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**

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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
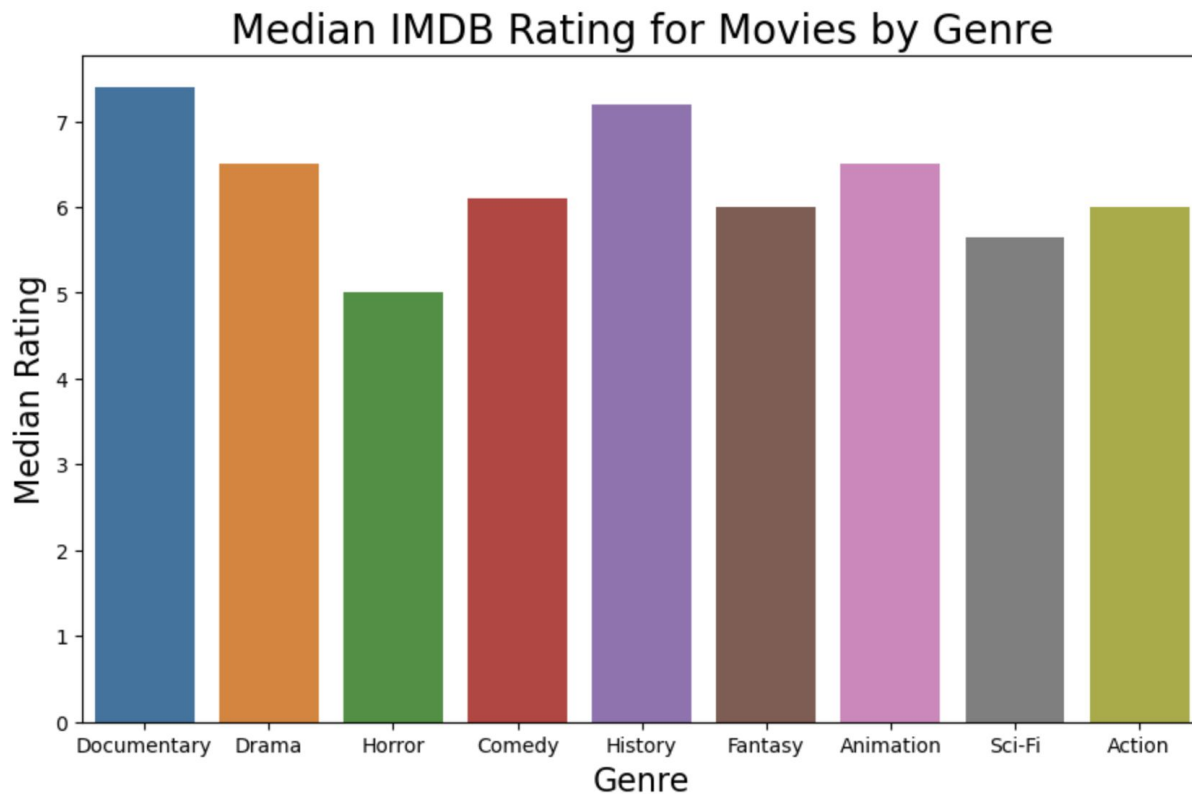
Where to begin?
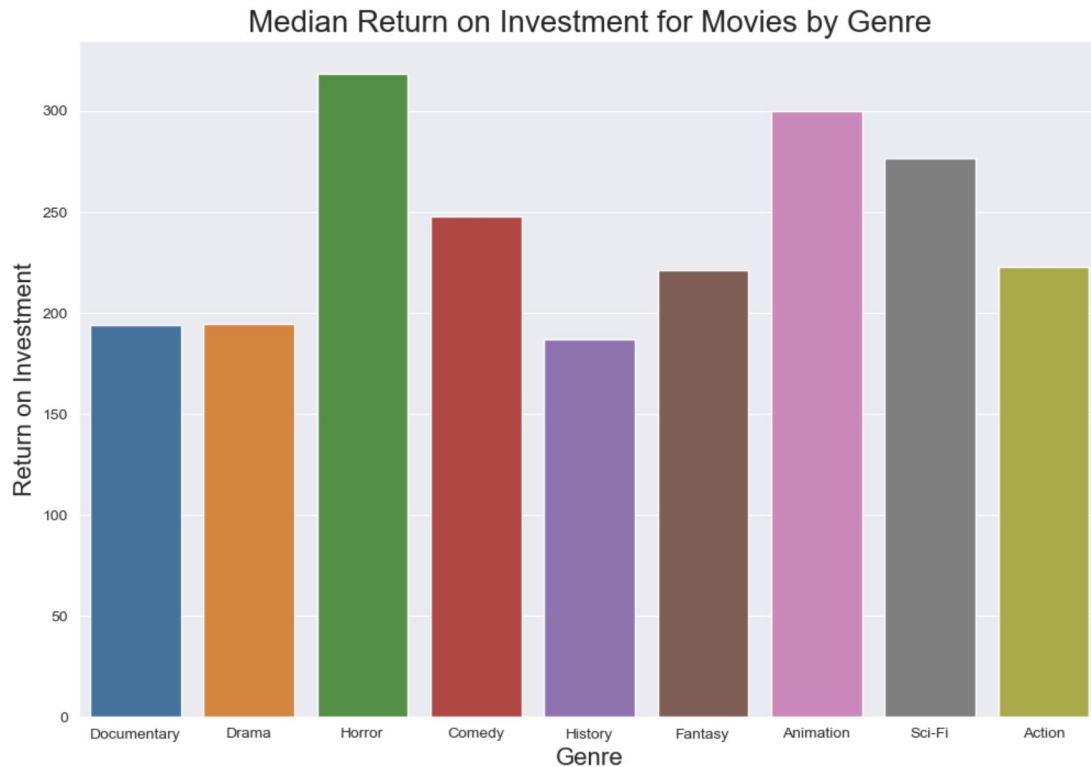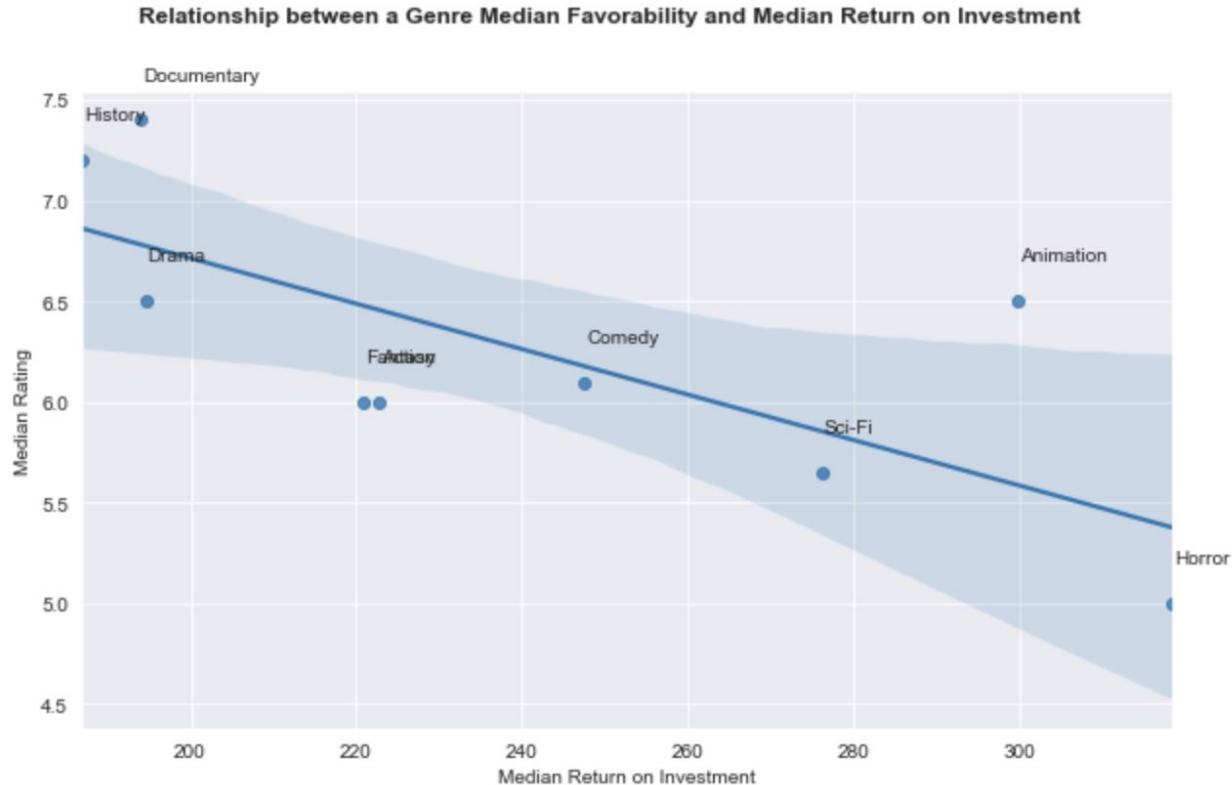## Budget: How much do we want to spend?

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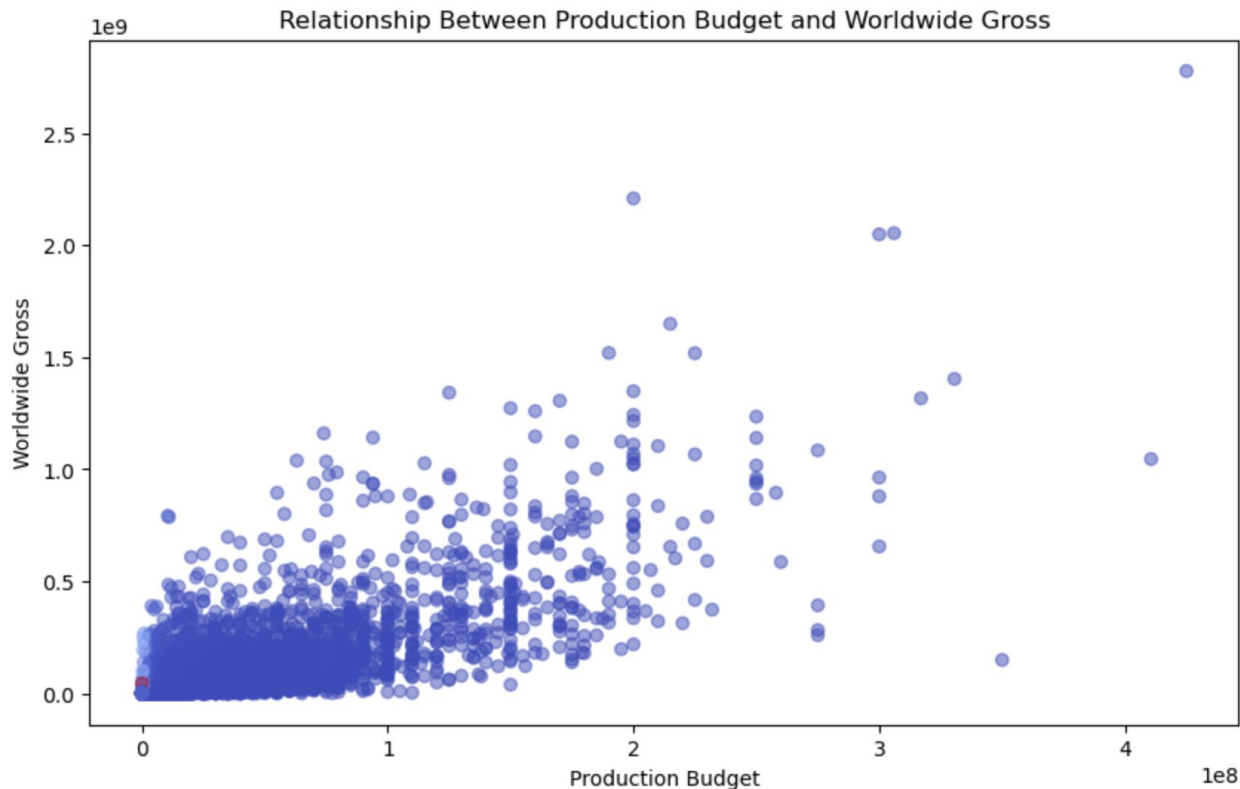
Production Budget vs Gross and ROI

Production Budget vs Worldwide Gross and Return on Investment

Median IMDB Rating by Genre

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
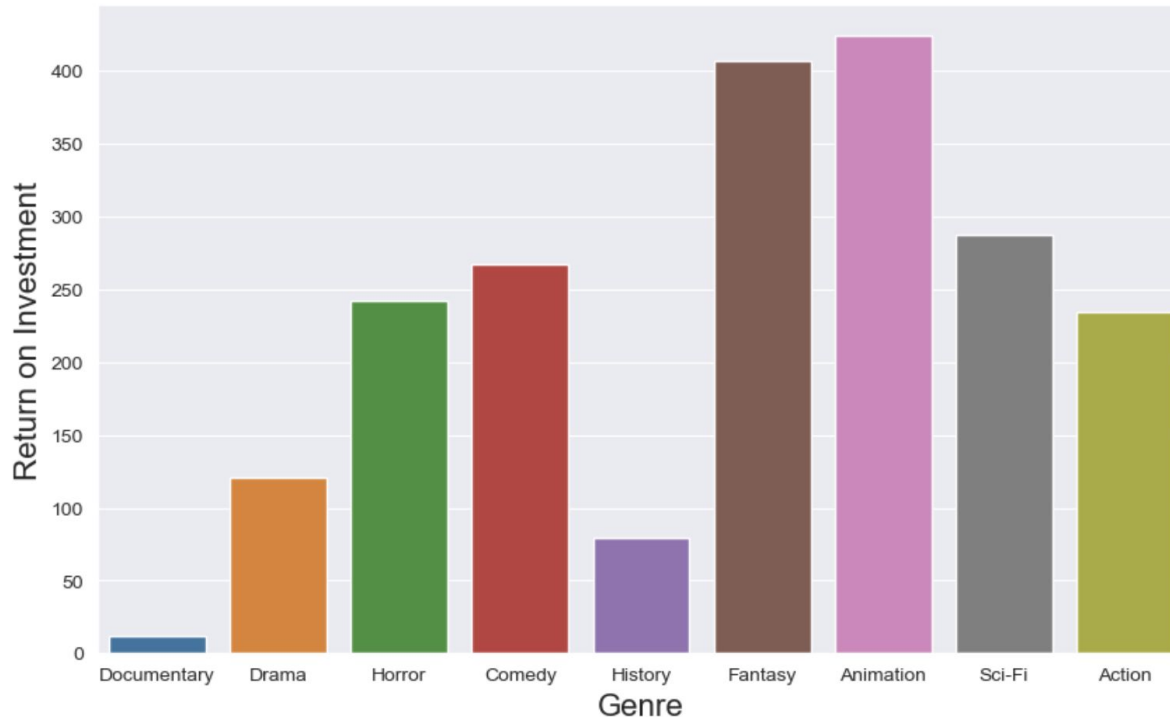
When to release?
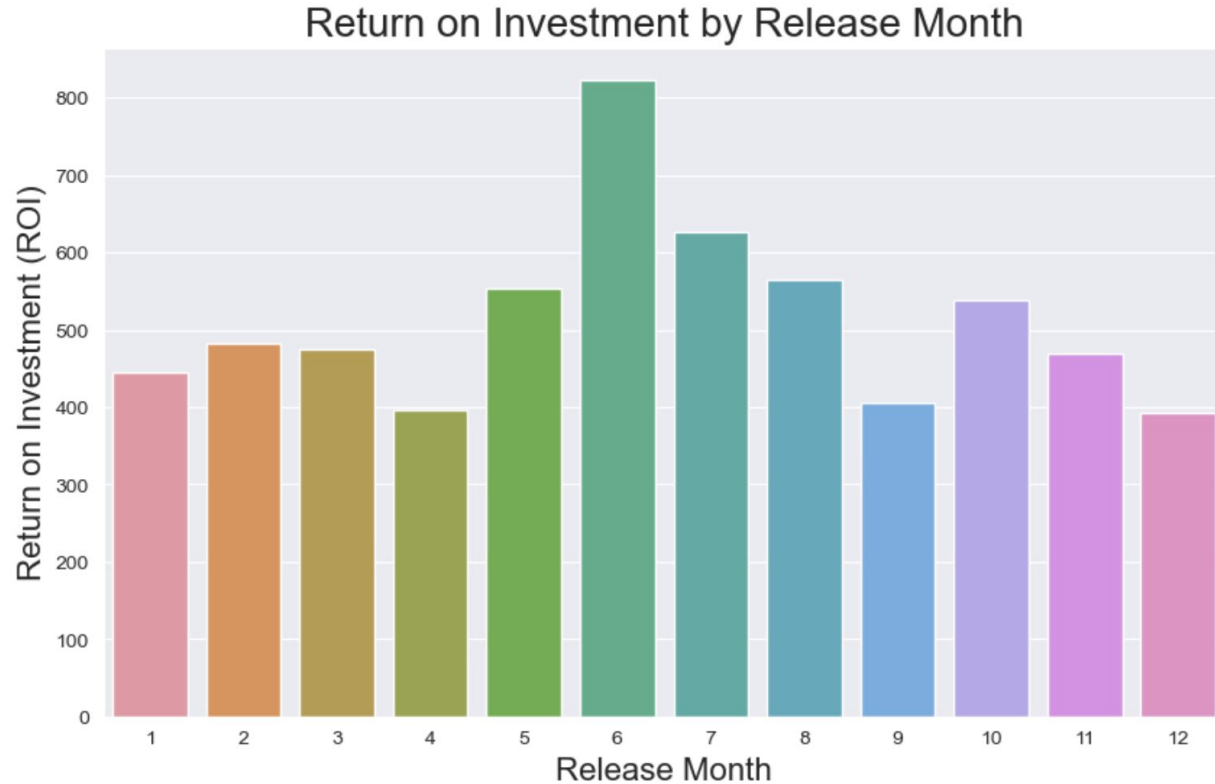
Movie Genre X ROI in June

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

Recommendations

- **Recommend lower production budget because of less ROI as budget increases**
- **Release movie in June**
- **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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