
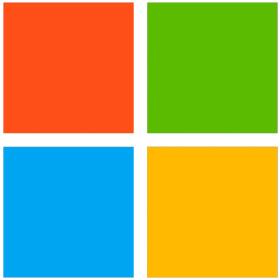
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# Project 1: Microsoft Makes a Movie



# 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 announced 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

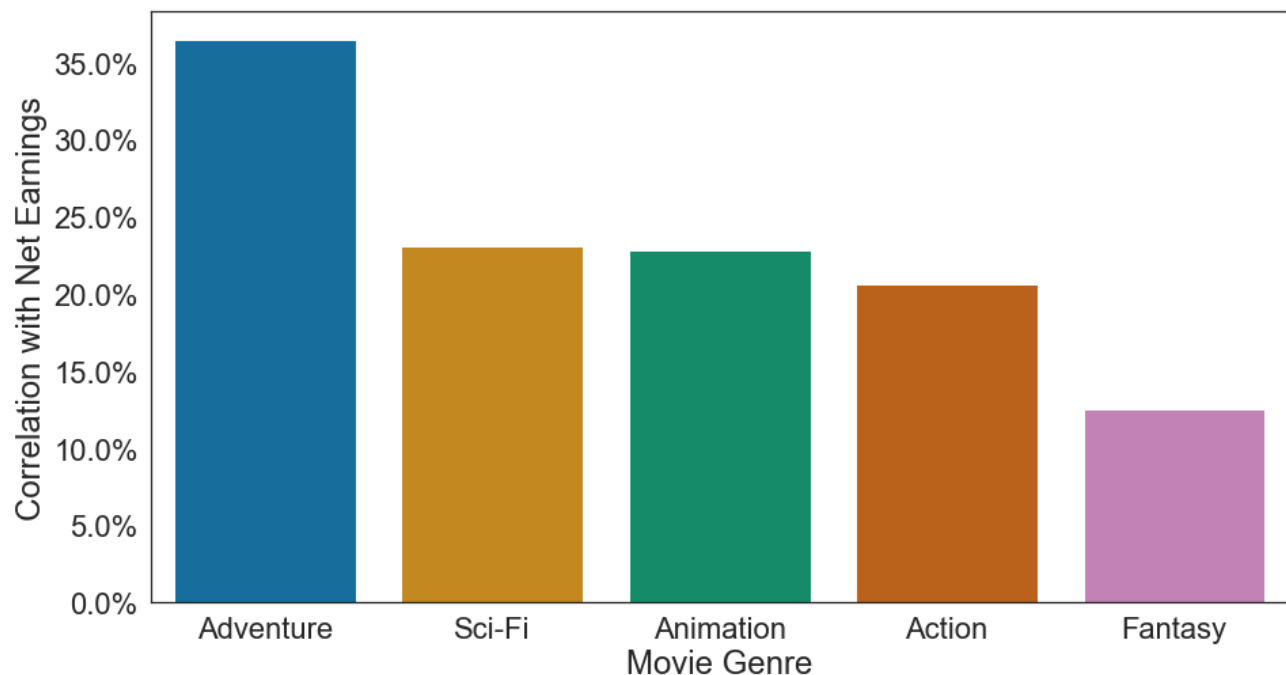
To perform this analysis we sourced data from the [IMDB](#) and the [Numbers](#) databases. We included films over a 10-year period from 2012 to 2021.

## 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

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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

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Incorporate movie rating and merchandise sales into earnings analysis.

## For More Information

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

## Repository Structure

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

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Languages

- Jupyter Notebook 100.0%