

# MICROSOFT MOVIE ANALYSIS & RECOMMENDATION

---

PEGGY OBAM, PHASE I PROJECT

# INTRODUCTION

---

- This is an evaluation of different movie information aimed at guiding Microsoft's in decision making for its hypothetical new movie studio

# BUSINESS PROBLEM

---

- How can the new studio put out successful movies?
- Success is defined by how much profit a movie makes
- I will focus on total gross, rating, genre and production budget visa vee the profit the movie makes

# AIM

---

- To determine if there is any correlation between production budget and profit of a movie
- To determine which movie title has the highest total gross
- To determine which genre of movie has the highest rating
- To determine which movie titles are the most profitable

# DATA

---

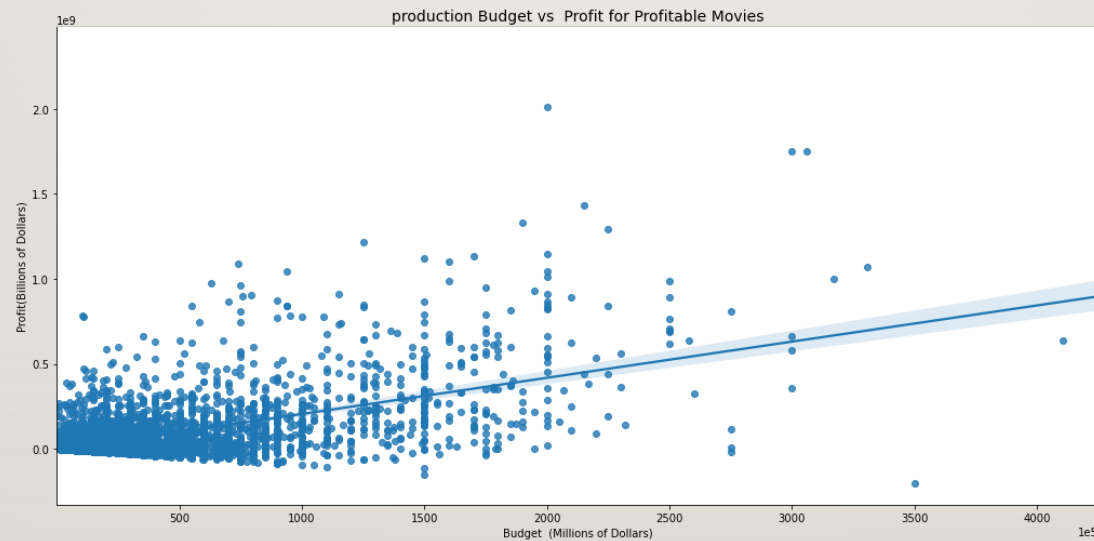
- The movie information is obtained from different movie data sets:
- Im.db (movie\_basics and movie\_rating)
- bom\_movie\_gross.csv
- tn.movie\_budgets.csv



# DATA ANALYSIS

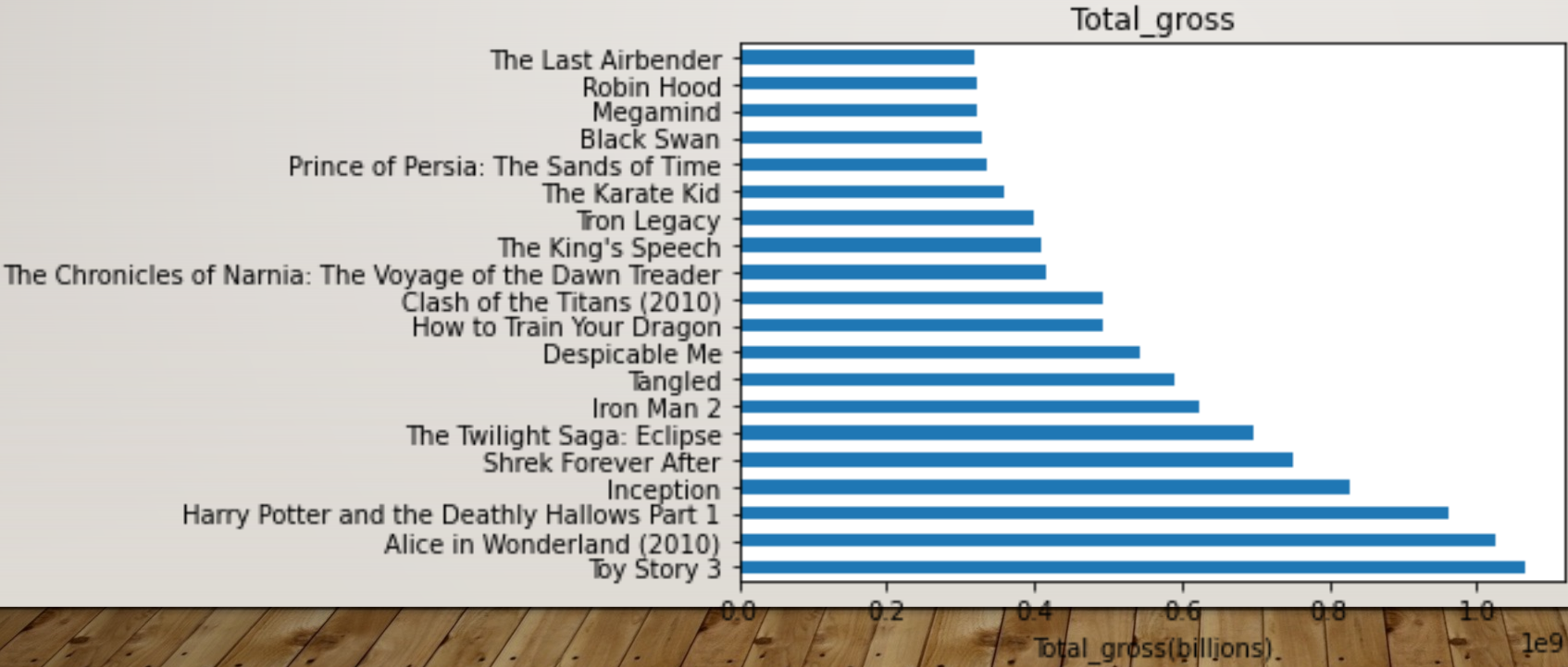
- **I. Is there any correlation between production budget and profit?**

Production budget of movie is quite high, hence its important to see if there is any correlation between the budget the profit the movie makes



## 2. Which movie title has the highest total gross?

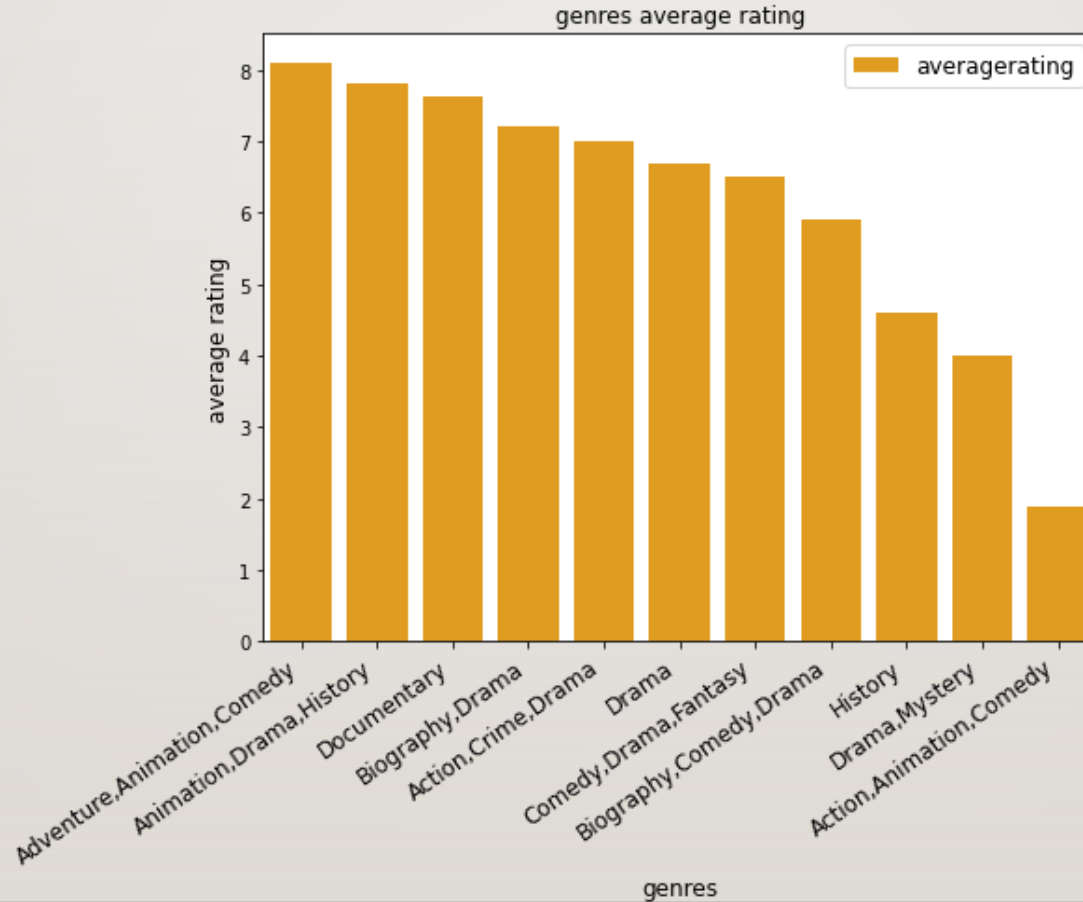
- \*Total gross is the total amount a movie makes from domestic gross and foreign gross
- \*If a studio has to make a movie then it needs to consider both domestic and foreign market to make profits
- \*Based on this, Toy story 3, Alice in Wonderland(2010) earns the highest total gross



### 3. Which genre of movie has the highest rating?

\*Most movie industries produce movies in different genres.

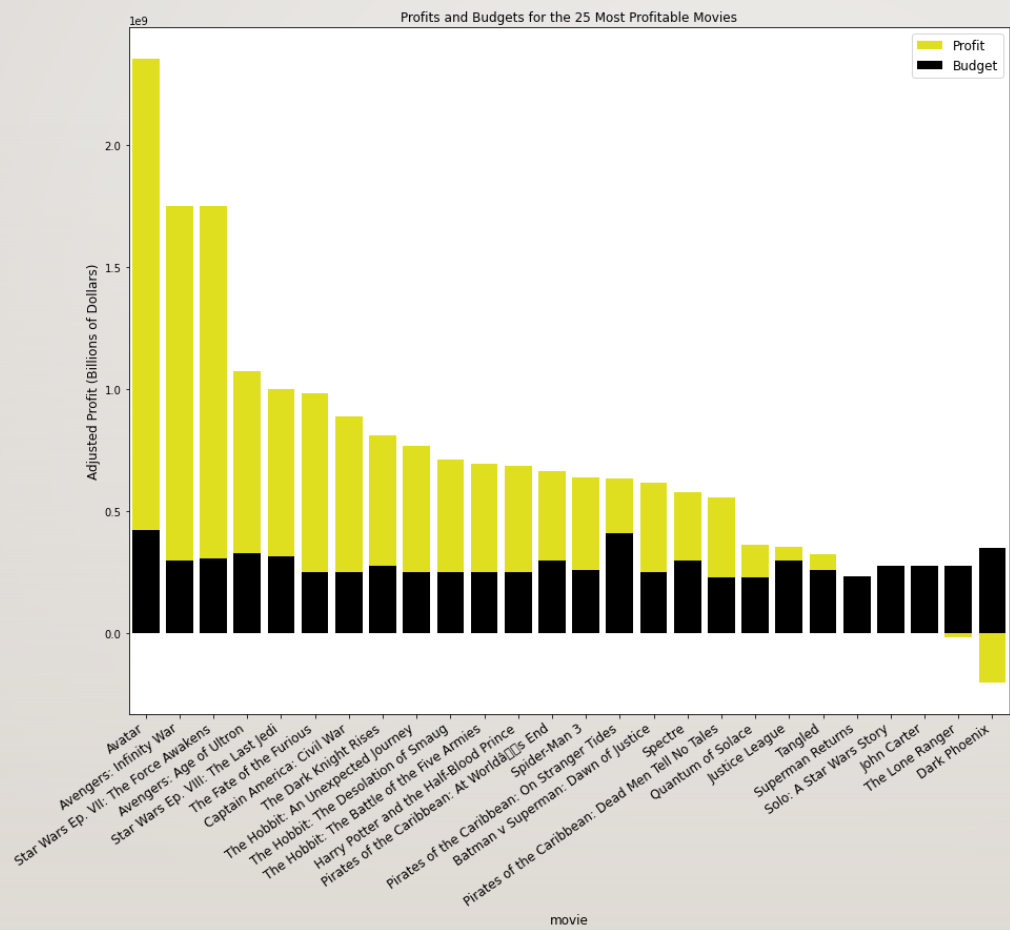
\*“Adventure, Animation, Comedy”, “Animation, Drama, History” and “Documentary” are the highest rated. Therefore, I would suggest for the studio to come up with movie titles around this genres





# 4. What are the most profitable movie titles?

The team can also focus on the most profitable movies such as Avatar and see what made it successful.



# CONCLUSION

---

To sum up:

- The scatter plot analysis indicates a weak positive correlation between production\_budget and profit, suggesting that investing more in a movie production does not guarantee high profits.
- It is also noteworthy that movies such as Toy Story, Alice In Wonderland(2010), and Harry Potter and the Deathly Hallows have generated the highest total gross, while "Adventure, Animation, Comedy", and "Animation, Drama, History" are the most popular genres.
- Furthermore, Avatar and Avengers:Infinity War have proved to be the most profitable movies, while Dark Phoenix incurred losses.

# RECOMMENDATION

---

I would recommend:

- Microsoft to consider factors beyond budget when deciding on movie production.
- Additionally, investing in popular genres such as "Adventure, Animation, Comedy", among others, could lead to more significant profits.
- Finally, attention to detail and careful consideration of the target audience (according to the genre\_ratings) is crucial in ensuring that a movie achieves commercial success.