FEATURE PRESENTATION

MICROSOFT'S
NEW MOVIE STUDIO

Overview:

Our mission, that we've chosen to accept, is to:

-Analyse data from the movie industry

-Explore what goes into making a successful movie

-Provide actionable insights

Question 1:

How has the Popularity of Different Genres Changed Over Time?

Data Source:

TMDB -The Movie DataBase

-For reliable vote scores: removed all films with fewer than 5 votes
-Looking at films 2010-2019
      -This left almost 13k films

Engineered Features:

Used the TMDB data to create aggregates for time-series data with a
 6-month rolling window

Which Films are Popular to make?

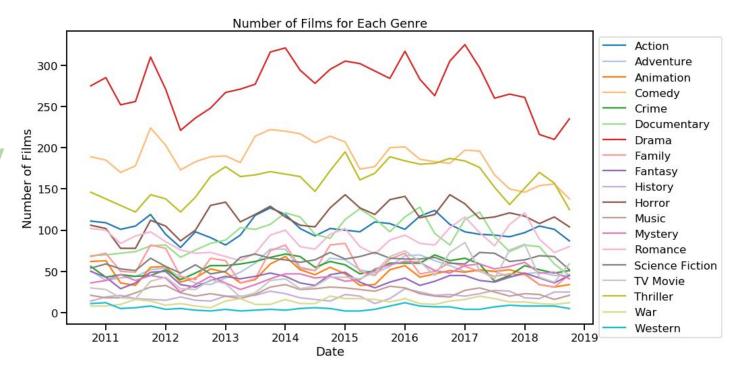**Drama**
Comedy
Thriller
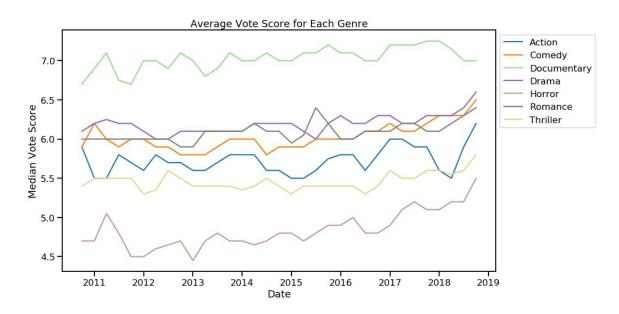**Horror**
Documentary
Action
Romance
History
War
Western

Number of Films for Each Genre

Average Vote Score

Documentaries score consistently high

Horror rising

Average Vote Score for Each Genre

Total Vote Score

Documentary:
Low Total score

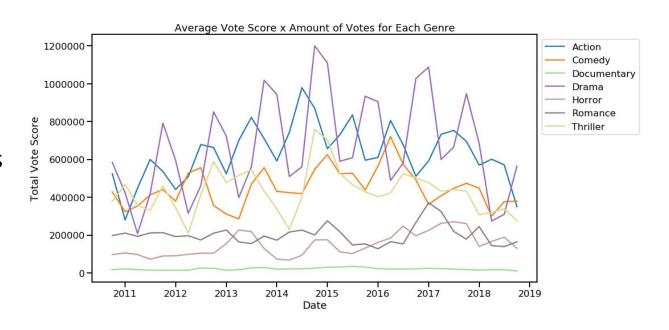Total Vote Score =
Av. Vote x Num. Votes

Cyclic:
Best release season:
Summer: Action
Autumn: Drama
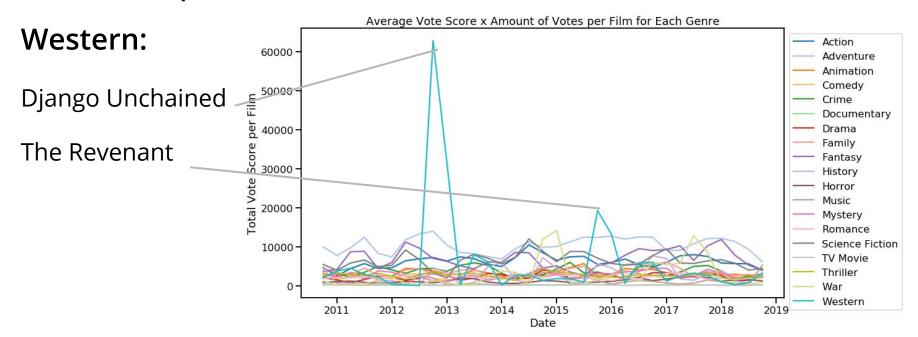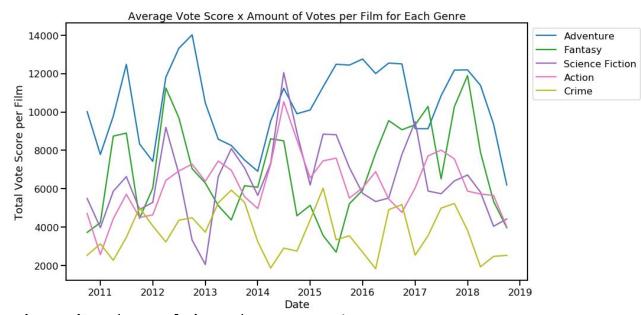

Average Vote Score x Amount of Votes for Each Genre

Legend: Action, Comedy, Documentary, Drama, Horror, Romance, Thriller

Genre Impact

Total Vote Score per film

Western:

Django Unchained

The Revenant

Average Vote Score x Amount of Votes per Film for Each Genre

Legend:
- Action
- Adventure
- Animation
- Comedy
- Crime
- Documentary
- Drama
- Family
- Fantasy
- History
- Horror
- Music
- Mystery
- Romance
- Science Fiction
- TV Movie
- Thriller
- War
- Western

Consistent Popularity

Most consistently
popular genres:

Adventure
Fantasy
Action
Science Fiction
Crime

Average Vote Score x Amount of Votes per Film for Each Genre

Legend: Adventure, Fantasy, Science Fiction, Action, Crime

It is, therefore, my
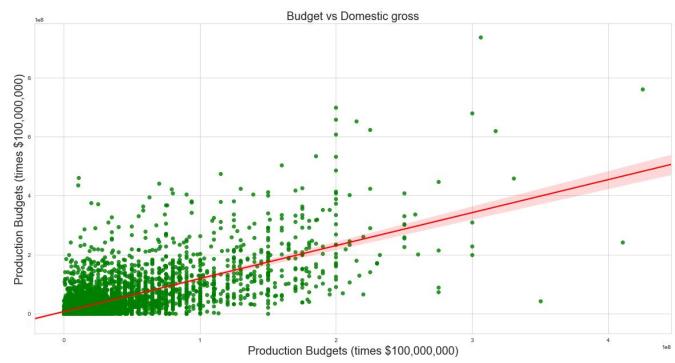recommendation to make a Fantasy-Adventure movie

INTERLUDE

Question

How does the production budget correlate with the world wide gross and the domestic gross?
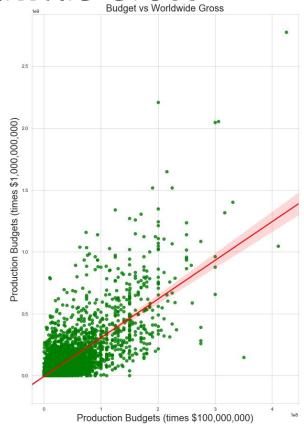
Production Budget vs Domestic Gross

The red regression line shows that there is a clear positive correlation between a larger budget and more gross income.

Budget vs Domestic gross

Production Budget vs Worldwide Gross

Again there is another strong correlation between the production budget and the world wide gross.

The data shows that you are better off spending more on the movie because the return on investment is better for bigger budget movies.
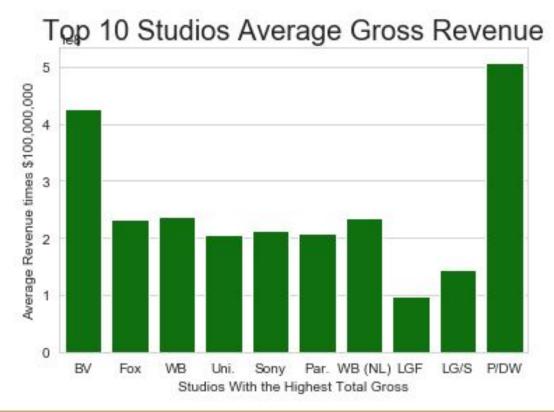

Budget vs Worldwide Gross

Question

Which production studio has the highest average performance?

Top Ten movie studios

These are the top ten movie studios based on there total gross income. The graph shows which studios have the highest average gross income per movie. It shows that teaming up with either

Top 10 Studios Average Gross Revenue

summary/conclusions

- summarize all your insights in a single slide and (if applicable) add any overall recommendations

More time:

Dispersion of different Genre's votes, or split it by budget: Perhaps Horror is brought down by many cheap bad horror films?

the "thank you" slide

- possible to link to resources used, your github repo, any acknowledgements
- for more professional purposes, you might link your contact info (linkedin, email, etc.)

FIN