

# Microsoft Studios Movie Recommendations

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# 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
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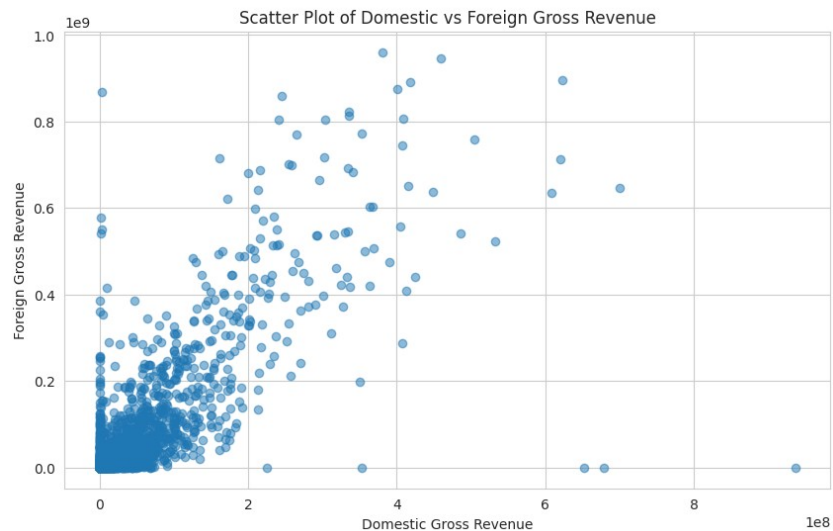
# Recommendation 1: Make an Action, Adventure, Comedy Film

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

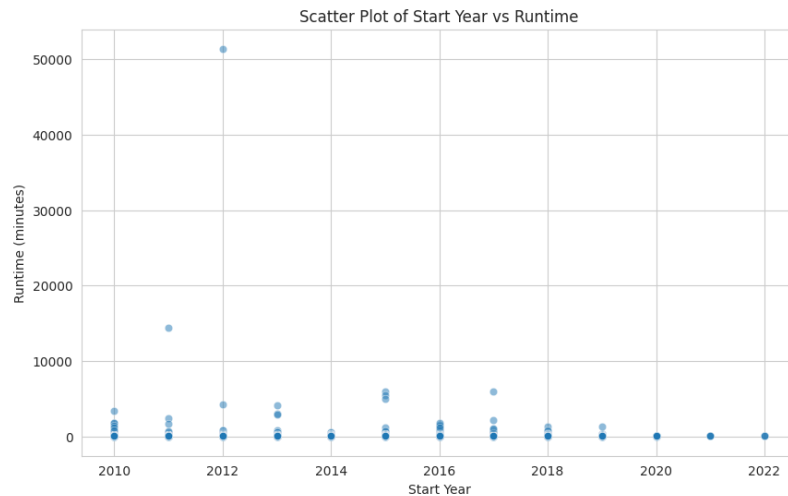
Using all films in the dataset we would add drama to the above list

# Genres of films in the data

## Domestic vs Foreign Gross revenue



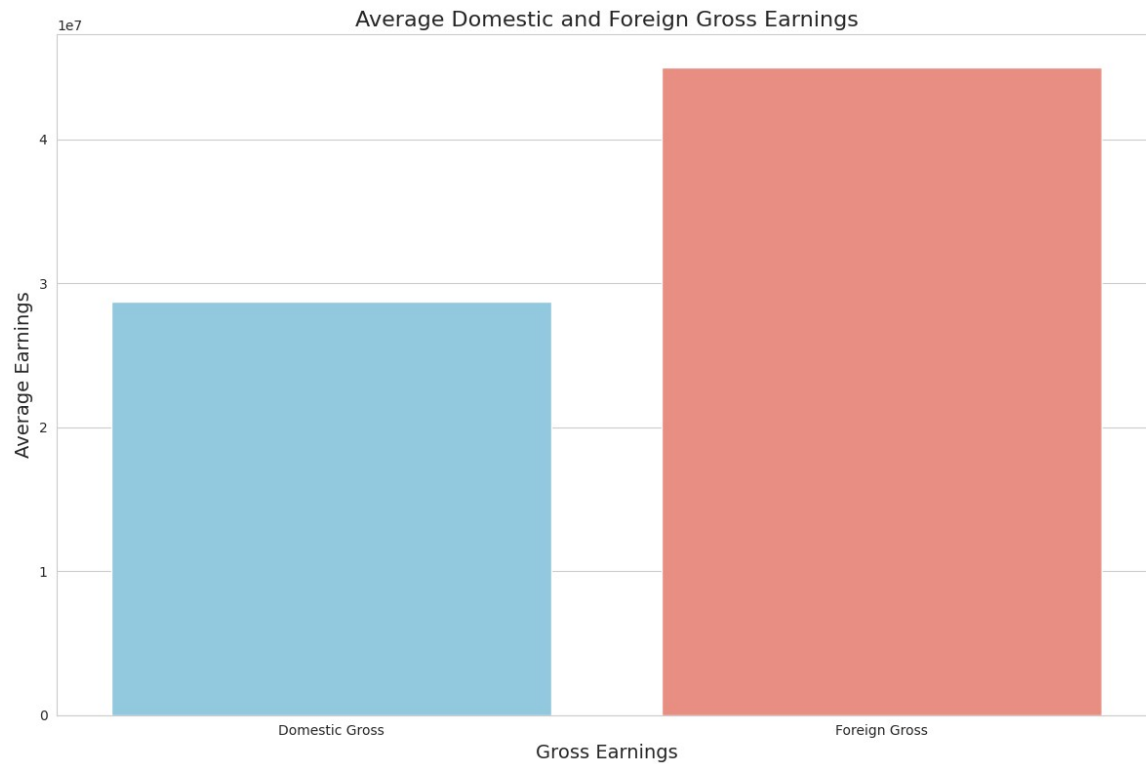
## Scatter plot start vs Runtime



# Recommendation 2:

## Target Budget = \$43,000,000

- Why this number?



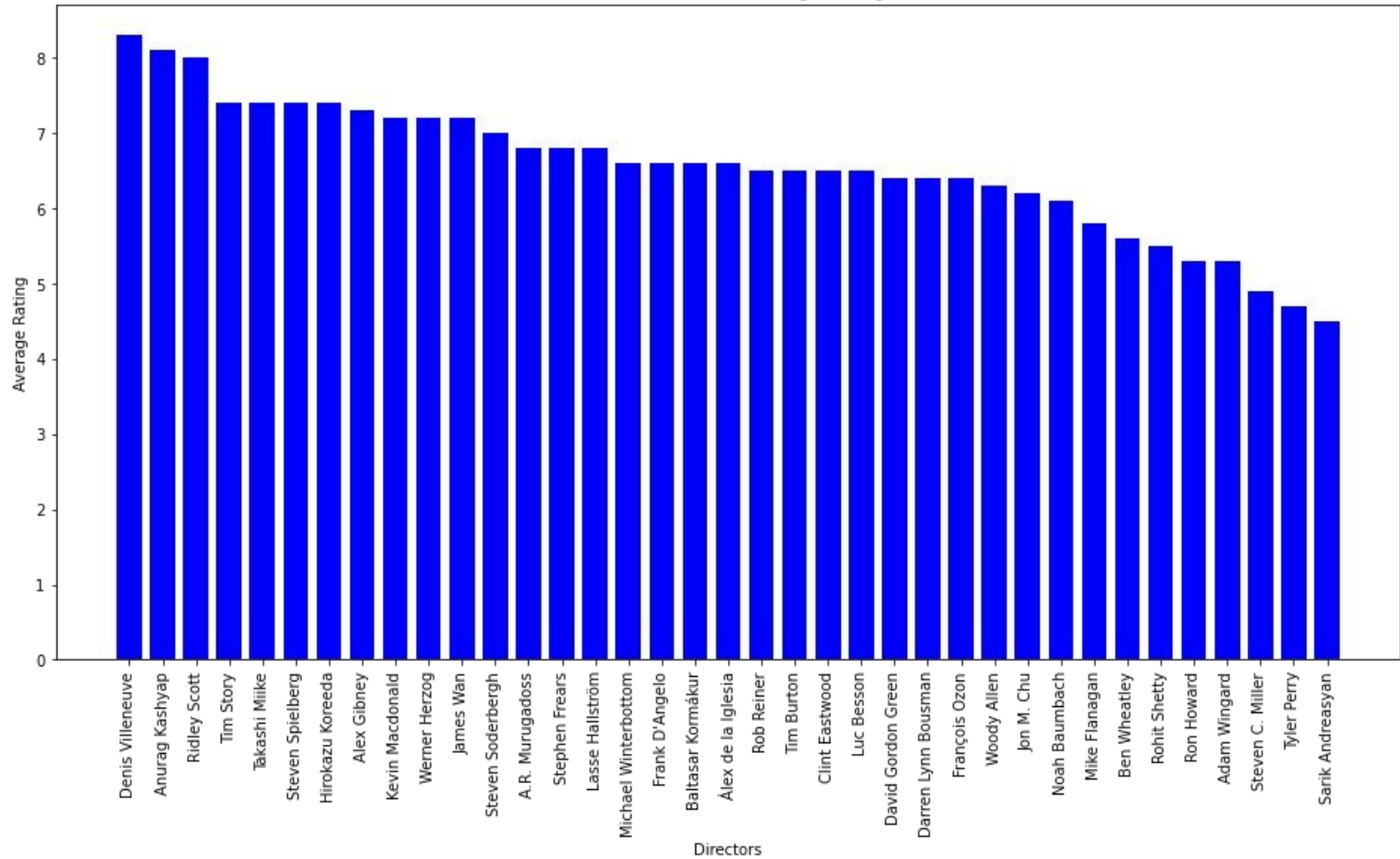
## Recommendation 3:

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:

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