Microsoft studio needs analysis

Movie studio development suggestions.

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Outline

- Data

- Business Problem (1, 2, 3)

- Results

- Conclusions

Data

- **Numbers data** provides "tn.movie_budgets.csv" data file that includes movie title, worldwide gross, and production budget.

- **IMDB** provides "imdb.title.basics.csv" data file that includes movie title, and genres.

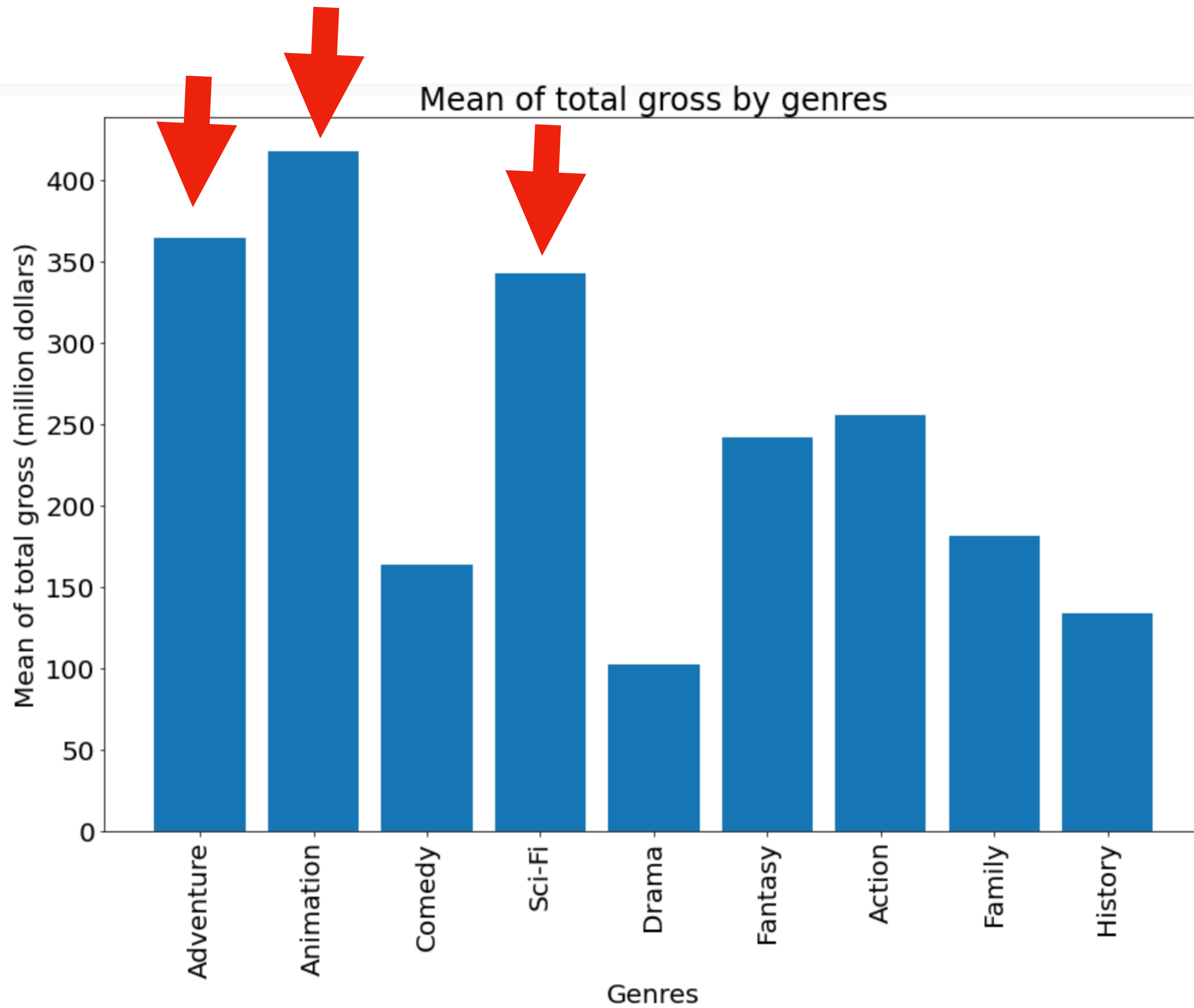- **Box Office Mojo** provides "bom.movie_gross.csv" data file that includes movie title, and studio.

Business Problem 1

- There are many kinds of movie genres like adventure, comedy, action, and animation.

- Choose the genres that lead the movie to success.

Results

Mean of total gross by genres

- This analysis shows the 3 genres that made money the best. I recommend the combination of Animation, Adventure and Sci-Fi. This combination will lead microsoft studio to success.

Business Problem 2

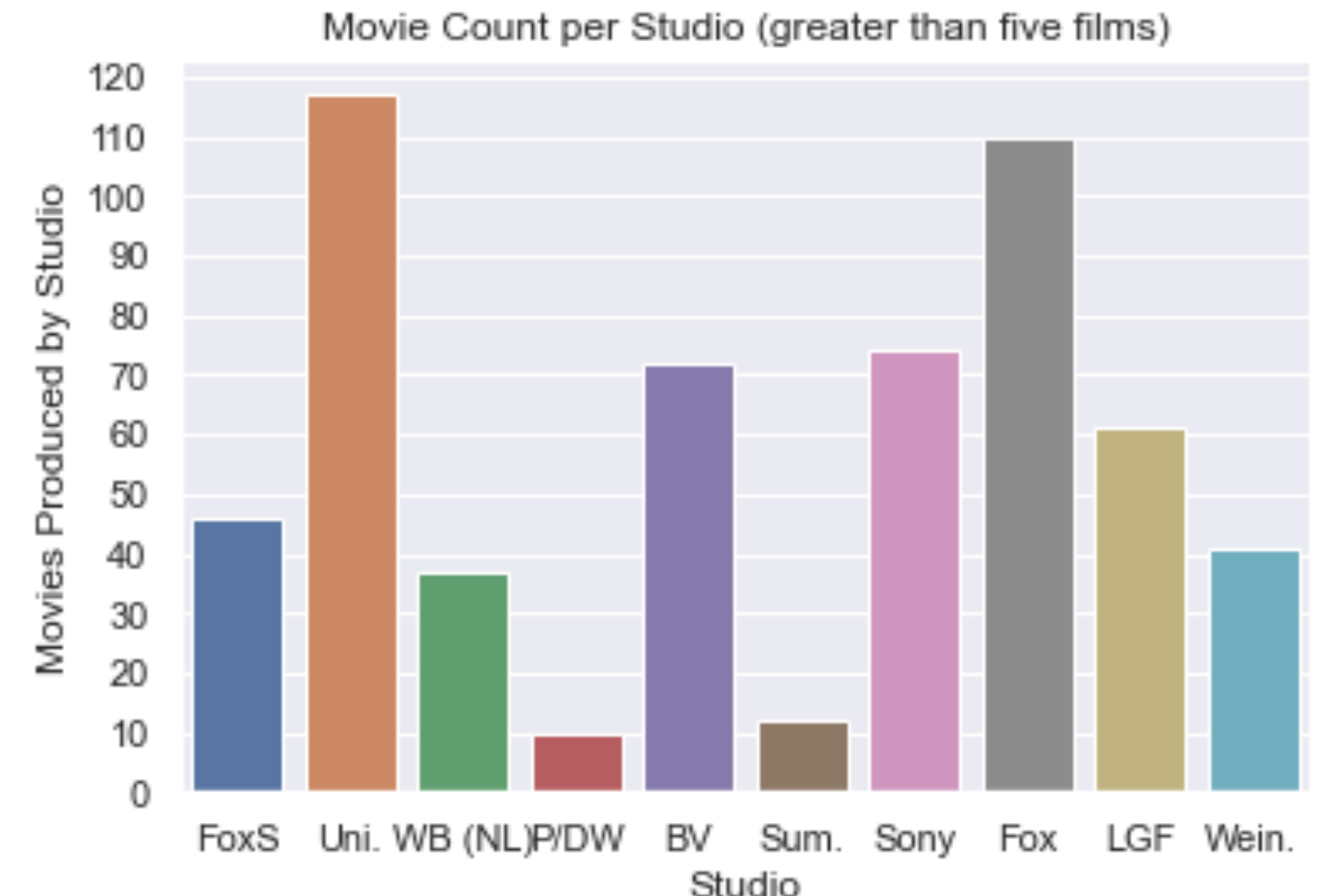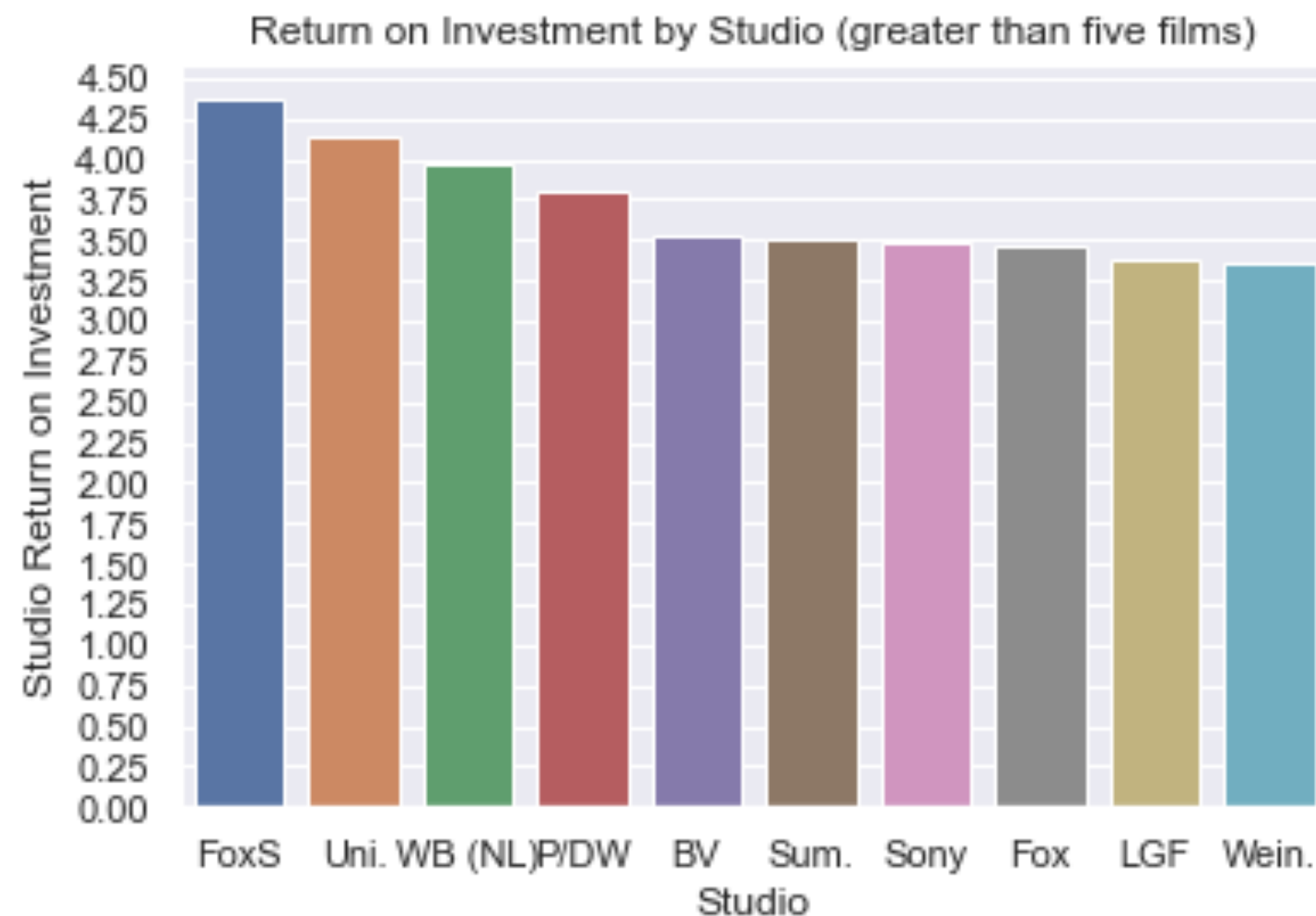## How to choose the correct production studio?

- Production studios provide value to a film by lending logistical help, hiring assistance and location scouting.

- Use our 'return on investment' metric to identify the most successful studio's.

- ROI = worldwide gross / production budget

Results

How to use ROI by studio metric

- A studio with an ROI of 4.00 means that the gross is four times the budget. Good!

- You can also use this metric to verify studios you'd like to avoid.

- We see Universal and Fox are both top ten for ROI. They also have some of the most movies produced by any studio.

Return on Investment by Studio (greater than five films)

Movie Count per Studio (greater than five films)

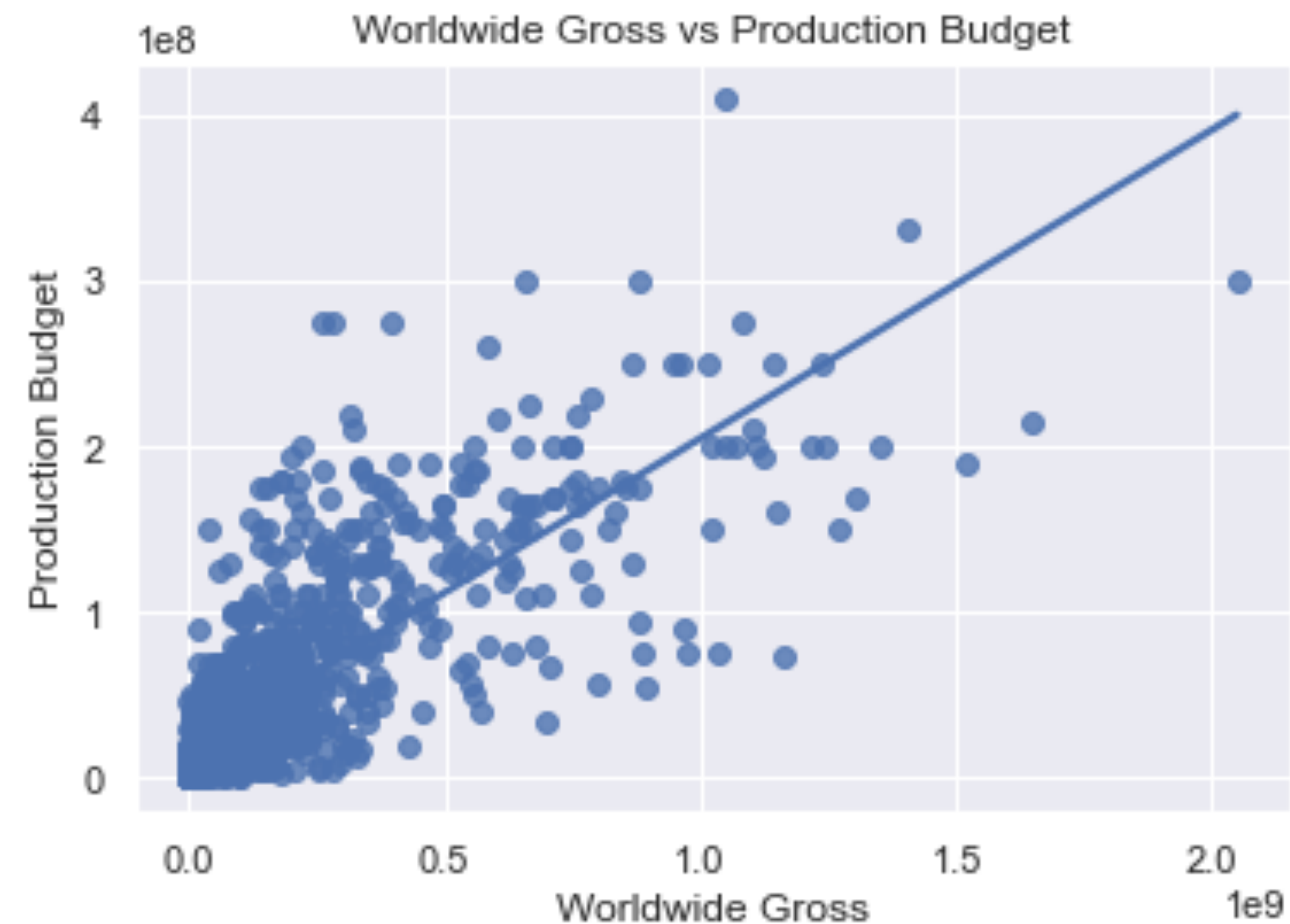# Business Problem 3

What should the budget be?

- The greater the sample size the more accurate approximation for our ROI metric.

- I will choose Fox and Universal as the two studios to analyze a proper budget.
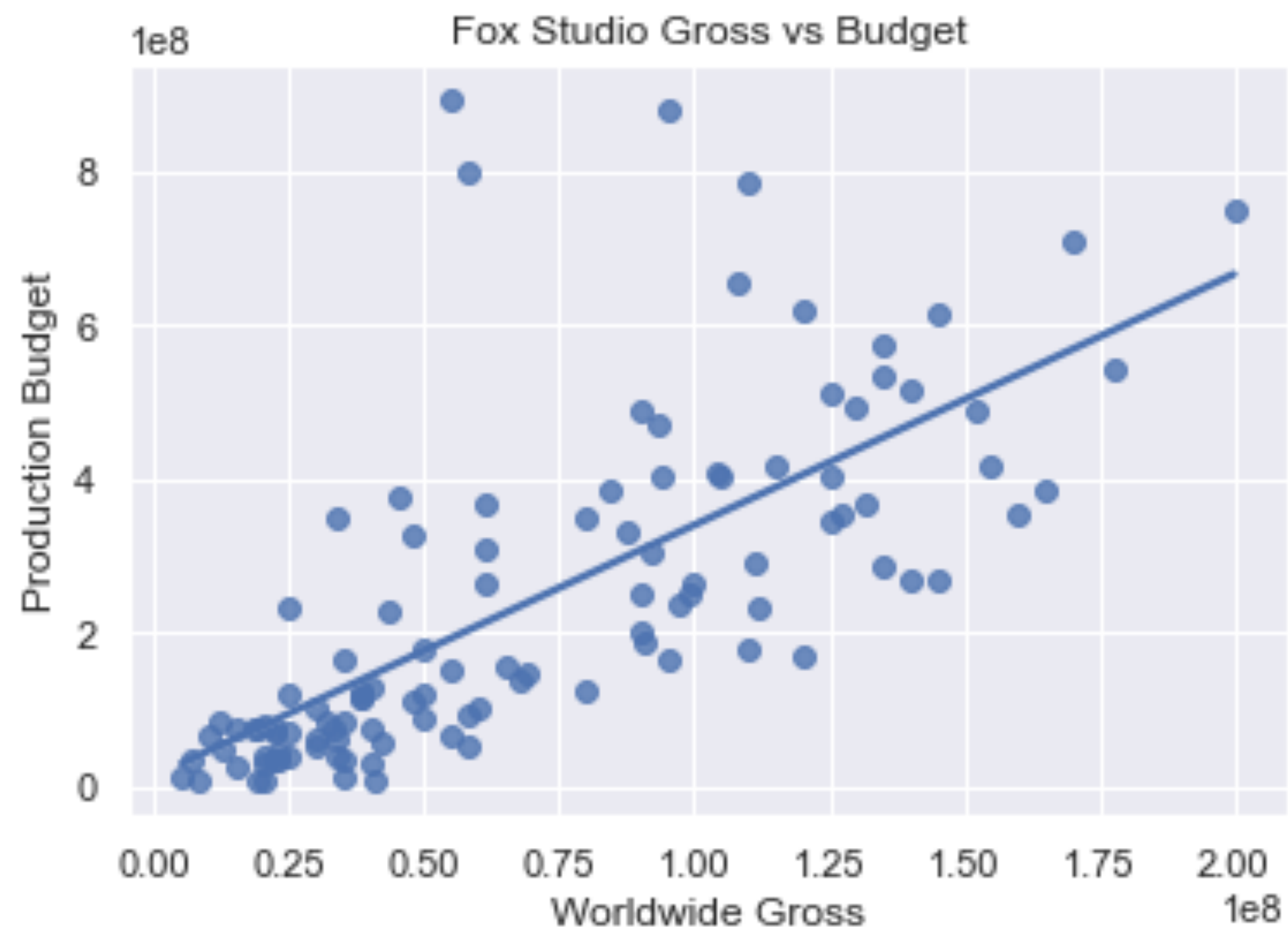
Results
Budgets and Studios

- Money matters.

- The movies with the highest worldwide gross also have the highest production budgets.

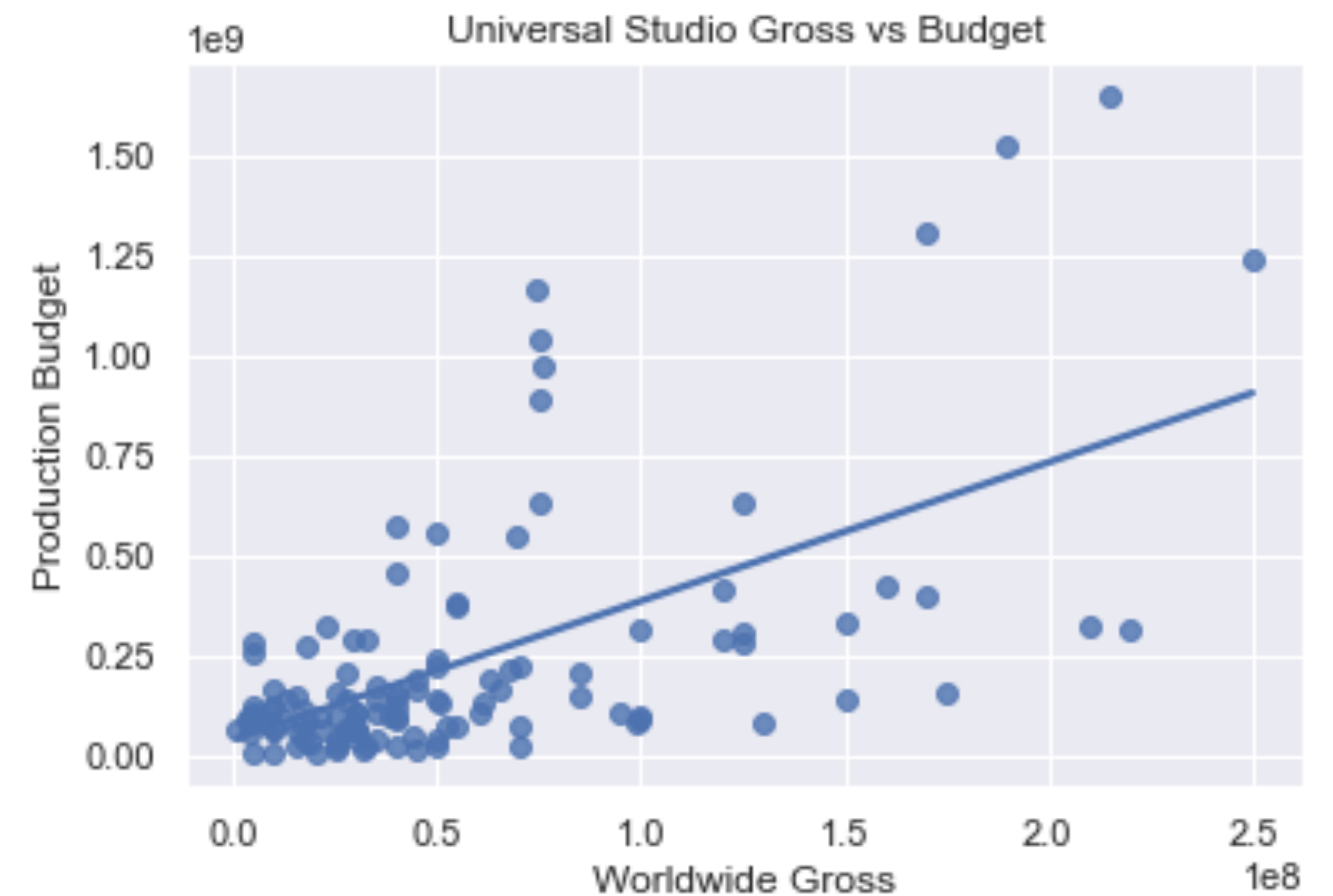
Worldwide Gross vs Production Budget

Results

Fox vs Universal Studios

- Fox studio averages a budget of $70,504,545

- Universal studio averages a budget of $56,390,598

Conclusions

This analysis leads to three recommendations for developing movies for best expected profits:
- **Recommend successful movie genre combination.** This analysis shows the 3 genres that made money the best. I recommend the combination of Animation, Adventure and Sci-Fi. This combination will lead microsoft studio to success.
- **Analyze studios to consider based on ROI.** Based on the ROI metric provided choose a studio like Universal or Fox that has a large sample size of movies made combined with a high ROI.
- **Estimate a production budget.** After looking at both studio's average production budget per movie we can expect to budget between $55,000,000 and $70,000,000.