Movie data Exploration

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Summary

- Descriptive analysis on Budget and Revenues of movies in the market to reveal strategic investment plans for Microsoft to enter the movie industry.
 - Focus more on producing films of genre "Crime", "Action" and "Sci-Fi".
 - Create more opportunities to engage Directors/ Writers known for the above genres.
 - Reserve a budget of 55,000,000 150,000,000 dollars to compete with some of highest earning production companies.

Outline

- Business Problem
- Data
- Methods
- Results
- Conclusions

Business Problem

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?

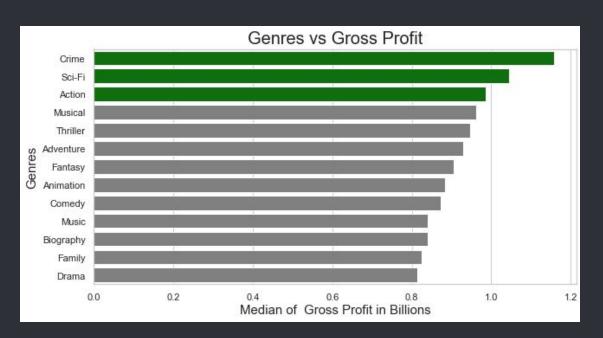
Data & Methods

Using descriptive analysis from the following to find out reasonable approach.

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

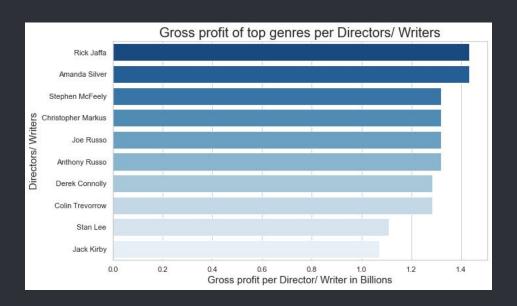
Results

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



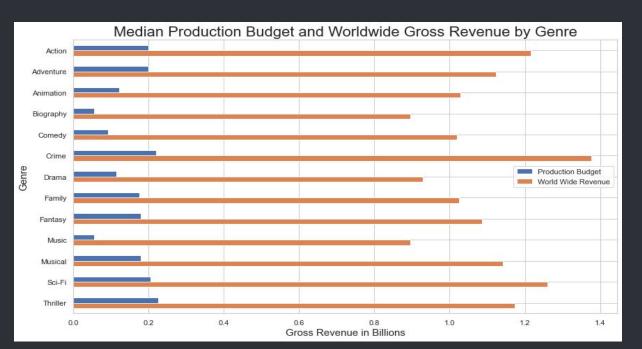
Results

• 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 \$55,000,000 - \$150,000,000 would be a great start in competing with some of the highest earning movie production companies.



Recommendations

Focus more on producing films of genre "Crime", "Action" and "Sci-Fi".

Create more opportunities to engage Directors/ Writers known for the above genres.

Reserve 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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