Microsoft Movie Budget Analysis

Summary

- Microsoft want to analyze if a production budget is indicative of a successful movie. Microsoft believes a movie's average rating, popularity, and profit are are signs of a successful movie. They hope analyzing budget's relation and effect on average rating, popularity, and profit will help decide if budget could be applied to what indicates a successful movie.

Outline

- Business Problem
- Data
- Methods
- Results
- Conclusions

Business Problem

- Microsoft would like to look at how budget affect the average rating, popularity, and profit. Microsoft's max budget will be 100 million so we will look at data under this. Microsoft would like to know if budget has positive relationships, to better understand how it affects the success.

Data

- Microsoft has given data on movies on past movies to analyze budget. Extracted data used on movie's budgets under 100 million, average ratings with minimum number of votes 10,000, popularity, domestic and foreign gross.
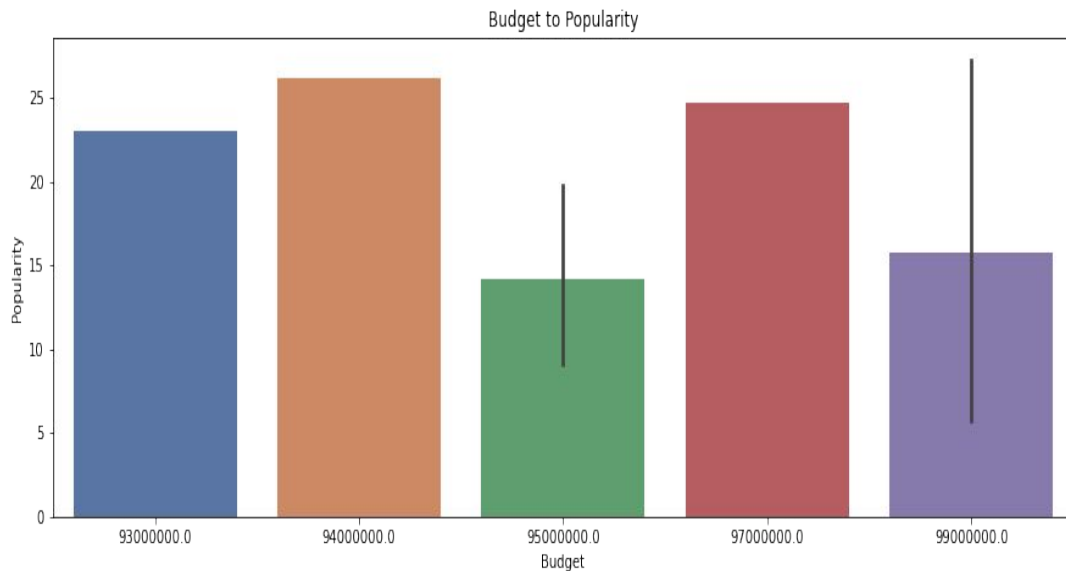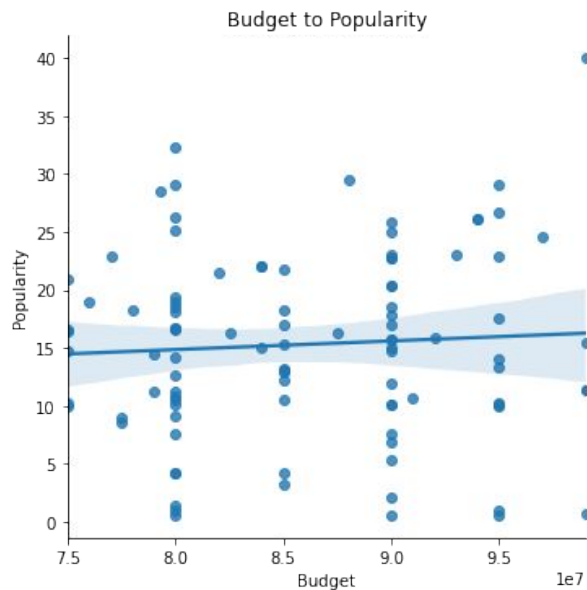
Methods

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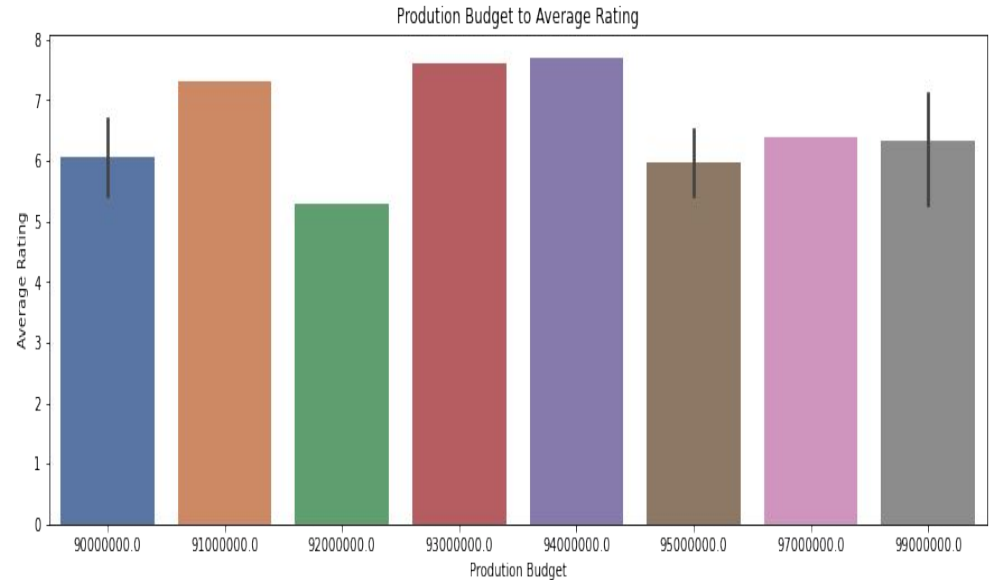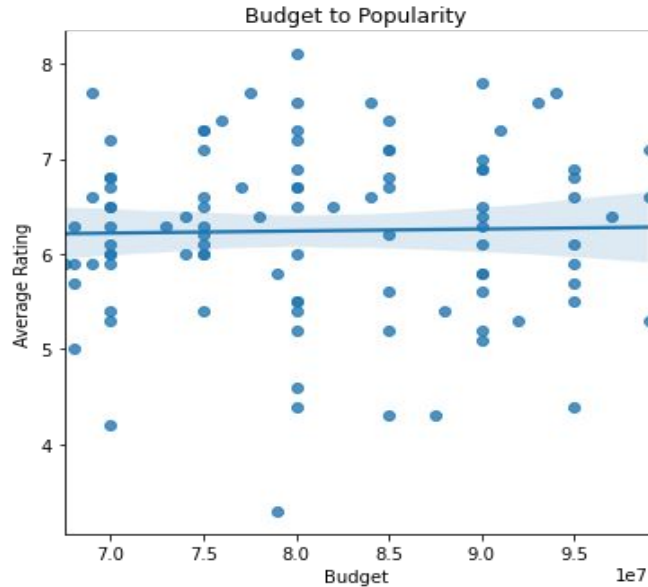
Results

There appears to be no relation between the top 100 production budgets under 100 million and average ratings with a number of votes at least 10,000.

Results

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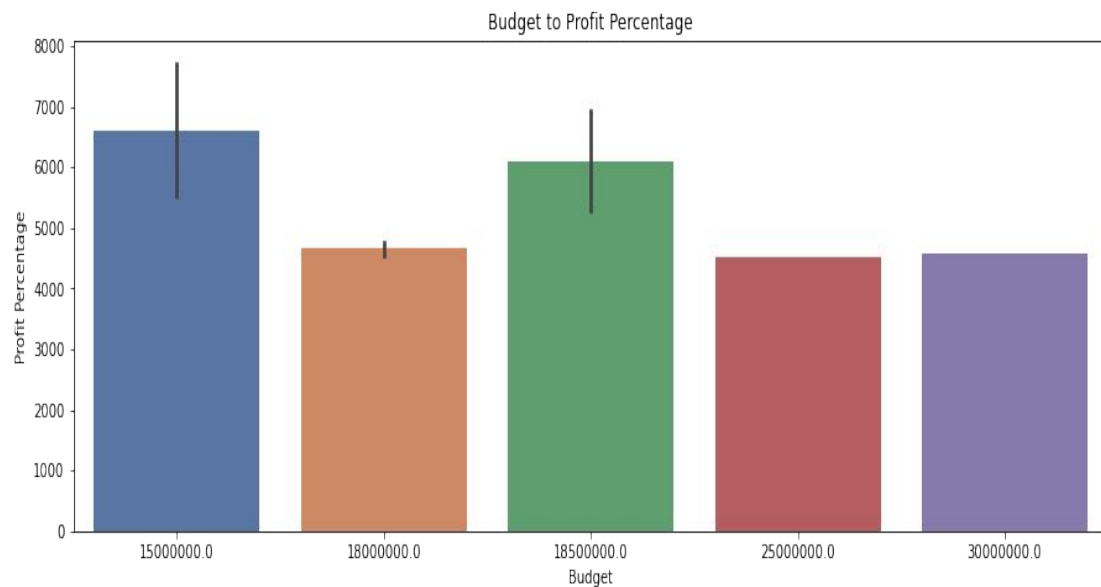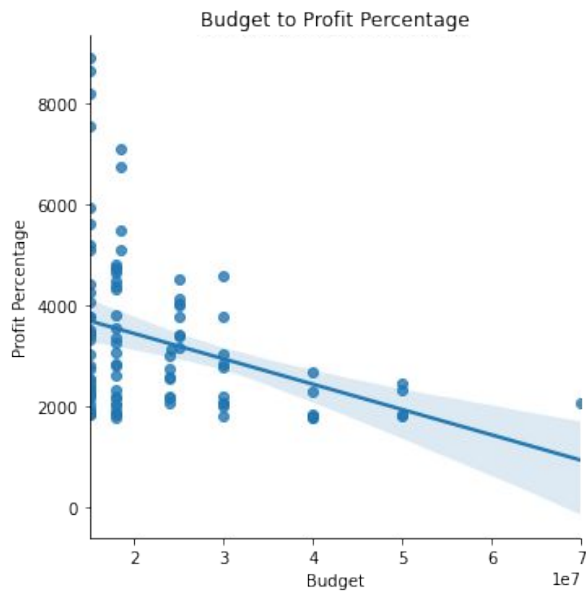
Results

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 to a movies average rating. The budget has no determination if a movie will be rated well or not.
- Budget is not related to popularity. Budget will not determine a movie's popularity.
- Budget is not related to a profit percentage increase. Budget does not exclusively determine a movie's profit percentage.

Next Steps

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

- Analyze other variables relation to average rating, popularity, and profit.
- Determine other possible variables as indicators for a successful movie.
- Look into what might affect a budget, like averaging a studio's budgets, along with average rating, popularity, and profit.

Thank You!

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