

Microsoft Movie Studios

# Background

Microsoft have decided to create a new movie studio. However, they do not know anything about making movies.

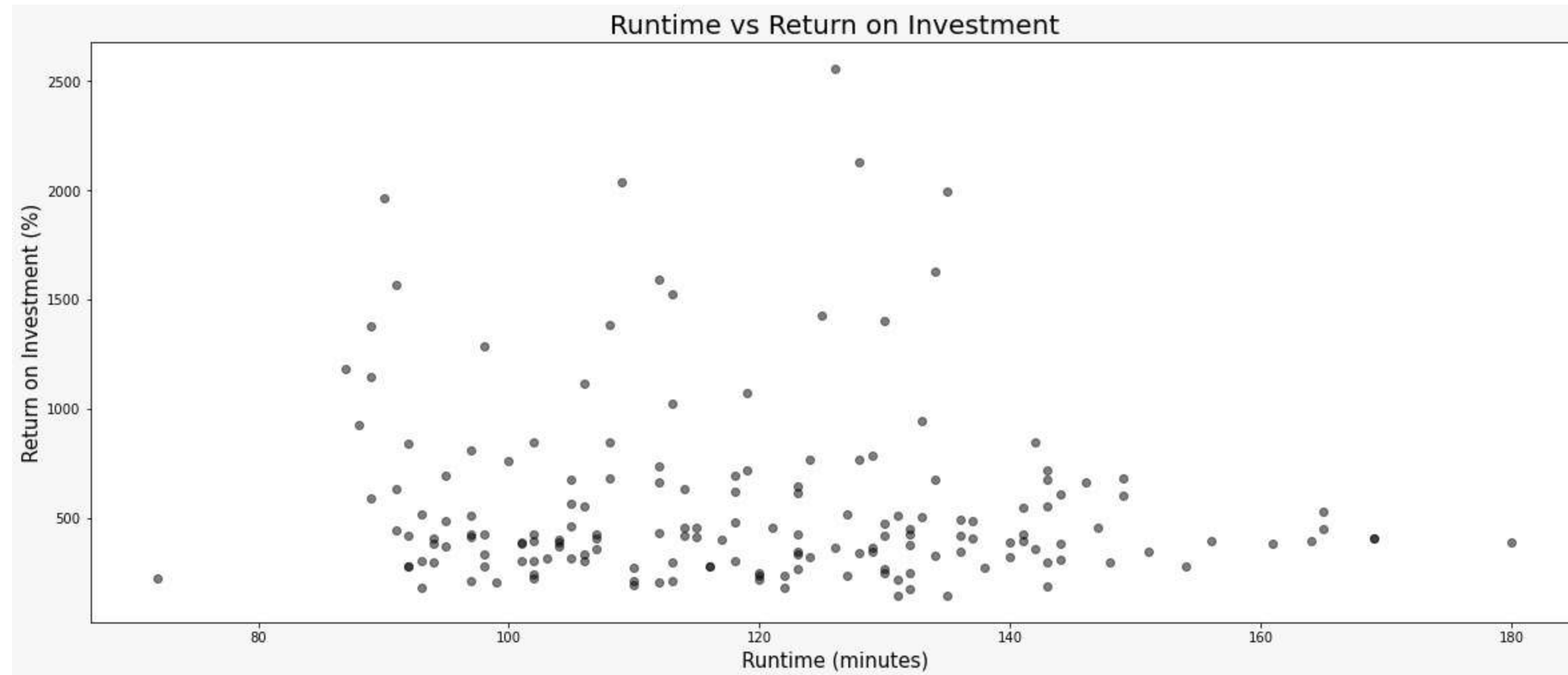
"IDENTIFY WHAT  
TYPES OF FILMS ARE  
CURRENTLY  
PERFORMING THE  
BEST AT THE BOX  
OFFICE"

# Results from Data Exploration

The following features were analyzed against RoI:

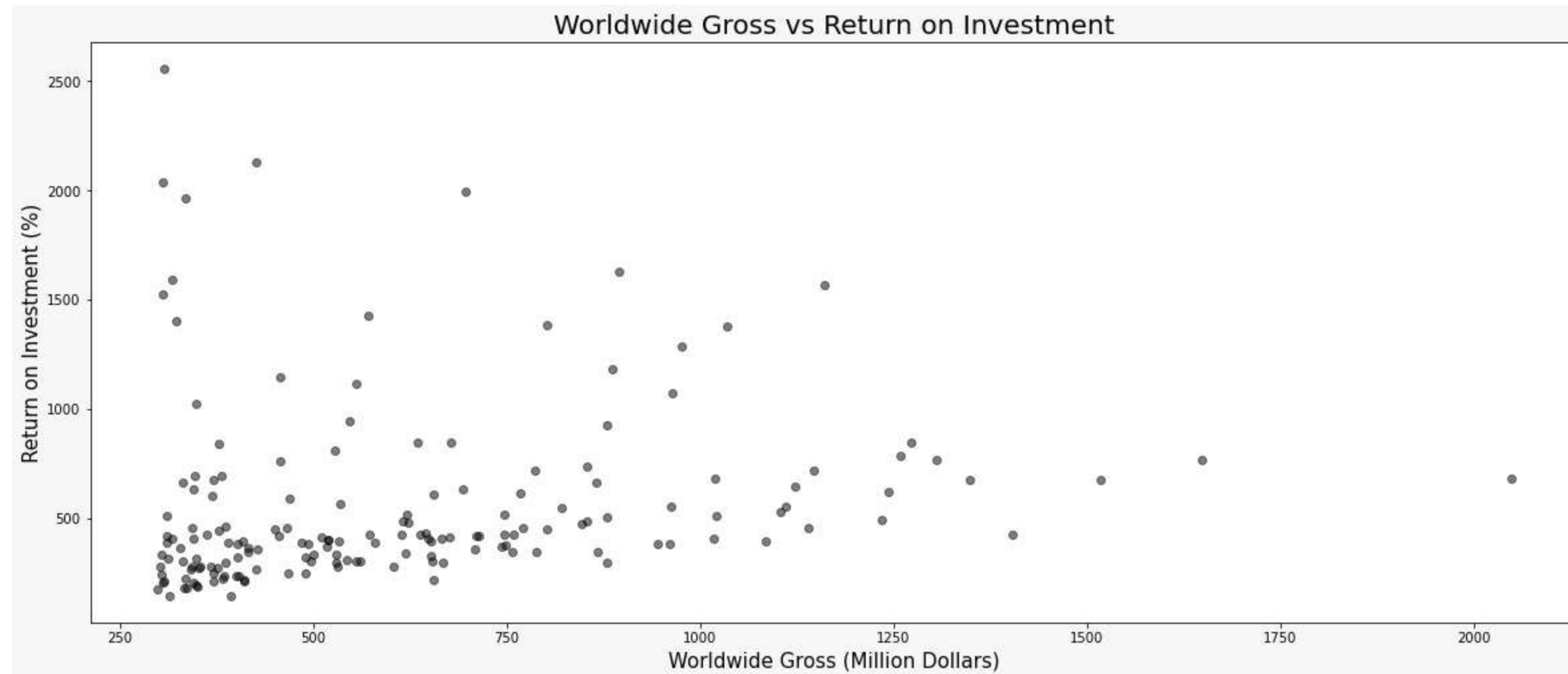
1. Runtime
2. Worldwide Gross
3. Production Budget
4. Release Date (Months and Season)
5. Genres
6. Writers
7. Directors
8. Rating

# 1. Runtime



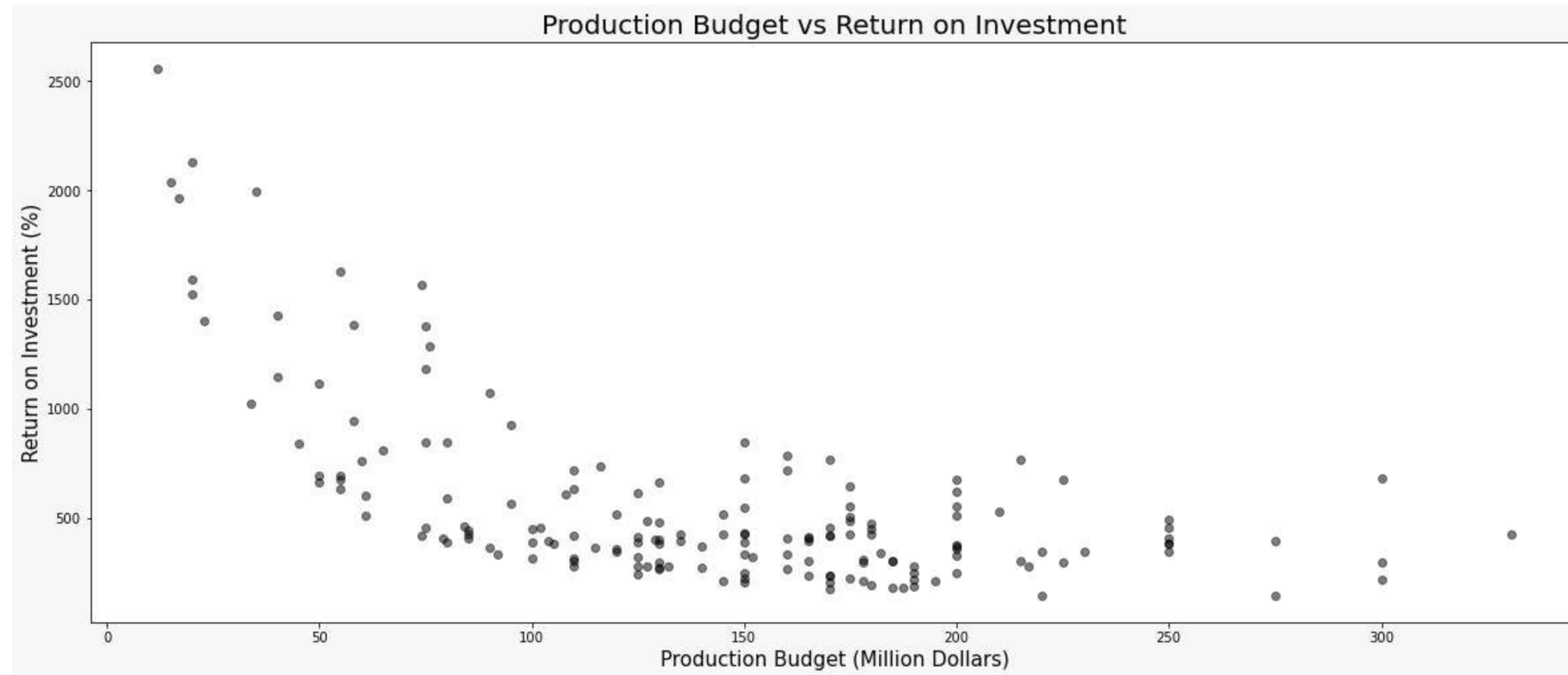
There is no clear correlation between runtime and ROI

## 2. Worldwide Gross



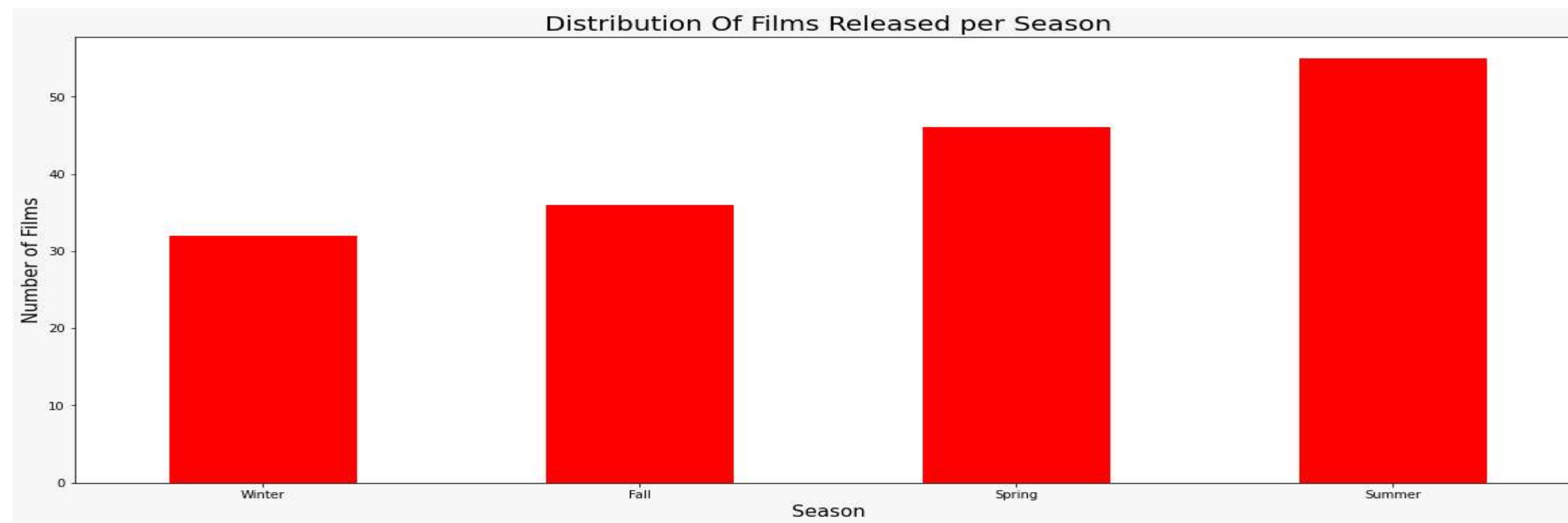
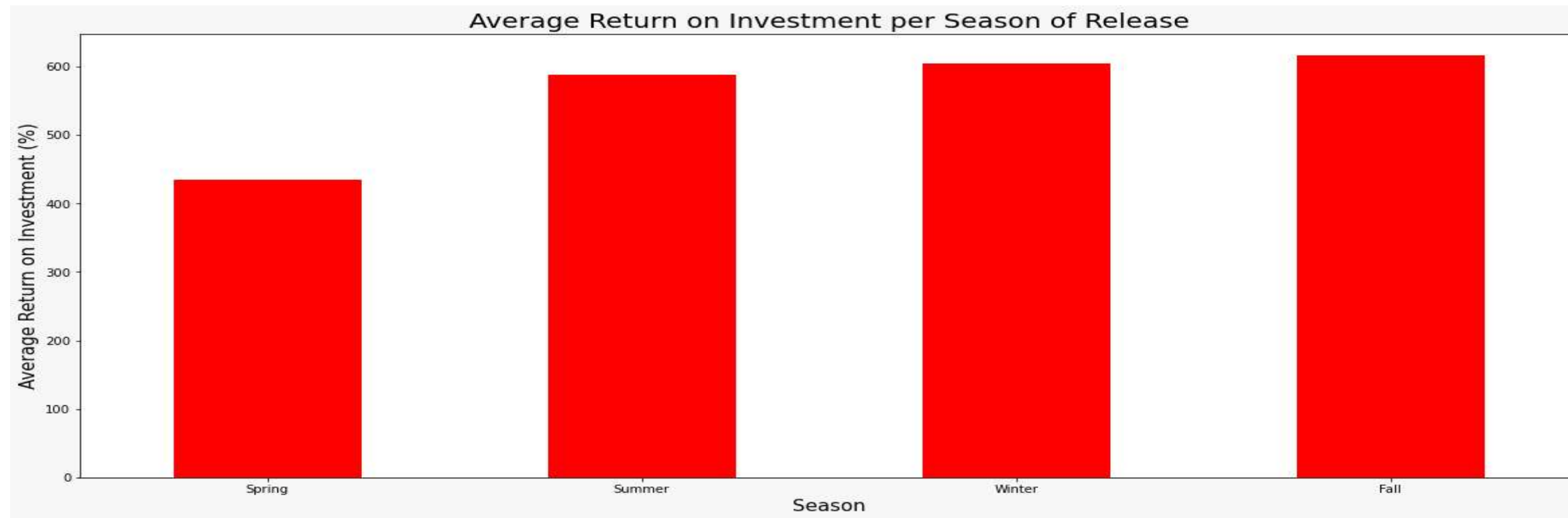
No relationship between the worldwide gross and the RoI

### 3. Production Budget



Moderate negative relationship between production budget and ROI

## 4. Release Date (Season)



Comparing both charts, we see that Summer is overall a better season to release a film

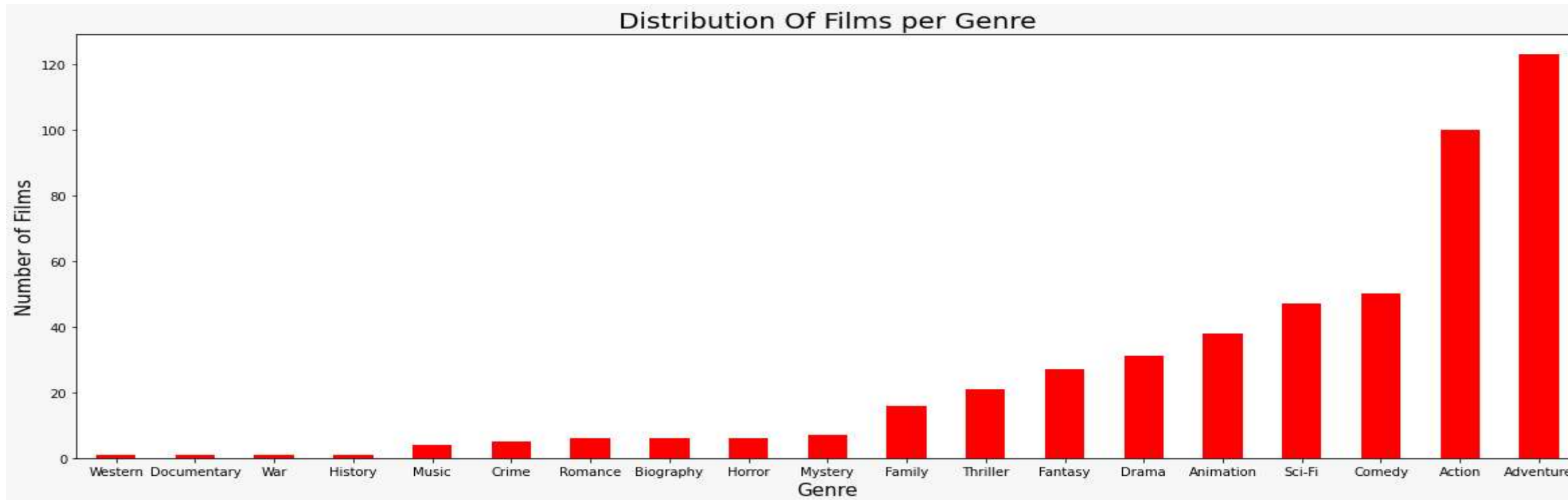
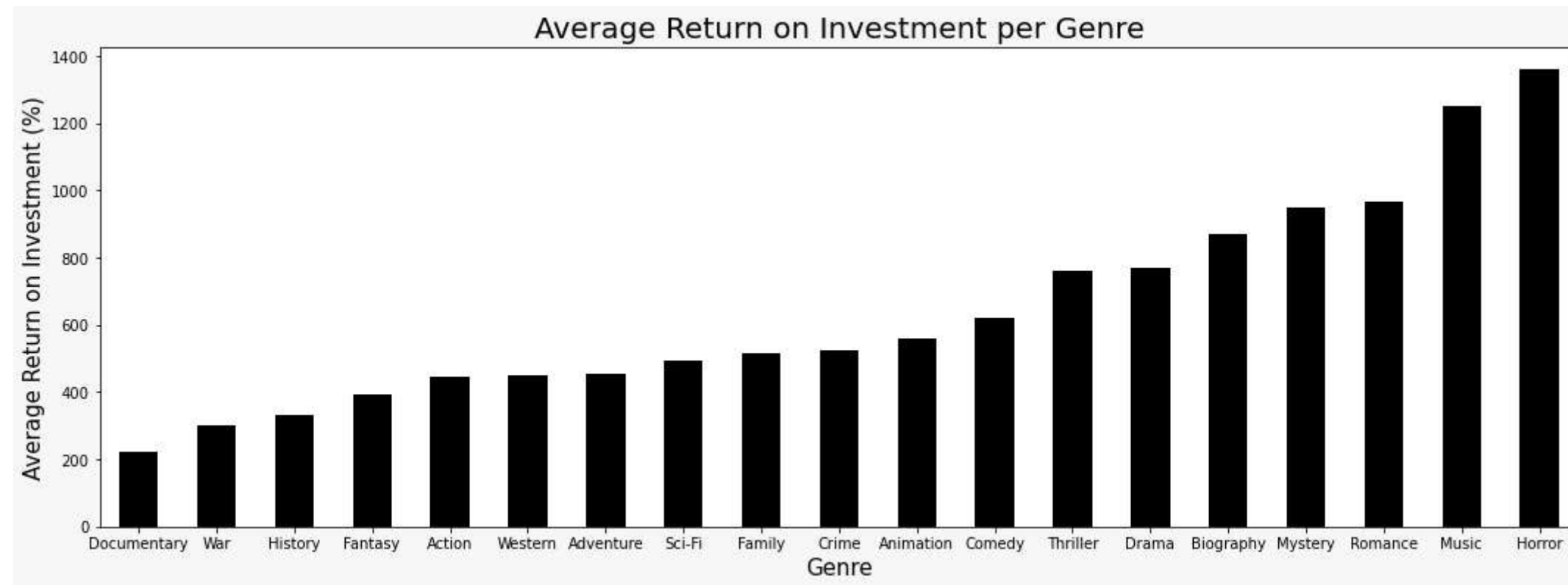
## 4. Release Date (Month)



There are not always equal number of films released per month.

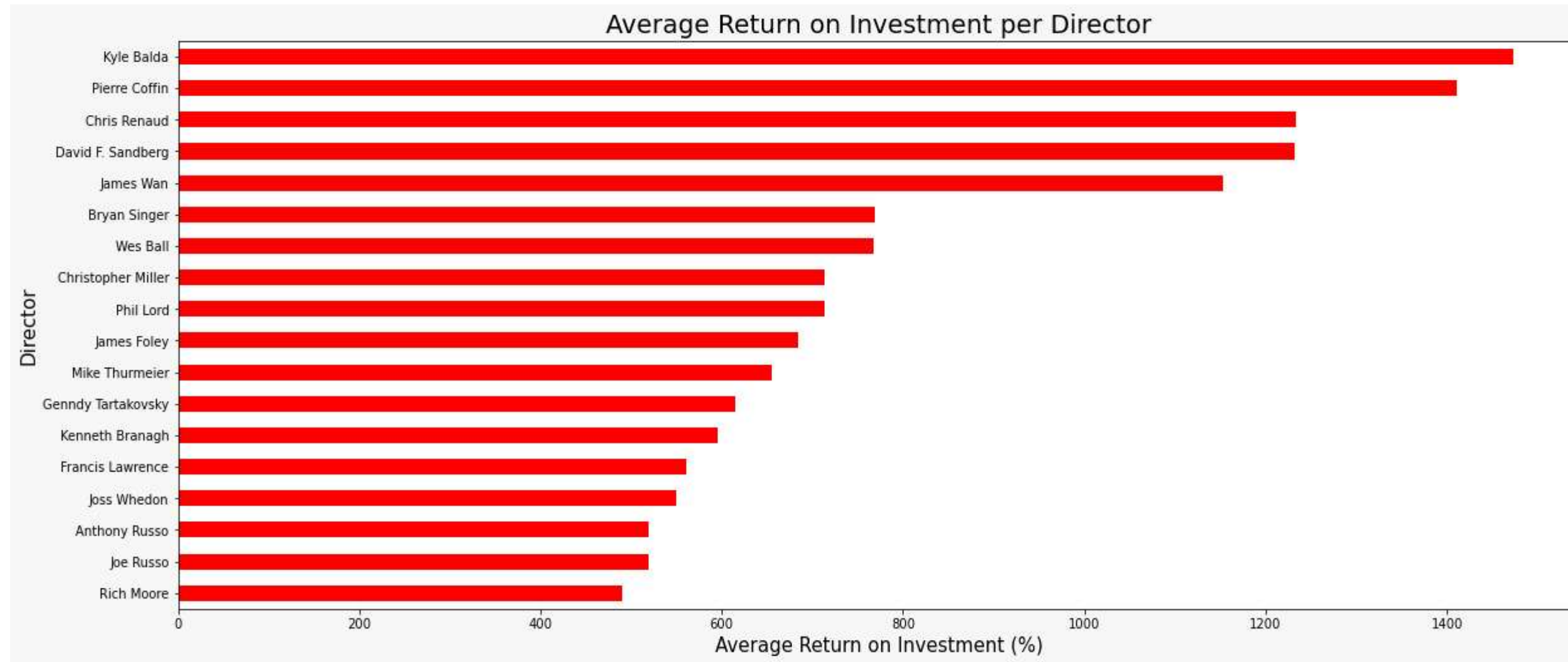


## 5. Genre



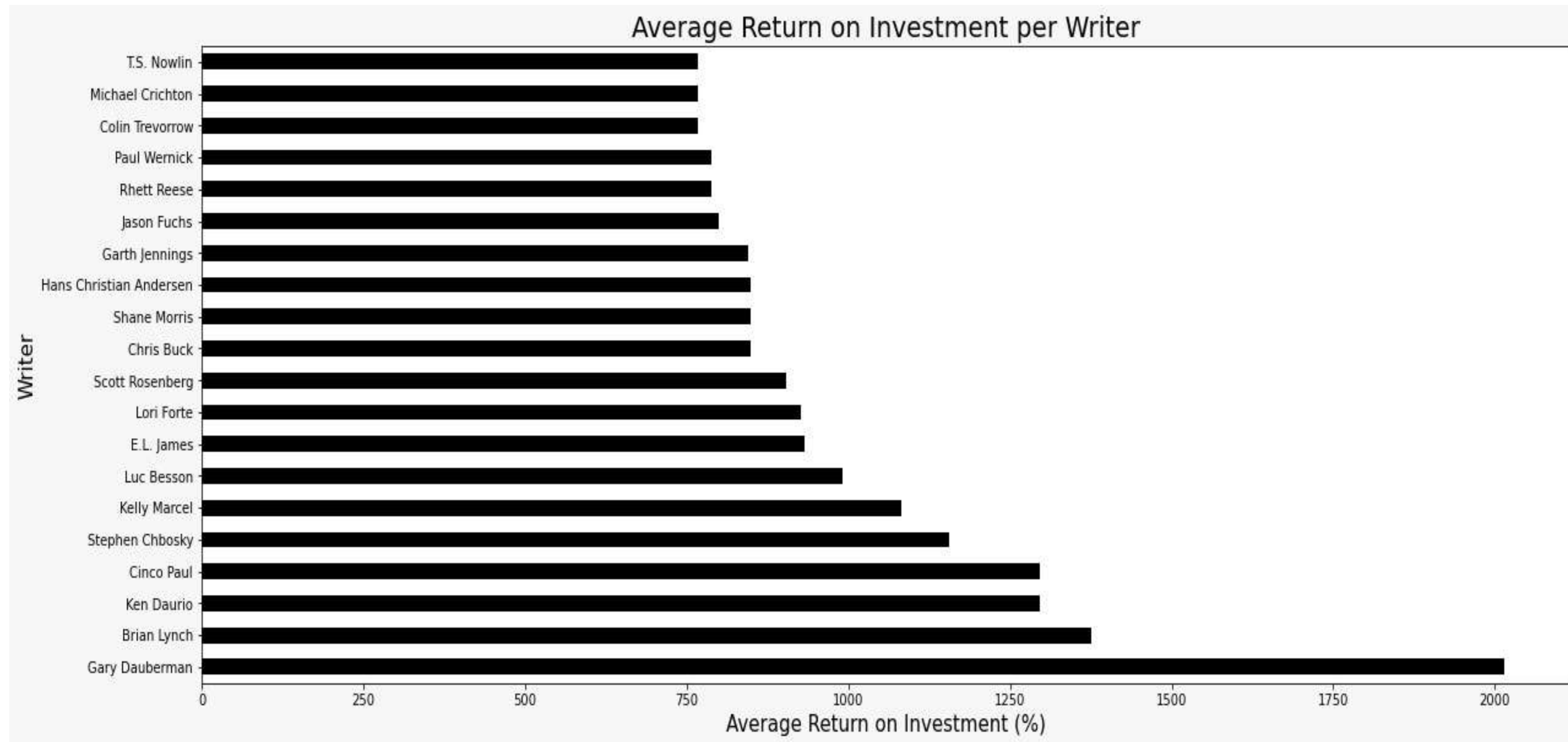
Looking at both graphs, there is no distinct genre that performs best as the data is not fairly distributed per genre

## 6. Directors



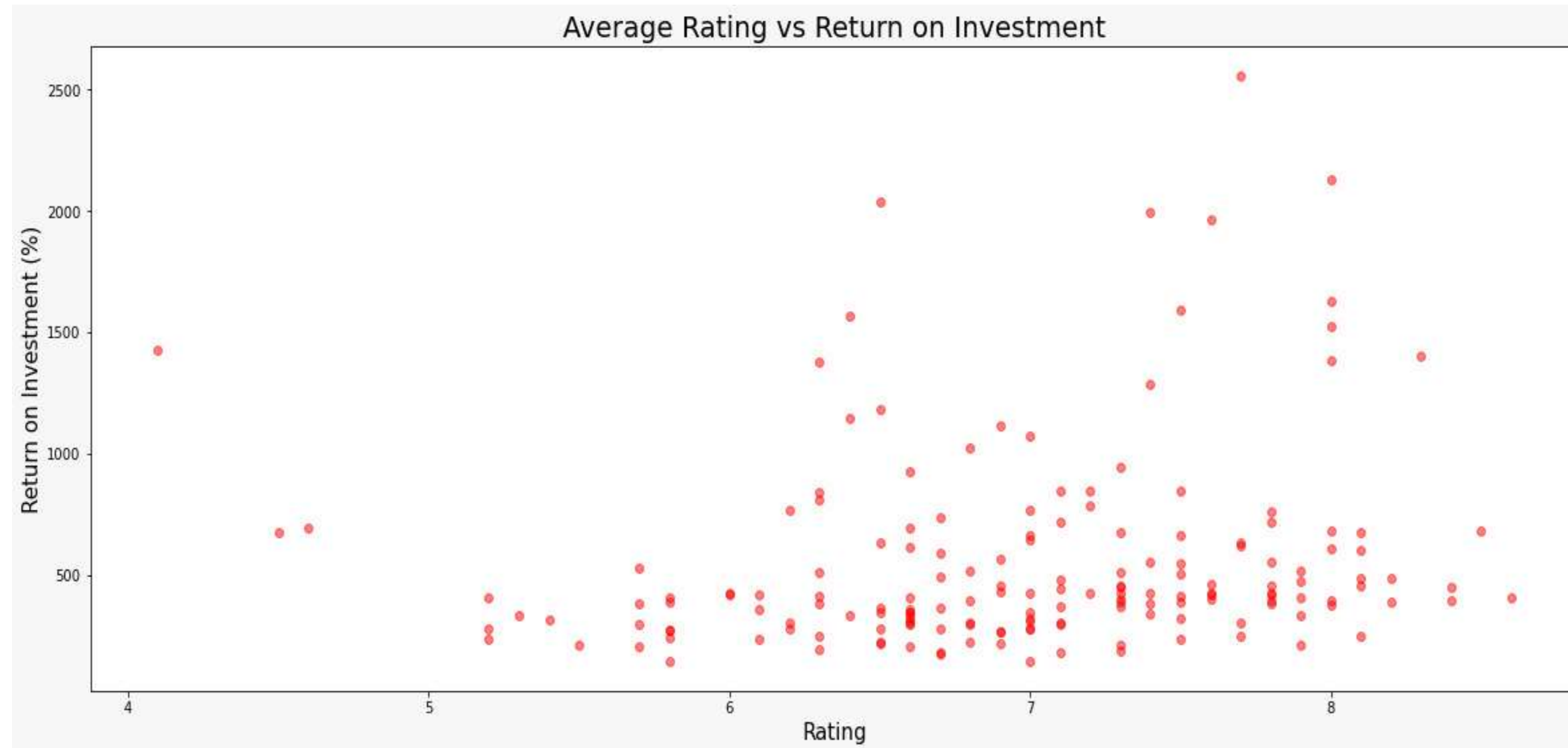
Films directed by Kyle Balda, Pierre Coffin, Chris Rennaud, David F. Sandberg, and James Wan produce the highest return on investment

## 7. Writers



Films written by Gary Dauberman produce the highest return on investment

## 8. Rating



Roi has no effect on the average rating of a film

# Conclusions

- The length of a film (Runtime) of a film has no impact on its box office performance.
- The Production Budget of a film has a moderately negative correlation with its return on investment.
- The Worldwide Gross of a film has no impact on its return on investment
- Movies released in the Summer are more likely to yield a higher return on investment.
- Films directed by Kyle Balda, Pierre Coffin, Chris Rennaud, David F. Sandberg, and James Wan produce the highest return on investment
- Films written by Gary Dauberman produce the highest return on investment
- Success of a film is not determined by the film's rating

# Recommendations

1. The summer time is the best time to release a film.
2. The best directors for Microsoft movies would be: Kyle Balda, James Wan, Davis F. Sandberg, Pierre Coffin, Chris Renaud.
3. The best film writer is Gary Dauberman

# With Regards

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