

Movie Industry Analysis & Recommendations

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3 sources & recommendation

- **The Movie Database (TMDb):** TMDb database is created for movies and TV shows.
 - Recommendation:
 - Based on the top 10 movies analyzed from 3887, I'd suggest to focus on fiction movies such as: a sequel to a successful movie series, a modern remade sci-fy movie, a super hero movies especially from Marvel, and a cartoon animation especially from Disney.
- **The Numbers** is "premier provider of movie industry data and research services."
 - Recommendation:
 - From the 5782 movies analyzed, there is a ~.74 positive correlation with production budget and worldwide gross, which means this shows that production budget does impact the worldwide gross.
- **Box Office Mojo** is an database that collects information on domestic & international movies & tv shows.
 - Recommendation:
 - There are 7843 movies out of 26k+ that have over a 7.0+ rating with a range of movies from as early as 1930 to 2020.



Outline

- Business Problem
- Data
- Methods
- Results
- Conclusions



Business Problem

Microsoft is venturing into the movie making industry.

To aid in the company's goal, I have conducted research by looking into what variables may lead to be a successful movie release. With the development of their new movie studio, I researched, collected information, and analyzed the recommendations for action steps.

During my analysis I looked closely at variables such as budget, gross profit (domestic, international, and worldwide), ratings, and more.

The Factors Include:

- * Movie Type/Genre & Gross: What types of movies generated the highest gross?
- * Movie Budget & Gross: How does movie budget relate to gross?
- * Ratings & Month: How is a movie rating and release month related?



Data



In my analysis, I utilized 3 sources to develop 3 recommendations for the Microsoft team.

- **The Movie Database (TMDb):** TMDb is a database created for movies and TV shows insights.
 - Focus: Top 10 movies and genres
- **The Numbers** is "premier provider of movie industry data and research services."
 - Focus: Production budget vs. world wide budget.
- **Box Office Mojo** is an database that collects information on domestic & international movies & tv shows.
 - Contains 26, 517 movies from years 1930 to 2020
 - Focus: Relationship between release month and vote average.



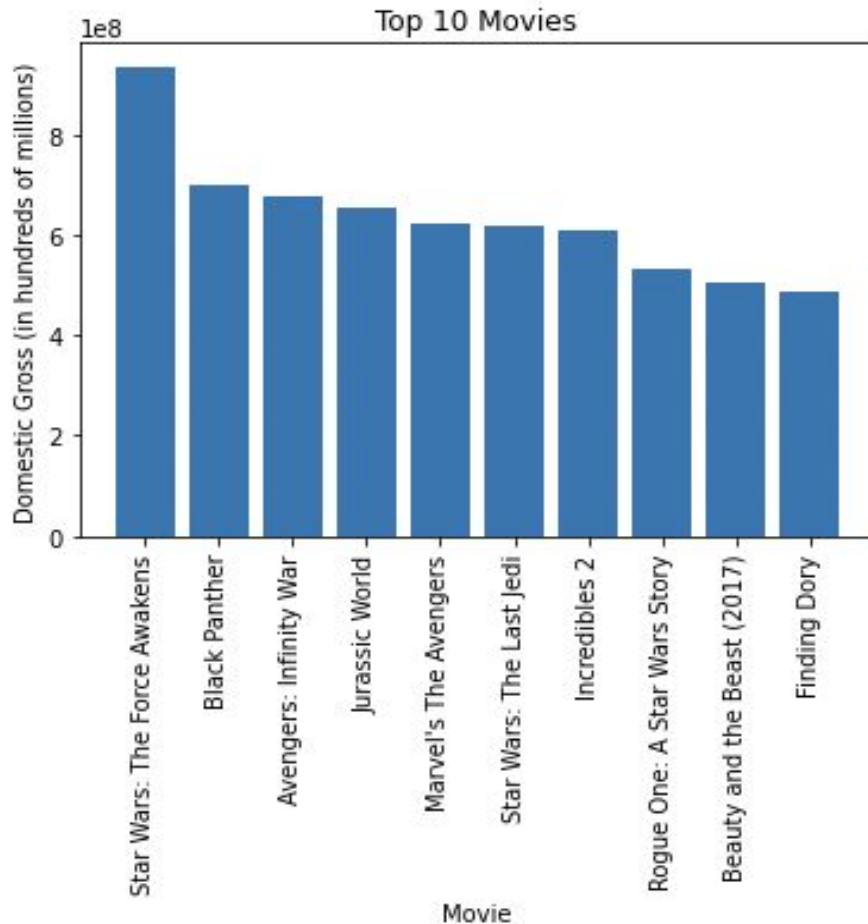
Methods

- ★ Data was imported from reputable sources.
- ★ Unneeded data was removed including: columns, null values, commas, \$ signs,
- ★ Throughout the data analysis, visualizations were created to show the correlation and relationship between variables to indicate results of the research.
- ★ Utilizing the methods above resulted in a collection of results to view correlations between variables in the popular movies that had high ratings, gross, budget, and other variables to provide recommendations.

Results: The Movie Database (TMDB)

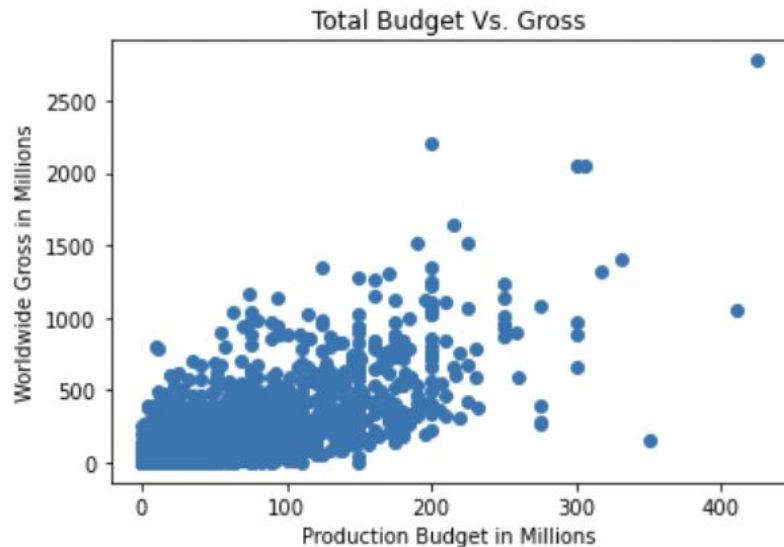


- ★ Based on the top 10 movies analyzed from 3887 movies,
- ★ Genre: fiction movies such as:
 - a sequel to a successful movie series
 - a modern remade sci-fy movie
 - a super hero movies especially from Marvel
 - a cartoon animation especially from Disney.



Results: The Numbers

- ★ From the 5782 movies analyzed, there is a $\sim .74$ positive correlation with production budget and worldwide gross, which means this shows that production budget does impact the worldwide gross.
- ★ Production Budget:
 - 75% percentile
 - \$40,000,000 dollars
- ★ Worldwide Gross:
 - *75% percentile
 - \$97,645,840 dollars





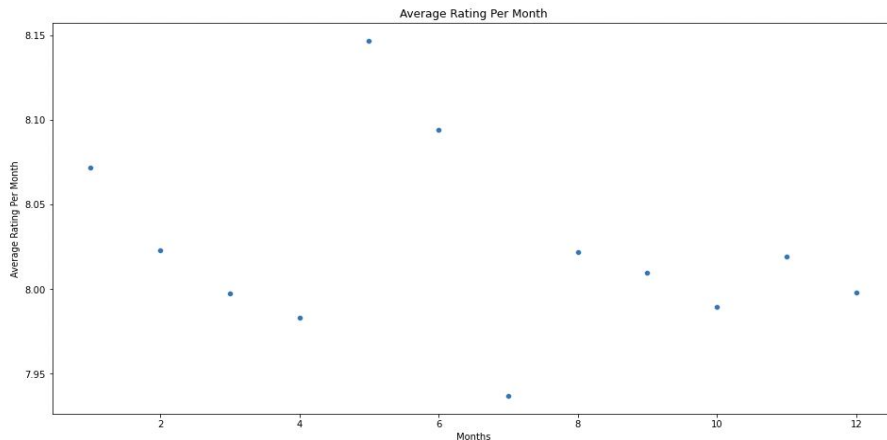
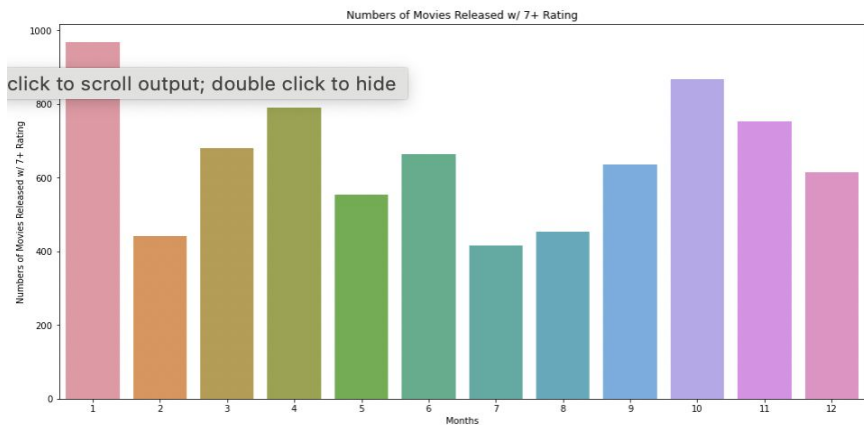
Results: Box Office Mojo

Numbers of Movies Released w/ 7+ Rating

- The top 3 most popular months that movies were released include: January, October, and April.
- The 3 least popular months that movies were released include: June, July, and February.

Average Rating Per Month

- The top 3 months with the highest rating was May, June, and January.
- The 3 months with the lowest rating were in: November, April, March.





Conclusions

- ◆ **Production Budget:**
 - 40,000,000 dollars + which is what the movies in the top 25% use
- ◆ **Release movie**
 - January, May, and/or June
- ◆ **Genre:**
 - Fiction movies such as:
 - sequel to a successful movie series, a modern remade sci-fy movie
 - a super hero movies especially from Marvel
 - a cartoon animation especially from Disney.
- ◆ **Display movie in:**
 - Theaters
 - Partner with online movie apps
 - Netflix
 - Hulu
 - HBO Max
 - Disney Plus

These factors above would be allow Microsoft to have a great start to their venture into the movie production world.



Adjusting To The Future!

- **As the world continues to change, I would highly suggest partnering with modern applications to increase profit and the number of individuals watching the movies.**
- **In the future, we can continue to collect data on movie applications, modern solutions that companies are utilizing for the pandemic, and continue to experiment with other variables that may affect the production of a successful movie.**
- **Finally Microsoft should consider working with familiar social media influencers and actors to increase popularity of their film.**



Gracias! Thank You!

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