

# MOVIE RECOMMENDATIONS FOR MICROSOFT's NEW MOVIE STUDIO



# Problem Statement

- Media and tech companies alike are now creating lots of original video content.
- Microsoft has decided they want to create original content as well thus creating their own movie studio.
- Unfortunately, Microsoft has no prior knowledge of the movie industry so they don't know how to move forward in creating content.
- In this presentation, we will investigate the practices that are foundational for a profitable/award-winning film.

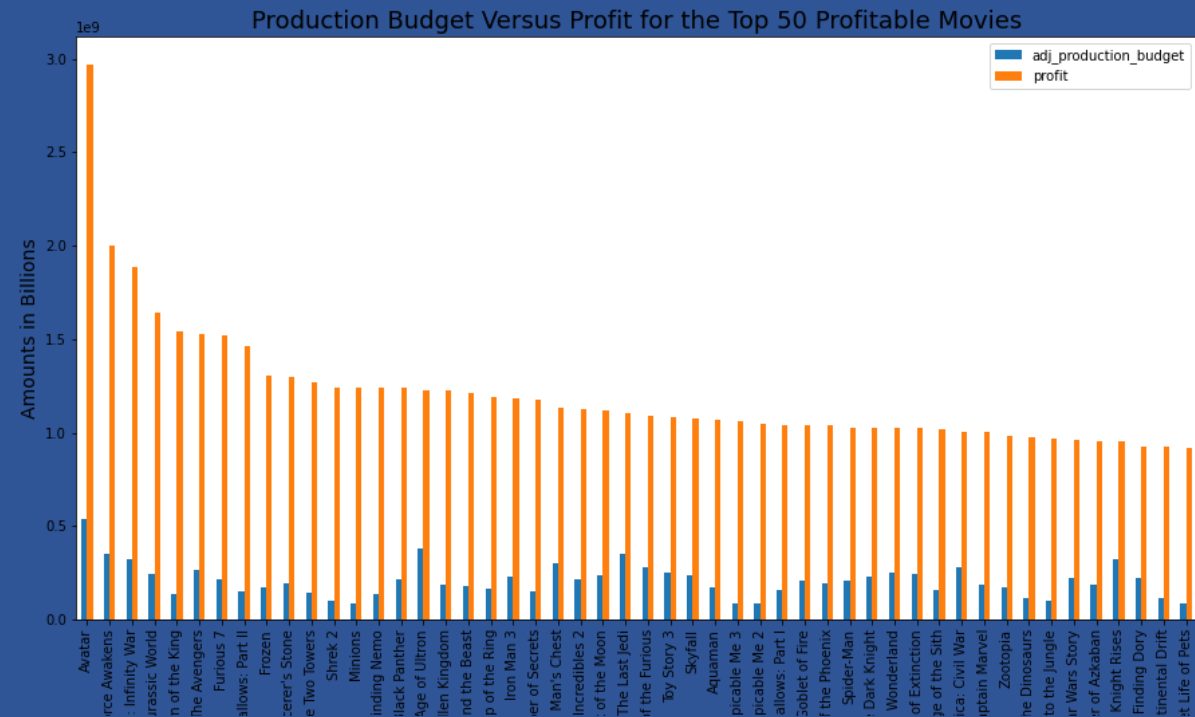
# Methodology

- Analyze past movie data to make recommendations to Microsoft on how to be successful in the movie industry
- Some of the topics we will explore:
  1. How much should you spend on the production of a movie and which movies were the most profitable?
  2. Which movie genres are most commonly produced and how do they relate to their respective ratings?
  3. Which are the best months of the year to release a movie?

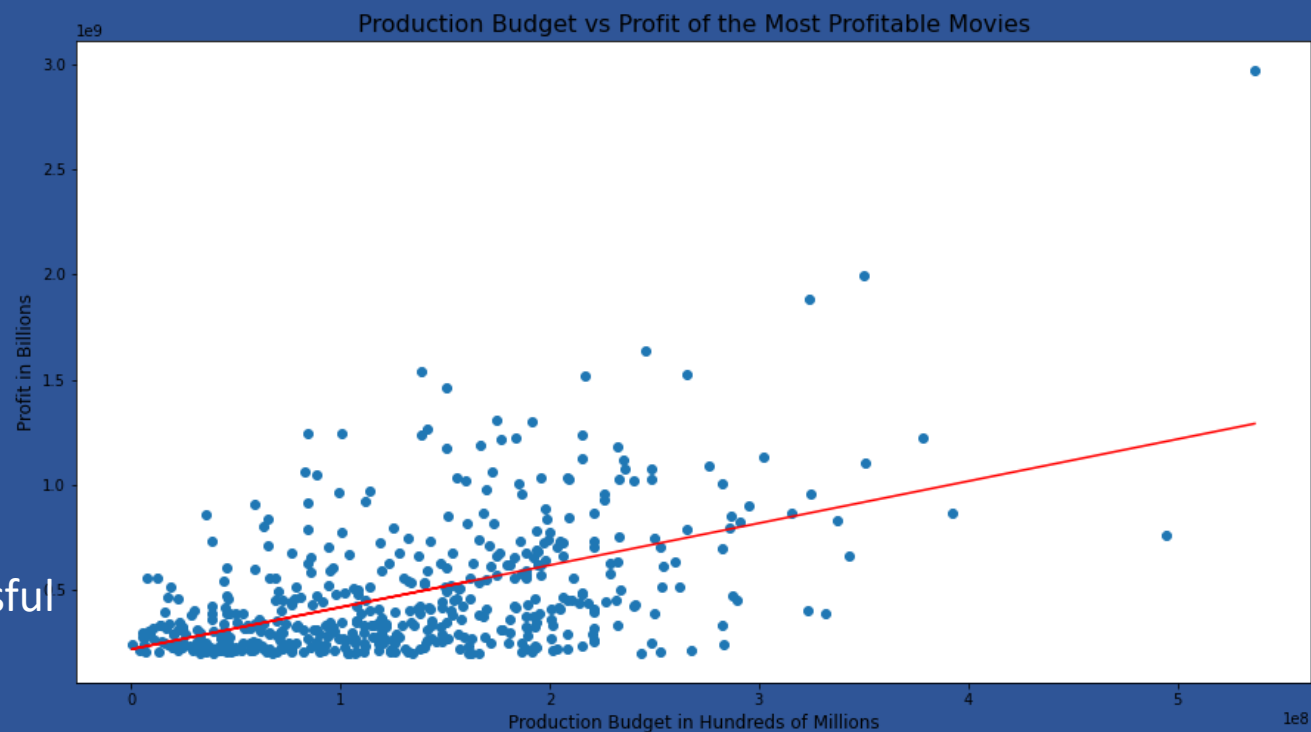
# Recommendation 1

- Microsoft needs to spend 120million to 200million USD and expect an ROI of 300% and above.
- This is based on the median values obtained from the analysis of the top 500 and top 50 movies respectively.
- The general trend observed is an increase in the production budget resulted in an increase in the profits made.
- In the next slide you will observe these findings.

# Visuals for Recommendation 1



## Production Budget vs profit for the Top 50 most successful movies

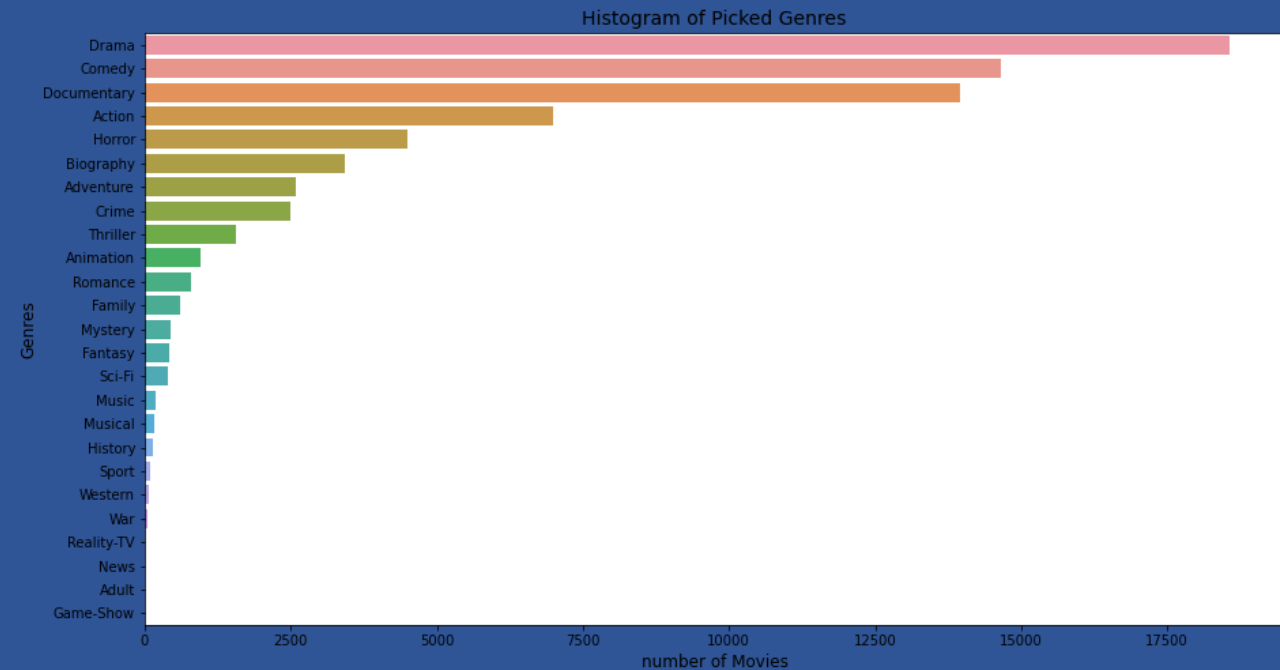


## Production Budget vs Profit for the Top 500 most successful movies.

# Recommendation 2

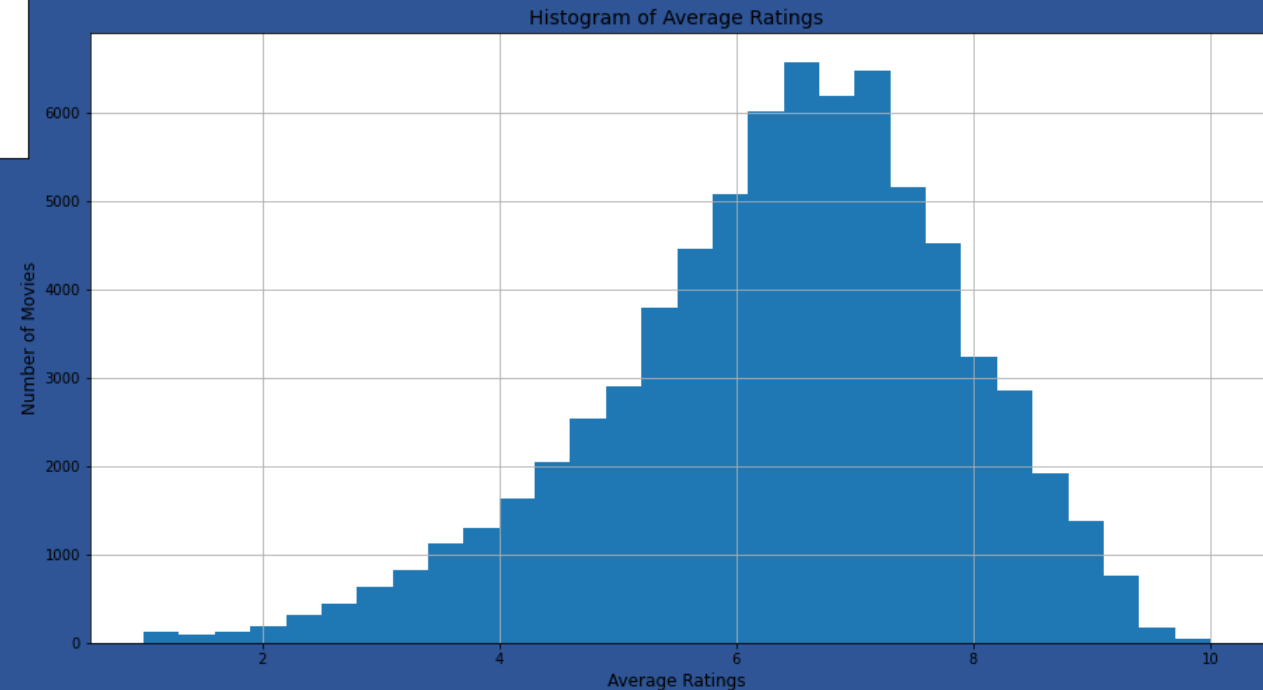
- Microsoft should focus on the following top 5 movie genres based on popularity; Drama, Comedy, Documentary, Action, and Horror in that order.
- It was noted that the most common genres had only average ratings, thus, a genre having high popularity doesn't necessarily mean it will have the highest ratings.
- Visuals for these findings are on the next slide

# Visuals for Recommendation 2



Most Common Genres by Number of Movies

Frequency of Ratings based on the historical dataset



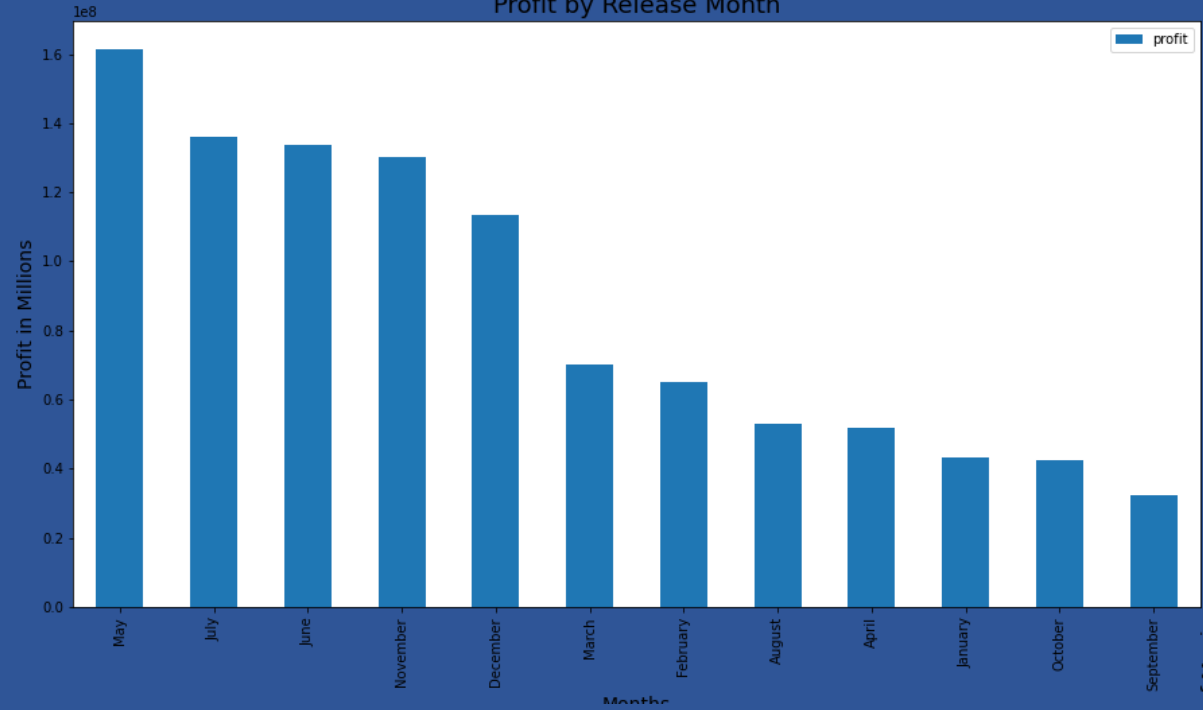
# Recommendation 3

- I recommend that the movies are released in May, June, and July. This is where we have had the highest profit margins recorded. The reason why these particular months have the highest profits needs to be further investigated.
- It was also realized that most movies have been released towards the end of the year, December having the highest numbers.
- Visuals for these findings are on the next slide



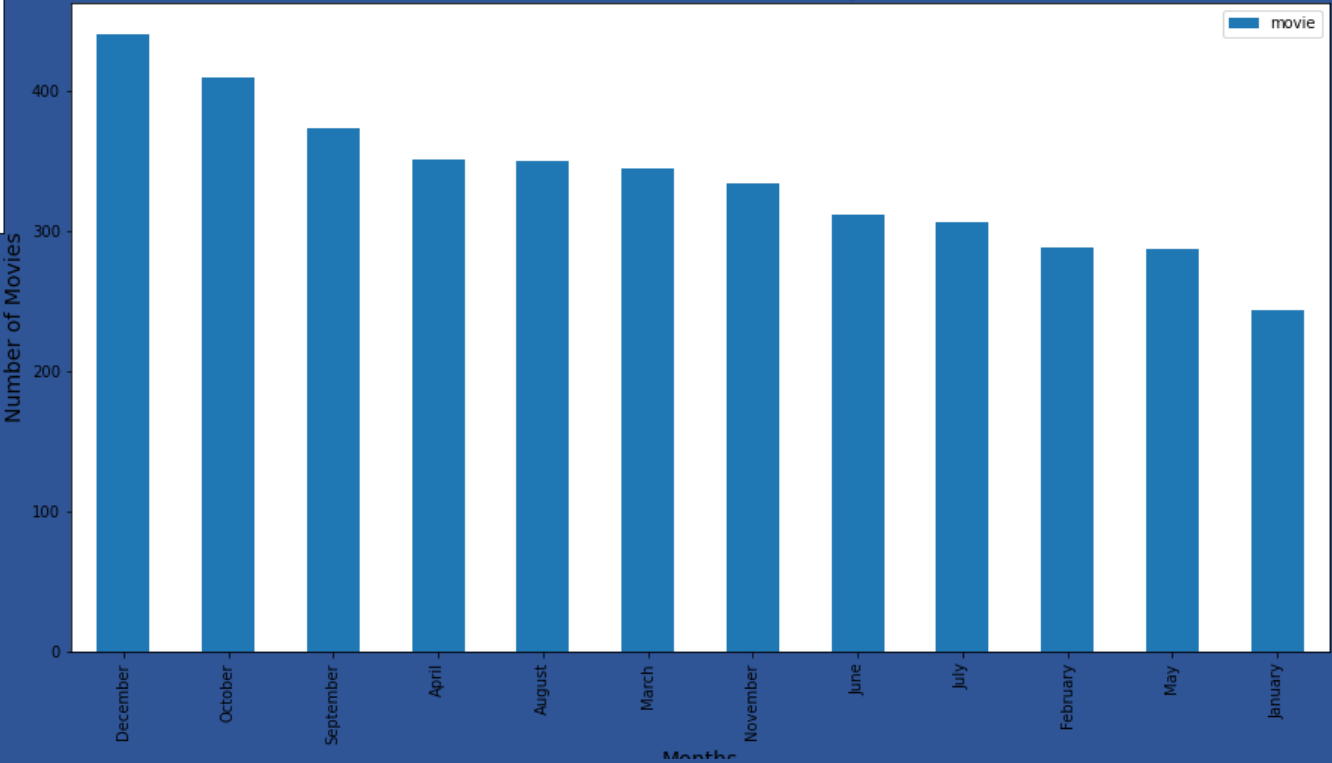
# Visuals for Recommendation 3

Profit by Release Month



Average Profit per Month for all the Movies Released

Number of Movies Released By Month



Number of Movies Released Each Month

# NEXT STEPS

- Further analysis of these datasets could yield additional insights into the following questions:
  1. Which movie genres have higher net profits?
  2. Which actors and directors tend to add the most value?
  3. What impact, if any, does runtime and movie rating have on Net Profit, Profit Margin, and IMDb rating?

# CLOSING REMARKS

- What Questions do you have for me?

# THANK YOU

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