



The Beginning of Microsoft Movie Studios

By Chuck Nadel

Data Overview

IMDB Database

- Expansive dataframe adapted from popular film website IMDB
- Includes all Movies from 2010-2019
- Information used Includes:
 - Movie Names
 - Audience Ratings
 - Director's Names
 - Movie Genres

The Numbers Database

- Information about Movies' Production Budgets, as well as general financial information
- Information used includes:
 - Production Budget
 - Domestic Gross Box Office
 - International Gross Box Office

Insights

Safest Movies by
Genre

IMDB Votes by
Directors

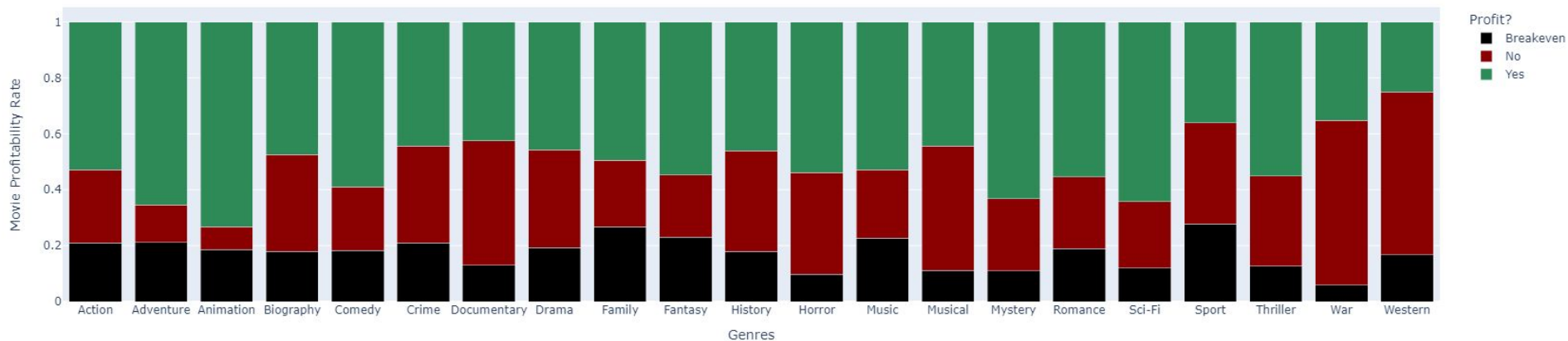
International Profit
based on Production
Budget

Insight 1: Safest Movies by Genre

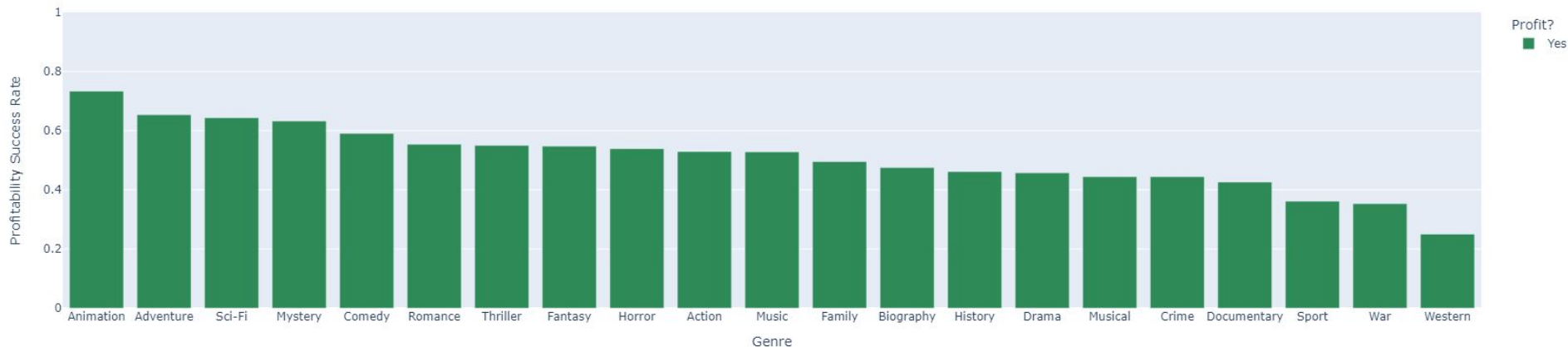
What movie genre generates the most consistent profits?

Movie Profitability Based on Genre

Movie Profitability Rate by Genre



Profitability Success Rate



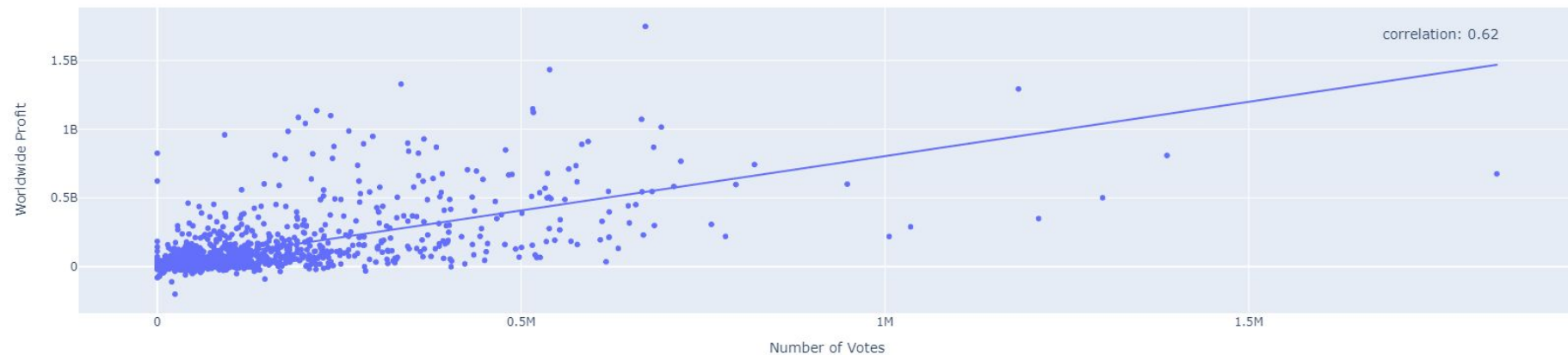
Top 3 by Success Rate:
Animation: 73.3% Profitability Rate
Adventure: 65.3% Profitability Rate
Sci-Fi: 64.3 Profitability Rate

Insight 2: IMDB Votes by Directors

Do IMDB Votes Correlate with Worldwide Profit? Which Directors Generate the most IMDB Votes?

Correlation of Worldwide Profit and IMDB Votes

Number of Votes as a Predictor of Worldwide Profit



Top 10 Directors by IMDB Votes

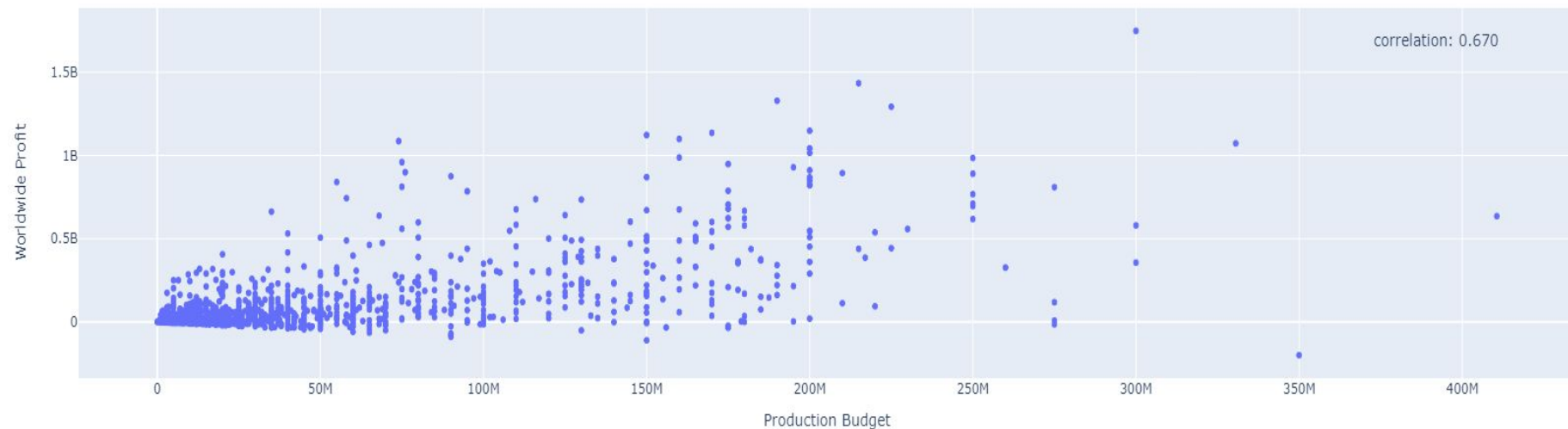
primary_name	numvotes	Worldwide_Profit
Christopher Nolan	4994749	2336180484
Martin Scorsese	2411429	486606606
Ridley Scott	1928190	1253023808
Anthony Russo	1920685	3182605502
Joe Russo	1920685	3182605502
Denis Villeneuve	1870701	361519696
Joss Whedon	1849249	2365349860
Zack Snyder	1845493	1470920114
Peter Jackson	1723813	2172948044
David Fincher	1717750	641863294

Insight 3: International Profits based on Production Budget

What effect does Production Budget have on Profits? Which directors do best with the smallest amount of capital?

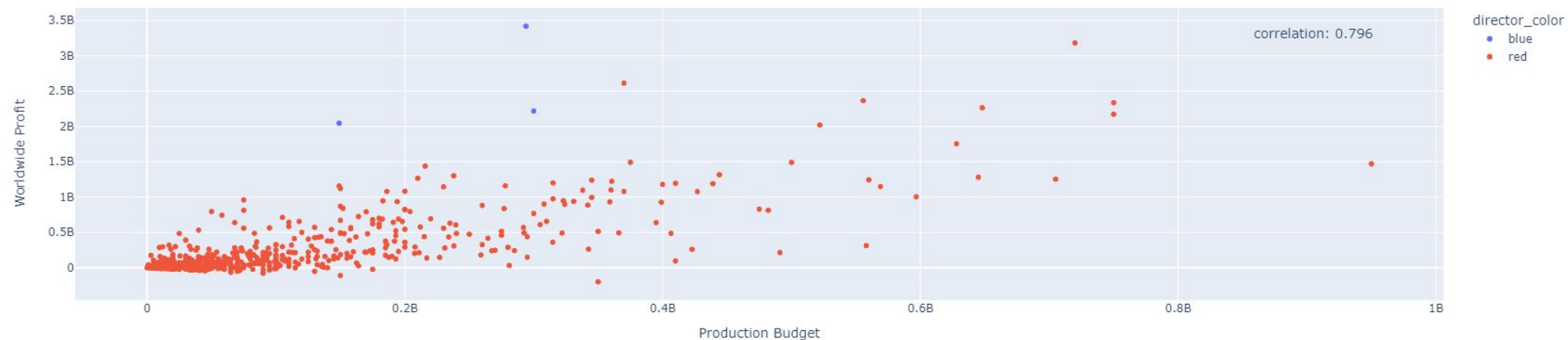
Production Budget as a Predictor of Worldwide Profit

Production Budget as a Predictor of Worldwide Profit



Production Budget vs Worldwide Profit, Grouped by Director

Production Budget as a Predictor of Worldwide Profit, Grouped by Director



Business Recommendations

- Create Animated Films
 - Minecraft Film?
- Utilize a Big Budget
- Hire Pierre Coffin, Chris Renaud, or Kyle Balda for Directing

Next Steps...

- Expand Datasets to include recent films
- What makes animated films work?
- Which Animation Studios to Hire?