Video Streaming Pitch

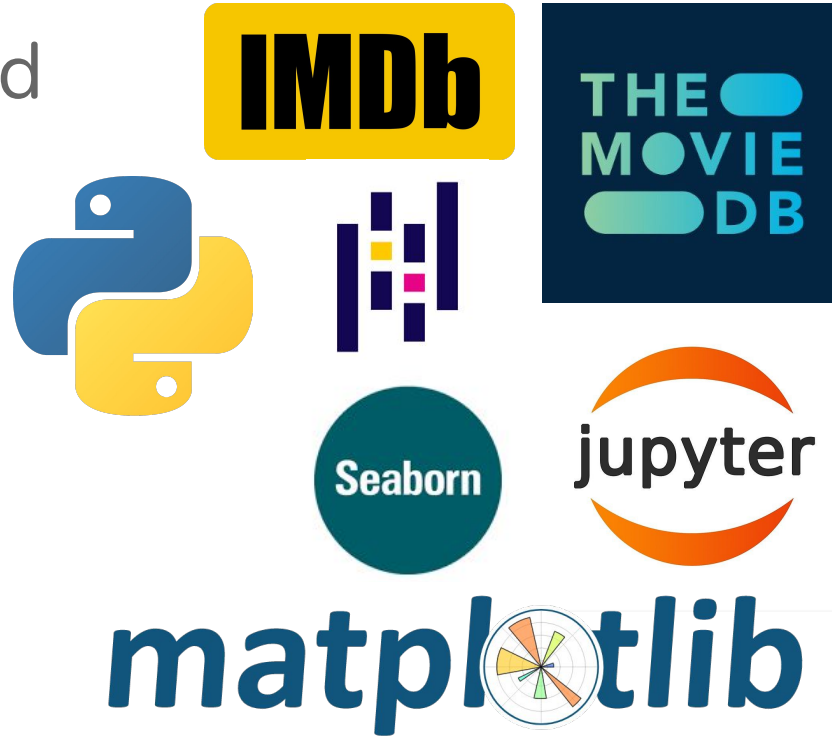Presented by: Vikas Bansal and Zach Hyde

Overview

- We wanted to know what movies have been the most successful, generally and by their genre, that would create a strong presence when initializing the launch of Microsoft Video Streaming, competing with other successful companies.
- What times of the year have the highest success genres have the the most success for the quarter of the year they are released in.
- What is the correlation between vote count and revenue? If the votes have a higher average, will the revenue have a higher average as well?
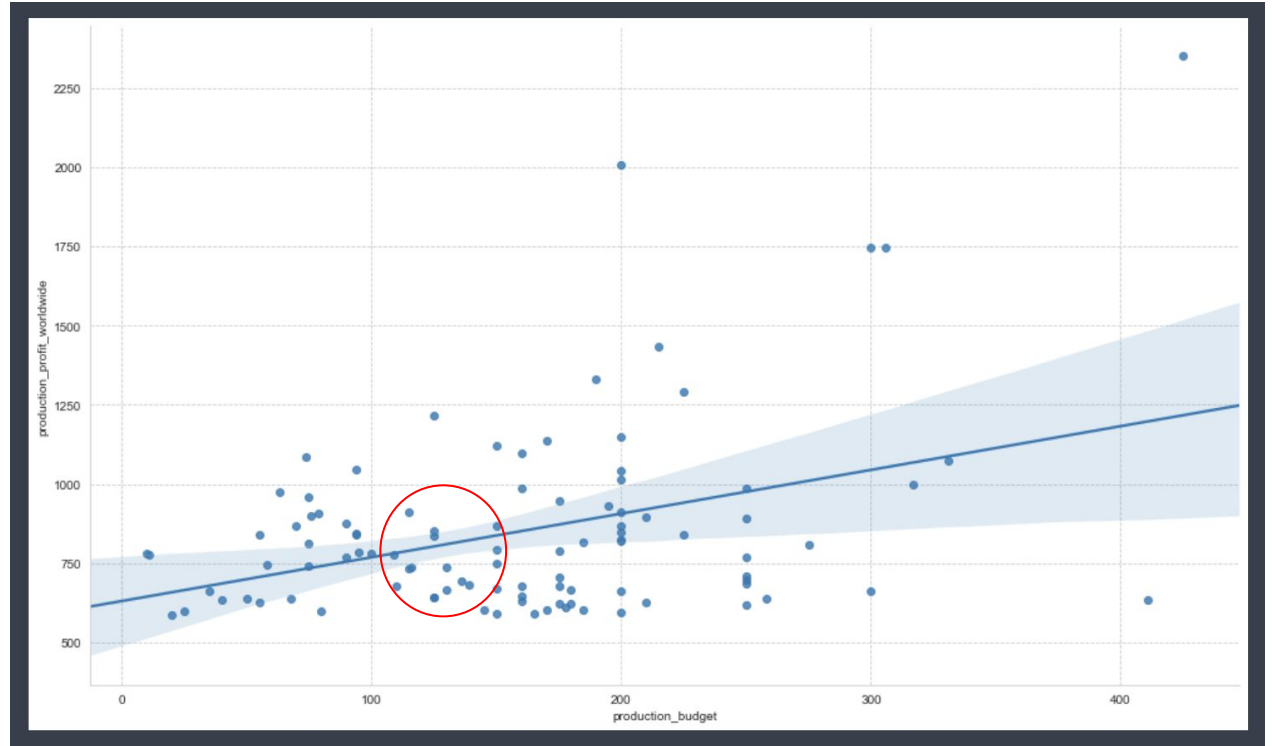
Resources Utilized
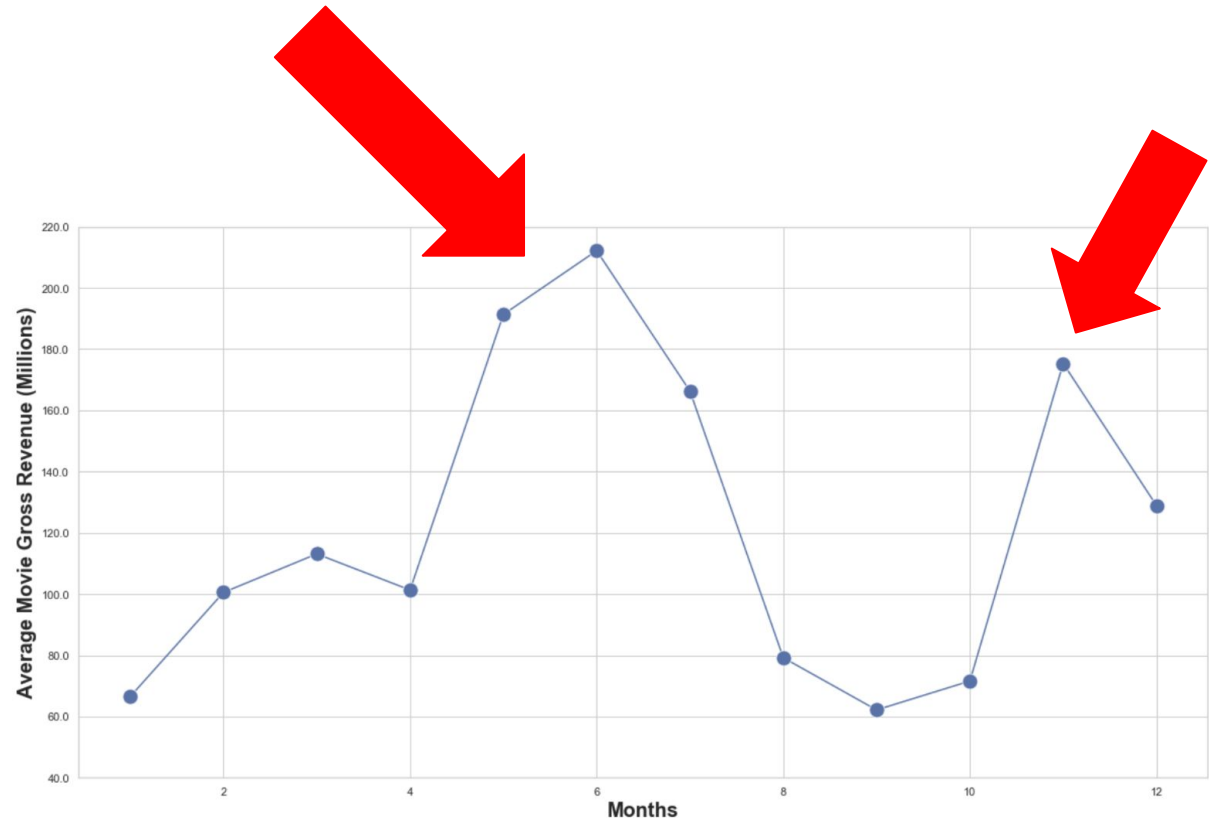
- IMDB

- TMDB

- Jupyter Notebook

Insight

- Positive correlation

- Smaller deviation around $125M budget

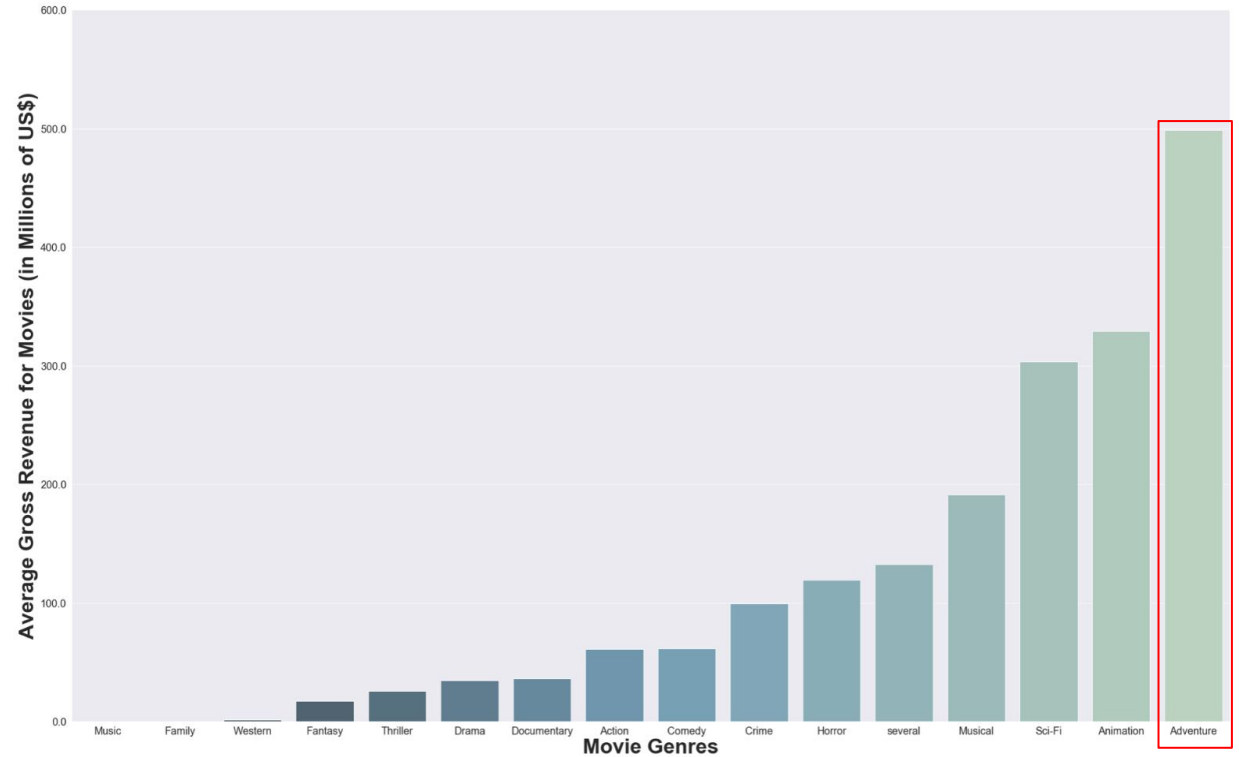Top 100 Grossing Films (1930-2019)

Insight

- Two peak seasons

- Summer most profitable, assuming families together more often.

Insight

- Top 4 genres to invest in:
  - Adventure
  - Animation
  - Sci-Fi
  - *Musical*
  - Several*
  -

*explained in a later slide

Summary/Recommendations

- Adventure and Animation movies tend to be the most successful during summer and winter months.
- Releasing a film during these times, will yield a higher profit margin compared to Spring and Fall.
- The higher the average vote, the higher is the revenue average.

Further steps/investigations?

'Several' genre indicated earlier a few slides ago, is a category that can be further explored. Movies with this genre category is associated with more than one category.

Further analysis could provide greater accuracy of top grossing genres.

Region based analysis can be explored for different genres.

References

Github Repository
Plotly
Seaborn

-Contact Information

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