Microsoft Movie Analysis

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Summary

Analyze the current film industry to offer Microsoft Corporation the best approach to compete with their competitors.

- An increase in budget tends to lead to a higher profit
- Focus funding on hiring actors who have appeared in ten or more of the most profitable films

Outline

- Business Problem
- Data & Methods
- Results
- Conclusion

Business Problem

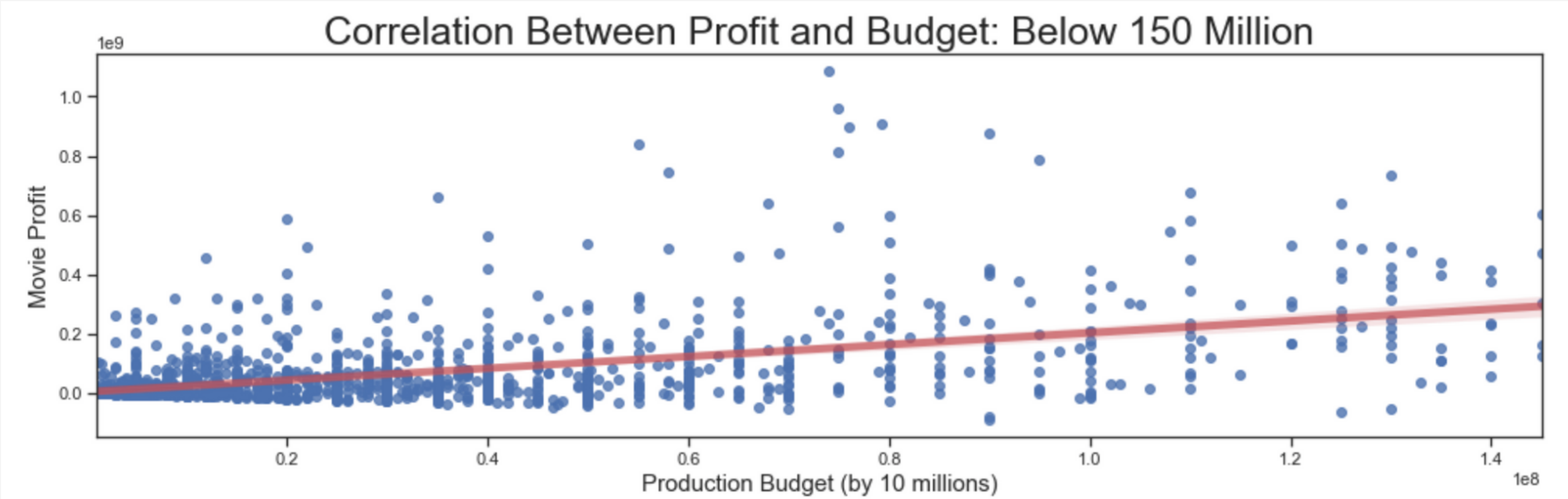
- Create a report on the current movie industry
- Better improve resource allocation
- Increase film profitability

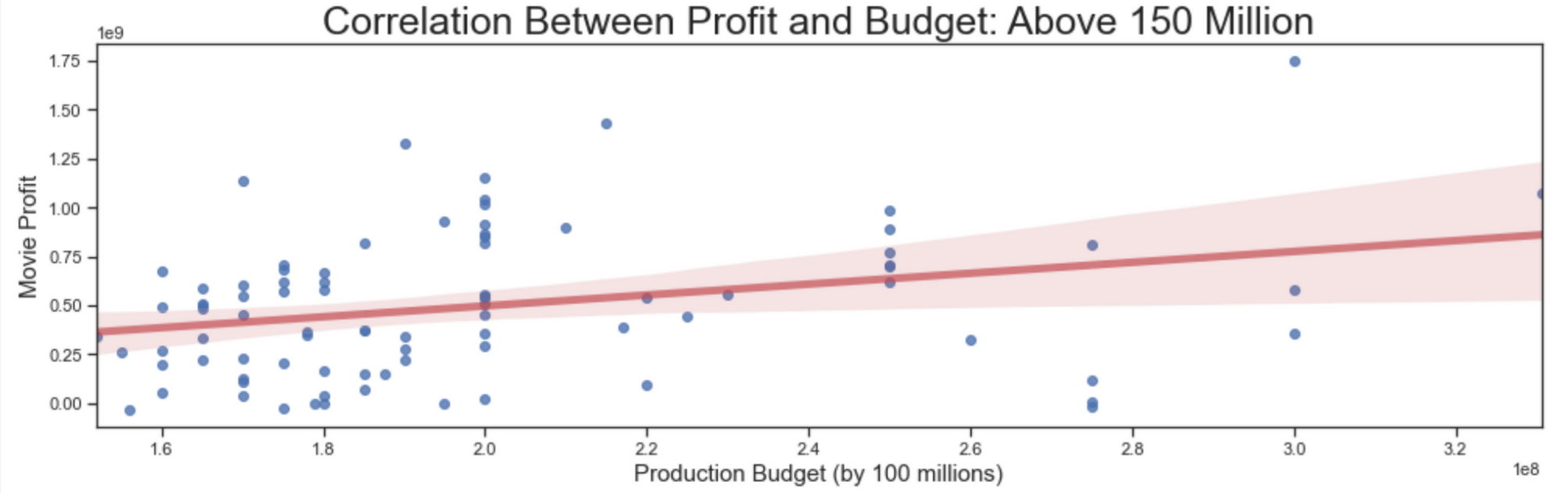
Data & Methods

- 11 tables each containing information about
  - Movie titles
  - Actors
  - Budget
  - Gross returns
  - Rating
- Use discriptive analysis, such as the measure of variability for budget and profitability.

Results

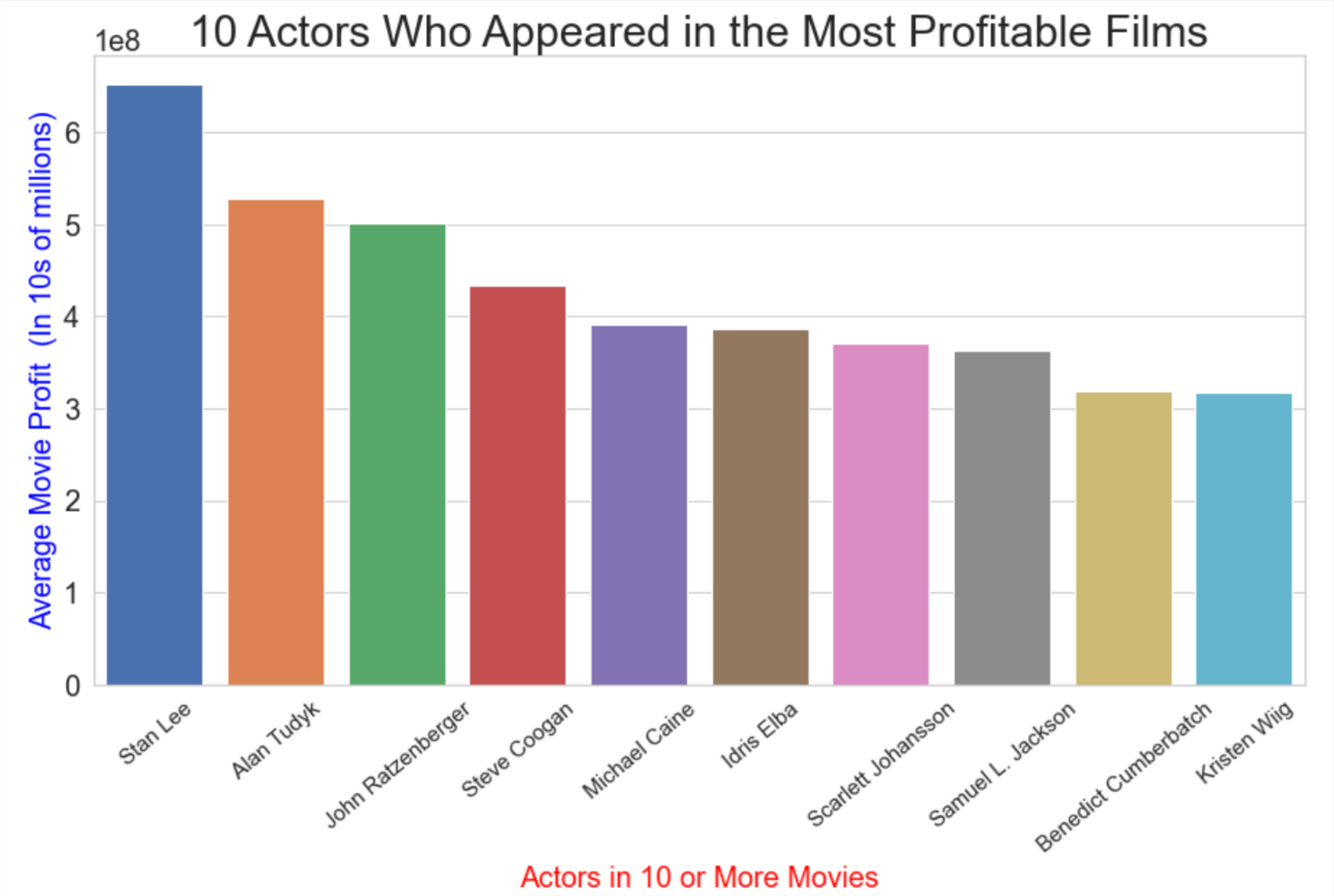
- Budgets above 150 million dollars have a stronger correlation with profit than those below 150 million.





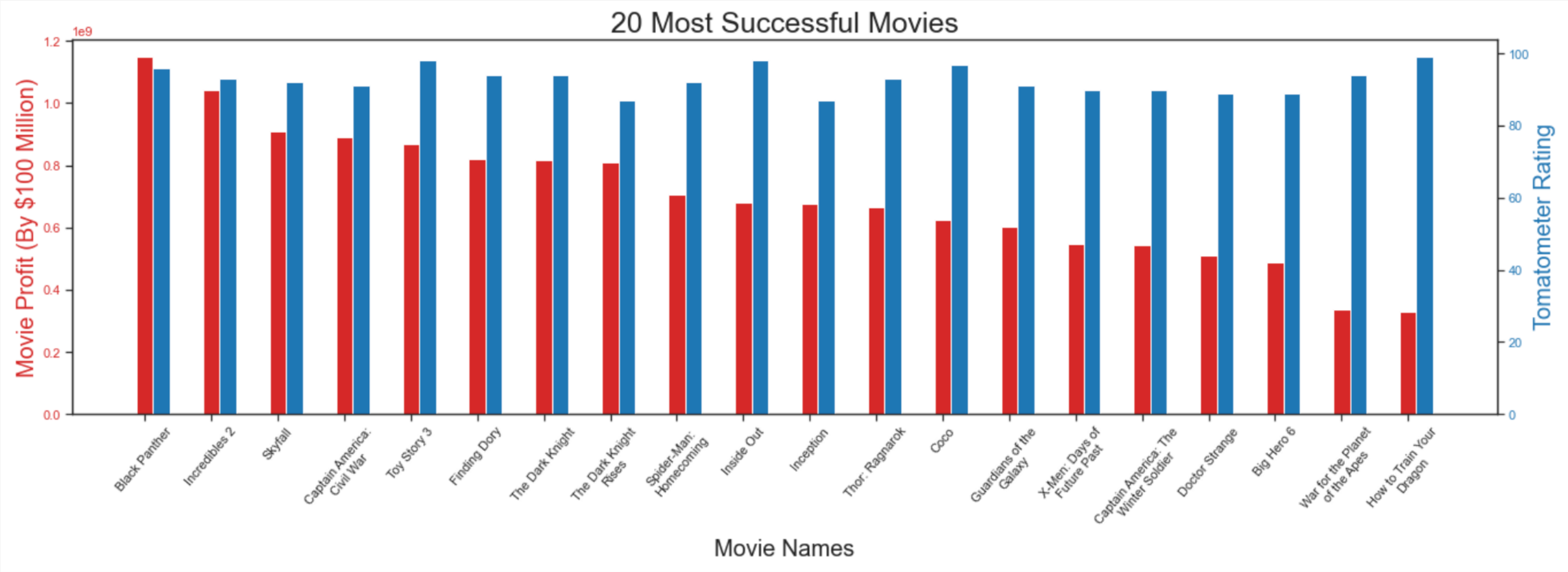
Results

- The 10 Actors that appeared in 10 or more of the most profitable films tended to have a mean profit above 30 million.



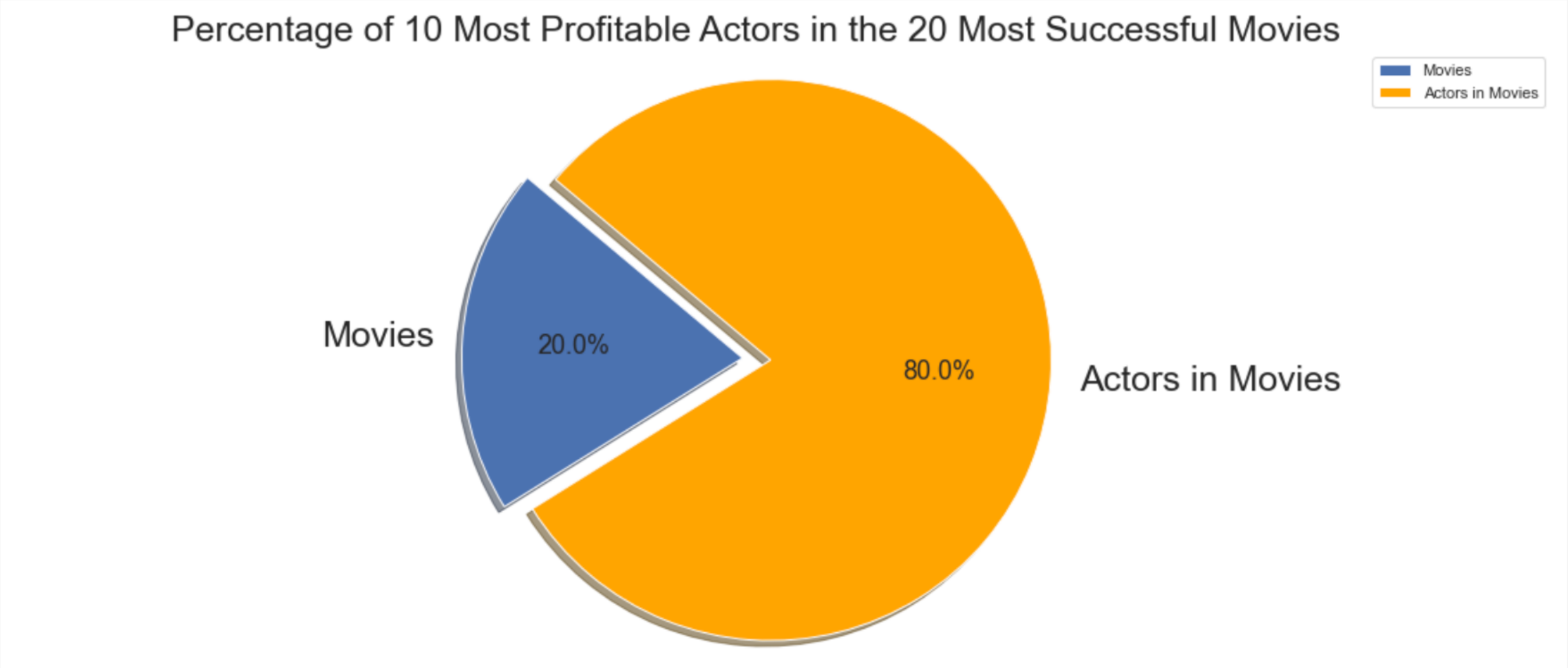
Results

- 20 most successful movies filtered by budget over 150 million dollars and Tomatometer Rating above 85 had a consistent tomatometer status of Certified-Fresh.



Results

The 10 actors who appeared in 10 or more of the most profitable films appeared in the most successful films 80% of the time.



Conclusion

- Produce a minimum budget for each film of least 150 million dollars and or ensure the best quality possible using budget.
- Seek out actors who have been present in ten or more highly profitable films

Next steps:

- Insight to suggested badget based off film length
- A descriptive analysis of particularly undesired outcomes based on films that have failed in the industry.

Thank You!

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