Microsoft Movie Analysis

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Outline

- Business Problem
- Data
- Methods
- Results
- Conclusions

Business Problem

Microsoft is making a new movie studio but do not know what types of movies to produce. They are looking to learn more the industry and how to be successful.
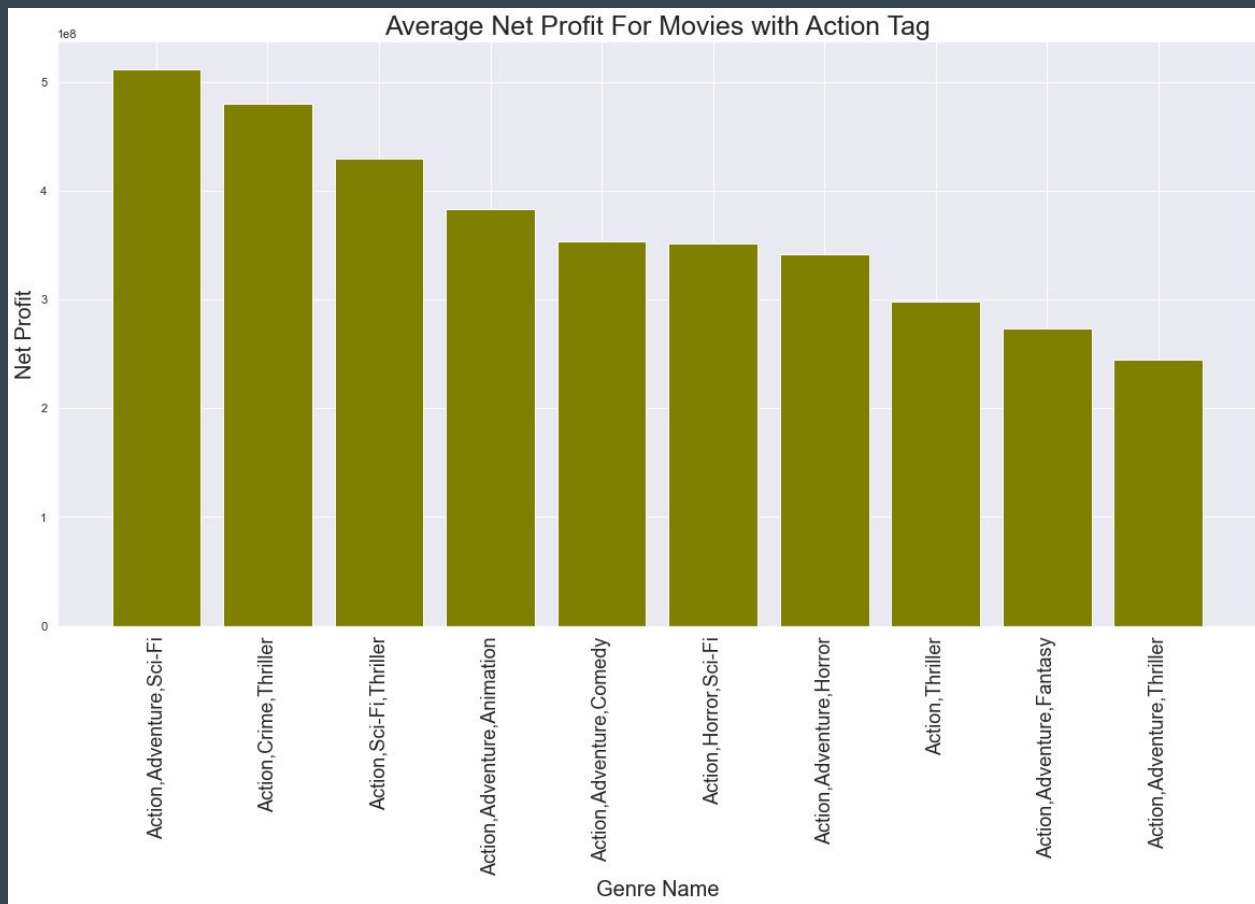
Data

- IMDb movie data
- The Numbers budget data
- Merged movie data with budget data to create one data table
- 1,910 movies in combined data table

Methods

-Cleaned data based on parameters

-2010 to 2019 data

- Earnings per cost ratio

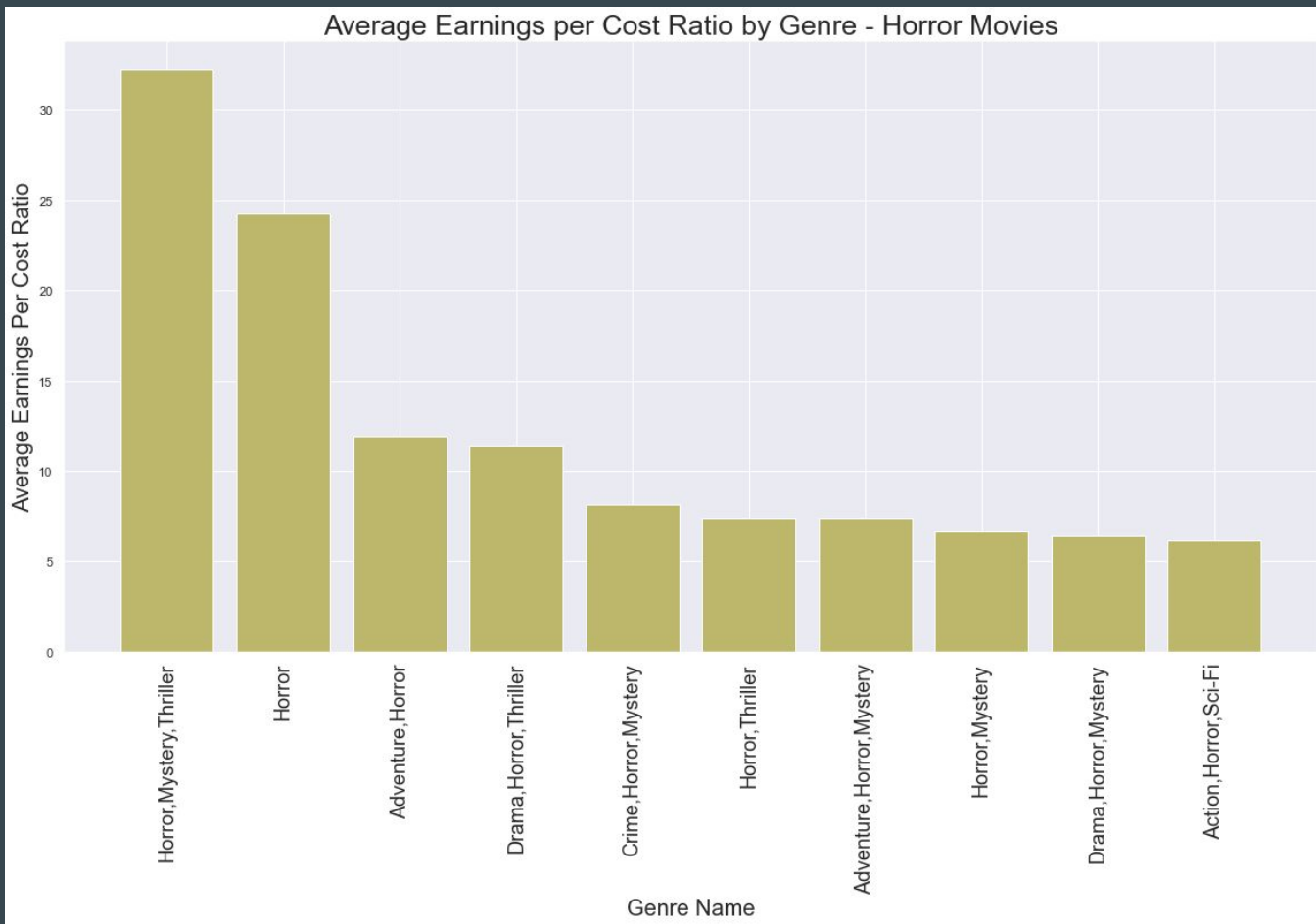-Net profit

-Looked deeply within the horror and action genres

Results

- 198 films
- Mean E/C ratio of 2.03 and median ratio of 1.67
- Mean budget $145,031,313.13
- Mean net profit of $310,686,280.28
- Action, Sci-Fi, Thriller highest average net profit is $511,433,347.80.
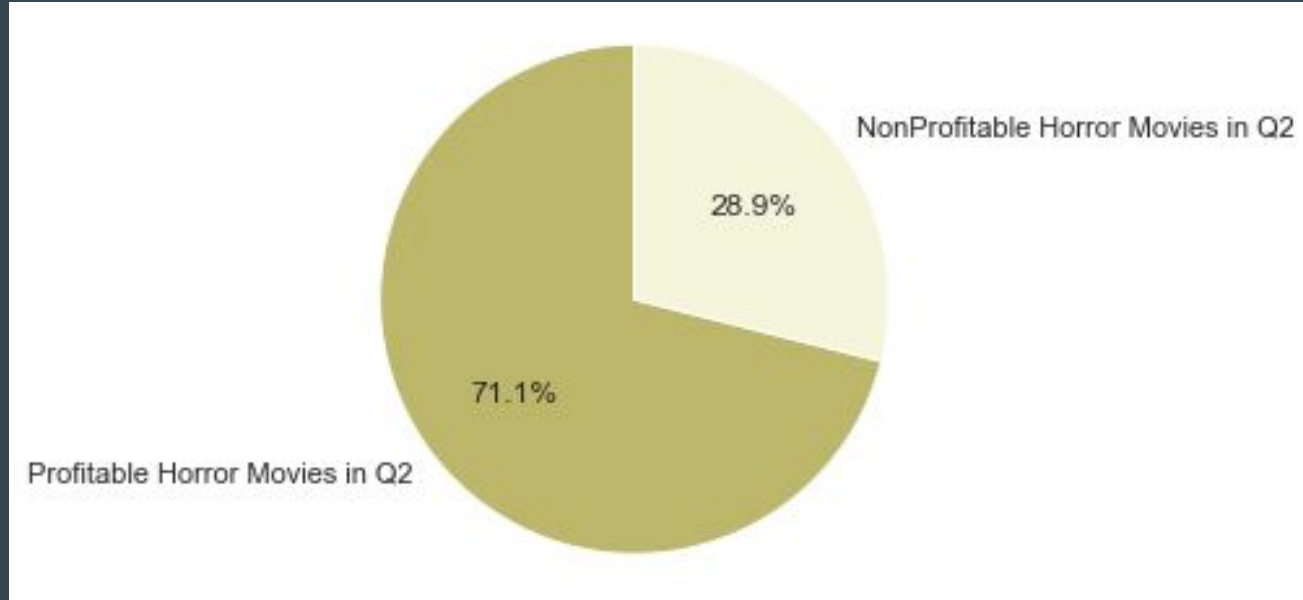

Average Net Profit For Movies with Action Tag

Results

- Mean and Median net profits of $60,541,549.28 and $29,065,832.00
- Mean and Median E/C ratios of 10.48 and 2.31
- Third quartile value of 8.41
- Horror, Mystery, Thriller highest average EC ratio of roughly 32.19

Average Earnings per Cost Ratio by Genre - Horror Movies

Results

- A budget between 4 and 9.5 million, the likelihood of making a profit off of a horror movie is 71.1%

Conclusions

- Horror movies are low budget friendly
- Action movies more money upfront, high net profit
- Action, Adventure, Sci-fi highest net profit
- Horror, Mystery, Thriller highest earnings per cost ratio

Halo Movie

- Microsoft data
- Fits into the action, adventure, sci-fi subgenre
- Franchise opportunity

Thank You!

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