

# Creation of a Film Studio

Victor and Kevin

# About the Data:

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# 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.

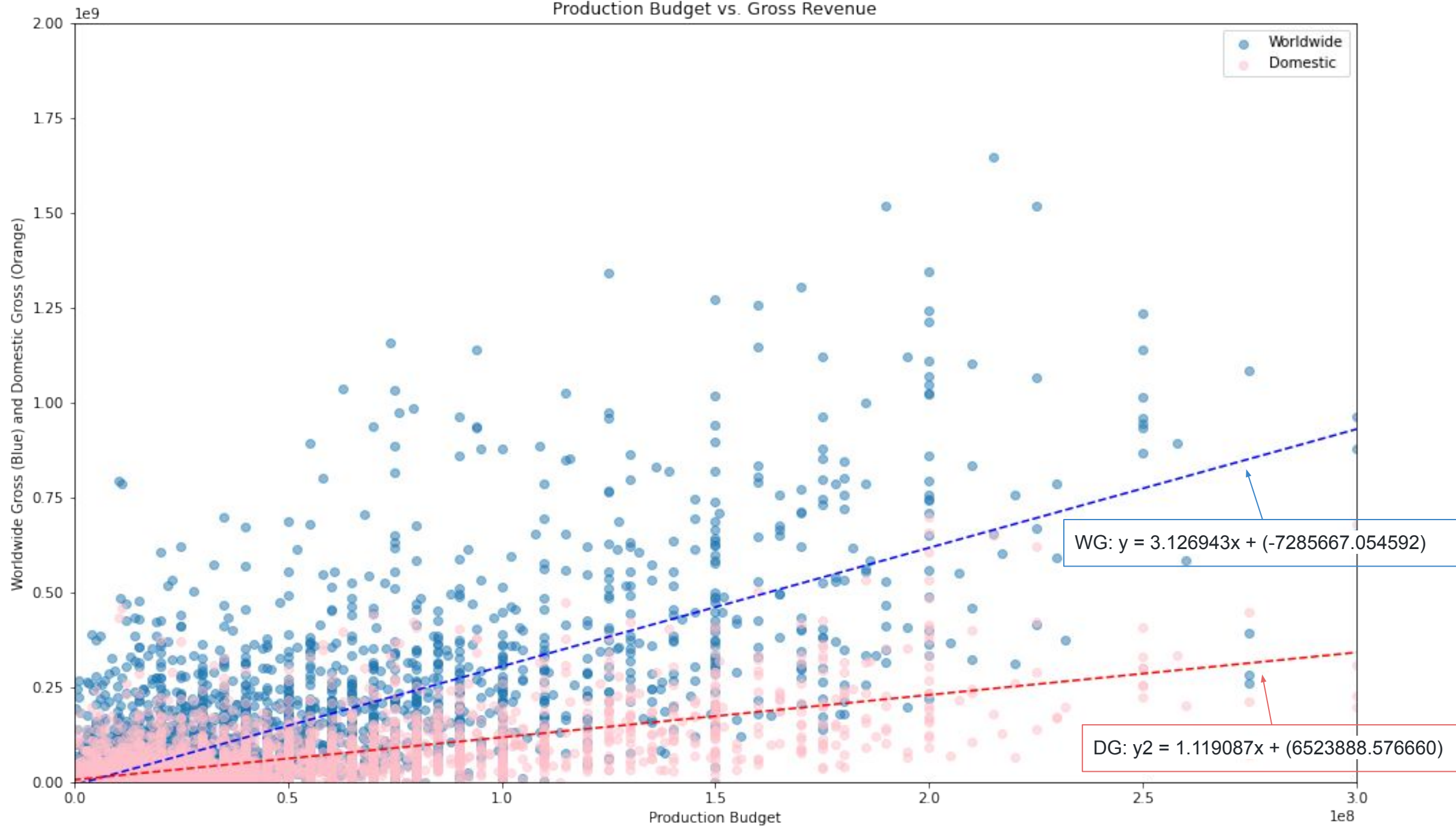


## Identify Characteristics that will Generate High Gross Revenue

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



Production Budget vs. Gross Revenue



# Predictive Analysis

Production Budget	Worldwide Gross	Domestic Gross
Pearson Correlation Coefficient	0.748306	0.685682
Variance	$3.052 \times 10^{16}$	$4.656 \times 10^{15}$

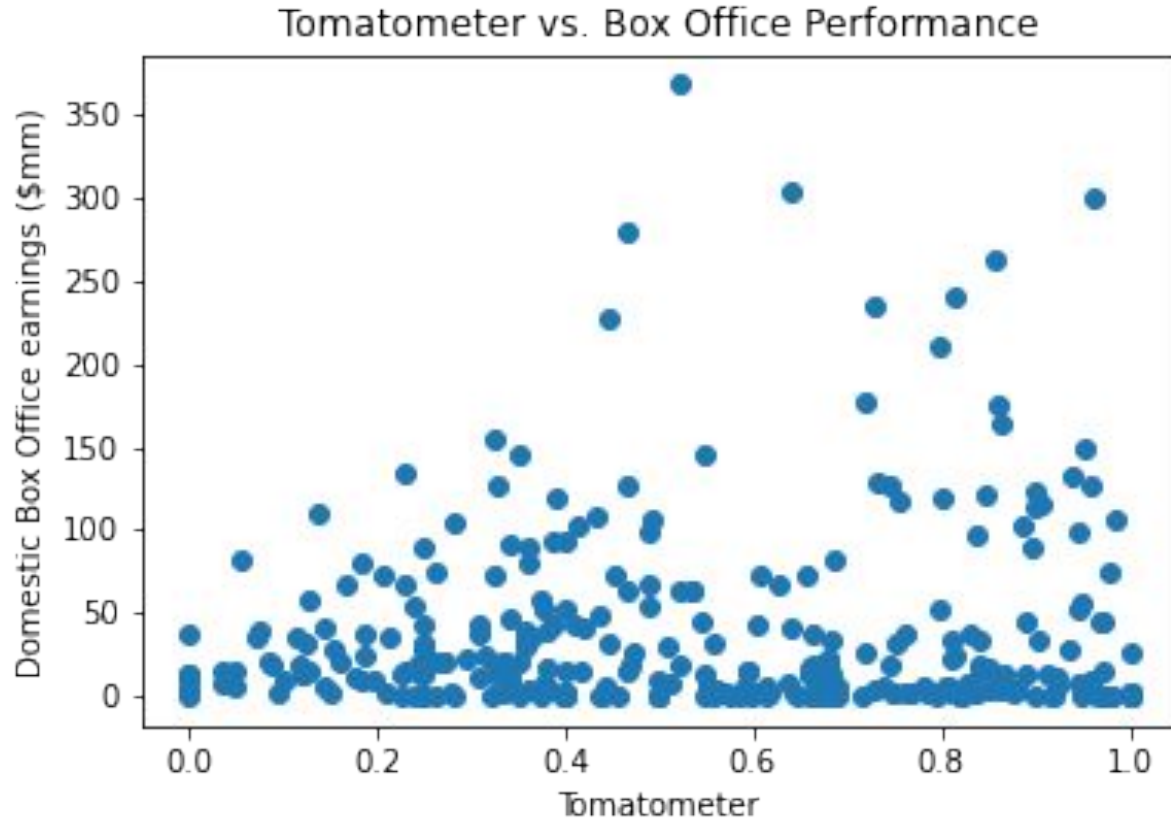
Worldwide Gross:  $y = 3.12x + (-7285667.05)$

Domestic Gross:  $y_2 = 1.11x + (6523888.57)$

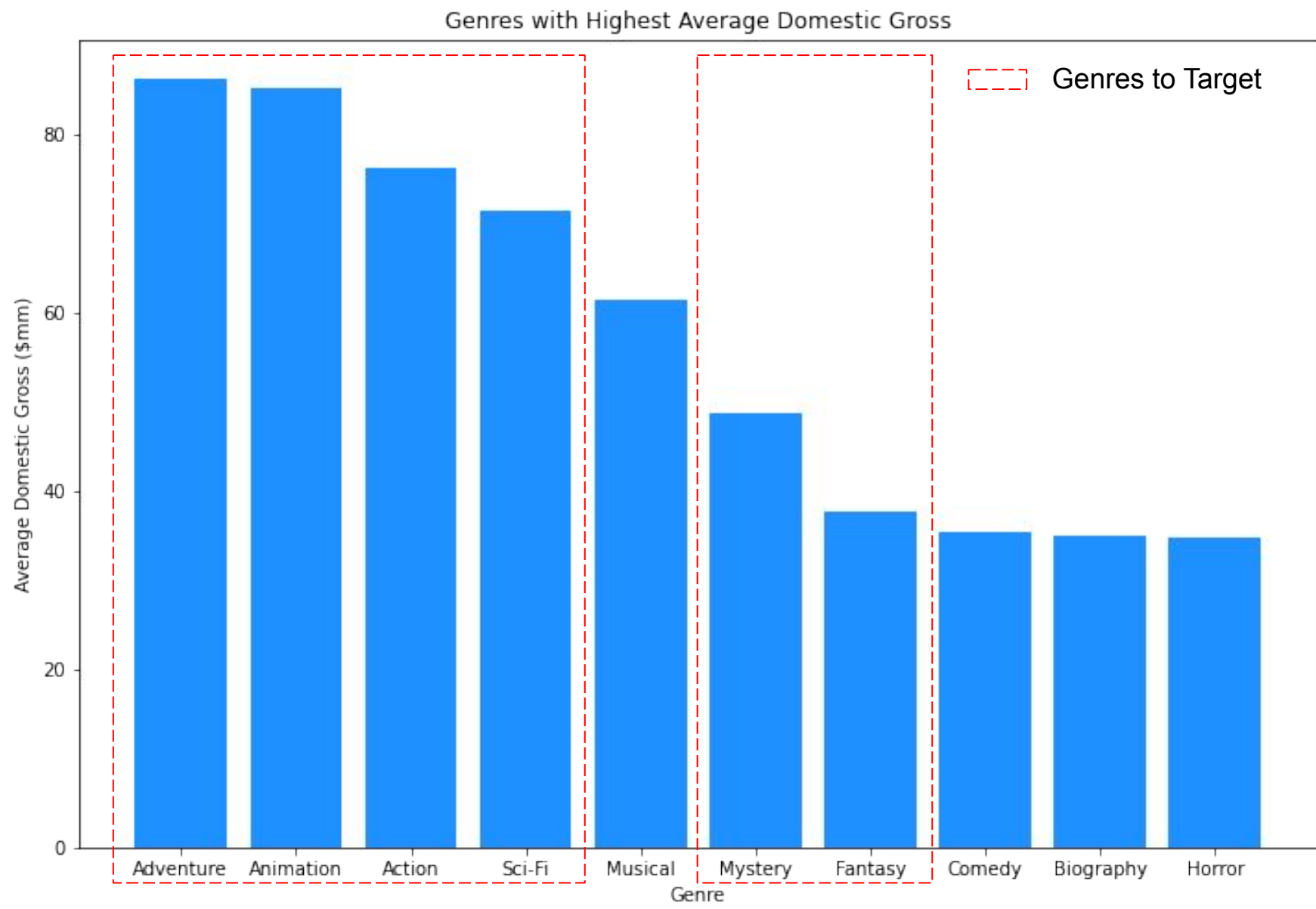
We can plug in our Production Cost Budget (x) and estimate the Worldwide and Domestic Gross of our movie!

For Example:  
Production Budget (x) = \$10 million  
Estimated Worldwide Gross = ~\$24 million  
Estimated Domestic Gross = ~\$17.5 million

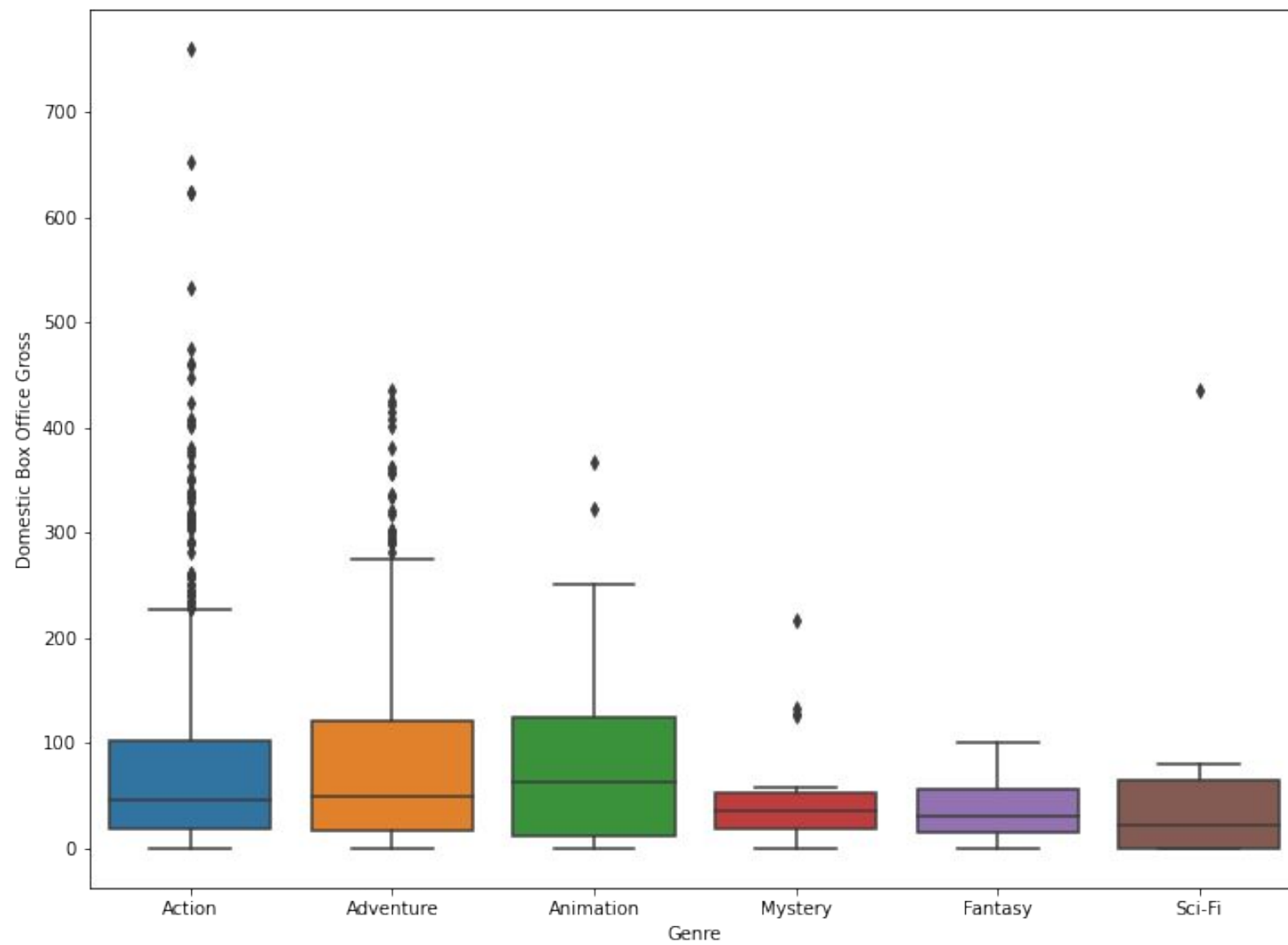
# High Ratings Don't Lead to Box Office Success



Correlation between Tomatometer and  
Domestic Box Office Earnings: .066

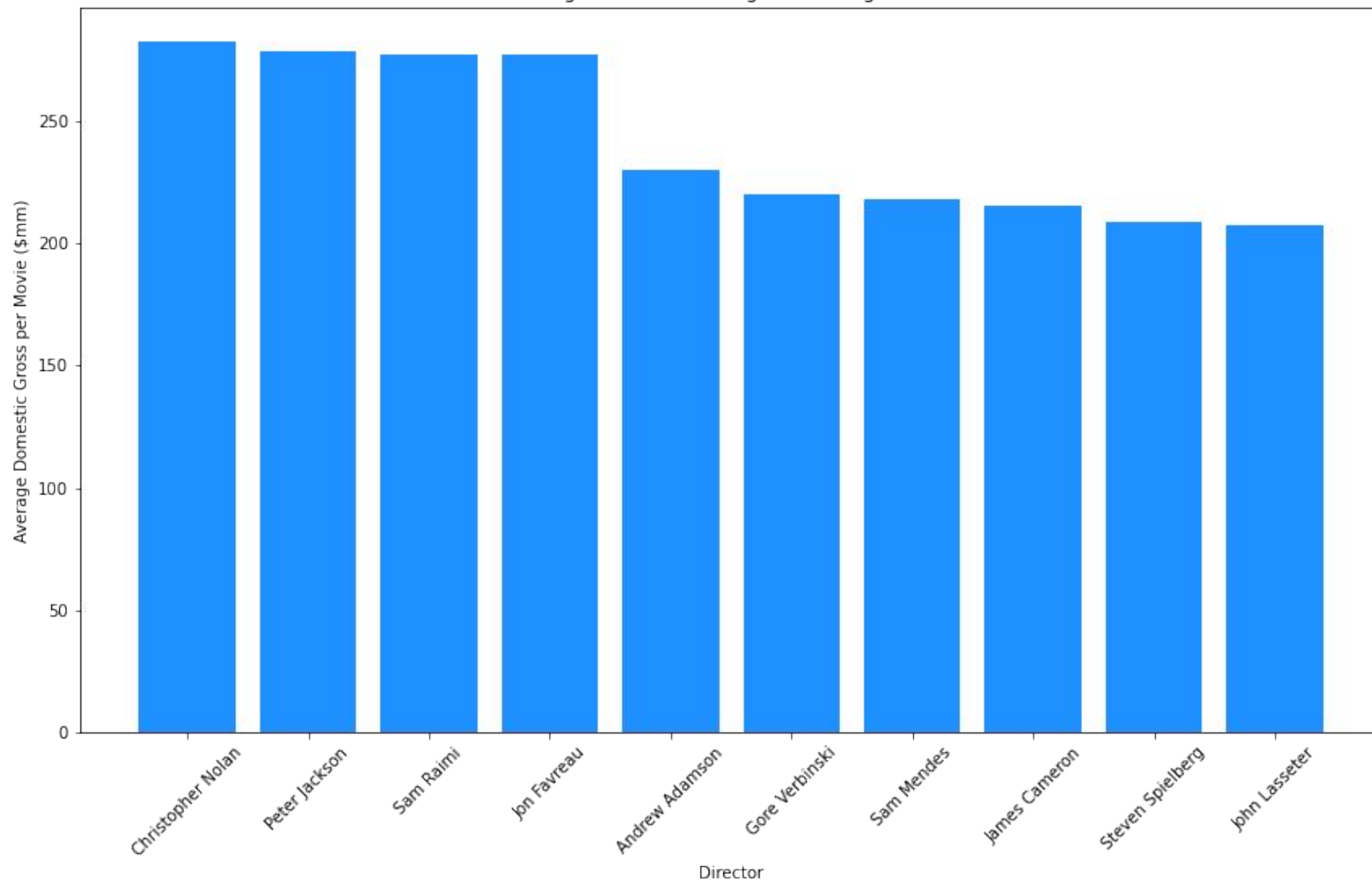


Most Profitable Genres

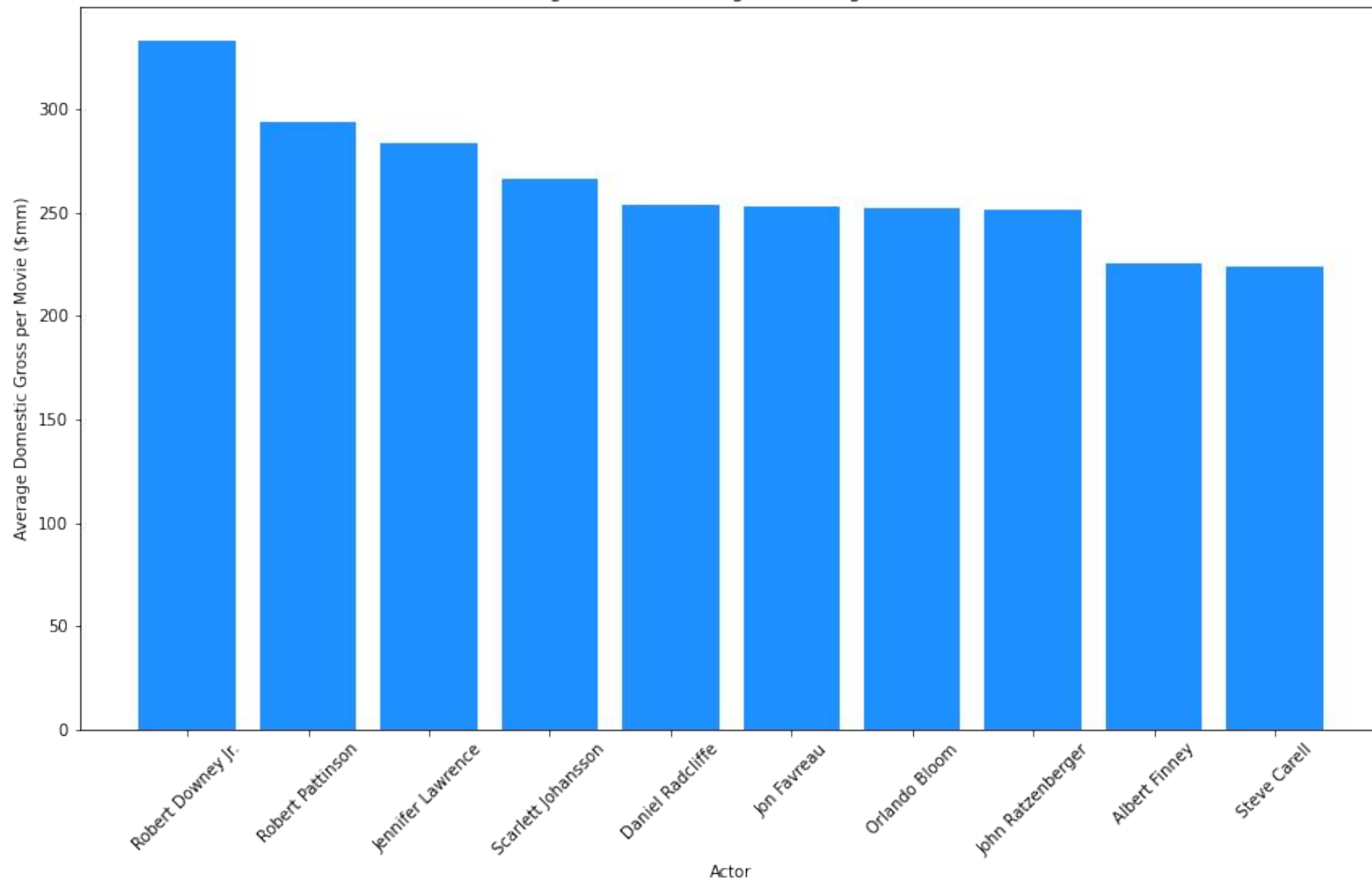




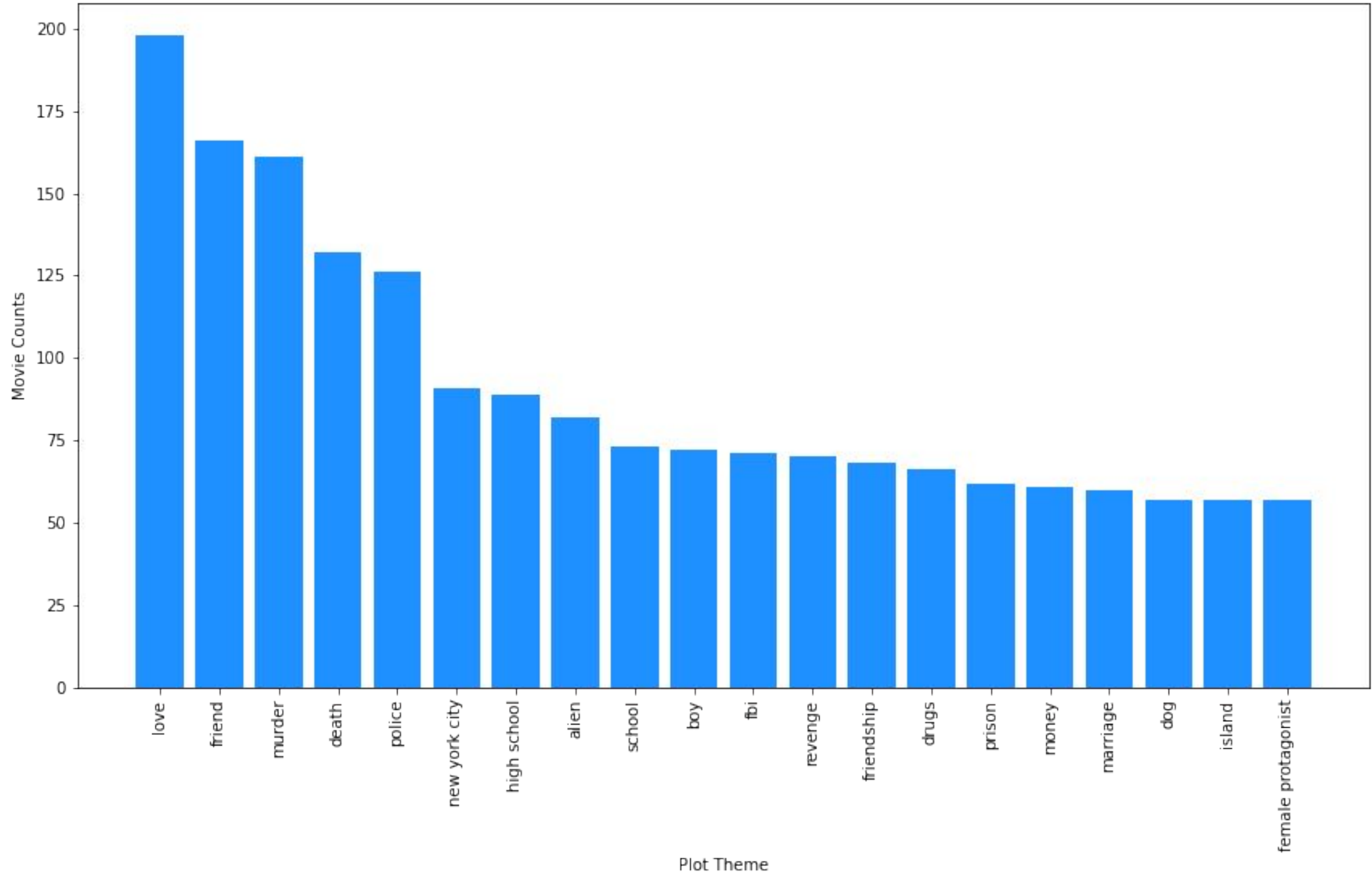
Directors in Target Genres with Highest Average Domestic Gross



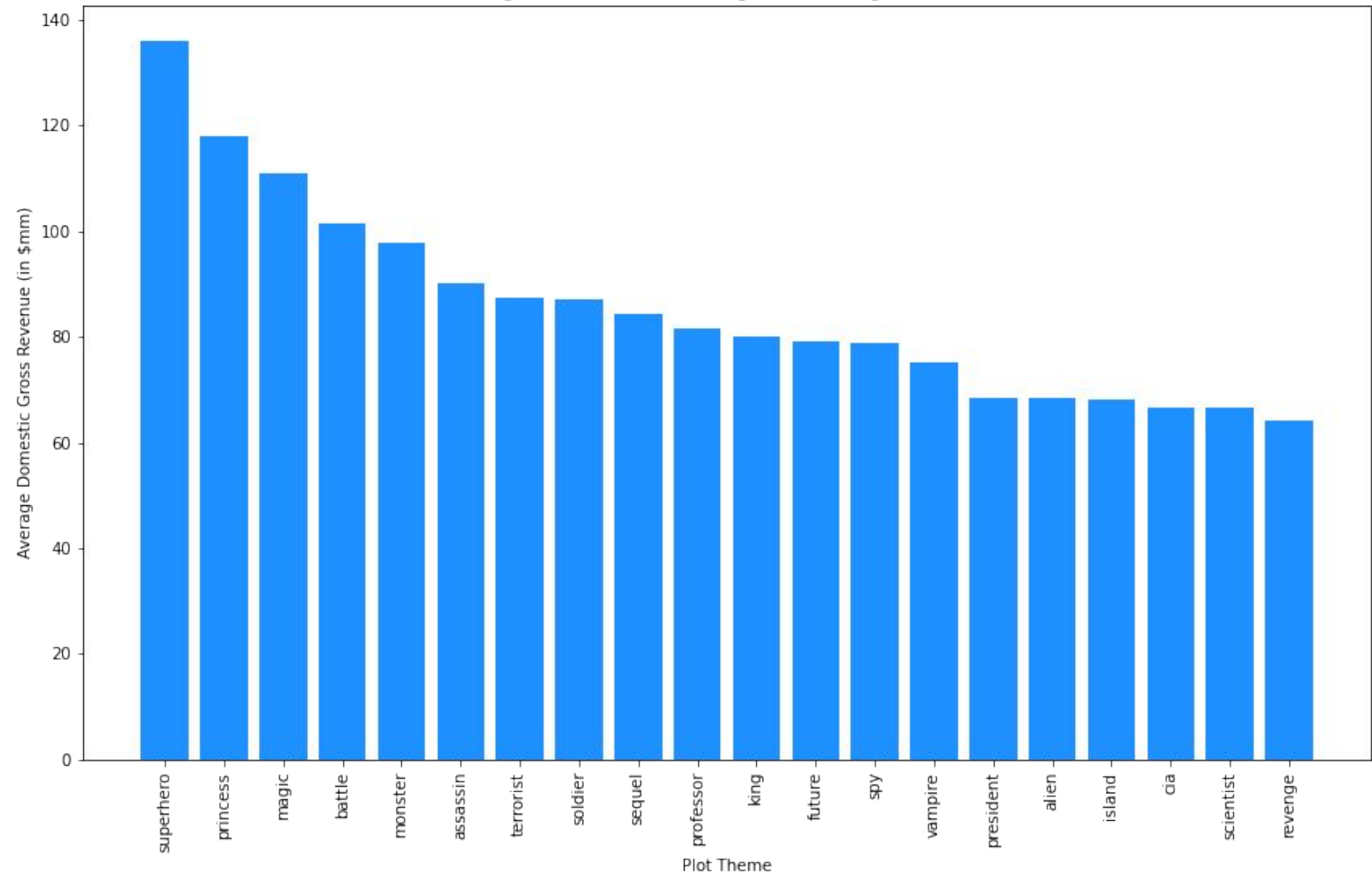
Actors in Target Genres with Highest Average Domestic Gross



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

**Christopher Nolan, Peter Jackson, Sam Raimi, Jon Favreau, Andrew Adamson, Gore Verbinski, Sam Mendes, James Cameron, Steven Spielberg, John Lasseter**



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!

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