

Movie Data Analysis for Microsoft Recommendations

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Summary

Descriptive analysis of IMDB and The Numbers data reveal certain movie characteristics that will perform well in today's film industry:

- Top 3 genres that have higher rated movies compared to other genres
- Shorter runtimes

Outline

- Business Problem
- Data & Methods
- Results
- Conclusions



Business Problem

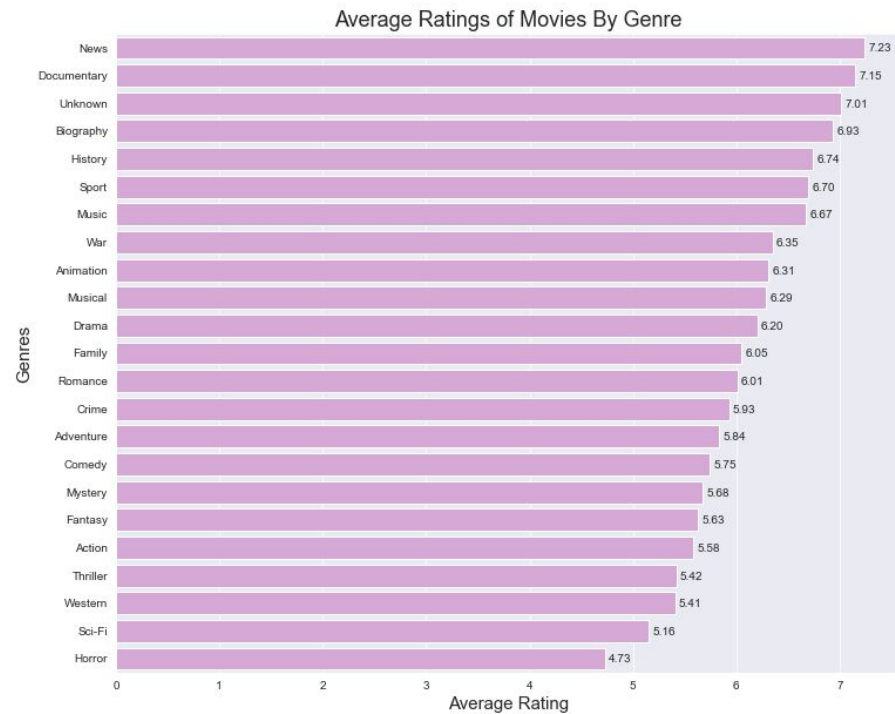
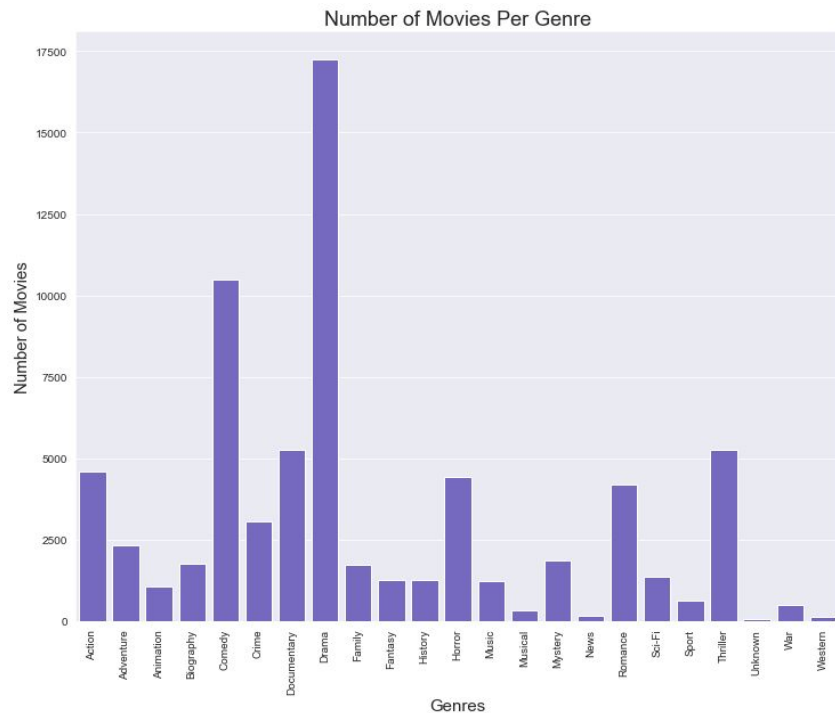


- Microsoft's new movie studio
- Where to allocate resources
- What types of films to produce
- Want films that will perform well

Data & Methods

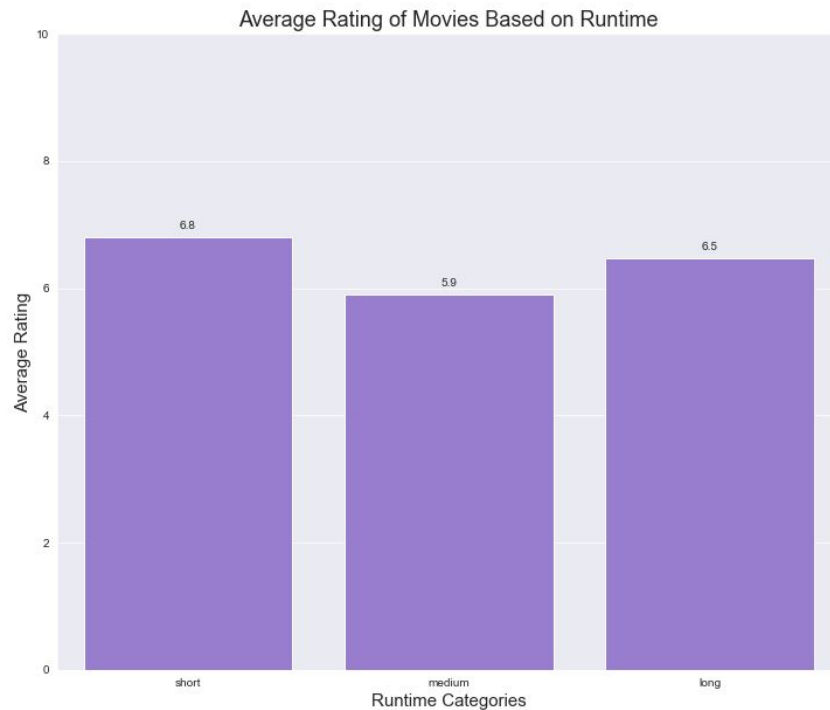
- IMDB data includes movie titles with information on genres, year, runtime, genres, average ratings and the number of votes.
- The Numbers data includes production budget, domestic and worldwide gross.

Results



Results

Shorter movies have a higher average rating compared to longer movies.



Results

Conclusions

- Genres such as News, Documentaries and Biography have higher ratings compared to others. These can be great genres to produce in, especially when other genres might be over saturated.
- Shorter movies have higher ratings compared to longer movies. Given the range of runtimes, movies that are too long might not be received as well by viewers.

Next Steps

Thank you!

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