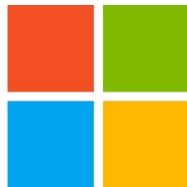
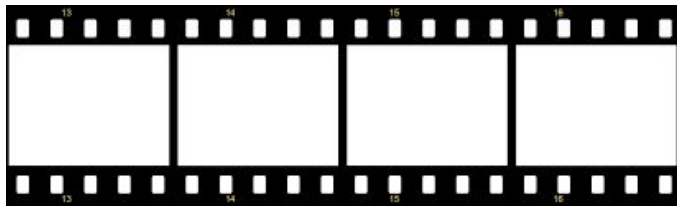


# Microsoft Movie Analysis

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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

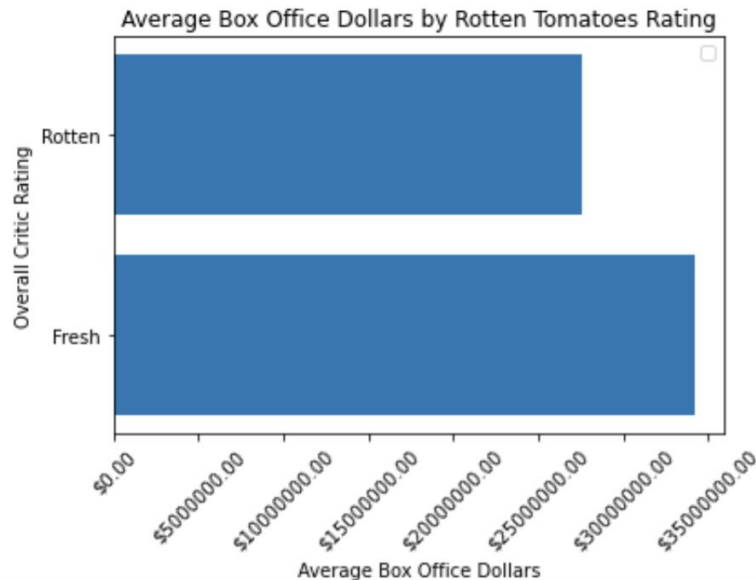
- Microsoft would like to open a movie production studio but they have no internal experience in producing movies.
- Use data across different sources to find actionable insights on the types of movies that team should focus on producing.

# 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.

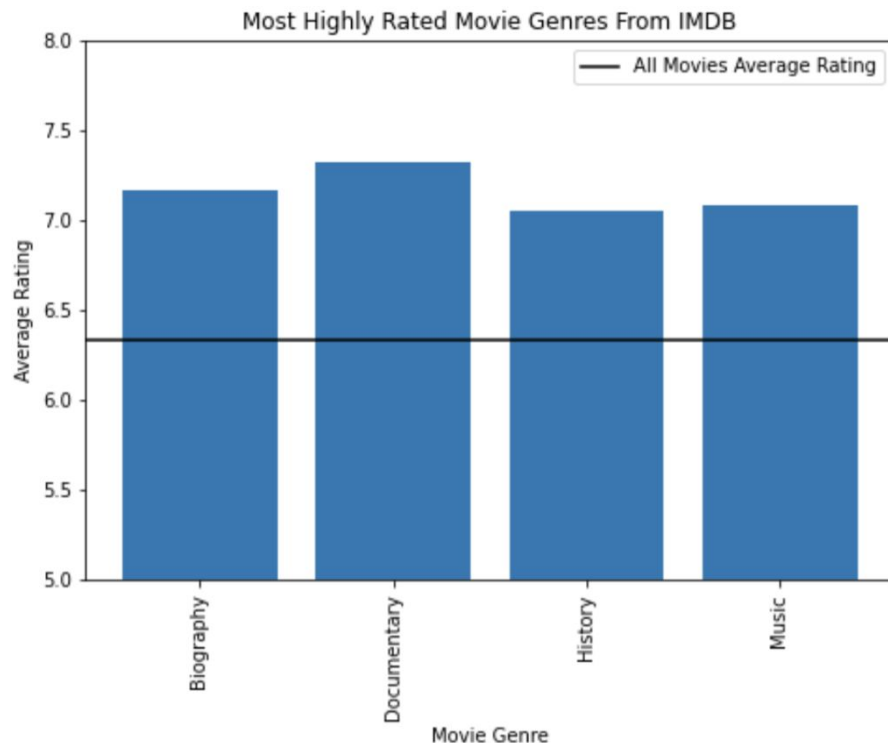
# Results

- 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



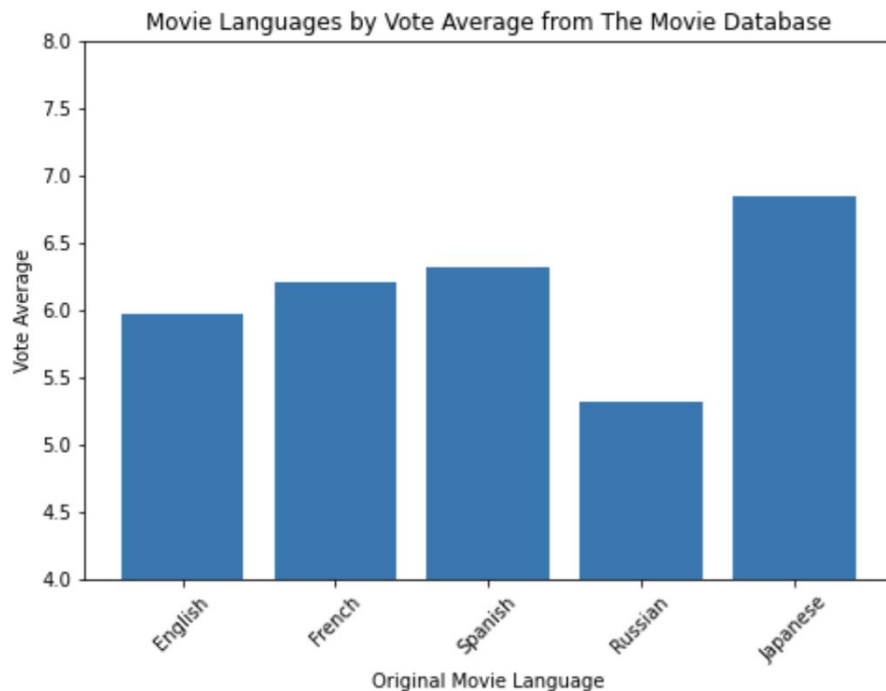
# Results

- 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
- 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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