

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

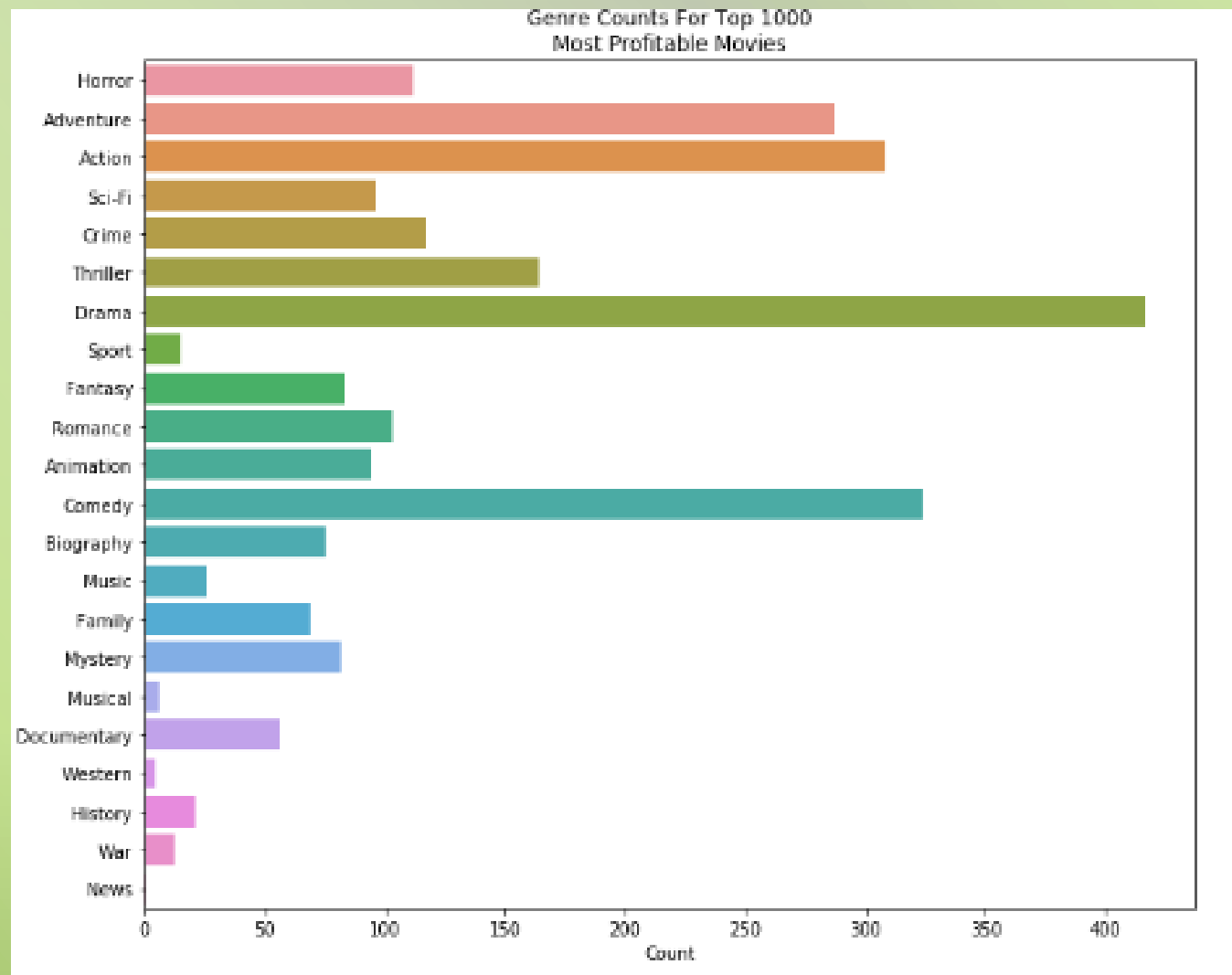
- **Spring** is defined as April and May
- **Summer** is defined as June, July, August, September
- **Fall** is defined as October and November
- **Winter** is defined as December, January, February, March
- **Total Profit** is equal to Worldwide Gross minus Production Budget



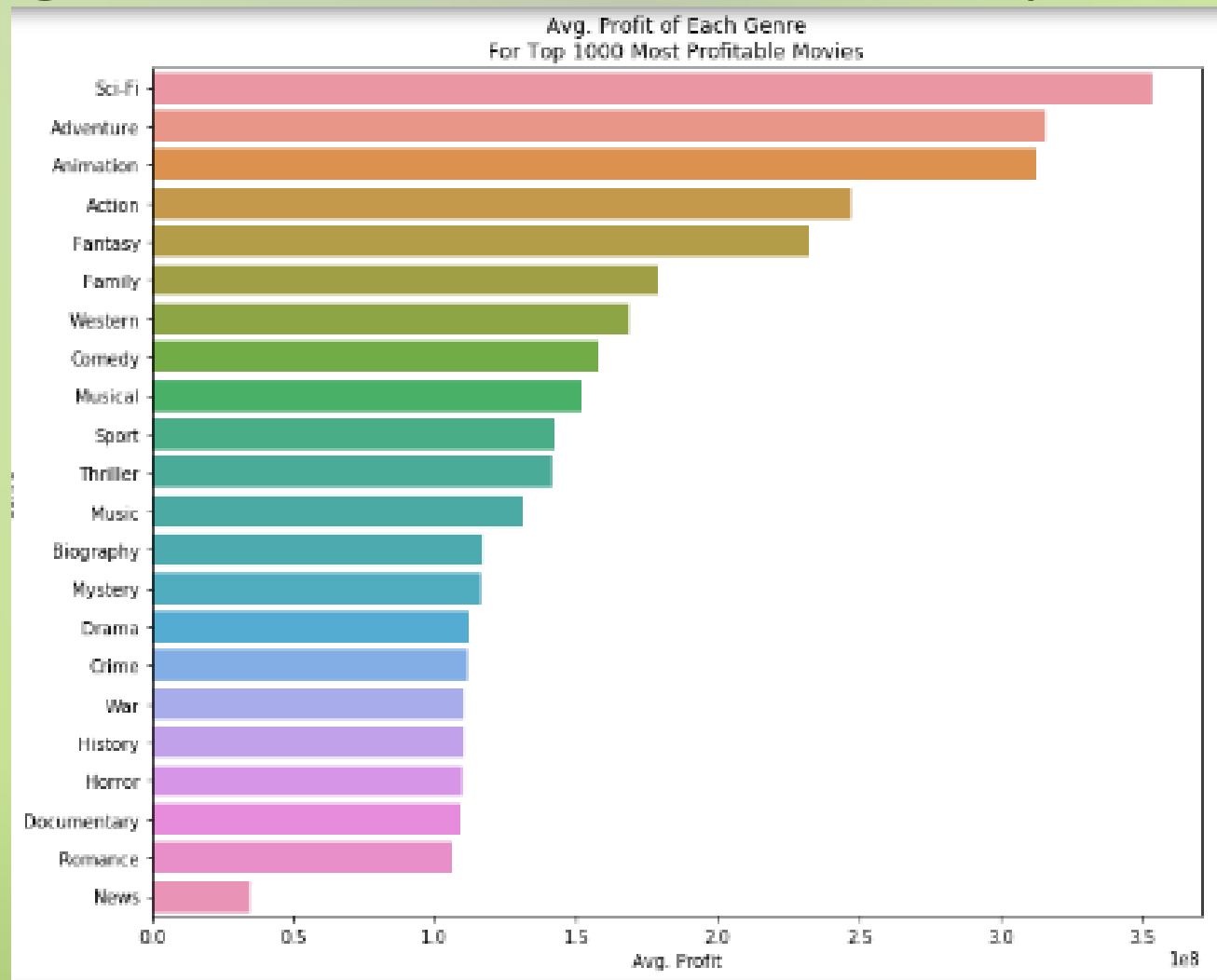
Questions

- What genres of movies are the most profitable?
- What time of year should individual genres be released?
- What time of year do movies overall tend to perform best over the last decade?

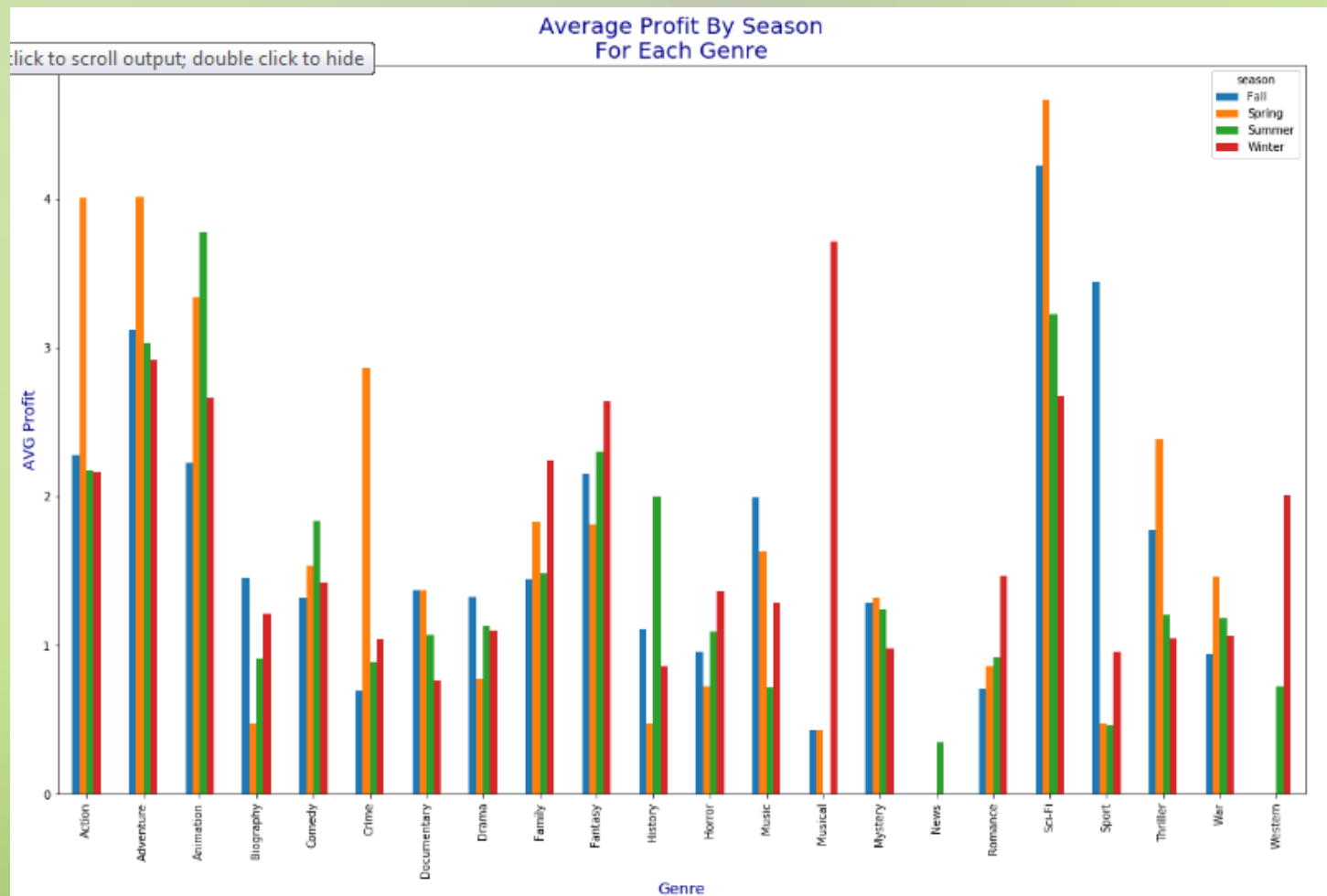
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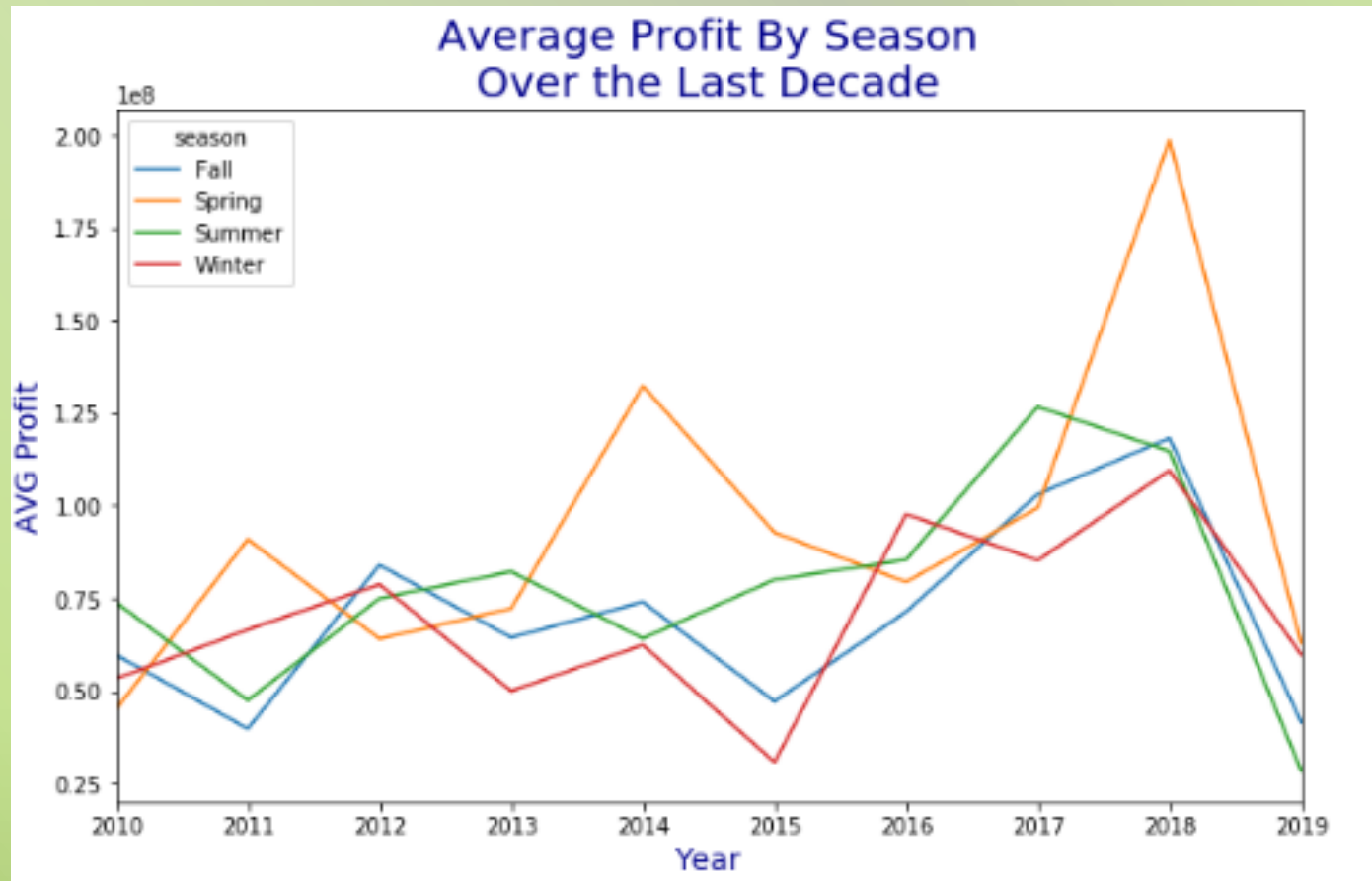
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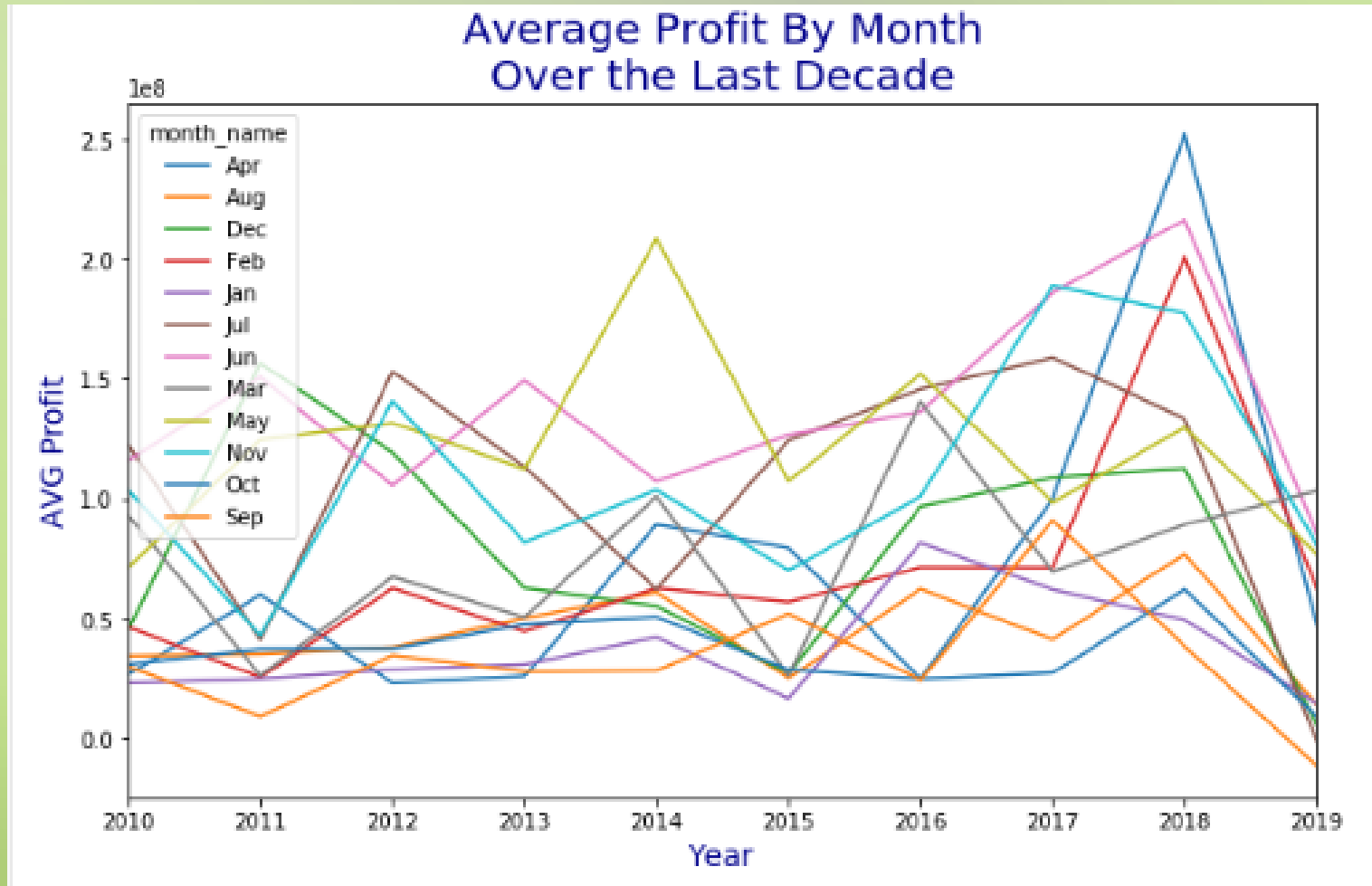
What time of year should individual genres be released?



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



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Best Season/Month Per Genre

- Spring(May): Action, Adventure, Crime, Mystery, SciFi, Thriller, War
- Summer(June/July): Animation, Comedy, History
- Fall(November): Biography, Documentary, Drama, Music, Sport
- Winter(March): Family, Fantasy, Horror, Musical, Romance, Western



Recommendation

- Genre: Adventure
- Season: Spring
- Month: March

THANK YOU FOR YOUR TIME

QUESTIONS?

