

Microsoft Movie studio

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Phase 1 Project

Agenda

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Introduction

2.

Data Analysis

3.

Findings

4.

Recommendations

Introduction - Problem statement

- ▶ Microsoft have decided to create a new movie studio.
- ▶ I have been charged with exploring what types of films are currently doing the best at the box office.
- ▶ My task is to translate those findings into **actionable insights** that the head of Microsoft's new movie studio can use to help decide **what type of films to create**.

Data Analysis - Data source

- ▶ The data used in this analysis is from movie datasets from the following sources:
- ▶ Box Office Mojo
- ▶ IMDB
- ▶ Rotten Tomatoes
- ▶ TheMovieDB and
- ▶ The Number

Data Analysis - Data set limitations

Pros

- ▶ Sufficiently large data sets
- ▶ Varied information to allow various analysis

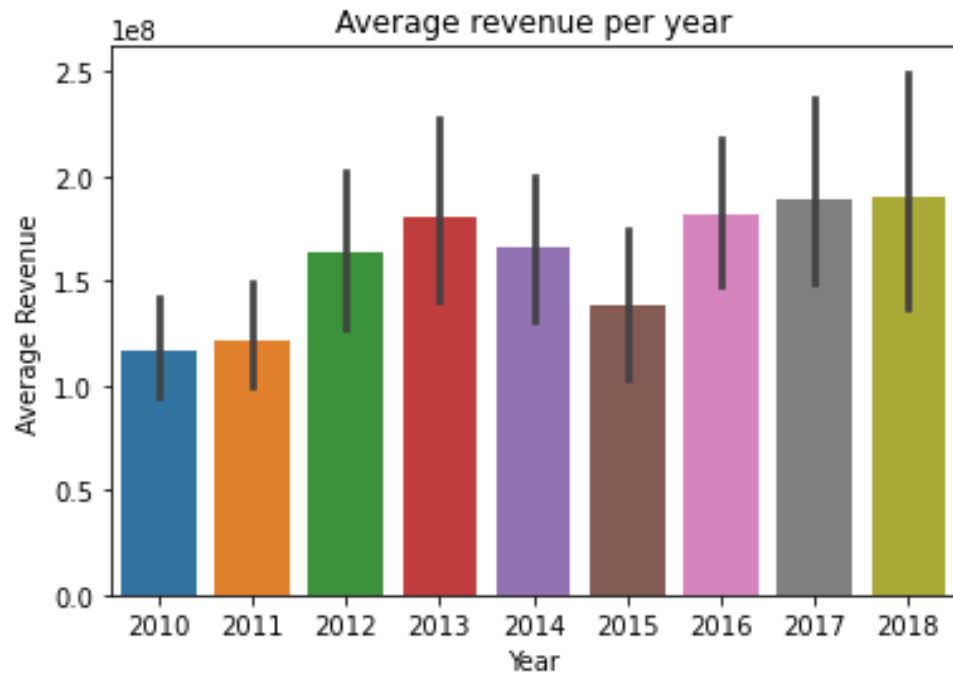
Cons

- ▶ A great number of duplicates due after merging tables
- ▶ Missing data in some of the data sets.
- ▶ Discrepancies in some of the data sets for instance finding a movie with two different tconst ids

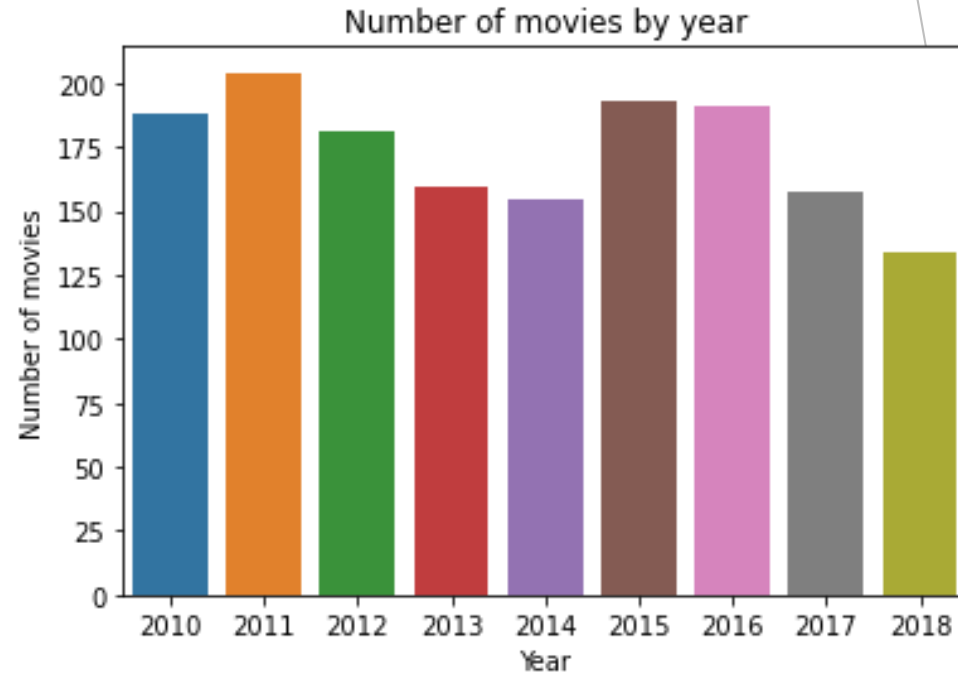
Data Analysis - Data source

- ▶ The data set contains movies created between 2010 and 2019.
- ▶ The average length of the movies is 105 minutes. The longest movie is 192 minutes.
- ▶ The average rating of these movies is 6.4. The lowest rating is 1.6 while the highest rating is 9.2.
- ▶ The average budget for production of the movies is USD 4.66M. The lowest budget is USD 100000, while highest bud get is USD 3.79M
- ▶ The average revenue for the movies is USD 1.58B . There are movies that did not generate revenue , while the one with the highest revenue is USD 2.04B

Findings



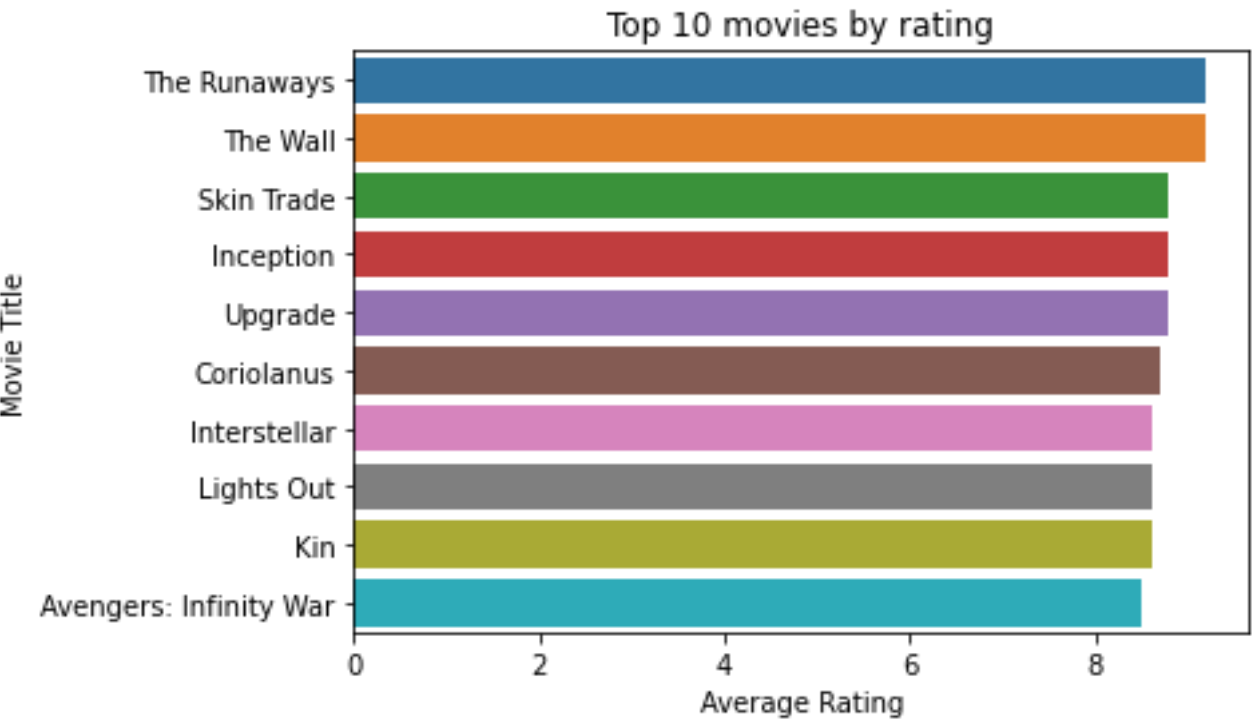
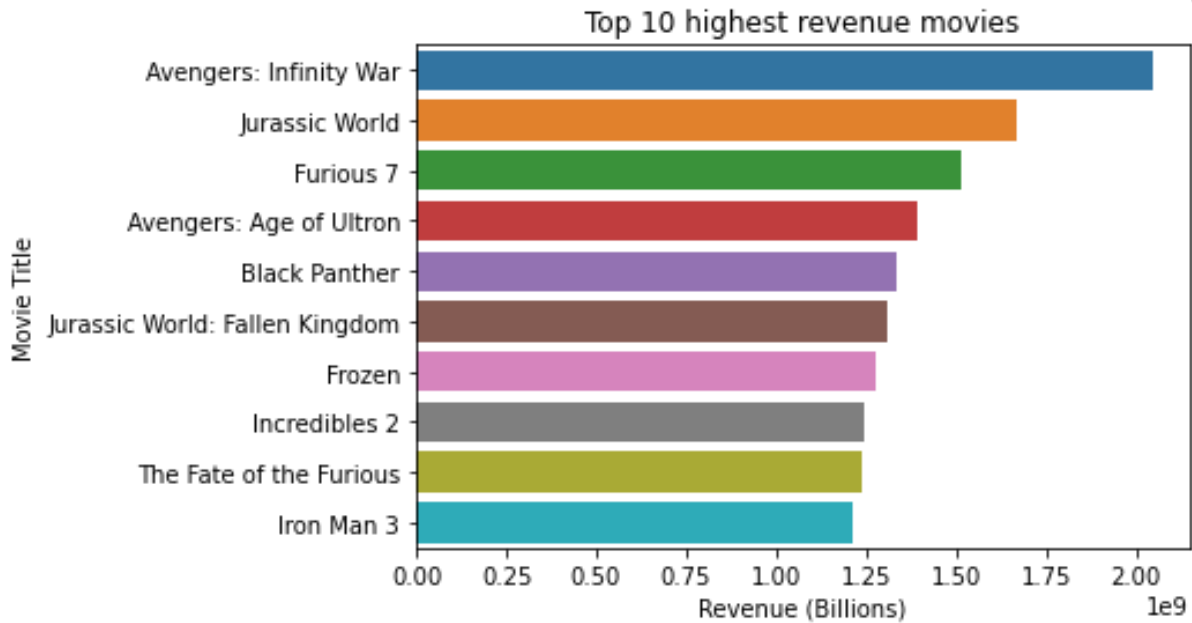
Average revenue \$ 1.58B



Average number of movies
per year - 173

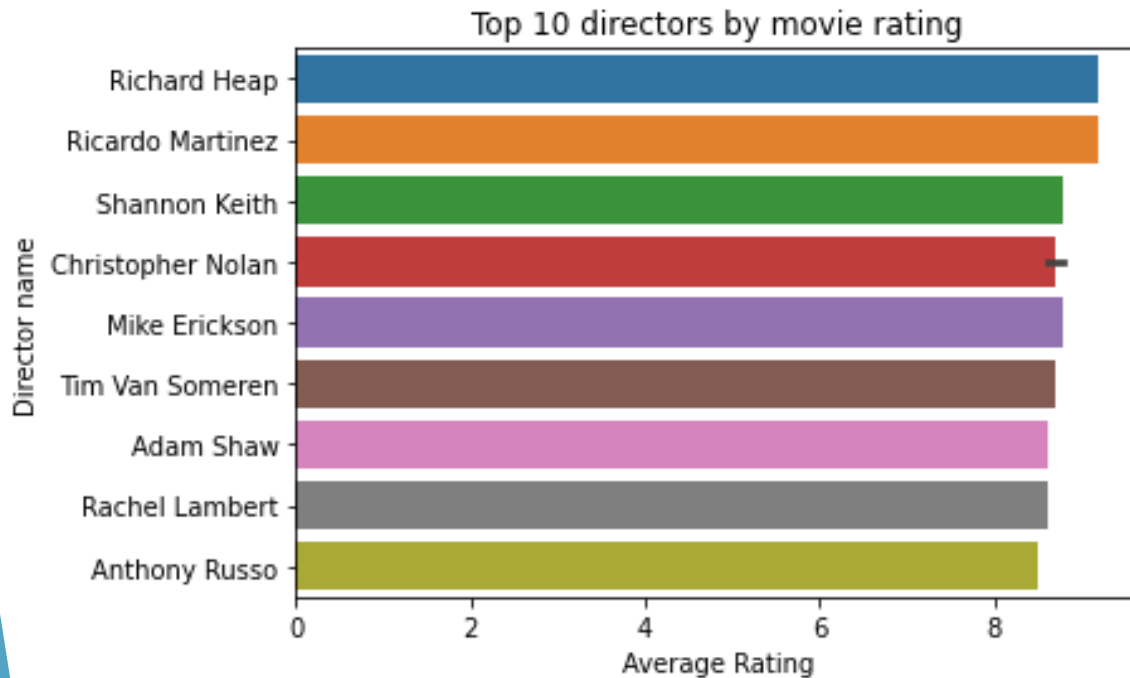
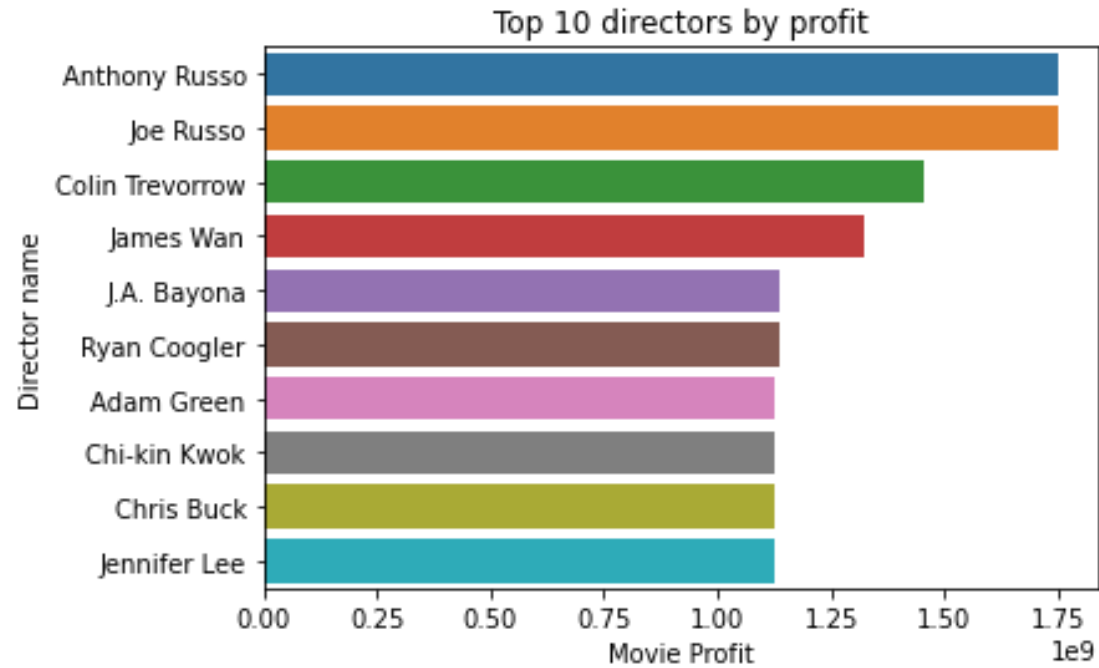
Findings - Top movies

The Avengers movies was both highly rated and generated high revenue



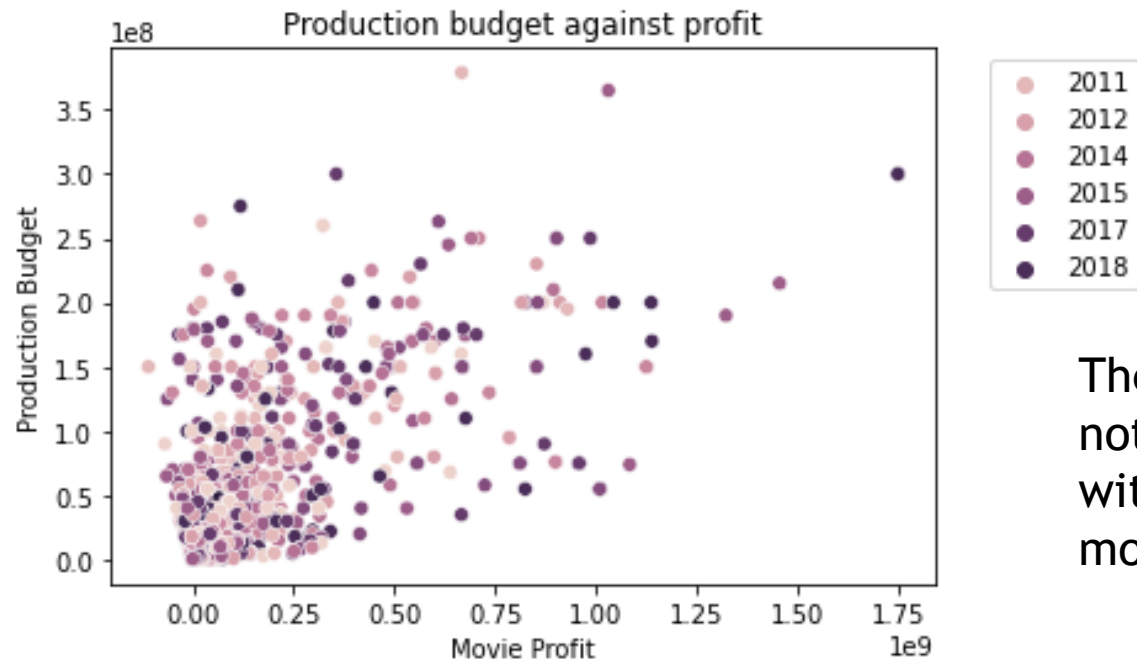
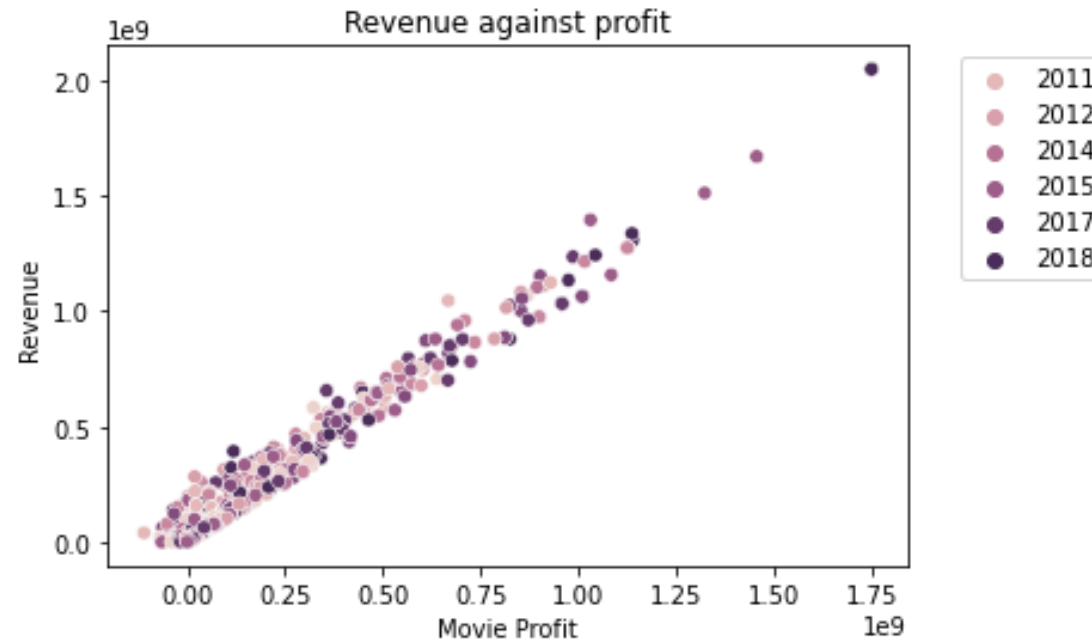
Findings - Top directors

Anthony Russo is a highly rated producer whose movies are profitable



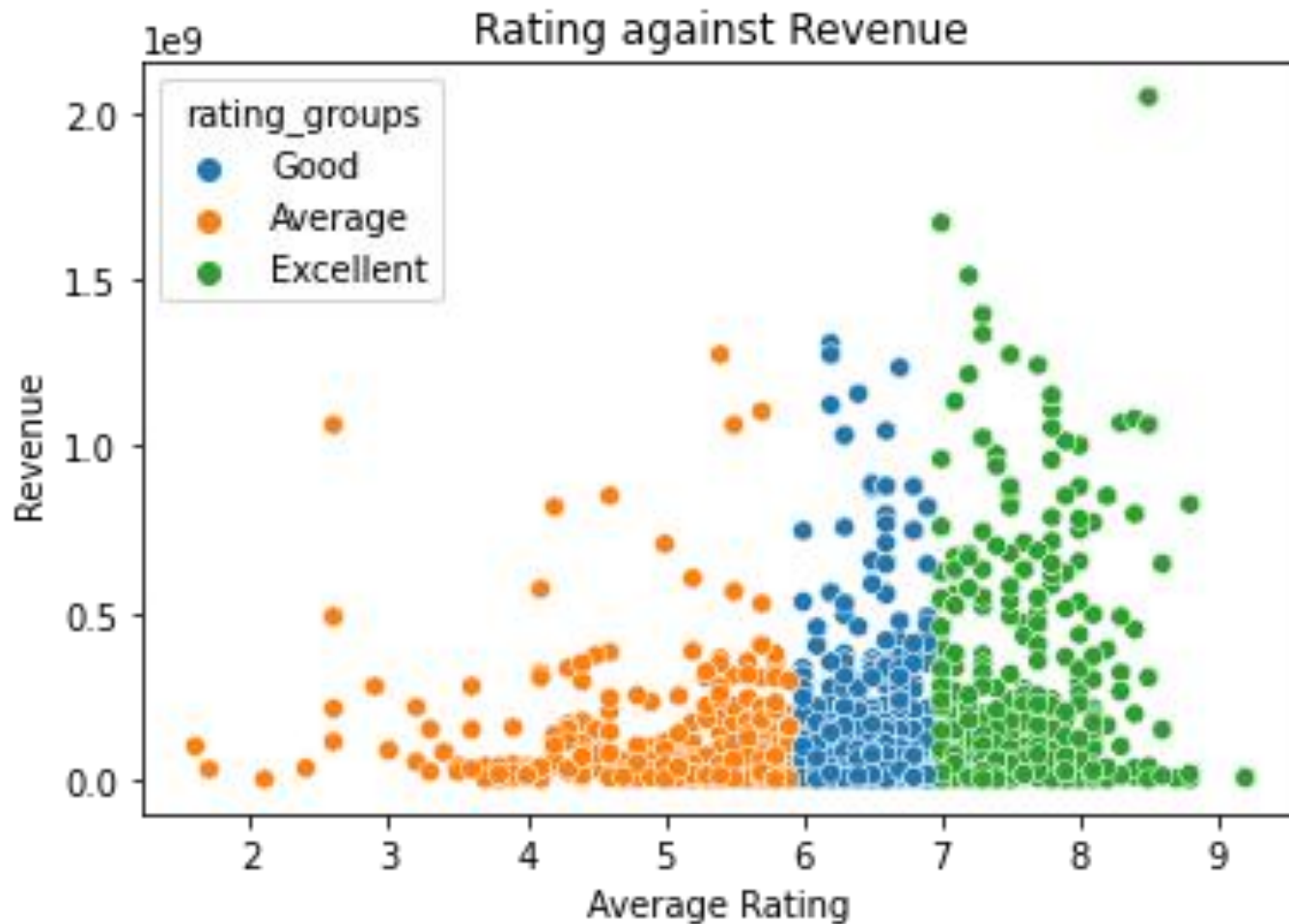
Findings

The revenue and profitability of movies are positively correlated.



The production budget does not have a linear relationship with the profitability of the movie

Findings



A higher rating does not necessarily translate to a higher revenue however more movies with a higher revenue had a rating of 6 and above

Rating only do not predict the success of a movie

Findings - Genres

primary_title	averagerating	genres
The Runaways	9.2	Adventure
The Wall	9.2	Documentary
Skin Trade	8.8	Documentary
Inception	8.8	Action,Adventure,Sci-Fi
Upgrade	8.8	Drama
Coriolanus	8.7	Drama,History,War
Interstellar	8.6	Adventure,Drama,Sci-Fi
Lights Out	8.6	Drama
Kin	8.6	Drama,Music
Avengers: Infinity War	8.5	Action,Adventure,Sci-Fi

Adventure and Drama movies are popular



Comedy



History



Sci-Fi



Romance



Thriller



Action



Horror



War



Musical



Detective



Biography



Fantasy



Drama



Mystery



Sport



Western

Recommendations

- ▶ I advise Microsoft to pick the top directors Anthony Russo and Joe Russo. Since they are highly rated and they produce successful movies in revenue.
- ▶ They would be a great option to start off the Microsoft studio and advise in matters of choices of the genres to focus on and actors to consider.
- ▶ Adventure and Drama genres are popular genres to consider
- ▶ Movie business is profitable
- ▶ With the right choice of directors, Microsoft will succeed in this venture

THANK YOU!