Microsoft Studios

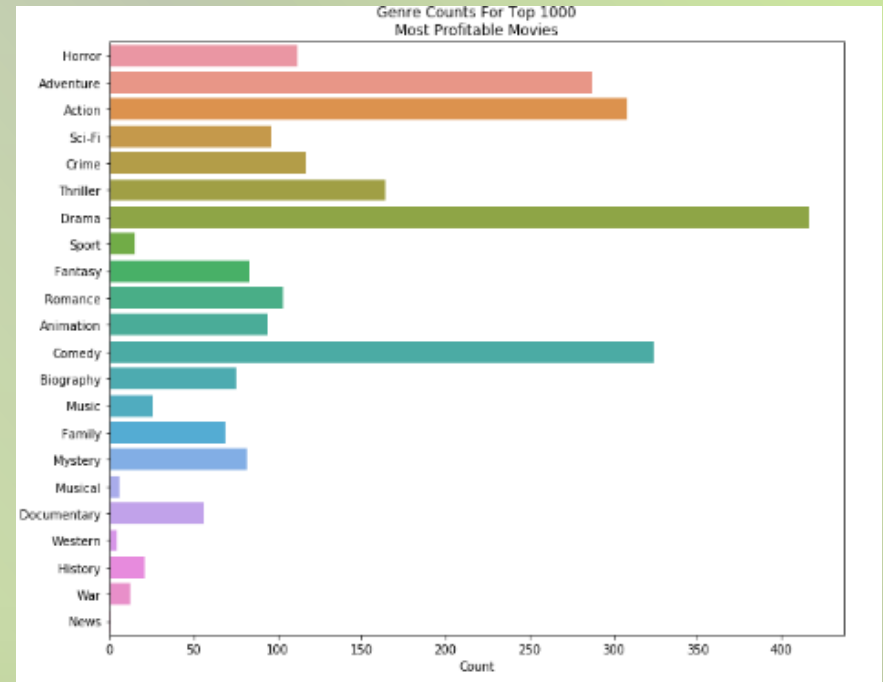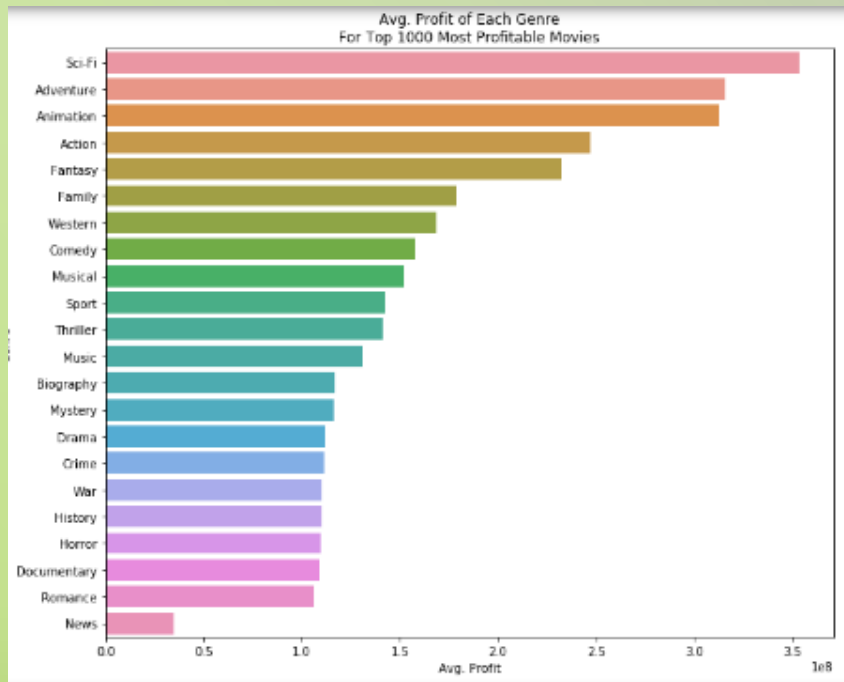Exploratory Data Analysis

Data And Assumptions

Data Sources

- **The-Numbers**: A website that provides financial data for movies

- **IMDB:** An online movie database that provides descriptive data about movies

Assumptions

- **Spring** is defined as April and May

- **Summer** is defined as June, July, August, September

- **Fall** is defined as October and November

- **Winter** is defined as December, January, February, March

- **Total Profit** is equal to Worldwide Gross minus Production Budget

Question 1: What genres of movies are the most profitable?

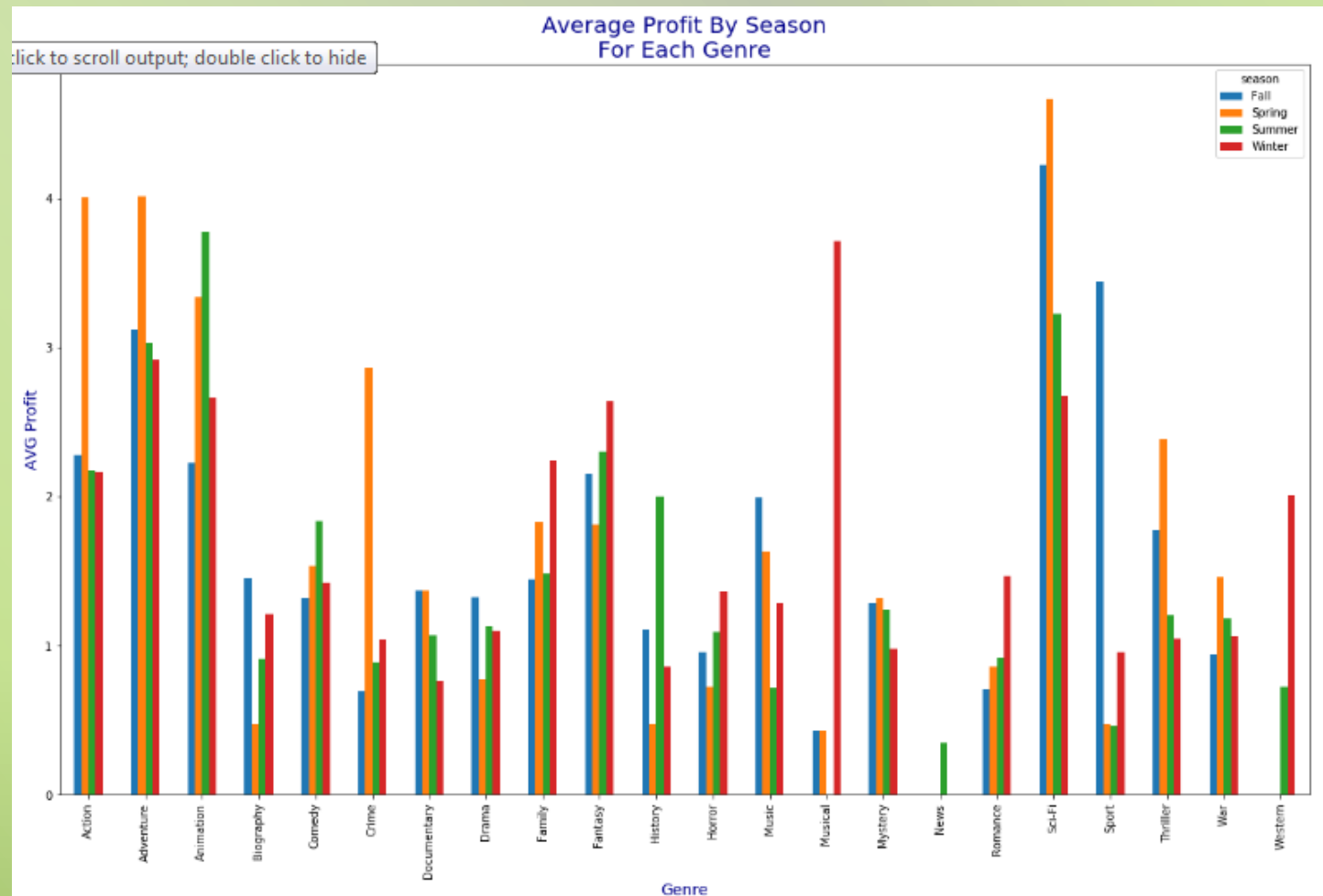# Question 1: What genres of movies are the most profitable?

Top Genres by Count
- Drama
- Action
- Comedy
- Adventure

Top Genres by Profit
- SciFi
- Adventure
- Animation
- Action

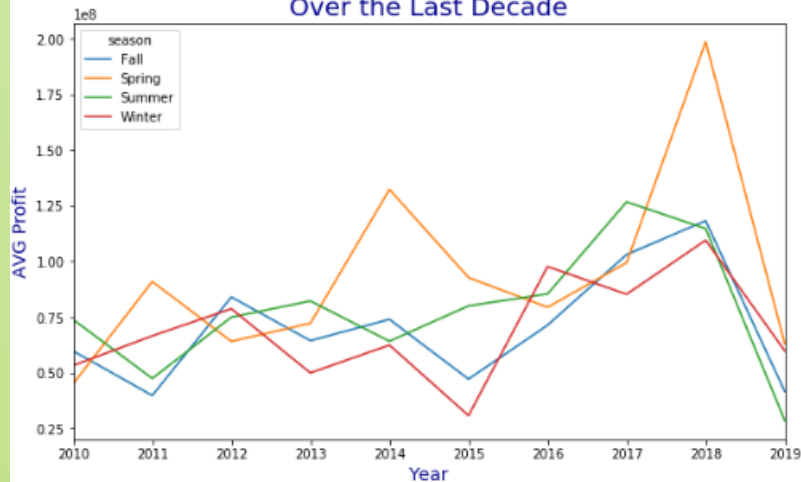# Question 2: What time of year should individual genres be released?

Question 2: What time of year should individual genres be released?

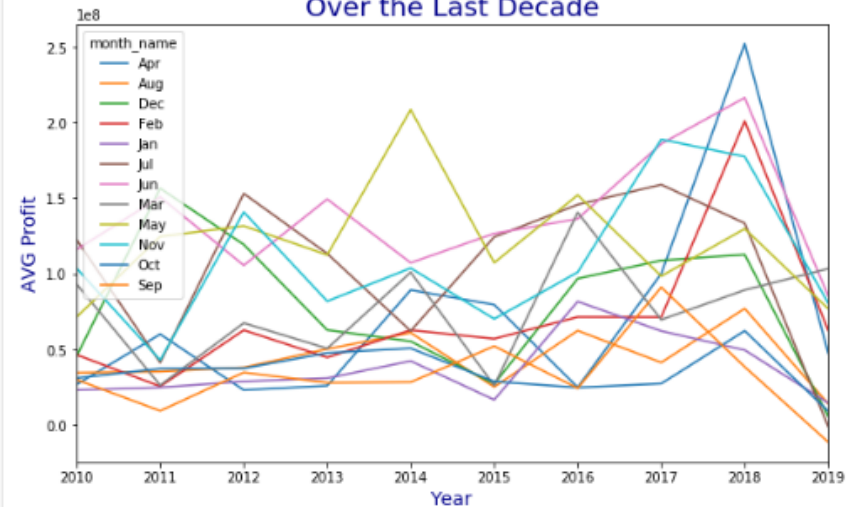**Season in which each genre performed best**

- Spring: Action, Adventure, Crime, Mystery, SciFi, Thriller, War
- Summer: Animation, Comedy, History
- Fall: Biography, Documentary, Drama, Music, Sport
- Winter: Family, Fantasy, Horror, Musical, Romance, Western

Question 3: What time of year do movies overall tend to perform best over the last decade?

Question 3: What time of year do movies overall tend to perform best over the last decade?

Top 3 months by year
- 2010: July, June, November
- 2011: December, June, May
- 2012: July, November, May
- 2013: June, July, May
- 2014: May, June, November
- 2015: June, July, May
- 2016: May, July, March
- 2017: November, June, July
- 2018: April, June, February
- 2019: March, June, November

Top seasons by year
- 2010: Summer, Fall, Winter, Spring
- 2011: Spring, Winter, Summer, Fall
- 2012: Fall, Winter, Summer, Spring
- 2013: Summer, Spring, Fall, Winter
- 2014: Spring, Fall, Summer, Winter
- 2015: Spring, Summer, Fall, Winter
- 2016: Winter, Summer, Spring, Fall
- 2017: Summer, Fall, Spring, Winter
- 2018: Spring, Fall, Summer, Winter
- 2019: Spring, Winter, Fall, Summer

Recommendation

- Genre: Adventure

- Season: Spring

- Month: May

THANK YOU FOR YOUR TIME

QUESTIONS?