



Microsoft Movie Analysis

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Overview

Microsoft is looking to enter the movie industry and wants to gather some information to create the best approach.

Studying accredited movie databases, important information were gathered for Microsoft to understand the ins and outs of the movie industry to effectively utilize their new movie studio.

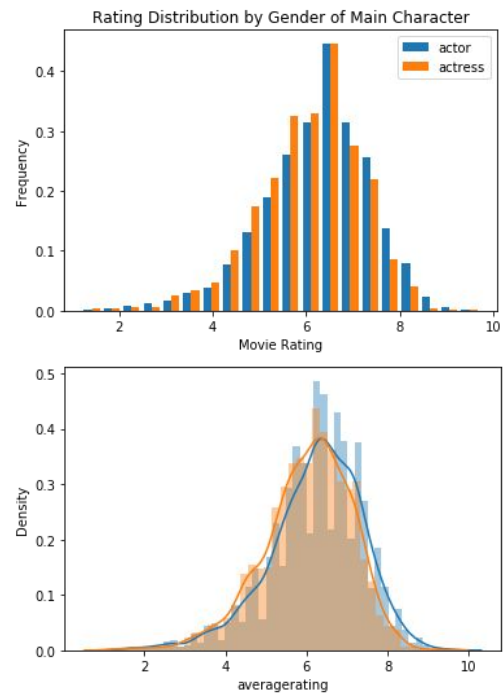
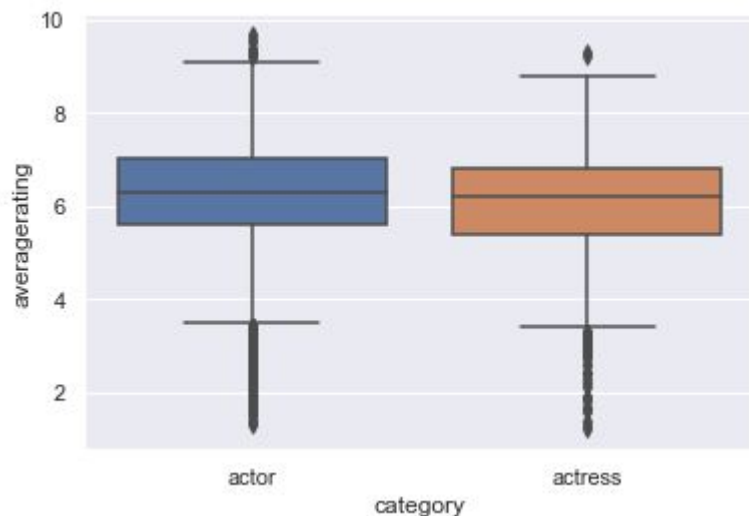
Data sources include IMDB, TMDB and The Numbers database.



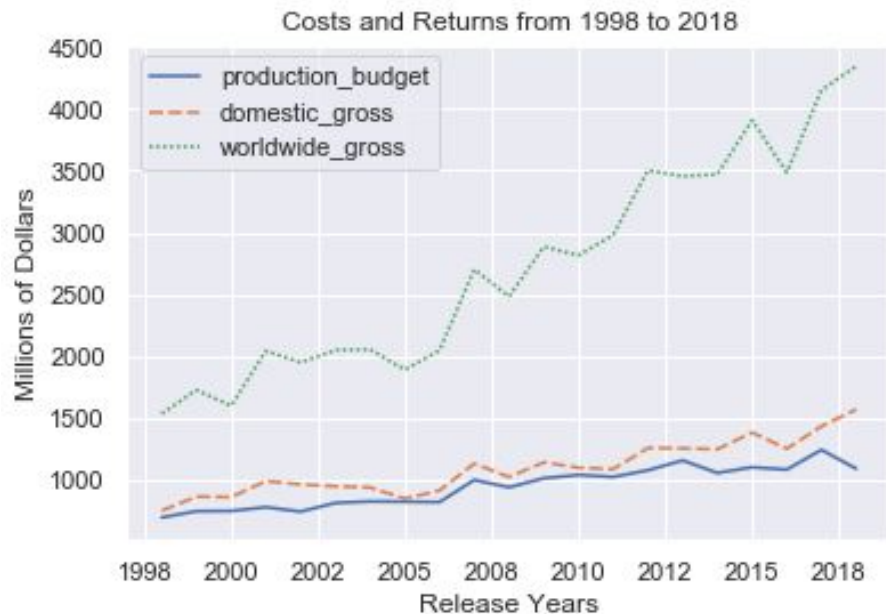
Preview of Results

- The gender of the main character does not affect that movie's rating.
- The movie industry has been growing steadily, and the fast growth of the international market is notable.
- Movie genres that are produced more frequently do not perform better than less produced genres.
- Movies with more vote submissions reveal positive correlations with both rating average and popularity.

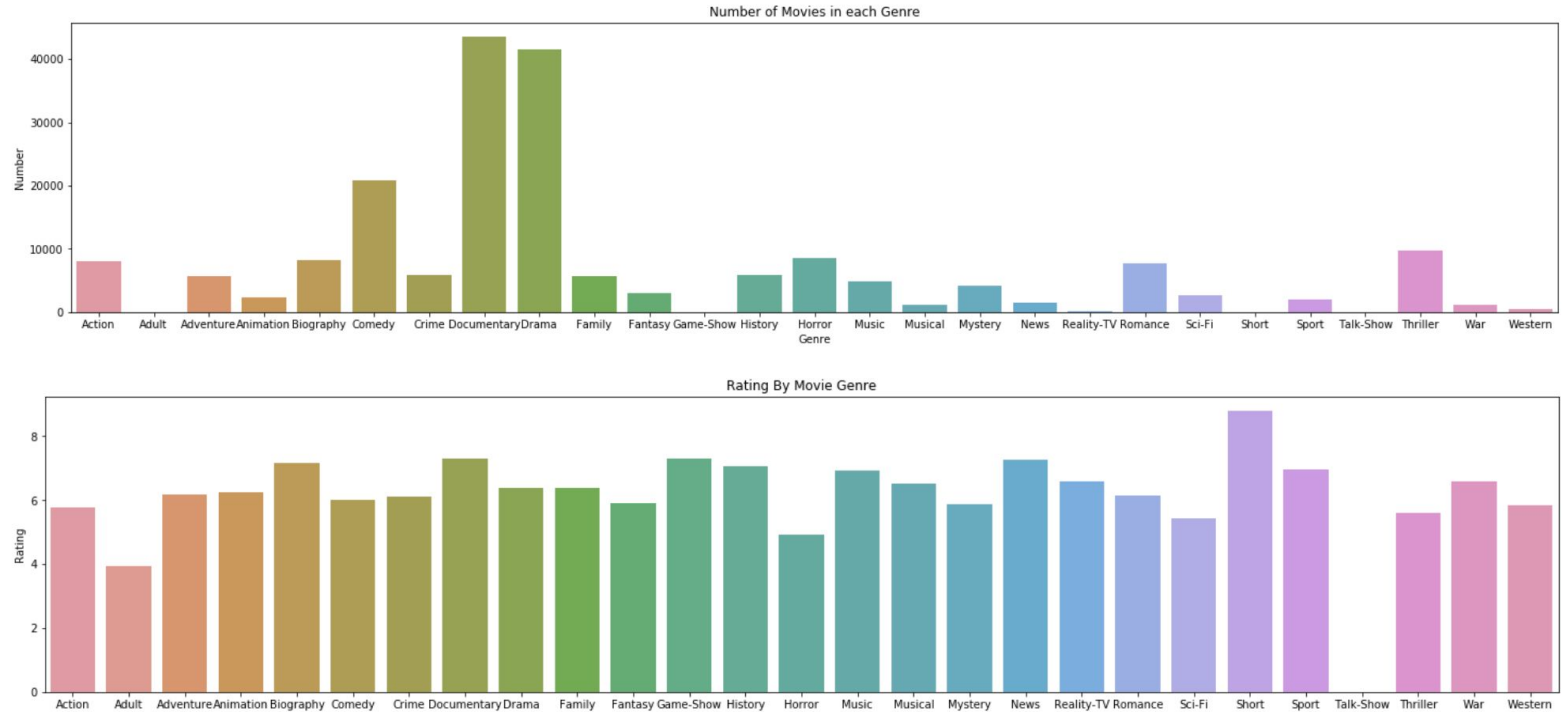
Gender distribution for the main characters



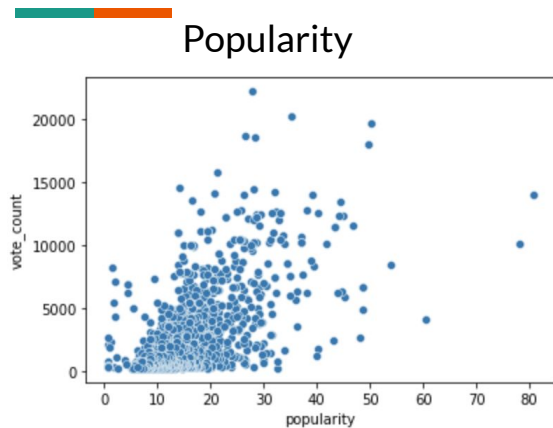
Growth of the Movie Industry



Characteristics of Movies by Genre

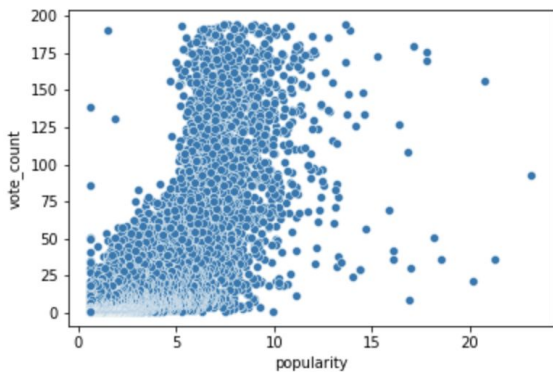


Vote Count vs. Popularity and Vote Average

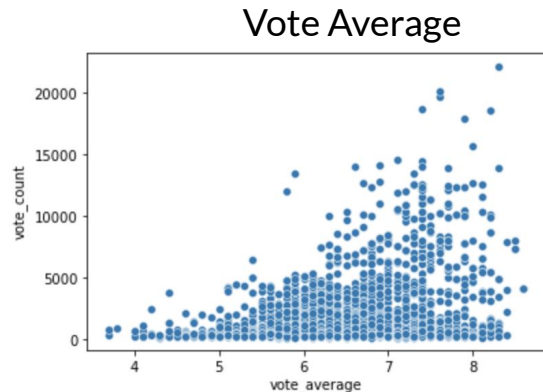


Popularity

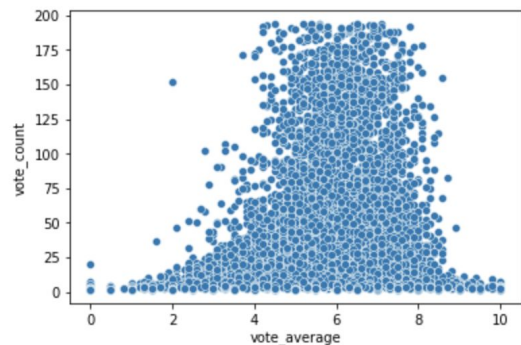
High vote counts



Low vote counts



Vote Average



Recommendations and Future Study



Recommendations:

- Movies should be produced with higher regards to the global market than the domestic market.
- While the production of some genres is greater than others; avoid deciding on a movie genre because it is produced the most.

Questions for Future Study:

- How to target the global market (i.e. genre choice, production language, casting, etc.).
- After enough data has been recorded, investigate how COVID-19 affected the movie industry.
- Look at which movie genres have historically been the most popular and their rate of success.



Thank you