

Microsoft Movie Studio Analysis

Scott Graham 24th April, 2022

Summary

Provide insight for Microsoft regarding the latest popular and most successful box office films so they can leverage this information to provide quality content in their new movie studio.

Using IMDB and Box Office Mojo datasets to provide insight to Microsoft:

- Top 10 movies with the highest gross at the box office
- Top 10 movies with highest review ratings from fans and critics
- Most popular and profitable genres

Outline

- Business Problem
- Data
- Methods
- Results
- Conclusions

Business Problem

Provide direction for movie creation

Return on investment

Ensure movies will be widely accepted

Dat<u>a</u>

Box Office Mojo providing a single dataset:

- Domestic and foreign gross values
- Production studio

Box Office Mojo

Two datasets provided from IMDB covering:

- Title
- Year
- Length of movie (mins)
- Genre
- Average IMDB rating
- Number of votes



Methods

Data cleaning involved:

- Removing symbols out of titles
- Dropping of columns
- Conversion of data types
- Separation of Genres

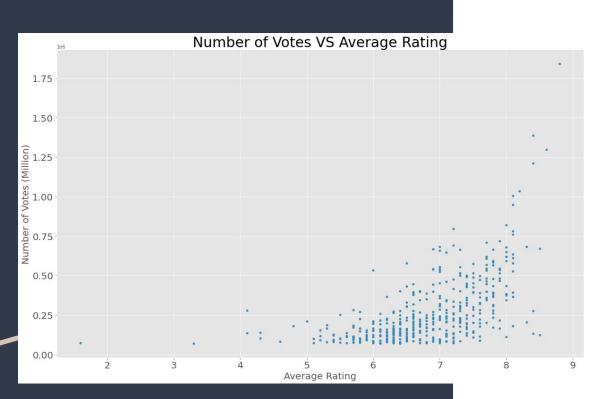
Merged all datasets together to provide best use of information

Further data cleaning:

- Removal of NaN values
- Creation and deletion of columns
- Restriction of data based on gross and ratings

Modelling of data to suit business problem

Results



Scatter plot comparing number of votes with average rating given.

This provided a trend that the more votes a movie obtained the higher the rating typically was.

Results

An output to show the total gross of the top 10 movies.

90% of the top 10 grossing movies were Action and

Adventure.

60% were from BV (Marvel) studio.

2015	1405400000	141.0	7.3	665594	Action	Adventure	Sci-Fi			
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Sci-Fi Sci-Fi

Fantasy

Adventure

Adventure

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Comedy
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Transformers: Dark of the Moon

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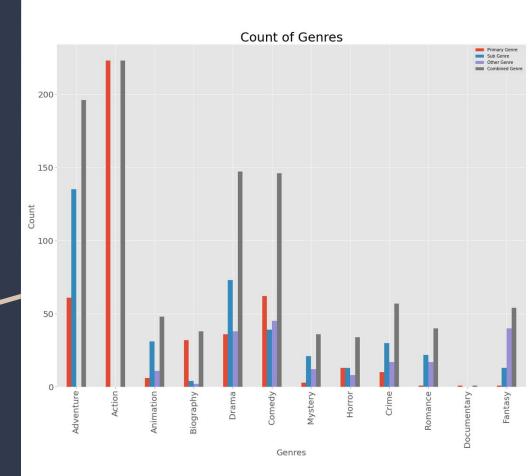
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Results

Action and Adventure had the highest count of movies.

This was after movies below the mean gross and ratings were removed, to negate any irrelevant data.

Microsoft should point their attention towards these genres for movie content.



Conclusions

- Prioritise the creation of Action and Adventure movies for the highest gross.
- Movies last greater than 100 minutes were seen in the top 10 gross and top 10 from ratings.

What's Next

- Data related to cost of creating movies would directly influence the current suggestions.
- Analysis didn't provide any clear cut definitive to provide certainty in success of movies.
- Additional data would be required.

Thank You!

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