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

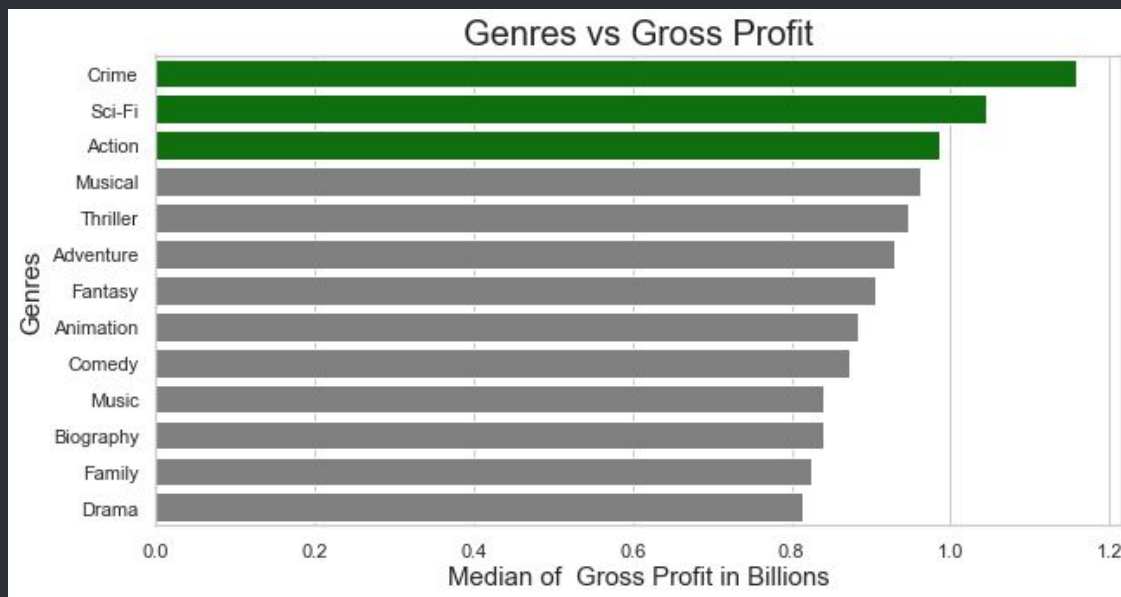What range of Budget if likely to yield greater returns?

Data & Methods

Using descriptive analysis from the following to find out reasonable approach.
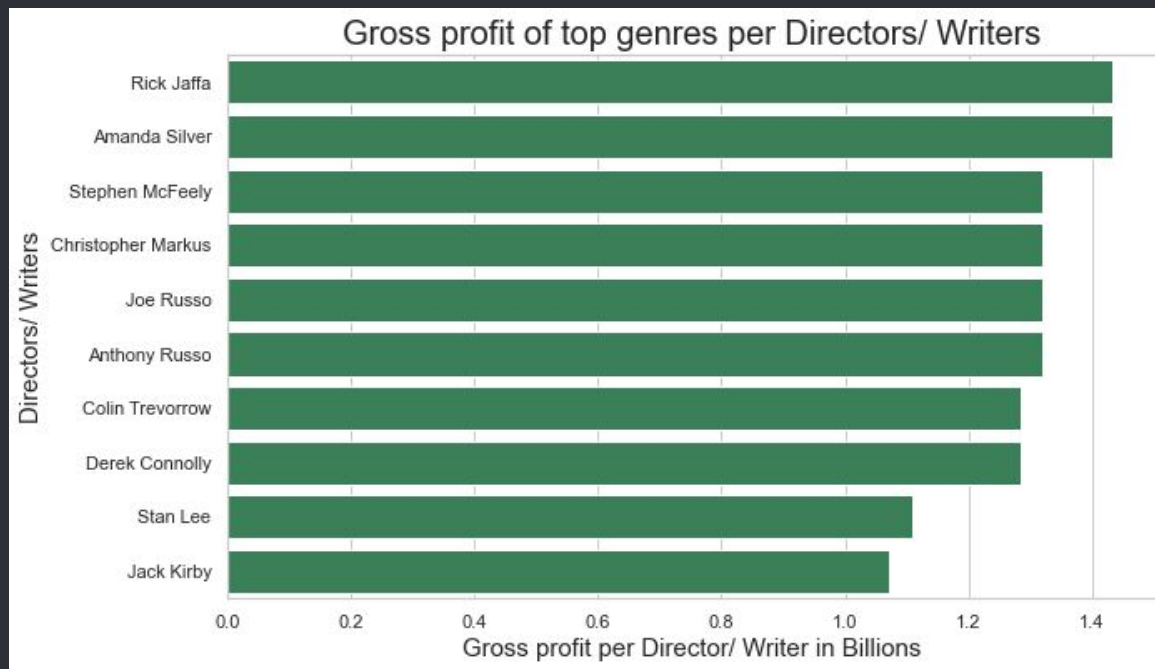
- Box Office Mojo
- IMDB
- The Movies DB
- The Numbers

Results

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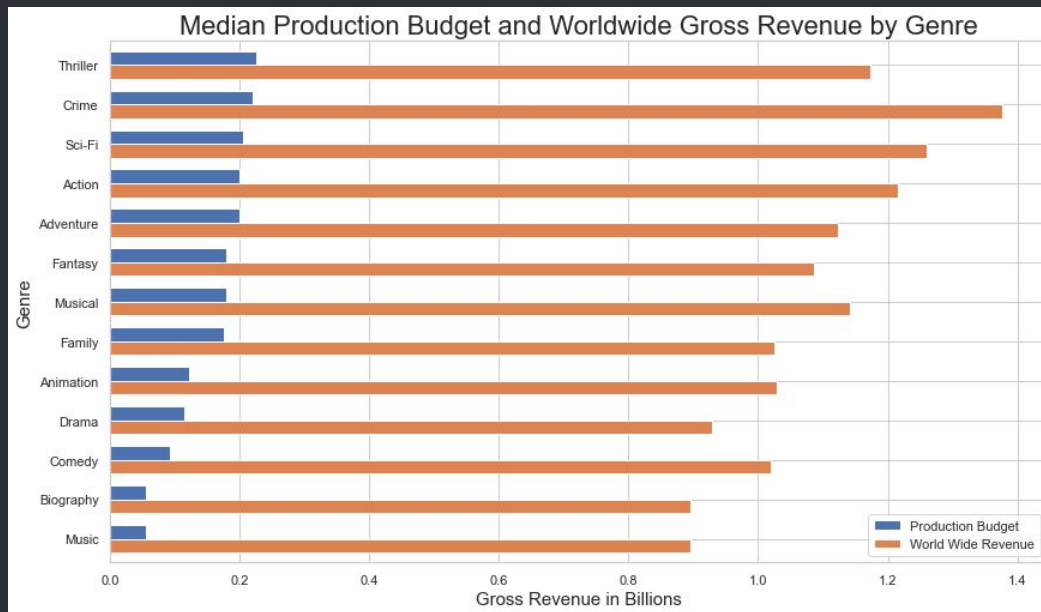

Genres vs Gross Profit

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.

Median Production Budget and Worldwide Gross Revenue by Genre

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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