
- Next Steps

MICROSOFT TENNÉ

CREATING WITH PURPOSE,
EMPOWERING MOVIE ACHIEVEMENT





BUSINESS PROBLEM

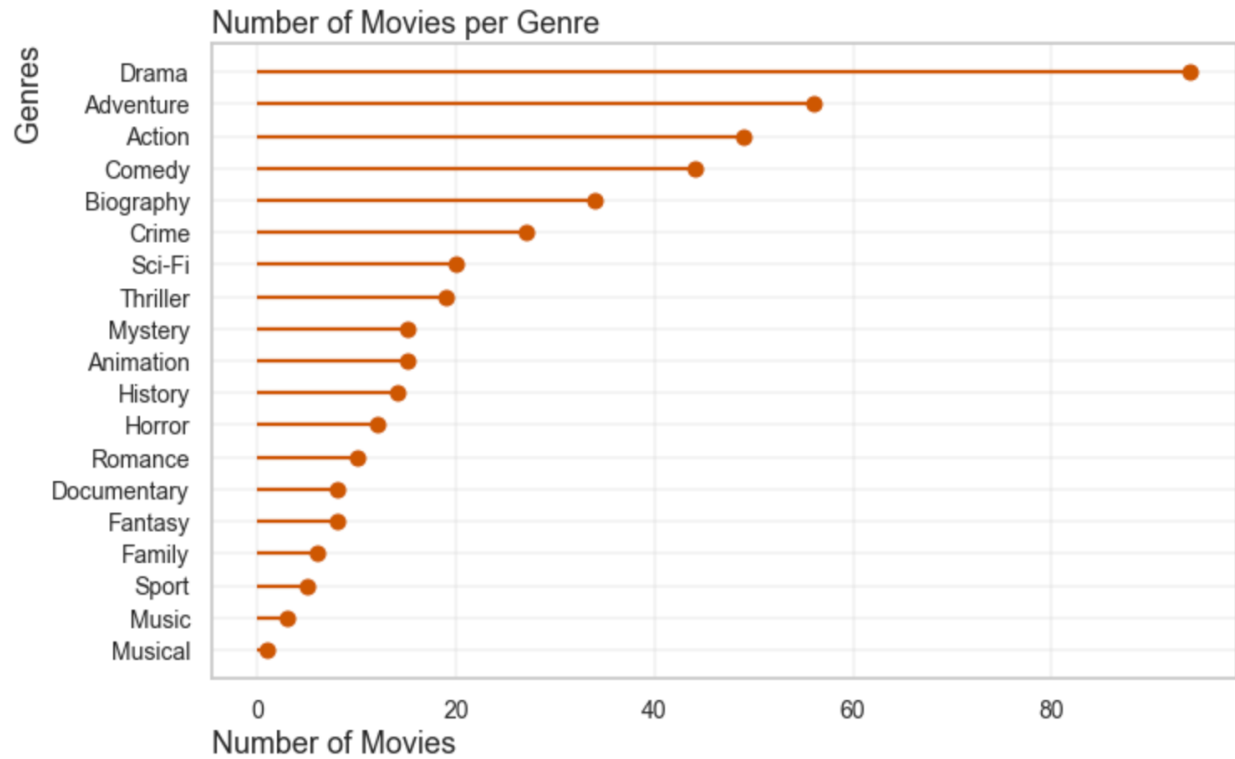
Determine what kind of movies to make

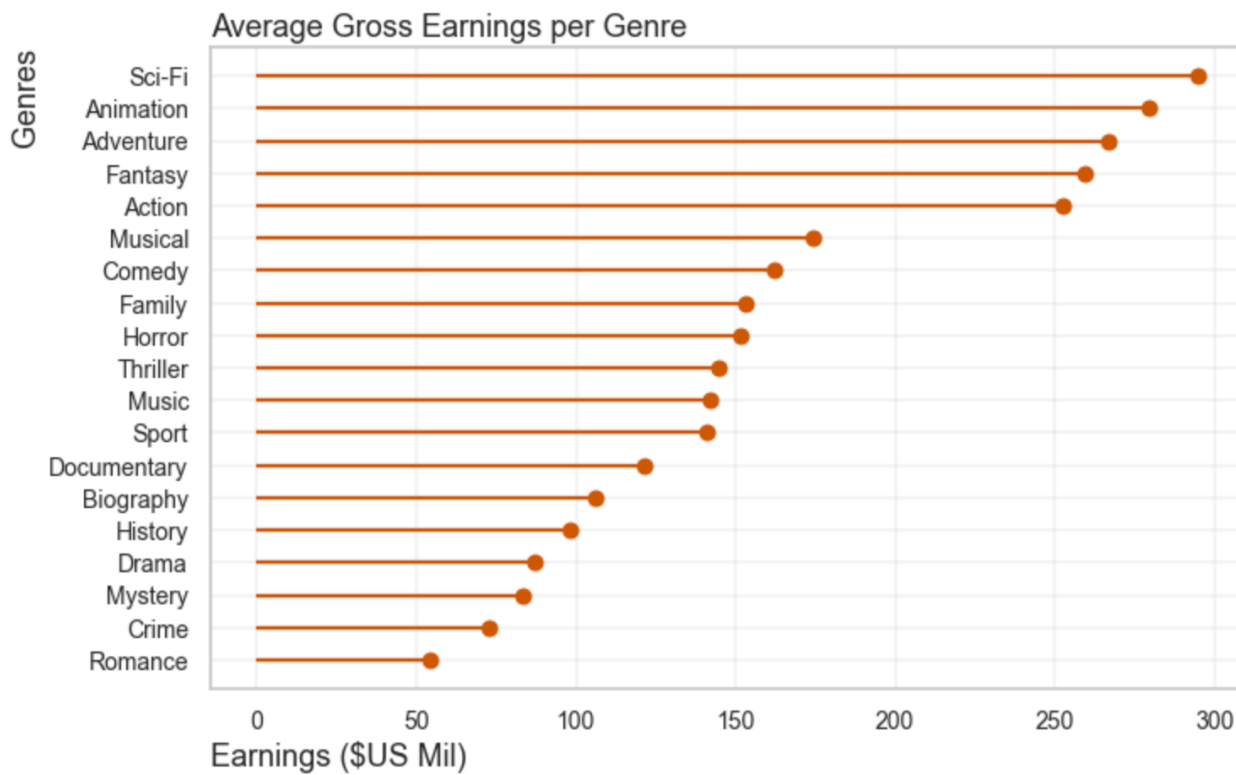
DATA & METHODS

- The data for this analysis have come from:
 - The Movie Database (movie title, audience rating)
 - IMDb (movie title, release year, genres, and audience rating)
 - Box Office Mojo (movie title, gross earnings)
- The data span the years from 2010 to 2018
- The target variables are release year, gross earnings, genres, and audience ratings.

RESULTS

- The top three genres by number of movies created:
 - Drama (94)
 - Adventure (56)
 - Action (49)



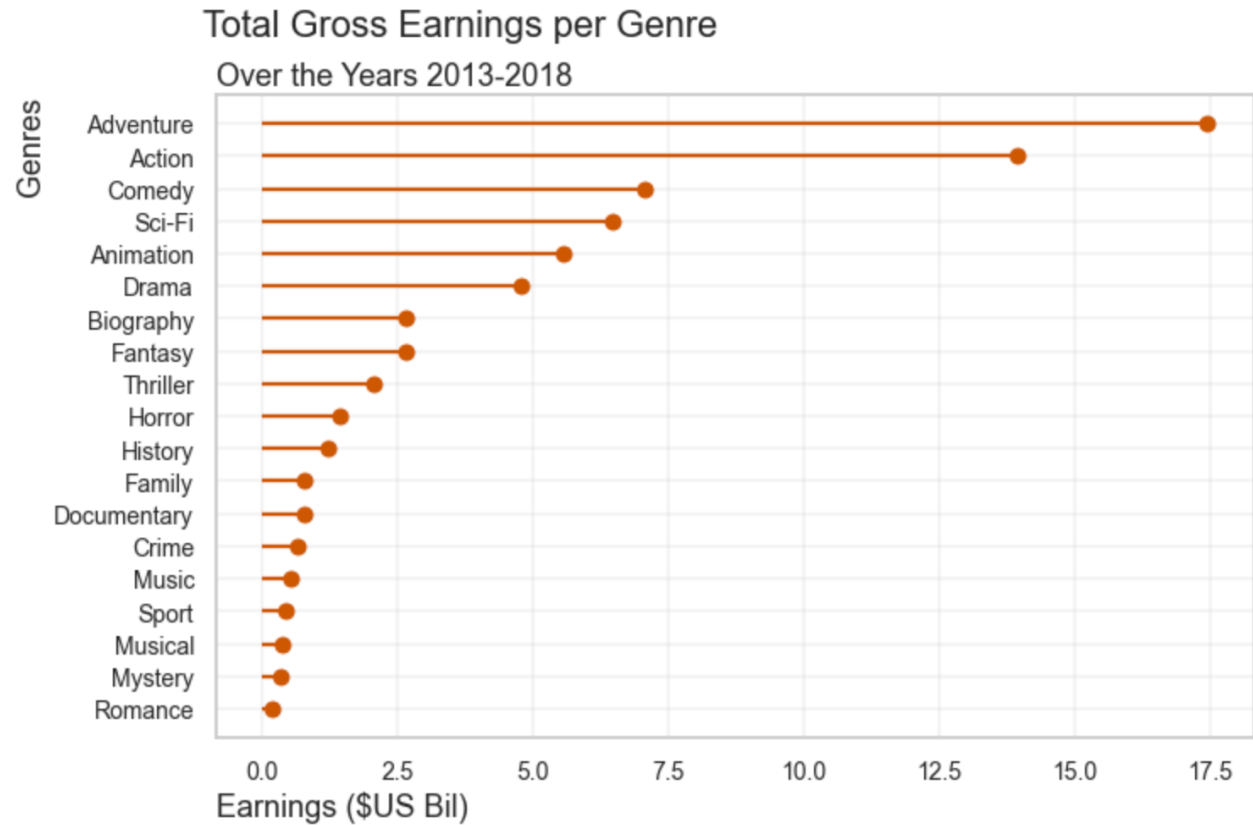


RESULTS

- The top five genres by average gross earnings per movie:
 - Sci-Fi (\$291mil)
 - Animation (\$278mil)
 - Adventure (\$267mil)
 - Fantasy (\$259mil)
 - Action (\$253mil)

RESULTS

- Top genres by total gross earnings over 2013-2018
 - Adventure (\$17.4bil)
 - Action (\$13.9bil)
 - Comedy (\$7.0bil)
 - Sci-Fi (\$6.4bil)
 - Animation (\$5.5bil)



CONCLUSIONS

- For successful, sustained gross earnings over time, Tenné should produce Adventure and Action.
- For immediately successful gross earnings, Tenné should produce movies that are Sci-Fi, Animation, Adventure, Fantasy, or Action
- Create Sci-Fi movies
- **Next Steps**
 - Analyze more recent data
 - Analyze streaming data
 - Analyze demographics of movie-makers and movie-watchers