# Exploring Movie Data

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# Overview

- Microsoft is entering into the movie business and wants to get off on the right foot.

- What considerations should we evaluate before making a decision on our first production?

# Business Understanding

- There are several factors that contribute to a profitable movie
  - Budget, genre, release date, personnel, social factors, etc.
- Using various sources, we've provided several data-driven strategies to break into the industry and ensure profitability

# Data Analysis

- Our data sources:
  - Box Office Mojo
  - IMDB
  - Rotten Tomatoes
  - TheMovieDB
  - The Numbers

- Data includes:
  - Movie genres, titles, profits, studios, release dates, reviews, runtime, personnel
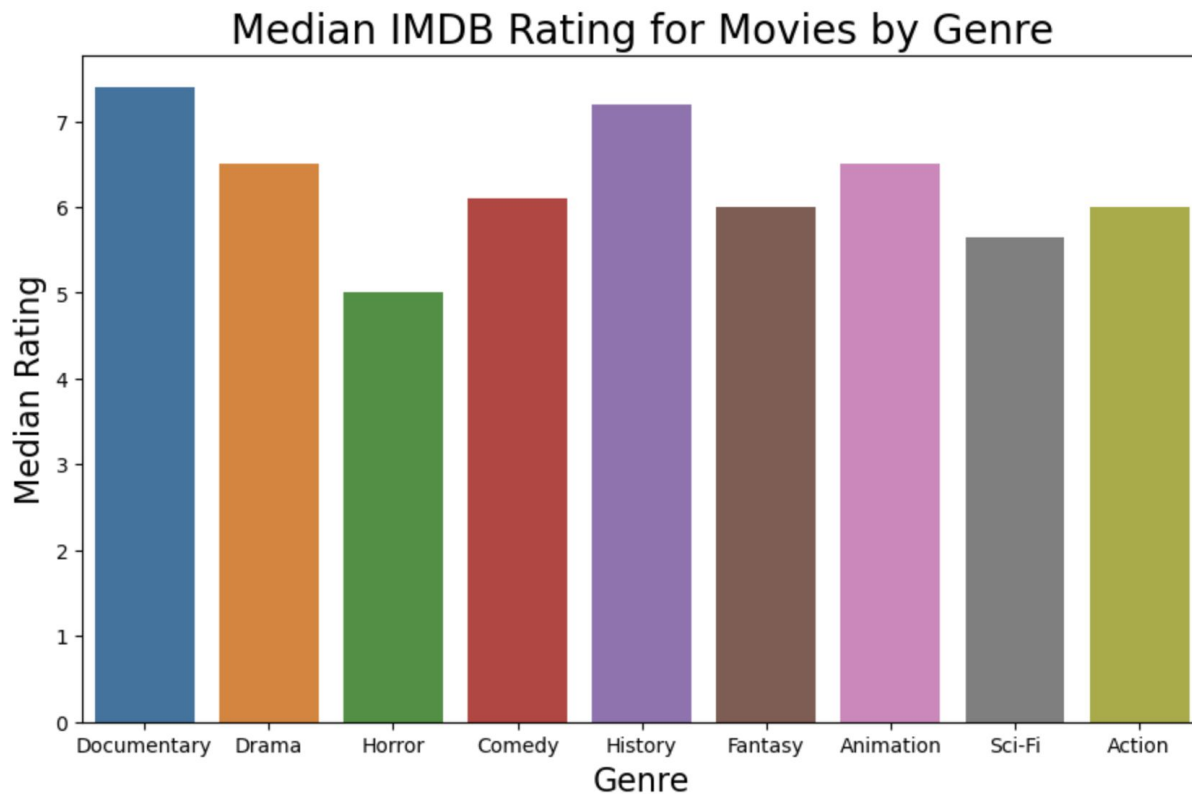
# Where to begin?
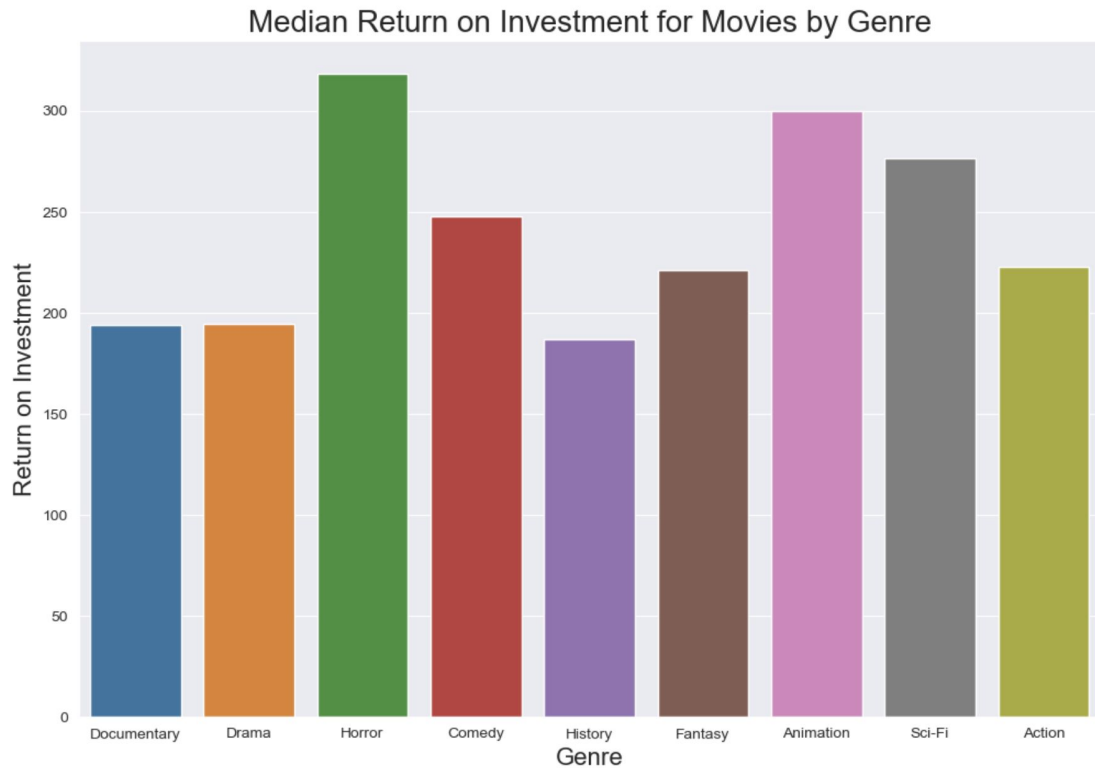## Budget: How much do we want to spend?



Relationship Between Production Budget and Worldwide Gross
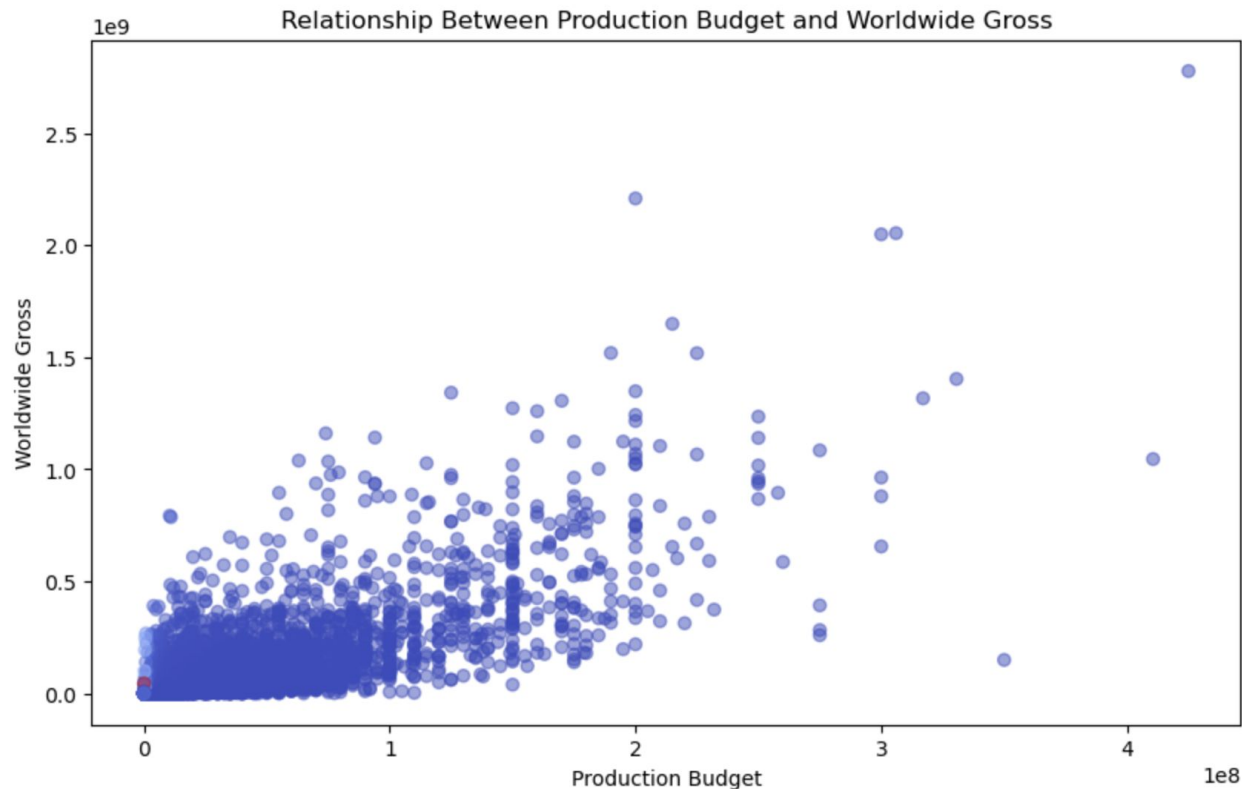
# Production Budget vs Gross and ROI



Production Budget vs Worldwide Gross and Return on Investment

# Median IMDB Rating by Genre



Median IMDB Rating for Movies by Genre

# Genre X ROI



Median Return on Investment for Movies by Genre

# Median ROI X Median Rating by Genre



Relationship between a Genre Median Favorability and Median Return on Investment
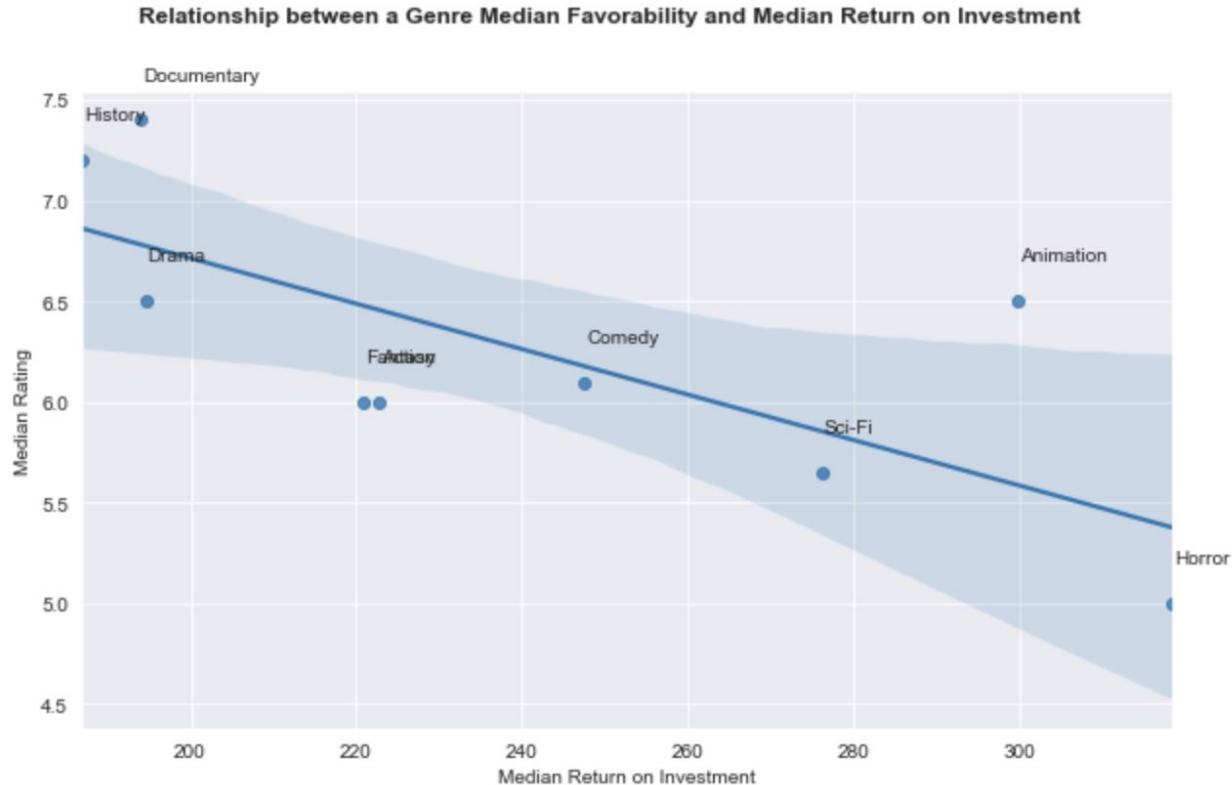
# When to release a movie in general?



Return on Investment by Release Month
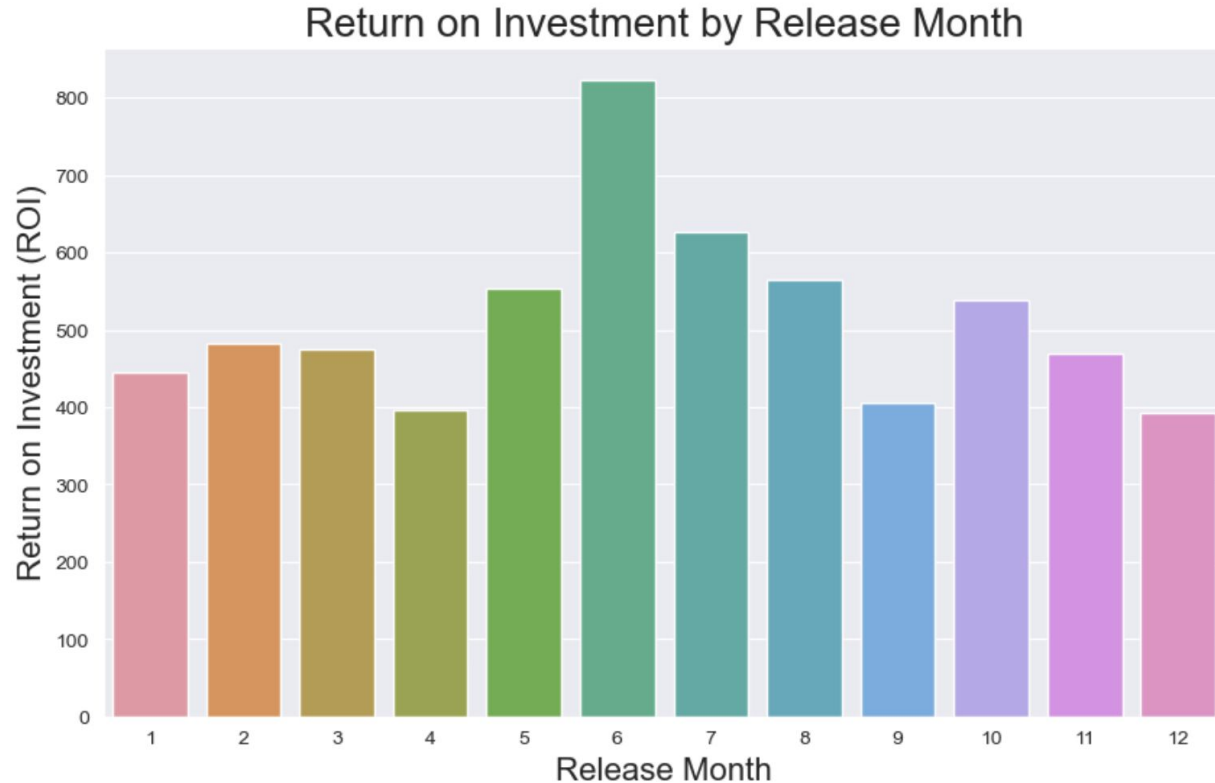
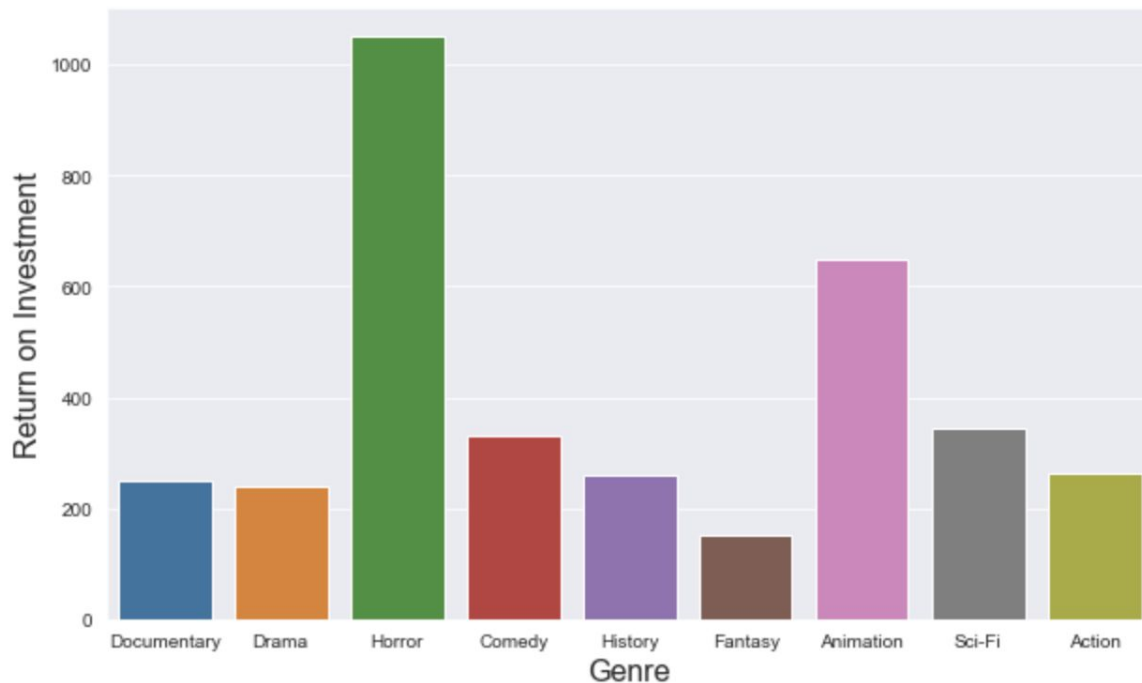# When to release an animation movie?



Return on Investment by Release Month for Animation Movies
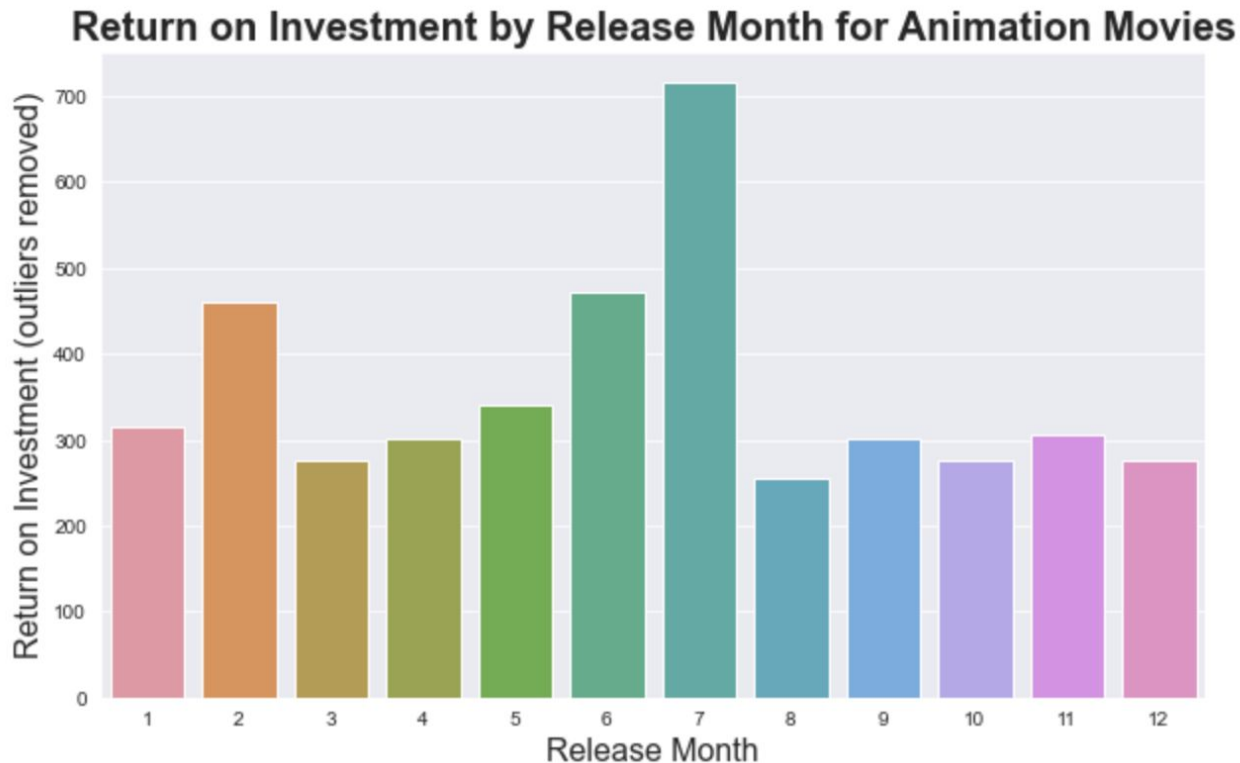
# Movie Genre X ROI in July



Median Return on Investment for Movies by Genre in the Month of July

# Recommendations

- **Recommend lower production budget because of less ROI as budget increases**
- **Release movie in July**
- **Recommending the Animation genre**

# Next Steps

- **Partnership with industry leaders?**
- **Types of animation?**
- **Where should the money go?**
- **Social factors?**

# Questions?

# Thank You!

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