
Microsoft Movie Analysis

Business Problem

What types of films should Microsoft produce based on what films are currently doing the best at the box office?

Analysis: What did we examine?

- Percent of titles by genre
- Ratings by genre
- Profit and profit margin by genre

Conclusions: What are our findings?

No relationship between profit and commonly produced genres

No relationship between profit and viewer rating

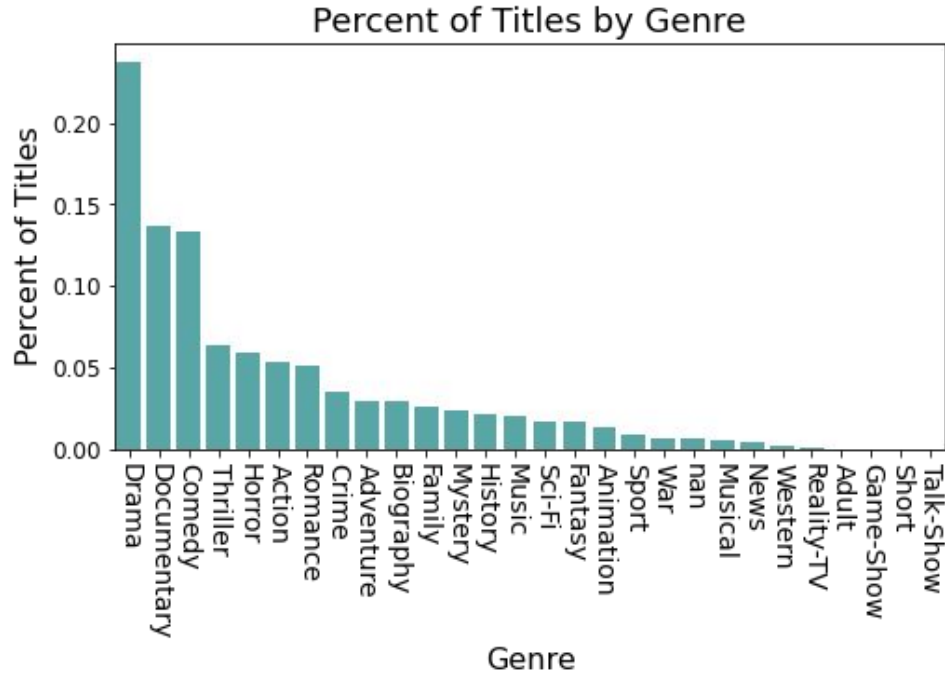
- Genres with most global profit:

1. Animation

2. Adventure

3. Sci-Fi

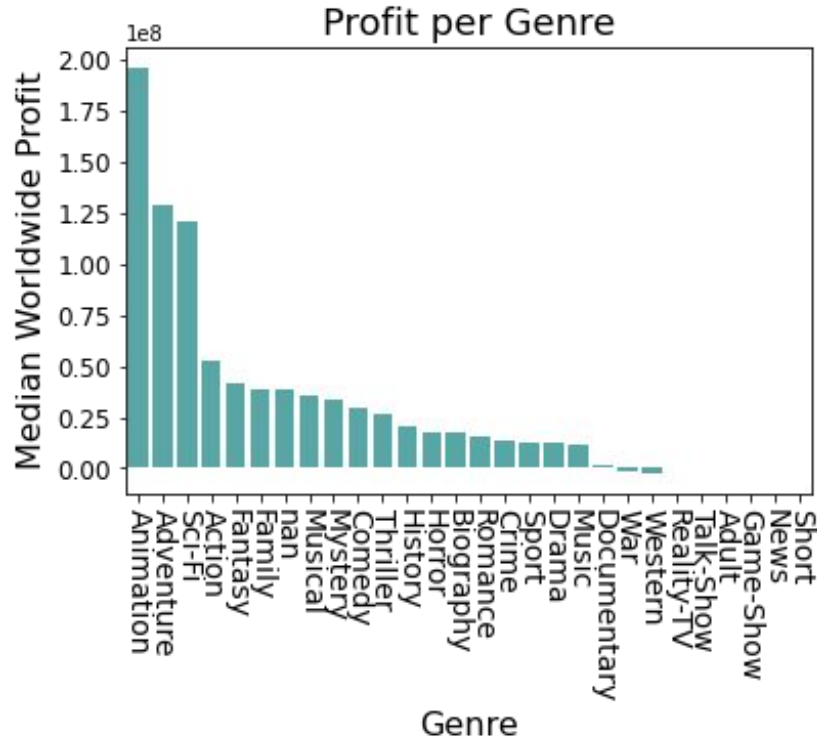
Analysis & Findings: What type of films are other companies producing?



- Genres with most titles:

1. Drama
2. Documentary
3. Comedy

Analysis & Findings: Do commonly produced genres earn higher profits?



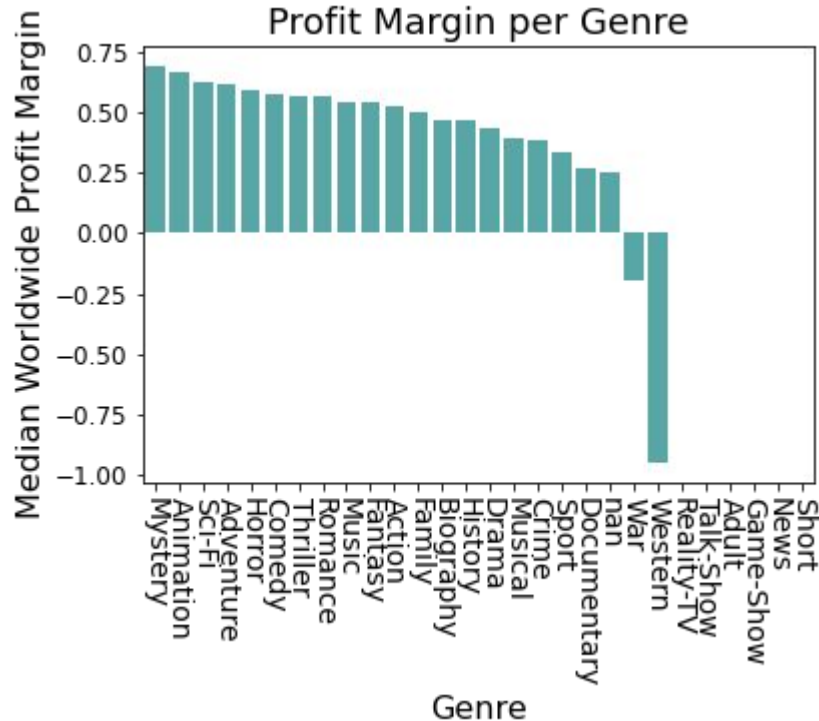
- Genres with most titles:

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3. Comedy

- Genres with most profit:

1. Animation
2. Adventure
3. Sci-Fi

Analysis & Findings: Do commonly produced genres have better margins?



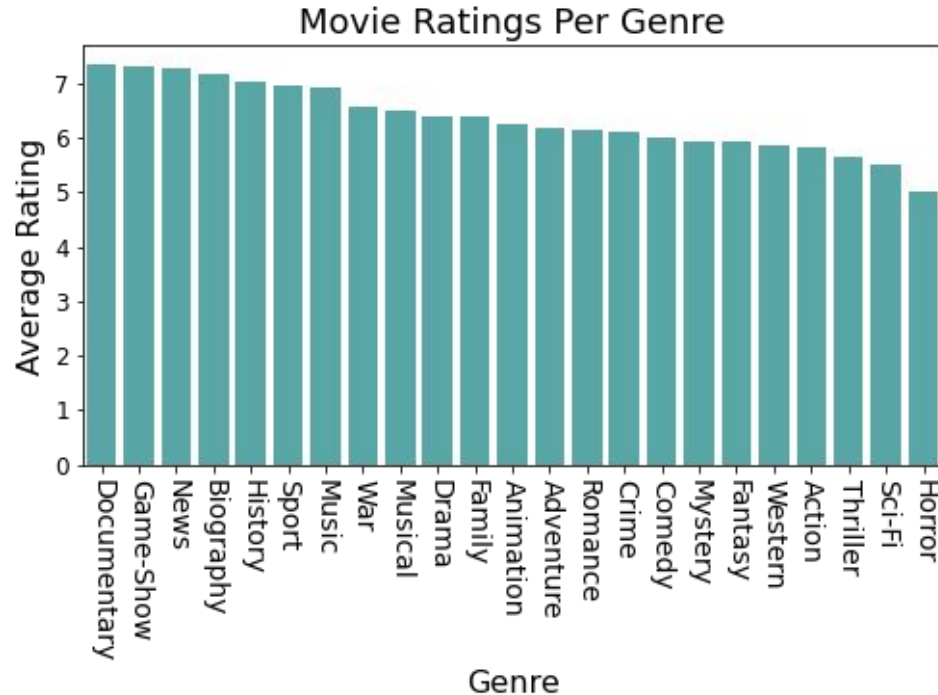
- Genres with most titles:

1. Drama
2. Documentary
3. Comedy

- Genres with most profit margin:

1. Mystery
2. Animation
3. Sci-Fi

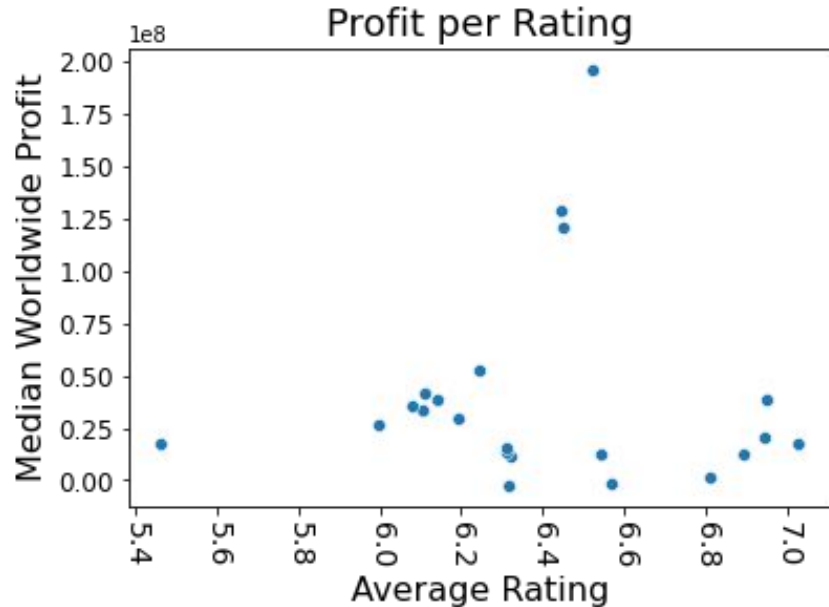
Analysis & Findings: What type of films are highly rated by viewers?



- Genres with highest ratings:

1. Documentary
2. Game-show
3. News

Analysis & Findings: Do highly rated genres earn higher profits?



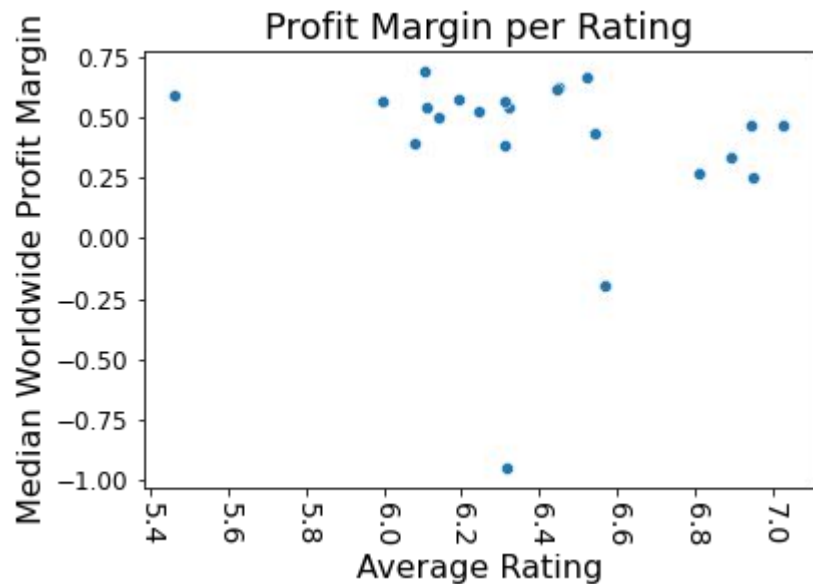
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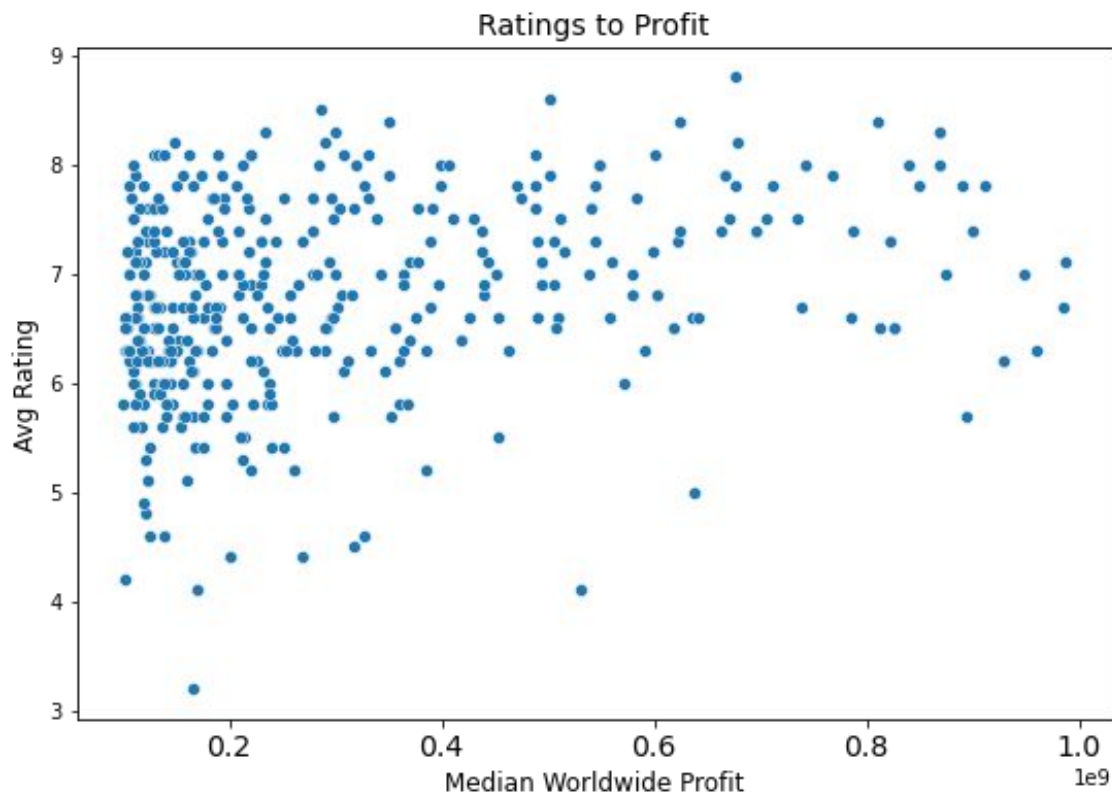
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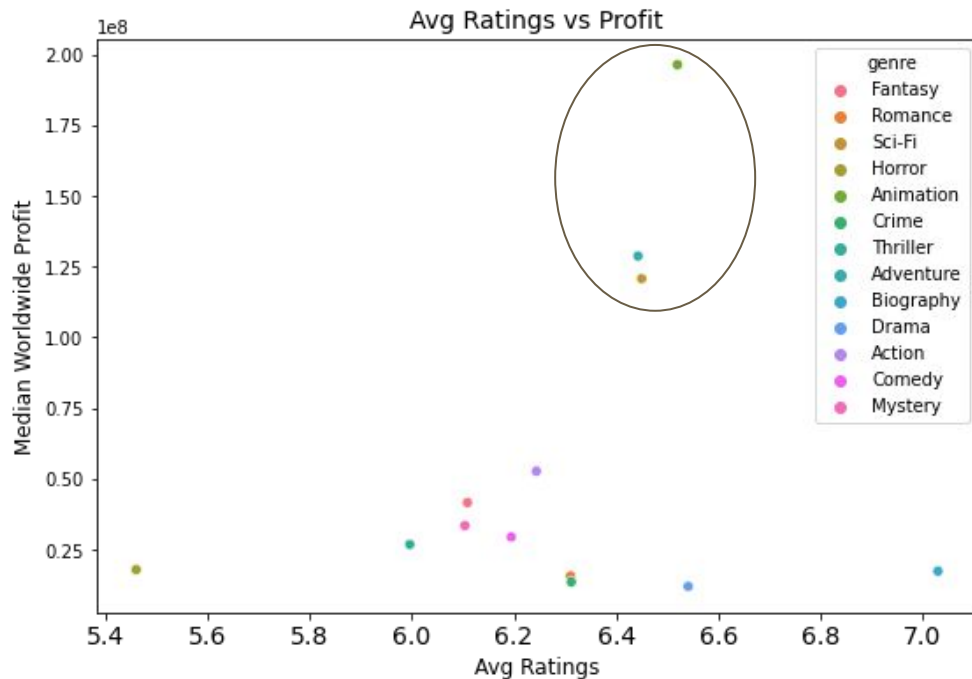
- Genres with most profit margin:

1. Mystery
2. Animation
3. Sci-Fi

Profit not related to ratings



Highest Profit Genres



- Genres with most profit:

1. Animation
2. Adventure
3. Sci-Fi

These three genres stand out in their profits far beyond other genres.

We can see ratings are not strongly related.

Data Limitations

- Ratings may not be a strong indicator of global profits however we need to investigate other sources of consumer ratings outside of imdb to confirm.
 - Age distribution of imdb users
 - Country of origin distribution of imdb users
- Percent of titles by genre may not be a strong indicator of global profits however we need to investigate other sources of movies produced outside of imdb to confirm.
 - Country of origin for movie production

Recommendations

- Don't produce genres commonly produced by competitors. These genres do not correlate to profit.
- Don't produce genres solely based on viewer ratings. These genres do not correlate to profit.
- According to our current findings, Microsoft should invest in producing animation films since they have the best success globally.