
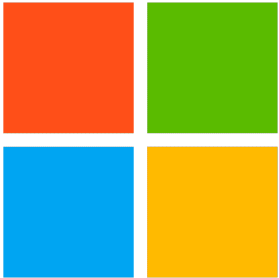
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Project 1: Microsoft Makes a Movie



Microsoft

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Overview:

In this analysis we explored how [Microsoft](#) should produce the first movie for their newly created movie studio following their acquisition of [Activision Blizzard](#). Microsoft should use our recommendations to optimize movie production.

Business Understanding



Microsoft is a multinational technology company that recently annouced a massive [\\$69 billion acquisition](#) of Activision Blizzard. This acquisition brings a massive library of highly engaging intellectual property that is prime for movie production.

Data Understanding, Preparation, and Analysis

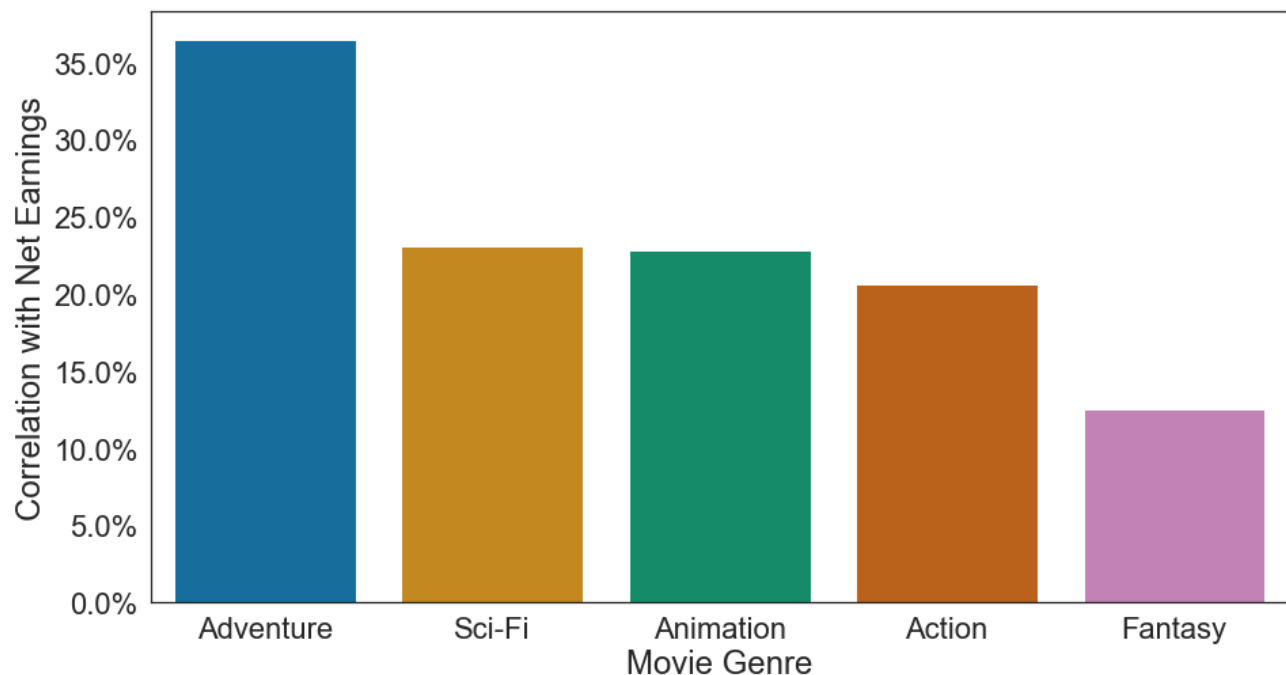
To perform this analysis we sourced data from the [IMDB](#) and the [Numbers](#) databases. We included films over a 10-year period from 2012 to 2021.

Methods

Descriptive analyses were performed, optimizing for net earnings (worldwide gross - production budget) in examination of movie genre, production budget and movie talent.

Results

The adventure genre is most correlated with net earnings.



Movie productions with a budget over \$150 million correlated most closely with net earnings. Top 5 talent brings in more than \$1 billion in net earnings per film on average.

Conclusions

1. Microsoft should leverage the Activision Blizzard IP to make an adventure movie.
2. The Budget should be over \$150 million as big budgets mean big earnings.
3. Microsoft should cast Ty Simpkins as his ability to drive net earnings is unparalleled.

Next Steps

Incorporate movie rating and merchandise sales into earnings analysis.

For More Information

View the full analysis via the [Jupyter Notebook](#).

Repository Structure

```
.
├── data
├── images
├── .gitignore
├── Github.pdf
├── MainDF.ipynb
├── Presentation.pdf
└── README.md
```

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Languages

● Jupyter Notebook 100.0%