



Microsoft Movie Analysis

|| How To Create a Successful Movie ||



Summary

This project focus on analysing the key factors for creating a successful movie. There are lot of success criteria for a movie but in this project I have focused on Genre, Movie Runtime and Domestic Revenue of the movies to identify the current trends of movies to make it successful.



Outline

- Business Problem
- Data
- Analysis
- Results
- Conclusions



Business Problem

- Planning to create a new movie studio
- Analysis on what type of movie are currently doing the best at its box office.
- Translate those findings into actionable insights.



Data

- Data consist of all the movie informations released from 2010 to 2019.
- The data used in this project were provided to me by the Flatiron School.



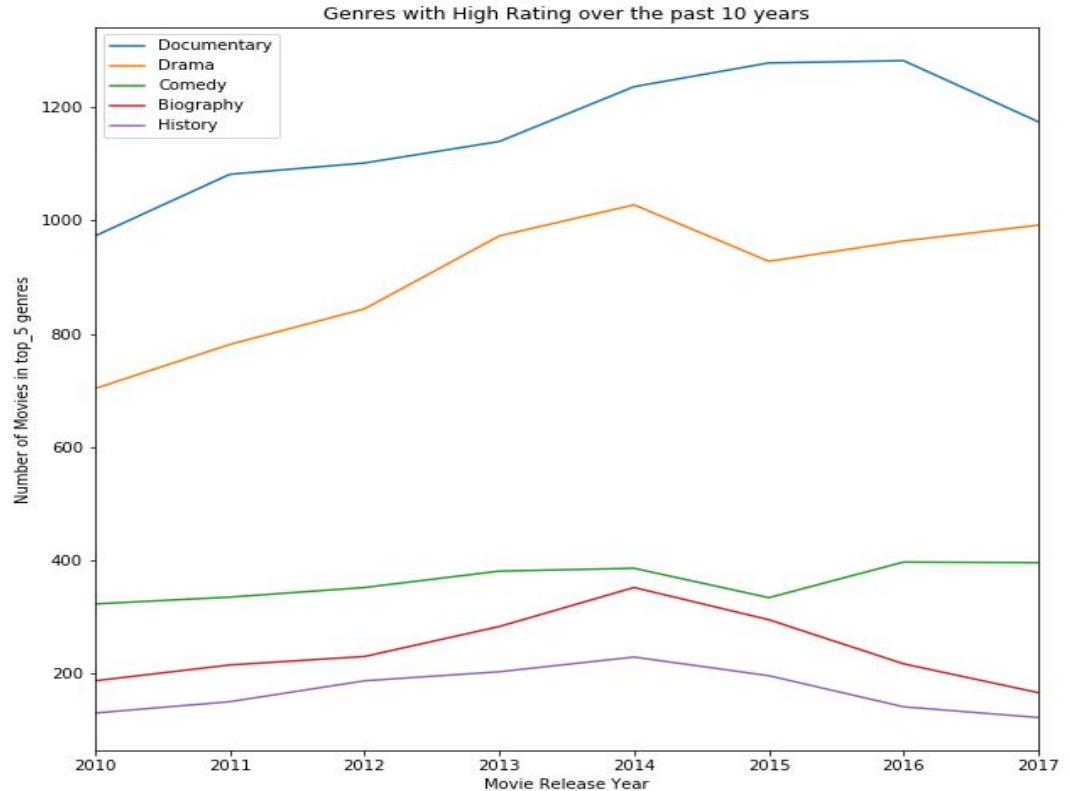
Analysis

This project focuses on answering three questions.

- What type of movie did people watch or rate in the past years.
- Does movie length impact the audience.
- When is the best time to release the movie in order to be successful.

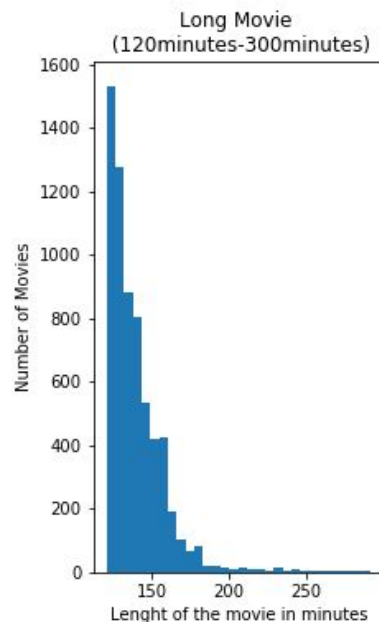
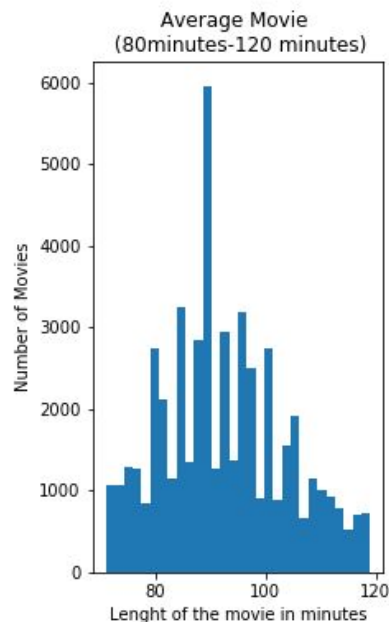
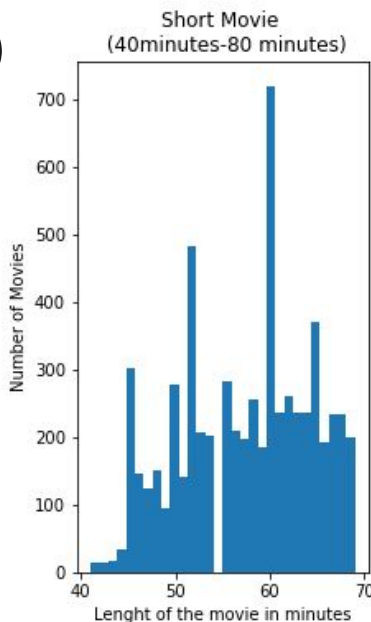
Results

Among the Top-5 genres, Documentary movies have the high rating consistently in the past years.



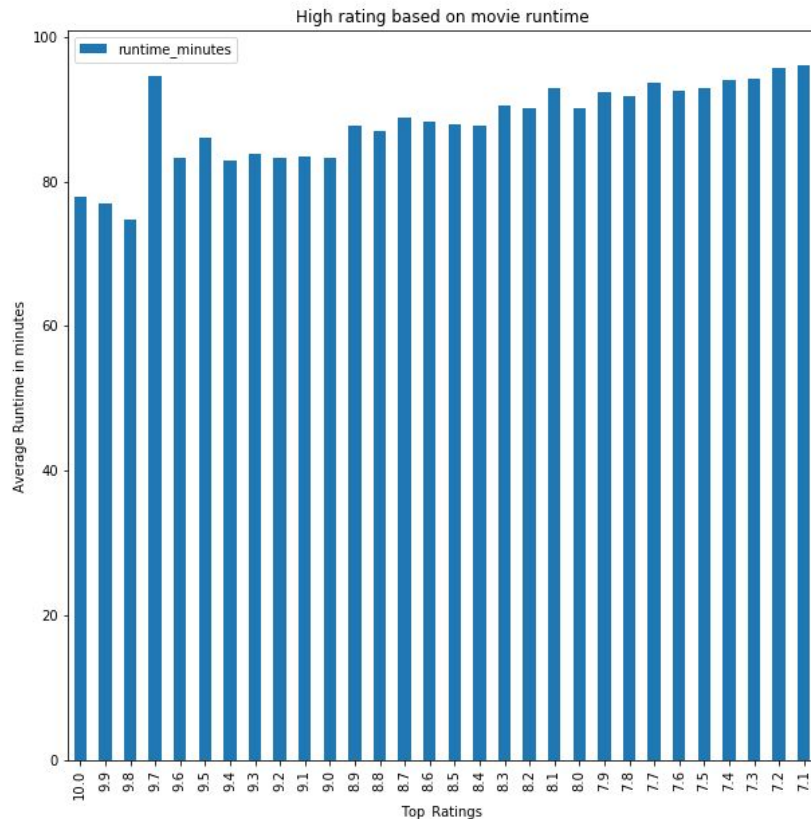
Results (Cont.,)

Most of the movies have the average runtime of around 90 minutes.



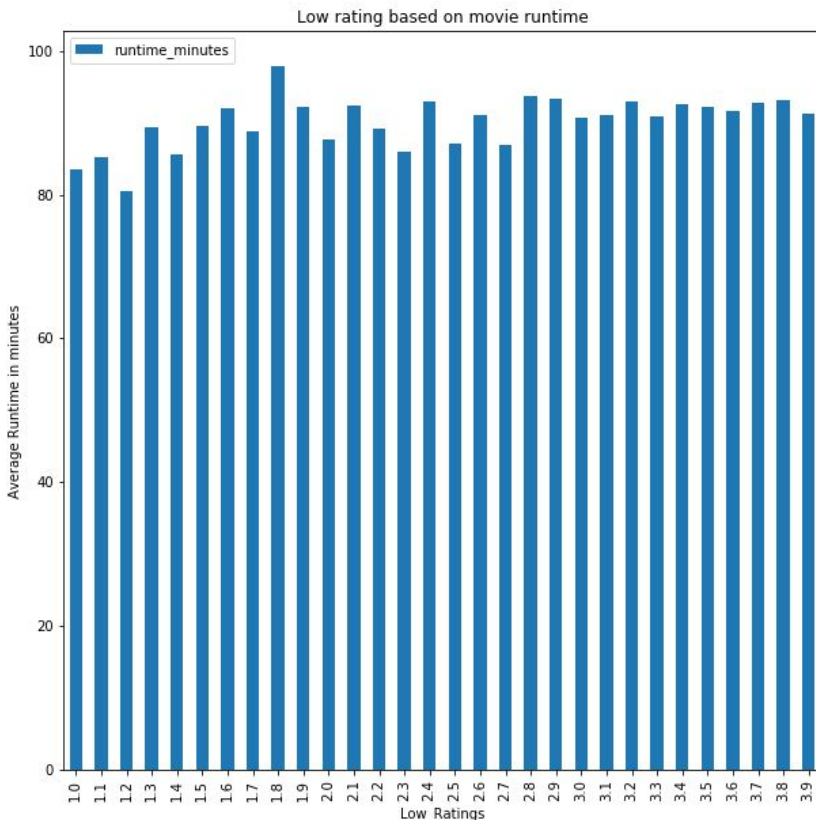
Results(Cont.,)

Movies with average runtime having high ratings.



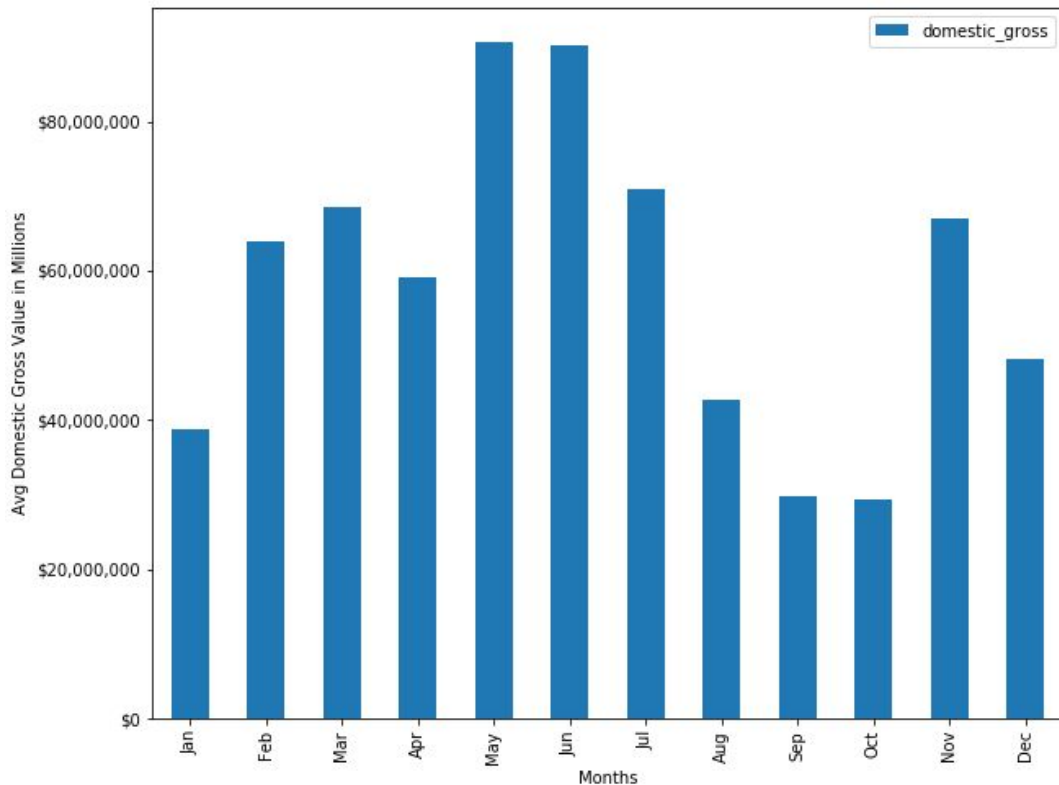
Results (Cont.,)

Movies with average runtime also have low ratings. This shows that the runtime has no impact on the audience.



Results(Cont.,)

Movies released
in the month of
May and June
have made high
domestic gross.





Conclusions

- Documentary movies are highly popular among the audience
- Movies released in the month of May and June have made high domestic revenue.
- Runtime have no impact on the audience.

Next Steps:

- Better prediction on movie budget and its impact.
- Analysis on the crew-which director and actor have given a successful movie in their career.
- Analysis on rating to check if it's just a number or real people rating.

Thank You!

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