
Movie Analysis for Microsoft

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Business Problem: Getting Into The Movie Industry

Key Performance Indicator - Profit Margin:

- Movie Genres
- Ratings (PG-13, Rated R, etc.)
- Release Months
- Production Cost

$$\text{Profit Margin} = ((\text{Revenue} - \text{Cost}) / \text{Revenue}) * 100$$



Data Used

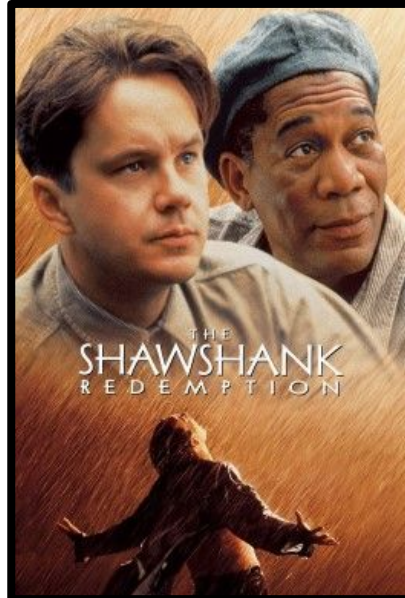
Independently Web Scraped IMDB data set

The Numbers Production and Revenue data set

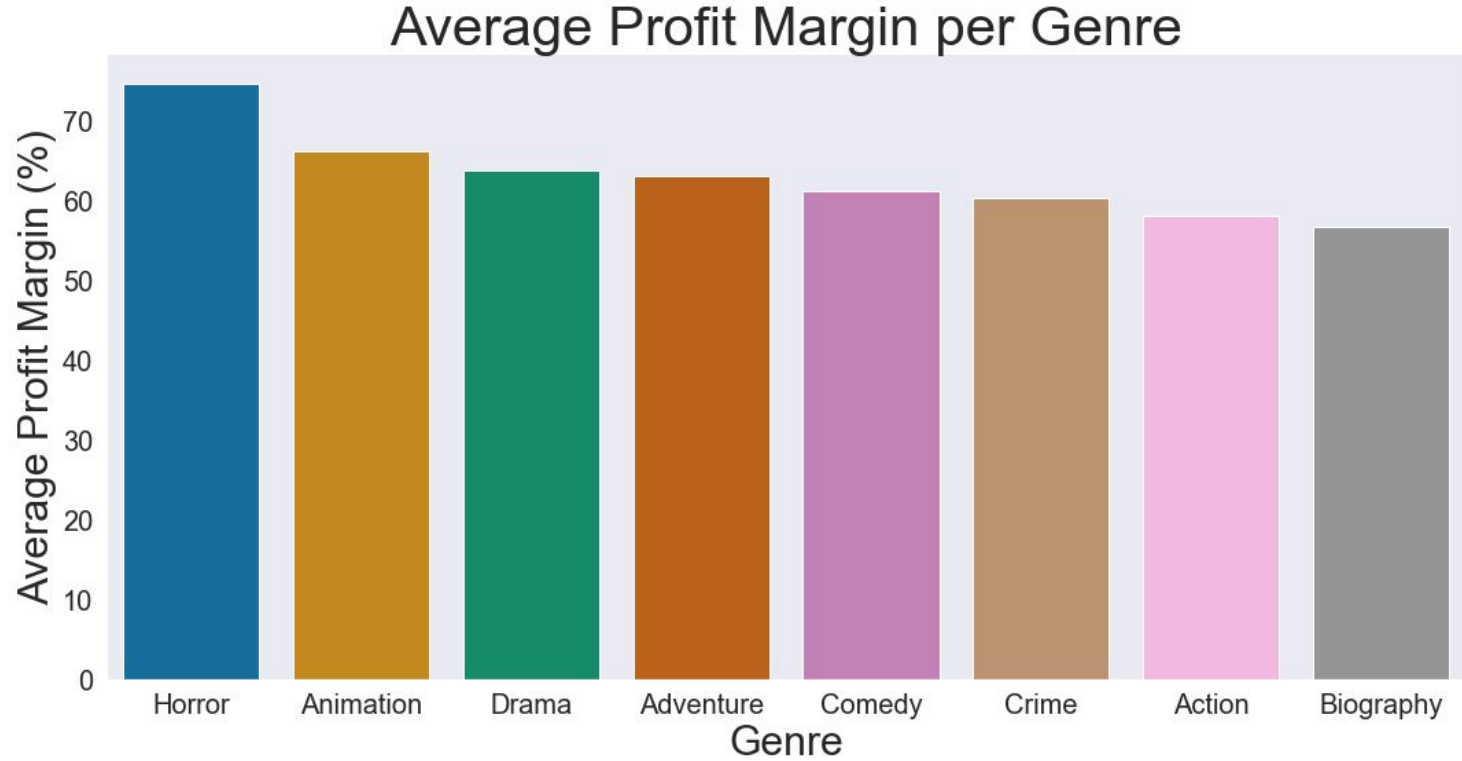
Calculated average profit margin

What Movie Genres To Look At

Horror, Animation & Drama



Margin



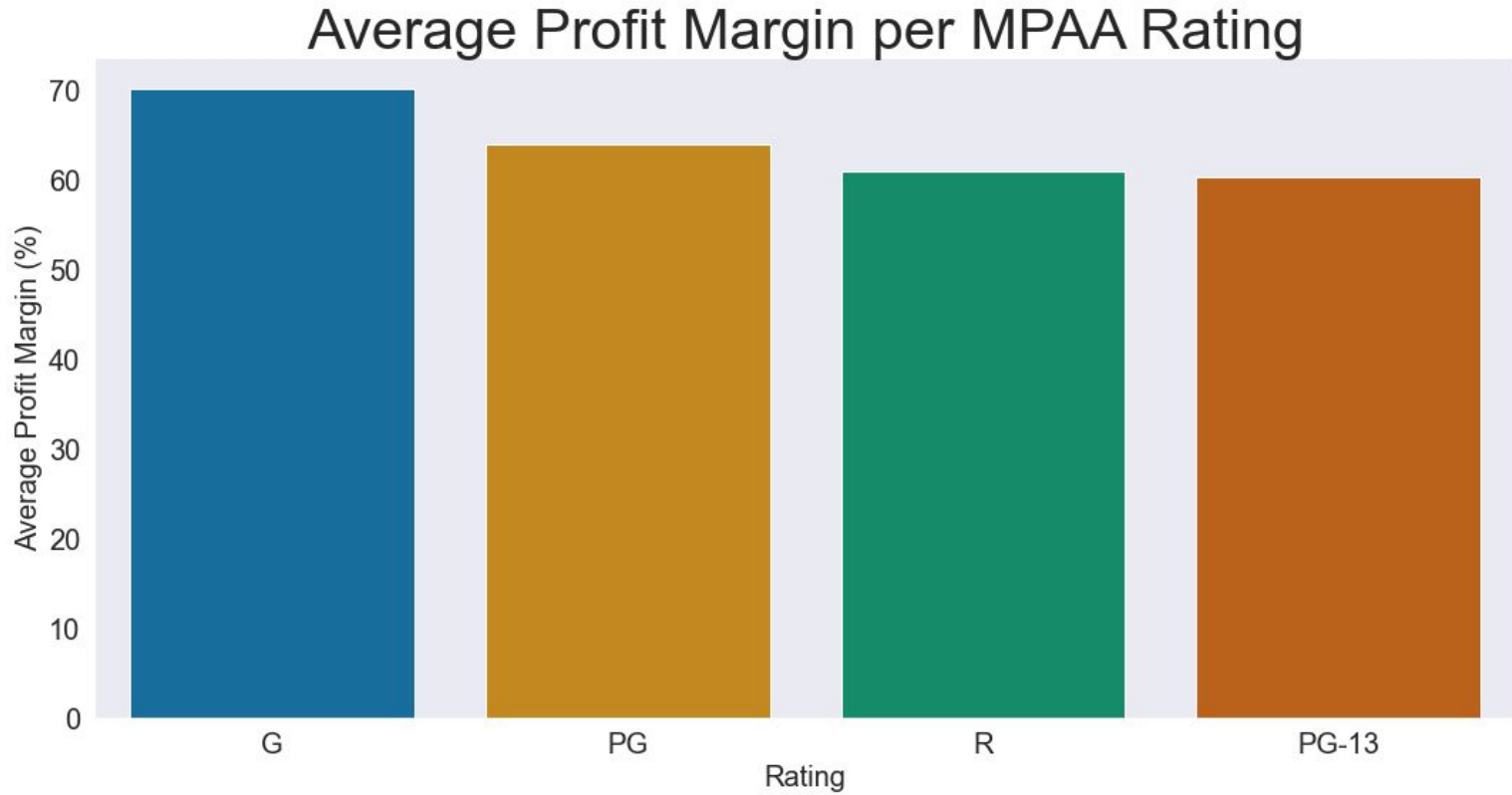
What Movie Ratings Are The Most Profitable

Rated G/PG, Rated R

- Family time
- Movie diversity



Margin



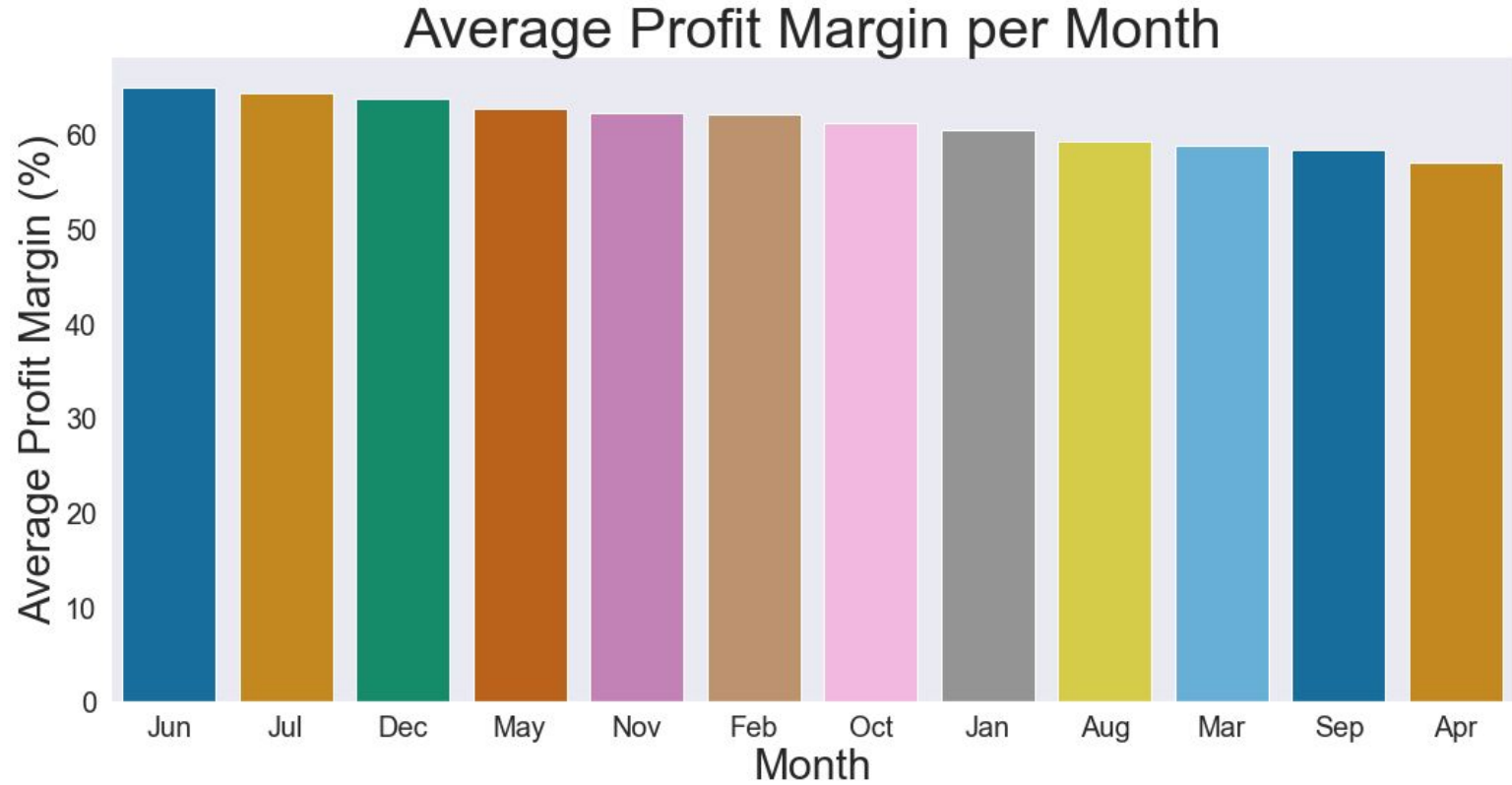
What Months Are The Best For Movie Release

May, June, July, December

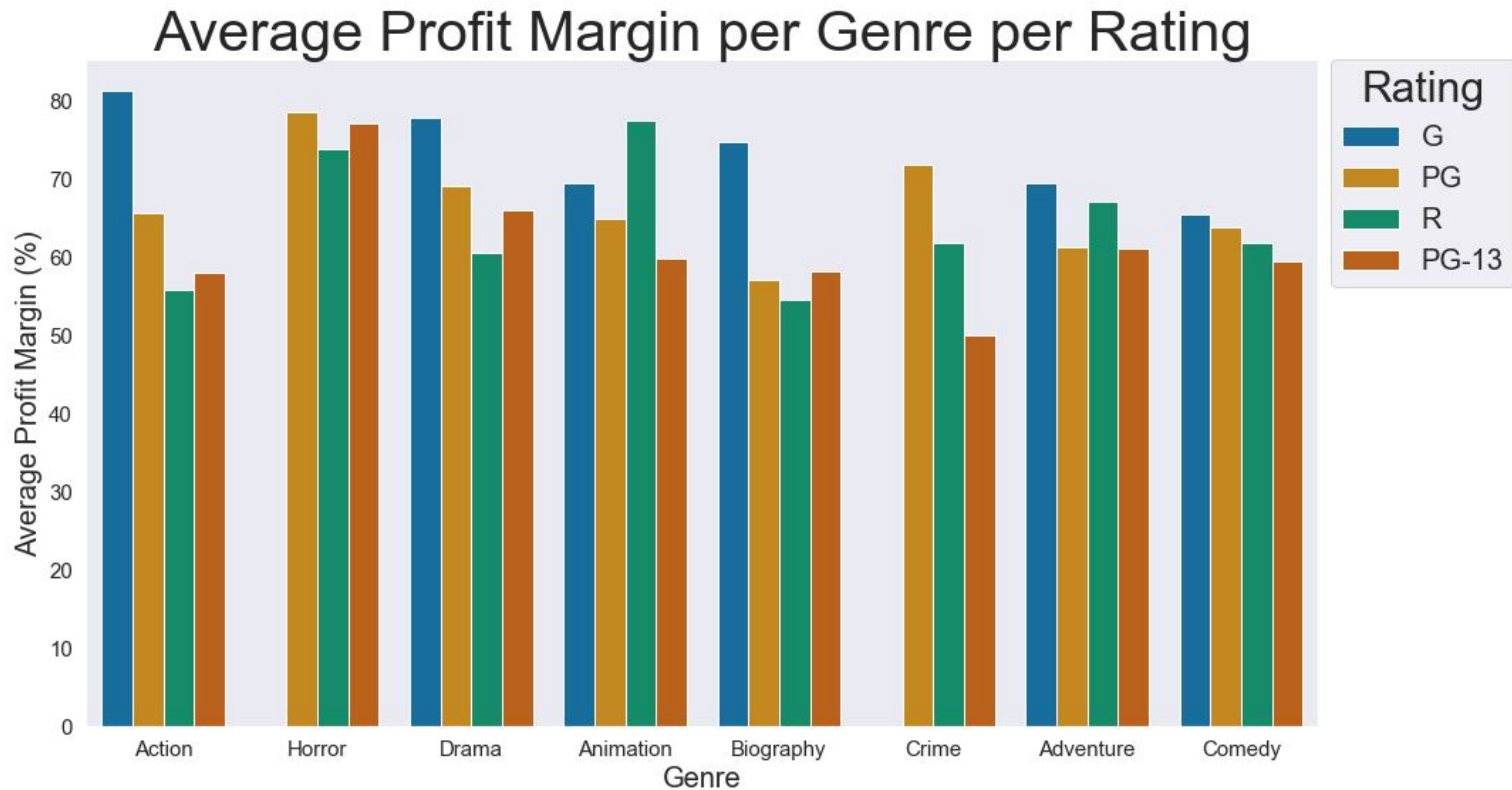
- No school
- More time
- Oscar Season



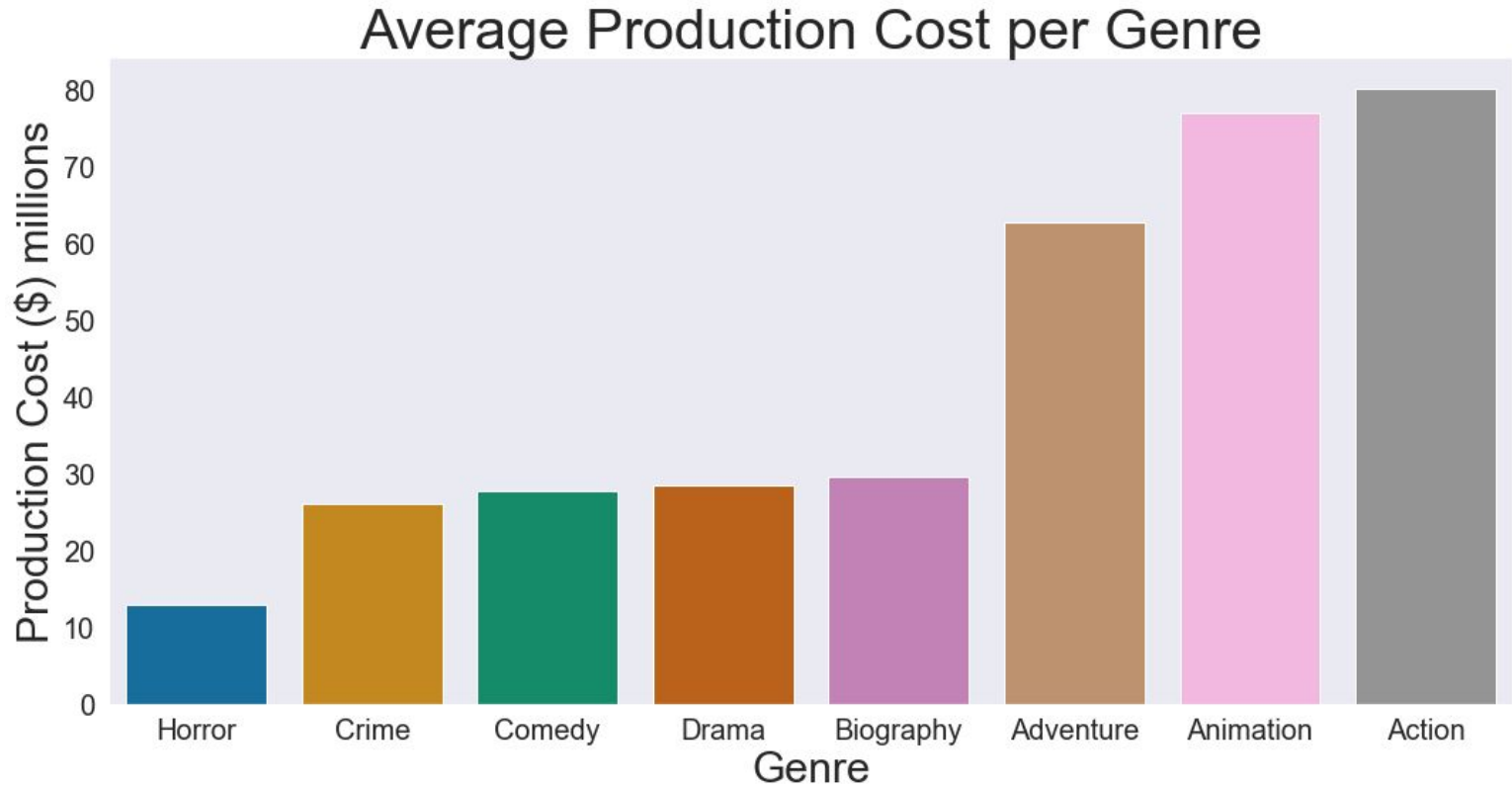
Margin



Margin

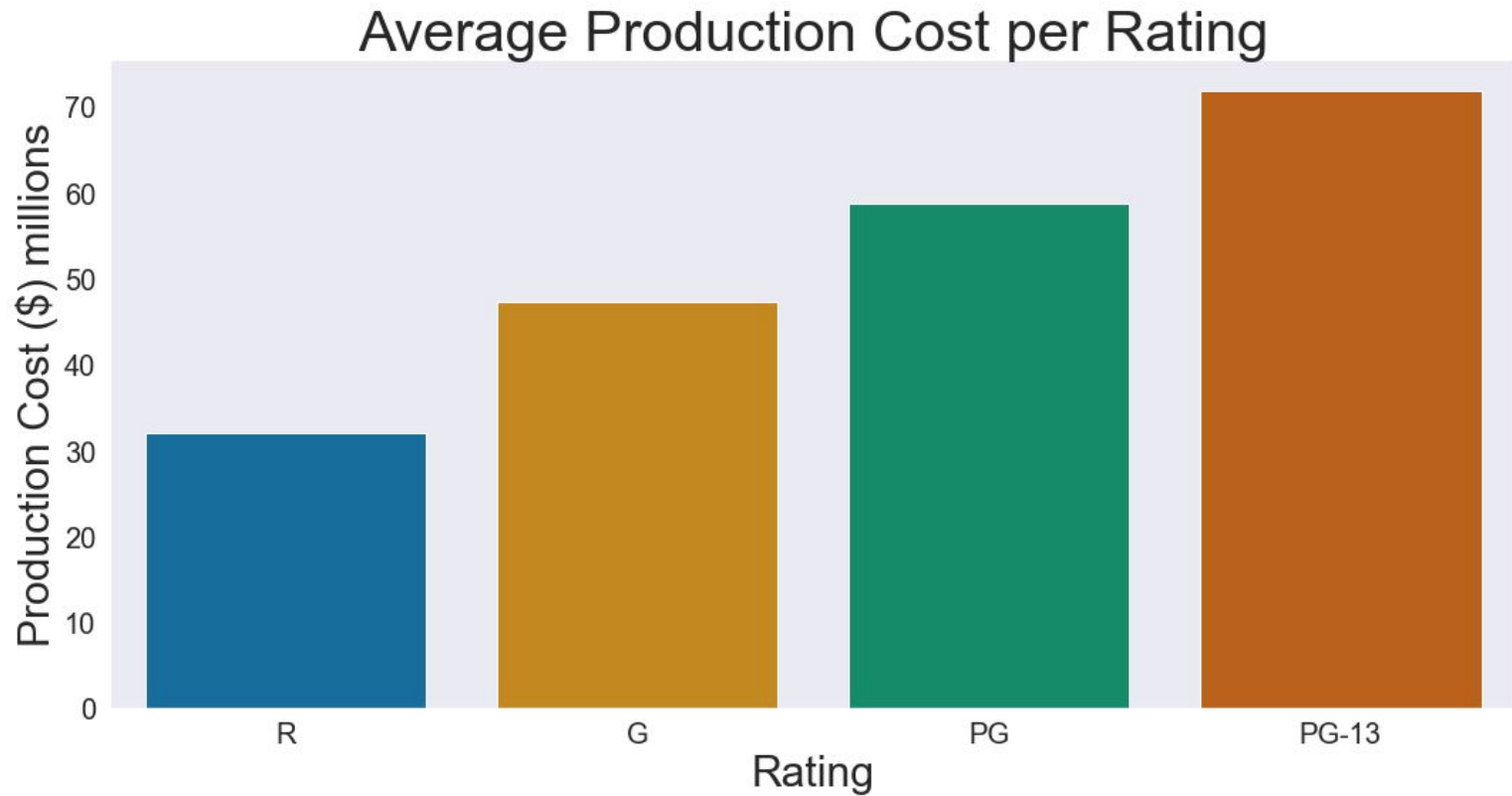


Cost

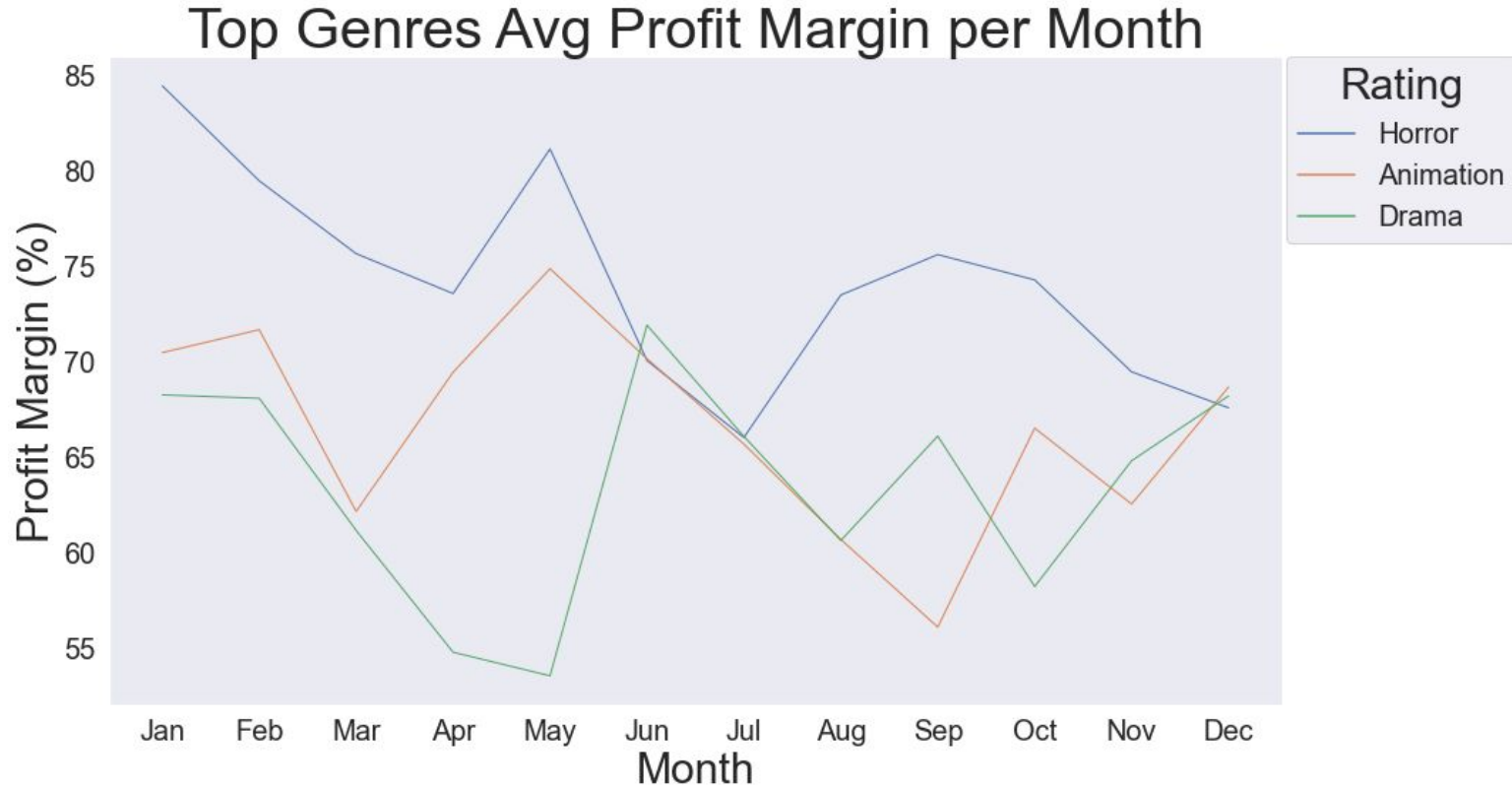


$$\text{Profit Margin} = ((\text{Revenue} - \text{Cost}) / \text{Revenue}) * 100$$

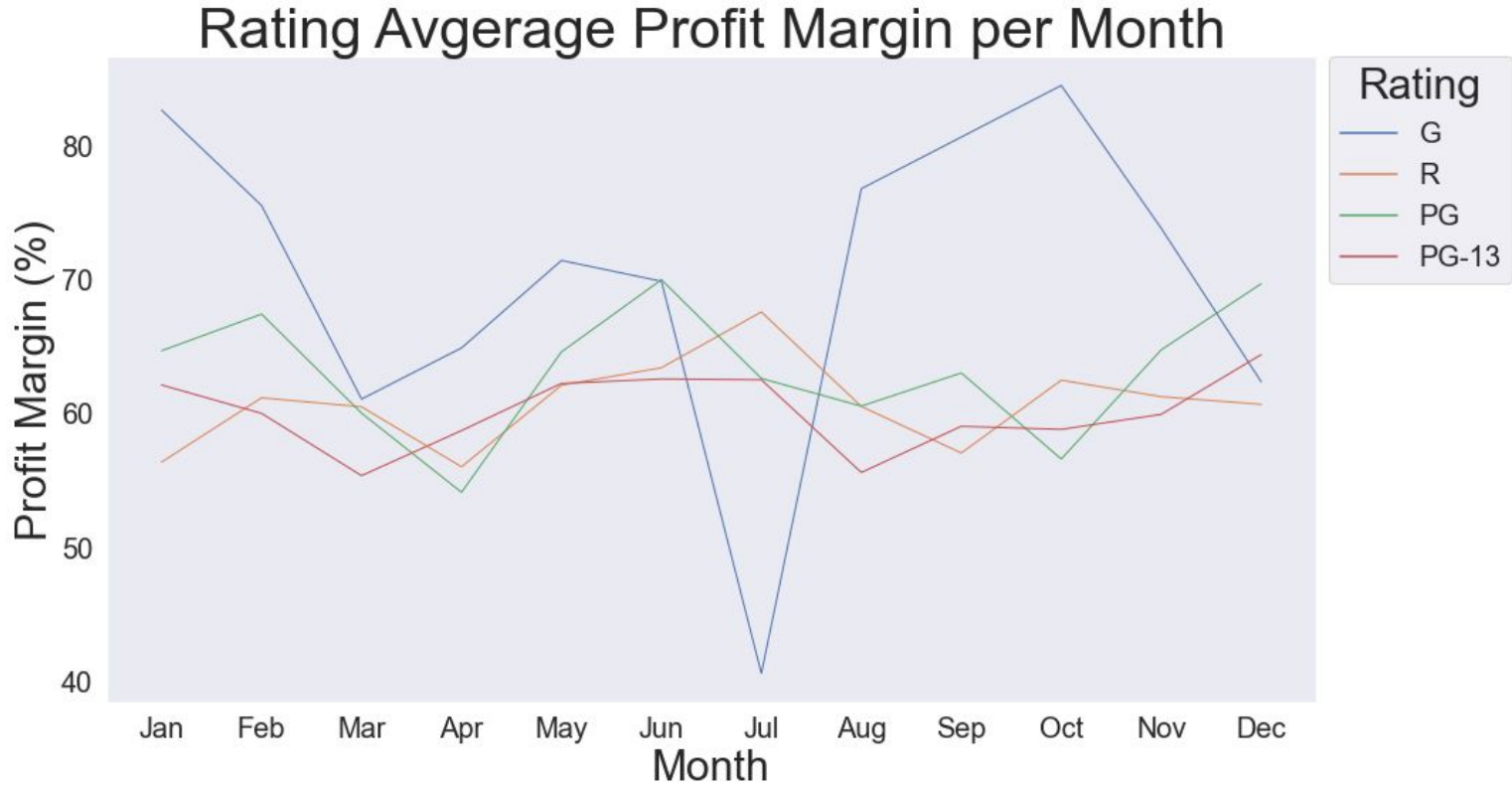
Cost



Genre Trends



Rating Trends



Our Recommendations

- G/PG Animated movie in late January
- PG-13 Drama in early August
- R Horror in early October

Thank you for your consideration

For questions please email:

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Github link:

<https://github.com/jadeadams517/MovieDataAnalysisProject>