



Microsoft Movie Studios

MOVIE ANALYSIS

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SUMMARY

We have found that Microsoft Movie Studios should look to hire directors who have high ratings and make movies in genres that individuals enjoy.

OUTLINE

- 1 Business Understanding
- 2 Data & Results
- 3 Recommendations
- 4 Next Steps

BUSINESS UNDERSTANDING

- Want to produce high quality movies
- Looking to become the top streaming service
- Has no restrictions on what it takes to reach this goal

Data Overview

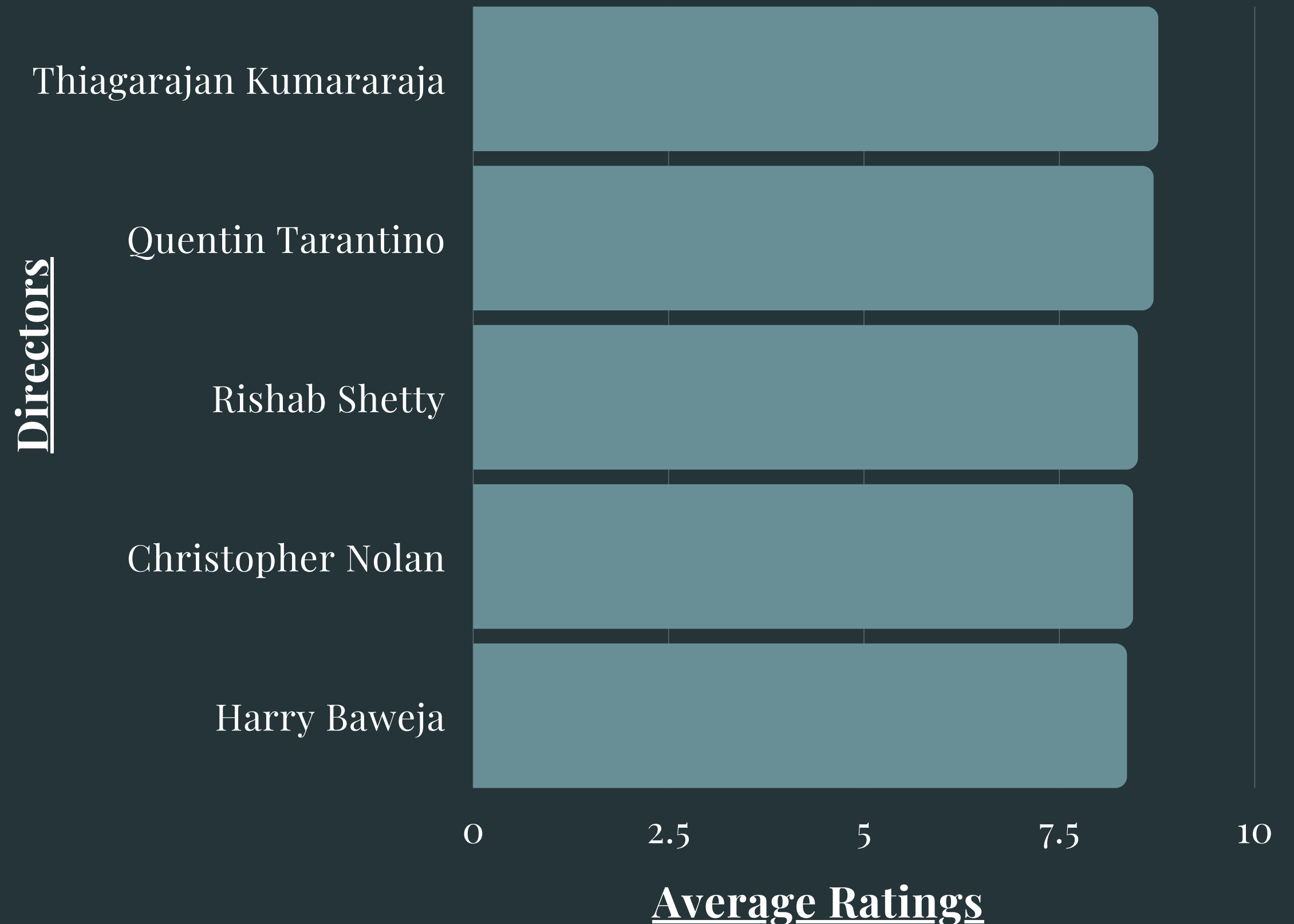
- Internet Movie Database 2010 to 2019
- Ratings, directors, genres, and more
- Rating data: average of all votes in IMDB on a given movie

Data Filtering

- **Average rating of a director's movies**
- **500+ votes**
- **Directors who've made 5+ movies**
- **Compiled genres each director has worked in**

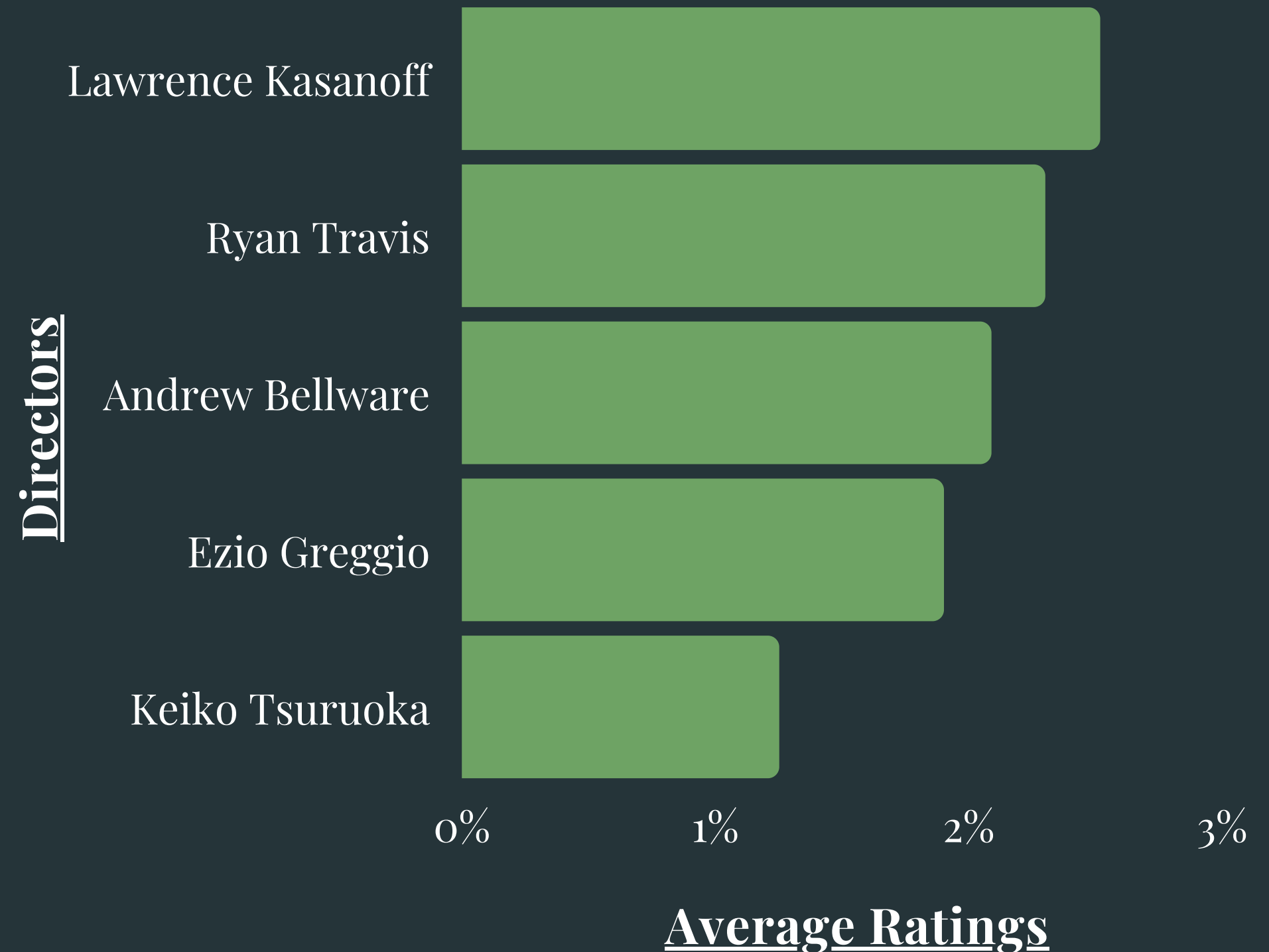
Top Director Ratings

- Highest rating is 8.76
- Lowest rating is 8.36
- Small difference



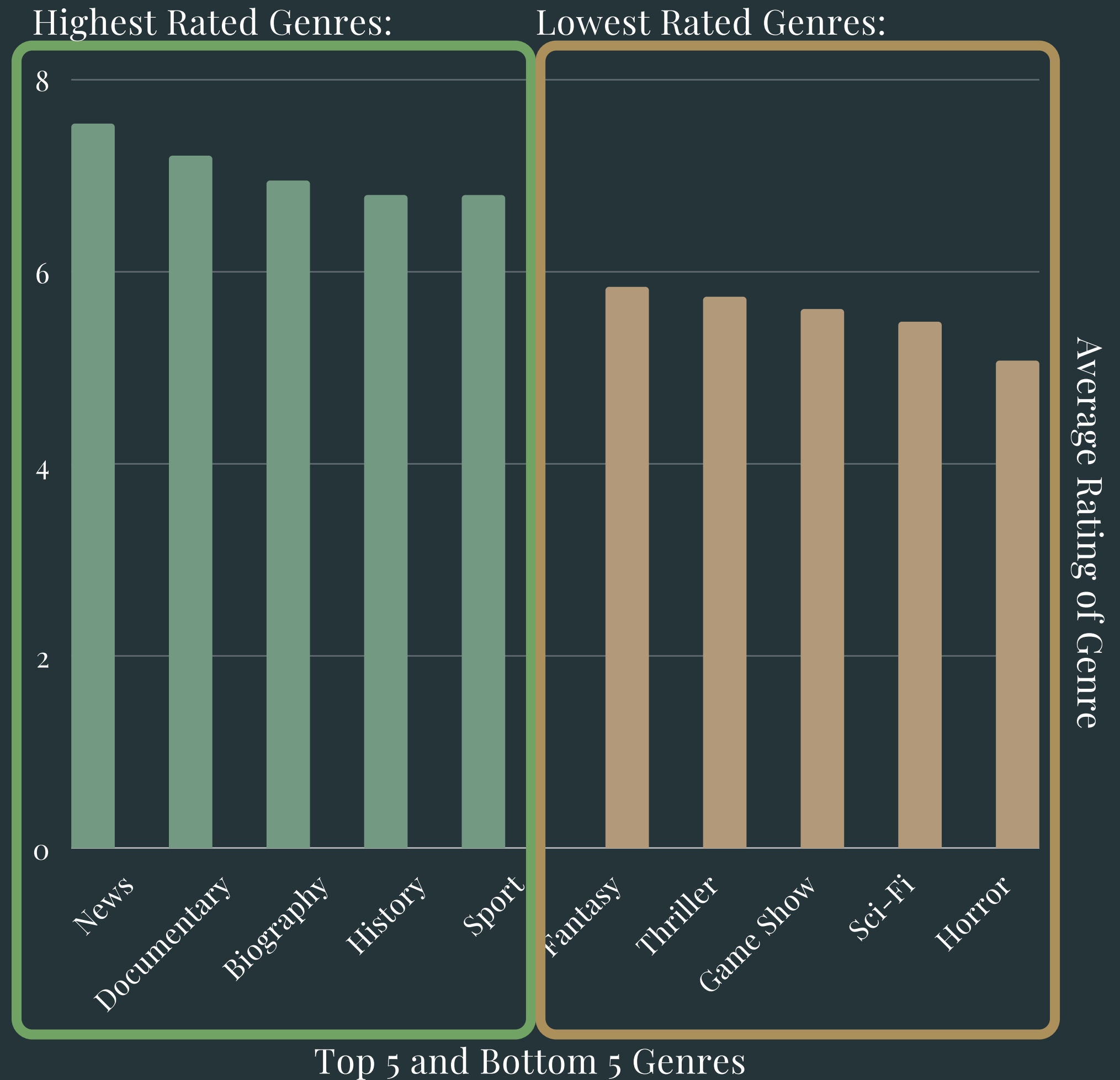
Low Director Ratings

- Highest rating is 2.51%
- Lowest rating is 1.25%
- Don't hire these people



GENRE RATINGS

- Highest rating is 7.5
- Lowest rating is 5.0
- Sticking to top genres is a safer investment



TOP DIRECTOR GENRES

List of every genre the top 5 directors have worked within

Thiagarajan Kumararaja

Action, Crime, Thriller, Drama

Quentin Tarantino

Drama, Western, Crime, Mystery, Action, Thriller, Comedy

Rishab Shetty

Romance, Thriller, Comedy, Drama, Family

Christopher Nolan

Adventure, Drama, Sci-Fi, Action, Thriller, History

Harry Baweja

Animation, History

RECOMMENDATIONS

- Hire directors rated 8.0 or higher
- Consider genres they work in
- Stick to genres they do well in

NEXT STEPS

1

Look at additional
metrics: actors

2

Look at additional
metrics: writers

3

Look at coinciding
genres

THANK YOU!