Microsoft breaking

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Summary

Descriptive analysis of popular films over the last 3 years to gain insight into what type of movie would be best to begin Microsoft's foray into film making:

      Top 10 movies

      Top 10 genres

      Top 10 film studios

Outline

- Business Problem
- Data & Methods
- Results
- Conclusions

Business Problem

Microsoft want insights on where to begin their movie making journey.

My data analysis queries were based on popularity, whether it be monetary or subjective.

These questions are important to form a basis on what is successful and to make recommendations tapping into that.
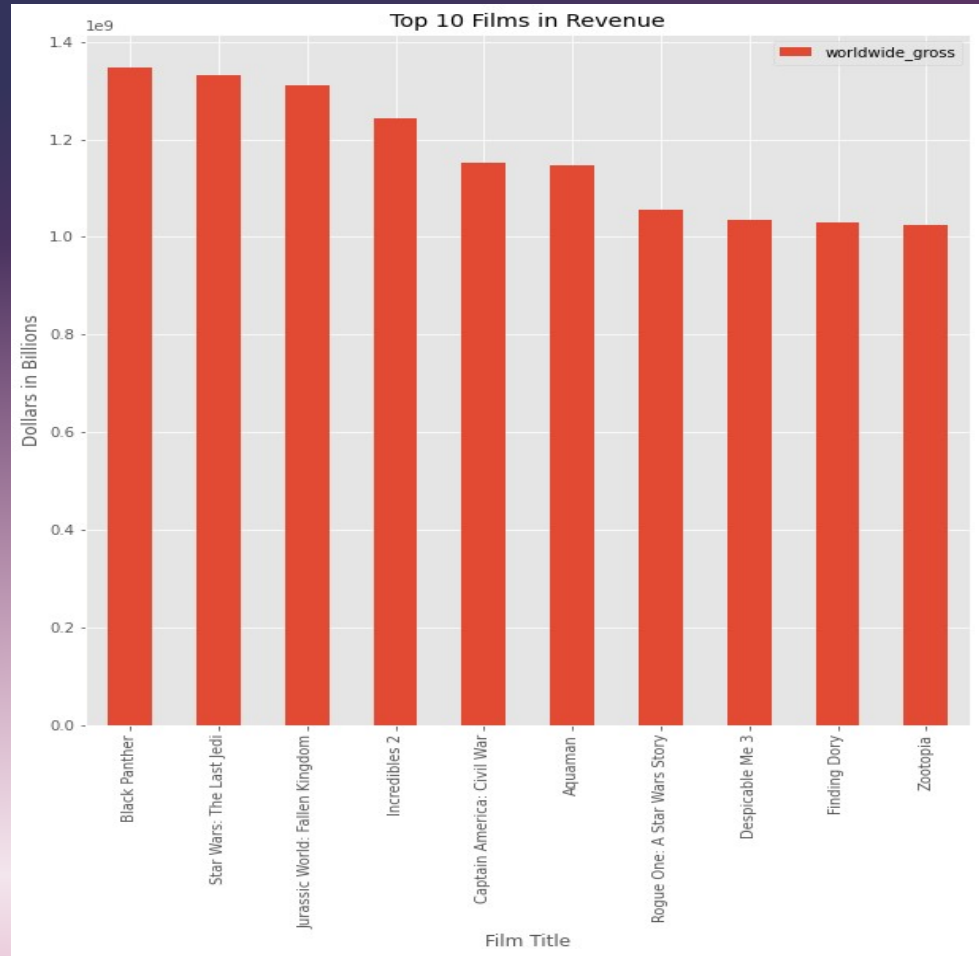
Data & Methods

Movie data is from IMDB and Box Office Mojo.

- Box Office Mojo is the leading online box office reporting and analysis service.

- IMDB is the world's most popular and authoritative source for movie, TV and celebrity content.

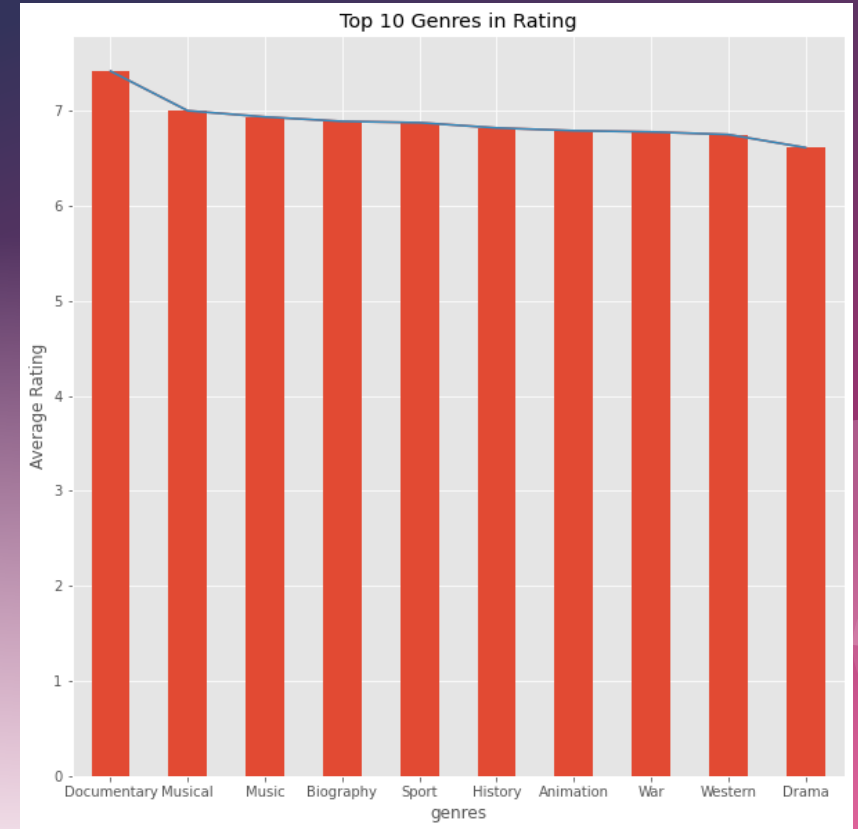- Movie Data used is the most recent 3 years of the database

Results

- **Top 10 films based on revenue**

- **All 10 films made over $1Billion in revenue**

Top 10 Films in Revenue

Results

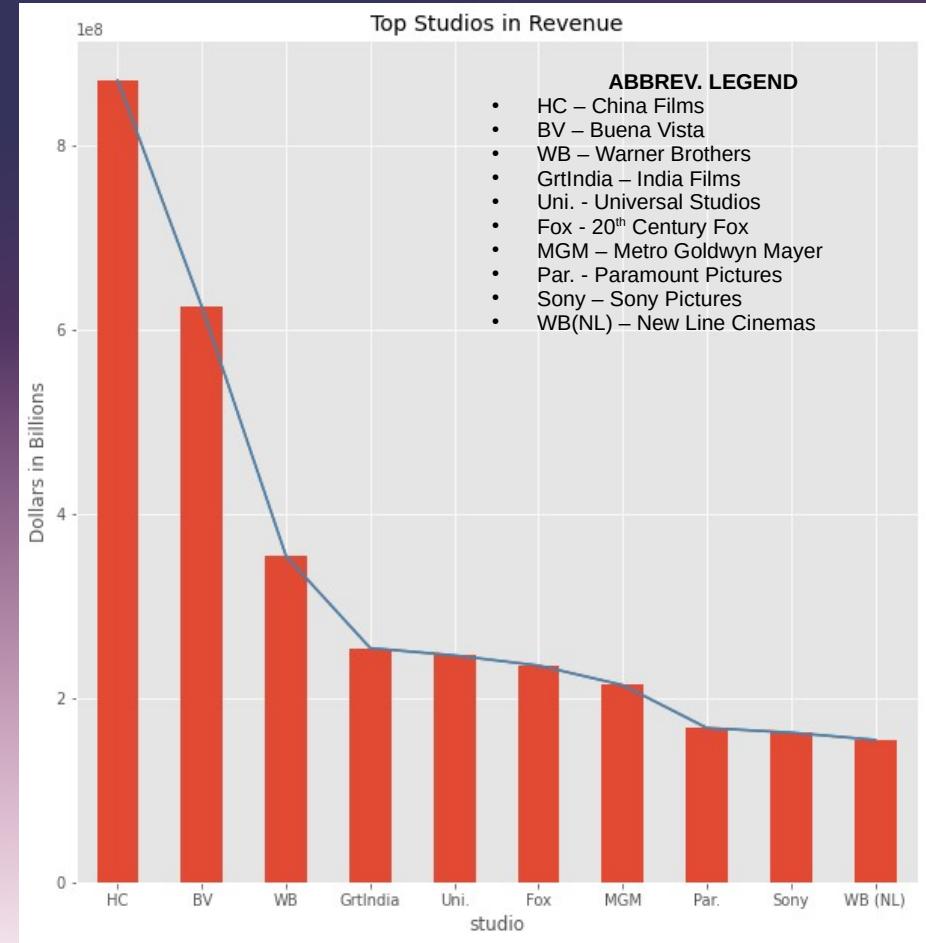| MOVIE TITLE	GENRES GENRES		
Black Panther	Action	Adventure	Sci-Fi
Star Wars: The Last Jedi	Action	Adventure	Fantasy
Jurassic World: Fallen Kingdom	Action	Adventure	Sci-Fi
Incredibles 2	Action	Adventure	Animation
Captain America: Civil War	Action	Adventure	Sci-Fi
Aquaman	Action	Adventure	Fantasy
Rogue One: A Star Wars Story	Action	Adventure	Sci-Fi
Despicable Me 3	Animation	Adventure	Comedy
Finding Dory	Animation	Adventure	Comedy
Zootopia	Animation	Adventure	Comedy

Top 10 Genres in Rating

- Within the top 10 movies 4 are animation.
- Animation is in the top 10 genres under user ratings.
- Also adventure featured in all Top 10 movies.

Results

Movie Title	Studio
Black Panther	BV
Star Wars: The Last Jedi	BV
Jurassic World: Fallen Kingdom	Uni.
Incredibles 2	BV
Captain America: Civil War	BV
Aquaman	WB
Rogue One: A Star Wars Story	BV
Despicable Me 3	Uni.
Finding Dory	BV
Zootopia	BV

- BV (Buena Vista) is the second highest grossing film studio
- Within the top 10 movies, 7 were from BV.

Top Studios in Revenue

ABBREV. LEGEND
- HC – China Films
- BV – Buena Vista
- WB – Warner Brothers
- GrtIndia – India Films
- Uni. - Universal Studios
- Fox - 20th Century Fox
- MGM – Metro Goldwyn Mayer
- Par. - Paramount Pictures
- Sony – Sony Pictures
- WB(NL) – New Line Cinemas

Conclusions

- Start with making movies in animation with an adventure story line.

- Choose a niche and make that your target market.

- Based on the top 10 grossing films, making movies from popular comic book characters is a good option.

Moving Forward:

- Keep up with trends as the movie industry is always evolving

- It would be an idea to consider making deeper content as the Documentary genre rated highest amongst users so it could be an area to pursue.

Thank You.

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