Recommendations for Movie Production for Microsoft

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Outline of the Presentation

- Project Overview
- Data sources for analysis
- Methodology of the project
- Results of the analysis
- Conclusion & Recommendation

Project Overview

o This project involves studying the existing movie related databases.

o Analysis based on these databases were performed.

o Conclusions were derived from the study to provide recommendations to Microsoft for their movie production venture.

Data sources for Analysis

The following data was used for the analysis:

o IMDB:
- Movies titles and corresponding IDs and run time in minutes
- Average Rating and number of votes for different movies IDs
- Movie titles and crew ID associated with the movie
- Crew ID and the role they have performed in the movie project

o Box Office Mojo:
- Domestic & Foreign gross, and the studio for different movies

o The Numbers:
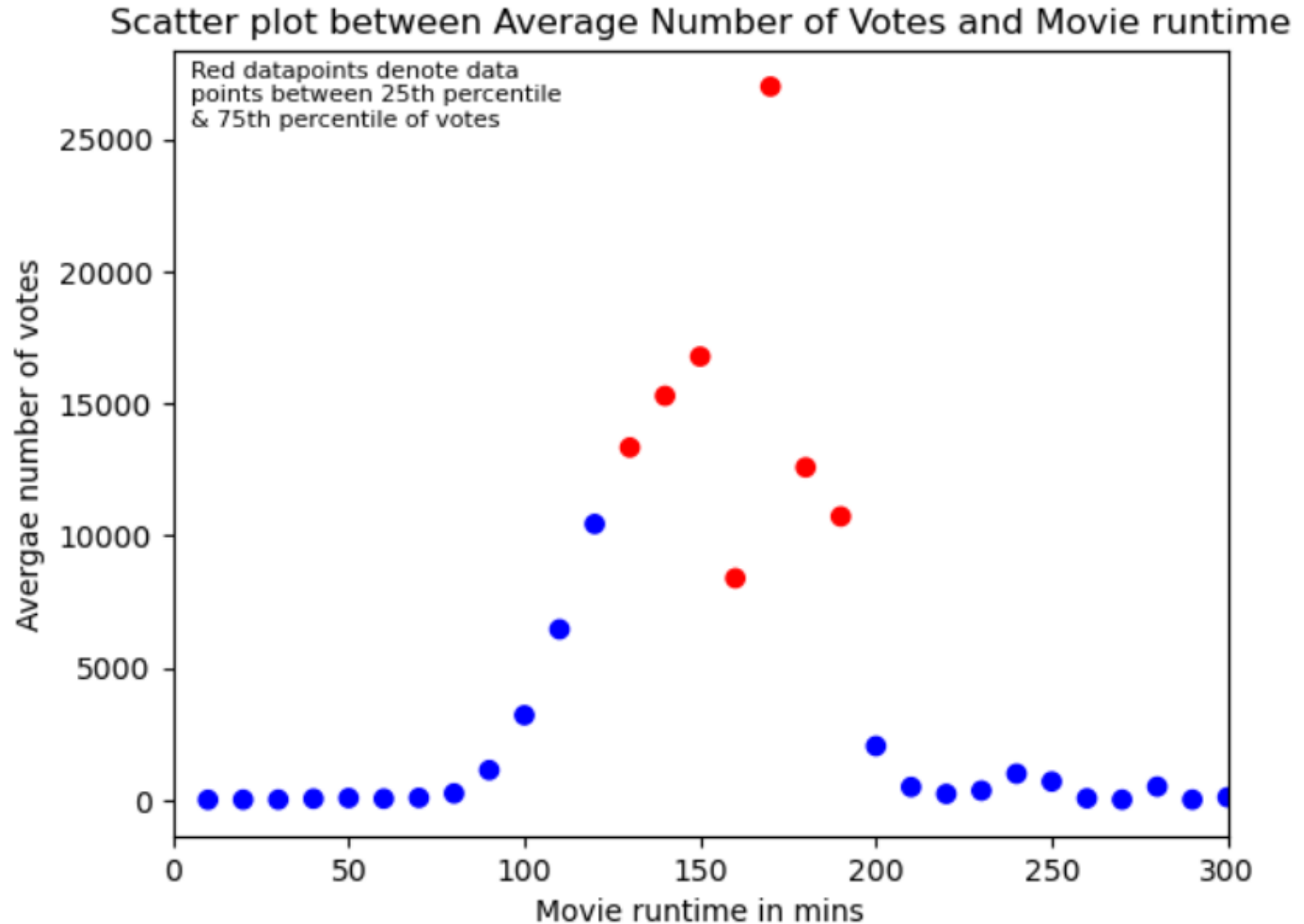- Worldwide gross for different movies

Methodology

o The analysis for the project was done in Jupyter Notebook which utilises Python programming language.

o The databases from different sources were combined based on the movie title and the crew name.

o Meaningful correlations and results were obtained from the analysis which will be shown in the coming slides.
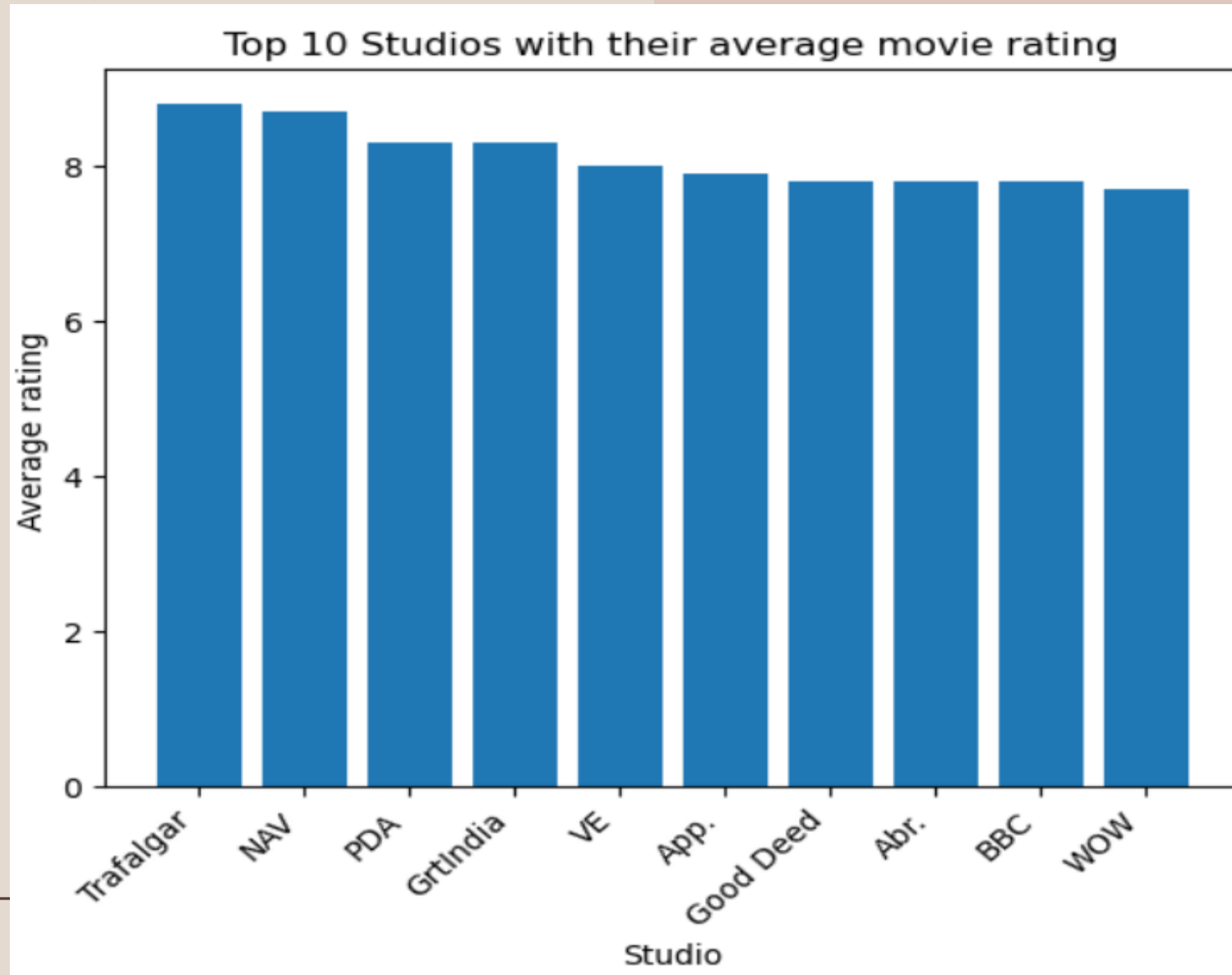
Results of the Analysis

o Relation between Movie running time and Number of votes received for the movies

Scatter plot between Average Number of Votes and Movie runtime

Red datapoints denote data points between 25th percentile & 75th percentile of votes

Results of the Analysis

o Top 10 studios based
on the ratings of their
movies

Top 10 Studios with their average movie rating
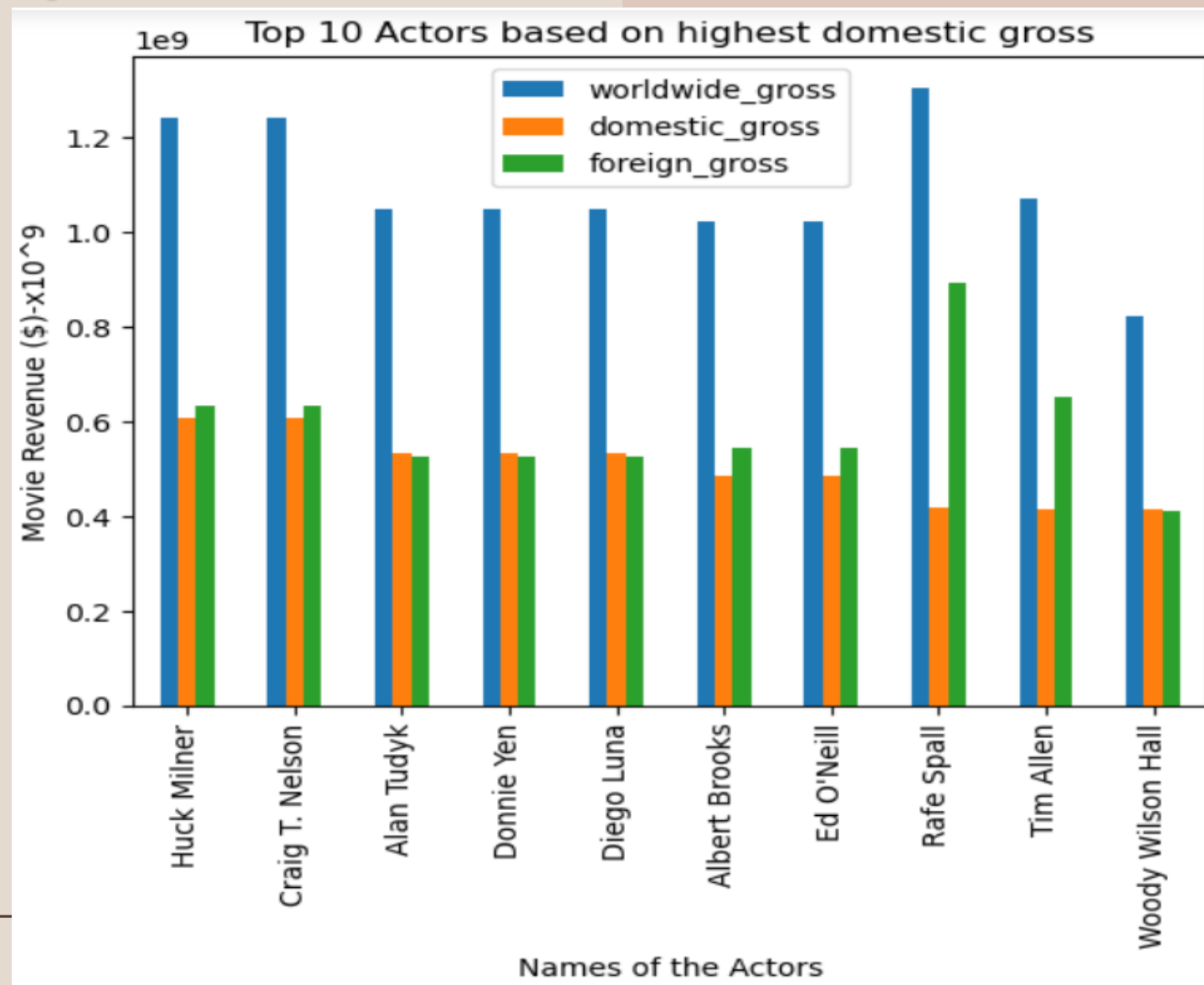
Results of the Analysis

o Top 10 actors based on the highest worldwide gross

Top 10 Actors based on highest worldwide gross
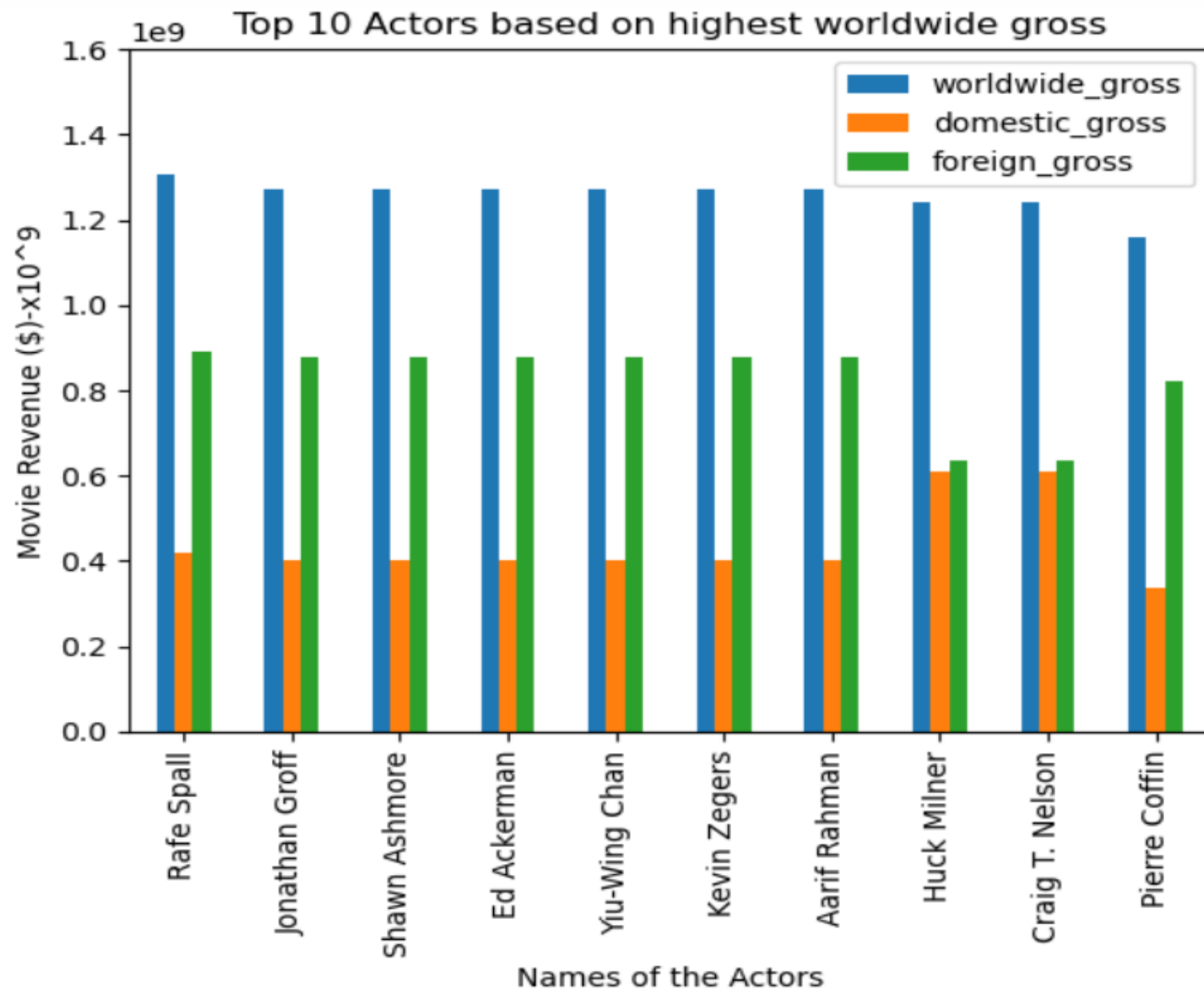
Results of the Analysis

o Top 10 actors based on the highest domestic gross

Top 10 Actors based on highest domestic gross

Conclusion & Recommendations

The following conclusion can be derived from the results:

o The movies with higher number of votes had a run time between 130 minutes and 190 minutes. Microsoft would be recommended to create a movie within this timeframe in order to attain the satisfaction of the audience.

o The top ten studios that created movies with highest ratings were found out and these included studios like Trafalgar, NAV and GrtIndia. The client could look into their production style or associate with them for their first movie.

o The top ten actors that acted in movies that bagged high revenue from across the world was found out and these included actors like Rafe Spall, Jonathan Groff and Shawn Ashmore.

o For good revenue collection in the domestic market, the top ten actors that could be associated with were found out and they included actors like Huck Milner, Craig T Nelson and Alan Tudyk. Microsoft may consider associating with these actors based on the market segment they are interested in.