Movie
Data Analysis

Insights for Microsoft Movie Studio

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Summary

I analyzed the movie datasets from 4 different sources:

- **Box Office Mojo**
- **IMDB**
- **TheMovieDB**
- **The Numbers**

My analysis will help microsoft produce the best possible movies based on movie length, release period and genres.

Outline

- Business Problem
- Data
- Methods
- Results
- Conclusions

Business Problem

Microsoft are clueless about movie production and they want to create a new movie studio.

For the new movie studio to be profitable, some of the factors Microsoft needs to be aware of are:

- **Length of the movies.** How long should the movies be?
- **Genres.** What genres are most common and profitable?
- **Release period.** What is the ideal period for them to release movies and be profitable?
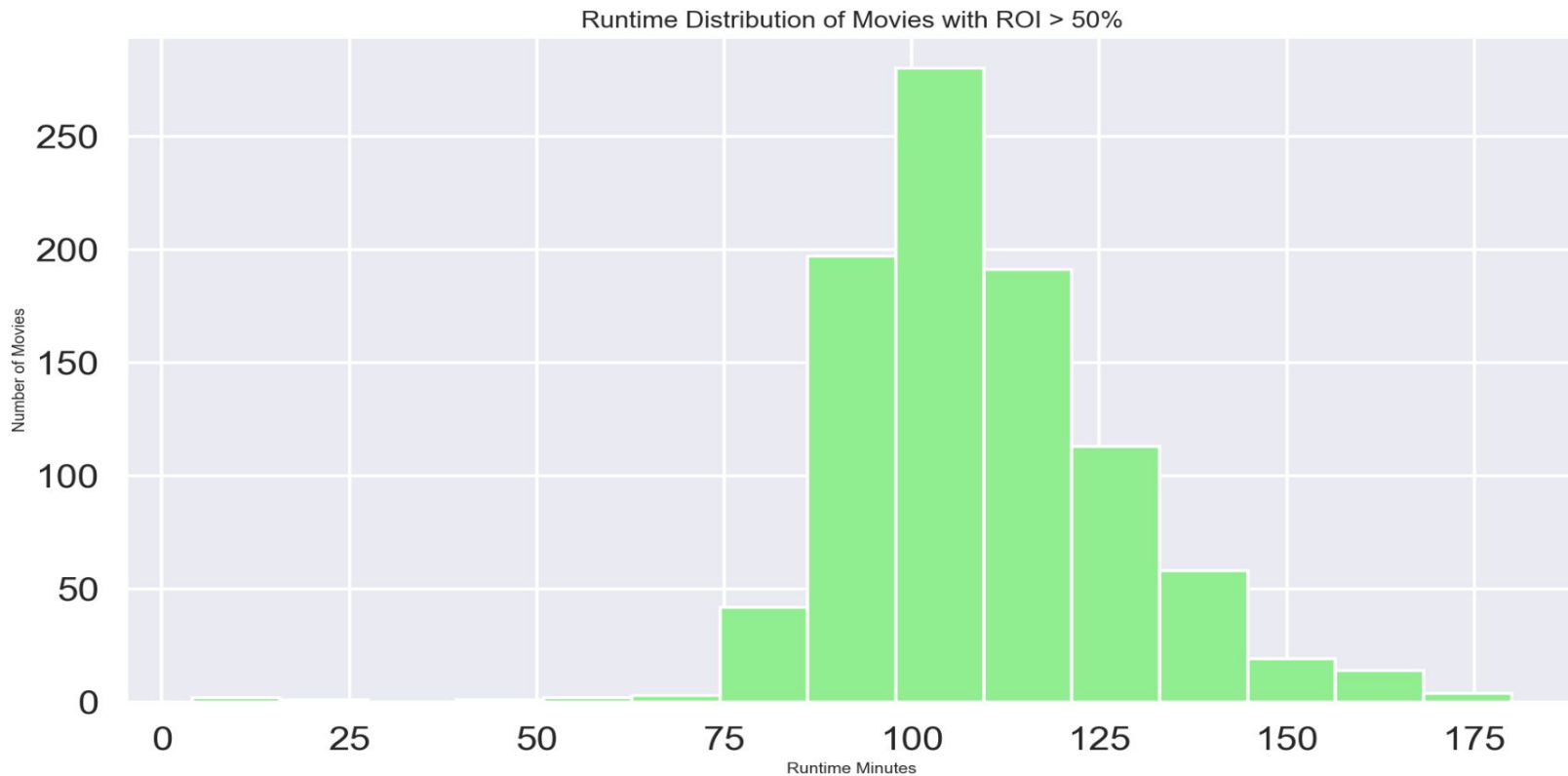
Data

The analyzed data was from Box Office Mojo, IMDB, The Numbers, and The Movie DB.

The data carried information on movie release dates, genres, movie titles, runtimes,studio names and domestic & foreign gross.
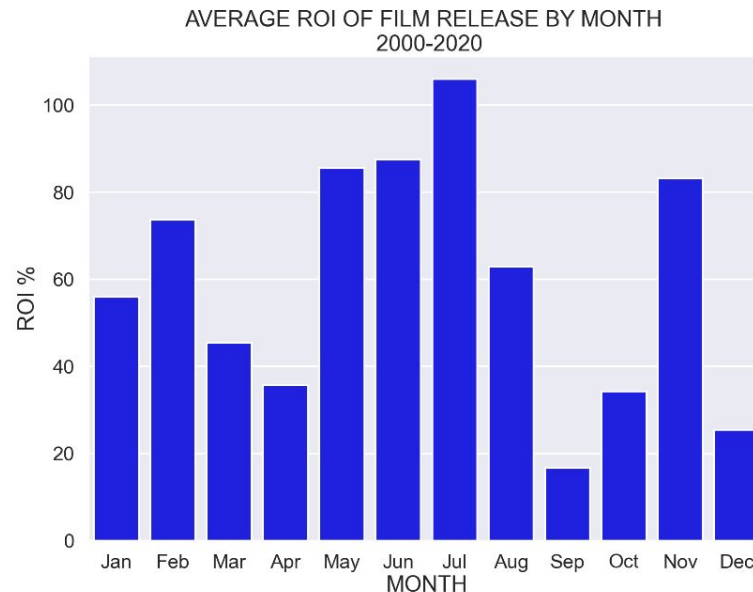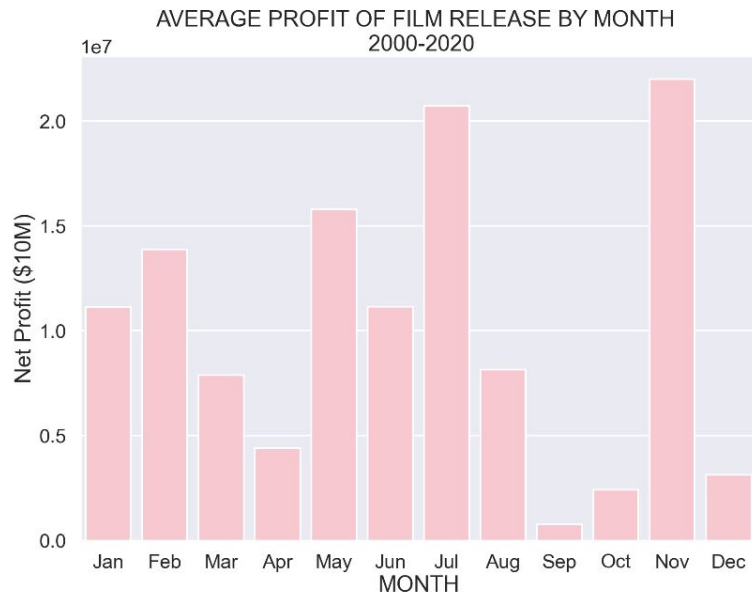
Methods

Descriptive statistics as well as visualizations were utilized to shed light on the trends in the movie industry based on the data used.
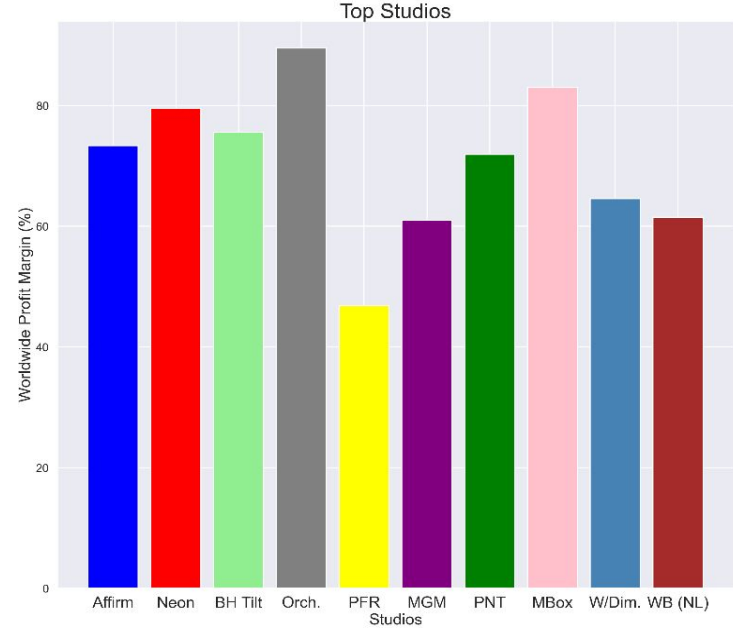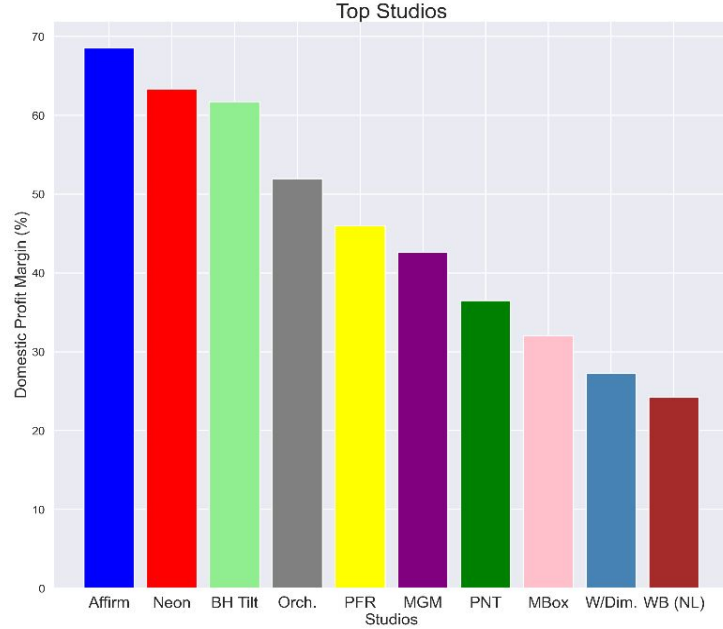
Movie Runtime Distribution

Runtime Distribution of Movies with ROI > 50%

Release Month

When is the best period to release a movie?

AVERAGE PROFIT OF FILM RELEASE BY MONTH
2000-2020

AVERAGE ROI OF FILM RELEASE BY MONTH
2000-2020

Top 10 Grossing Studios

Distribution of Film Genres

Percentage of Films (%)
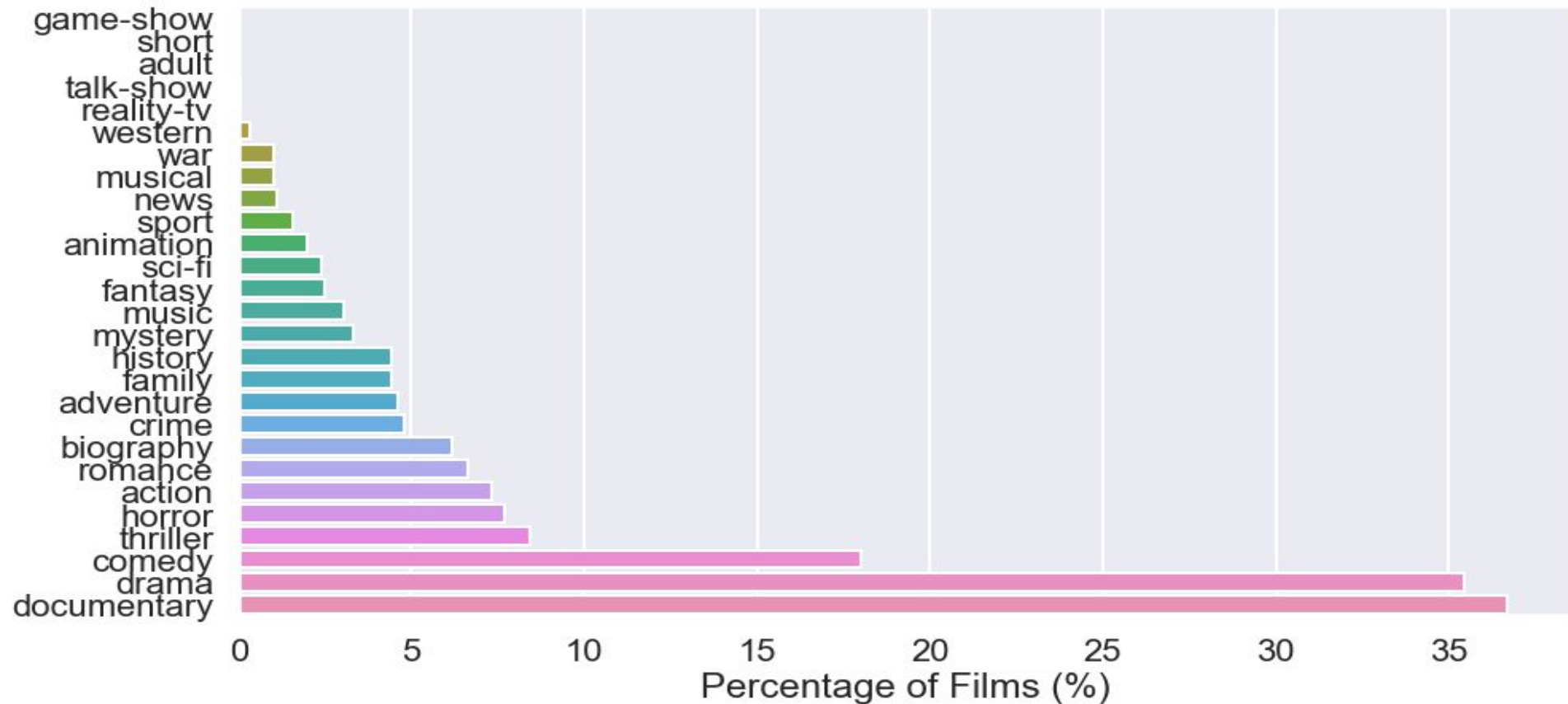
Conclusions

❖ Produce movies with runtimes of 90 - 120 minutes.

❖ Movie release dates should be kept within the months of May, June, July and November.

❖ Microsoft could consider acquiring either of the top grossing studios: BH Tilt,Neon or Orchard film studios.

❖ It would be ideal if Microsoft produced movies of the most common genres,i.e,documentaries, drama and comedy.

Thank You!

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