Microsoft Movie Exploration

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Overview

This project analyze different types of movie titles that is currently doing the best at the box office and how it relates to profit.

Understanding the Problem

- Microsoft has decided they want to create original content as well as created their own movie studio. Unfortunately, Microsoft has no prior knowledge of the movie industry so they don't know how to move forward in creating content.

- Analyze Data and provide microsoft the best recommendation for a profitable movie studio.

Methodology

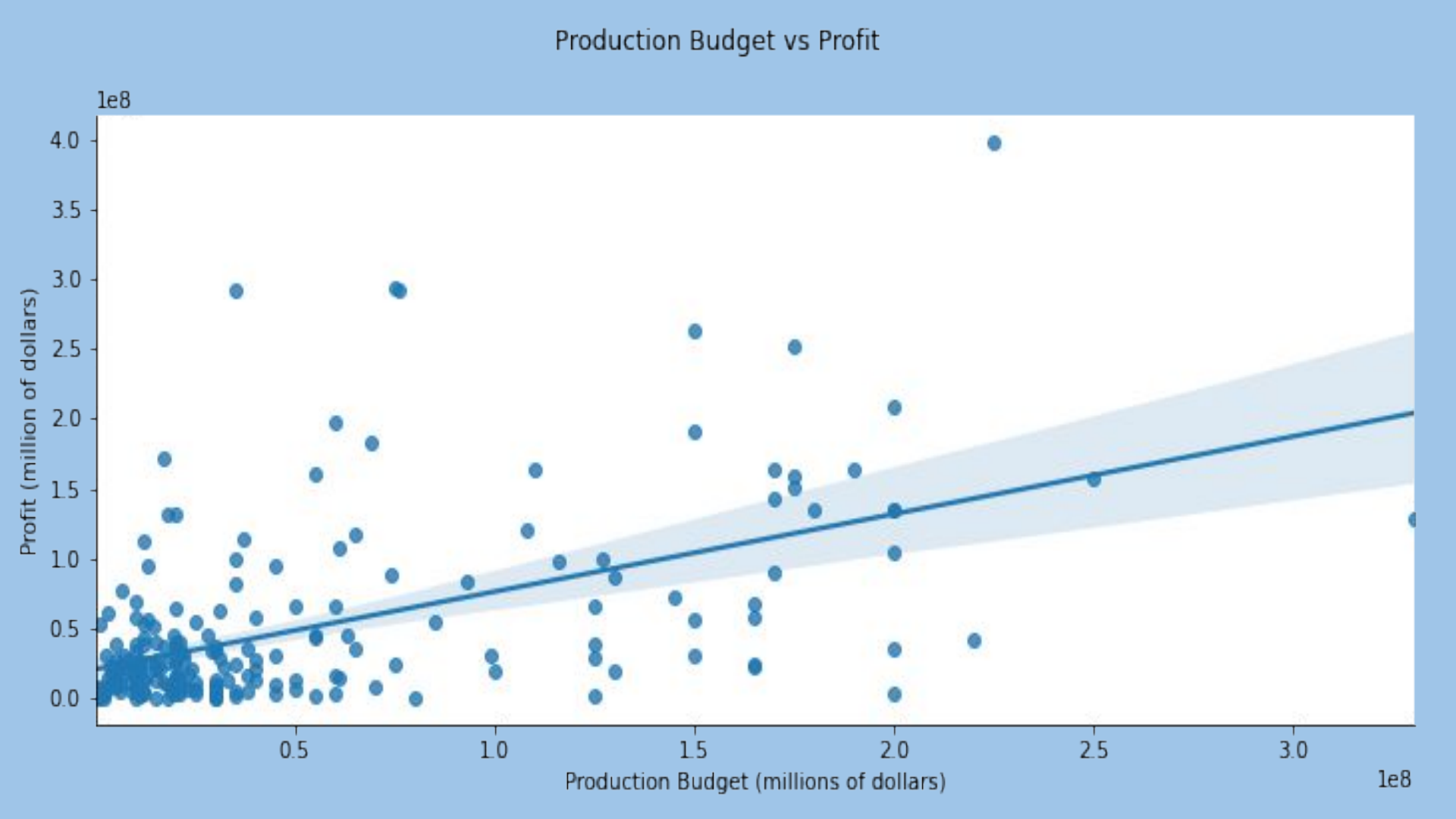
- Analyse the past movie datas within the range of ten years to make the best recommendation to Microsoft on how to be successful in the movies industry.

- zipped data- (Imdb Basics, tn, and bom movies)

- ROI = $\frac{\text{Revenue-cost}}{\text{cost}} * 100$

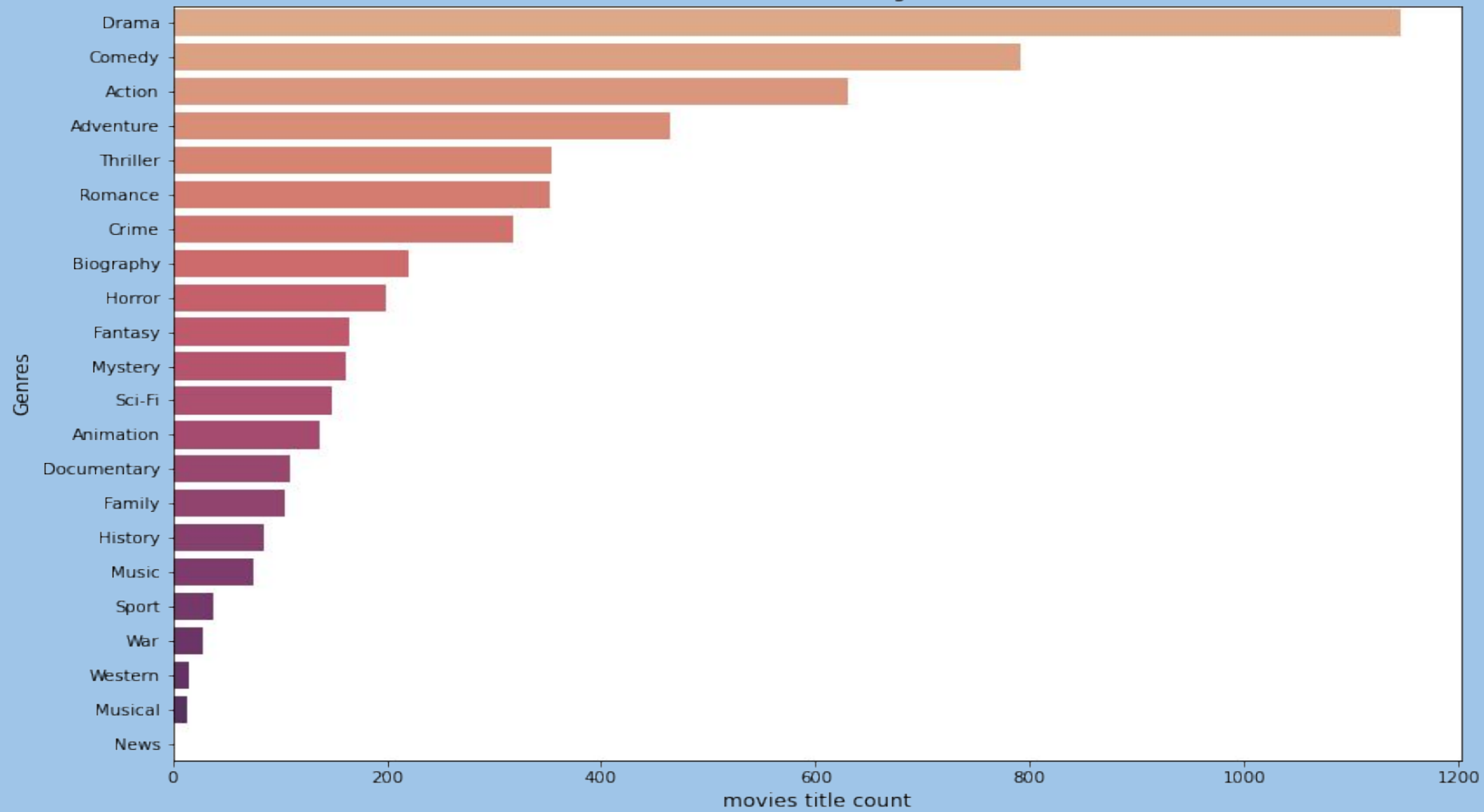
Recommendation One

- My analysis shows that 69% of the median profit for the movies have a higher production budget.
- My recommendation for microsoft is to look into a production budget that correlates with a very high percentage of Return on Investment.
- Visuals on Slide (6)


Production Budget vs Profit
1e8
4.0
3.5
3.0
2.5
2.0
1.5
1.0
0.5
0.0
Profit (million of dollars)
0.5
1.0
1.5
2.0
2.5
3.0
Production Budget (millions of dollars)
1e8

Recommendation Two

- My recommendation for microsoft is to look into the genres when they decided to make a movie.
- For example, If you look at my graph(slide 8). My Analysis show that Adventure and Action genres seem to have more than an average counts.


Movie Title count according to Genres
Drama
Comedy
Action
Adventure
Thriller
Romance
Crime
Biography
Horror
Fantasy
Mystery
Sci-Fi
Animation
Documentary
Family
History
Music
Sport
War
Western
Musical
News
Genres
0
200
400
600
800
1000
1200
movies title count

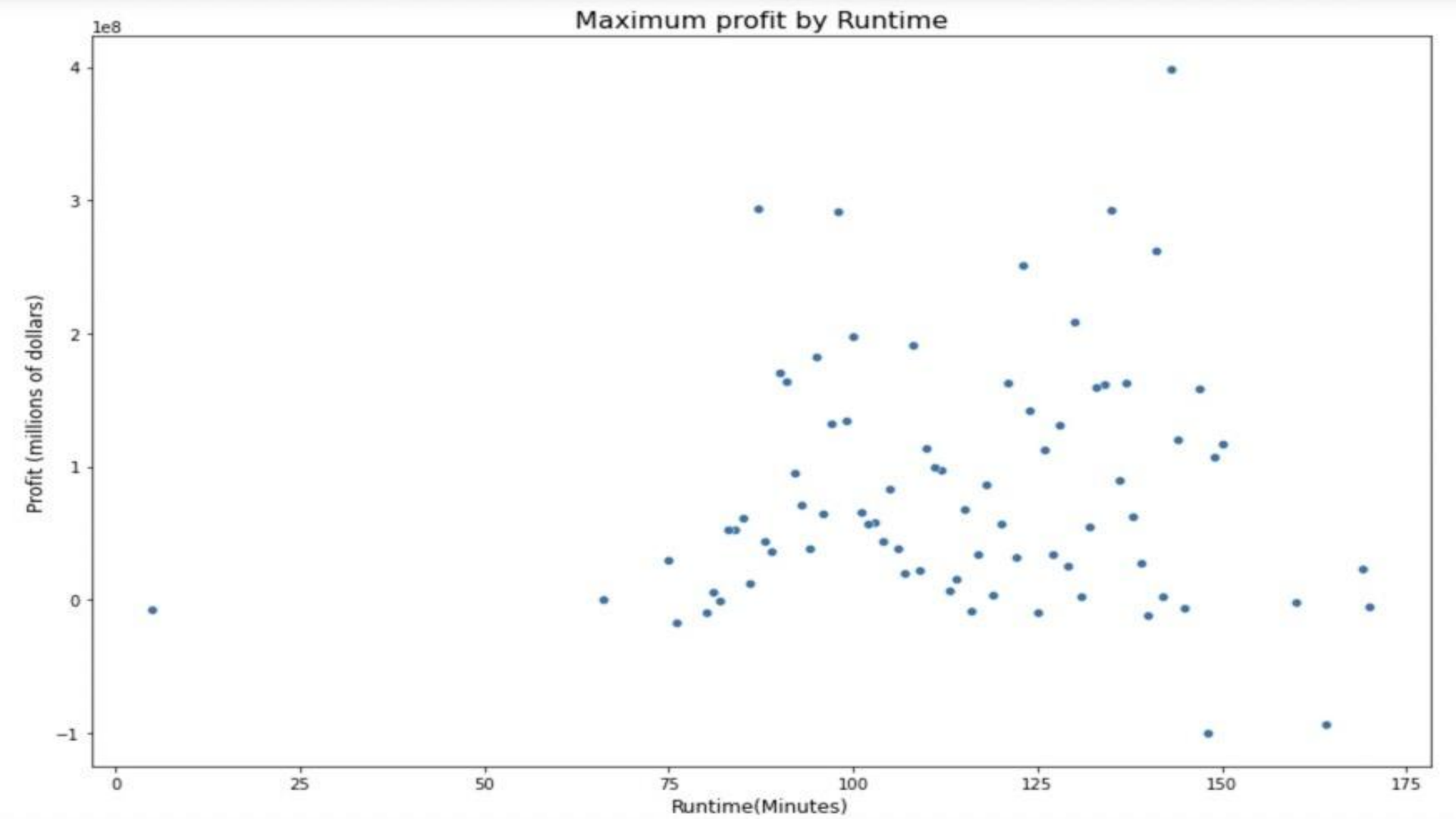
Recommendation Three

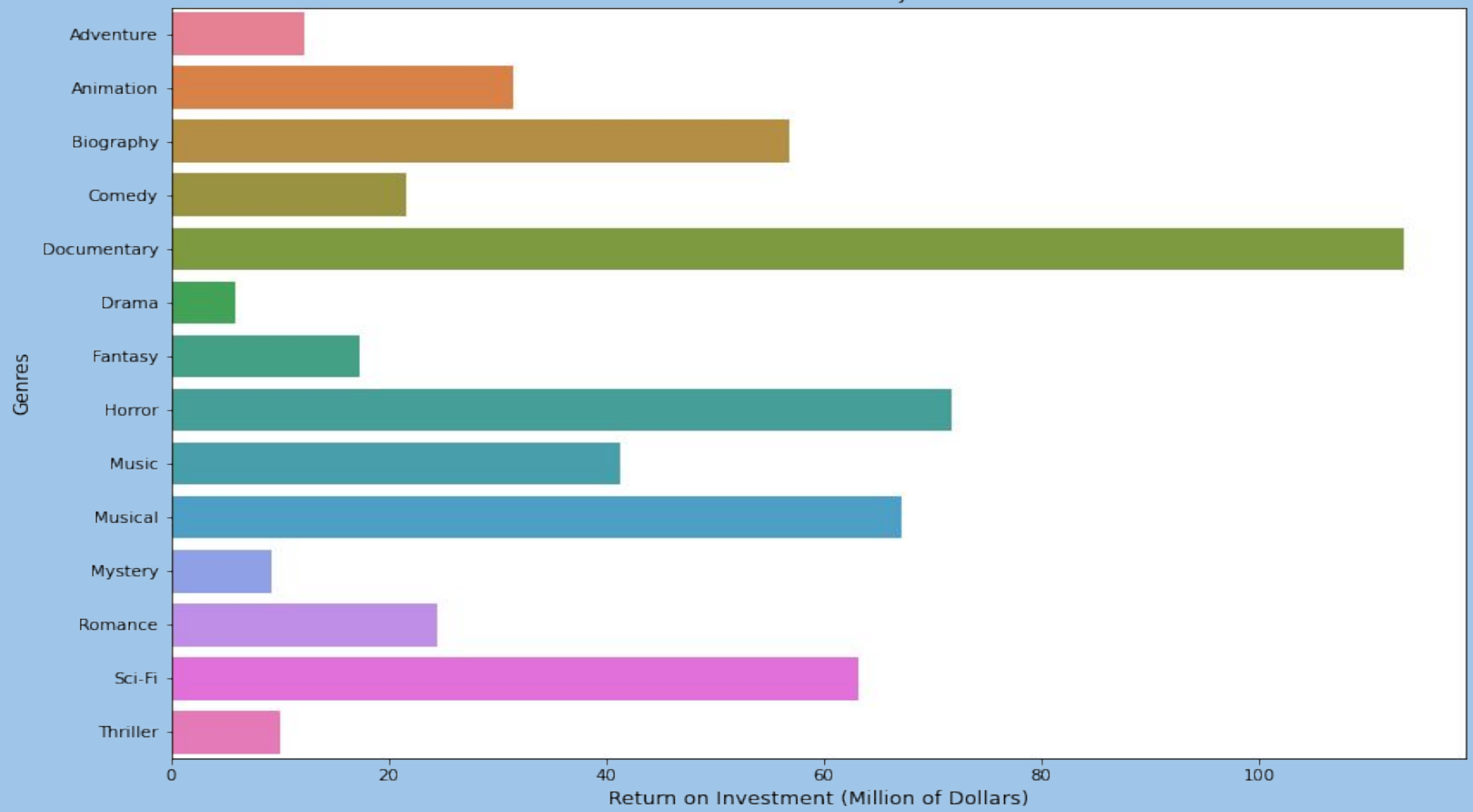
- My Analysis shows that 50% of the total net profits across all genres come from just the top five genres which are ; Action, Adventure, Sci-Fi, comedy, and Animation.
- I would recommend Microsoft to focus on Action, Adventure and Sci-Fi for high net profits.
- Microsoft can put a survey on social media for votes or pick between the Top five listed on my graph(slide 10).

Maximum profit by Genres
1e8
Max Profit
4.0
3.5
3.0
2.5
2.0
Profit (millions of dollars)
Action
Sci-Fi
Adventure
Animation
Comedy
Thriller
Horror
Fantasy
Family
Drama
Crime
Genres

Recommendation Four

- If Microsoft wishes to produce the best movies to make a higher profit, they need to look into the movie runtime and its relationship to profit.
- The average runtime for the top five genres is 102.00 mins at that point, the median profit is very high.This needs to be considered when producing the movie.


Maximum profit by Runtime
1e8
Profit (millions of dollars)
4
3
2
1
0
−1
0
25
50
75
100
125
150
175
Runtime(Minutes)


Return On Investment by Genres
Adventure
Animation
Biography
Comedy
Documentary
Drama
Fantasy
Horror
Music
Musical
Mystery
Romance
Sci-Fi
Thriller
Genres
0
20
40
60
80
100
Return on Investment (Million of Dollars)

Future Consideration

- Does the opening weekend box office gross have a strong correlation with the profit?
- How much of an impact does premiering a movie have if the movie have a major box office release.
- Analyze the data for producers in addition to actors and directors.
- Analyze studio performance and Theater