Microsoft Movie Studio Analysis

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Summary

Descriptive Analysis of movies to provide insight for Microsoft's new movie studio

- Provide list of successful and popular movies
- What movie genre should the studio focus on
- The average runtime of movies

Outline

- Business Problem
- Data
- Methods
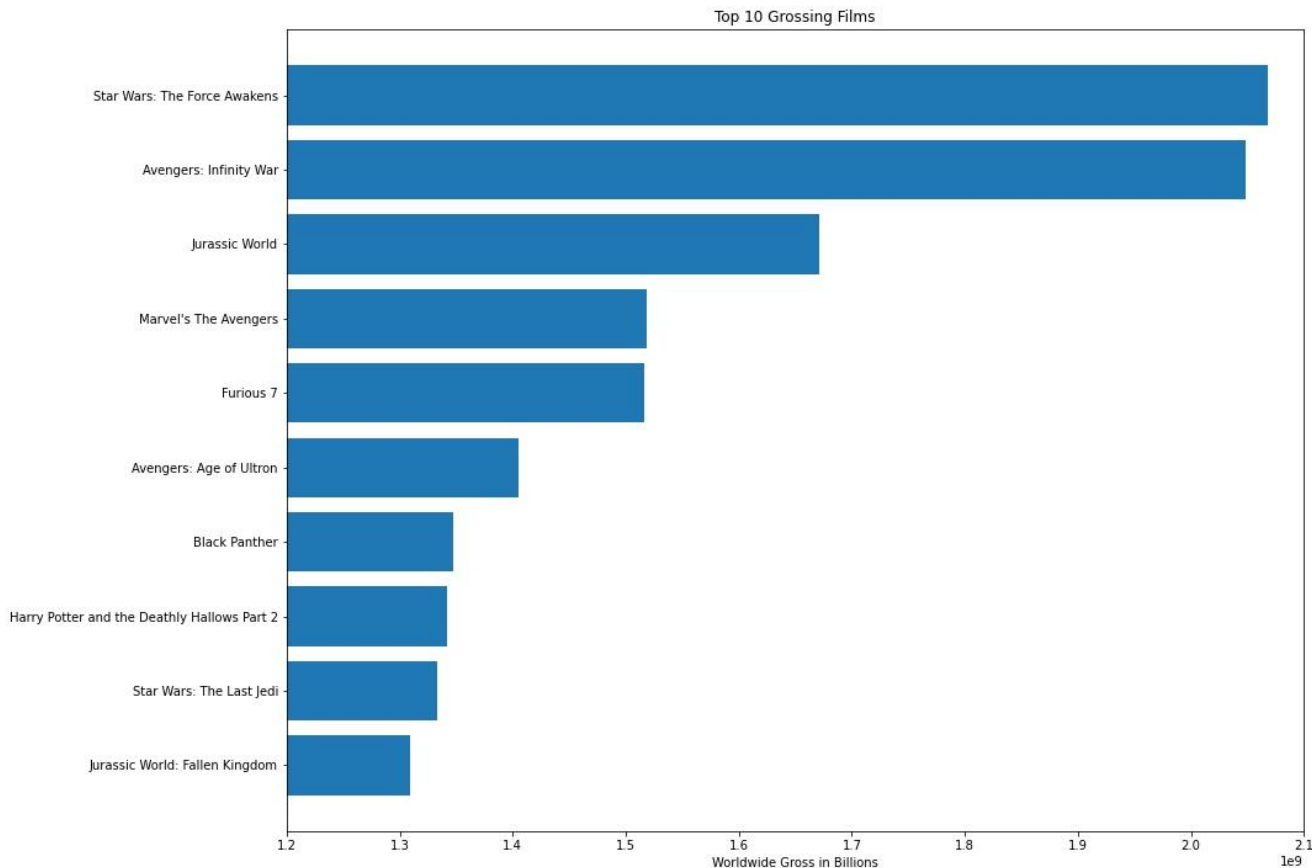- Results
- Conclusions

Business Problem

- What are the successful and popular movies

- What genres to focus on

- Best length of movie

Data & Methods

- IMDb movie database with basic information like title, runtime and genres
- Average rating and number of votes for each movie
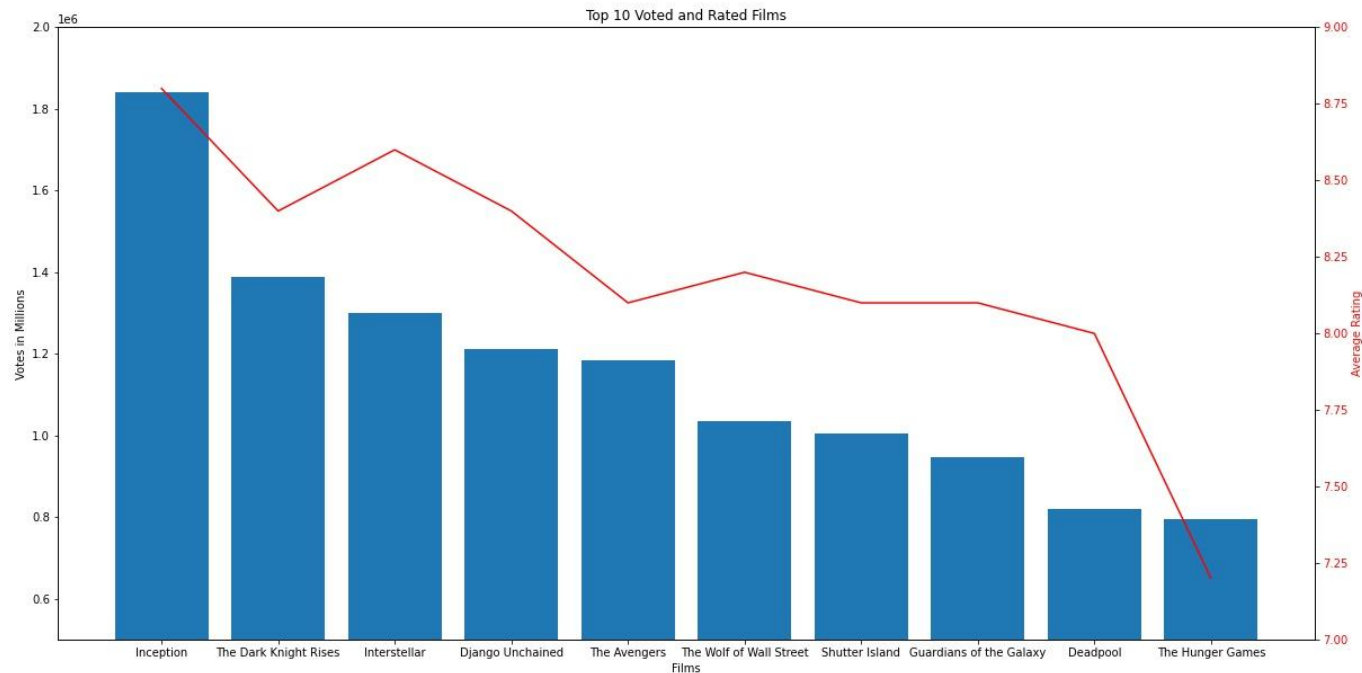- Domestic and foreign gross amounts for each movie

Results

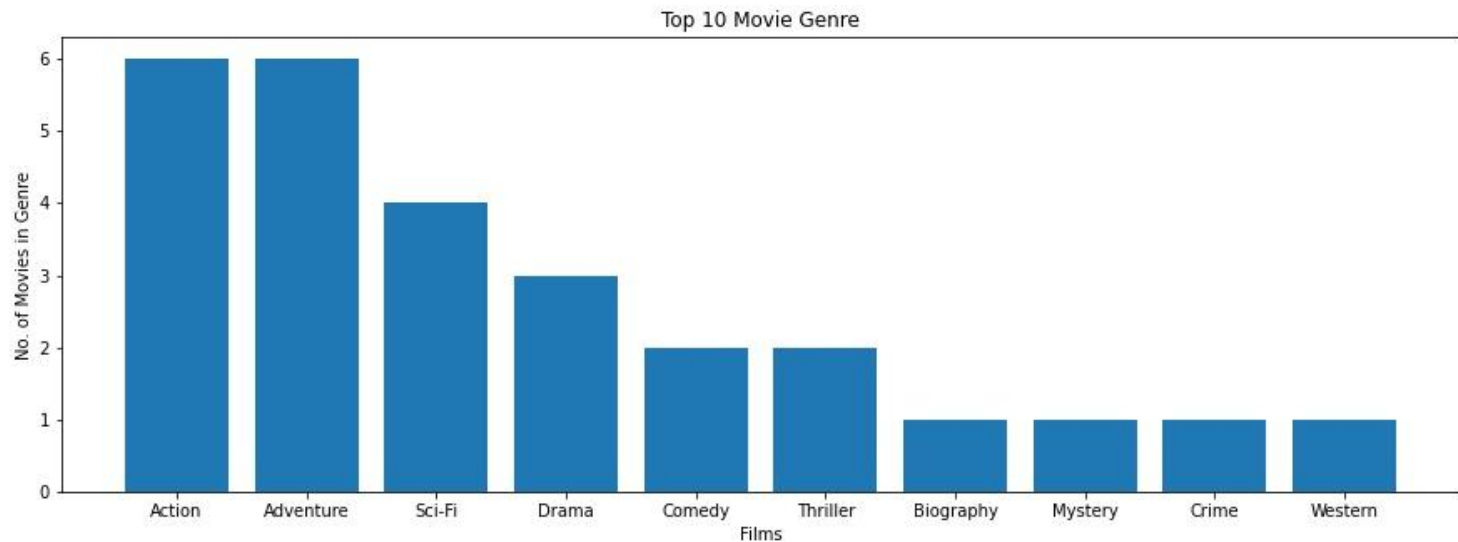Most notable highest grossing movie. Star Wars and Avengers

Results

Movie with most votes and high rating. Inception

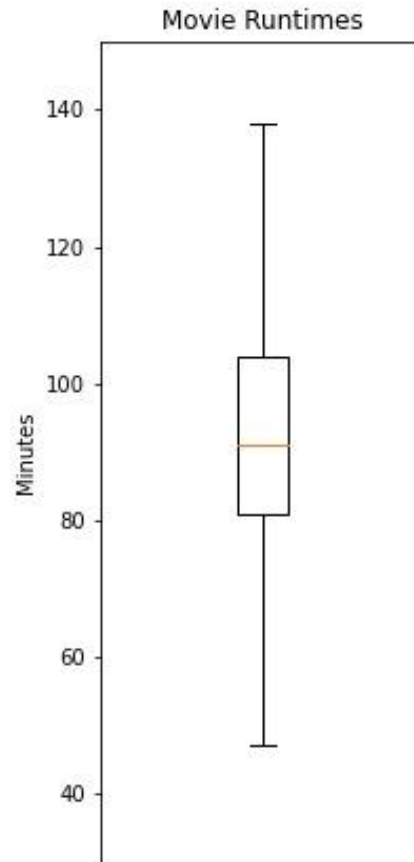Top 10 Voted and Rated Films

Results

Action and adventure movies are popular

Top 10 Movie Genre

Results

75% of movies are between 81 and 104 minutes

Movie Runtimes

Conclusions

- Top 10 successful and popular movies to start researching
- Focus on action and adventure movies
- Aim for 139 to 165 minute runtime

Limitation

- Analysis only done for movies and not including tv shows

Next Step

- Look into producers, directors and actors

Thank You!

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