Microsoft Movie Analysis

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Business Problem

Microsoft wants to start a new movie studio to create its own films but has no experience in creating movies. The head of Microsoft's new movie studio needs help in identifying what type of films are performing best at the box office in order to increase the probability of success and profitability.

Methods

- Import and explore data to determine what information is available

- Find top 10 genres based on total gross revenues

- Determine if movie length affects total gross revenues

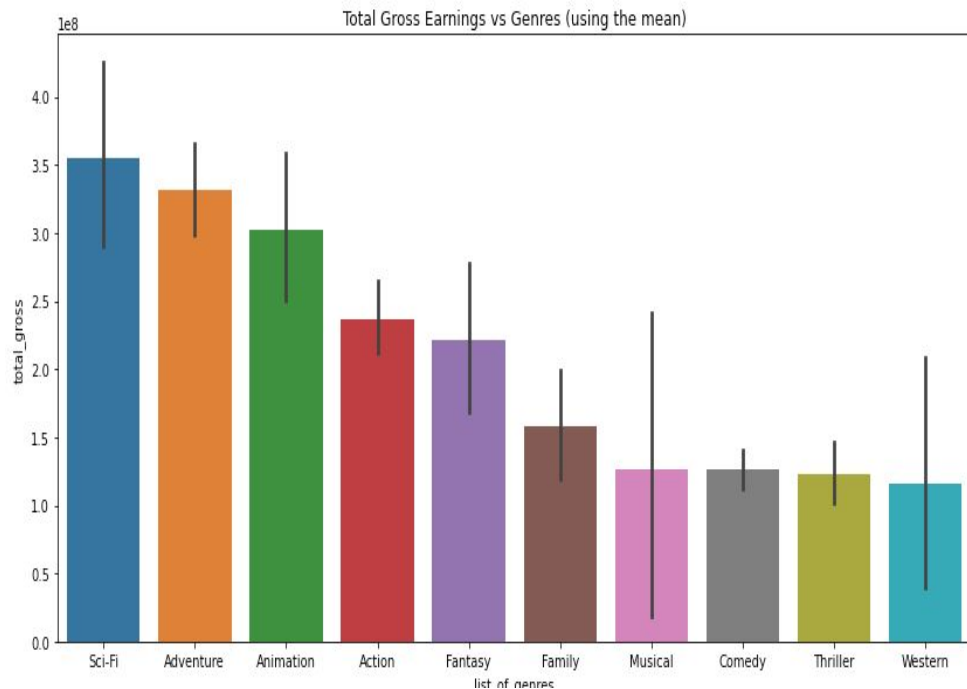- Identify how production budget relates to total gross revenues

Data

- Online data source is primarily IMDb (imdb.com)

- Final data set includes 1,008 films

- Film release years: 2010 - 2018

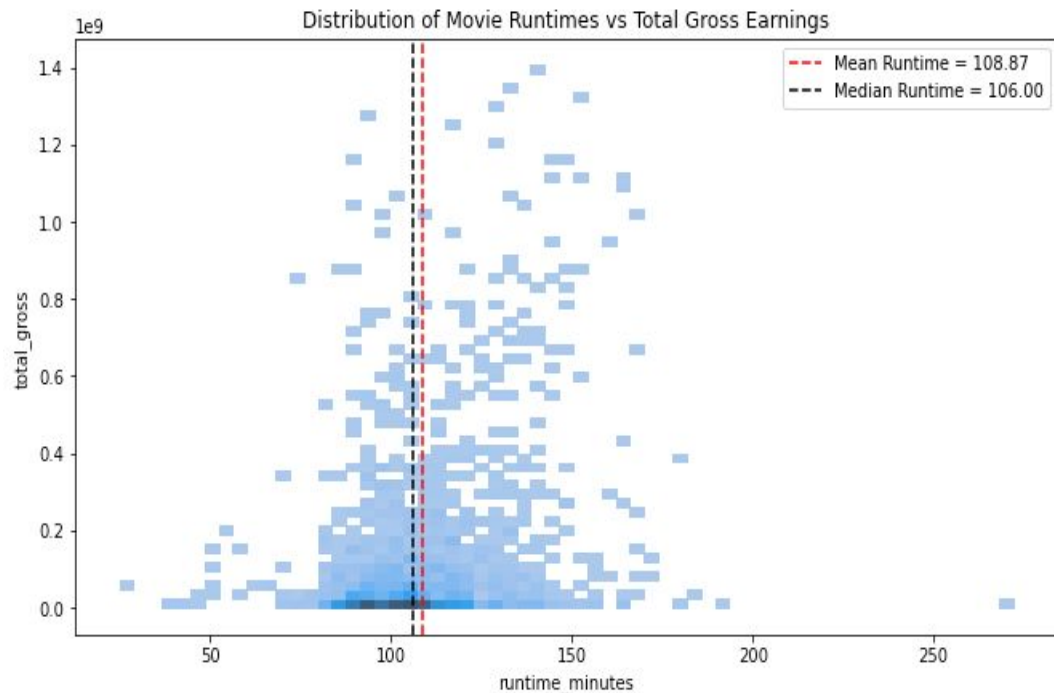- Data includes genres, runtime minutes, and domestic/foreign gross totals
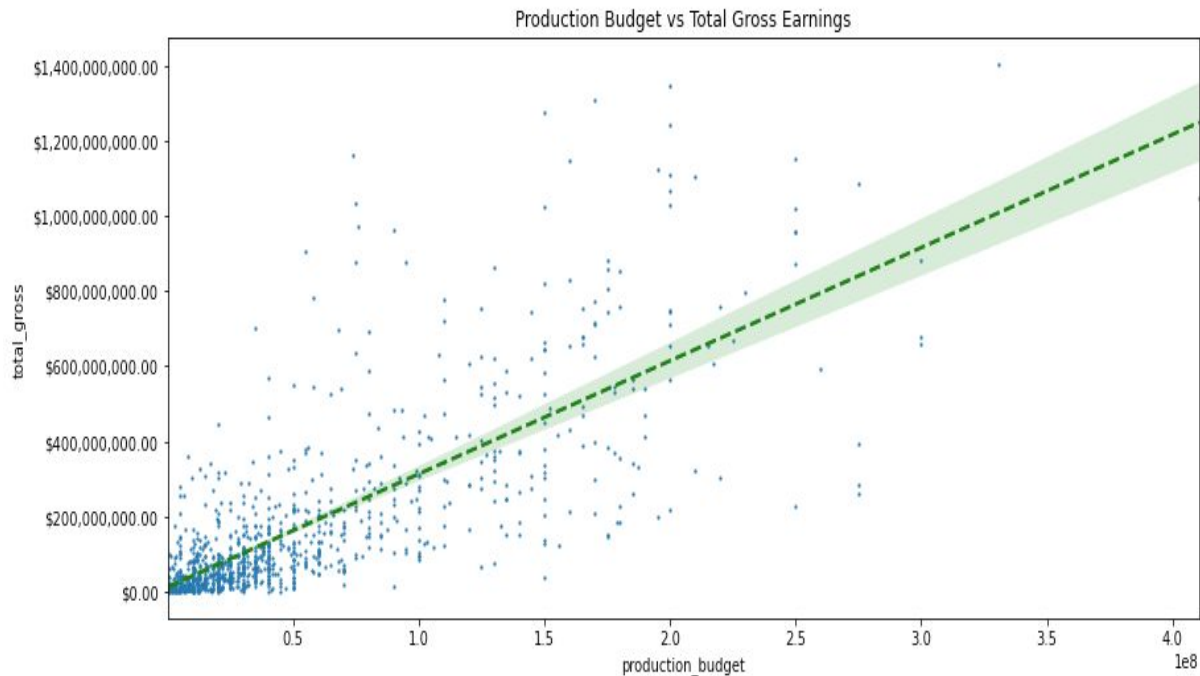
Question #1: Which genres are most profitable?

Total Gross Earnings vs Genres (using the mean)

- Sci-Fi genre has highest total gross revenue mean

- Movies can fall into multiple genres

Question #2: Do runtime minutes influence revenues?

Distribution of Movie Runtimes vs Total Gross Earnings

- Recommended Range:

  100 minutes to 150 minutes

Question #3: How budgets relate to revenues?

Production Budget vs Total Gross Earnings

- Higher budgets generally produce higher revenues

Conclusions

To optimize probabilities of success and profitability, Microsoft should:

- Focus on the Sci-Fi genre (or combination of top grossing genres)

- Set runtimes between 100 - 150 minutes

- Maximize production budgets to generate higher revenues

Thank You!

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