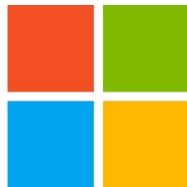
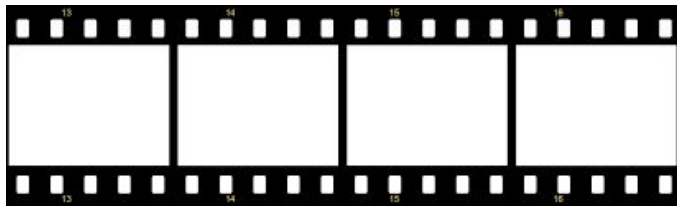




# Microsoft Movie Analysis

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# Microsoft

## Summary

Analysis of several widely available movie ratings sources finds that there are key genres and original languages that Microsoft should produce movies in to achieve higher box office results

- Movies that have higher average ratings have a higher average box office value.
- The most highly rated movie genres are Biographies, Documentaries, History and Music.
- Movies have different average ratings based on the original language that they were produced in.

# Outline

- Business Problem
- Data & Methods
- Results
- Conclusions

# Business Problem

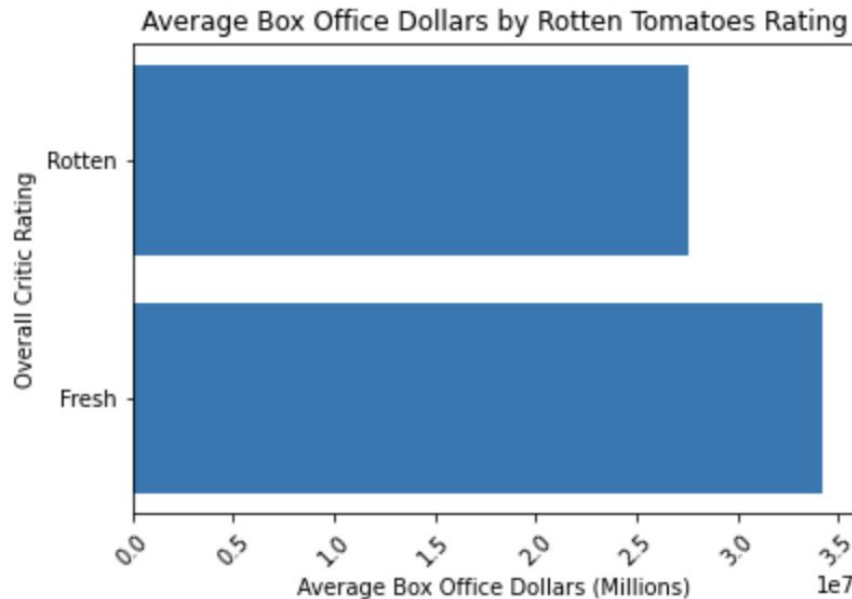
- Microsoft would like to open a movie production studio but they have no internal experience in producing movies.
- Use data across different sources to find actionable insights on the types of movies that team should focus on producing.

# Data & Methods

- Explore 11 datasets gathered from 5 different sources.
- In order to easily use movie data that included ratings, we first need to see if higher movie ratings yield better box office results, resulting in a better payout for the Microsoft team.
- Additionally, we'll only use data from movies that were released in the last 10 years as we want an up to date view on what audiences are interested in.

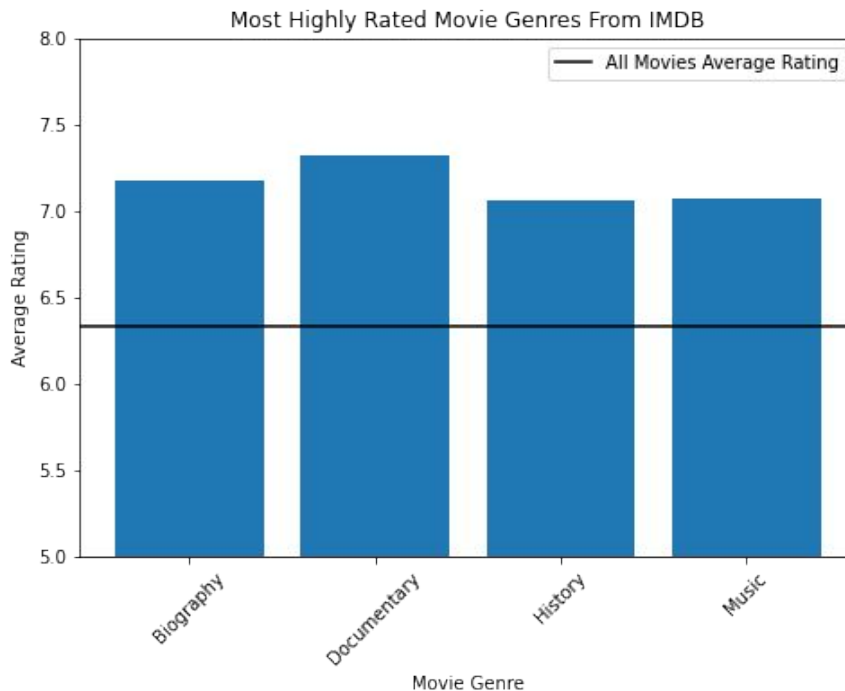
# Results

- Data was pulled from 2 different Rotten Tomatoes and merged to yield 113 movies with critic ratings and box office results.
- The data shows that on average, movies that have better ratings will earn more at the box office.
- Additionally, the maximum box office values for movies with high ratings exceed those of movies with poor ratings



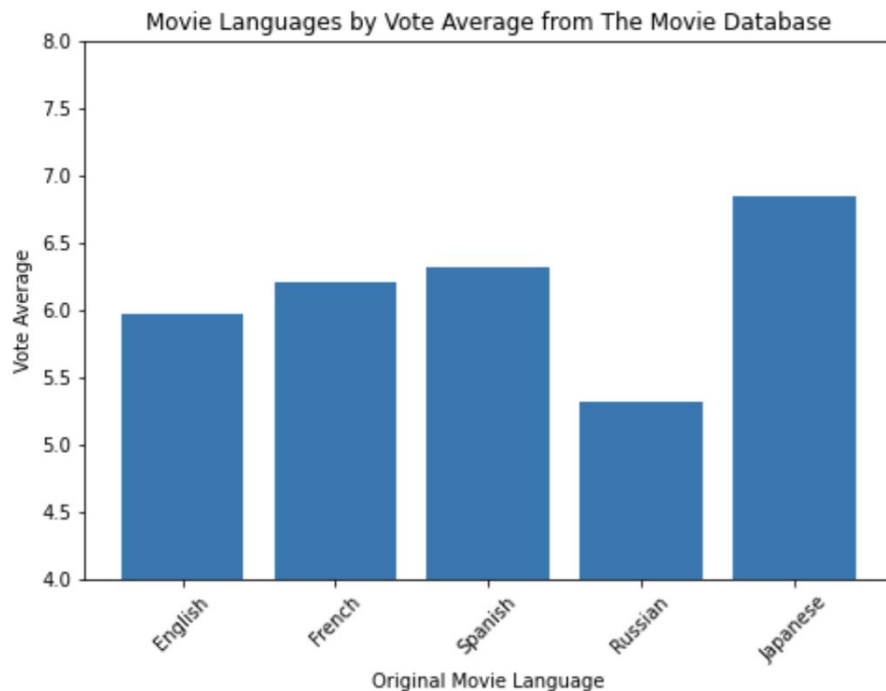
# Results

- Data was pulled from the IMDB and includes 53,140 movies.
- This data was filtered to include movies that had ratings and exclude low outliers on genre count.
- The most highly rated genres are Biographies, Documentaries, History and Music.



# Results

- Data was pulled from the The Movie Database and includes 22,397 movies.
- Data was filtered to include movies that were released in the most popular languages
- Microsoft should avoid producing movies in Russian





# Conclusions

- Ensure that all movies that are produced are listed on highly used ratings websites like IMDB and Rotten Tomatoes so that potential viewers can both read and write reviews
  - Consider running campaigns to get more viewers to leave reviews
- Start by producing movies that fall into the four highly rated genres surfaced in this report
- Microsoft should avoid producing movies in Russian while ramping up the production company

## Next Steps

- Dive deeper into movies that are produced in Japanese; why have they generated such high ratings?
- Explore data to surface experts that have produced highly rated movies in key highly rated genres and bring them in to your network. Working with experts should yield more press, better movies and thusly, higher revenues
- Consider allocating budget from other business units to engage with a consulting company to advise in the process of setting up a production company



# Thank You!

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