

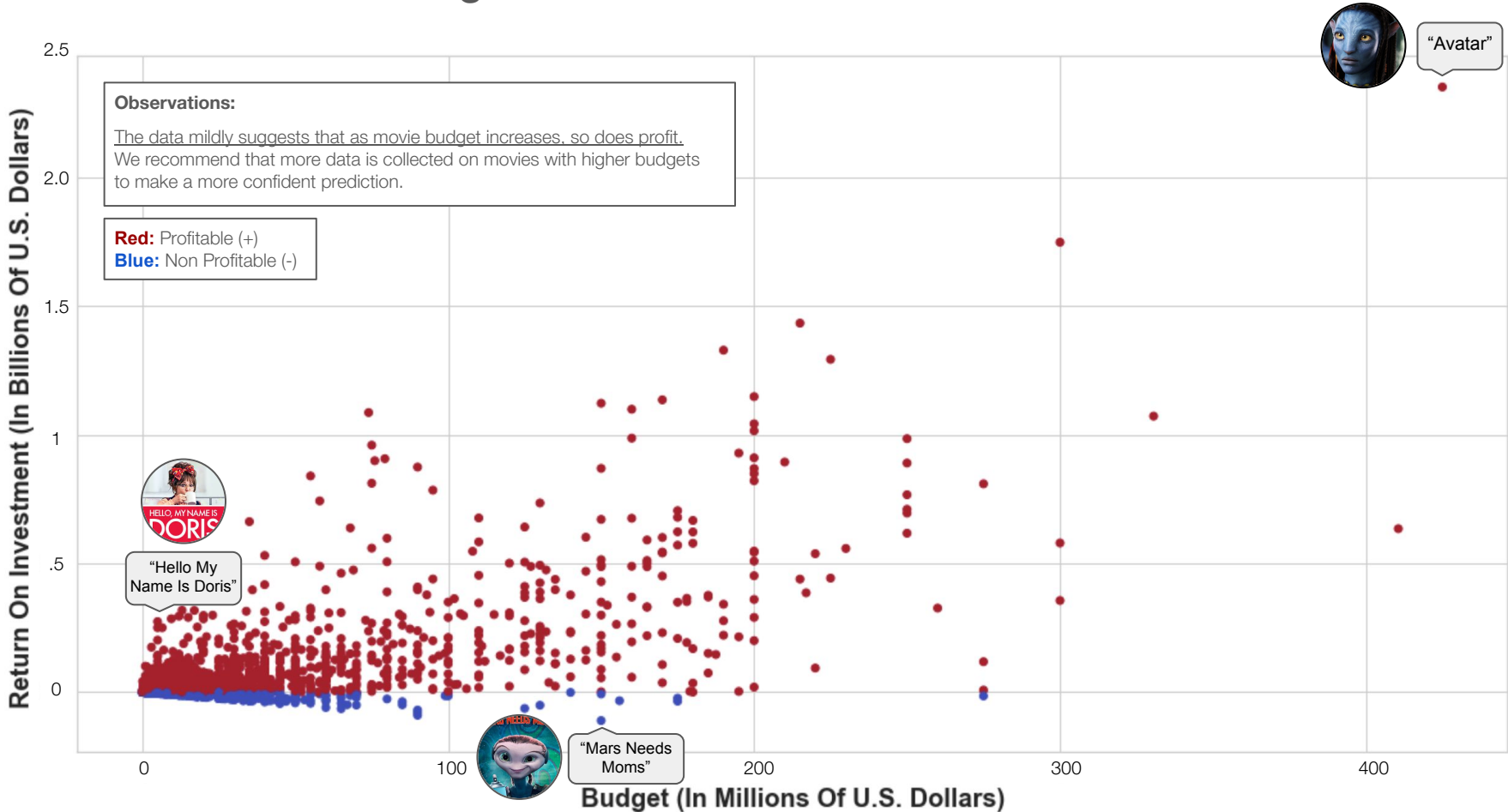
# Microsoft Movie Studio

Big Movies | Big Money

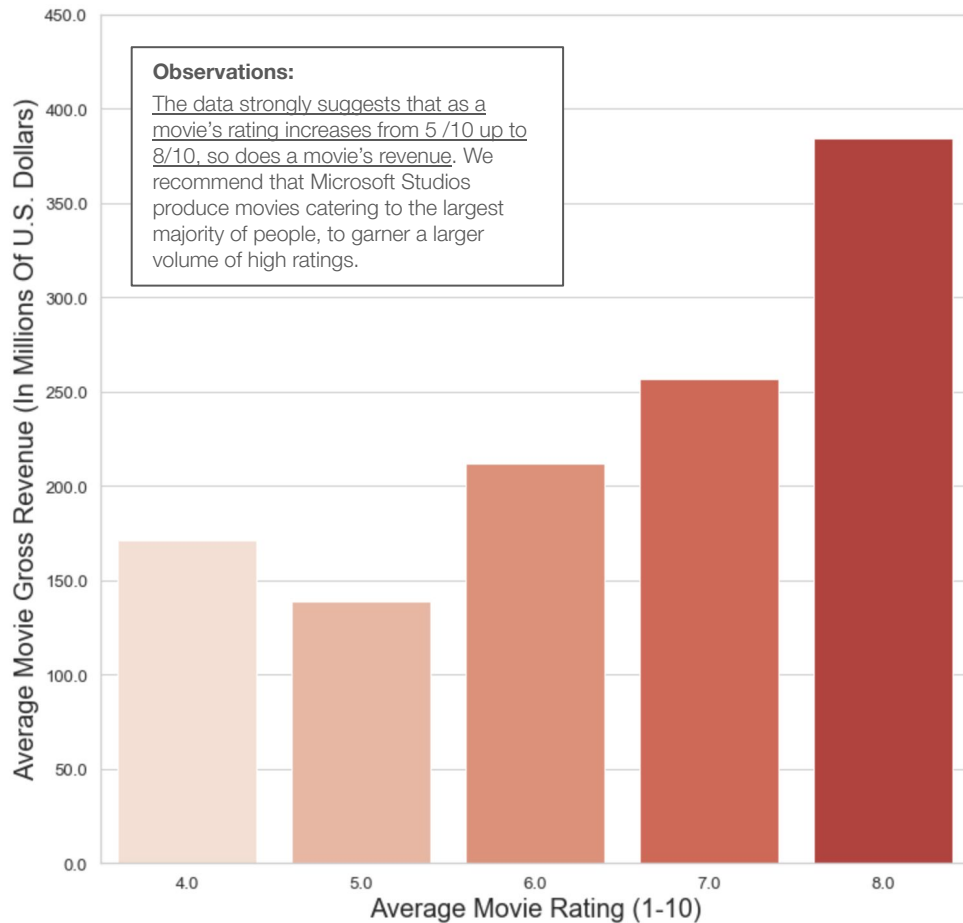
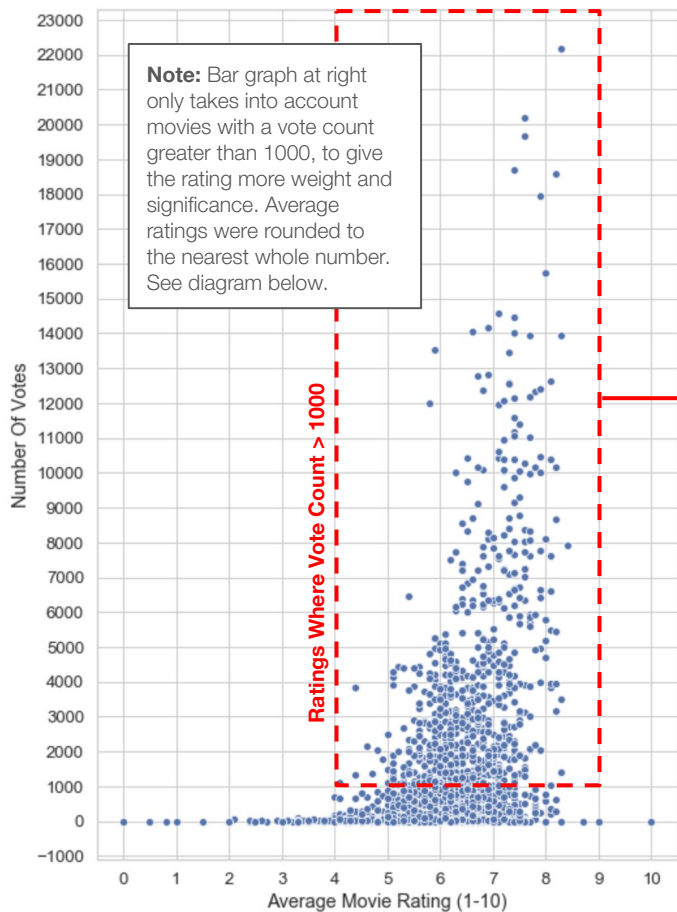
# Goals

- Our client - Microsoft, seeks to make profit on new movie content.
- Our goal: to figure out what kinds of movies can procure the most revenue, in order to make Microsoft's new movie studio profitable.
- There are at least 4 variables that we believe can impact revenue.
  - ◆ Budget
  - ◆ Average Rating
  - ◆ Release Month
  - ◆ Genre
- We will provide 4 recommendations on how to make more money on new movie content, based on our findings from the data.

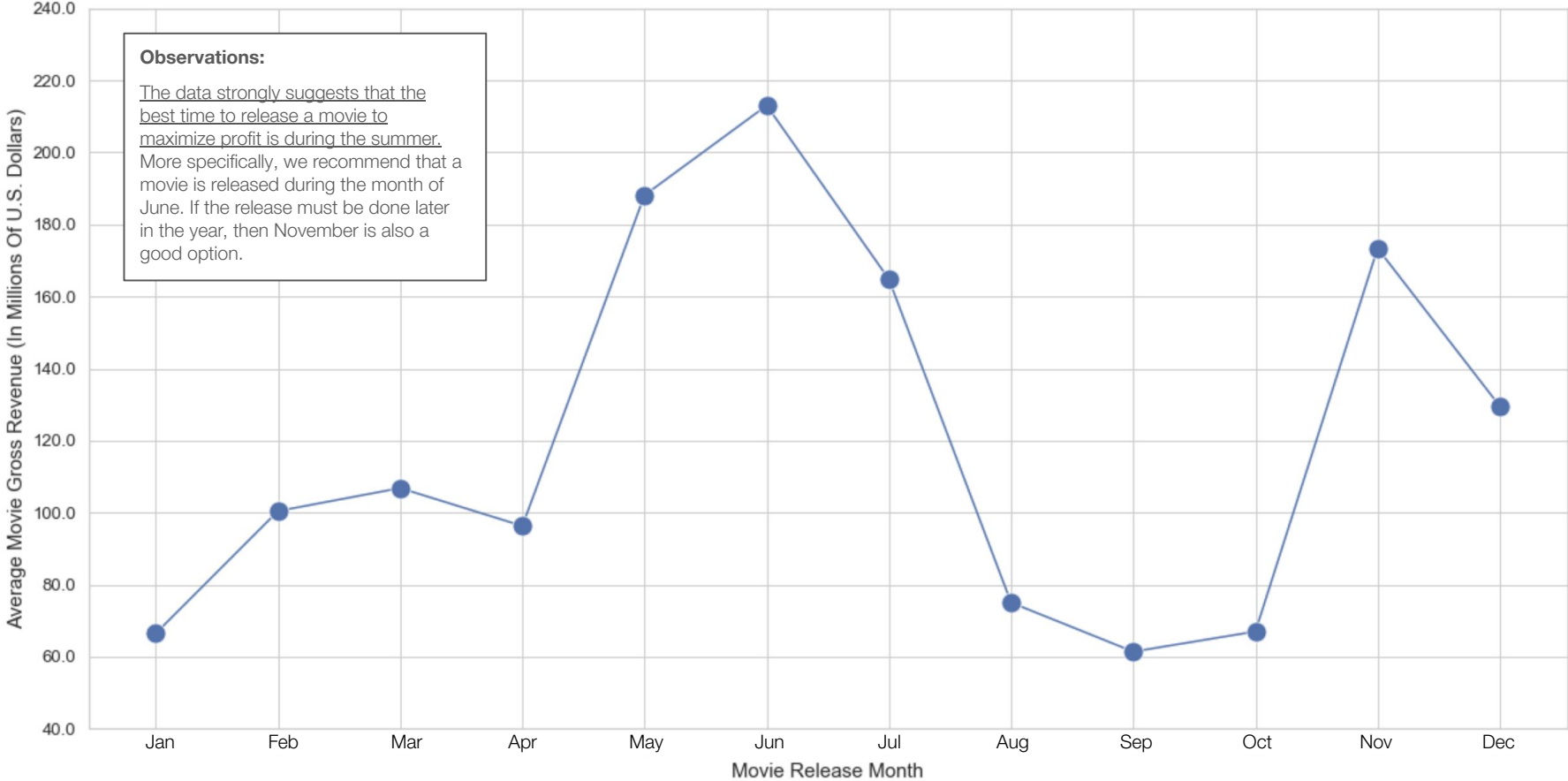
# ROI vs. Production Budget



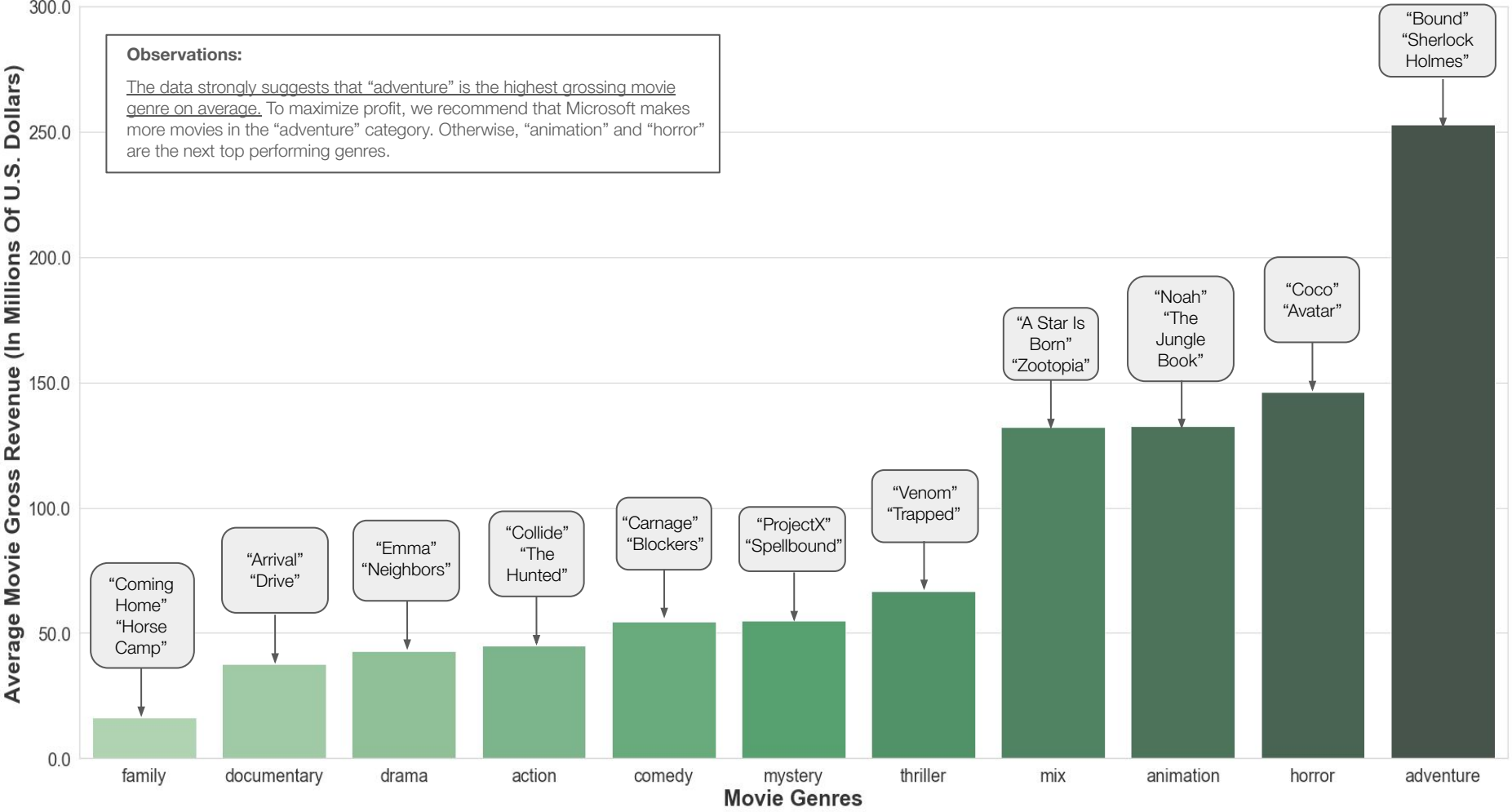
# Average Rating vs. Revenue



# Release Month vs. Revenue



# Genres vs. Revenue



# Recommendations:

1. As movie budget increases, generally so does profit. However, collect more data on movies with high budgets (\$200 million +) to make a more confident recommendation regarding budget vs. return on investment.
2. Movies with high quantities of high ratings fetch big profits! So, produce quality movies catering to the largest majority of people, to garner a larger volume of high ratings.
3. It's best to release during the month of June. Generally, during the summer is good. If a movie must be released in Q4 to make a last-minute buck, November is your best bet.
4. Make more movies about "adventure." The "adventure" genre makes the most money. Otherwise, "animation" and "horror" are the next best options.

# Methods

## Strings To Integers

| worldwide_gross | worldwide_gross |
|-----------------|-----------------|
| \$2,776,345,279 | 2776345279      |
| \$1,045,663,875 | 1045663875      |
| \$149,762,350   | 149762350       |
| \$1,403,013,963 | 1403013963      |
| \$1,316,721,747 | 1316721747      |

## Rounded Ratings

| vote_average | vote_average |
|--------------|--------------|
| 3.3          | 7.0          |
| 6.9          | 6.0          |
| 5.4          | 8.0          |
| 5.6          | 7.0          |

## Strings To Datetime

| release_date | release_date |
|--------------|--------------|
| Dec 18, 2009 | 2009-12-18   |
| May 20, 2011 | 2011-05-20   |
| Jun 7, 2019  | 2019-06-07   |
| May 1, 2015  | 2015-05-01   |
| Dec 15, 2017 | 2017-12-15   |

## Multi-Genre Editing

| genres                  | genres |
|-------------------------|--------|
| crime,drama,horror      | mix    |
| drama,horror,mystery    | mix    |
| drama                   | drama  |
| action,drama,history    | mix    |
| biography,drama,history | mix    |

## Letter Case Consistency

| movie                                       |
|---|
| Avatar                                      |
| Pirates of the Caribbean: On Stranger Tides |
| Dark Phoenix                                |
| Avengers: Age of Ultron                     |
| Star Wars Ep. VIII: The Last Jedi           |

| movie                                       |
|---|
| avatar                                      |
| pirates of the caribbean: on stranger tides |
| dark phoenix                                |
| avengers: age of ultron                     |
| star wars ep. viii: the last jedi           |