

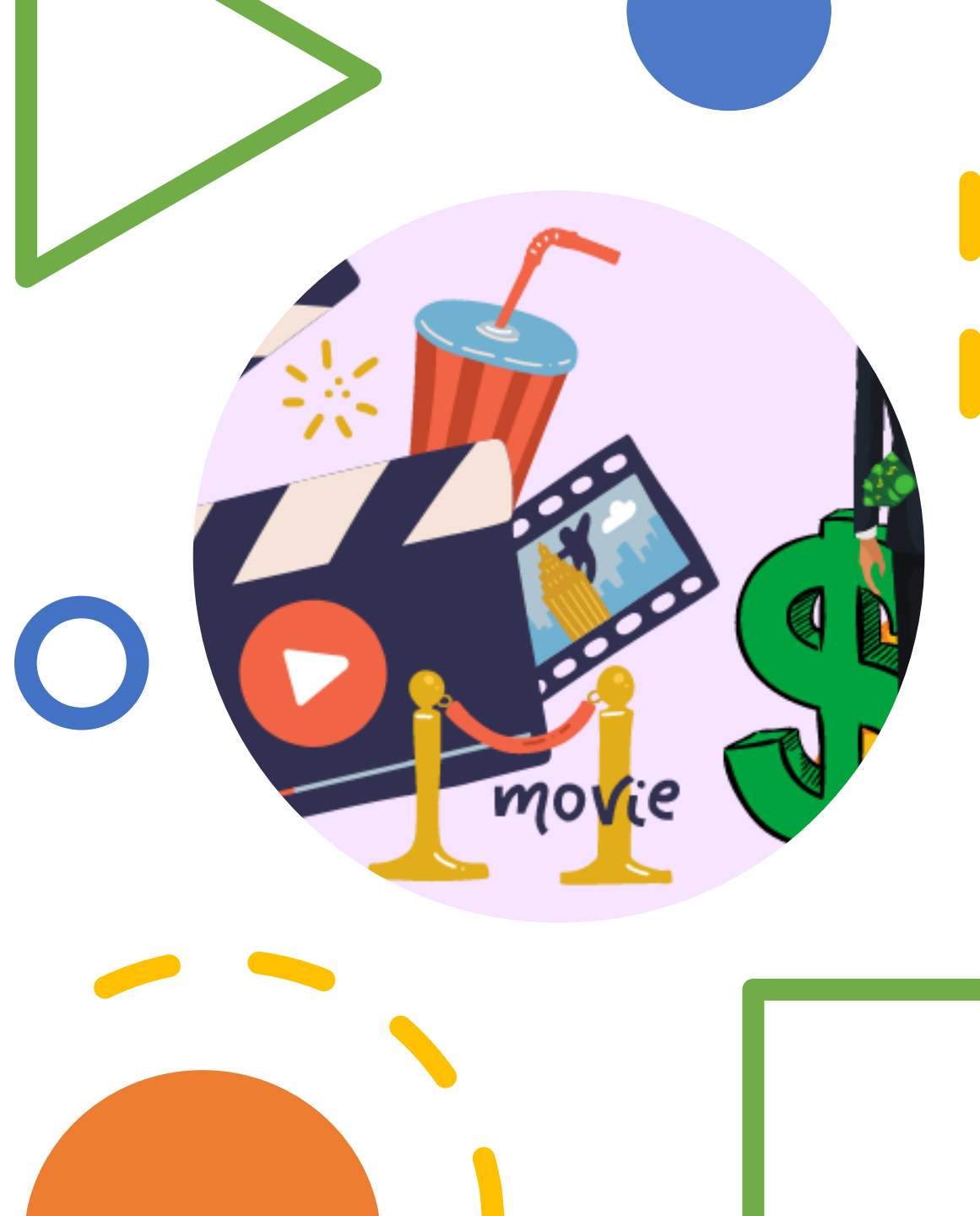
Microsoft Movie Business Entry Analysis

By:

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Summary

- Exploratory data analysis for Microsoft's new movie studio head designed to give the studio insight into:
 - Which film types are currently performing the best at the box office
 - Which possible film types can Microsoft's new studio venture into.



Outline



Business Problem



Data and Methods



Results



Conclusions



Business Problem

- New Microsoft movie studio for original video content creation
- No experience in film making
- Need to know what types of films are currently doing the best at the box office.
- Need insight into the film types they can explore as a new movie studio.

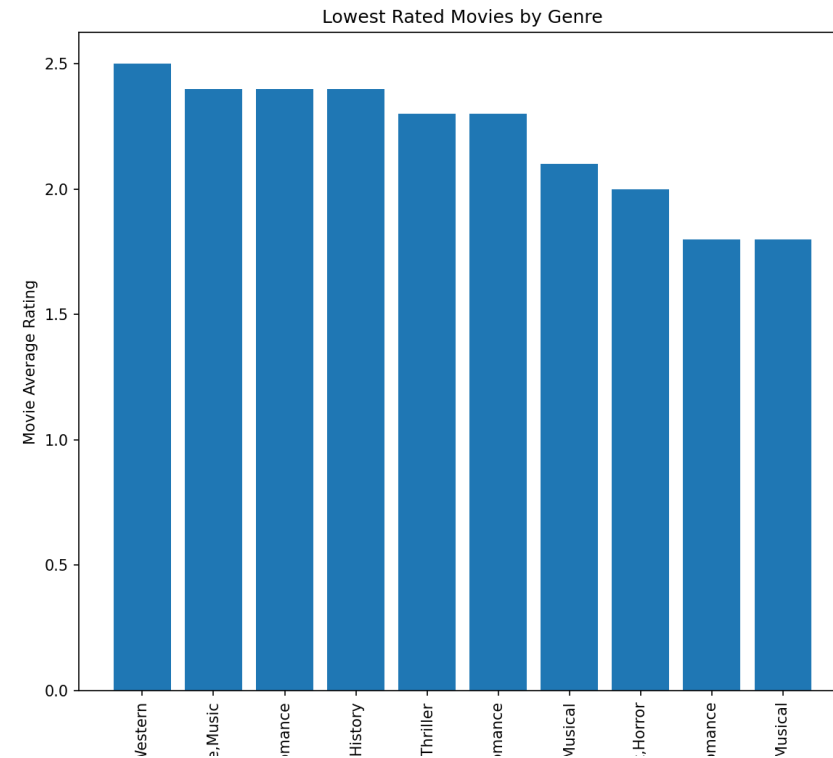
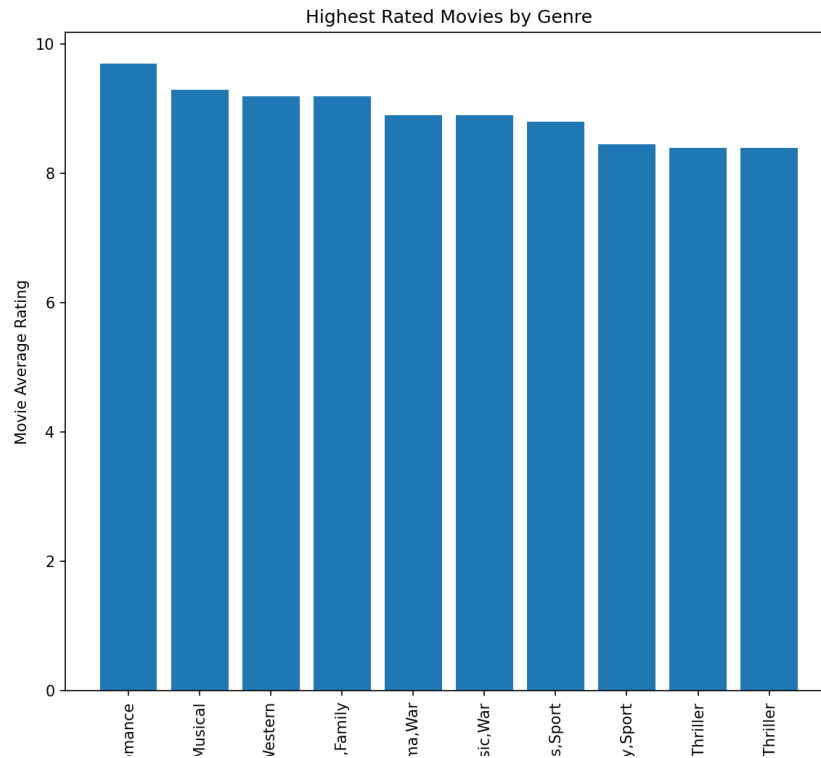


Data and Methods

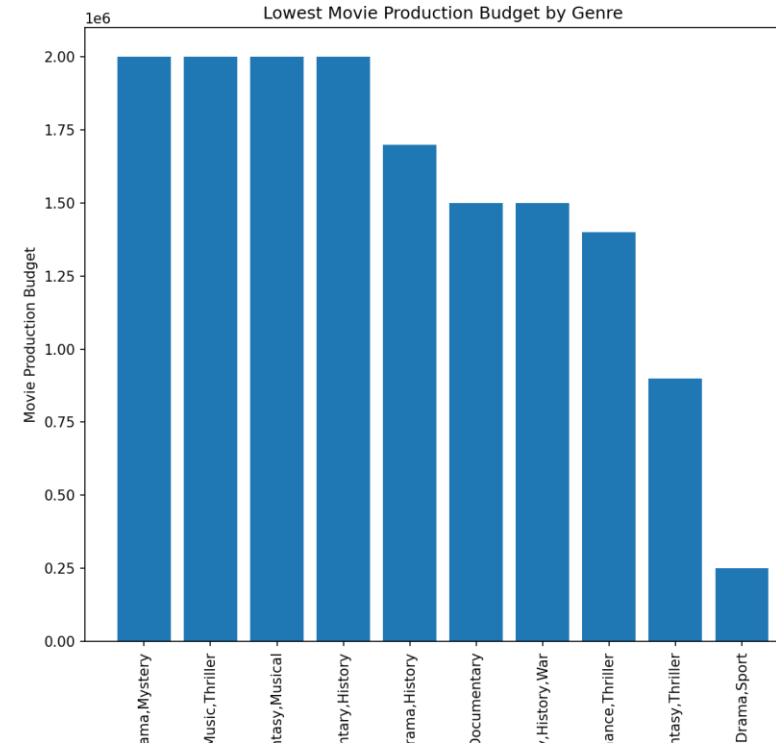
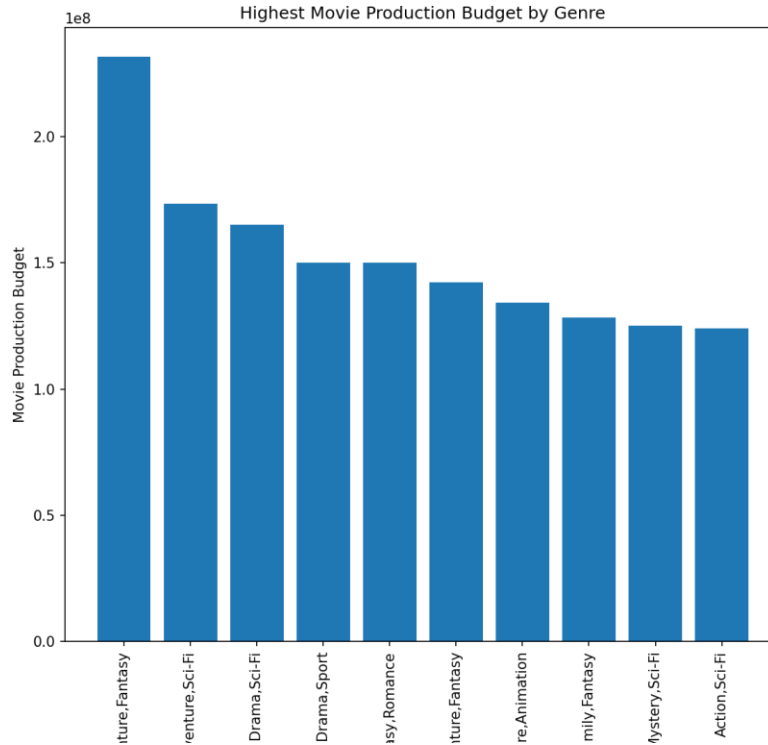
- Datasets have been derived from the movie review databases IMDB, Rotten Tomatoes, Box Office Mojo, TheMovieDB and The Numbers.
- Contain information on films including film genre, runtime, domestic and worldwide grossing and rating etc.
- Exploratory data analysis to determine the highest rated film types at the box office and production budgets and return on investment by movie genre.



Results



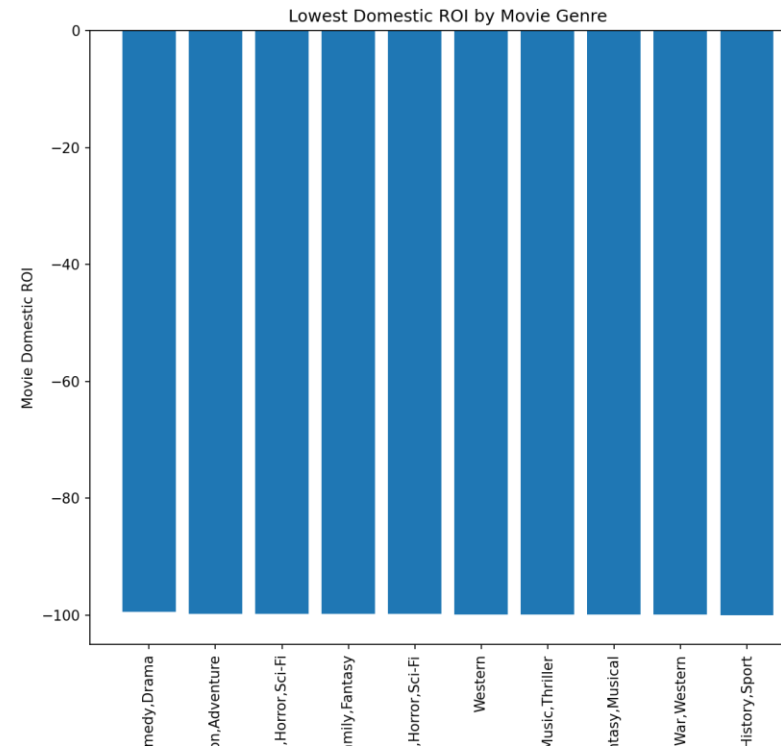
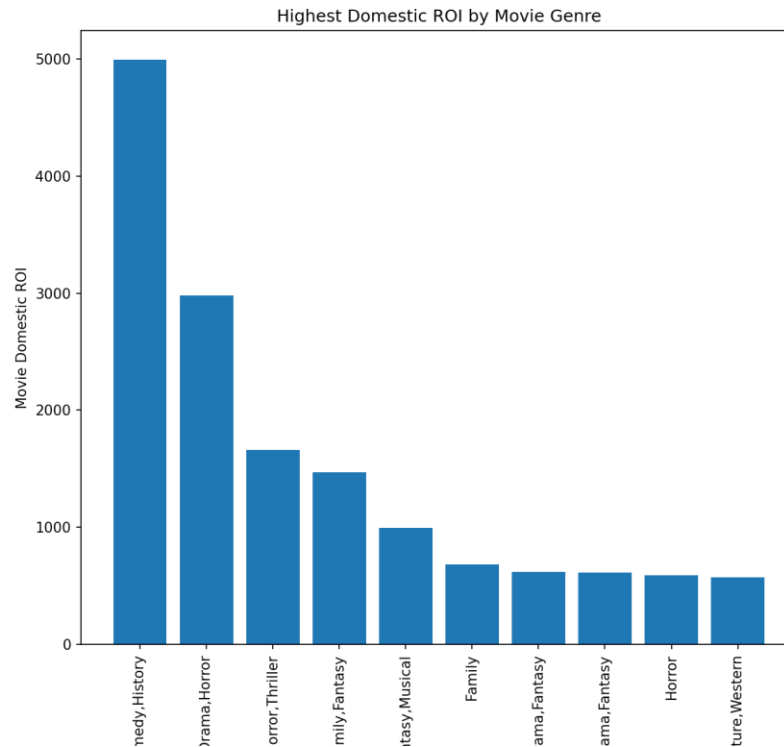
- The highest rated movies come from the genres Documentary/Family/Romance while the lowest rated ones are of the genre Adventure/Drama/Musical.



Results

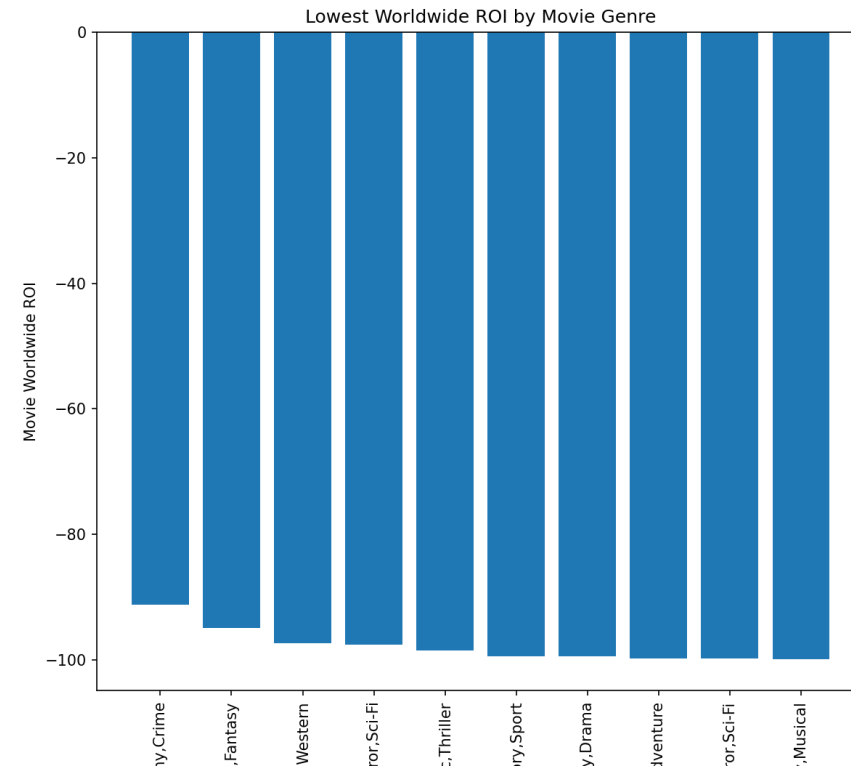
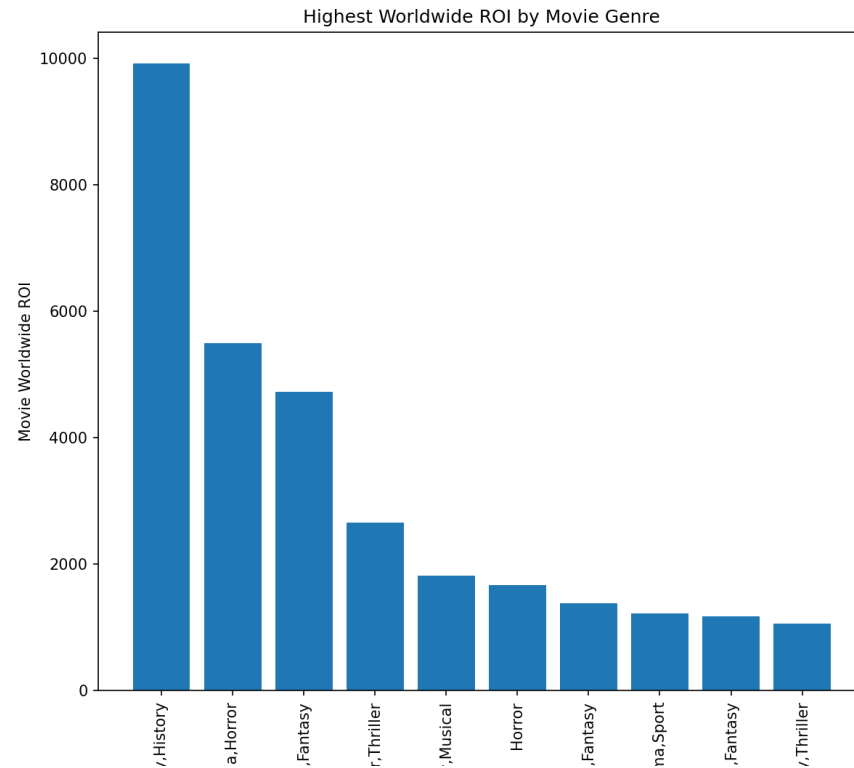
- The most expensive film genres to produce are Adventure/Fantasy while the cheapest to produce are Documentary/Drama/Sport.

Results

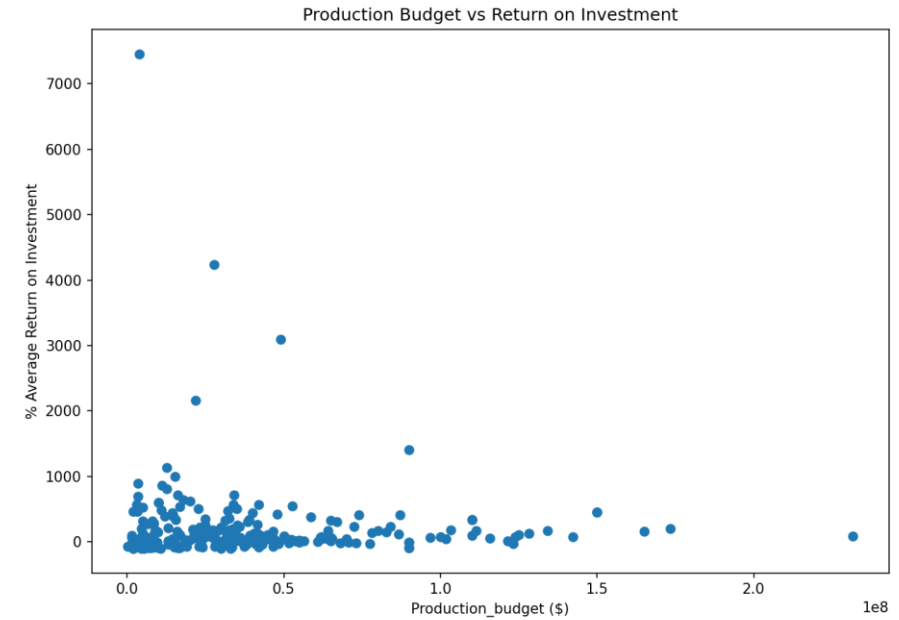
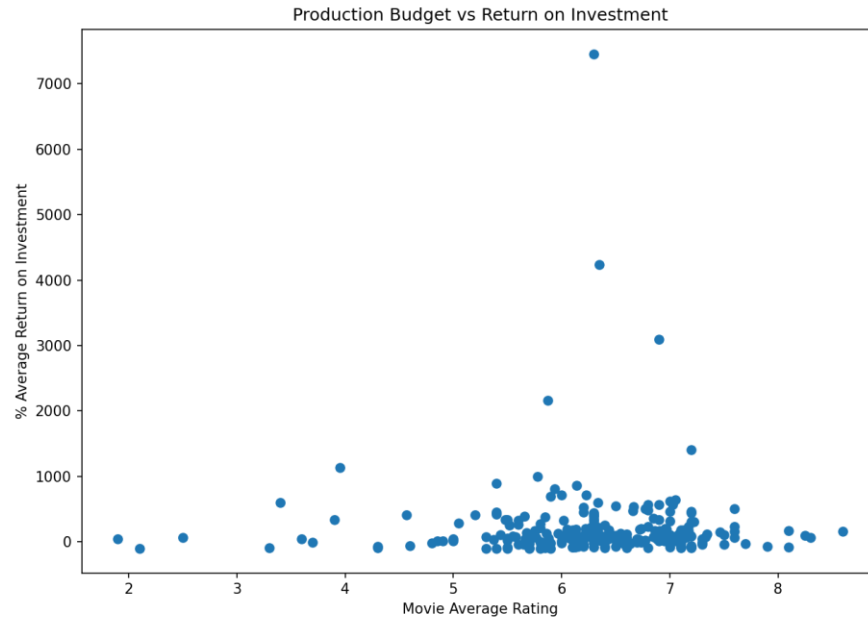


- The film genres with the highest domestic return on investment are Action/Comedy/History while the greatest loss makers in the domestic market are Drama/History/Sport

Results



- The film genres with the highest worldwide return on investment are Action/Comedy/History while the greatest loss makers in the worldwide market are Comedy/Fantasy/Musical



Results

- There is no relationship between production budget and return on investment
- There is no relationship between production budget and return on investment

Conclusions

Documentary is a good start
with high rating and low
production costs

Action and adventure are
possible genres to combine with
documentary

Approach drama and comedy
genres with caution

Rating and production budgets
are not indicators of return on
investment



Further Analysis



The predictors of a film's return on investments



The effect of director/writer on a film's rating and popularity



The effect of runtime in minutes on a movie's rating and return on investment.

