Microsoft Movie Budget Analysis

Summary

Microsoft is interested in analyzing if the production budget has a relationship or affect with a movie's average rating, popularity, and profit. They hope to conclude production budget is a significant variable in having a successful movie.

Outline

- Business Problem
- Data
- Methods
- Results
- Conclusions

Business Problem

Microsoft would like to have a production budget less than $100 million while having a successful movie. Microsoft has minimum values for average rating(7.5), popularity(12.693), and profit(150%) for what they consider a "success" in each category. We will compare production budget relation on average rating, popularity, and profit separately to observe relation and trends.

Data

Microsoft has given data on movies on past movies to analyze budget. Extracted data used on movie's budgets under 100 million and compared to:

- Average ratings with minimum rating of 7.5 and number of votes 10,000,
- Popularity more than 12.693 (the top 75% rated values)
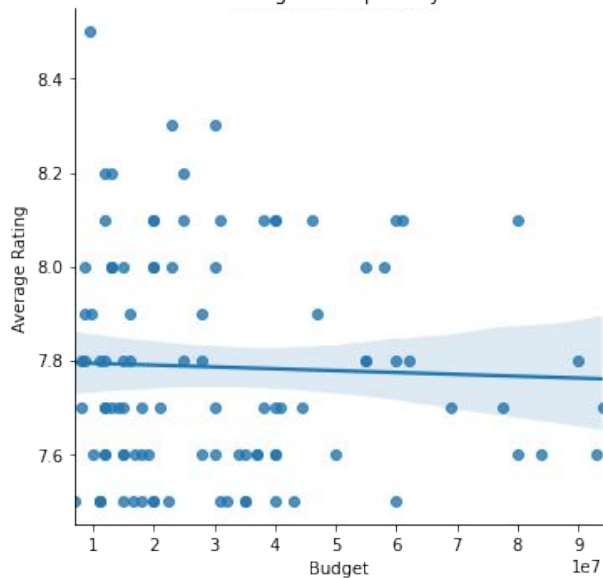- Worldwide gross to calculate profit more than 150%

Methods

This project uses correlation analysis to look for trends that find how budget is related to other data.
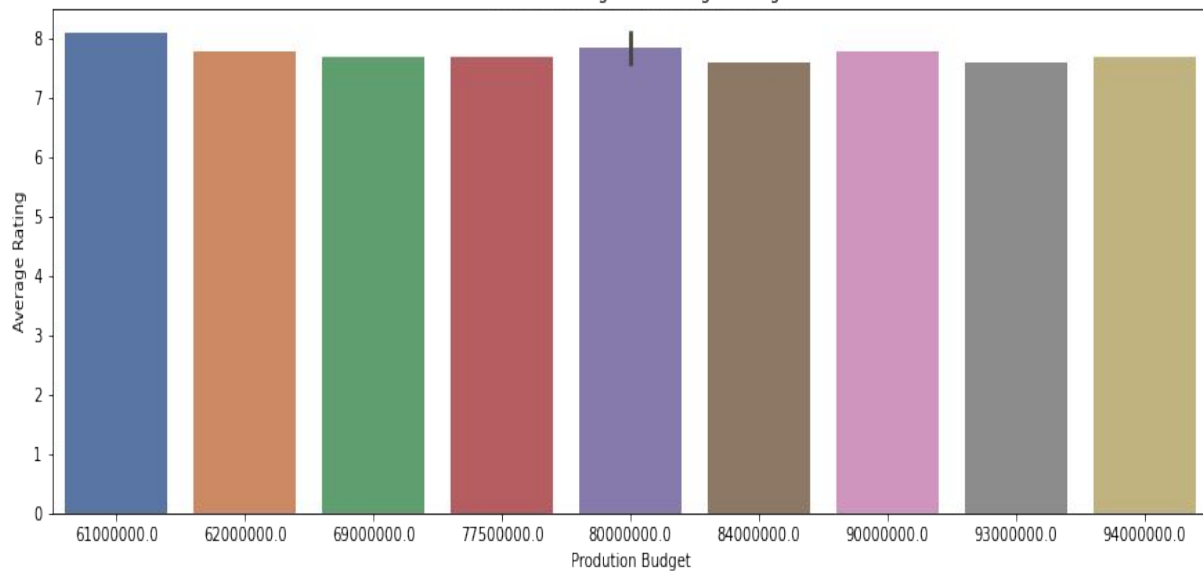
Results

Looking at the top 10, as expected from the correlation above, production budget appears to have no trend on a movies average rating.
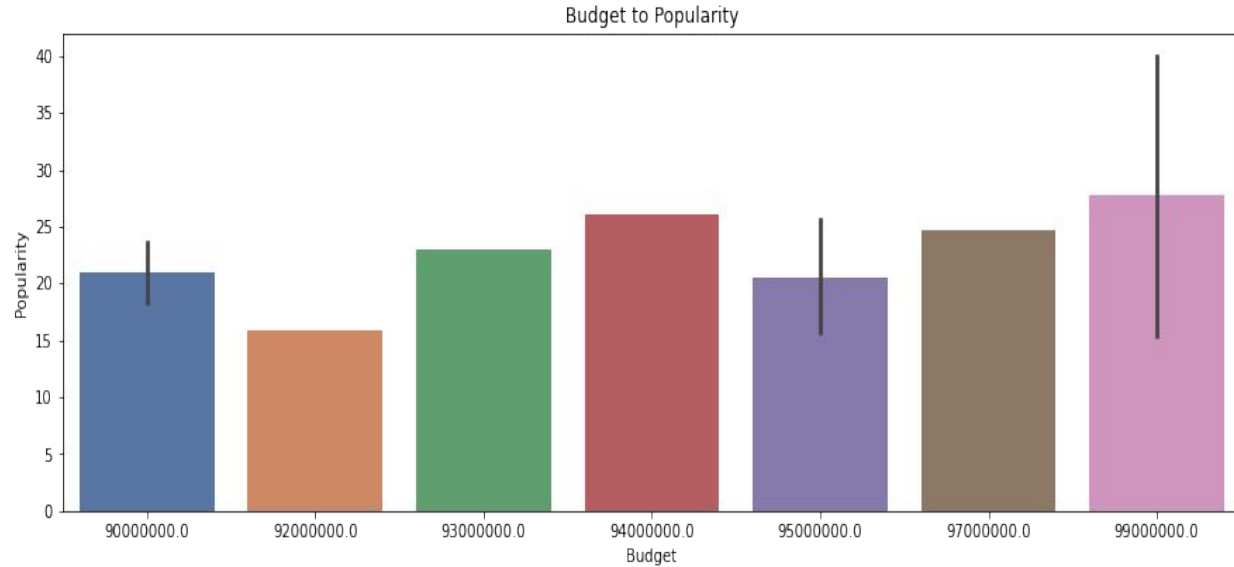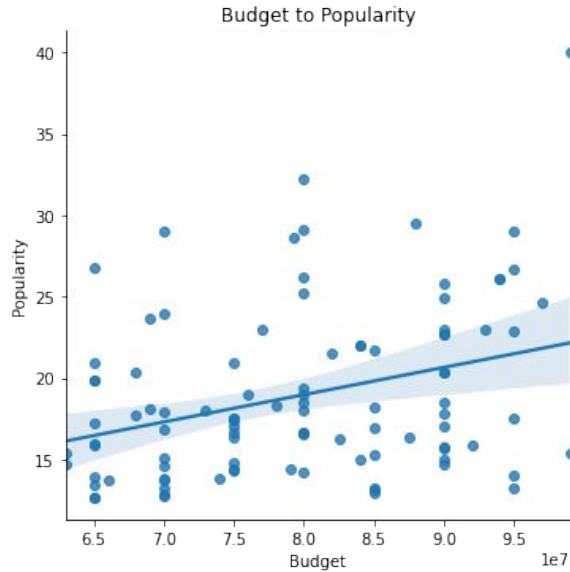

Budget to Popularity

Prodution Budget to Average Rating

Results

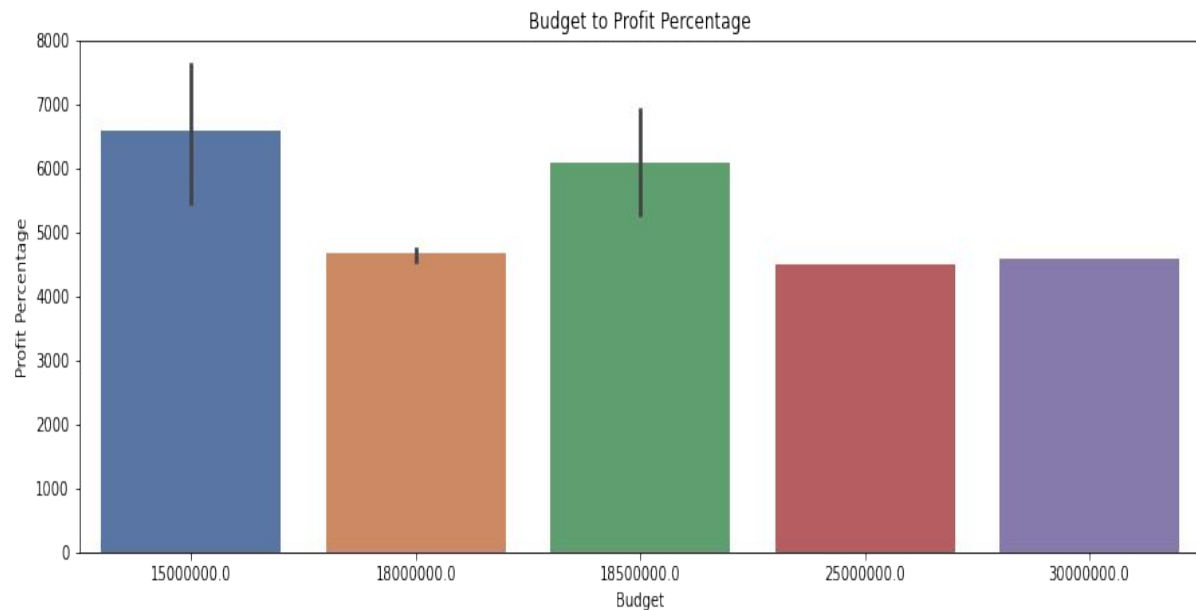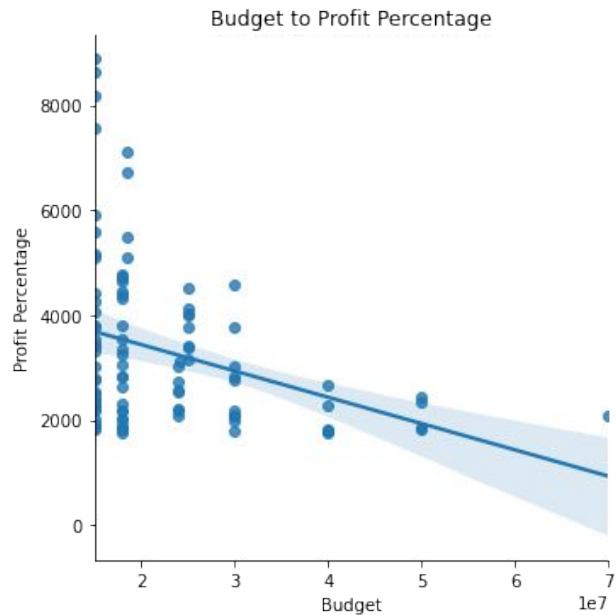There appears to be no relationship or trend. between a movies production budget and popularity.

Results

There appears to be no relationship, maybe even a weak negative trend, between a movies production budget and profit percentage.

Budget to Profit Percentage

Budget to Profit Percentage

Conclusions

Looking into budgets under 100 million dollars, it has no effect or relation to average rating, popularity, and profit.

- Budget has no relation or trend to a movie's 7.5 average rating .
- Budget has no relation or trend to a movie's popularity.
- Budget has no relation or trend to a movie's a profit percentage.

Next Steps

Though production budget showed no relation or effect on the subjects analyzed. Further analysis on production budget could show its value to predicting a successful movie.

- Analyze other variables in relation to average rating, popularity, and profit.
- Determine other possible variables as indicators for a successful movie.
- Find which studio has the highest average rating, popularity, and profit collectively with production budget.

Thank You!

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