

Microsoft Movie Studios

Summary

Descriptive analysis of the current best performing films at the box office revealed some of the following results:



Outline

BUSINESS PROBLEM

DATA & METHODS

RESULTS

CONCLUSIONS

Business Problem

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"

Data and Methods

The data used in this analysis was sourced from two renowned movie websites:



MONETARY FEATURES

WORLDWIDE GROSS

DOMESTIC GROSS

PRODUCTION BUDGET

NON MONETARY FEATURES

AVERAGE RATING

GENRES

RUNTIME

DIRECTORS

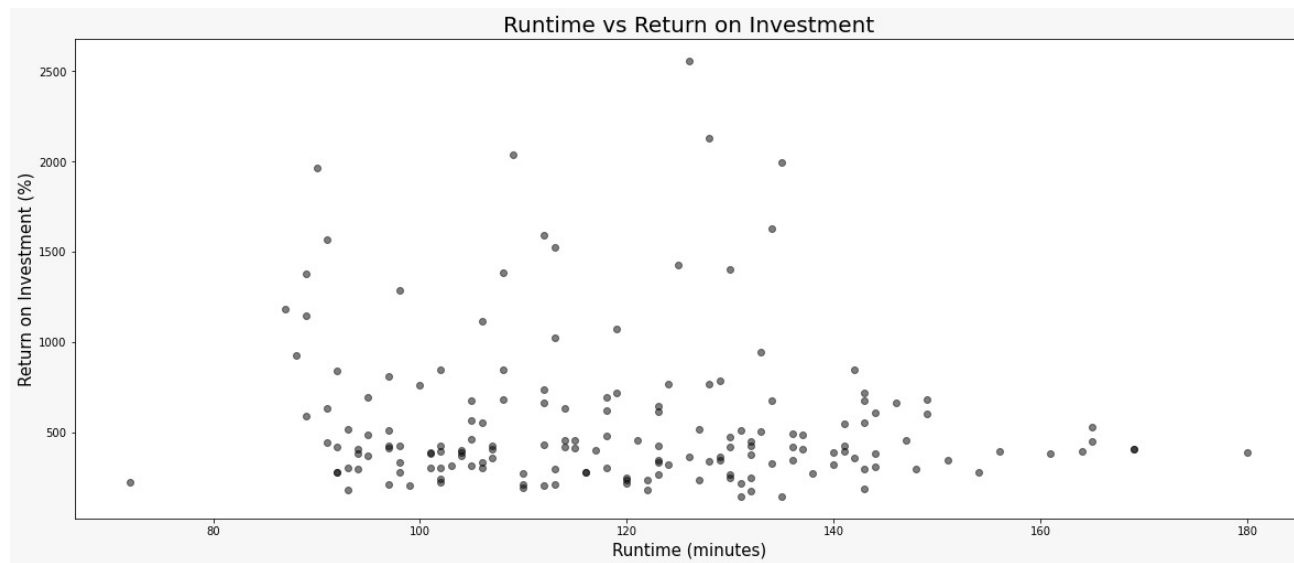
WRITERS

Results

The following features were analyzed against RoI:

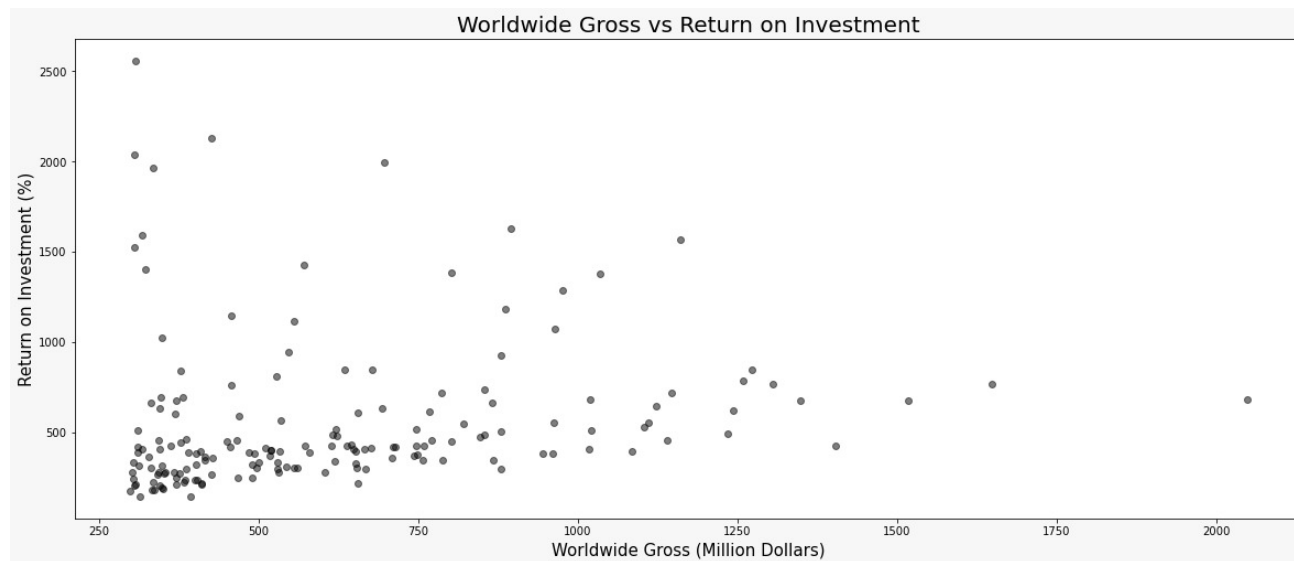
1. Runtime
2. Worldwide Gross
3. Production Budget
4. Release Date (Months and Season)
5. Genres
6. Writers
7. Directors
8. Rating

1. Runtime



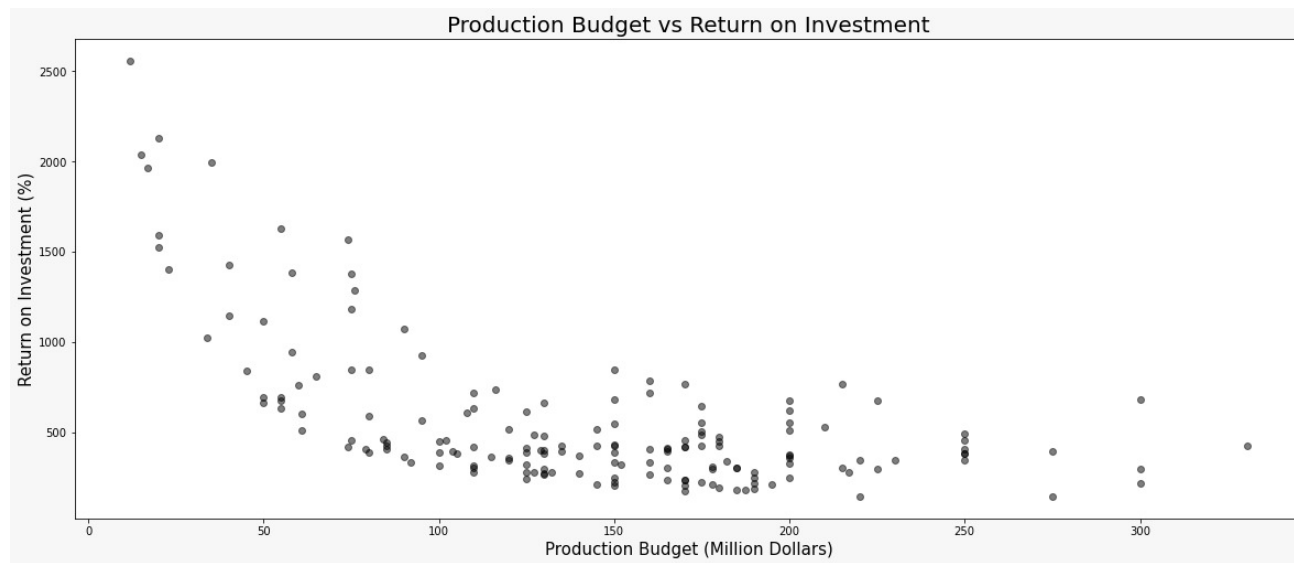
There is no clear correlation between runtime and ROI

2. Worldwide Gross



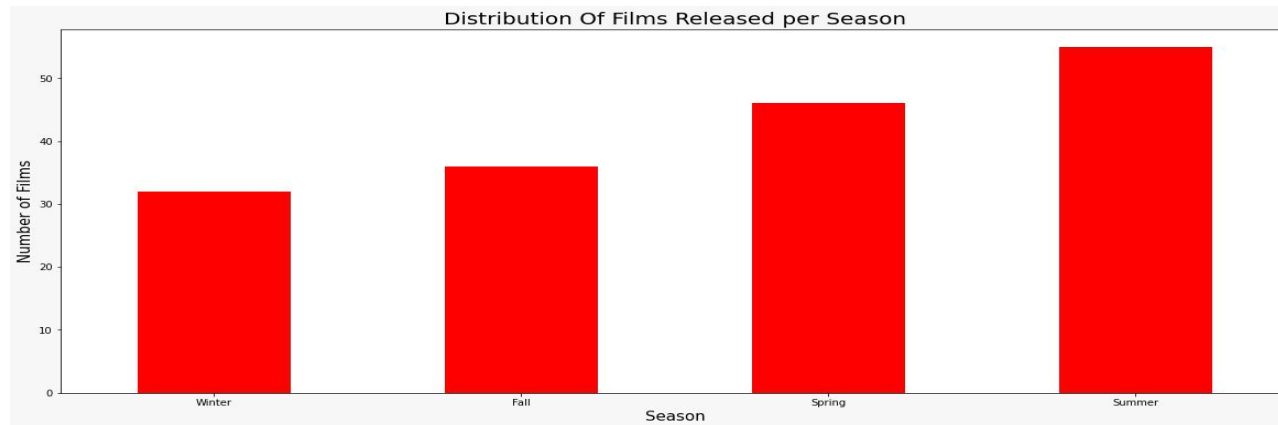
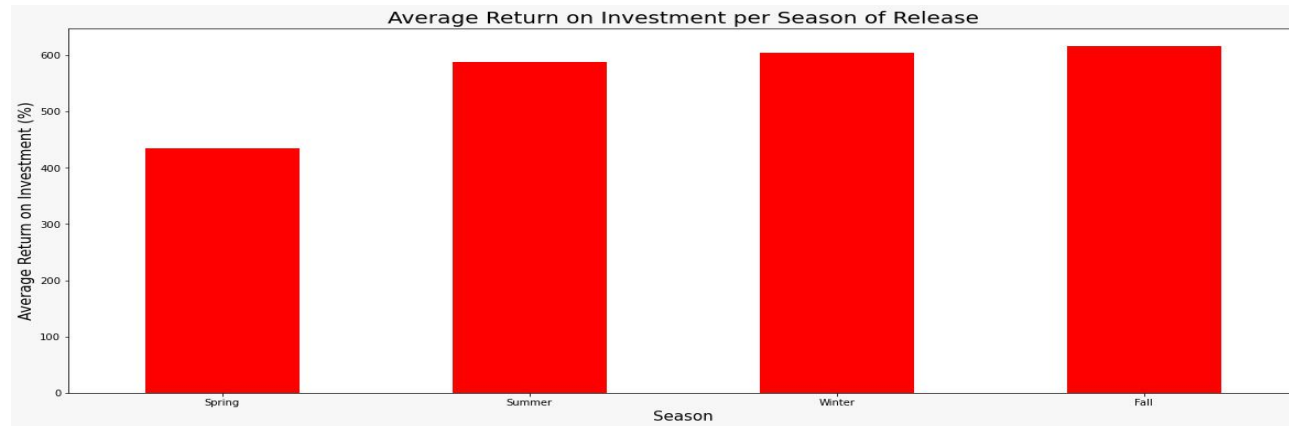
No relationship between the worldwide gross and the RoI

3. Production Budget



Moderate negative relationship between production budget and ROI

4. Release Date (Season)



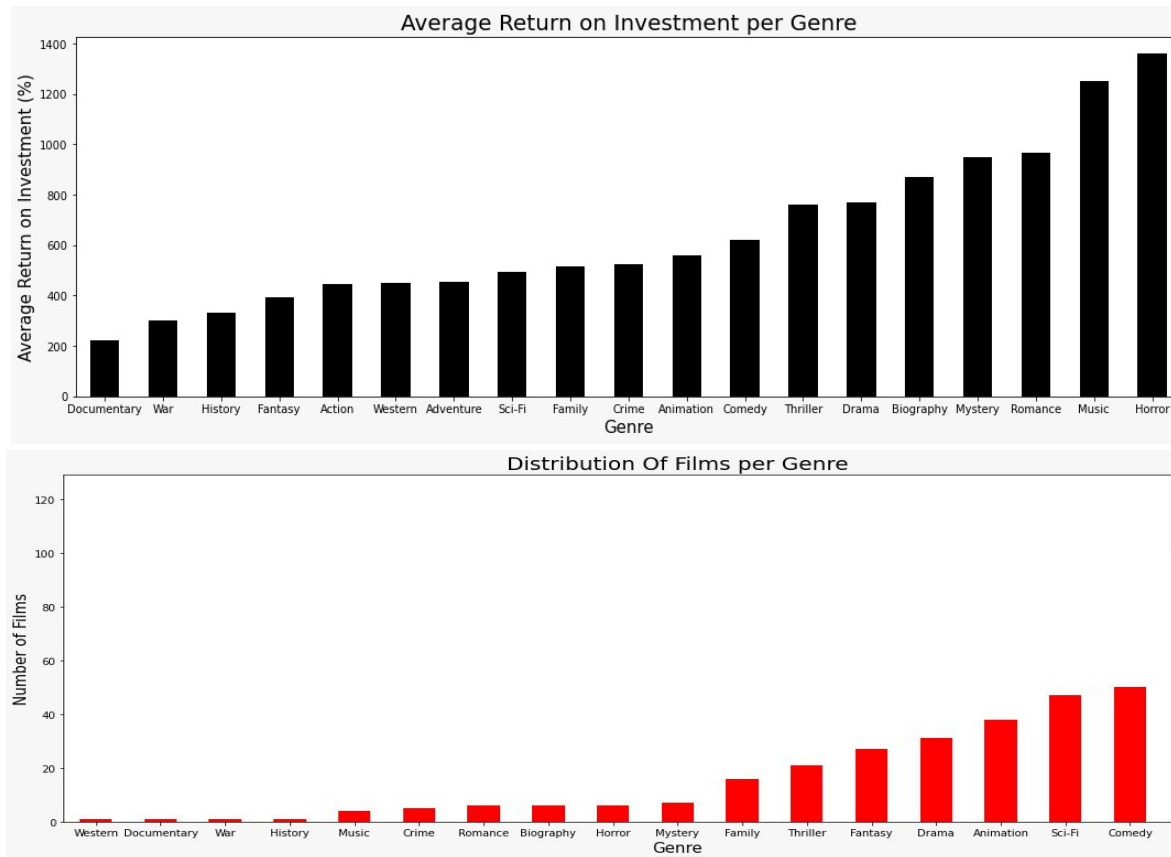
Comparing both charts, we see that Summer is overall a better season to release a film

4. Release Date (Month)



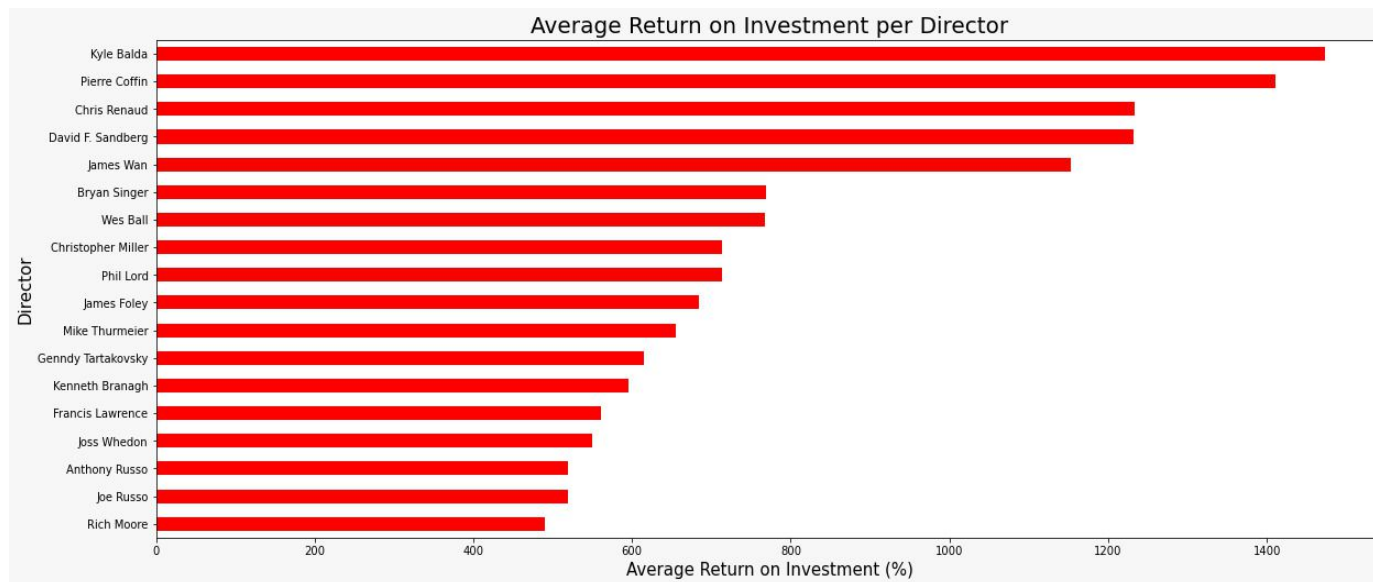
There are not always equal number of films released per month.

5. Genre



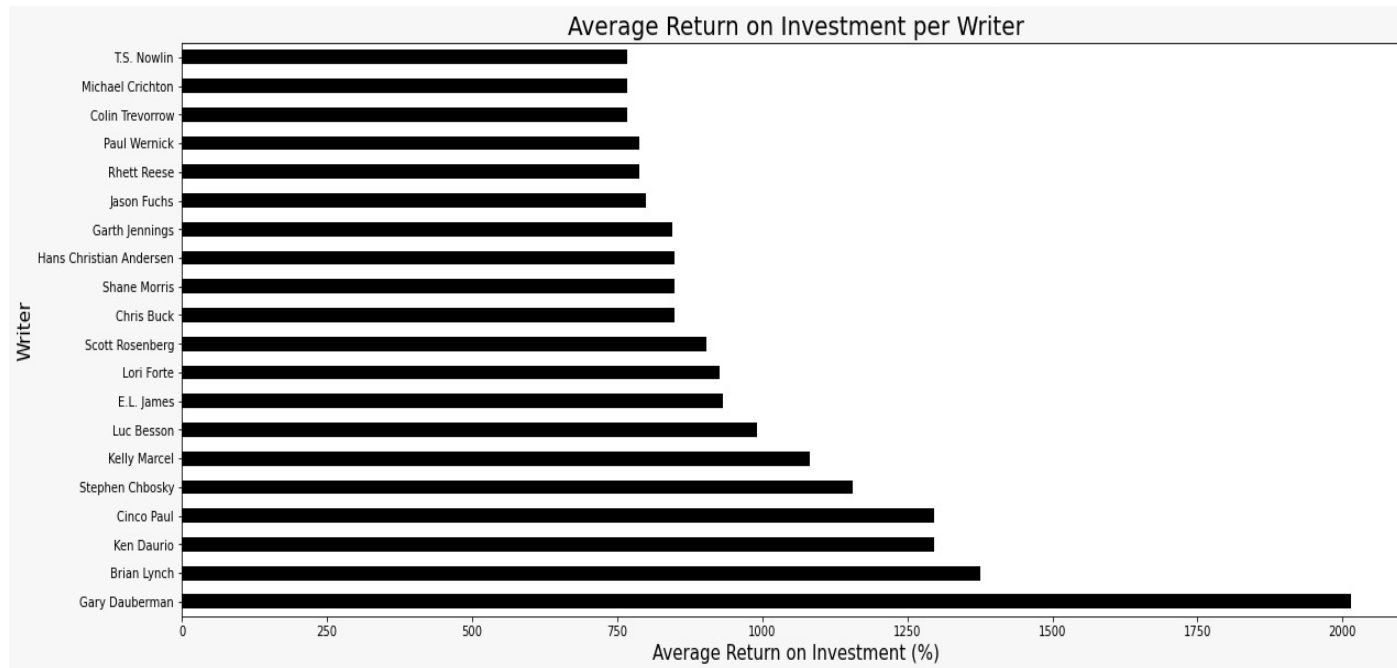
Looking at both graphs, there is no distinct genre that performs best as the data is not fairly distributed per genre

6. Directors



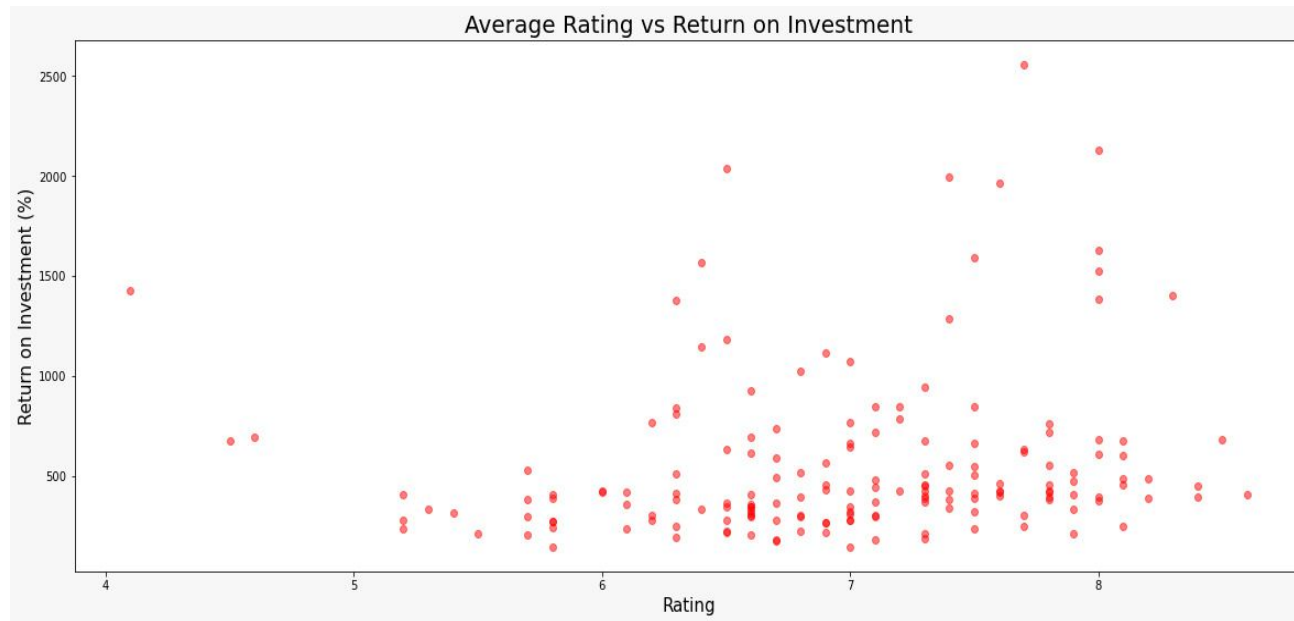
Films directed by Kyle Balda, Pierre Coffin, Chris Rennaud, David F. Sandberg, and James Wan produce the highest return on investment

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

With Regards

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