Microsoft's Movie Venture

Analysis of Applicable Data

Summary

Data from IMDB, Box Office Mojo, Rotten Tomatoes and TMDB support:

- Movies in the following genres
  - Action
  - Adventure
  - Comedy
  - Drama
- Movies with ratings within PG-13 and R
- Movies with a budget of $250,000,000 or less

Outline

- Business Problem
- Data
- Methods
- Results
- Conclusions

Business Problem

Microsoft would like to enter the entertainment sector through films and would like an exploration of what types of films are doing best at the box office. This will help provide a strong opening for their new movie studio.

Data

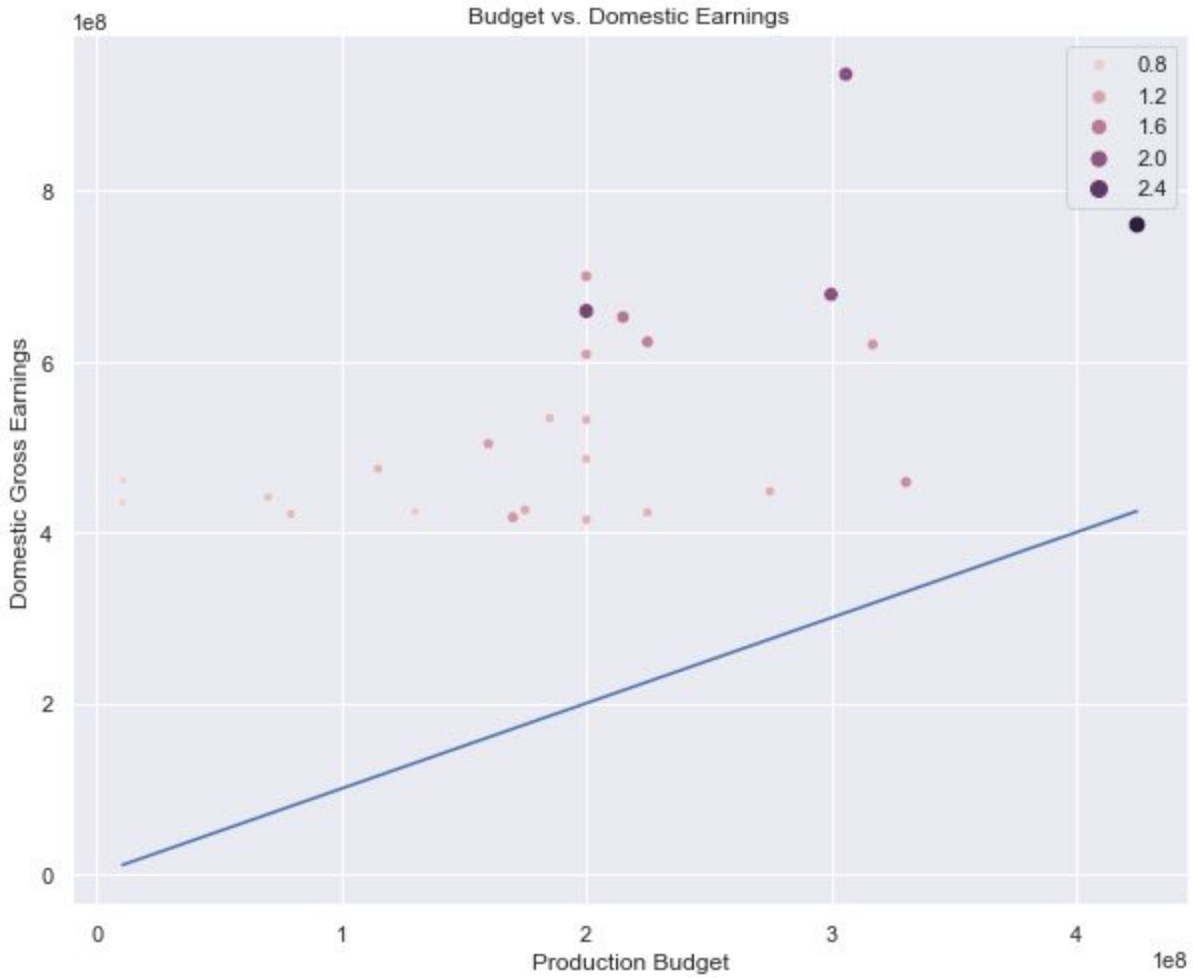
In order to best inform our analysis the following data was used:

- Box Office Mojo Data
- IMDB Data
- Rotten Tomatoes Data
- TMDb Data

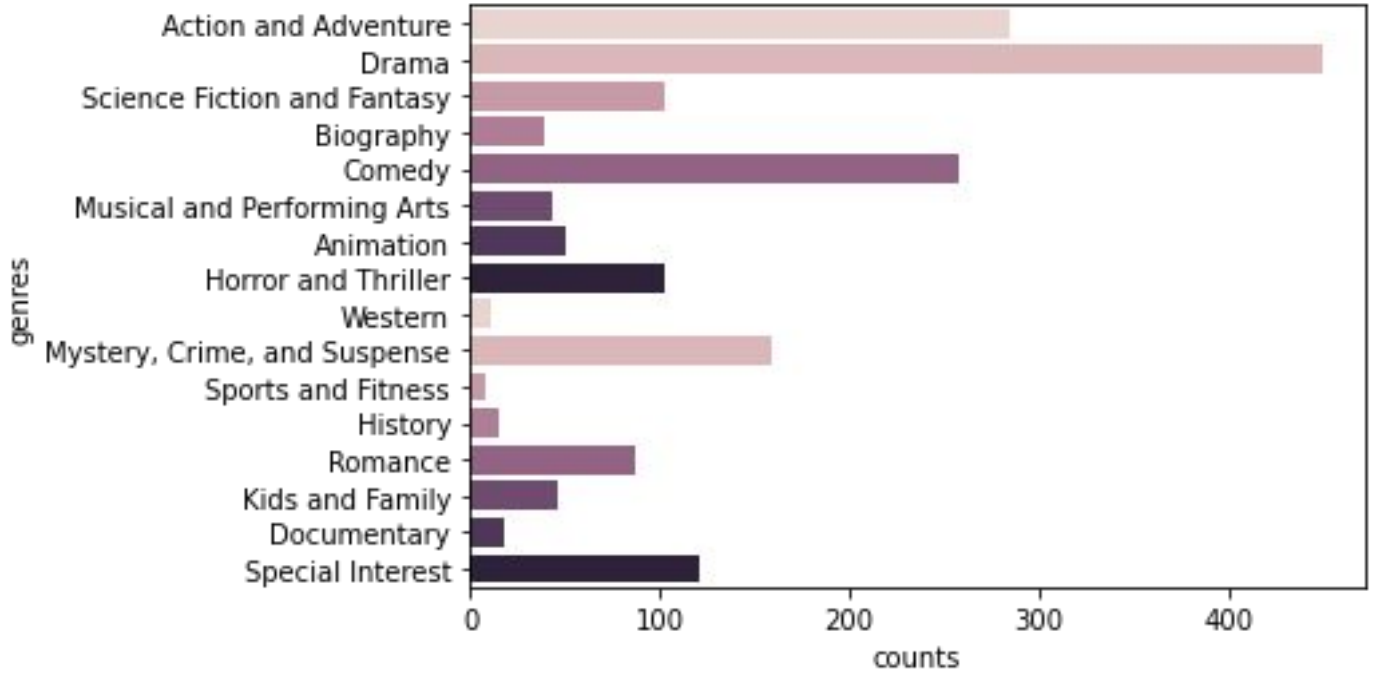
Methods

- For this presentation the following methods were used
  - Data Cleaning
  - SQL Querying
  - Data Visualization

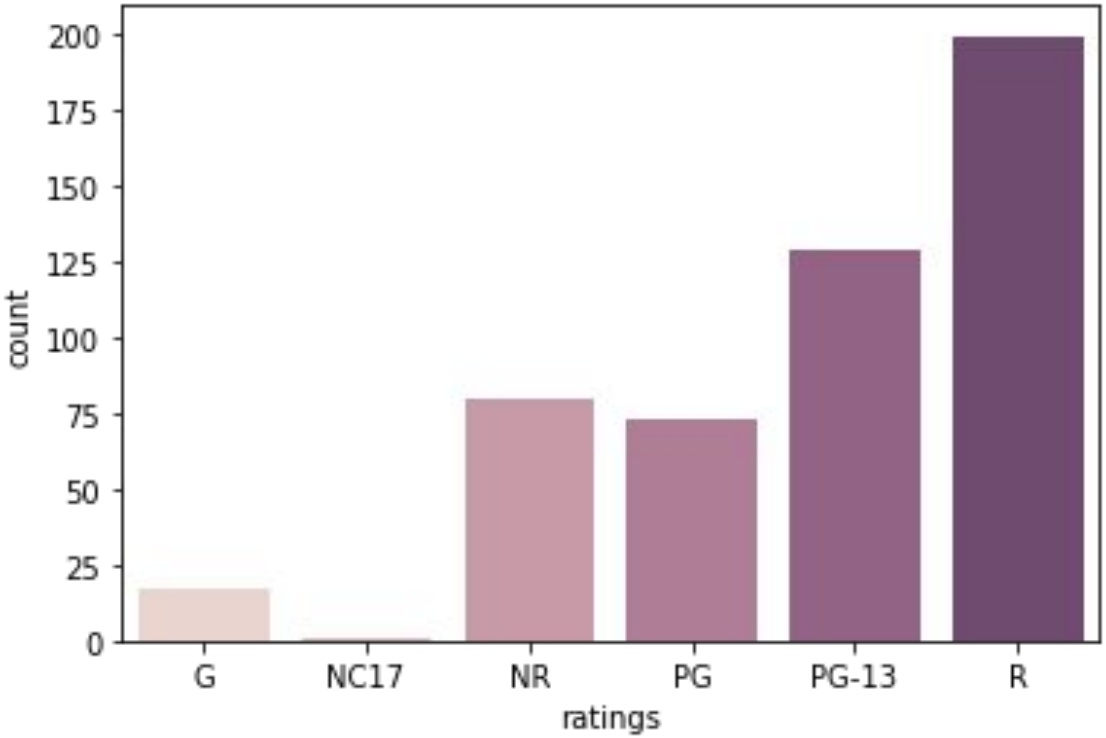
Results


Budget vs. Domestic Earnings
1e8
Domestic Gross Earnings
Production Budget
1e8
0.8
1.2
1.6
2.0
2.4
0
2
4
6
8
0
1
2
3
4

Results


Action and Adventure
Drama
Science Fiction and Fantasy
Biography
Comedy
Musical and Performing Arts
Animation
Horror and Thriller
Western
Mystery, Crime, and Suspense
Sports and Fitness
History
Romance
Kids and Family
Documentary
Special Interest
genres
0
100
200
300
400
counts

Results



Conclusions

1. Best to produce action, drama, comedy and adventure movies as they tend to do best in the box office
2. Most profitable movies will typically be in the PG-13 and R rating range, while other ratings show limited to nearly negligible returns
3. Data supports a budget of approximately $250,000,000 as the top 25 movies within the last 2 decades with this approximate budget have obtained sizable returns.

iTunes
prime video
VUDU
Google Play
Microsoft Movies & TV
FANDANGONOW
The Movies You Purchase
in One App

🌕🚀💎👐$MSFT👐💎🚀🌕

Thank You!

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