Movie Analysis for Microsoft

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Summary

- Microsoft's newly launched movie studio
  - Lack of direction
  - Looking to release some profitable movies
- Solution
  - Goal is to help guide the new studio
  - Analyse oh historic data
  - Find Safest investments

Outline

- Business Problem
- Data
- Methods
- Results
- Conclusions

Business Problem

- Top Profitable Genres

- Month to Release the film

- Impact of Director

Data

- IMDB

  - Genre, Director

- The Numbers

  - Released date, Budget, Gross

Methods

- Data Cleaning & Grouping
- New Variable & Metric
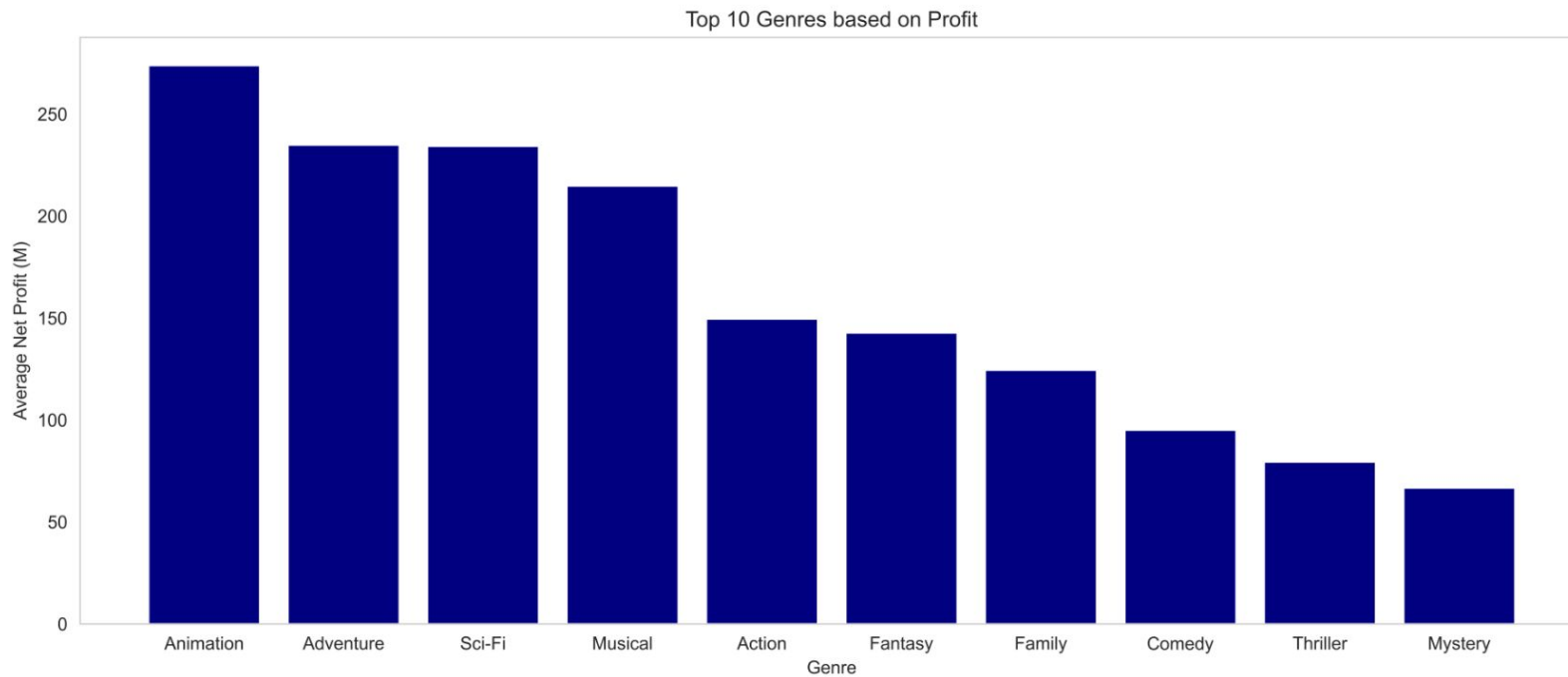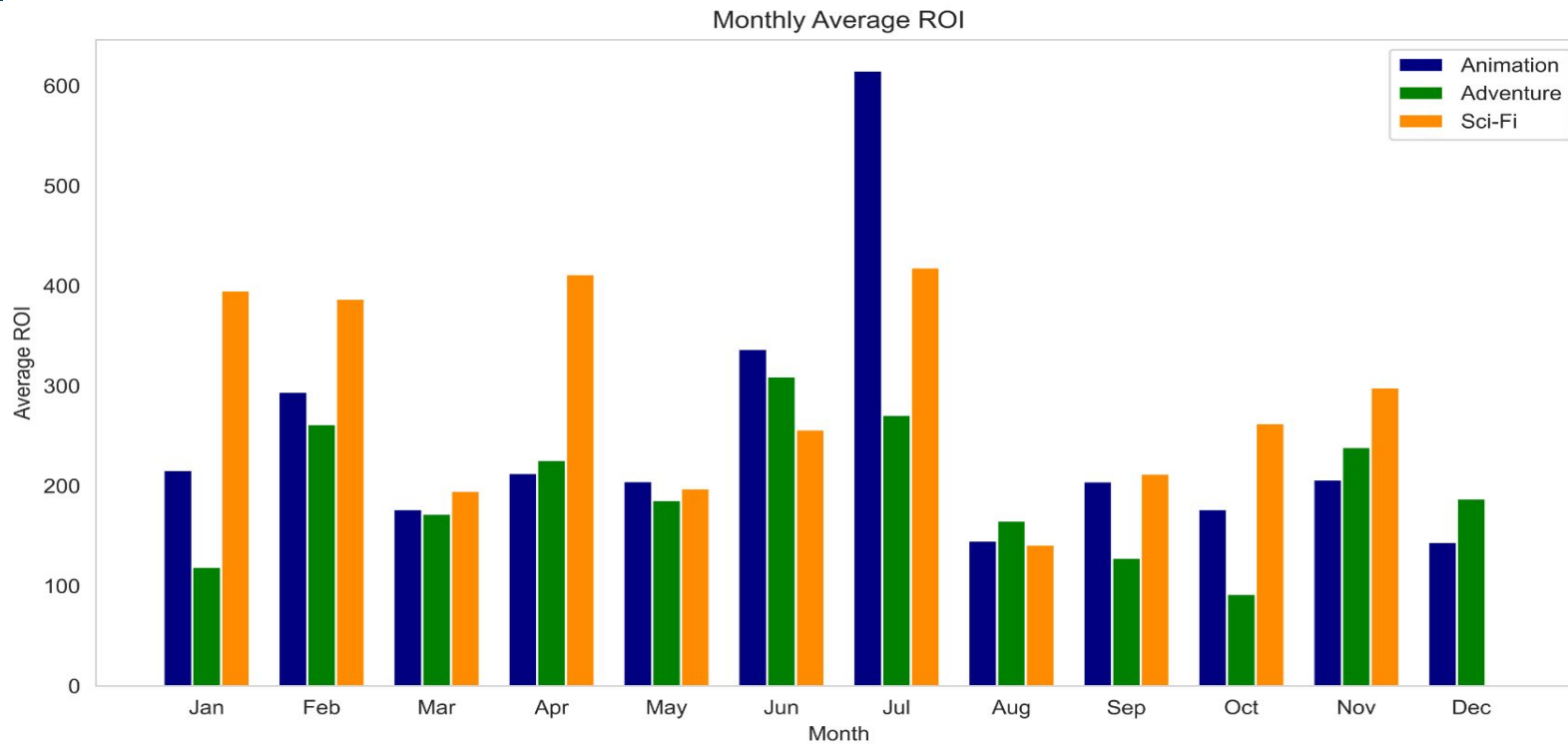 - Return on Investment (ROI)
- Data Visualization

$$\frac{\text{Return (Benefit)}}{\text{Investment (Cost)}} = \text{ROI}$$

Results: Genre

Top 10 Genres based on Profit

Results: Month for Release

Monthly Average ROI

Result: Director

Top 50 Directors Vs. Bottom 1321 based on Profits
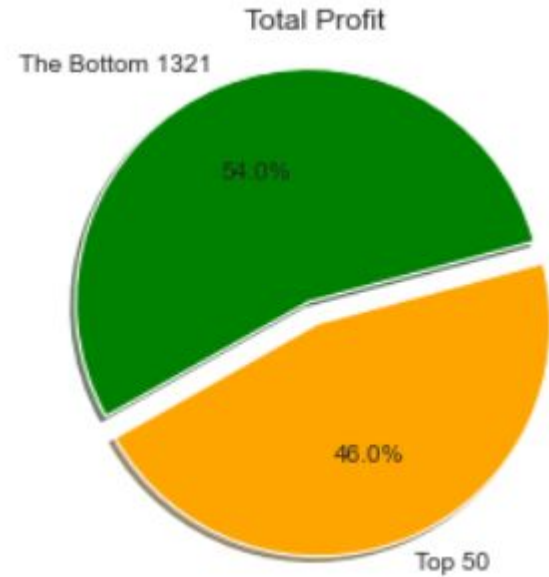
Total Profit

The Bottom 1321

54.0%

46.0%

Top 50

Conclusions

- Focus on Animation, Adventure and Sci-Fi.

- Aim for summer break.

- Hire Directors with a history of success.

Cast

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