

# Movie Analysis for Microsoft



Authors:

Derek Supino

Hyunwook Paul Shin

Stephen William



## 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



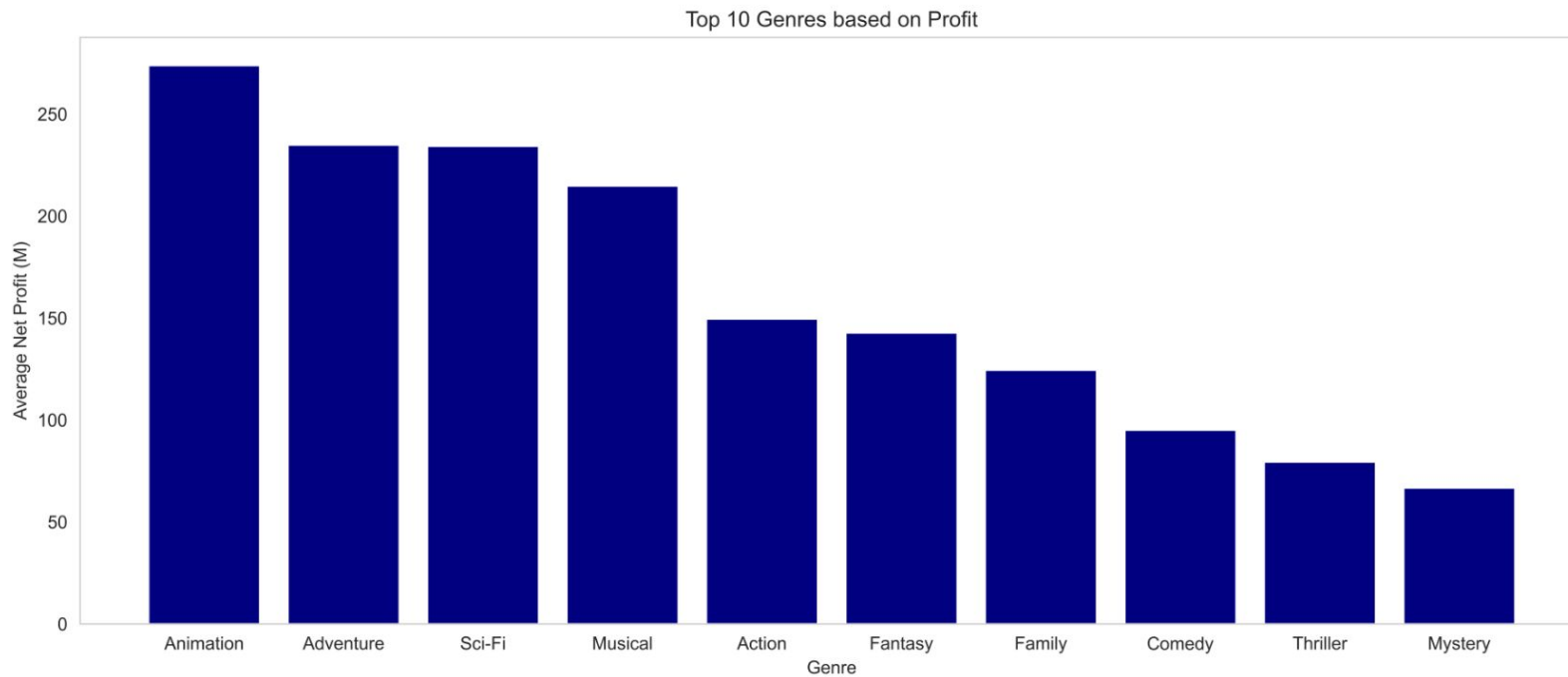
Return (Benefit)



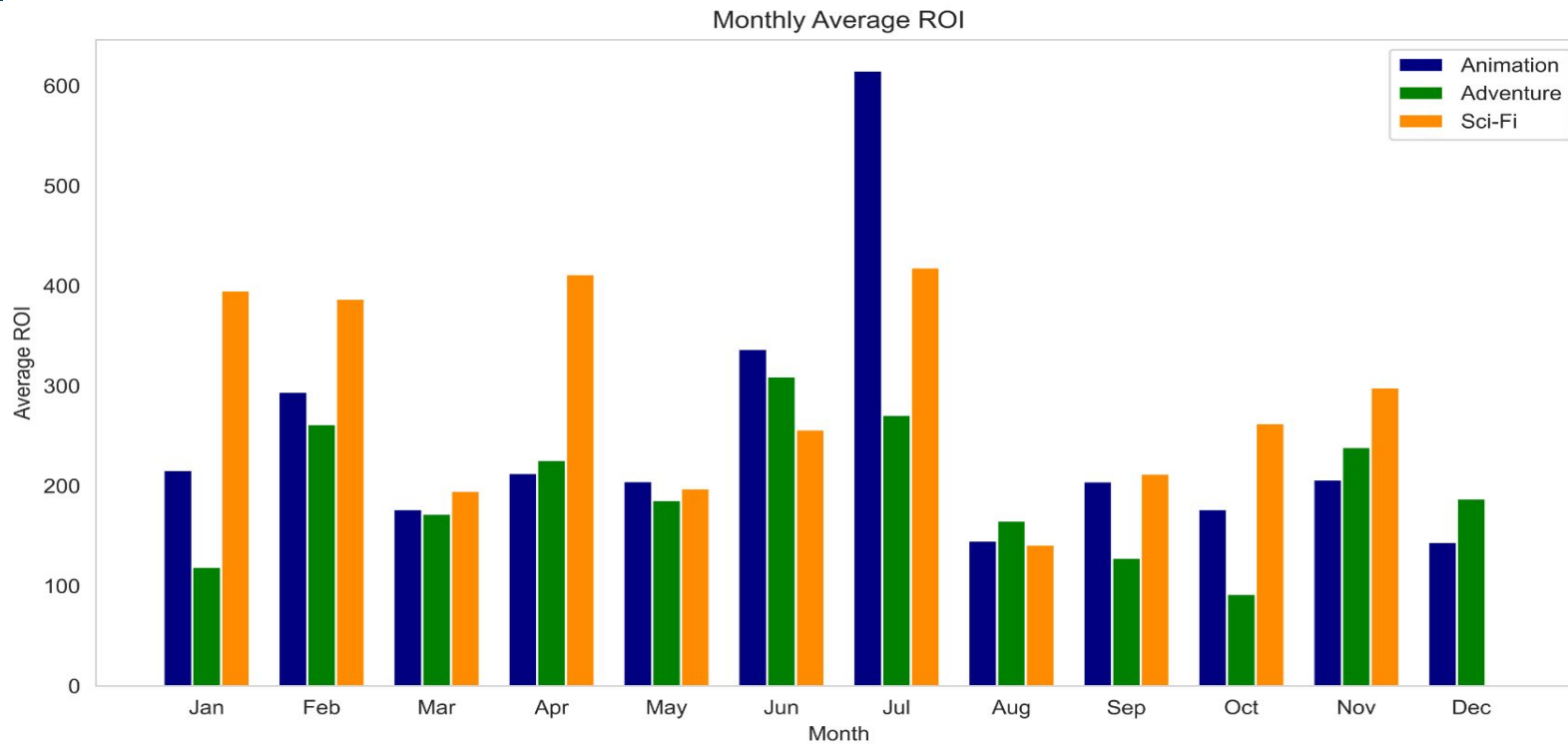
Investment (Cost)

= ROI

## Results: Genre



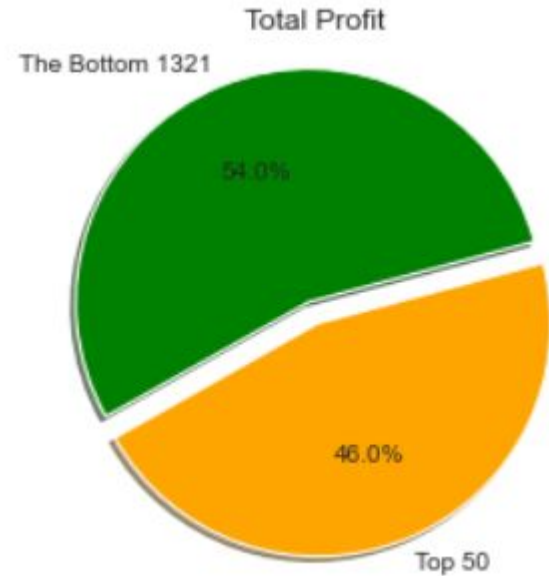
## Results: Month for Release





## Result: Director

Top 50 Directors Vs.  
Bottom 1321 based on  
Profits



The background of the slide features a stylized movie clapperboard at the top with black and white diagonal stripes. Below it, a film strip with sprocket holes is shown, curving across the bottom left. A dark teal horizontal bar is positioned on the left side, containing the title.

## Conclusions

- Focus on Animation, Adventure and Sci-Fi.
- Aim for summer break.
- Hire Directors with a history of success.

## Cast

**Derek Supino** | [supinoderek@gmail.com](mailto:supinoderek@gmail.com) |  @djs6478

**Hyunwook Paul Shin** | [paulshin17@gmail.com](mailto:paulshin17@gmail.com) |  @hps1795

**Stephen William** | [swilliam productions@gmail.com](mailto:swilliam productions@gmail.com) |  @Jyve00

