

FEATURE PRESENTATION

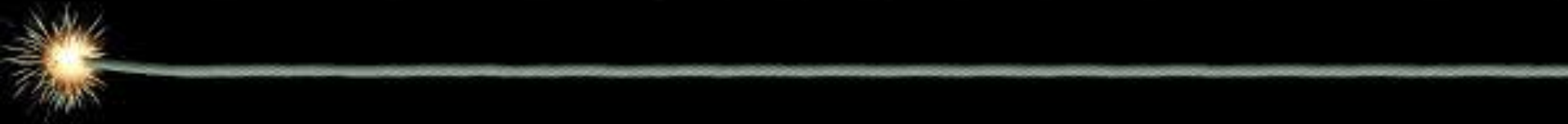
**MICROSOFT'S
NEW MOVIE STUDIO**

STARRING.....MATTHEW ANDREWS, TREVOR MOTT

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: Only considering films with 5 or more votes
- Only looking at films ~2010-2019
 - This is still almost 13k films

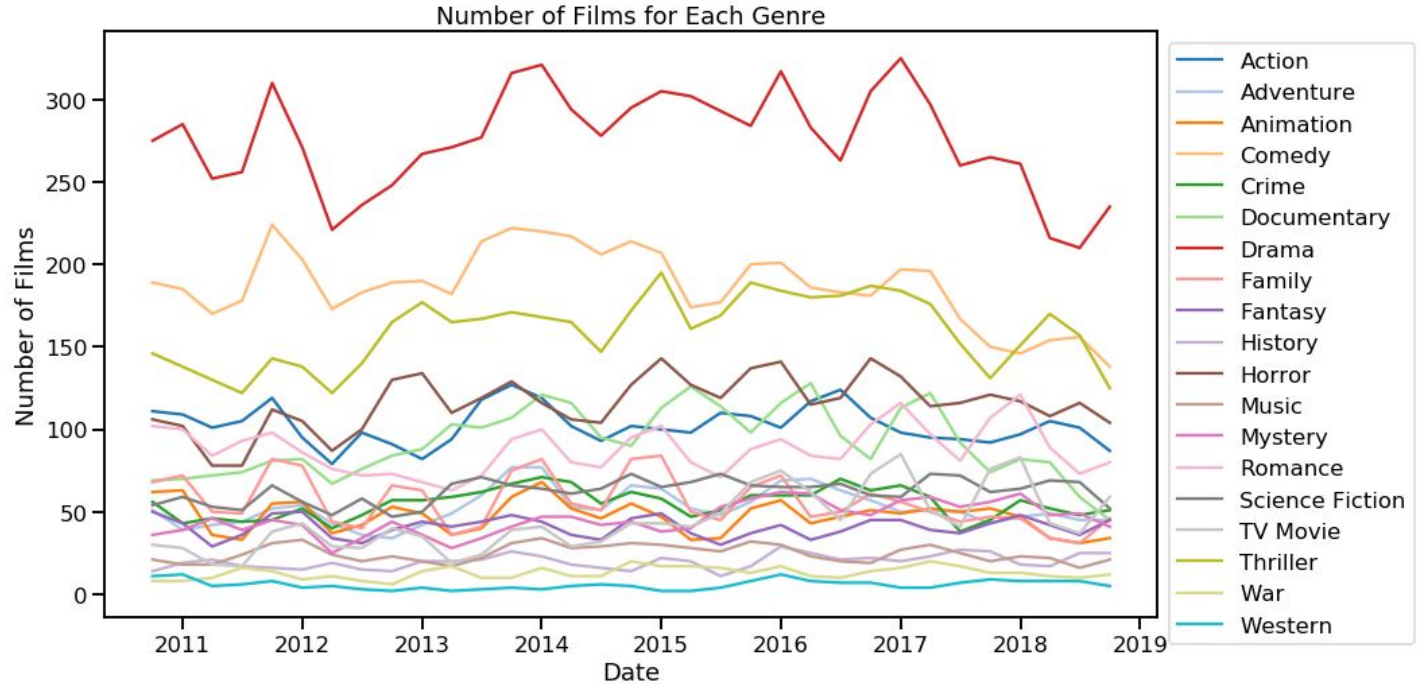
Engineered Features:

Used the TMDB data to create statistics for time-points with a 6-month rolling window

Drama
Comedy
Thriller
Horror
Documentary
Action
Romance

www

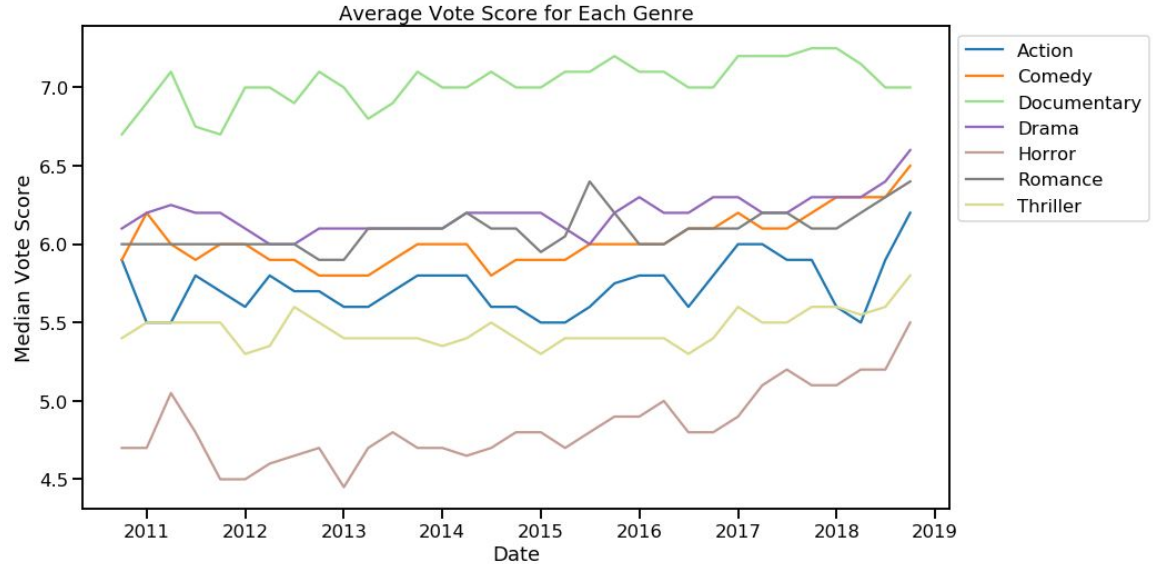
History
War
Western



Average Vote Score

Horror steadily rising

Documentaries score consistently high

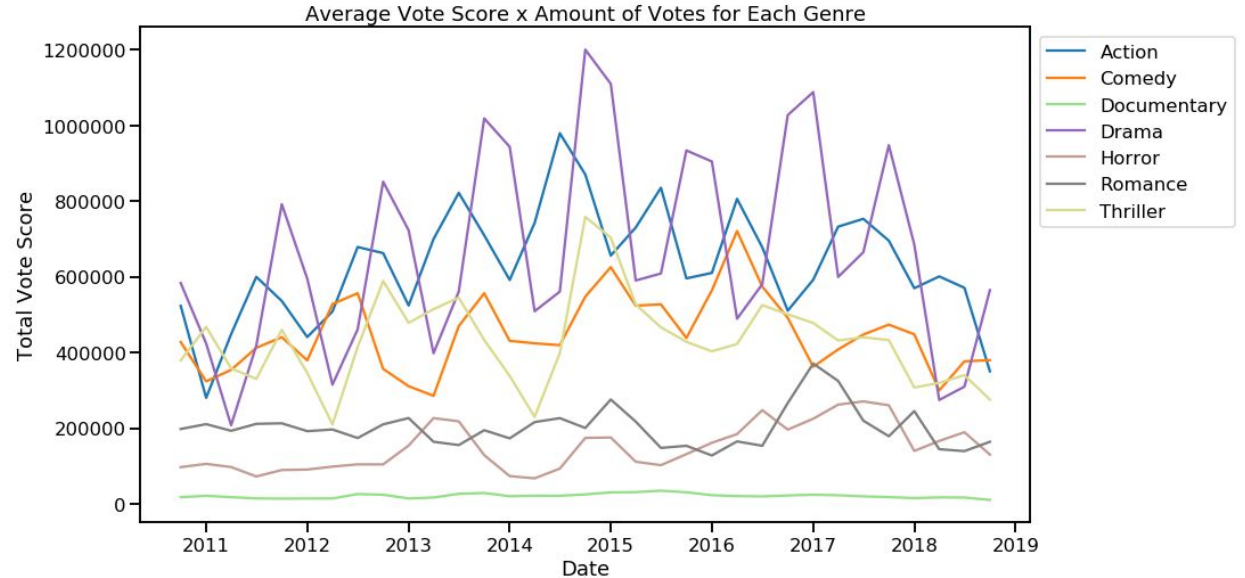


Total Vote Score

Documentary:
Low Total score

Total Vote Score =
Av. Vote x Num. Votes

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



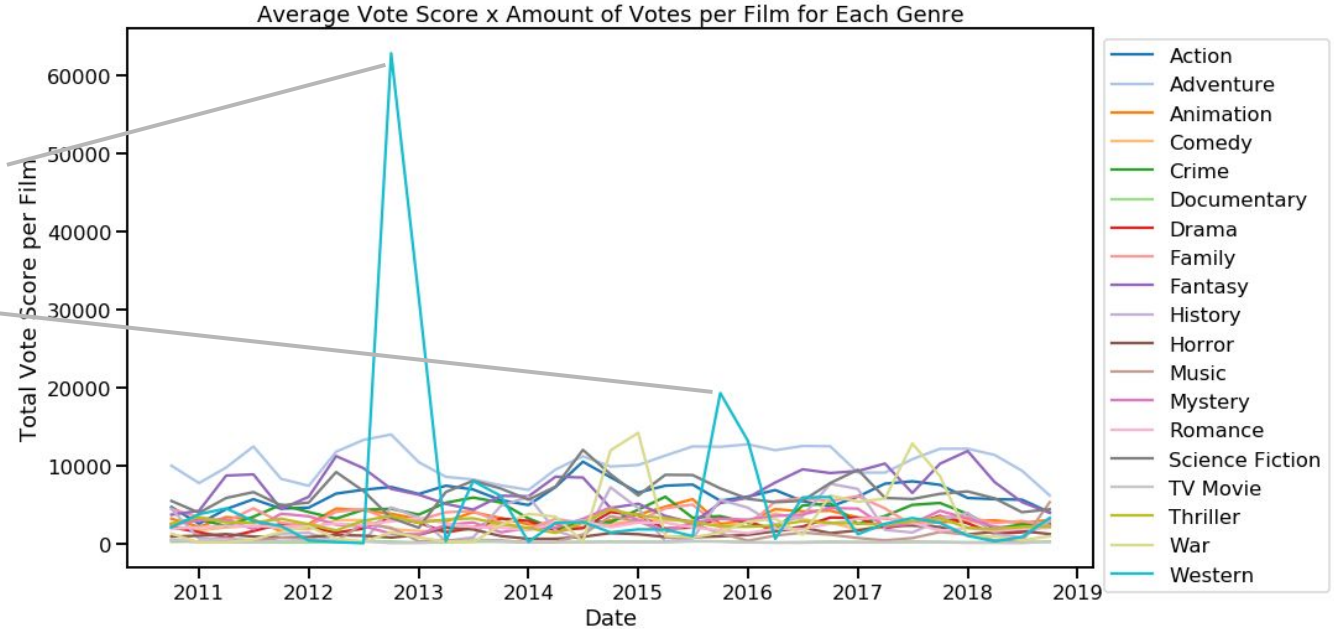
Genre Impact

Total Vote Score per film

Western:

Django Unchained

The Revenant &
The Hateful Eight



Consistent Popularity

Total Vote Score per film -a closer look

Most consistently popular genres:

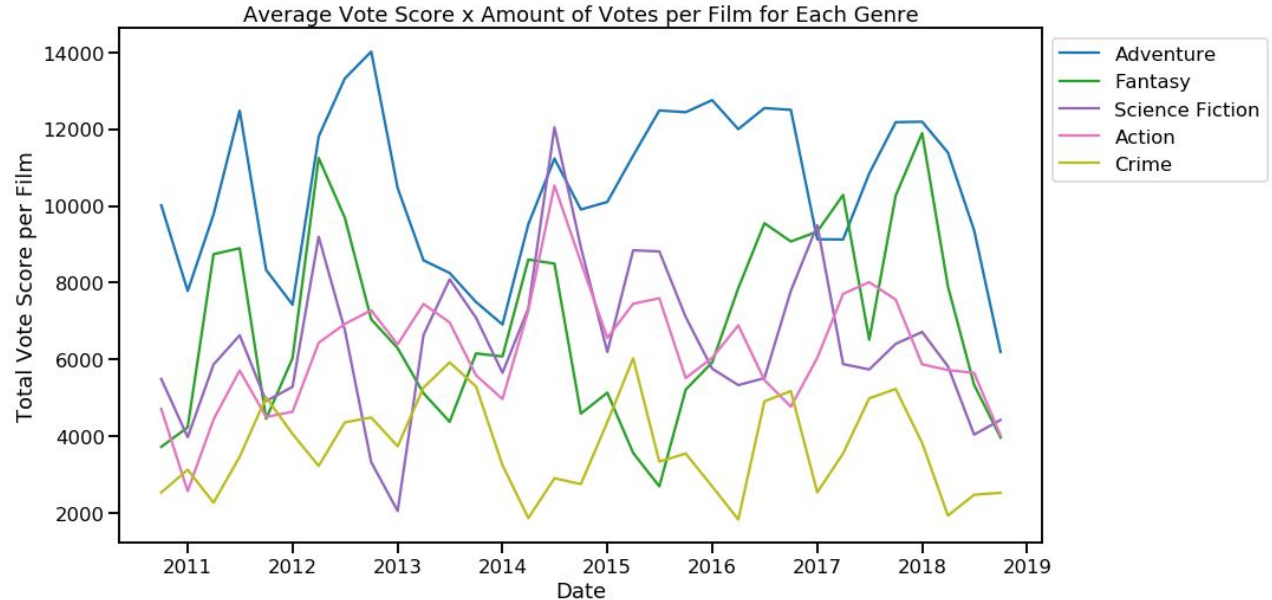
Adventure

Fantasy

Action

Science Fiction

Crime



It is, therefore, my recommendation that we make a Fantasy-Adventure movie.

INTERLUDE

RECOMMENDED GENRE:

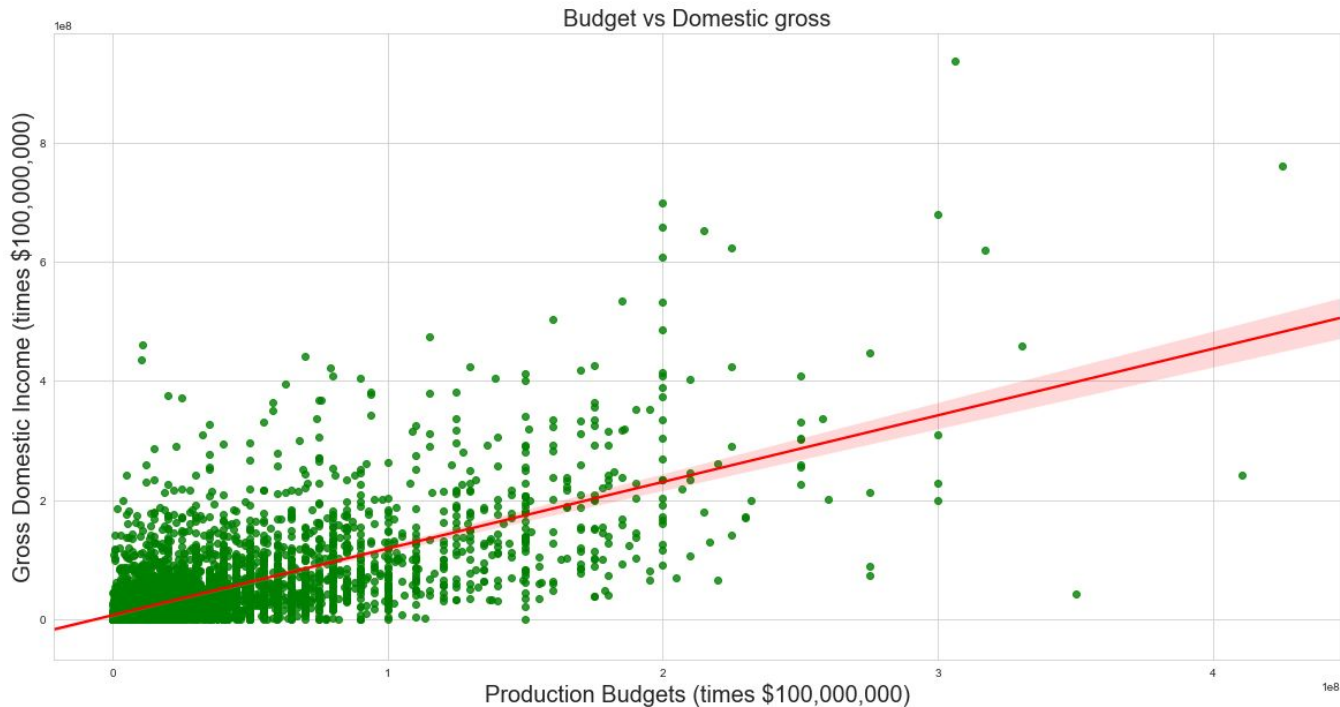
FANTASY - ADVENTURE

Question 3

How does the production budget correlate with the world wide gross and the domestic gross?

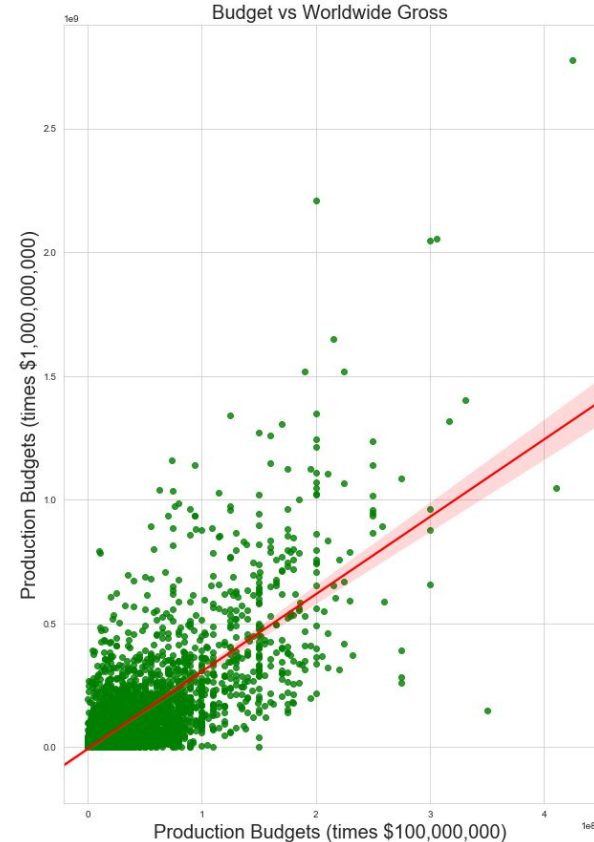
Production Budget vs Domestic Gross

- larger budget correlates with larger gross income



Production Budget vs Worldwide Gross

- strong correlation between Production Budget and WorldWide gross
- better off spending more for greater return on investment

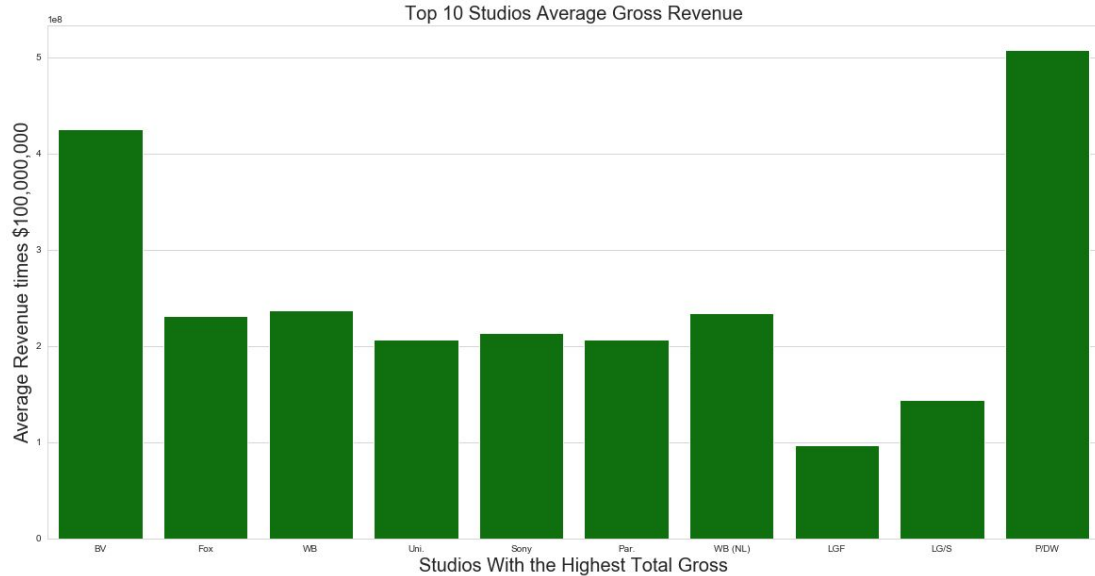


Question 4

Which production studio has the highest average performance?

Top Ten movie studios

- Top ten movie studios with highest total gross income
- The graph shows highest average gross income per movie.
- Teaming up with either Dreamworks (P/DW) or Buena Vistas (BV)



To conclude:

Recommended Genre:

Fantasy - Adventure

Recommend production studios:

Dreamworks - Buena Vistas

Recommend budget:

Higher budget gets a better return on investment.

More time:

With more time now you'd get to see Question 2

Explore the dispersion of different Genres' votes, or split it by budget: Perhaps Horror is brought down by many cheap bad horror films?

Look for a sweet spot in production budget : How much should you spend on a movie?

Use APIs to get more up-to-date data

Thank yous:

- To The Movie DataBase, the Internet Movie Database, Box Office Mojo
- To the person / people who originally gathered the data from these sites

You can find us on Slack

Github repo: https://github.com/Maltanno/Phase1_Project



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