Microsoft Studios Movie Recommendations

● ● ●

Cassidy Exum, Data Science Flex

The Problem and the Goal

- How can our new studio put out successful films?
- Success is defined by rating and/or domestic gross
- We will look at rating, profit, budget, genre, and director

The Data and the Tools

Data

- The data is from IMDB
- Data features more than 146,000 movies
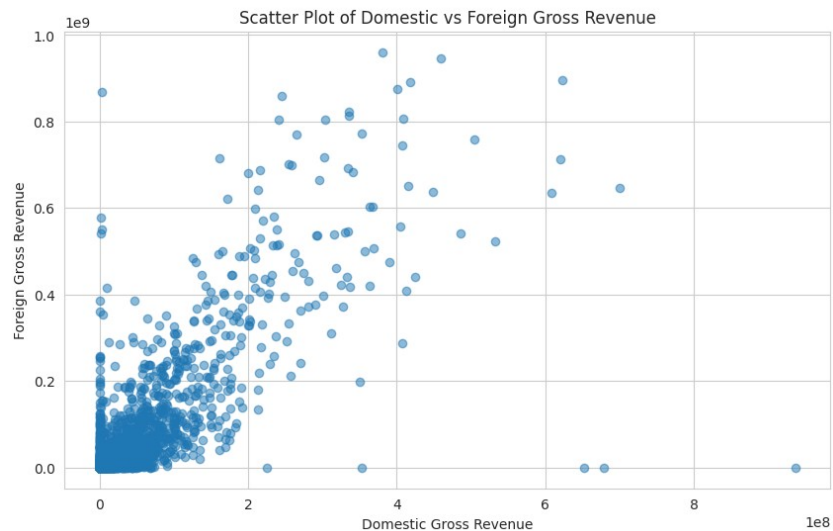- Date range: 1921 - 2019
-

Recommendation 1:
Make an Action, Adventure, Comedy Film

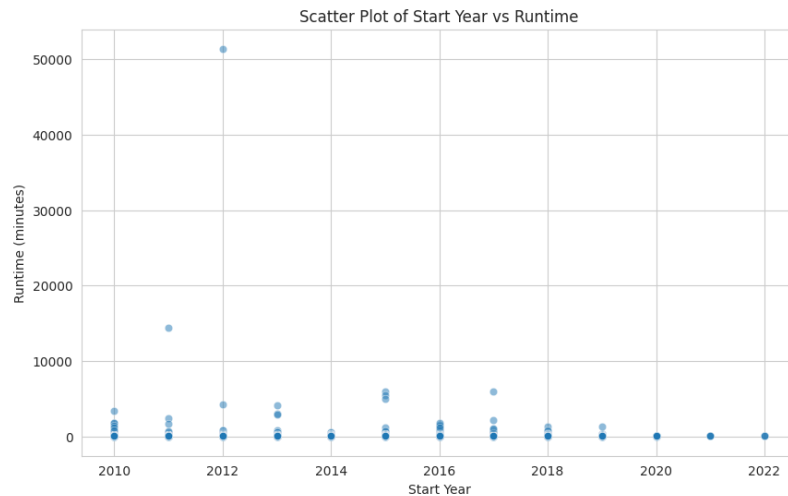The 3 key genres based on subset of top 200 films: Action, Adventure, Come

Using all films in the dataset we would add drama to the above list

Genres of films in the data
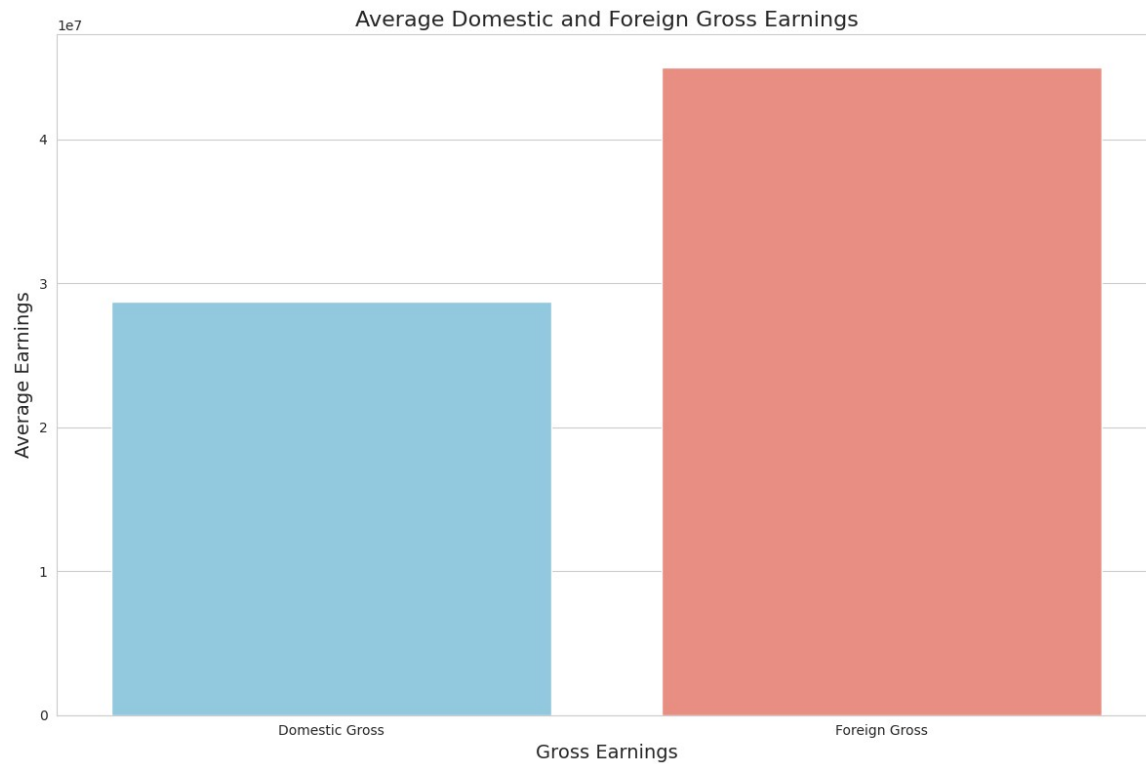
Domestic vs Foreign Gross revenue

Scatter Plot of Domestic vs Foreign Gross Revenue

Scatter plot start vs Runtime

Scatter Plot of Start Year vs Runtime

Recommendation 2:
Target Budget = $43,000,000

- Why this number?

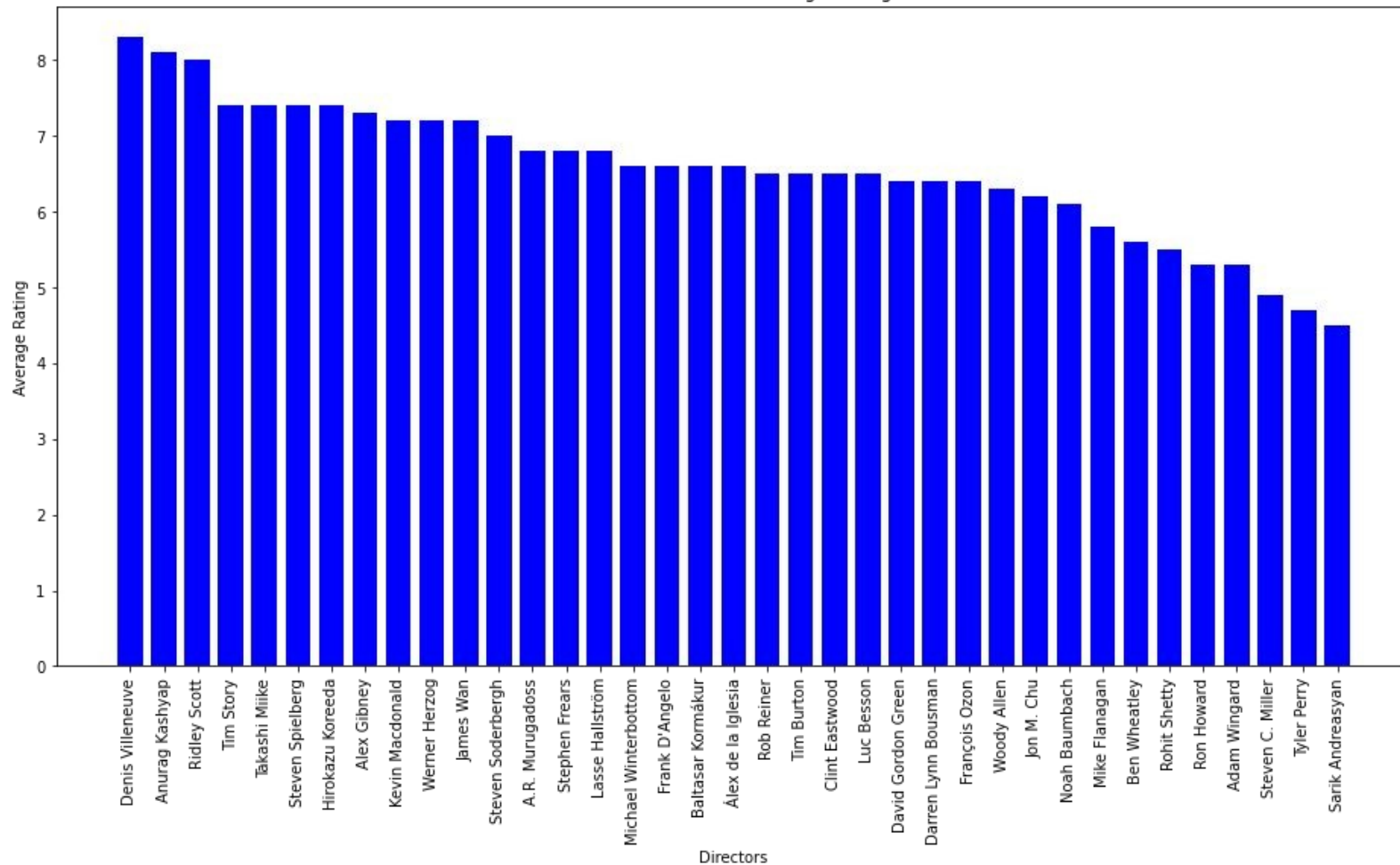Average Domestic and Foreign Gross Earnings

Recommendation 3:
Select a director from the three we've chosen

- Denis Villeneuve
- Anurag Kashyap
- Ridley Scott

Directors and their Average Rating

Recap:

Recommendations:

1. Make an Action, Adventure, Comedy movie
2. Target Budget: $43,000,000
3. Select director from the three provided

Any Questions?

Contact Info:

Cassidy Exum

cassidy.j.exum@gmail.com