Creation of a Film Studio

Victor and Kevin

About the Data:

Summary of Key Findings

Don't Shy Away From High Budget

There is a strong correlation between budget and gross domestic / worldwide revenue

Target Profitability Over Ratings

The data revealed no correlation between critic reception and box office success.
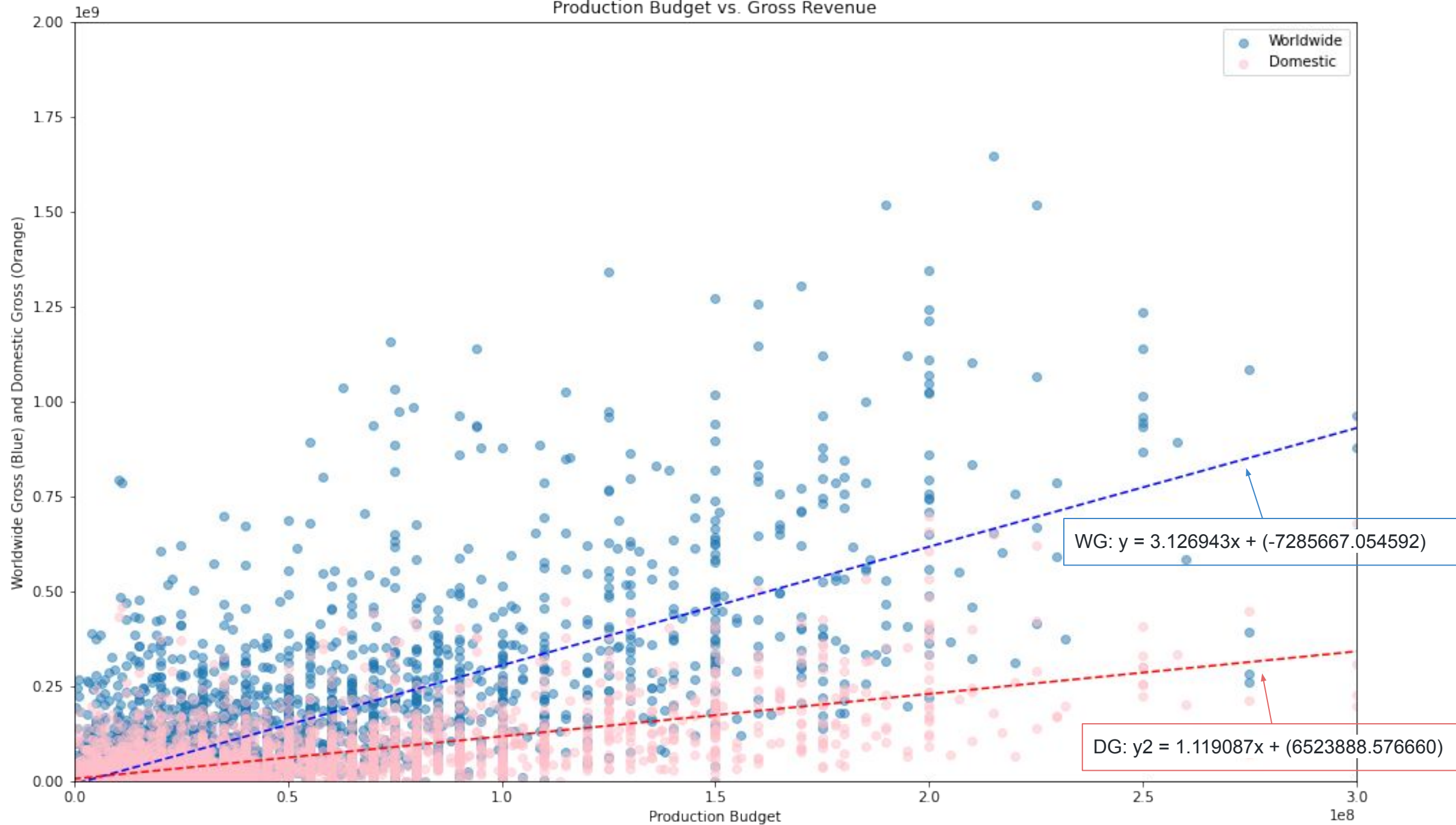
Identify Characteristics that will Generate High Gross Revenue

We identified which Genres, Directors, Actors and Plot Themes Microsoft should target in order to create successful films

Production Budget vs. Gross Revenue

WG: y = 3.126943x + (-7285667.054592)

DG: y2 = 1.119087x + (6523888.576660)

Predictive Analysis

| Production Budget	Worldwide Gross	Domestic Gross
Pearson Correlation Coefficient	0.748306	0.685682
Variance	3.052×10^{16}	4.656×10^{15}

Worldwide Gross: $y = 3.12x + (-7285667.05)$

Domestic Gross: $y2 = 1.11x + (6523888.57)$

We can plug in our Production Cost Budget (x) and estimate the Worldwide and Domestic Gross of our movie!

For Example:
Production Budget (x) = $10 million
Estimated Worldwide Gross = ~$24 million
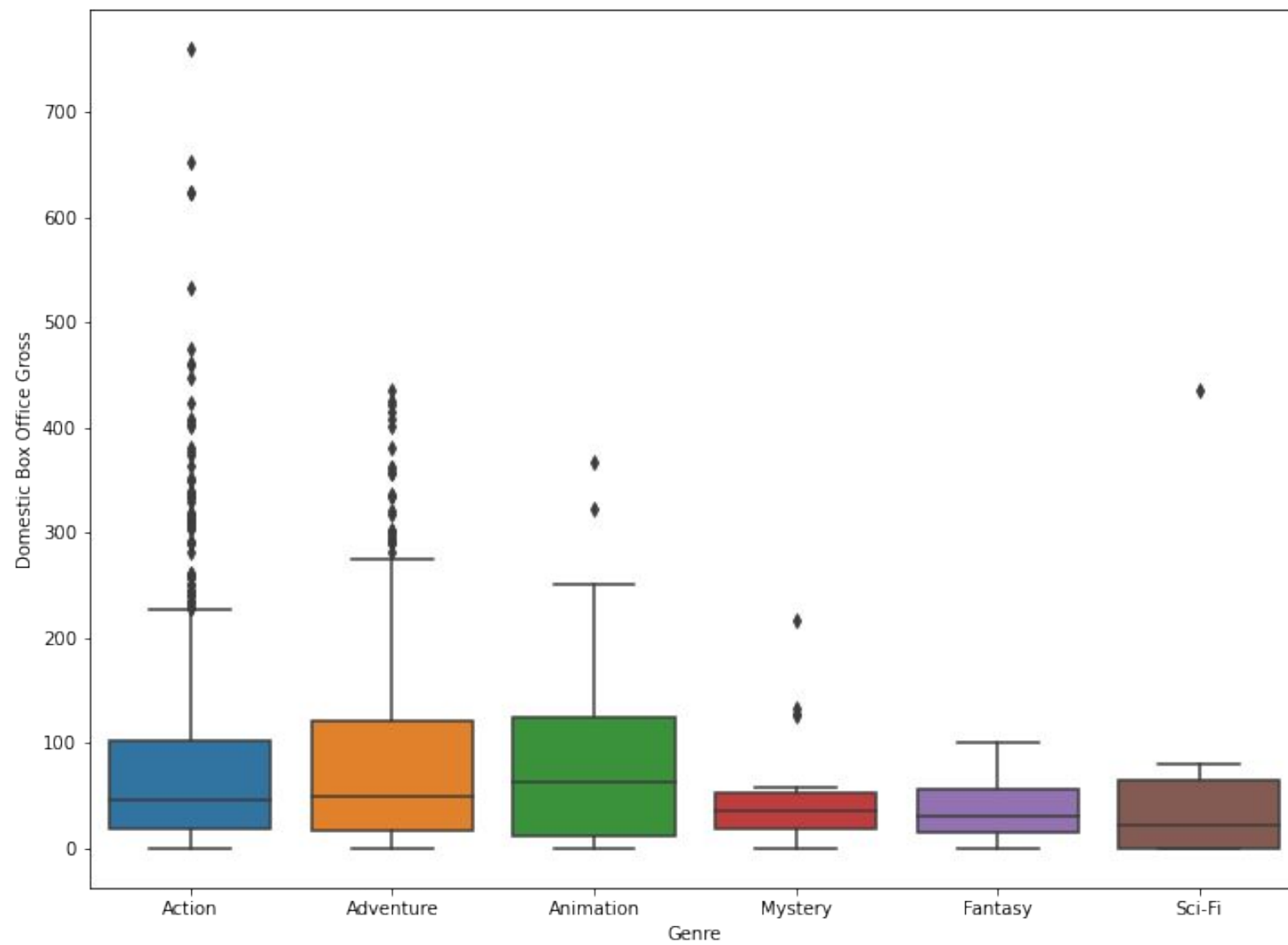Estimated Domestic Gross = ~$17.5 million
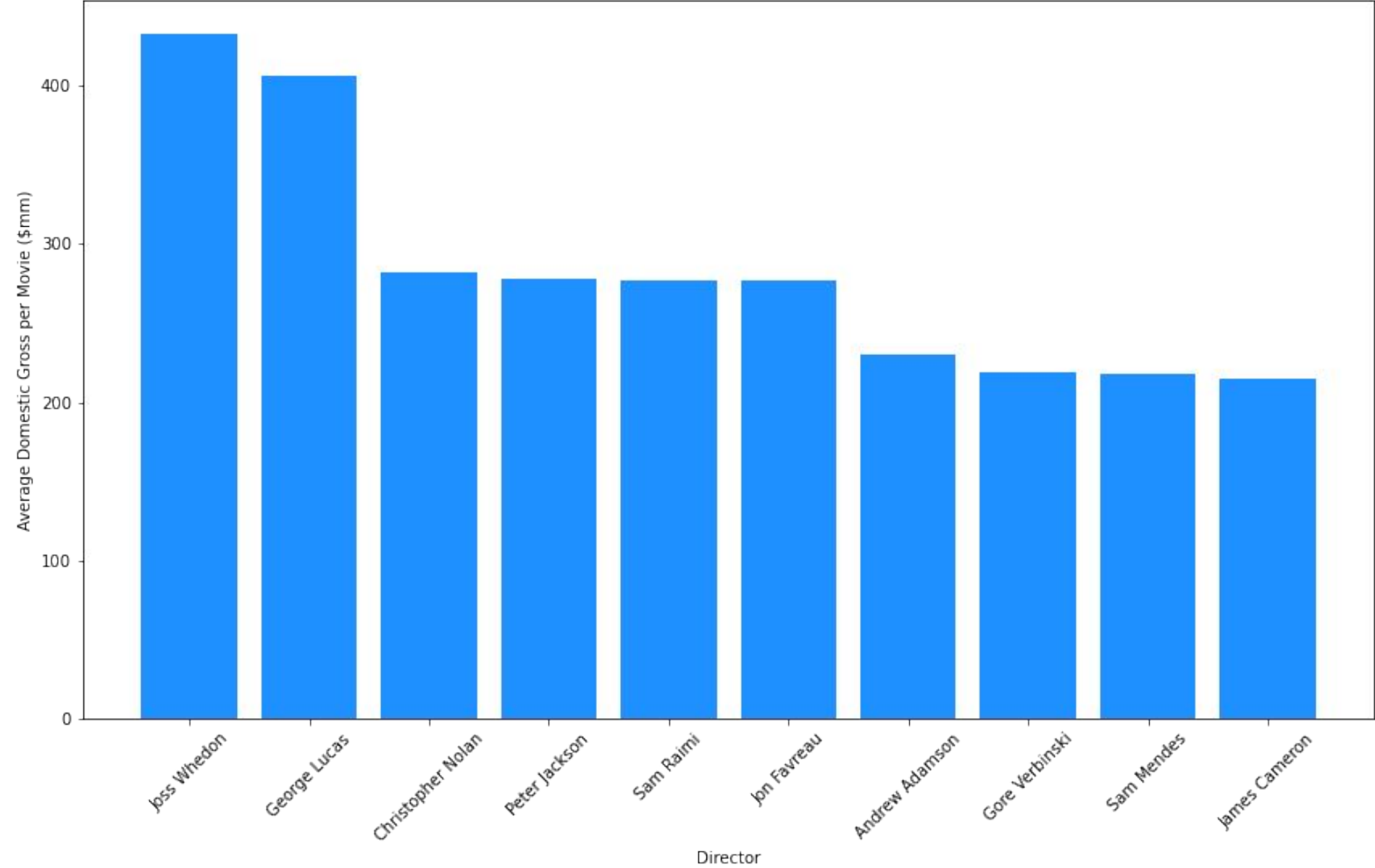
High Ratings Don't Lead to Box Office Success

Tomatometer vs. Box Office Performance
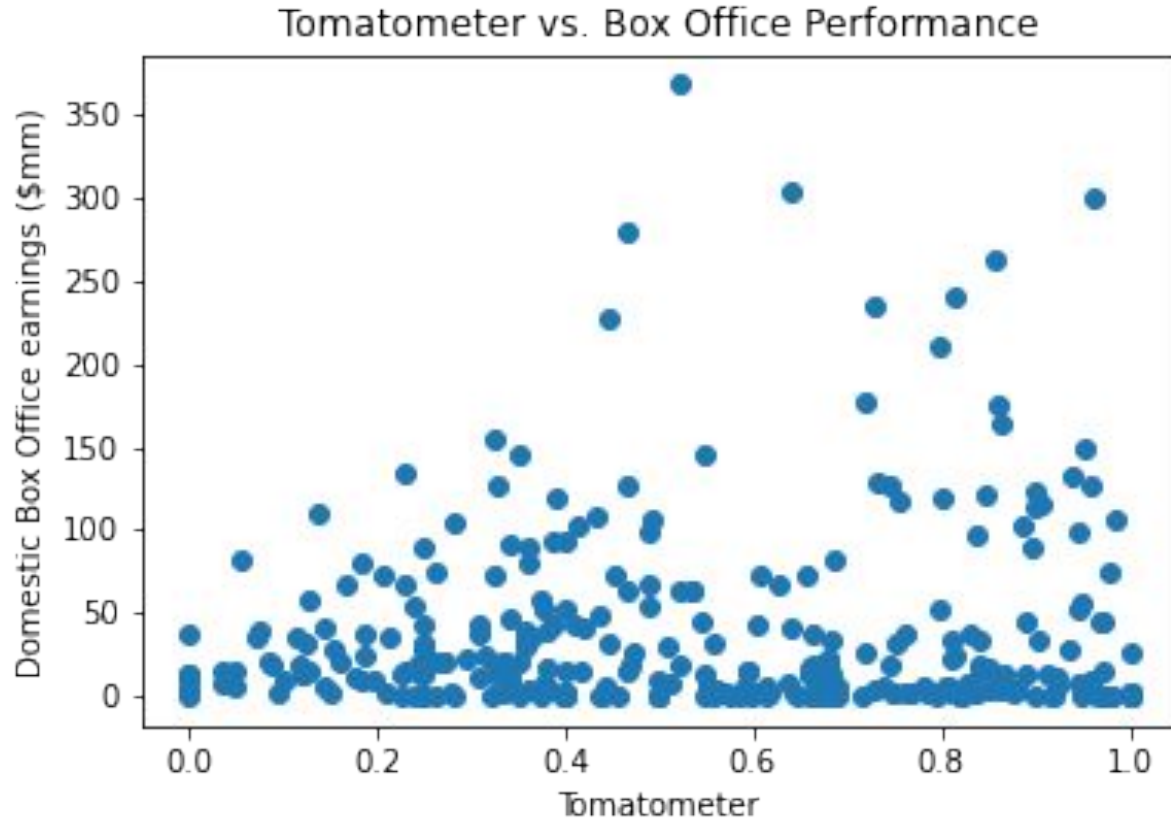
Correlation between Tomatometer and

Domestic Box Office Earnings: .07
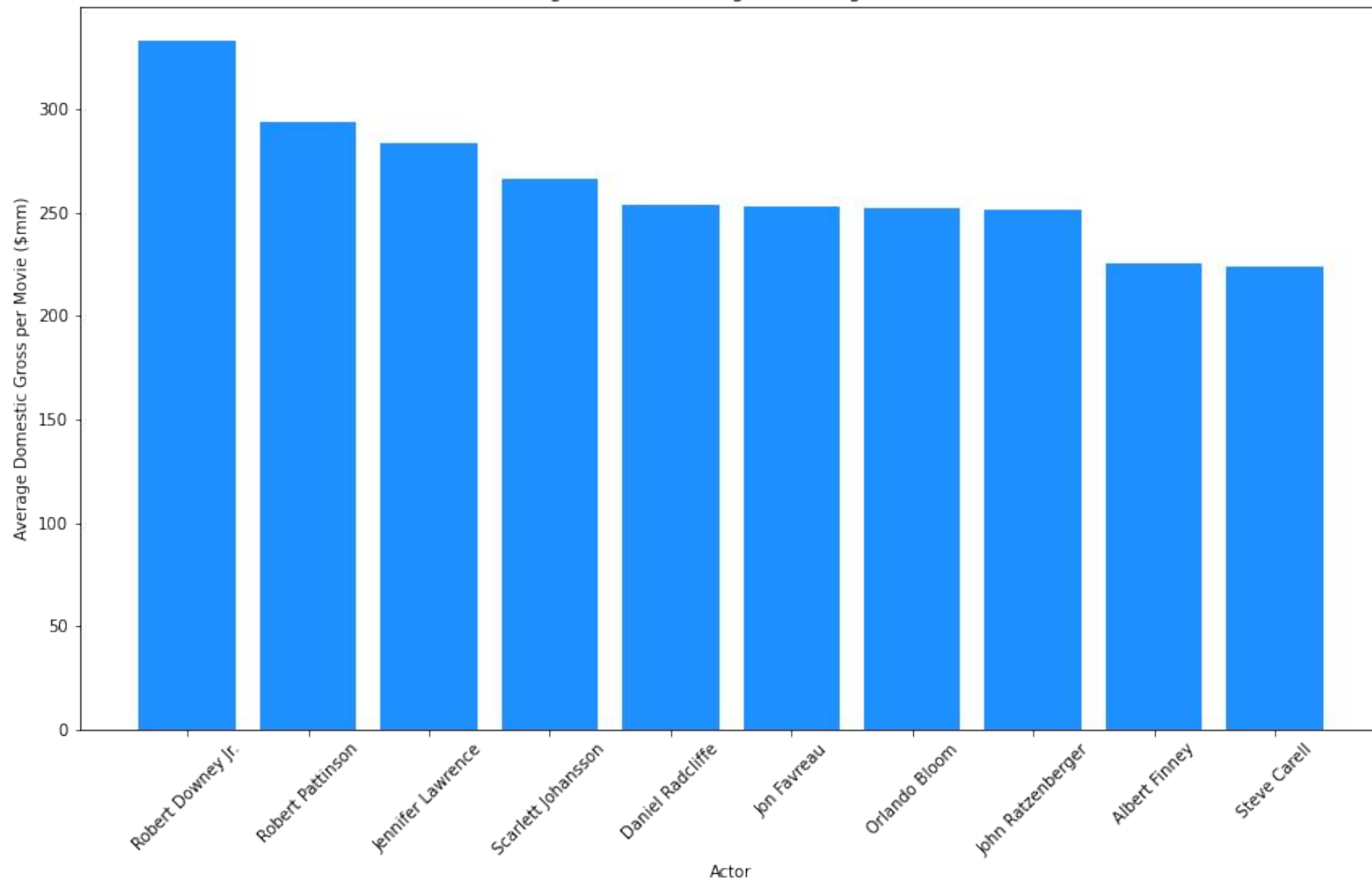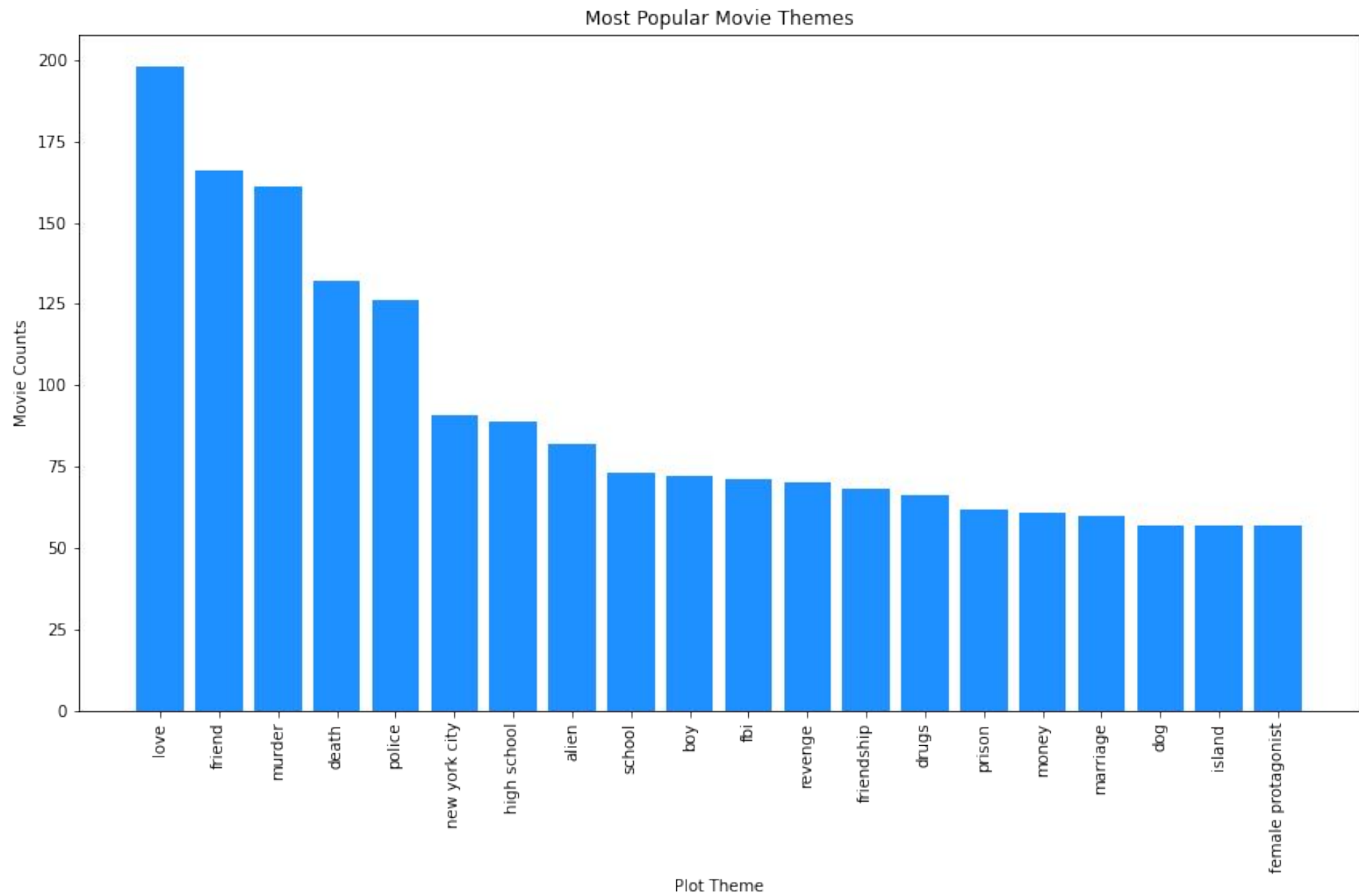
Genres with Highest Average Domestic Gross
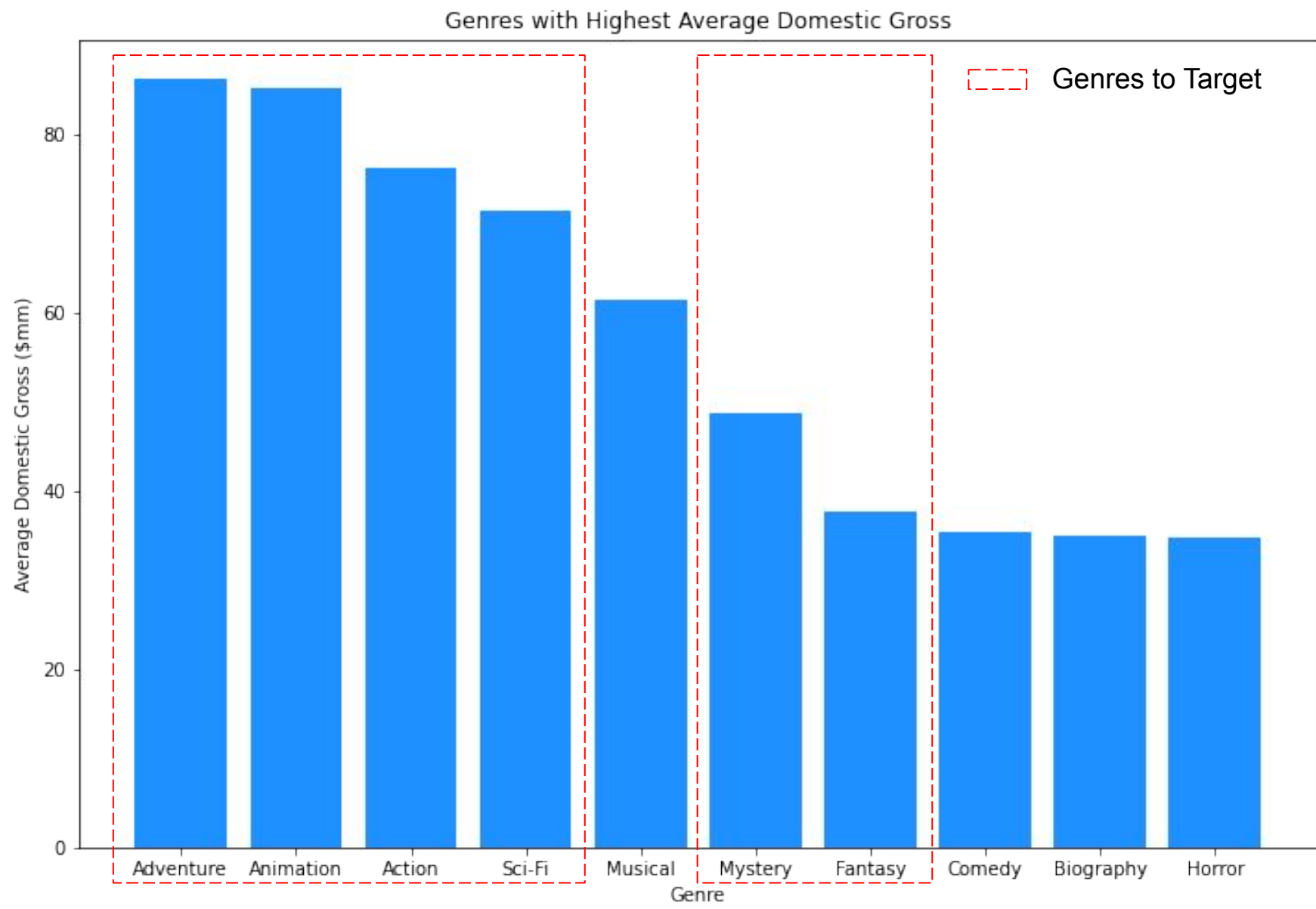
Most Profitable Genres

Directors in Target Genres with Highest Average Domestic Gross

Actors in Target Genres with Highest Average Domestic Gross

Most Popular Movie Themes

Average Gross Revenue for Highest Grossing Plot Themes
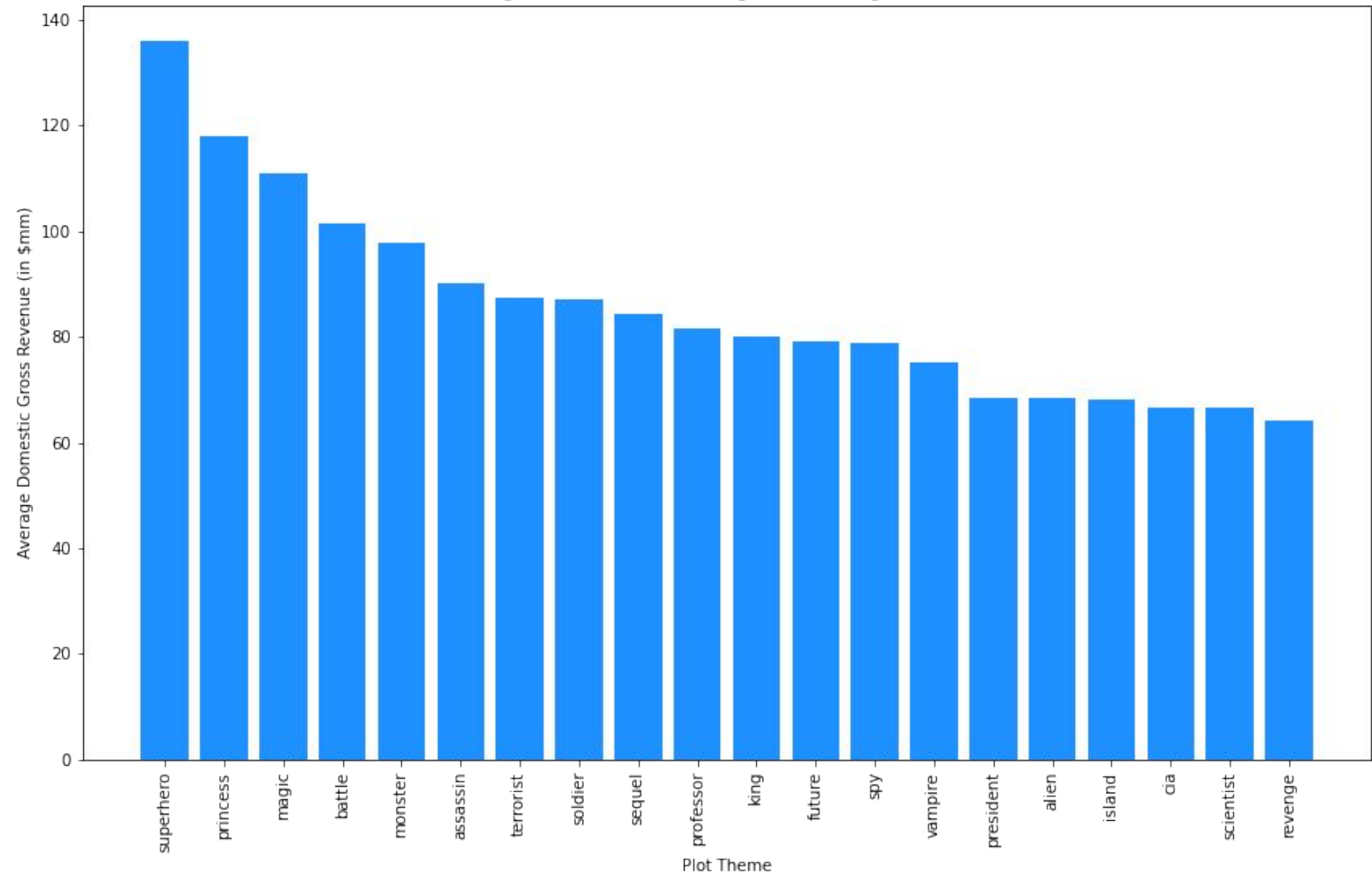
Summary

Recommended Movie Features

Genre

Action, Adventure, Animation, Mystery, Fantasy, Sci-Fi

Director

Joss Whedon, George Lucas, Christopher Nolan, Peter Jackson, Sam Raimi, Jon Favreau, Andrew Adamson, Gore Verbinski, Sam Mendes James Cameron,

Actors

Robert Downey Jr., Robert Pattinson, Jennifer Lawrence, Scarlett Johansson, Daniel Radcliffe, Jon Favreau, Orlando Bloom, John Ratzenberger, Albert Finney, Steve Carell

Plot Themes

Superhero, Princess, Magic, Battle, Monster, Assassin, Terrorist, Soldier, Sequel, Professor, King, Future, Spy, Vampire, President, Alien, Island, Scientist, Revenge

Movie Randomizer

Using the top 50 directors, actors and plot themes that we identified, we created a movie randomizer to come up with some ideas for Microsoft. Here are some of the outputs that we found most entertaining

"Directed by **Tim Hill**, critics are raving about Microsoft Studio's first film. Anchored by fantastic performances by **Taylor Lautner** and **J.K. Simmons**, the film explores important themes such as **martial arts**(s) and **fbi**(s). Microsoft has set records at the box office with this film, and the future is bright for the new studio!"

Directed by **Chuck Russell**, critics are raving about Microsoft Studio's first film. Anchored by fantastic performances by **Orlando Bloom** and **Peter Dinklage**, the film explores important themes such as **coach**(s) and **alien**(s). Microsoft has set records at the box office with this film, and the future is bright for the new studio!

Thank You!

Contact Info:

Kevin McDonough

Email: kpmcdonough@gmail.com

Github: https://github.com/KPMcDonough49

Victor Chen

Email: victor.i.chen.98@gmail.com

Github: https://github.com/vchen-98