Making Movies

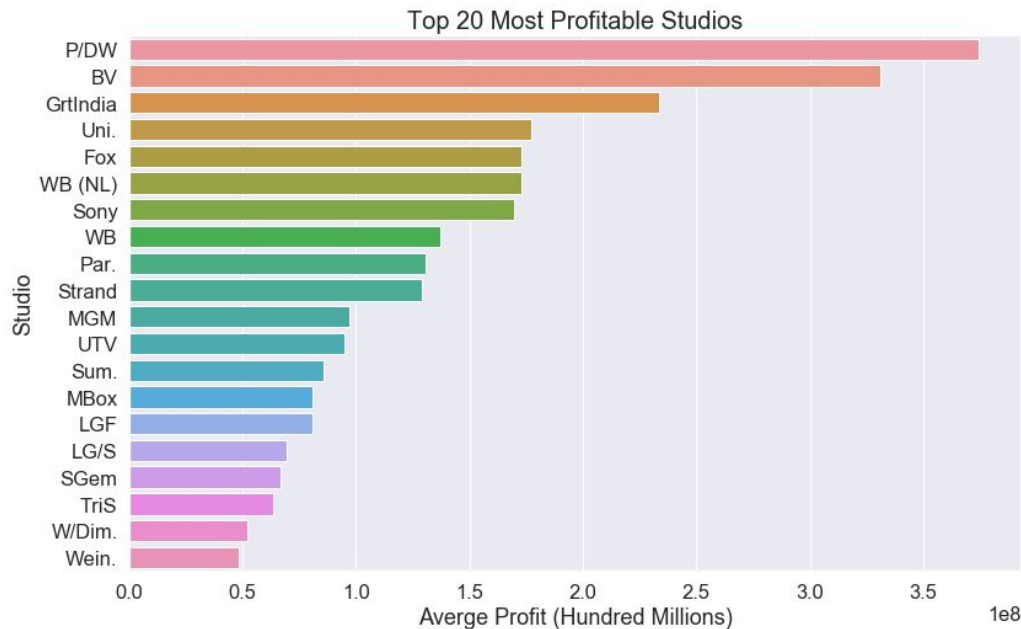**Exploratory Data Analysis**

Microsoft Movie Production

How do you make a profitable movie?

Studios

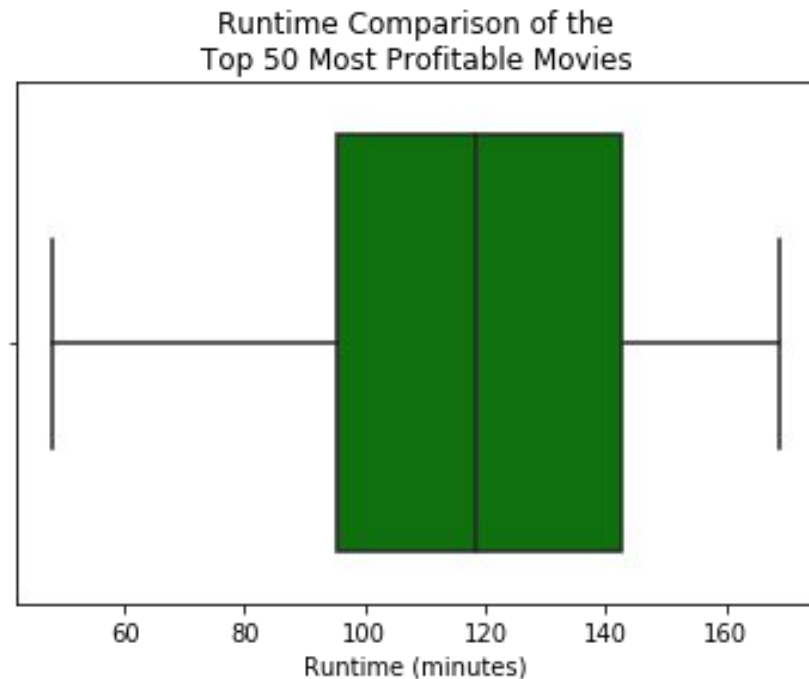What studios make the most profitable movies?

- Dreamworks, Buena Vista and Great India Films – do what they do

Top 20 Most Profitable Studios

Length of Movies

What is a good length for a movie?
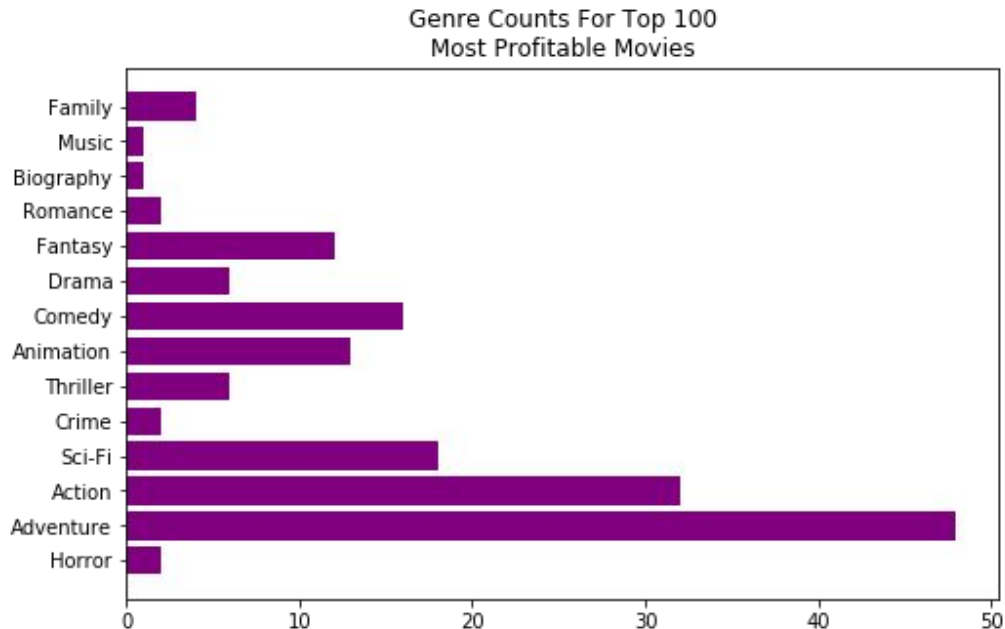
- Data suggests the most profitable movies ran between 95 and 142 minutes
- Note: 4 of the top 10 movies had runtimes outside of this range

Runtime Comparison of the
Top 50 Most Profitable Movies

Runtime (minutes)

Genres

What types of movies are most profitable?

- Do make Adventure, Action and Sci-Fi Movies
- Don't make Musical or Biographical movies

Genre Counts For Top 100 Most Profitable Movies

THANK YOU

I look forward to watching Microsoft movies in the future!

Good Luck!

Addendum: IMDB Ratings and Popularity

Do ratings matter?

- Ratings are given by members of the IMDB as values from 0 to 10.
- Popularity is determined by complex analysis of website visits.

Through additional investigations, it seems that profitable movies have little relationship to IMDB ratings or even popularity. The most profitable movies don't seem to be the highest rated by either IMDB votes or popularity.