Movie data Exploration

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Outline

- Business Problem
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Business Problem

This presentation is an analysis designed to guide Microsoft in its financial investment towards the opening of its new studio for movie production.

Data

Using Descriptive analysis, from the following datasets, on Budget and Revenues of movies in the market to reveal strategic investment plans for Microsoft to enter the movie industry.

- Box Office Mojo
- IMDB
- The Movies DB
- The Numbers

Methods

Genres

Which genres have high grossing profits?

Directors/Writers

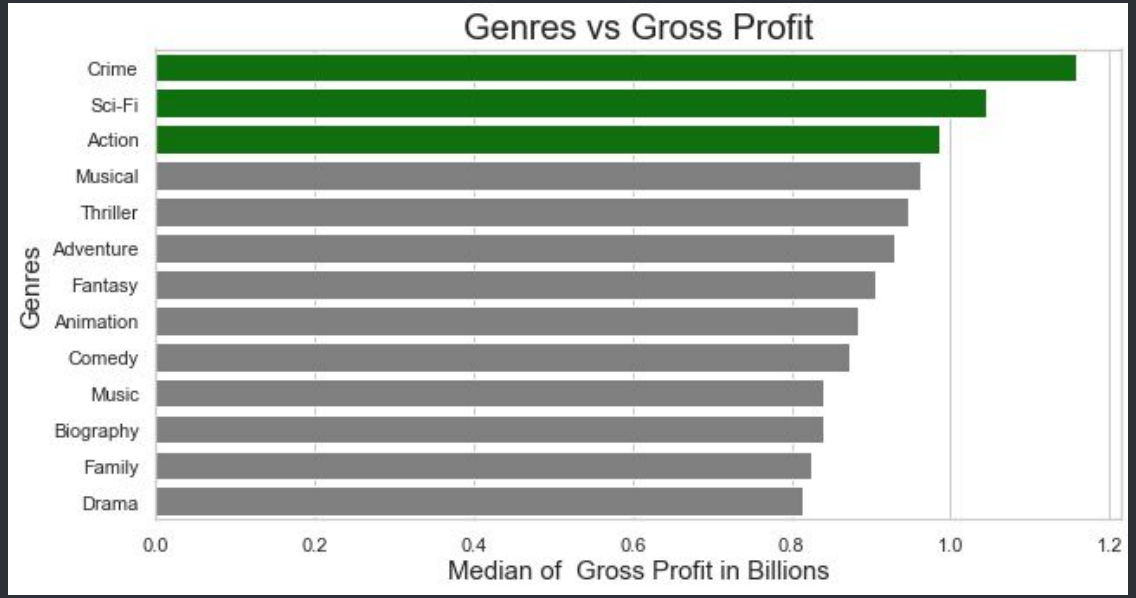
Who are the Directors/Writers known for top grossing genres?

Production Budget

What range of Budget if likely to yield greater returns?

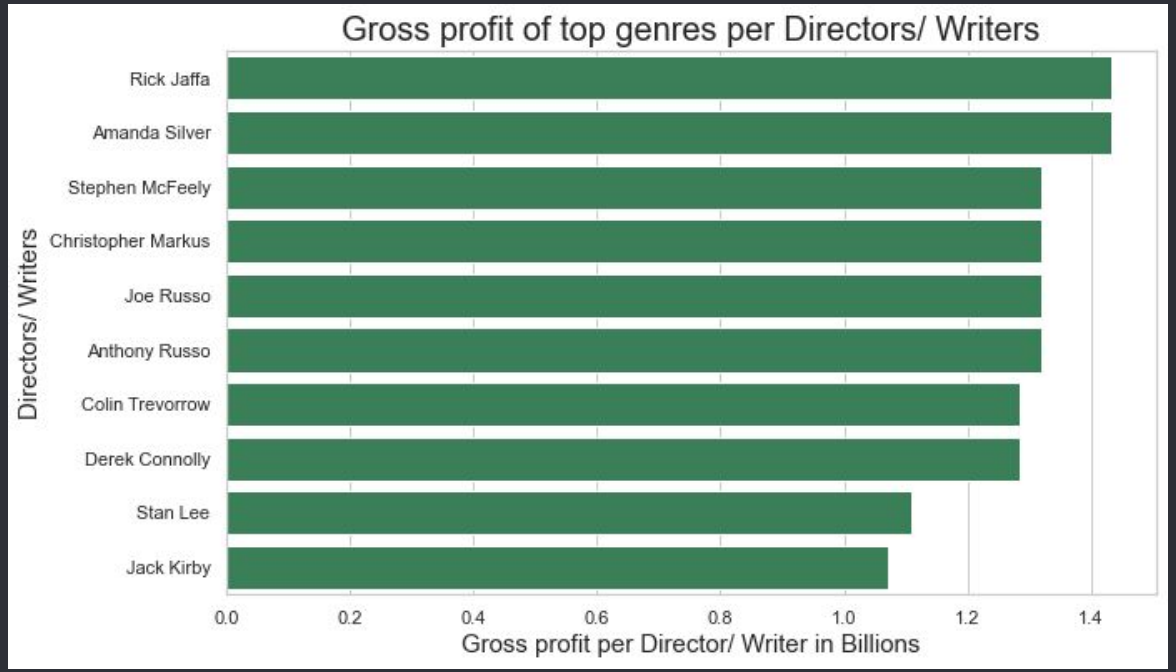
Results

- Genres returning the greatest average profit are known to be “Crime”, “Sci-Fi” and “Action”.



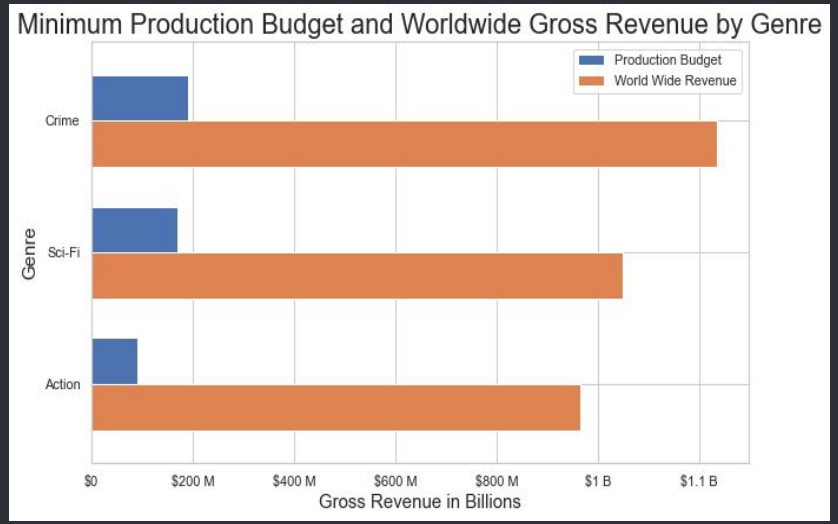
Results

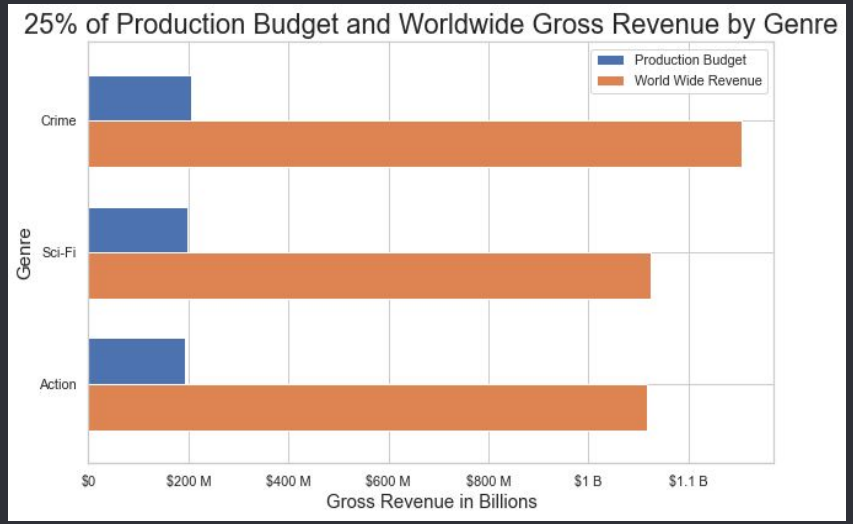
- Experienced Directors/ Writers known for the Top 3 Genres as compared to the Gross Profit of their movies are the following.



Results

- A budget of $90,000,000 - $205,000,000 would be a great start in competing with some of the highest earning movie production companies.





Recommendations

- Genres 'Crime', 'Action', and 'SciFi' to become the cornerstones of Movie Production.
- Recruit and create more opportunities to engage Directors/ Writers known for the above genres.
- Invest a budget of $55,000,000 - $150,000,000 to compete with some of highest earning production companies.

Further Research

- Getting insights on how metrics like "popularity" and "rating" would potentially affect the amount of time a customer would spend within a streaming of a movie watching platform.

- Explore the times of year movies are released and look out for any relationship on when they usually have their peak returns on.

Thank you!

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