

Microsoft - Movie Business Recommendations

Flatiron School Data Science Module 1 Project
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Questions to Explore

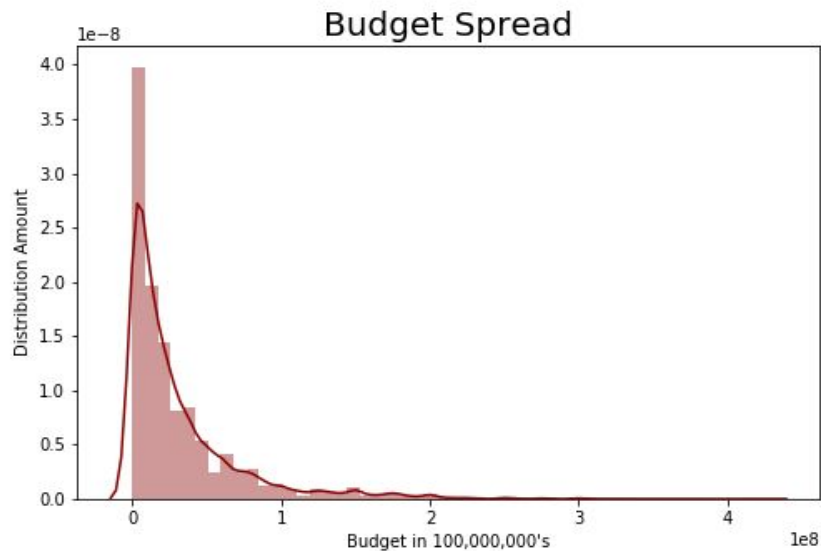
- What movie studios records the strongest gross earnings?
- How does budget size affect Return on Investment (ROI)?
- Who are the best production personnel to hire?



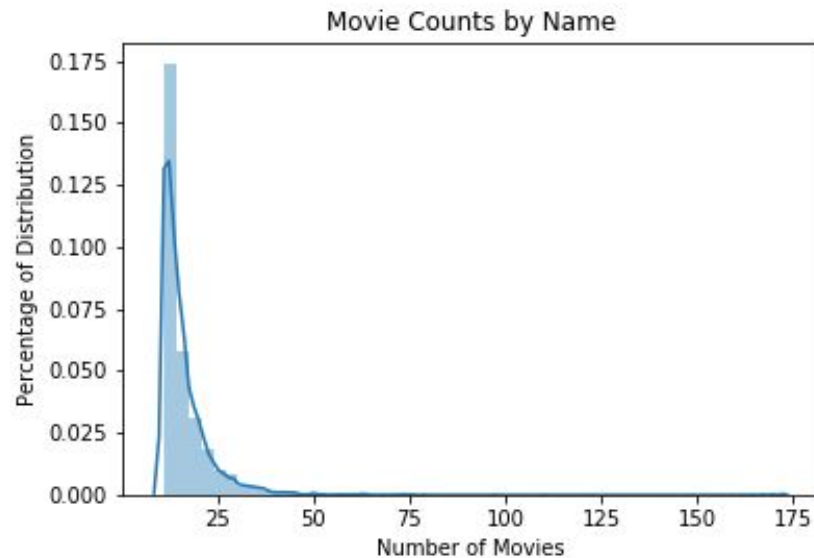
Methodology

- Box Office Mojo (BOM) and The Movie DataBase (TMDB) for financial insights
 - Size: BOM - 3387 films TMDB - 5782 films
- IMDB databases for hiring decisions
 - Size: 1,033,234 film entries

Data Assumptions

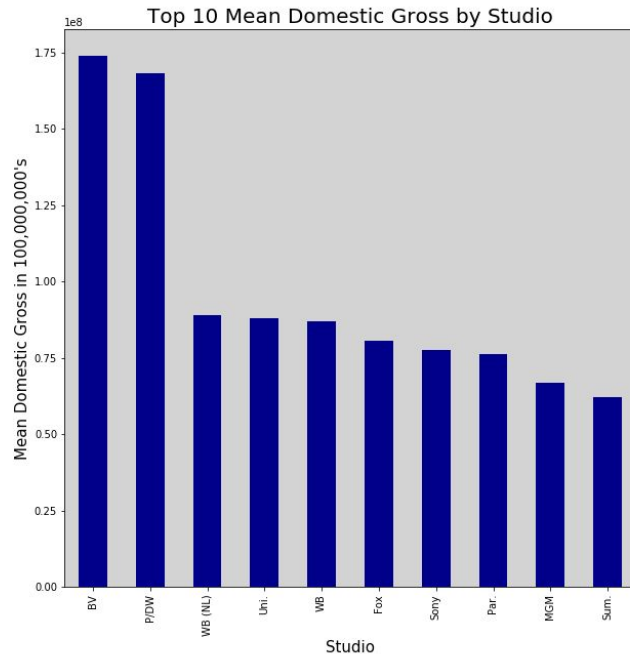


- Assumption: Smaller budgets should receive more bins



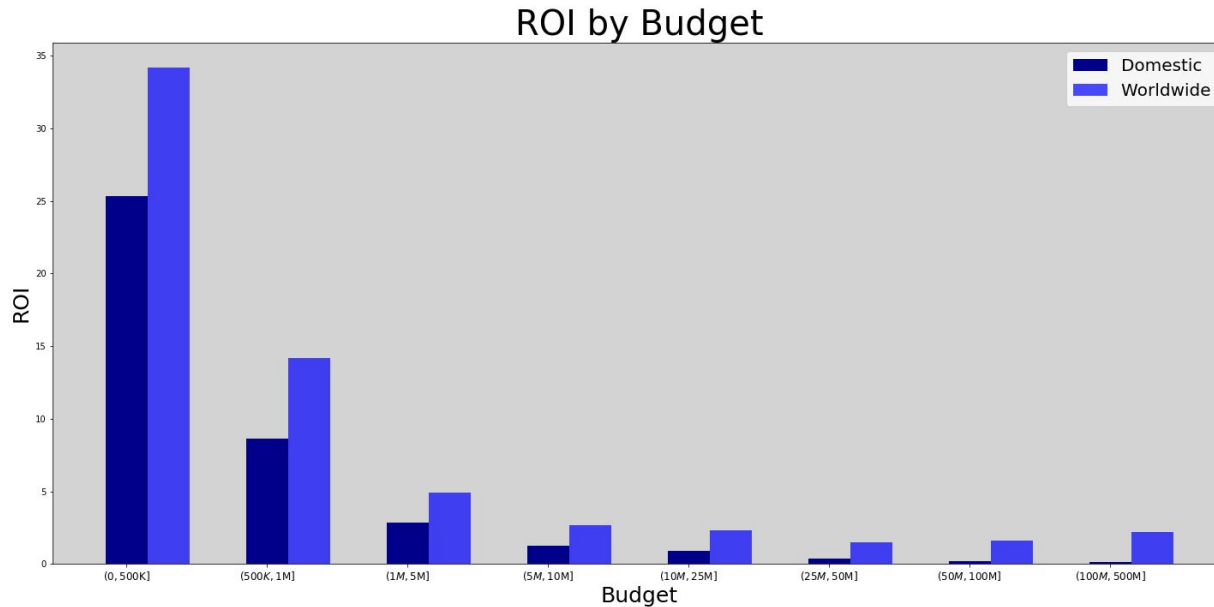
- Assumption: People with 10 or more films are relevant

Identify Top-Grossing Studios



- Top performing studios by average domestic gross revenue
- BV (Disney) and PDW (Paramount) approximately double performance of others

Determine Budget Size by ROI



- To maximize ROI, larger budget is not necessarily better
- Worldwide trends follow domestic trends



Highest Rated Personnel

Overall

Average Rating	Category	Primary Name
10.0	composer	Grégoire Hetzel
10.0	editor	Nadia Ben Rachid
9.9	self	Sergey A.
9.8	self	Maria Olsen
9.7	actor	Eric Roberts
9.7	actor	Leonardo DiCaprio
9.7	actor	Kevin Sizemore
9.7	actress	Margot Robbie
9.7	producer	David Heyman
9.7	actor	Brad Pitt

By Category

Category	Average Rating	Primary Name
actor	9.7	Leonardo DiCaprio
actress	9.7	Margot Robbie
composer	10	Grégoire Hetzel
editor	10	Nadia Ben Rachid
producer	9.7	David Heyman
self	9.9	Sergey A.



Recommendations to Microsoft

- Disney or Paramount are the highest grossing film studios on average
- Many small budget films will optimize ROI
- For popularity, aim to hire Leonardo DiCaprio or Margot Robbie to lead the cast