Microsoft Movie Studio Analysis

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Summary

Descriptive Analysis of movies to assist 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. Also includes rating and number of votes
- Domestic and foreign gross amounts for each movie

- Joined basic info and ratings together.
- Calculated total gross
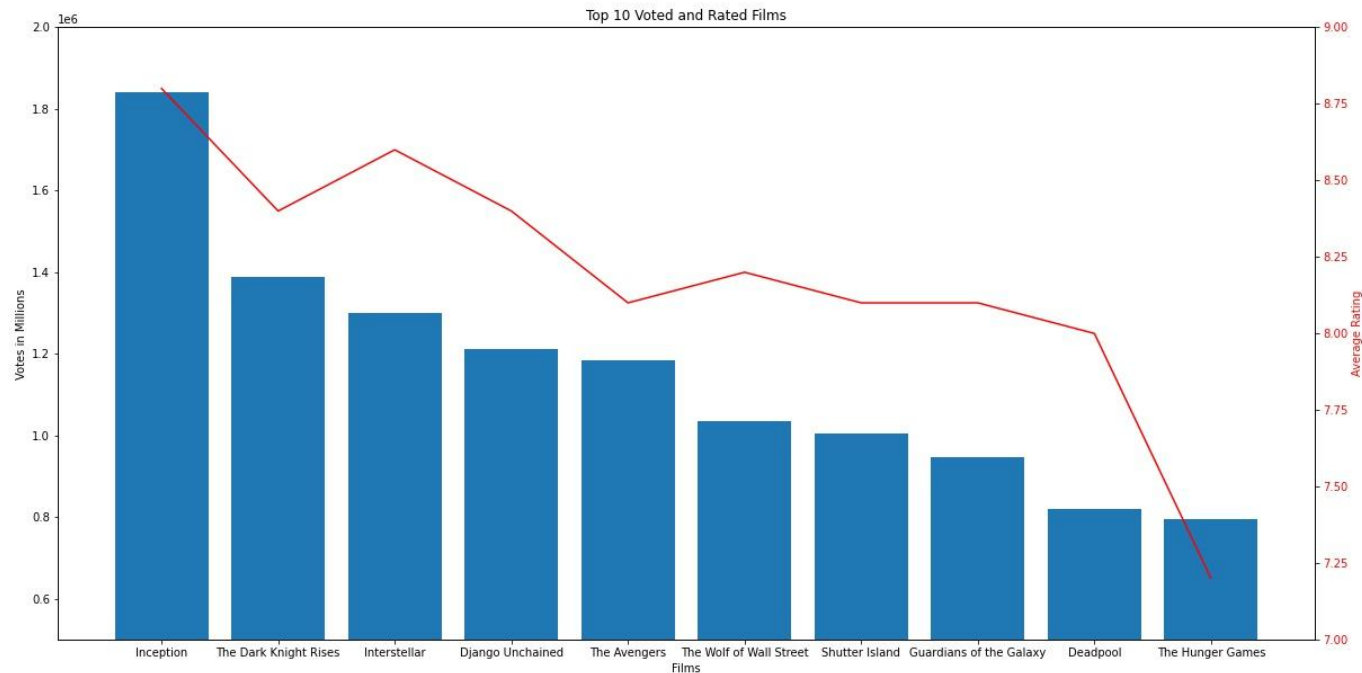- Add up the genres of the top 10 most popular movies

Results

Most notable highest grossing movie. Star Wars and Avengers

Top 10 Grossing Films
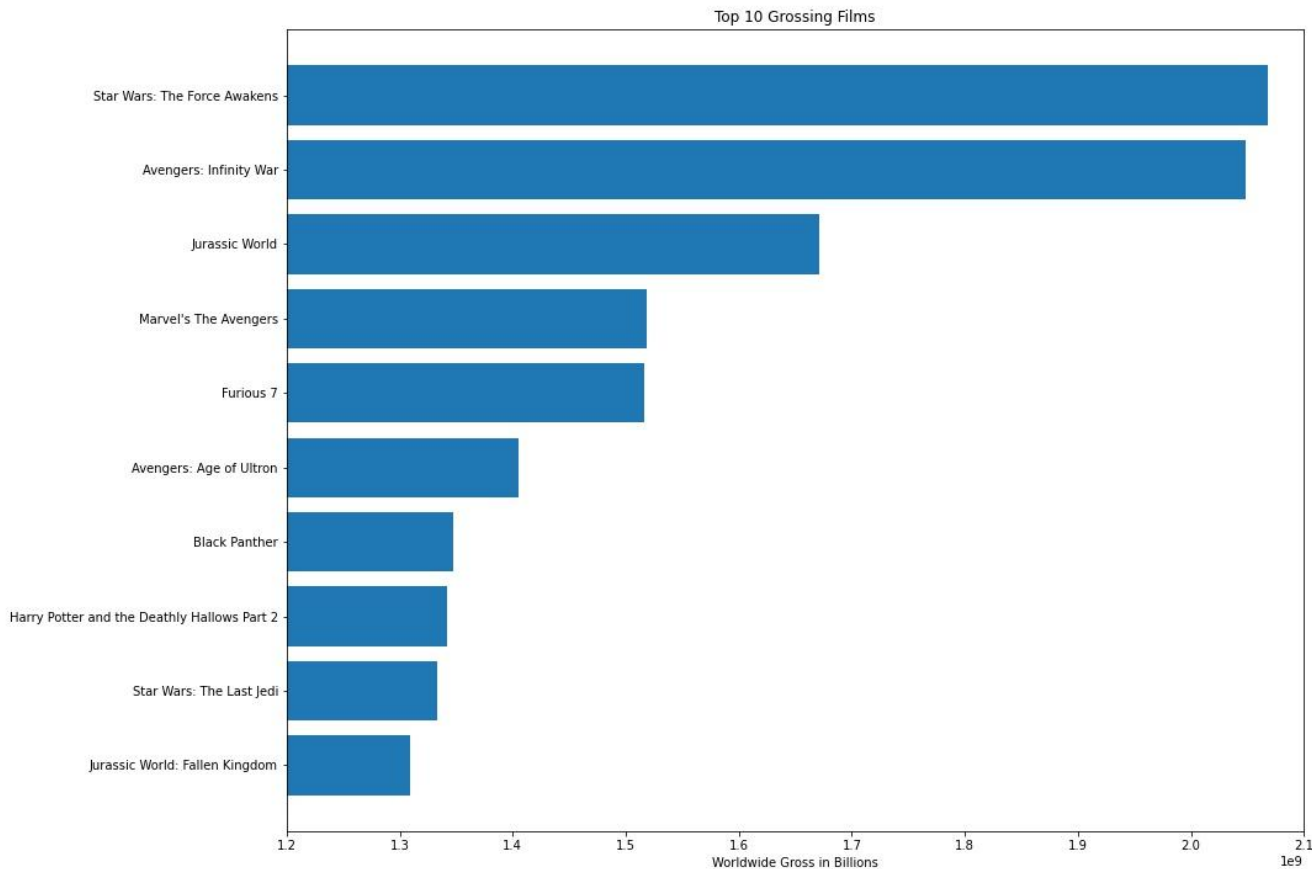
Results

Movie with most votes and high rating. Inception

Top 10 Voted and Rated Films

Results

Action and adventure movies are popular

	title	genre1	genre2	genre3
0	Inception	Action	Adventure	Sci-Fi
1	The Dark Knight Rises	Action	Thriller	None
2	Interstellar	Adventure	Drama	Sci-Fi
3	Django Unchained	Drama	Western	None
4	The Avengers	Action	Adventure	Sci-Fi
5	The Wolf of Wall Street	Biography	Crime	Drama
6	Shutter Island	Mystery	Thriller	None
7	Guardians of the Galaxy	Action	Adventure	Comedy
8	Deadpool	Action	Adventure	Comedy
9	The Hunger Games	Action	Adventure	Sci-Fi

Top 10 Movie Genre
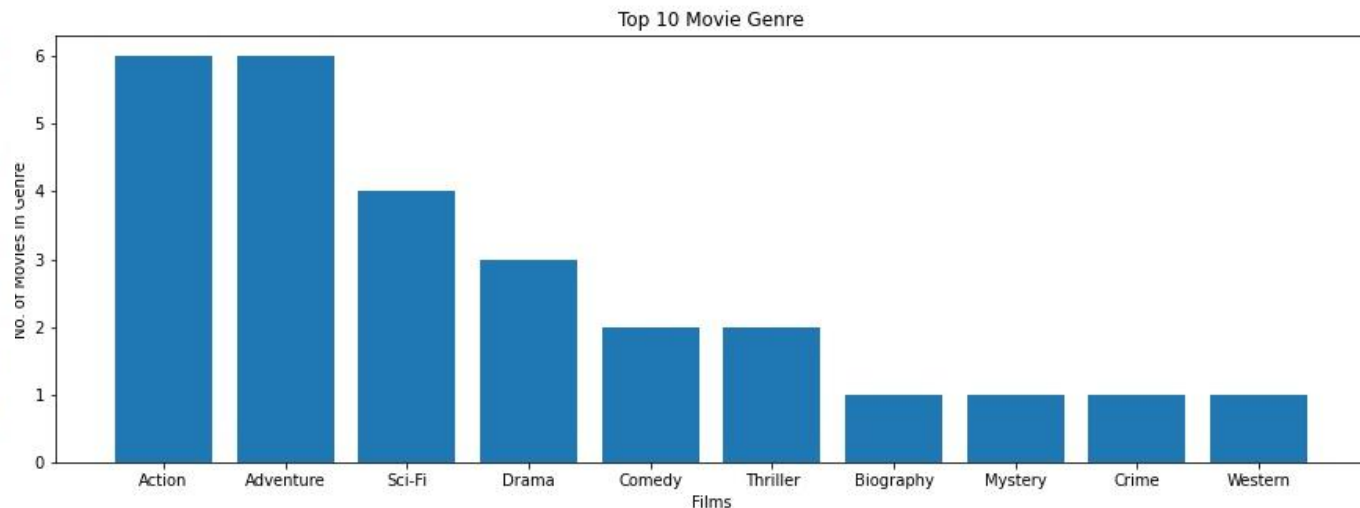
Results

50% of movies are between 81 and
104 minutes

count	66236.00
mean	94.65
std	208.57
min	3.00
25%	81.00
50%	91.00
75%	104.00
max	51420.00
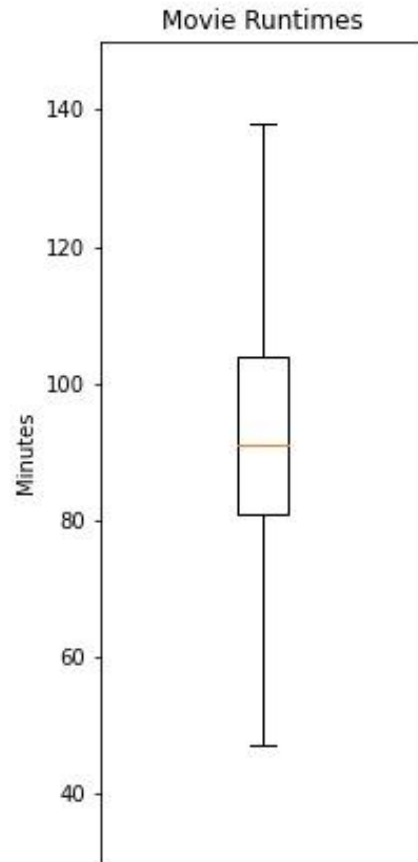
Movie Runtimes

Conclusions

- Top 10 successful and popular movies to start researching
- Focus on action and adventure movies
- Aim for 81 to 104 minute runtime

Next Step

- Look into producers, directors and actors

Limitation

- Analysis only done for movies and not including tv shows

Thank You!

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