

# **Microsoft Movie Analysis**

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# Summary

Analysis of the data provided about the movie industry reveals what type of films are currently doing the best at the box office:

- **Movie genres such as Sci-Fi, Adventure, Animation and Action have strong audience interest and engagement.**
- **Sci-Fi, Adventure and Animation are strong contenders for high box office returns.**
  - **Movie production should be a balance of both critical reception and commercial viability of genres with high box office potential.**

# Outline

- Business Problem
- Data and Methods
- Results
- Conclusions

# **Business Problem**

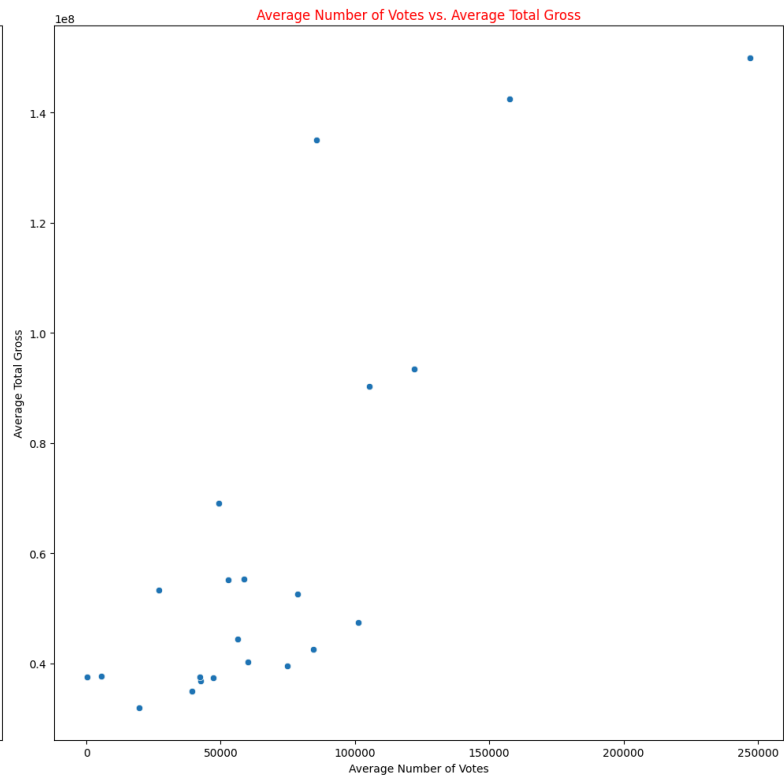
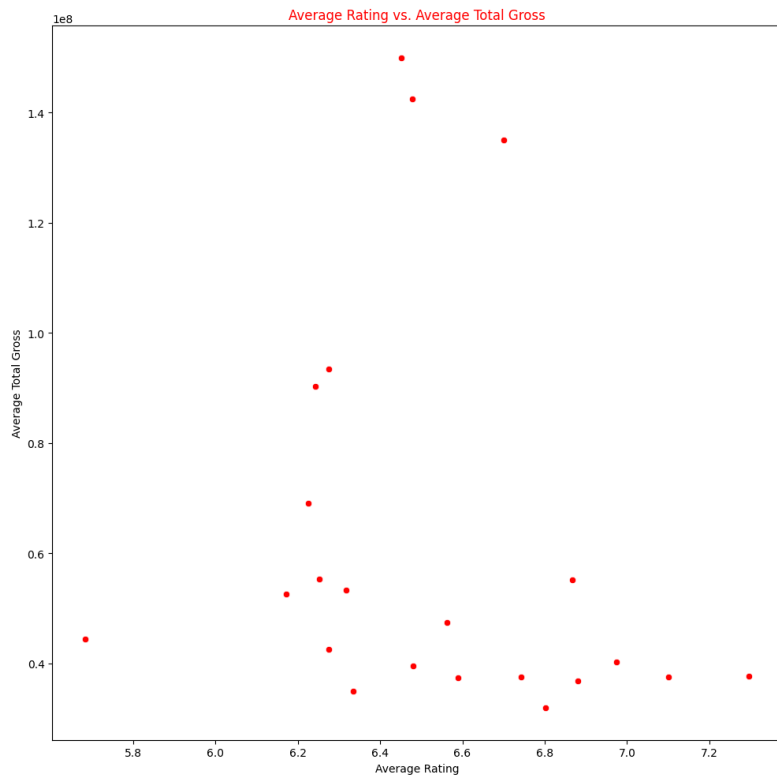
- Highest grossing film genres, both domestic and foreign.
- Movie genres with the highest average ratings (may not necessarily have the highest box office returns)
- Film genres with the highest audience engagement.

# Data and Methods

- This analysis is based on a comprehensive dataset of ratings, financials, and attributes of different movies.
- Exploratory data analysis was carried out along with statistical analysis(Genre analysis) to break down and accurately interpret the data provided.

# Results

- Genres with a higher average number of votes(audience engagement) tend to have a higher average total gross earnings.
- Genres that generate more audience engagement tend to be more commercially successful.

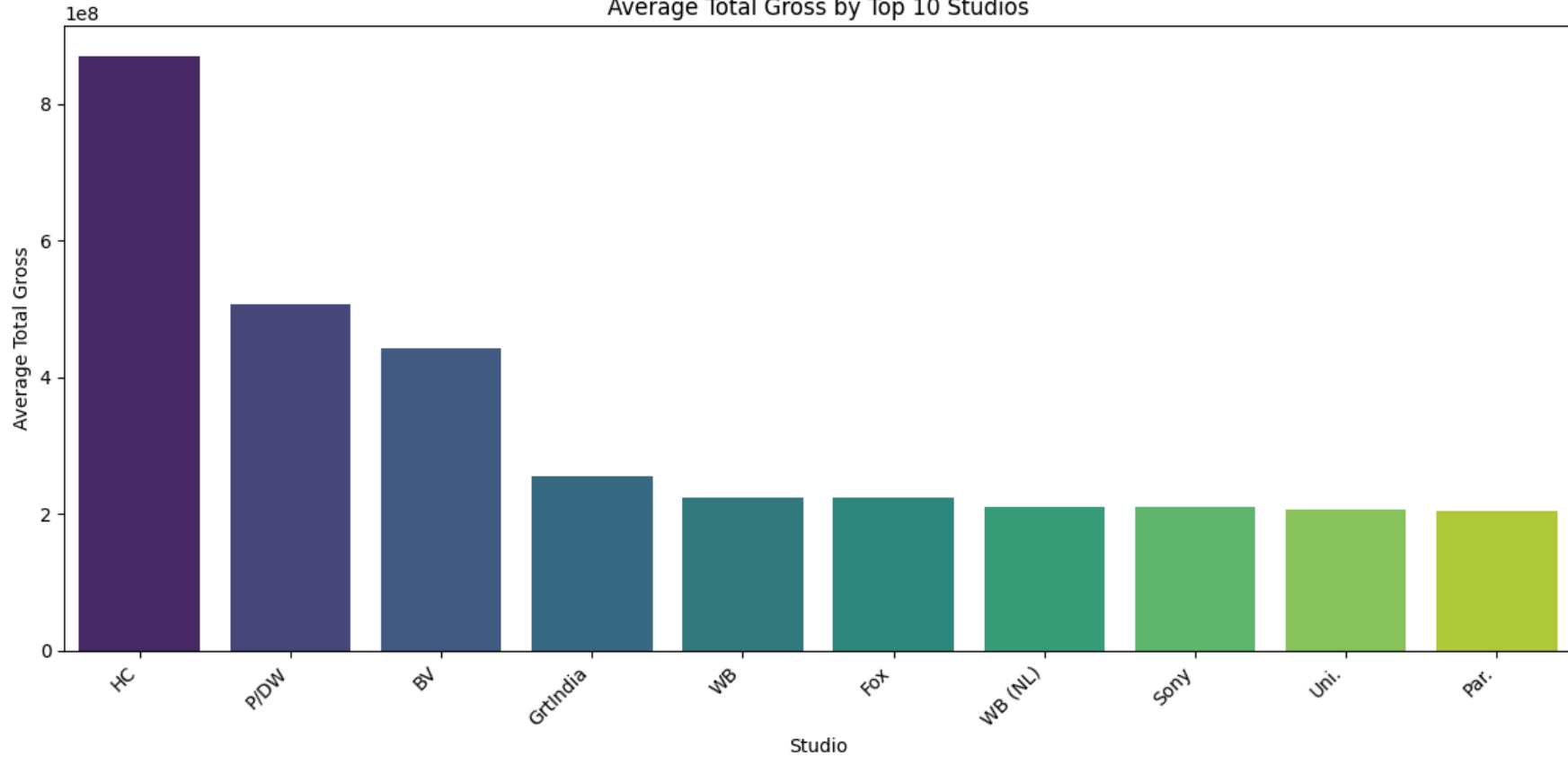


# Results

- HC has the highest total gross earnings per movie, followed by P/DW and BV.
- The bar plot below can help Microsoft understand which existing studios tend to produce the most financially successful movies on average.
- Understanding the financial performance of competing studios will help set realistic goals.



Average Total Gross by Top 10 Studios



# **Conclusions**

- **Prioritize high-grossing movie genres.** Microsoft should focus on producing films in genres such as Sci-Fi, Adventure, and animation, given their high average domestic and foreign gross earnings.
- **Consider audience engagement.** Producing films in genres such as Sci-Fi, Adventure, and Animation could help build a dedicated audience base for the Microsoft studio. This is due to the high average number of votes.
- **Balance Critical Acclaim and Commercial Appeal.** Microsoft should aim for a balance, considering both critical reception (potentially targeting genres like Documentary, News,

and Biography for critical acclaim) and the commercial viability of genres with high box office potential.

- Studios that consistently have high average total gross might specialize in producing movies within the high-grossing genres like Sci-Fi, Adventure, and Animation.

## Next Steps

- **Further investigate successful films within promising genres:** Look deeper into the characteristics of successful films within the recommended genres(Sci-Fi, Adventure, Animation, Action). Analyze factors such as specific sub-genres, production budgets, release strategies, and target audiences to gain more insight into what makes these films perform well.
- **Explore the impact of runtime:** There is a strong linear relationship between runtime and gross earnings. Further analysis could explore optimal runtime ranges within successful genres.