

Microsoft Studios

Film Recommendations

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Agenda

- 01 Goals for the business problem
- 02 Analysis of movie studios
- 03 Analysis of genres
- 04 Analysis of cast and crew
- 05 Recommendations



Goals for the Business Problem

What to address

- "Don't know anything about creating movies."
- "What types of films are currently doing the best at the box office."
- "What types of films to create."

Analyze data from the film industry

IMDB, Rotten Tomatoes, TMDB, and Box Office Mojo.

Create a recommendation



Analysis of Movie Studios The Competition

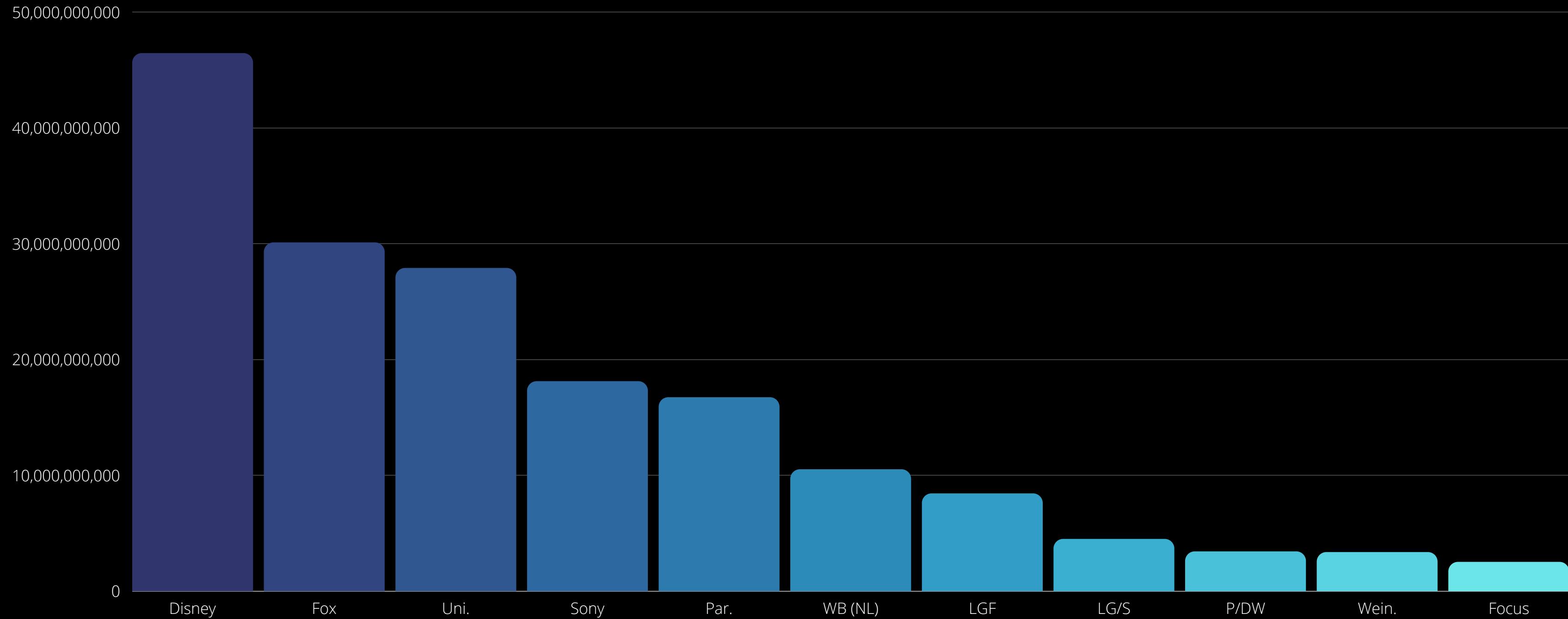
Methods

Merged the data to look at studios, film titles, production budget, and their combined foreign and domestic gross per film.

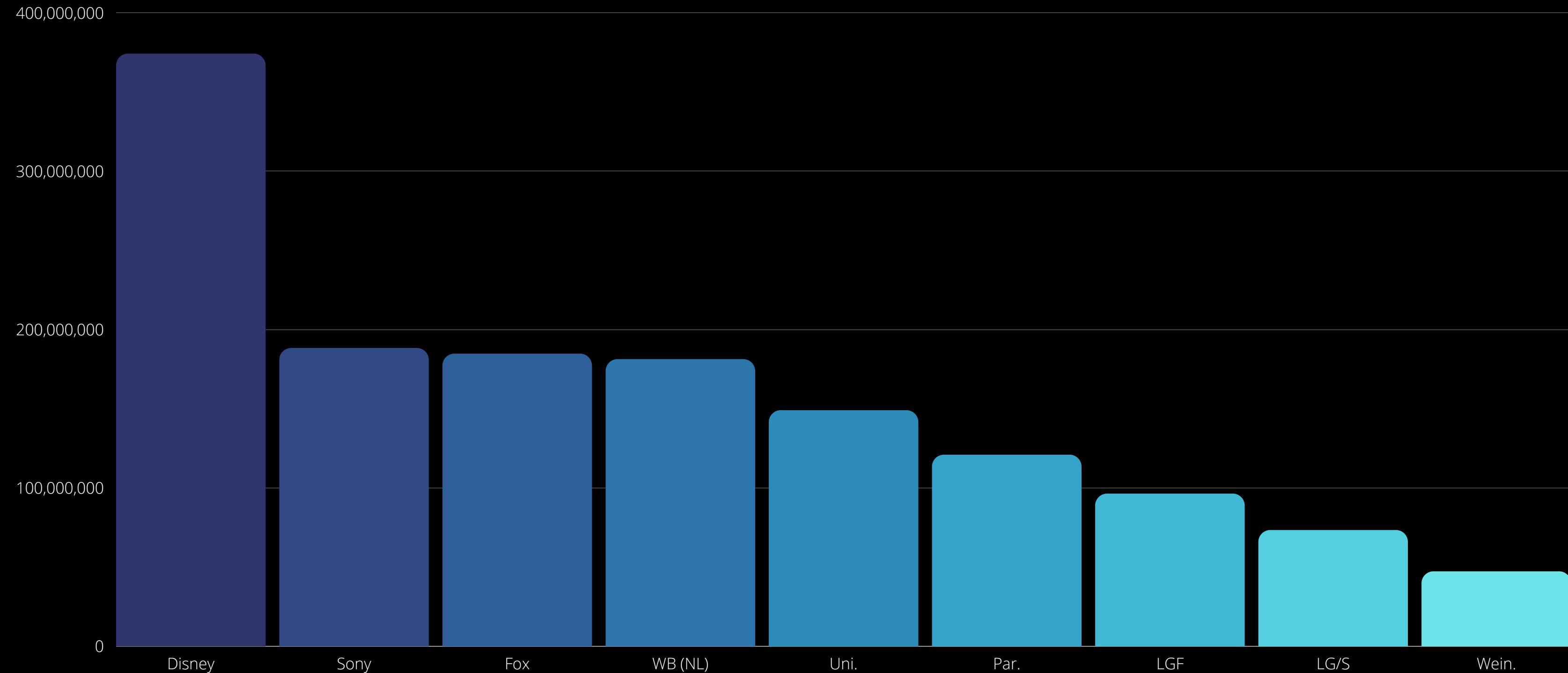
Questions:

- Which studios had the highest grossing films.
- Which studios had the highest average net profits for their films.
- Which studios had the highest average ROI%

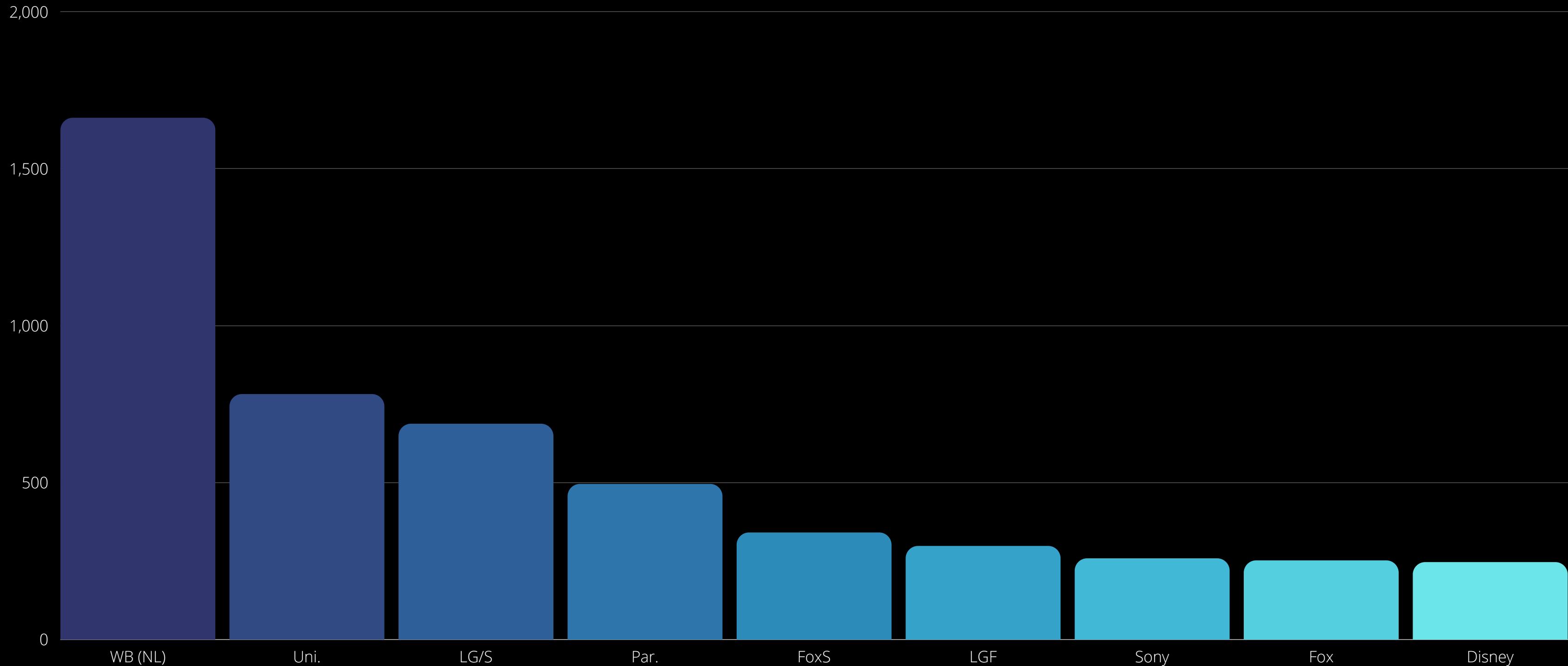
Studios with the Highest Grossing Films



Studios with the Highest Average Net Profit

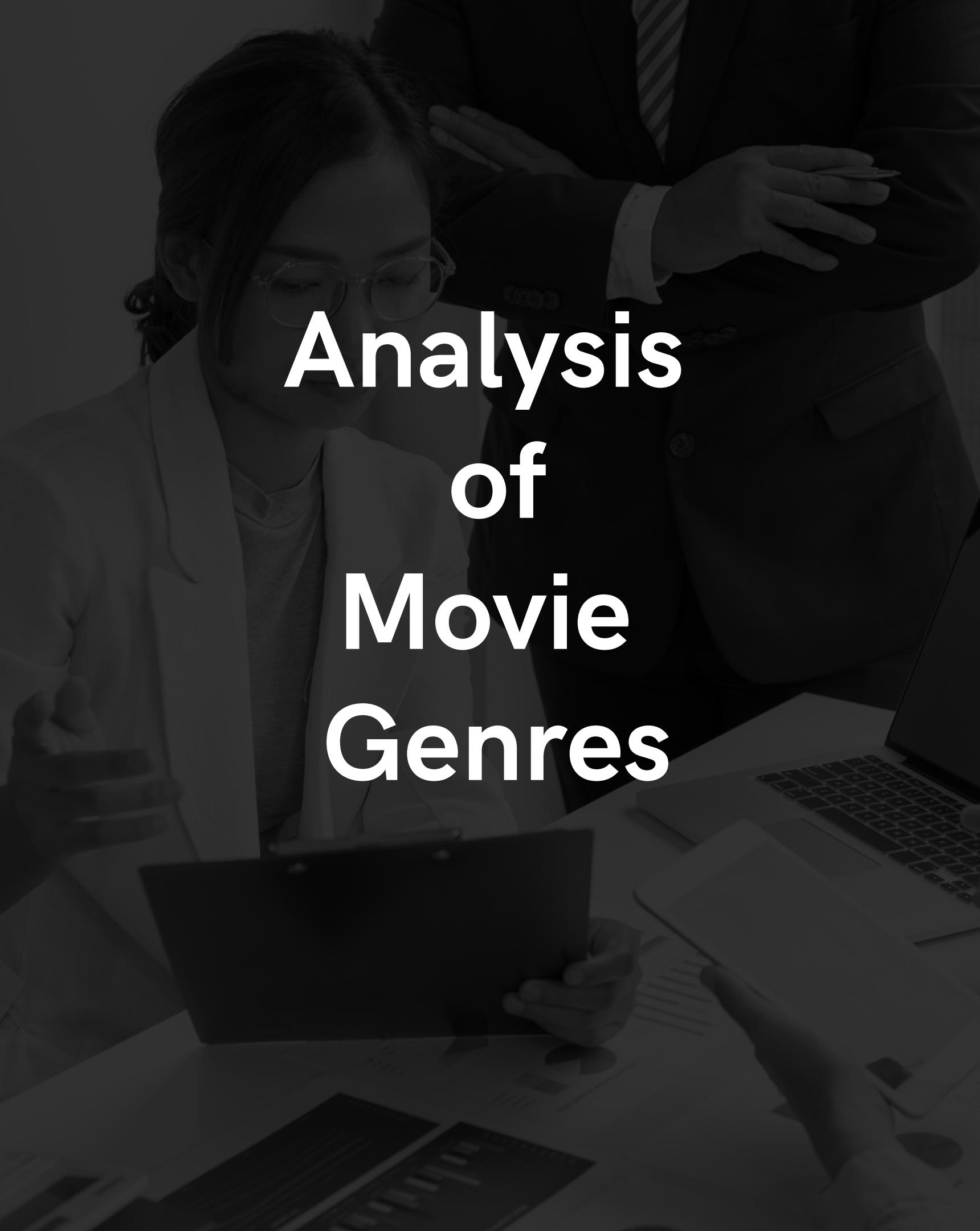


Studios with the Highest Average ROI%



Conclusions from the data

- Sony Pictures and Lions Gate
- "Don't know anything about creating movies."
- Why Sony and Lions Gate?

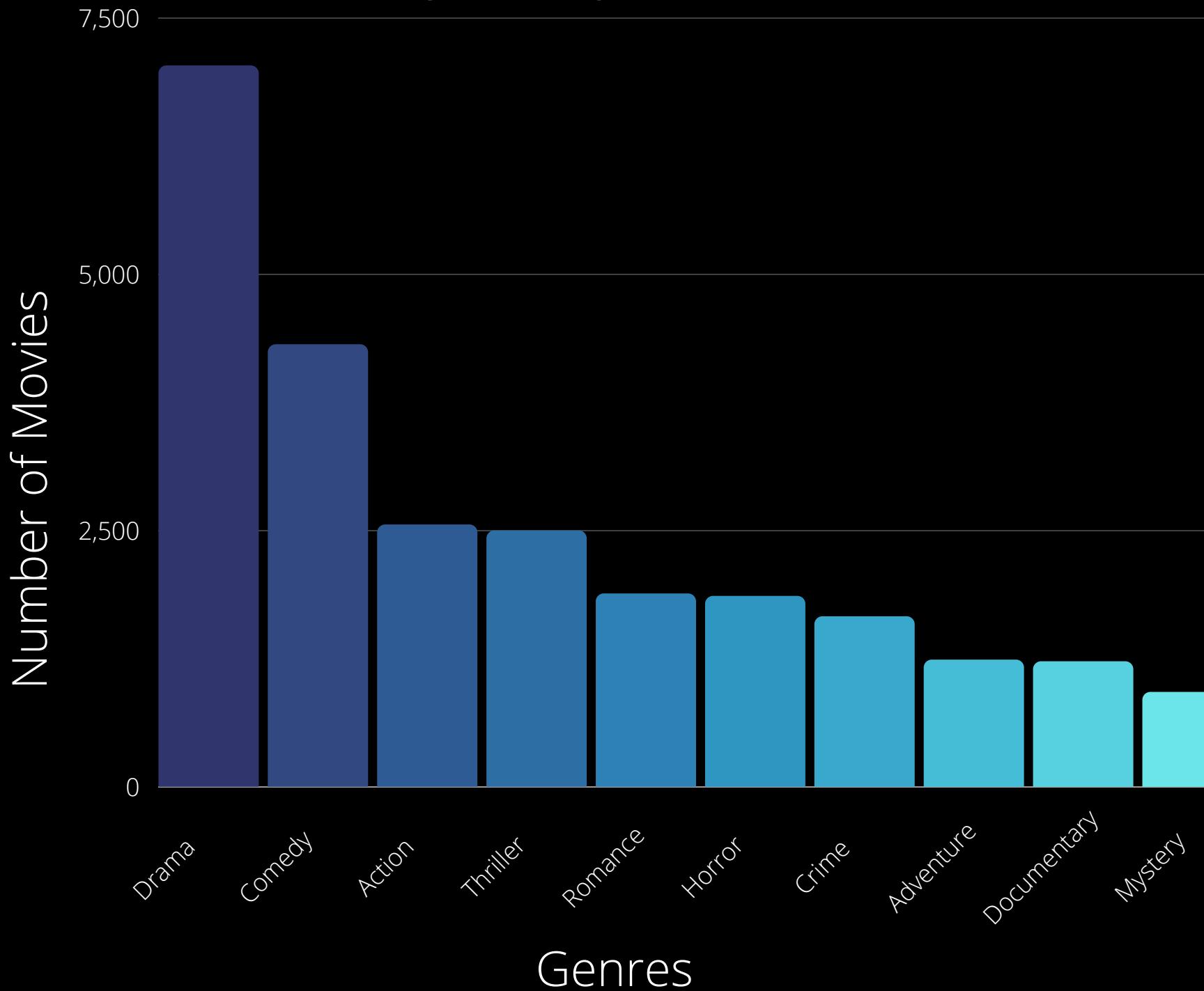
A black and white photograph showing a woman with glasses and a man in a suit from the waist up, both looking down at a laptop screen. The woman is on the left, and the man is on the right, his hands resting on her shoulders.

Analysis of Movie Genres

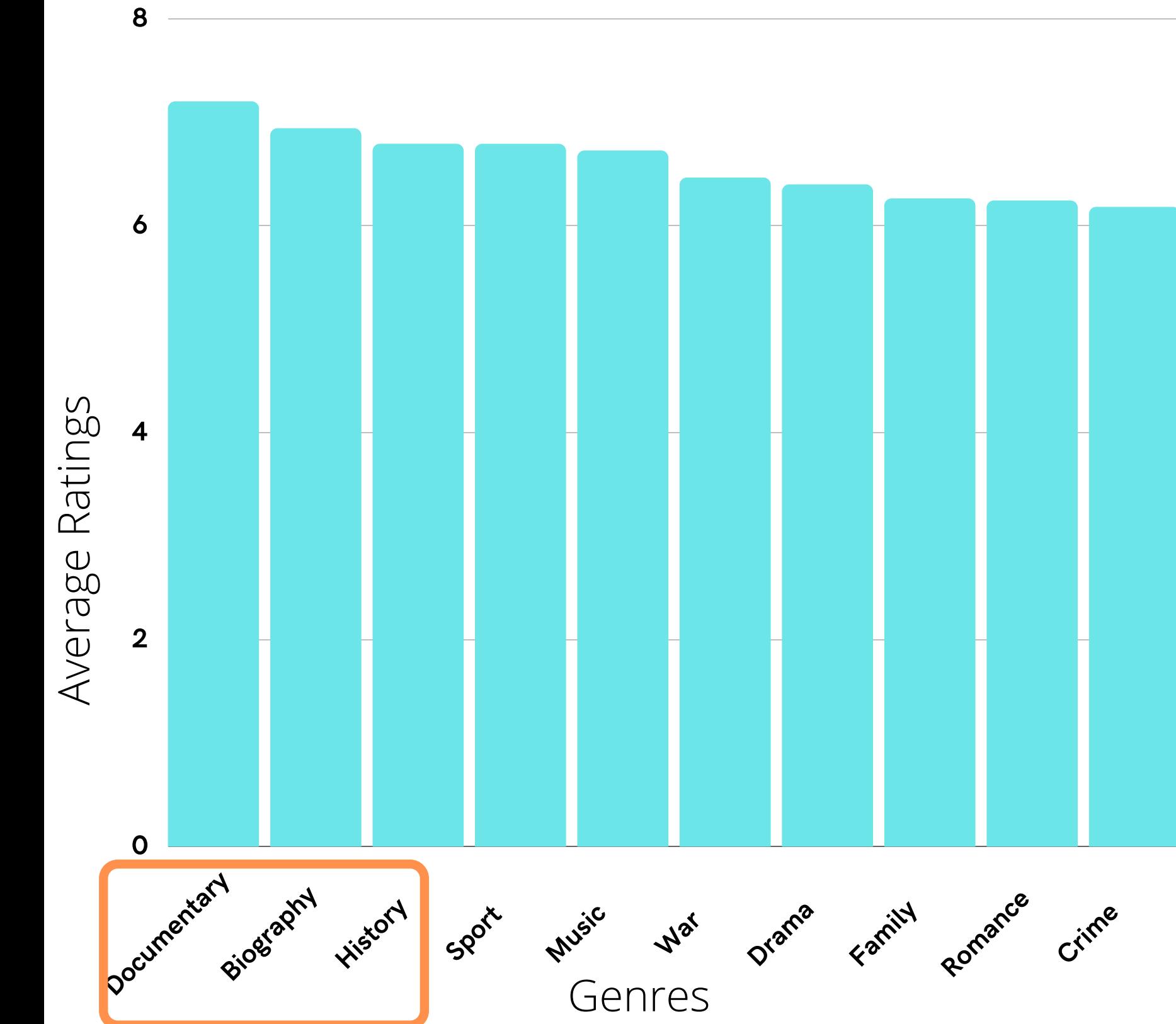
- Genres vs. Average Ratings
- Genres vs. Popularity
- Results

Genres vs. Average Ratings

- Niche group of viewers
- High ratings

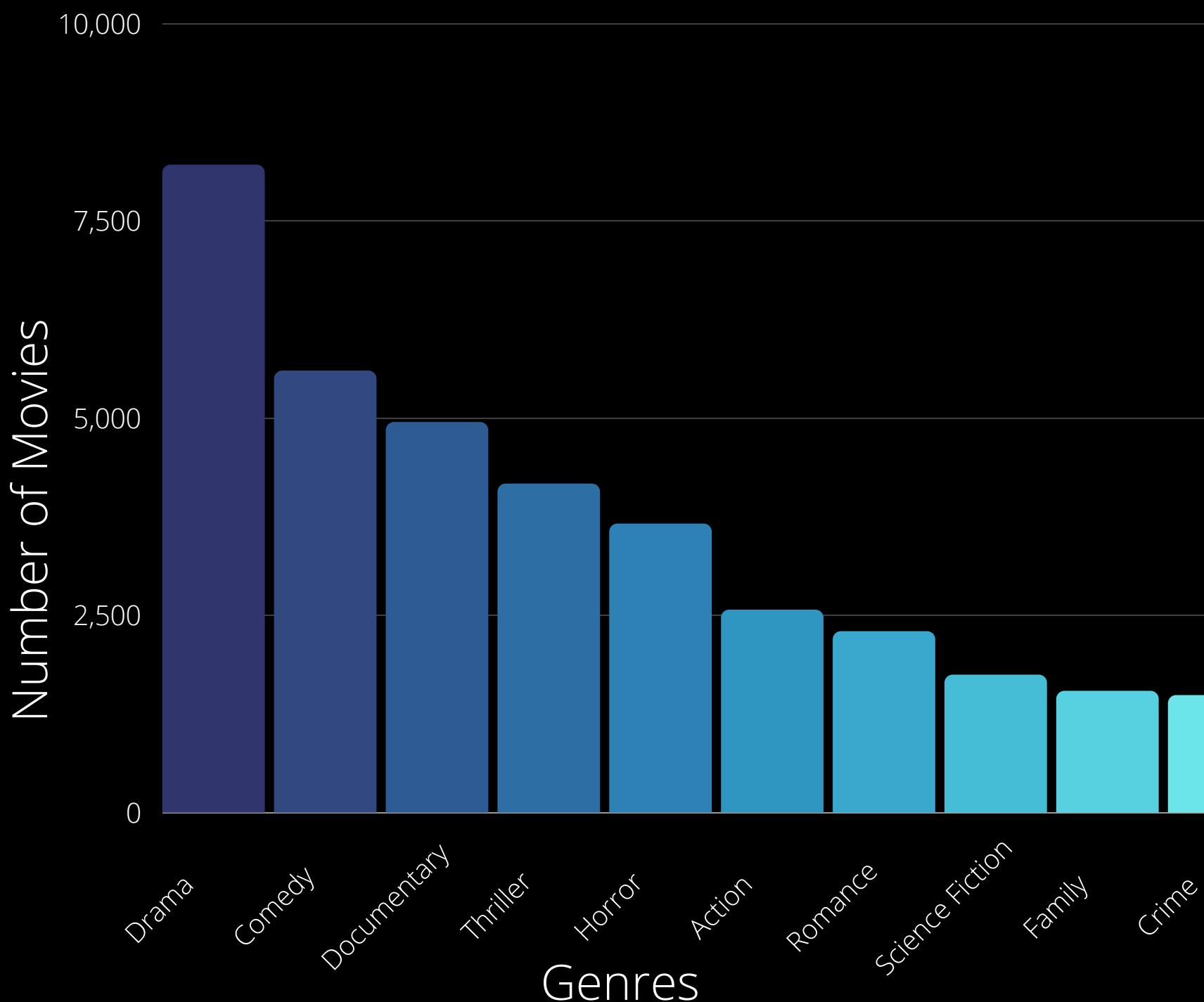


Genres vs. Average Ratings for Top 10

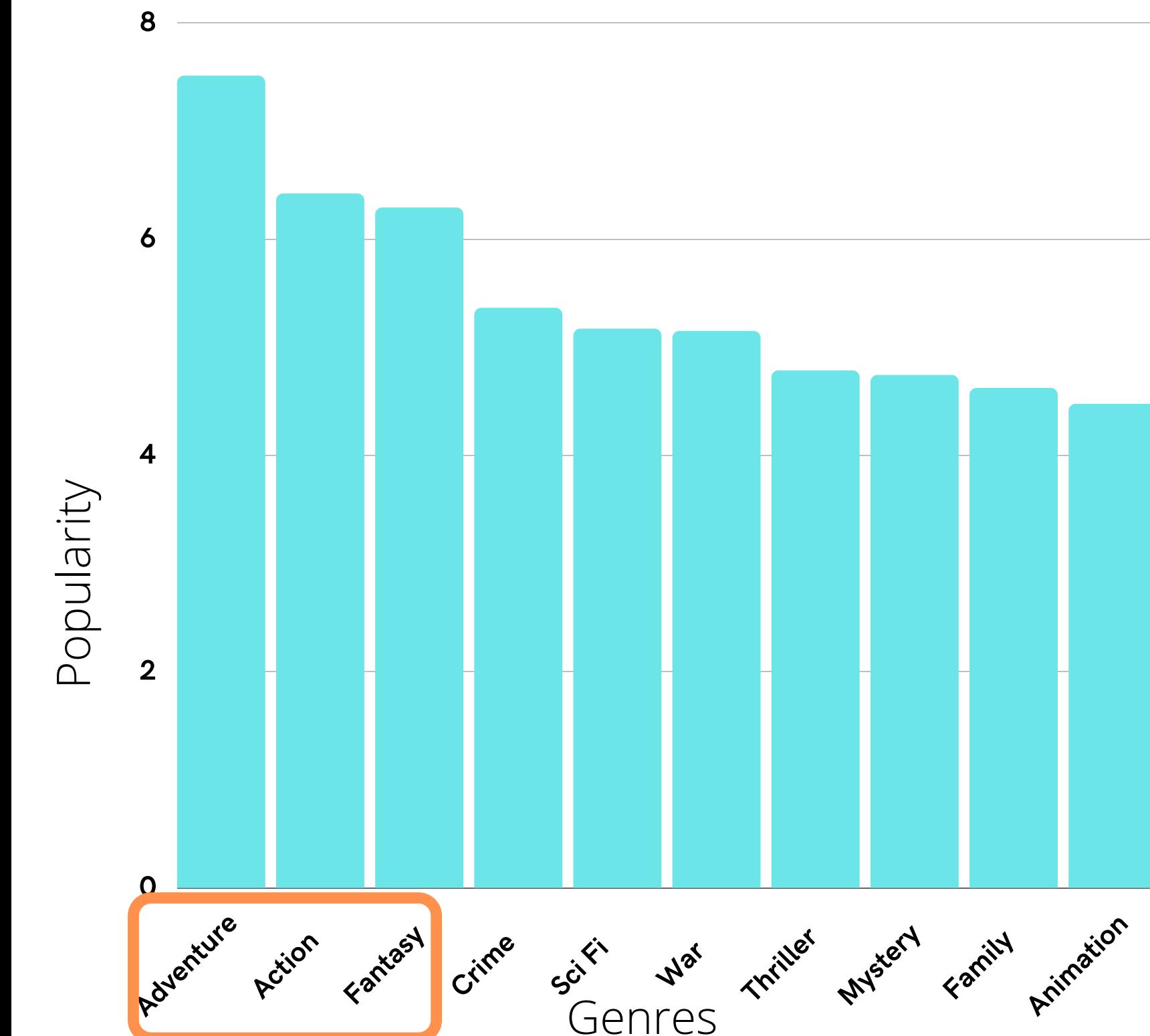


Genres vs. Popularity

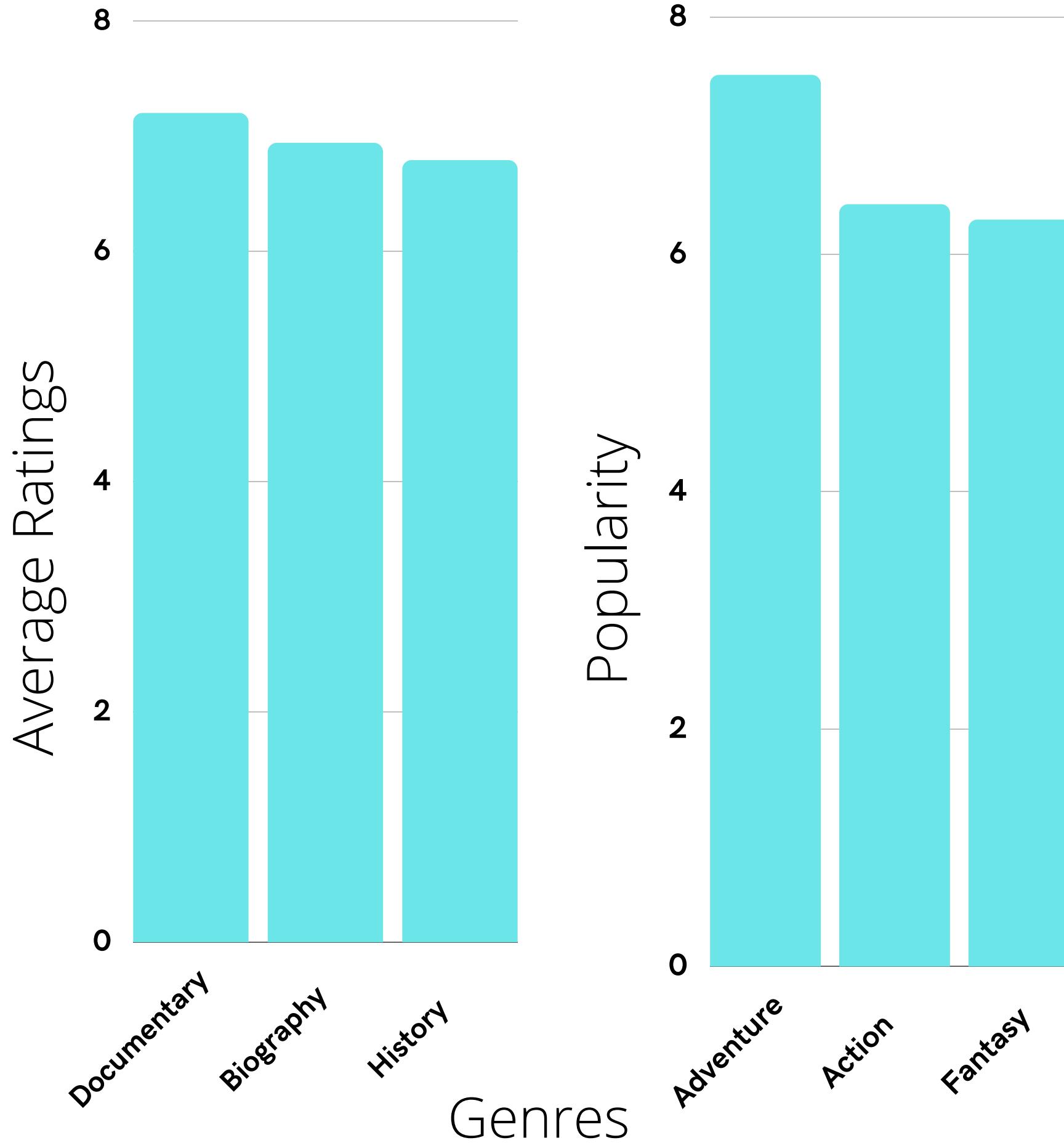
- Popular movie -> Popular brand
- General audience



Genres vs. Popularity for Top 10



Top 3 Genres



Results

- No straightforward answer!
- More concerned about ratings:
Documentary, Biography, or History
- More concerned about popularity:
Adventure, Action, or Fantasy



Highlights and Next Steps

- Expectation of the Microsoft team
- Popularity Measure -> General Audience
- A New Measure Idea:
Average Ratings per Popularity

Cast and Crew Analysis

IMDB (Internet Movie Database)

- The majority of my data
- Does not track finances

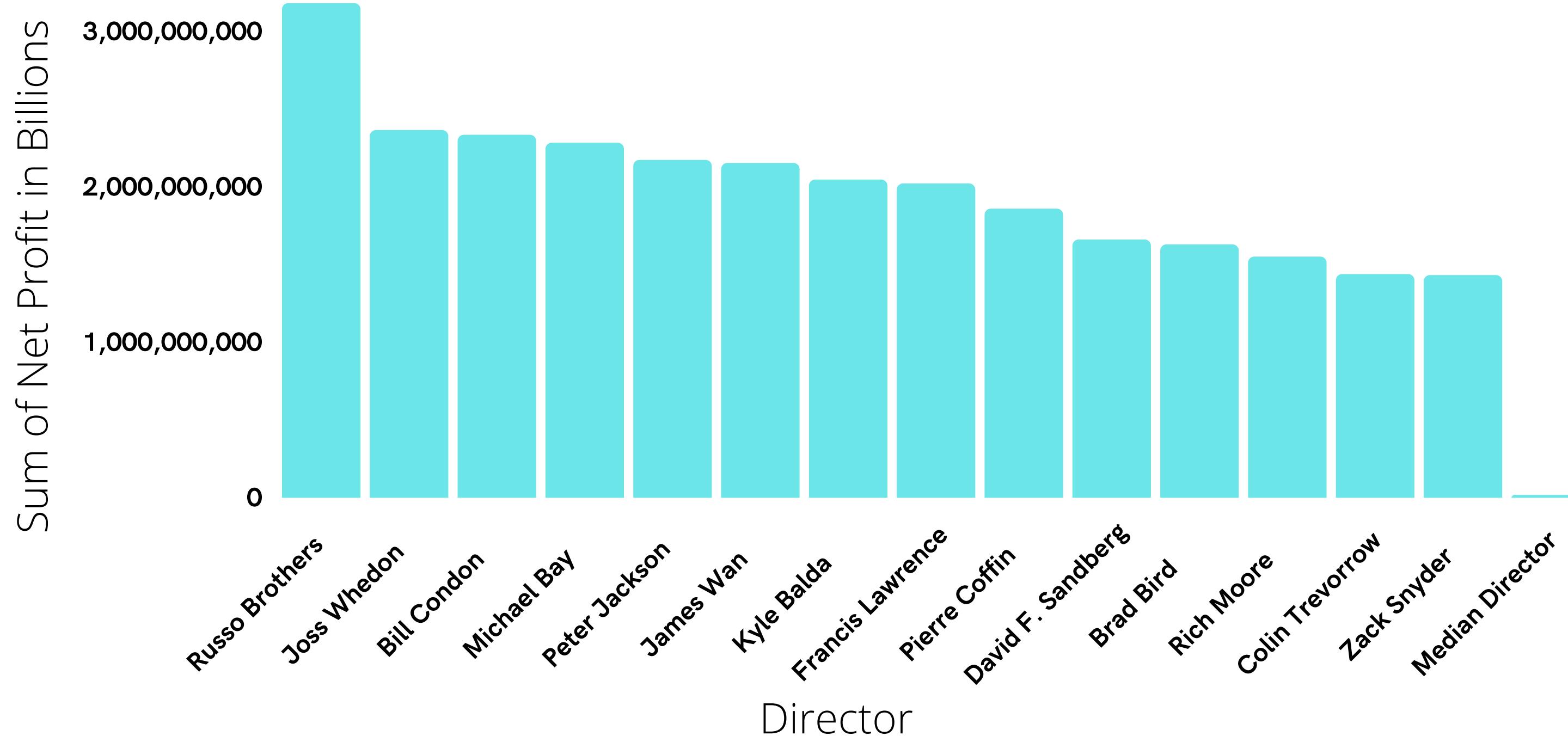
TheNumbers.com

- Movie financial data website
- Gives both budget, and revenue data

Main Table Grouped Into

- Directors
 - Producers
 - Actresses
 - Actors
 - Writers
-

Top 15 Directors



Cast and Crew Summary

Key Insights

- Hire these people
- Absolute dominance of the MCU and other famous franchises
- Bias in hiring practices

Weaknesses of this Analysis

- Doesn't account for billing
- Only looks at the highest budget films

Collective Recommendation

- Acquire Sony Pictures or Lionsgate
- Popularity -> Adventure, Action, Fantasy
- Russo Brothers, Kevin Feige, RDJ
- Equal Representation Cast & Crew
- Buy Intellectual Properties

Thank you!

Feel free to reach out to us if you have any questions.

Resource Page

[https://finance.yahoo.com/quote/DIS
/key-statistics?p=DIS](https://finance.yahoo.com/quote/DIS/key-statistics?p=DIS)

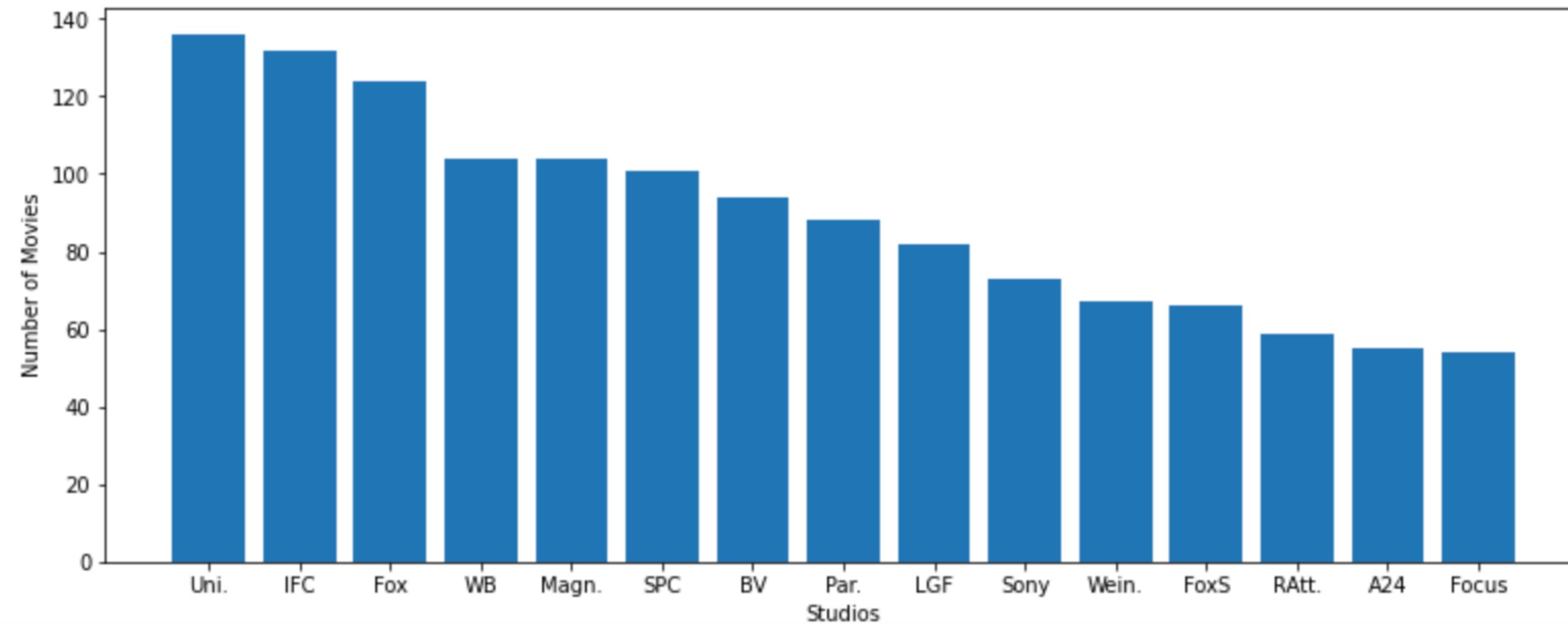
[https://www.vox.com/2017/1/17/14
273598/sony-pictures-buy-amazon-
alphabet-facebook-apple](https://www.vox.com/2017/1/17/14273598/sony-pictures-buy-amazon-alphabet-facebook-apple)

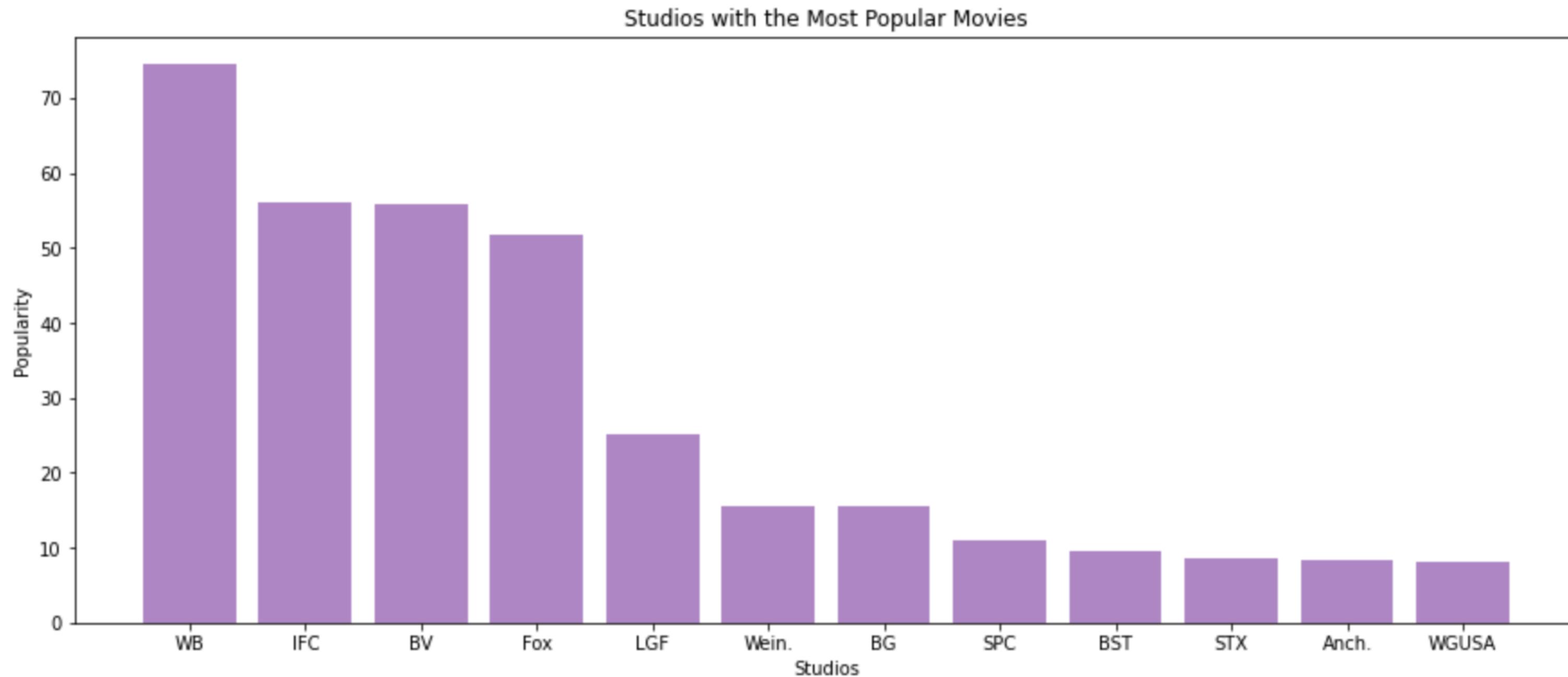
[https://en.wikipedia.org/wiki/Spider-
Man_in_film](https://en.wikipedia.org/wiki/Spider-Man_in_film)

APPENDIX

More finding from our research

Studios Who Made the Most Movies

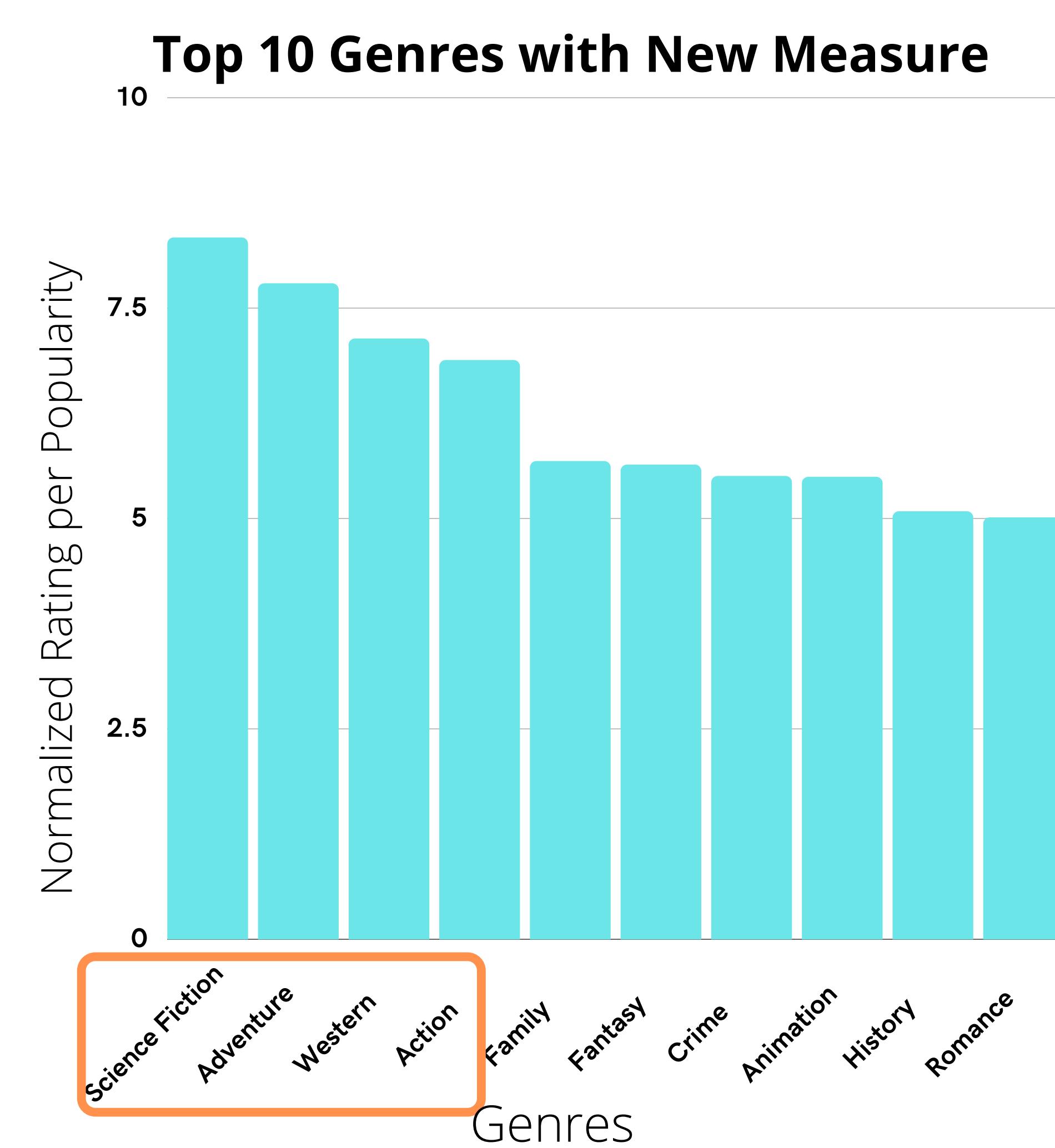




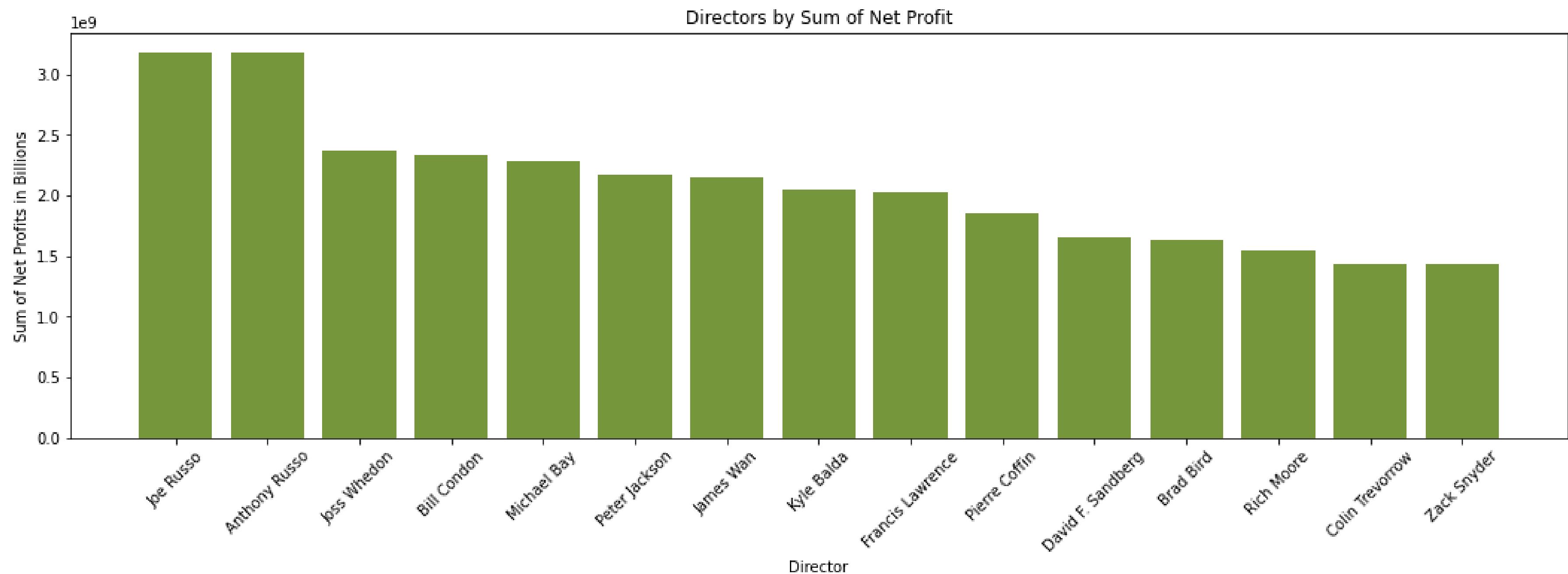
Genres vs. Average Ratings per Popularity

$$\text{Rating per Popularity} = \frac{(\text{Average Vote} * \text{Vote Count})}{\text{Popularity}}$$

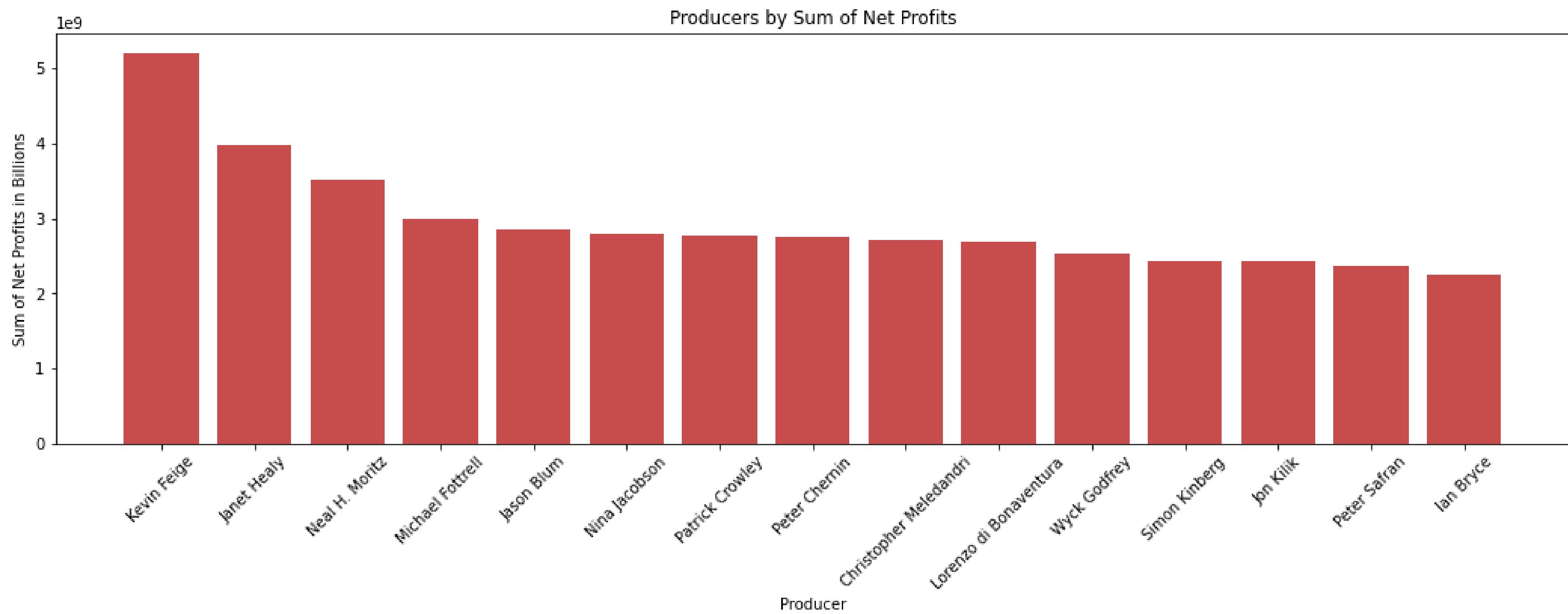
Top 10 Genres with New Measure



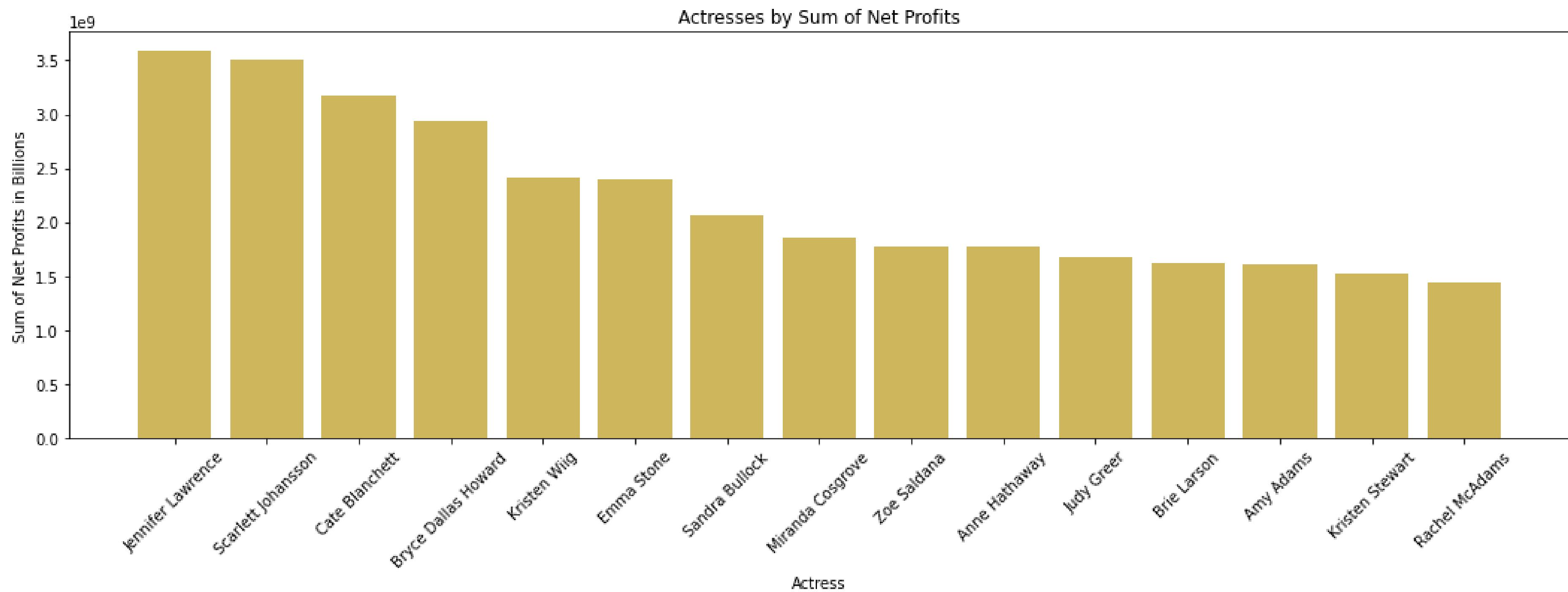
Directors



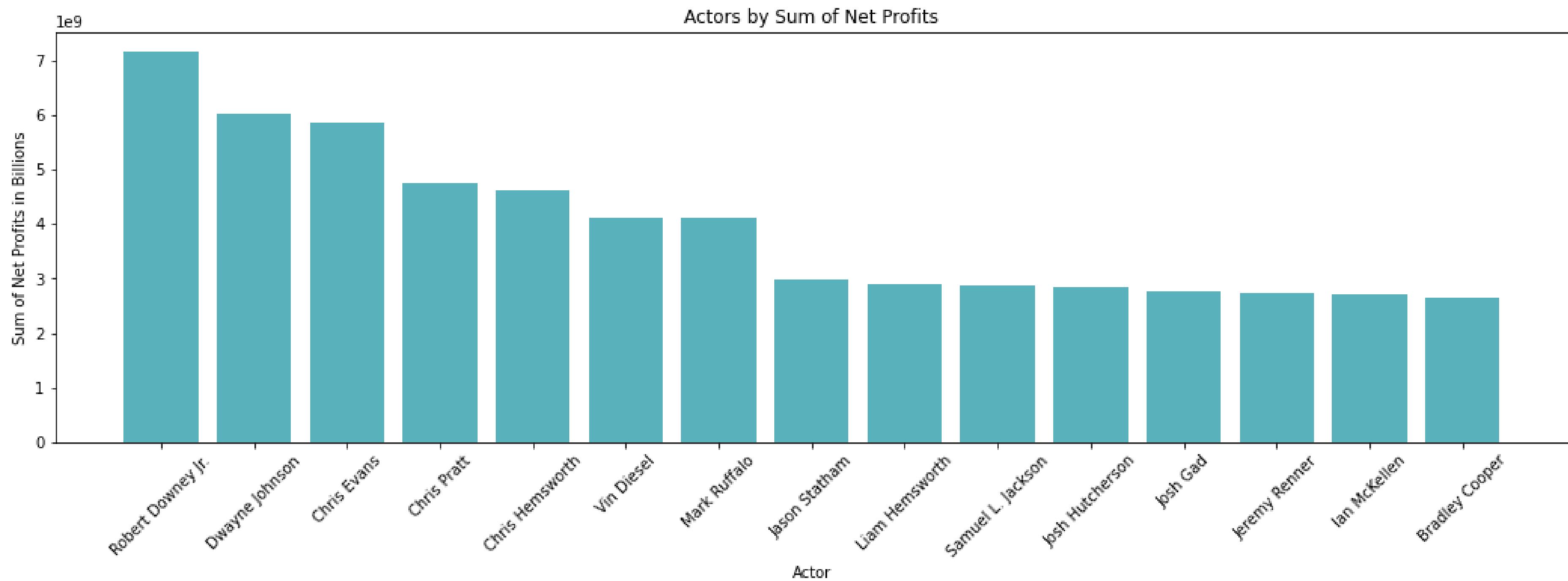
Producers



Actresses



Actors



Writers

