

Windows-Movie Maker



Project by Ning Chen and Joe Marx

Business Problem

- Tech companies are expanding the scope of services they offer.
- Microsoft can make original movies to offer its massive customer-base and widen its brand.
- Microsoft faces a number of obstacles to entering the industry—
 - Microsoft has no record producing studio films from which they can base their decisions

Understanding the problem

Tech companies are expanding the scope of services they offer.

Microsoft can make original movies to offer its massive customer-base and widen its brand.

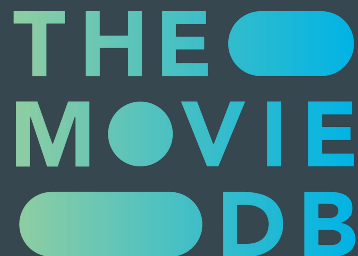
Microsoft faces a number of obstacles to entering the industry such as:

Microsoft has no record producing studio films from which they can base their decisions

Project objective:

Help Microsoft make an informed decision on what kind of movies will allow for a successful entry into the industry

Data Sourced

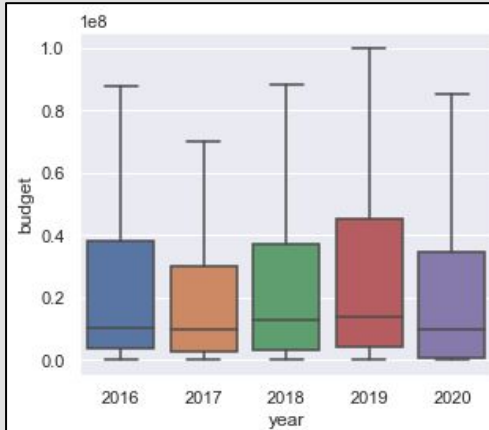


Data pulled using TMDb APIs and supplementing with data scraped from IMDB

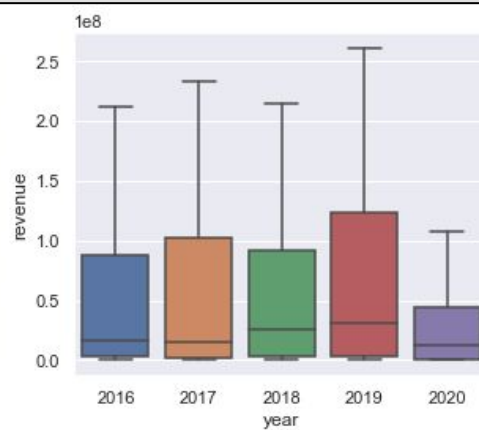
imdb_id	title	genres	popularity	release_date	budget	revenue	vote_average	ROI
tt8850222	Peninsula	[{'id': 28, 'name': 'Action'}, {'id': 27, 'nam...	800.753	2020-07-15	17000000.0	35878266.0	7.0	2.110486
tt4566758	Mulan	[{'id': 28, 'name': 'Action'}, {'id': 12, 'nam...	752.021	2020-09-04	200000000.0	57000000.0	7.2	0.285000
tt4823776	The SpongeBob Movie: Sponge on the Run	[{'id': 14, 'name': 'Fantasy'}, {'id': 16, 'na...	1114.882	2020-08-14	60000000.0	4700000.0	8.3	0.078333
tt8461224	The Tax Collector	[{'id': 28, 'name': 'Action'}, {'id': 80, 'nam...	492.096	2020-08-07	30000000.0	942666.0	6.0	0.031422
tt8060328	Invasion	[{'id': 878, 'name': 'Science Fiction'}]	385.953	2020-01-01	8819200.0	32104054.0	7.0	3.640246

BE MINDFUL OF THIS YEAR'S CHALLENGES

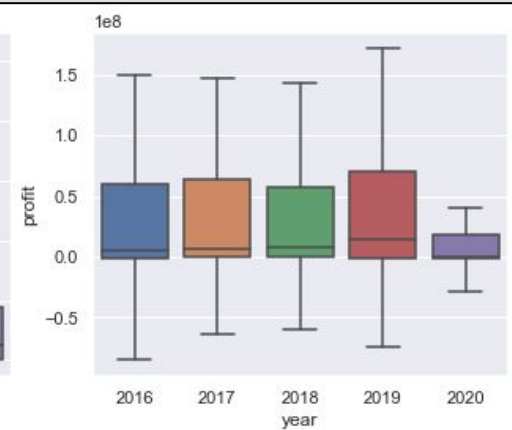
Budget



Revenue

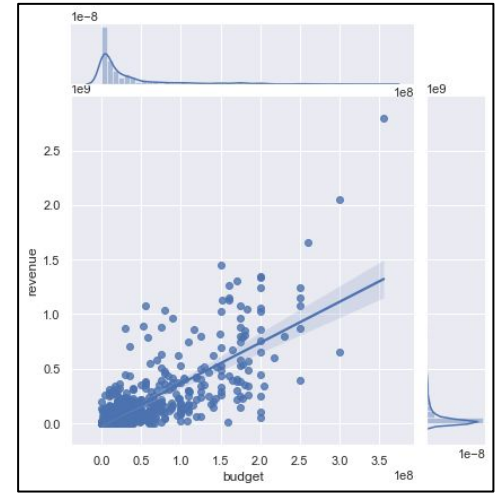


Profit

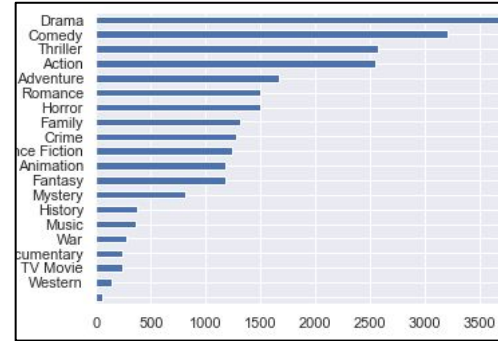
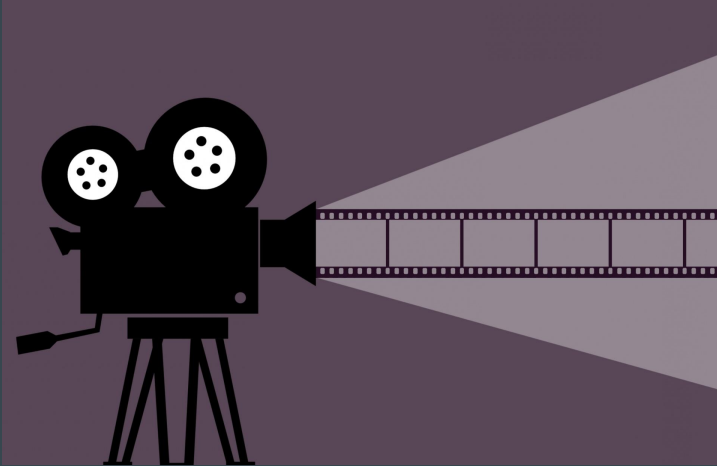


Budget/Revenue Distribution from 2016-2020

Comparing the past five years'
budget/revenue:



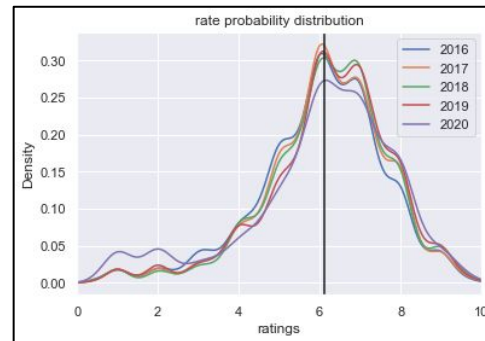
Distribution of genres (many elements overlap)



	mean	median	std
gen			
Animation	1.757534e+08	80275281.5	2.449711e+08
Adventure	1.725727e+08	58302868.0	2.826274e+08
Fantasy	1.520544e+08	48975405.5	2.621908e+08
Family	1.398301e+08	58079915.0	2.150312e+08
Science Fiction	1.248415e+08	26159753.0	2.697359e+08
Action	1.148506e+08	37323000.0	2.284672e+08
Comedy	8.024314e+07	31057317.5	1.377819e+08
Music	7.114189e+07	13565358.0	1.665966e+08
Romance	7.029643e+07	25546556.0	1.378286e+08
War	6.110612e+07	26746888.0	1.173838e+08
Thriller	5.766711e+07	19411370.0	1.201593e+08
Mystery	5.517096e+07	21052460.0	9.934921e+07
Drama	5.481681e+07	17346992.5	1.162031e+08
Crime	5.001455e+07	19583423.0	1.013901e+08
Horror	4.216561e+07	16327500.0	7.312965e+07
History	4.203277e+07	19155219.0	8.528428e+07
Documentary	3.931032e+07	15195097.0	5.184026e+07
Western	3.407262e+07	7232628.0	9.049402e+07
TV Movie	2.884238e+06	1900000.0	3.603494e+06



Distribution of ratings (out of 10)



	mean	median	std
gen			
Documentary	7.010000	7.0	0.697288
History	6.982915	7.0	0.675554
War	6.970807	7.1	0.760233
Western	6.815068	6.9	0.892355
Drama	6.800267	6.8	0.784575
Music	6.737333	6.7	0.753297
Animation	6.725926	6.8	0.834589
Romance	6.580775	6.6	0.751234
Crime	6.572552	6.5	0.836366
Mystery	6.460096	6.4	0.874894
Adventure	6.454071	6.4	0.853758
Family	6.453565	6.5	0.806734
Fantasy	6.417921	6.4	0.930686
Thriller	6.348320	6.3	0.840512
Comedy	6.336528	6.3	0.783092
Action	6.319296	6.3	0.844089
Science Fiction	6.294391	6.3	0.918606
TV Movie	6.233333	6.1	0.808290
Horror	6.060697	6.1	0.810047

Takeaways

Comedy, Thriller,
Action

Most commonly
produced movies

Animation, Family,
Horror

Highest median profit
genres

Documentary,
Historical

Highest rated films

Take special note of
timeline

The pandemic creates
unique challenges to
the film industry

Thank you

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