Testimonial for Microsoft's New Visual Studio

January 27, 2023

PRESENTER
MAHUM ABID
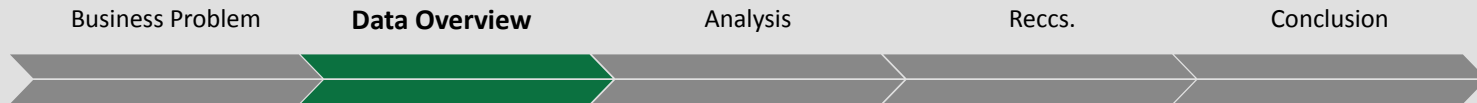Contact: githubmahumabid

Bottom Line

Representation of a suppositional scenario in which Microsoft is entering a business of creating movies.

Helping Microsoft decide what type of film they should be creating by translating my findings into actionable insights.

Business Problem   Data Overview   Analysis   Recc.   conclusion
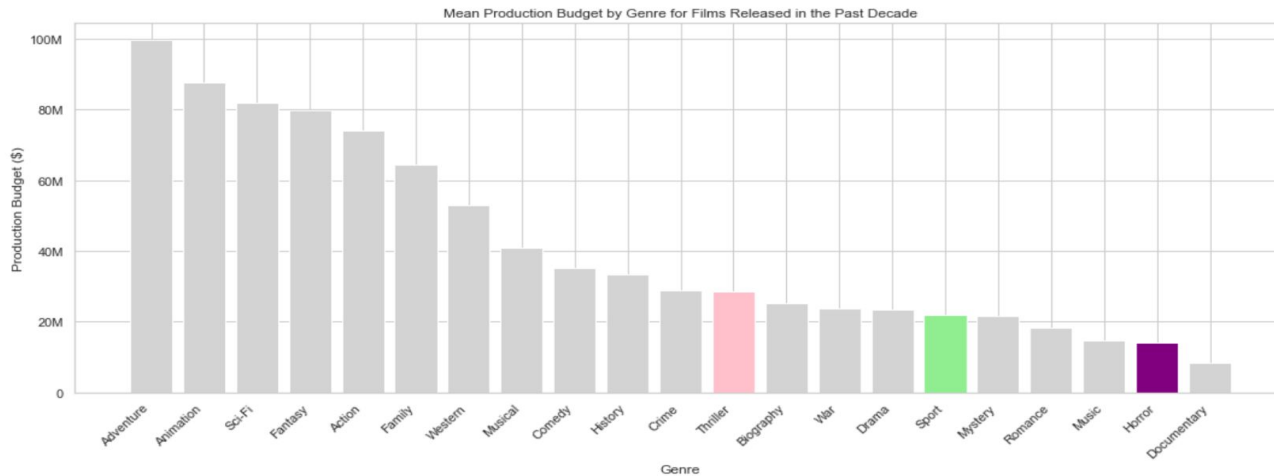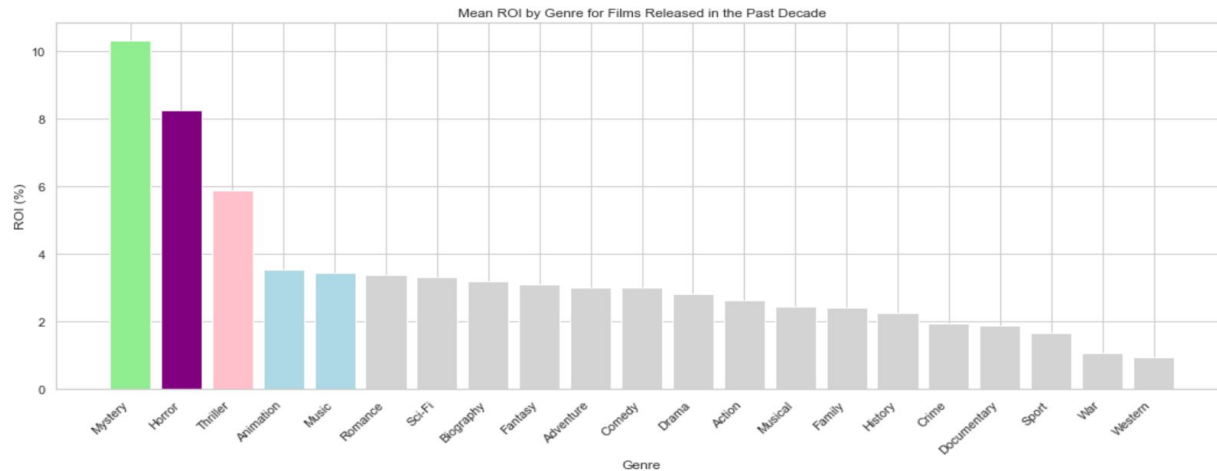
Data Overview

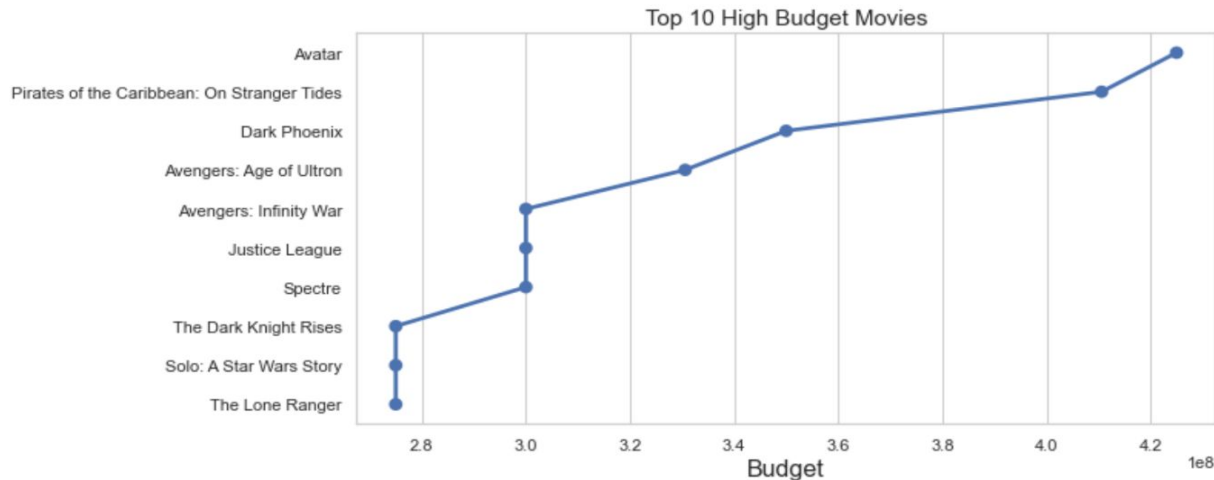- DATA SOURCE   bom.movie_gross.csv.gz for **financial data**
                  imdb.title.basics.csv.gz for **genre data**
                  rt_info_df

- Time Range   Movies (2010 - 2021)
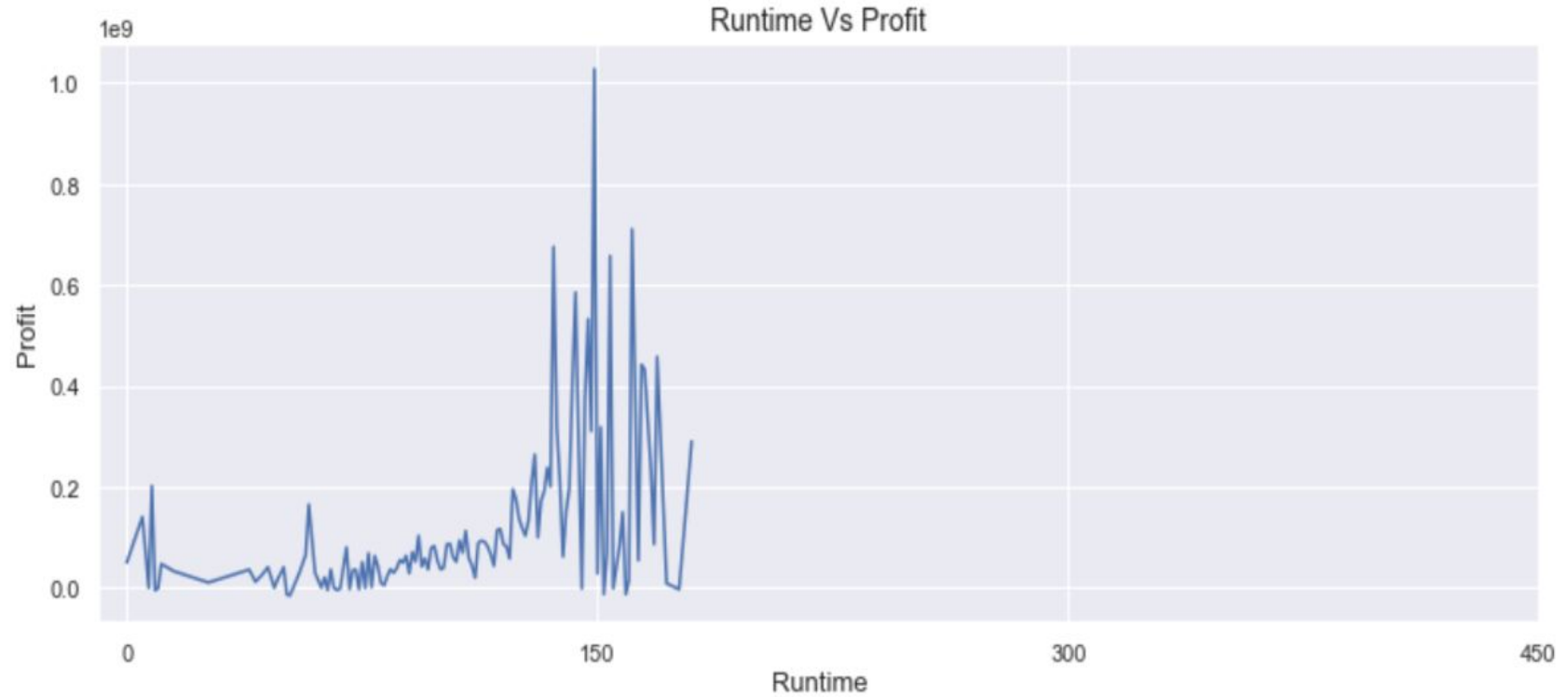
- Final Dataset   Top 10 profitable movies

ROI by FILM GENRE

Mean ROI by Genre for Films Released in the Past Decade

Mean Production Budget by Genre for Films Released in the Past Decade

HIGH BUDGET HIGH PROFIT

Top 10 High Budget Movies

- Avatar
- Pirates of the Caribbean: On Stranger Tides
- Dark Phoenix
- Avengers: Age of Ultron
- Avengers: Infinity War
- Justice League
- Spectre
- The Dark Knight Rises
- Solo: A Star Wars Story
- The Lone Ranger

Budget (2.8, 3.0, 3.2, 3.4, 3.6, 3.8, 4.0, 4.2) 1e8

Top 10 Highest Profit Movies

- Avatar
- Avengers: Infinity War
- Jurassic World
- Furious 7
- Black Panther
- Jurassic World: Fallen Kingdom
- Frozen
- Beauty and the Beast 2017
- Minions
- Avengers: Age of Ultron

Profit (1.2, 1.4, 1.6, 1.8, 2.0, 2.2, 2.4) 1e9

MOVIE RUNTIME VS PROFIT

Business Problem   Data Overview   **Analysis**   Reccs.   Conclusion

Recommendations

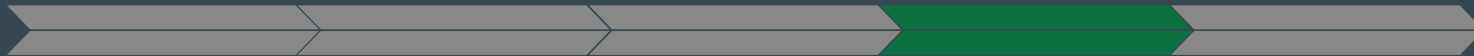| Genre	• Mystery films on the average are the most profitable
Budget	• Movie budget affects its profit. Higher the budget higher the profit
Runtime	• Movies with runtime 120-160 min have gained the most profit

CONCLUSION

Preparation, recommendations, visualization and interpretation of data has allowed me to conduct analysis of the movies that have been created since 2010

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QUESTIONS?