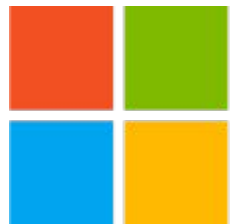# Microsoft Movie Studio

Ivan Torres

Summary

The following project is intended to suggest recommendations in the new Microsoft movie studio. More than 15k movies were analyzed in this project

Outline

- Business Problem
- Data
- Methods
- Results
- Conclusions

Business Problem

* Which genre is the most profitable?

* How much the new studio should invest in the production of the movie?

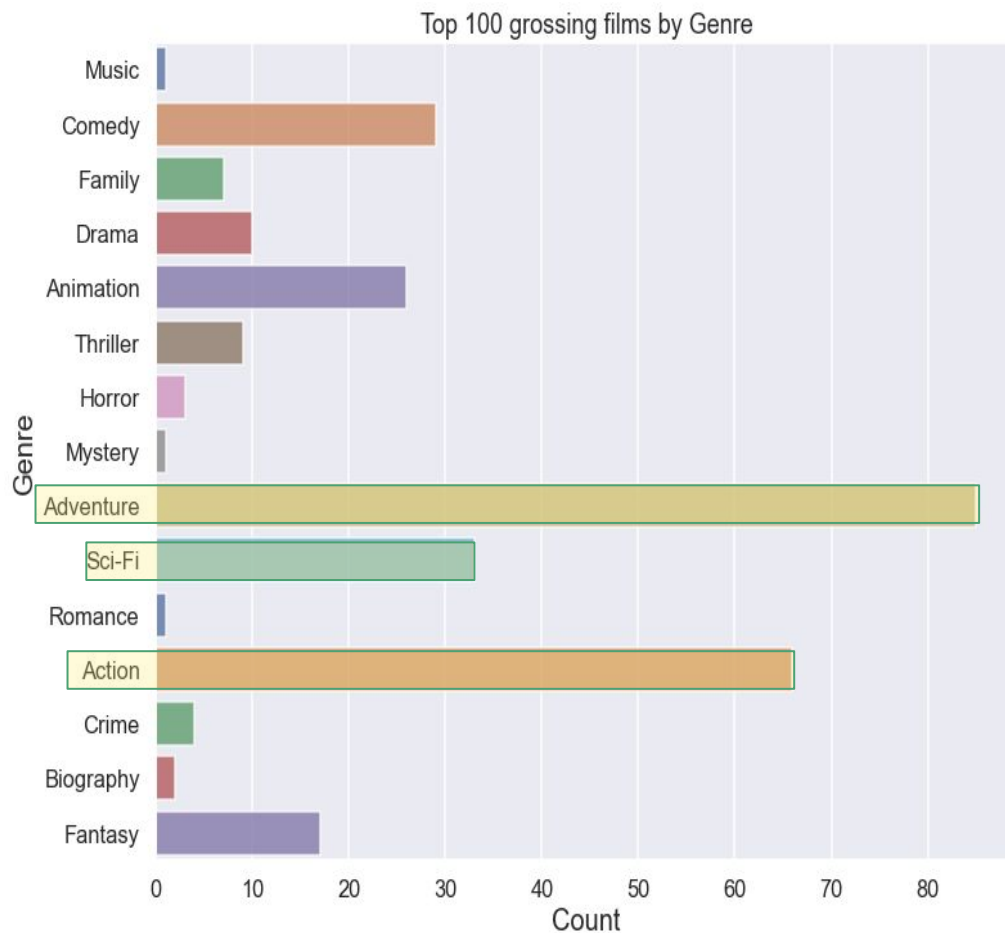* What would be a good runtime for the movie?

Data & Methods

- The Data used in this project are Datasets from The Numbers and IMDB.
- The TN Dataset provide us with cost of productions and grossing and the IMDB Dataset have the genres, runtime and other basic information
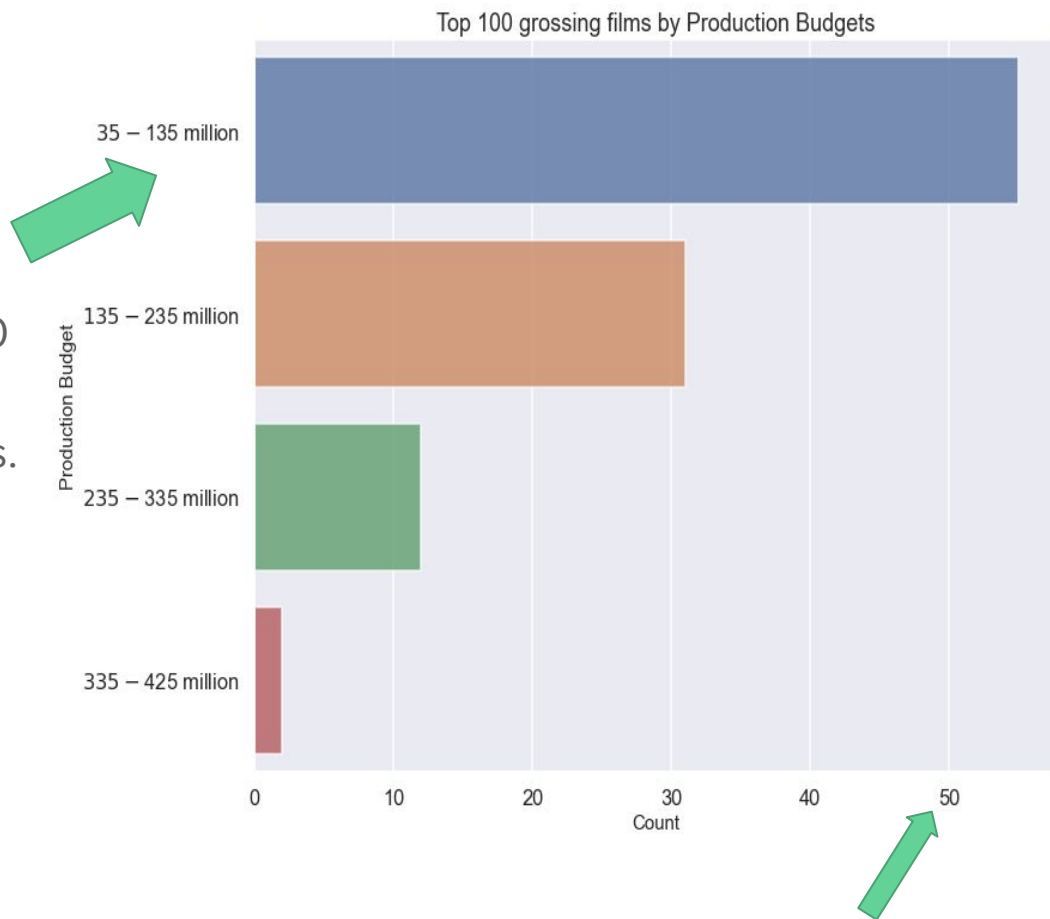- The Method used is descriptive analysis

Results

- *The genre that is most grossing is the Adventure Genre, followed by Action and Sci-Fi*
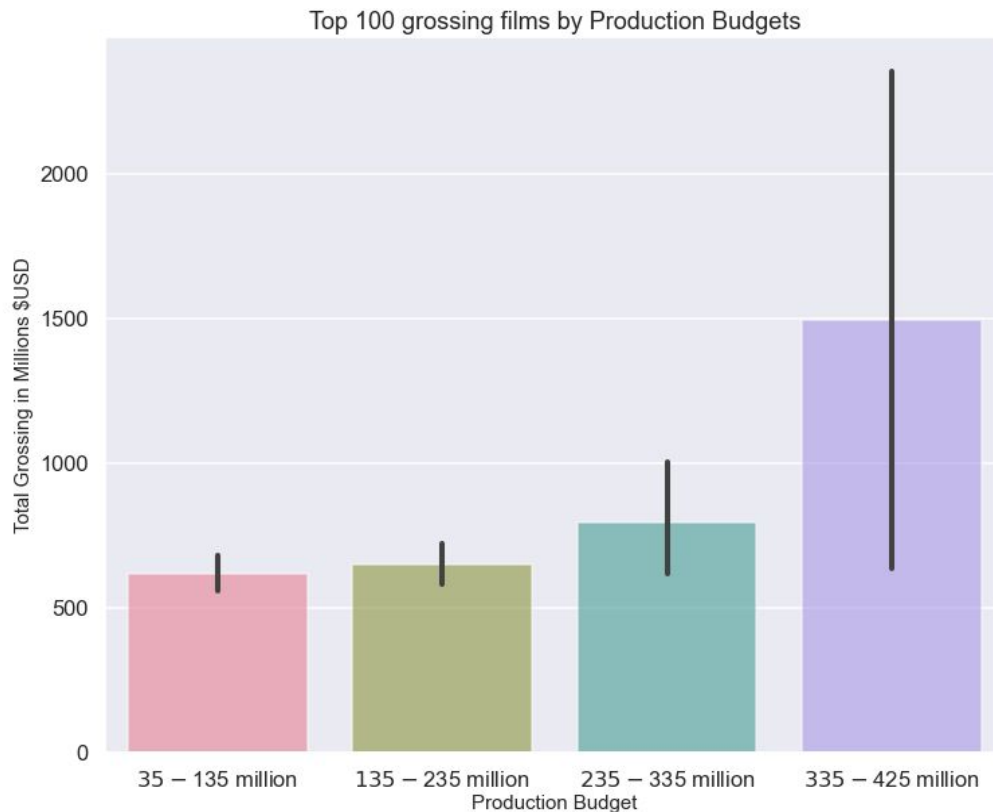

Top 100 grossing films by Genre

Results

- More than 50 movies in our top 100 grossing films had a Production budget in between 35 - 135 millions.

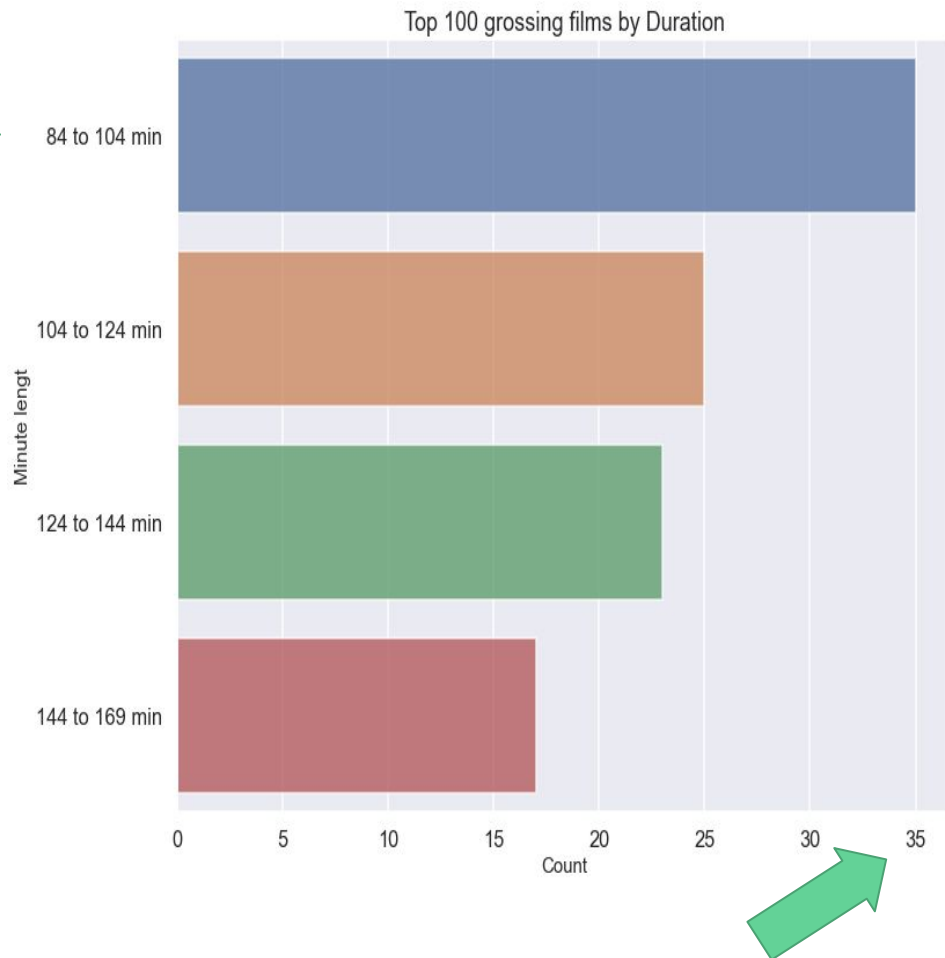Top 100 grossing films by Production Budgets

Production Budget

35 − 135 million

135 − 235 million

235 − 335 million

335 − 425 million

Count

0   10   20   30   40   50

Results

- The Movies with a budget of 35 to 235 Millions $USD have a smaller CI

Top 100 grossing films by Production Budgets

Results

Top 100 grossing films by Duration
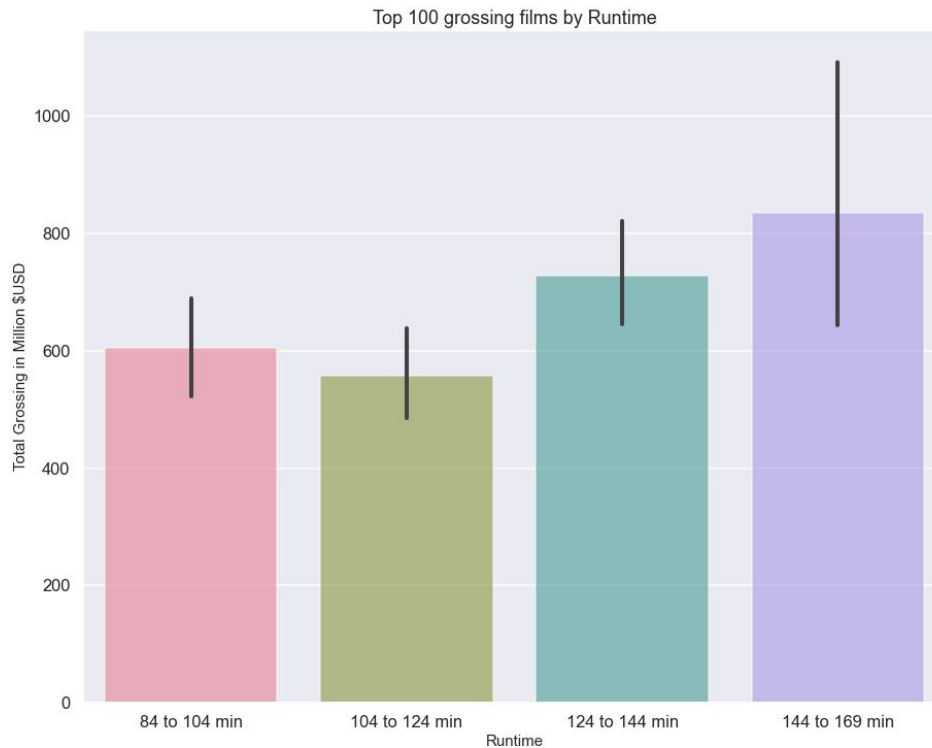
- 35 Movies of 100 have runtime in between 84 and 104 minutes .

Results

- Movies with large runtime have a higher CI than the rest

Top 100 grossing films by Runtime

Conclusions

This analysis leads to three recommendations to help save money and obtain profits

- The 3 top genres are the followings : 1st place is Adventure, 2nd Action and 3rd Sci-Fi
- The production budget should be around the 150 - 220 millions dollars.
- The runtime of the movie should be around 100 to 140 minutes long movie

The 3 recommendations stated before could lead to a profit of 500 - 1000 million dollars

Thank You!

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