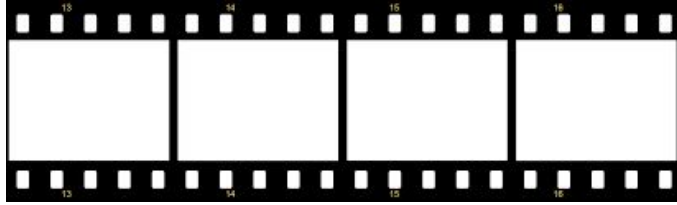




Microsoft Movie Analysis

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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. Microsoft should avoid producing movies in Russian explore producing movies in Japanese.

Outline

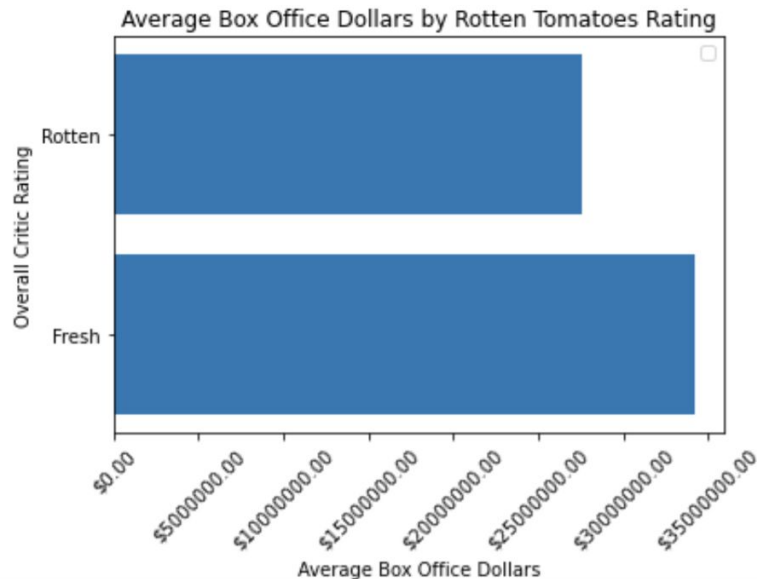
- Business Problem
- Data & Methods
- Results
- Conclusions

Business Problem

- Microsoft would like to open a movie production studio but they have no internal experience in producing movies.
- Explore 11 datasets gathered from 5 different sources to find actionable insights for the newly created Microsoft production team.
- Focus on the different types of movies that team should focus on producing.

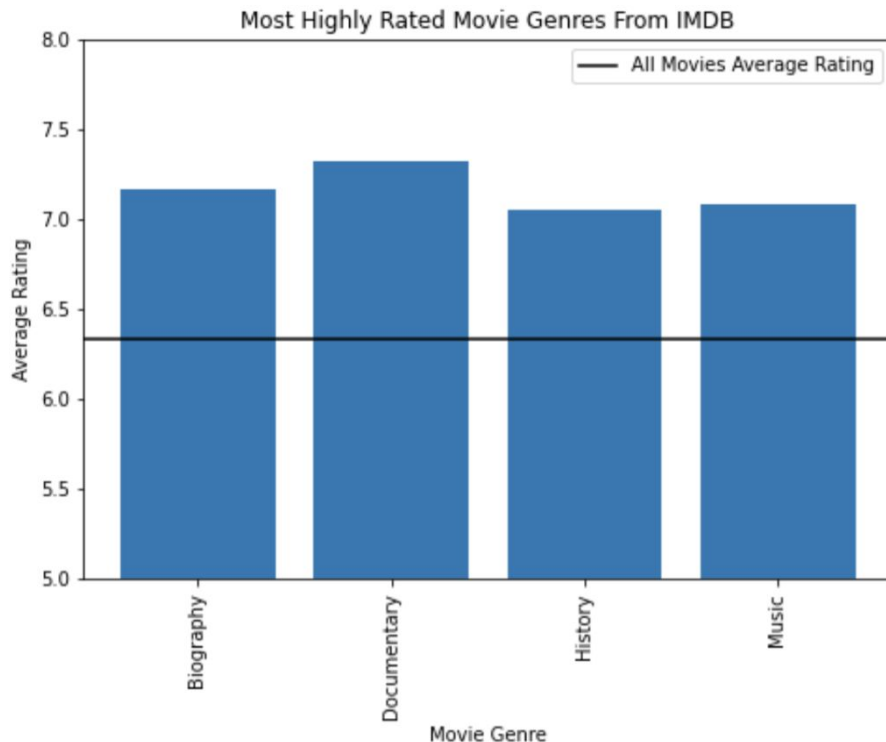
Data & Methods

- In this study we'll use datasets that contain large amount of movie rating information. Using a dataset from Rotten Tomatoes, we'll test our hypothesis that movies that have higher ratings tend to make more money at the box office, proven in the graphic on the right.
- 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.
- We'll use movie rating data from IMDB to explore data around movie genres and languages.



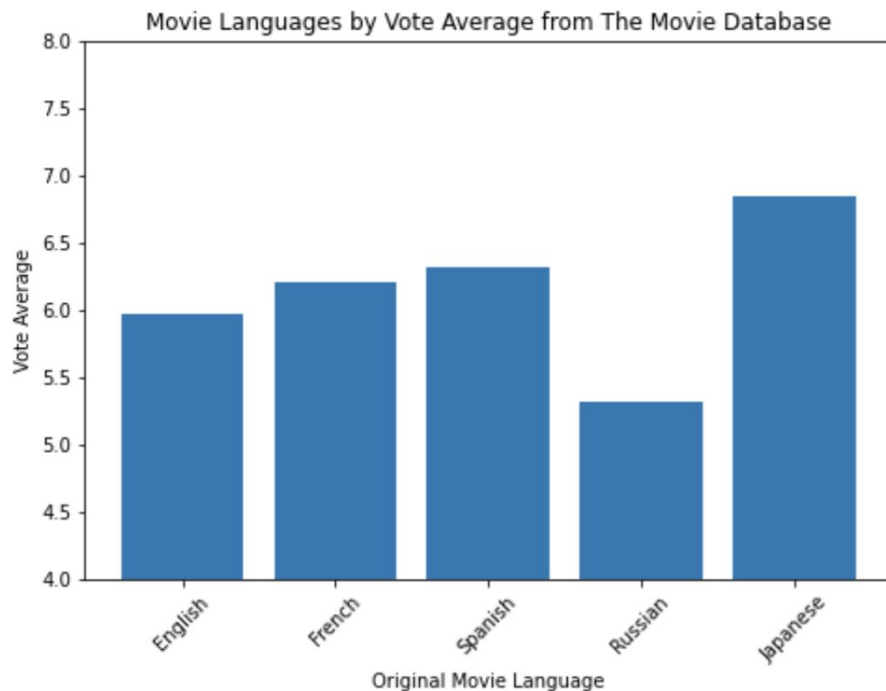
Results

- 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 movies highly rated movies in key highly rated genres
- 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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