

Microsoft Studios Movie Industry Analysis

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Outline

- Business Problem
- Data & Methods
- Results
- Conclusions
- Next Steps

Business Problem



- Microsoft has decided to create a new movie studio, and the company wants to gain a better understanding of the movie industry.
- The task is to explore what type of films succeed at the box office.

Questions:

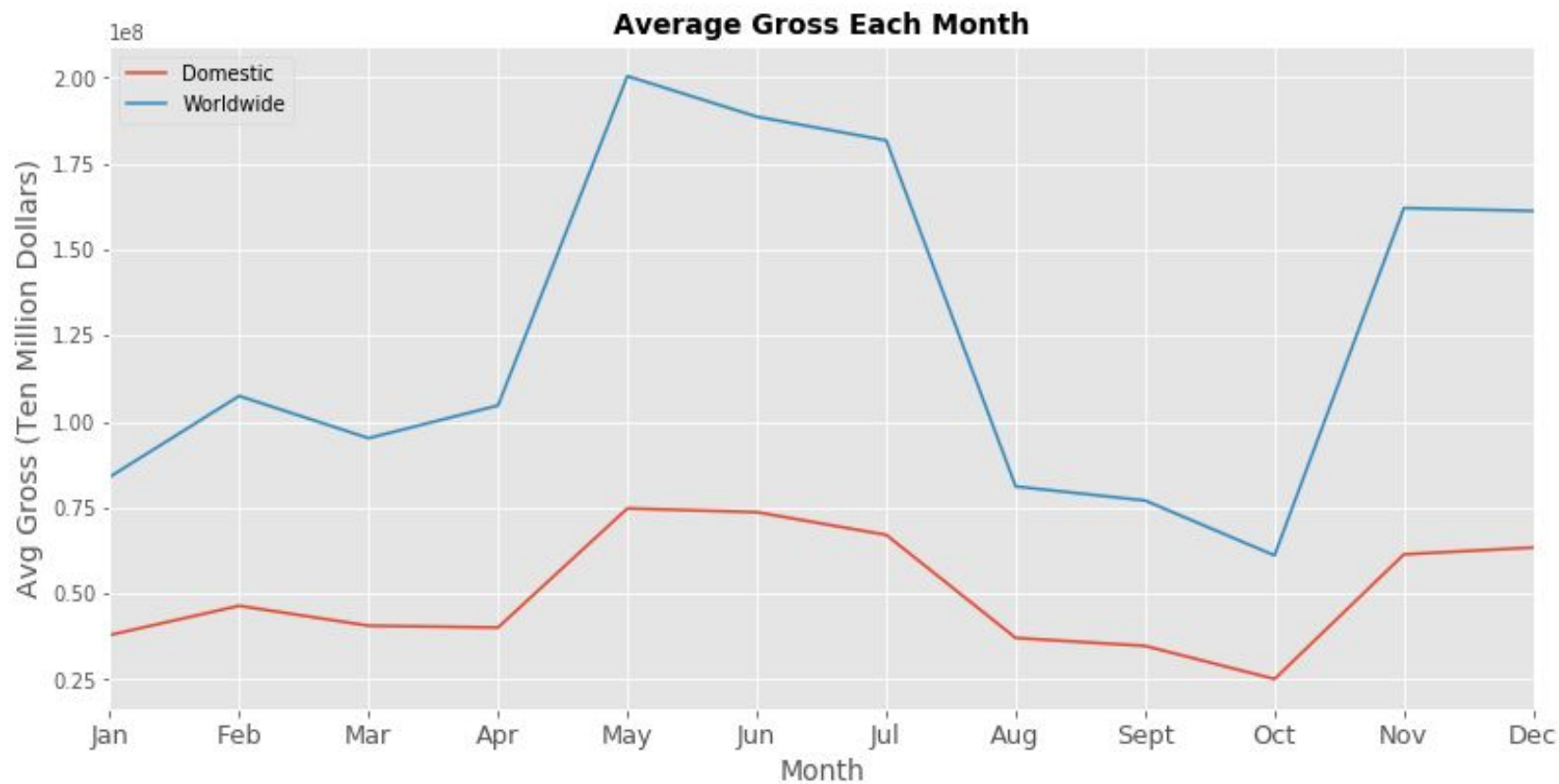
1. What time of the **year** are movies the most popular?
2. What is the most popular movie **genre**?
3. What is an appropriate **budget** range for popular movies?

Data & Methods

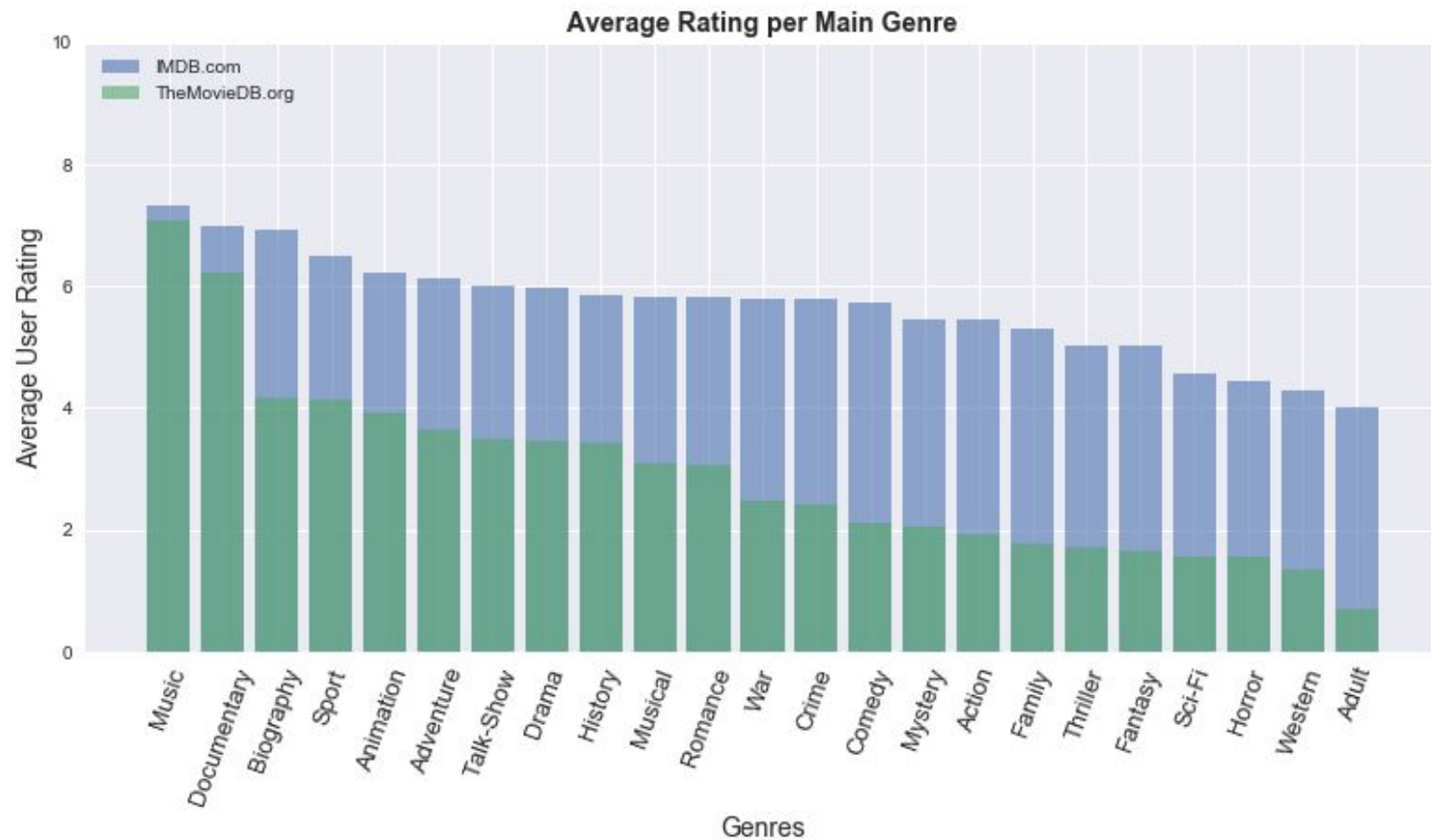


- Performed **exploratory data analysis** on the dataset 'all_movies'.
- Compiled from four subset files of data from the websites IMDB.com and theMovieDB.org.
- Each subset contained information about **measures of popularity** for movies.
- Cleaned each before merging them to the dataframe 'all_movies'
- Imported that to 'final_analysis.ipynb' to use for analysis.

Results



Results



Conclusions



- **Release movies during the early summer and winter.**
- **Expect a production budget between 10 million and 75 million dollars.** On average, this range has the highest Return on Investment (ROI).
- **Microsoft Studio's first films should be within the Music, Documentary, and Biography genres.**
- **These first films should range between 75 and 125 minutes.** High revenue movies typically stayed in this range, with varying production budgets.

Next Steps



Further analyses could yield additional insights on producing popular movies:

- Webscrape data from **popular streaming services**, such as Netflix.
- Gather data on each movie's **gross in other specific countries**.
- Investigate **year-based trends**.
- Webscrape review data with **written text reviews**.

Thank You!

