



# Mars Movie Recommendations

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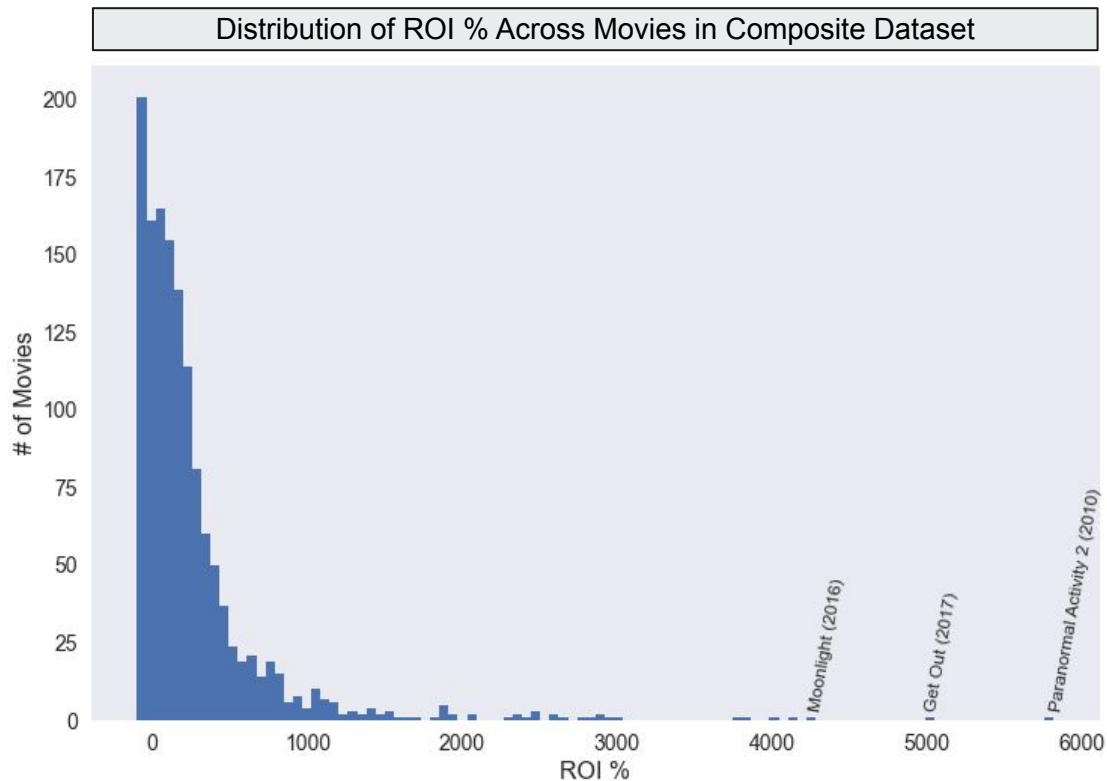


## Executive Summary

- **Project Goal:** maximize **return on investment** in percent (ROI%) of Microsoft Studios
- Business recommendations:
  - **Horrors, Mystery & Thrillers pay:** ROI is ~**100%** higher than average
  - **Hire top talent:** six recommended hires
  - **Invest in Quality and Social Media:** high engagement drives profitability

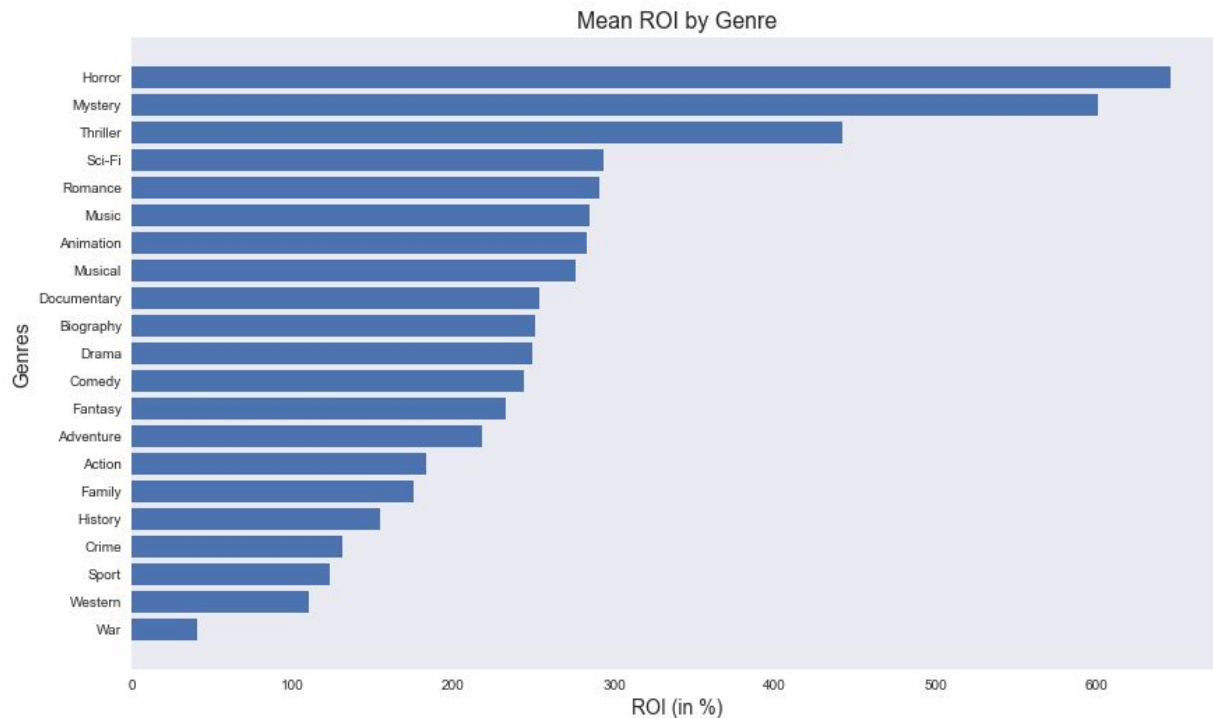
# Data & Methodology

- Sources:
  - **IMDB:** Movie info
  - **The Numbers:** Movie profit and cost
  - **Data.world:** Tweet info
- Metric of Success: ROI% = Profit / Cost in percent
- Composite Dataset:
  - ~1,400 movies with ROI%
  - Years: 2010-2019
  - Average ROI: 272%



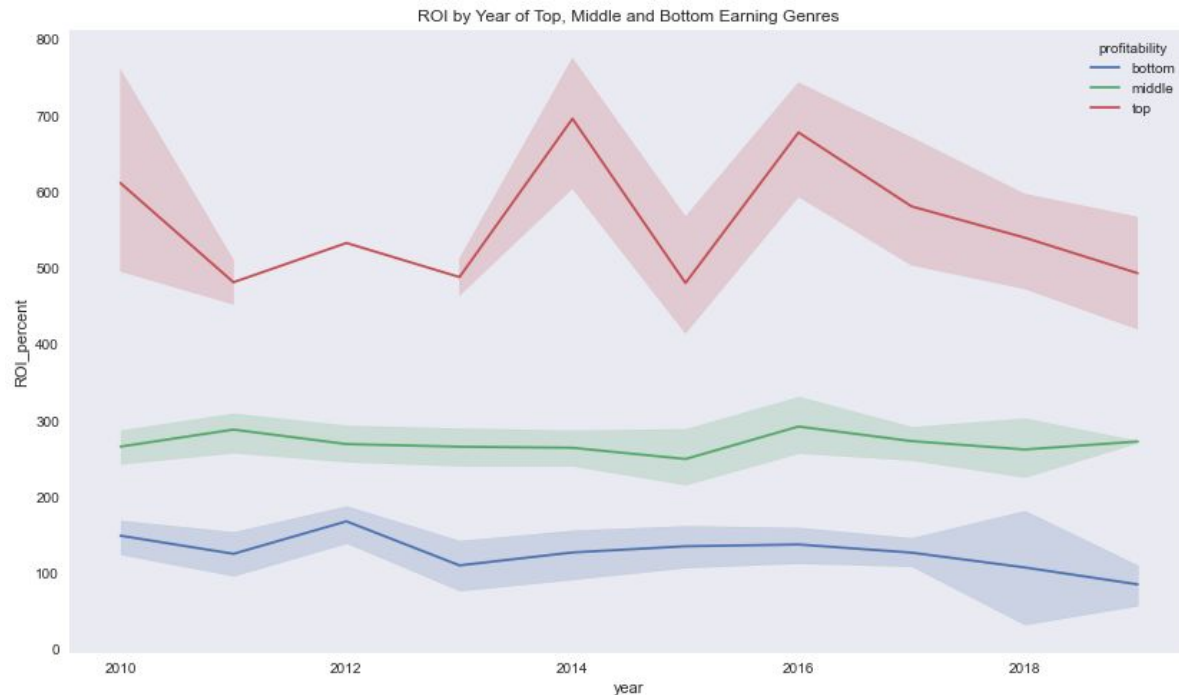
# Genre Analysis (1 of 2)

- **Horror, Mystery, and Thriller** movies:  
**108% higher ROI** than average
- Science Fiction, Dramas, Comedies, Adventures, and Documentaries generate respectable ROIs as well



# Genre Analysis (2 of 2)

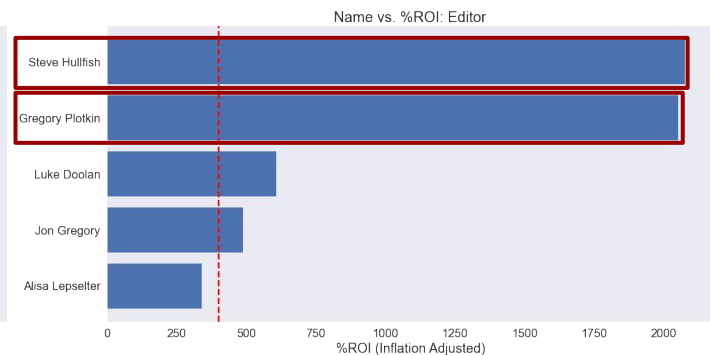
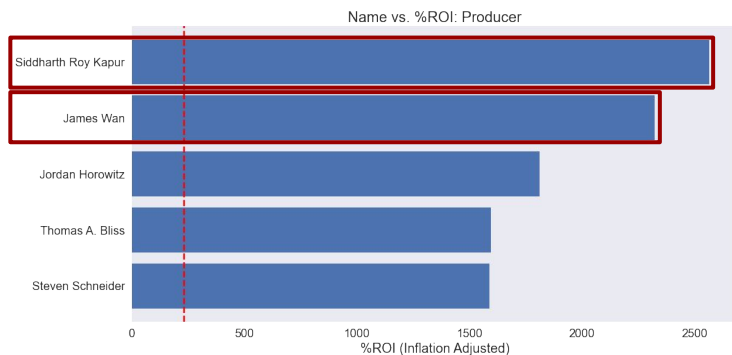
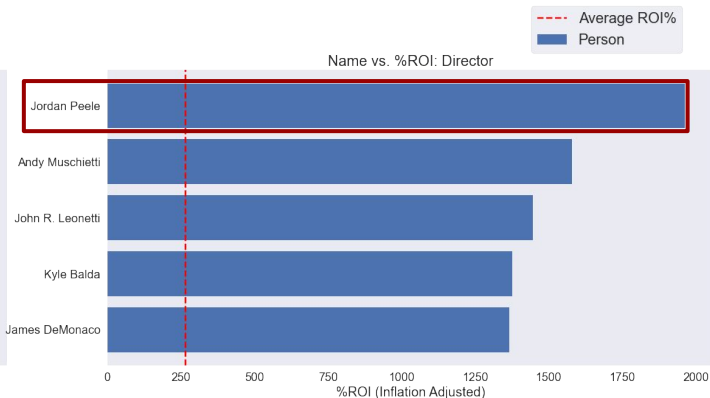
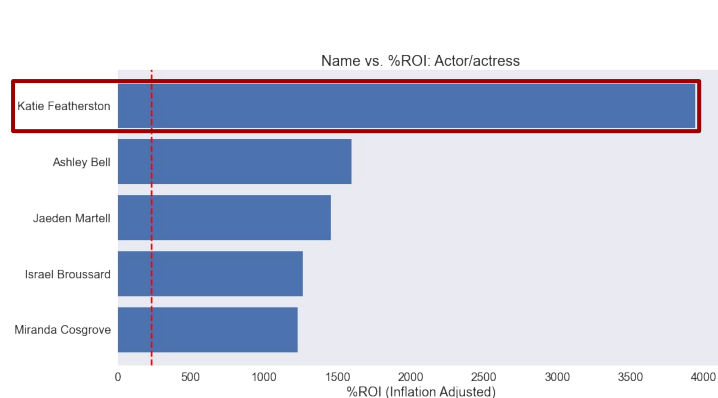
- Top performers: more variability
- Middle performers: more stability
- Bottom performers: decline in ROI in recent years



# Cast & Crew analysis

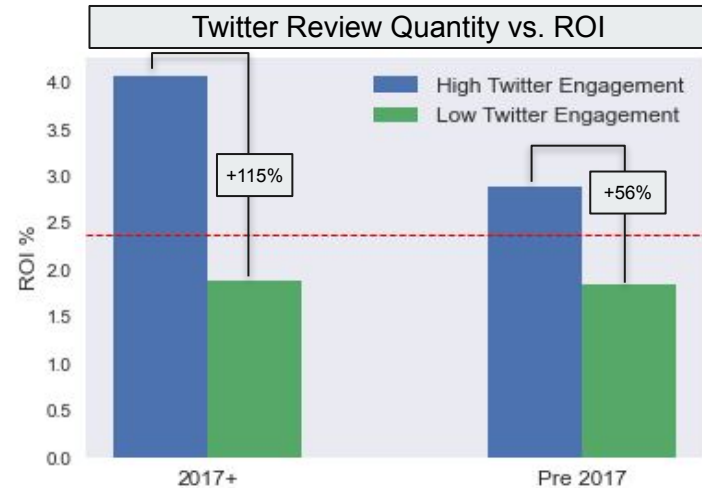
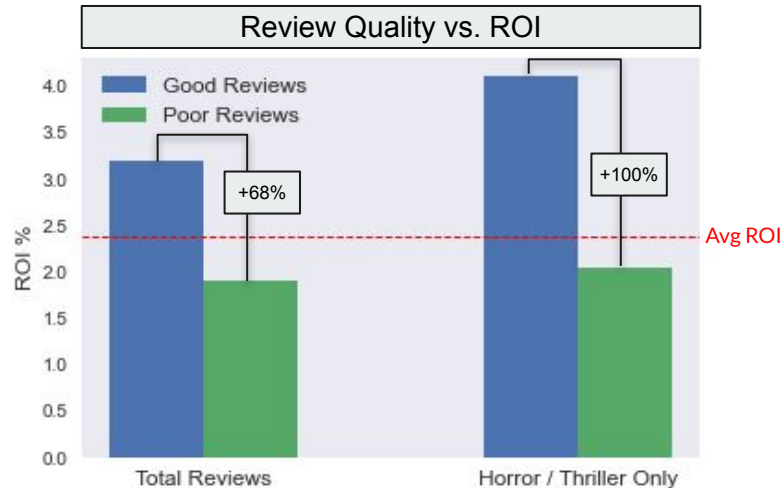
- 6 breakout people with much greater %ROI than their peers

- Additional detail in appendix



# Reviews and social media presence

- Movies with high reviews (8+ on IMDB) had a 68% higher ROI than average
  - This is particularly true for horror / thriller movies (+100% ROI)
- Generating more social media engagement (minimum 500 reviews) is correlated with higher ROI
  - The relationship is even stronger post 2017 (+115% ROI for high engagement movie)



# Conclusion / next steps



- Keys to success:
  - Produce **Horror, Mystery and Thriller** movies
  - **Hire top talent**
  - Invest in **social media**
- Further analysis:
  - Interaction of Genre and Cast/Crew
  - All twitter mentions





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# Appendix

# Appendix 2a: Cast/Crew, # Movies vs %ROI, 1+ Movies Worked



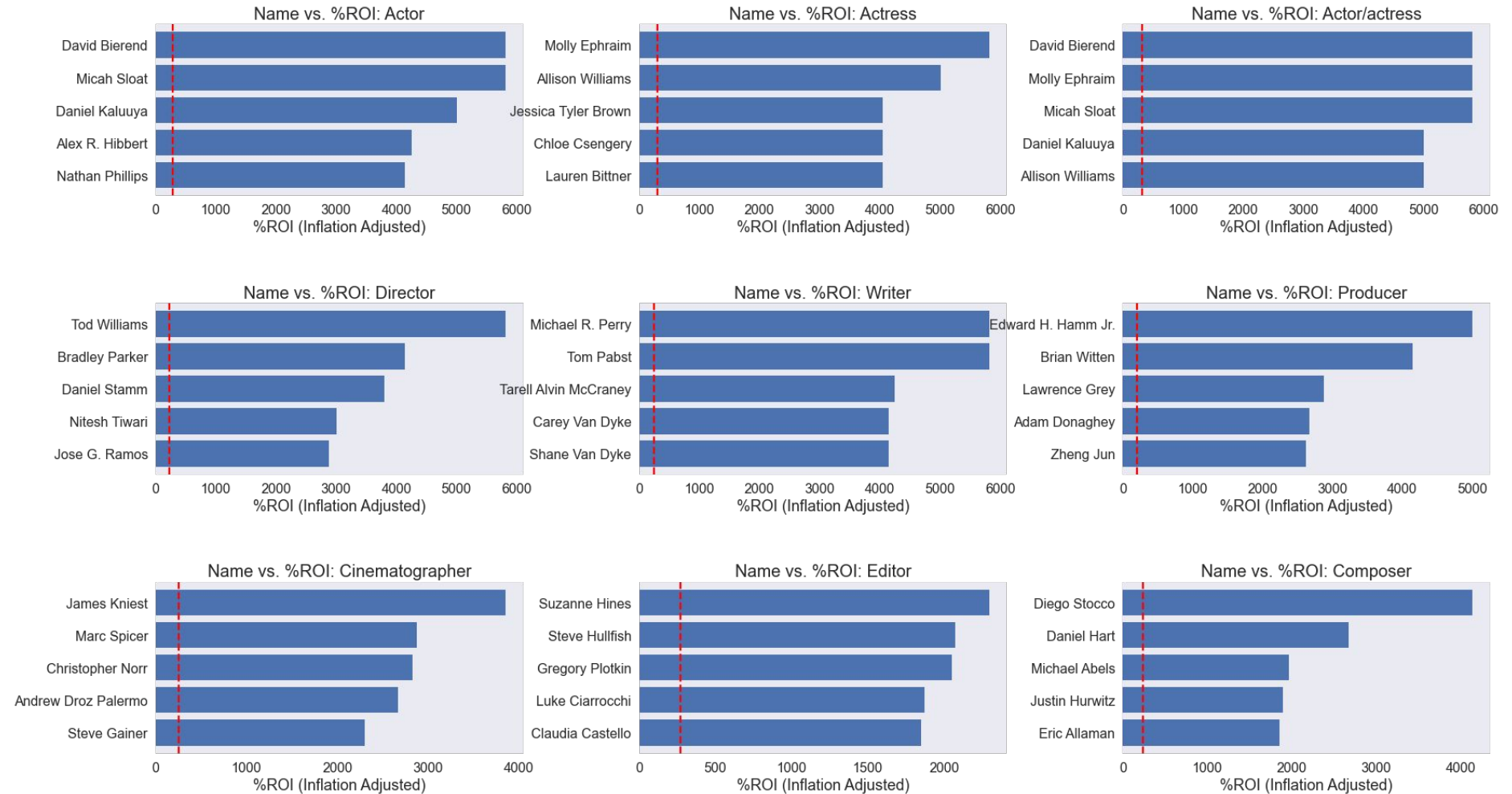
# Appendix 2a: Cast/Crew, # Movies vs %ROI, 2+ Movies Worked



# Appendix 2a: Cast/Crew, # Movies vs %ROI, 3+ Movies Worked

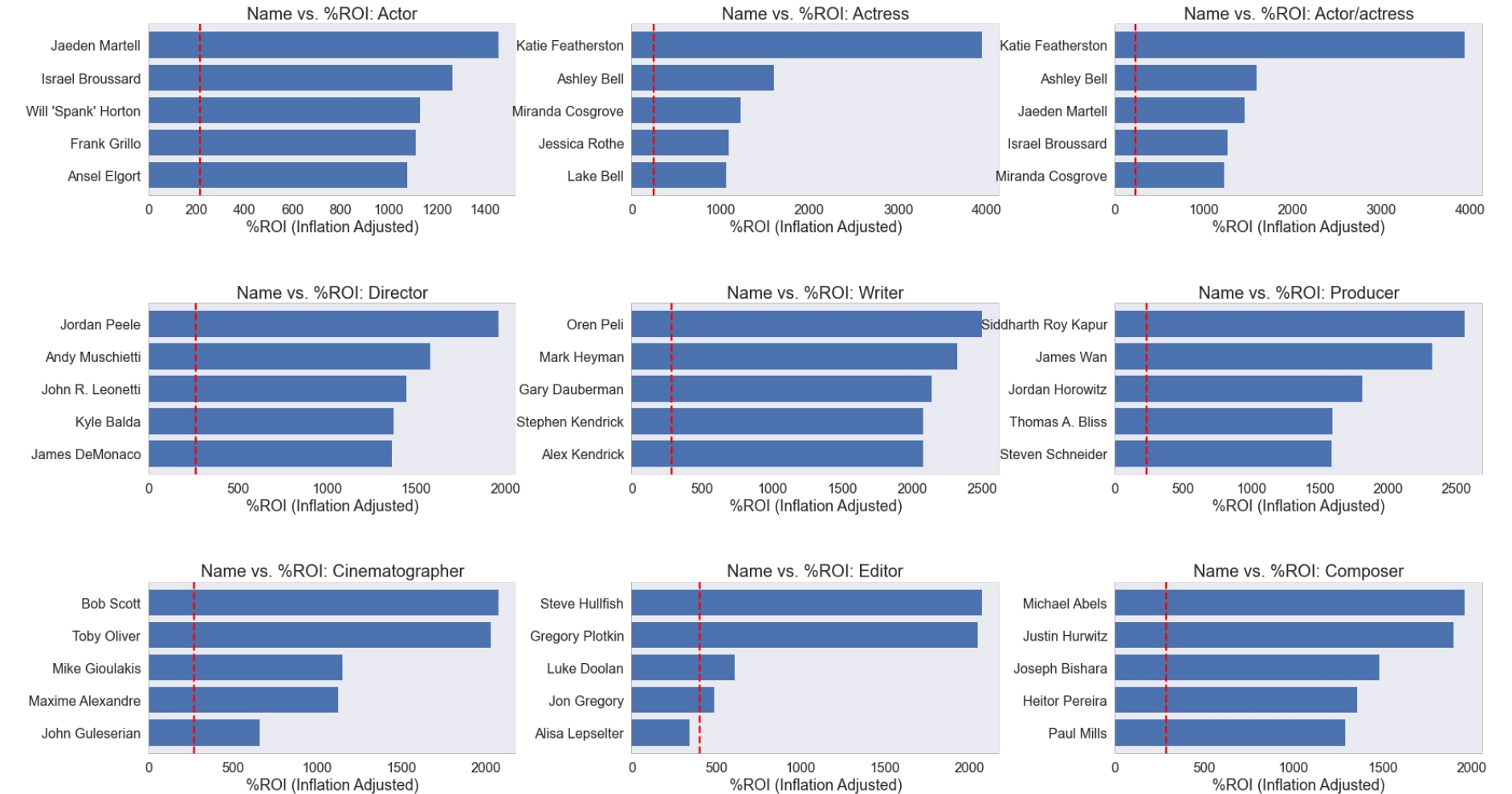


# Appendix 2b: Cast/Crew, Top 5 by %ROI, 1+ Movies Worked



# Appendix 2b: Cast/Crew, Top 5 by %ROI, 2+ Movies Worked

--- Average ROI%  
■ Person



# Appendix 2b: Cast/Crew, Top 5 by %ROI, 3+ Movies Worked

