
Movie Data Analysis for Microsoft

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Microsoft



Summary

Descriptive analysis shows that Microsoft should produce optimal ratings by:

- Focusing on top genres in terms of ratings
- Avoiding poor-rated genres
- Releasing movies during times when ratings are best
- Expecting the genres to maintain similar ratings over the next few years



Outline

- Business Problem
- Data and Methods
- Results
- Conclusion

Business Problem

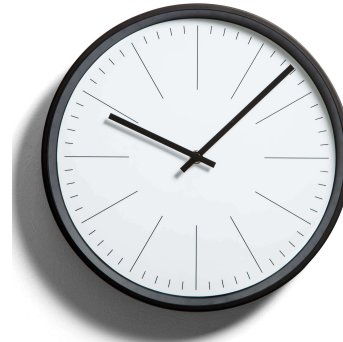
- Determine which movies to produce for new studio
- Maximize profits
- Optimize ratings
- Plan efficiently



Data and Methods



- Data from thousands of movies from IMDb, TMDb, and The Numbers
- Ratings, gross revenue, release dates
- Prepare and understand data
- Calculate profits

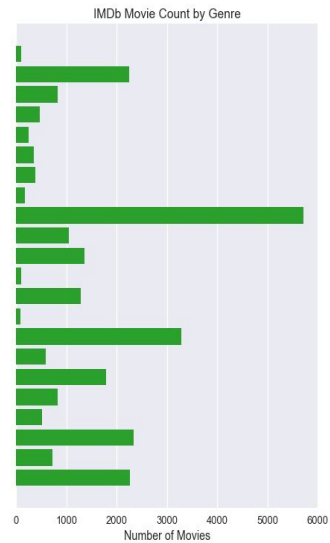
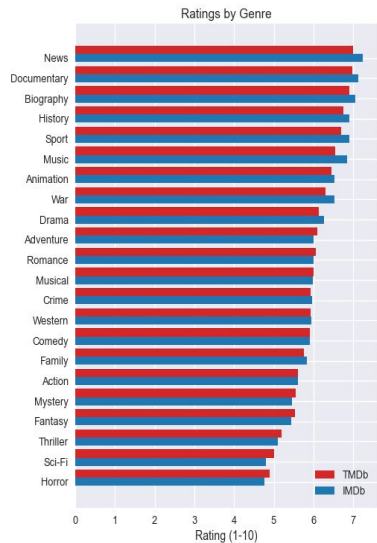


Results

Best Ratings by Genre

Best: Documentary, Biography, Drama, Romance, and Adventure.

Worst: Horror, Sci-Fi, Thriller, Mystery, and Fantasy.

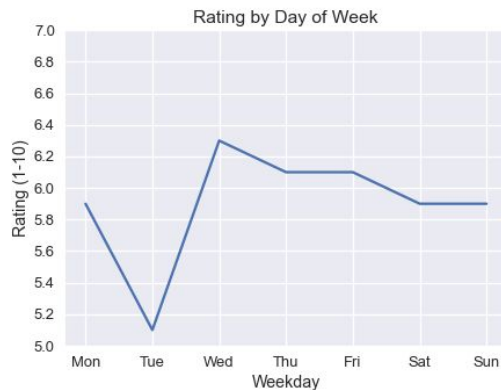


Results

Best times to release movies

Optimal: Wednesday, March, April, November

Suboptimal: Tuesday, January, July

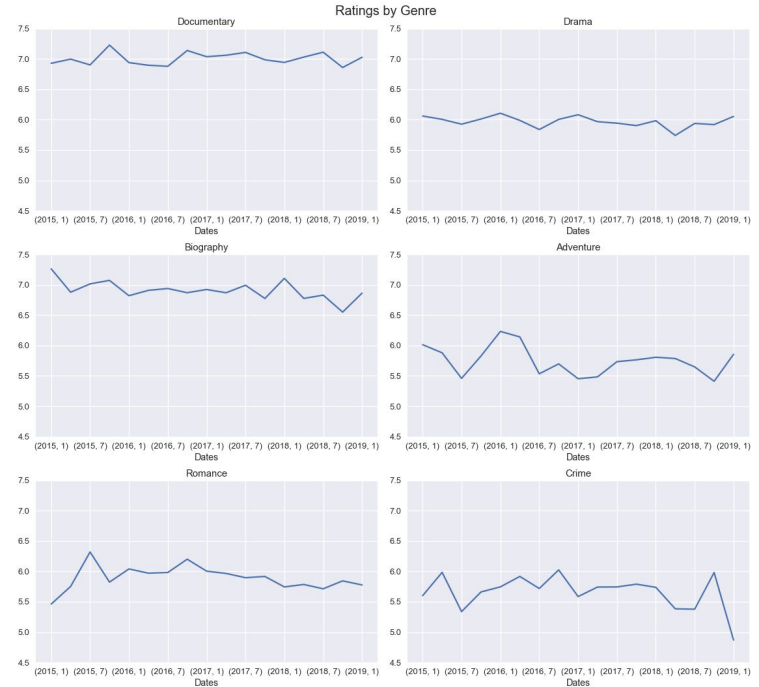


Results

How are the top genres trending in recent years?

Uptrends: None

Slight downtrend: Biography and Crime



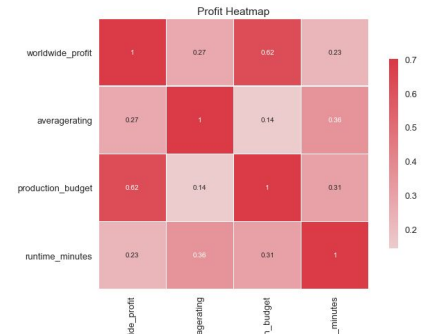
Conclusions

Recommendations

- Focus on the Documentary, Biography, Drama, Romance, and Adventure genres.
 - Avoid Horror, Sci-Fi, Thriller, Mystery, and Action.
- Release movies during March/April and November/December.
 - Avoid Tuesday
- Expect genres to maintain similar ratings over the next few years

Next Steps

- Find correlations between ratings, release dates, and profit
- Specific dates' effects on ratings and profit (e.g. holidays)
- Forecast/Predict certain metrics like profit and revenue.



Thank You!

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