Movie Industry

MICROSOFT

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Data & Methodology

- IMDB Dataset
- The Numbers Dataset for Budget
- After cleaning and Merging: 1710 movies. (15 columns)
- Important fields:
  - imdb_ id – movie title constant.
  - ROI – Return on Investment: (gross – cost) / cost
    - Expressed as a percentage
  - directors

- Methodology
  - Data cleaning using Pandas
  - Sub-setting by Genre & general statistics
  - Top down approach analysis from general to specific observation
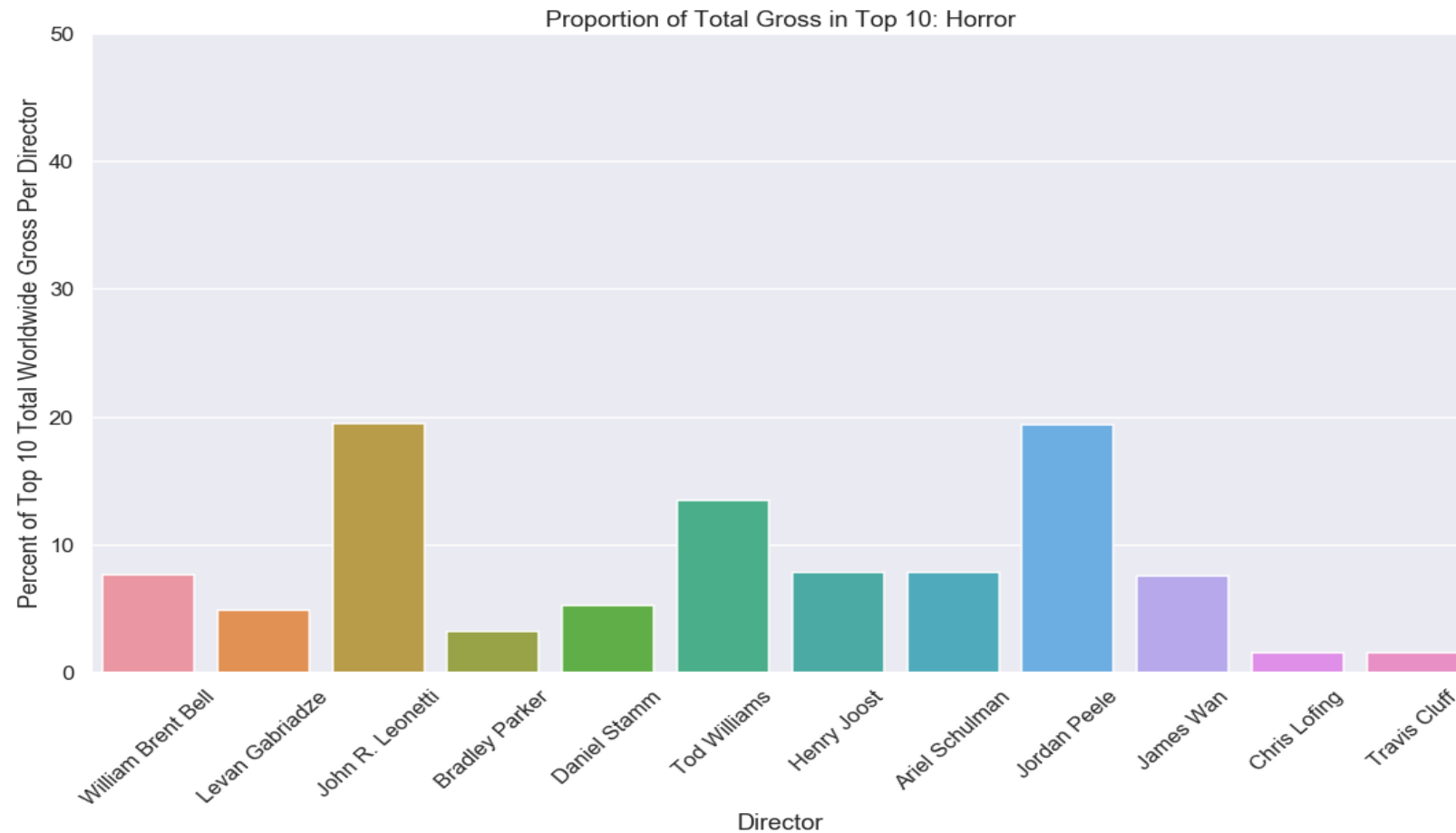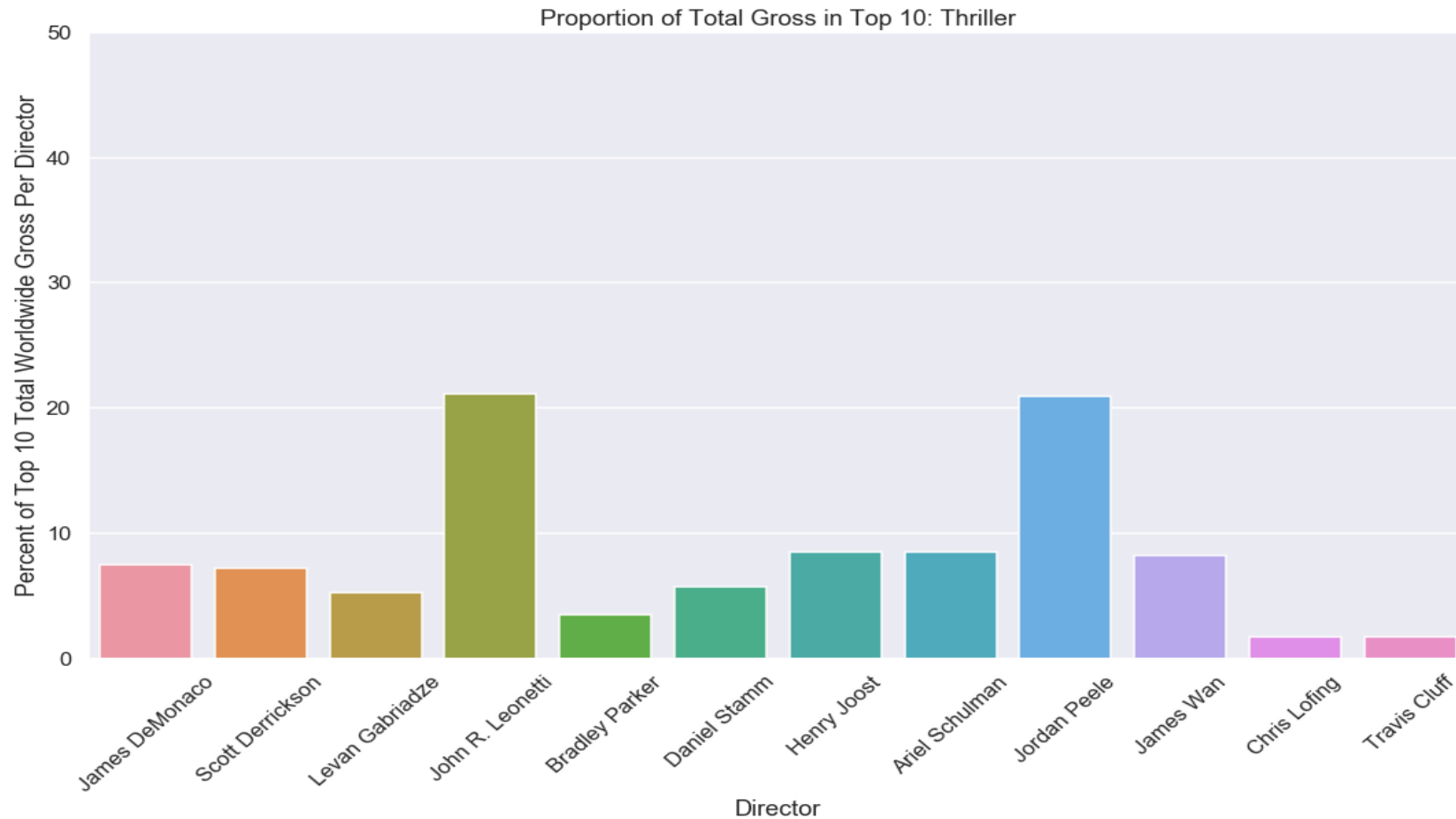
ROIs by Genre

Average Return on Investment By Genre (Full Timescale)
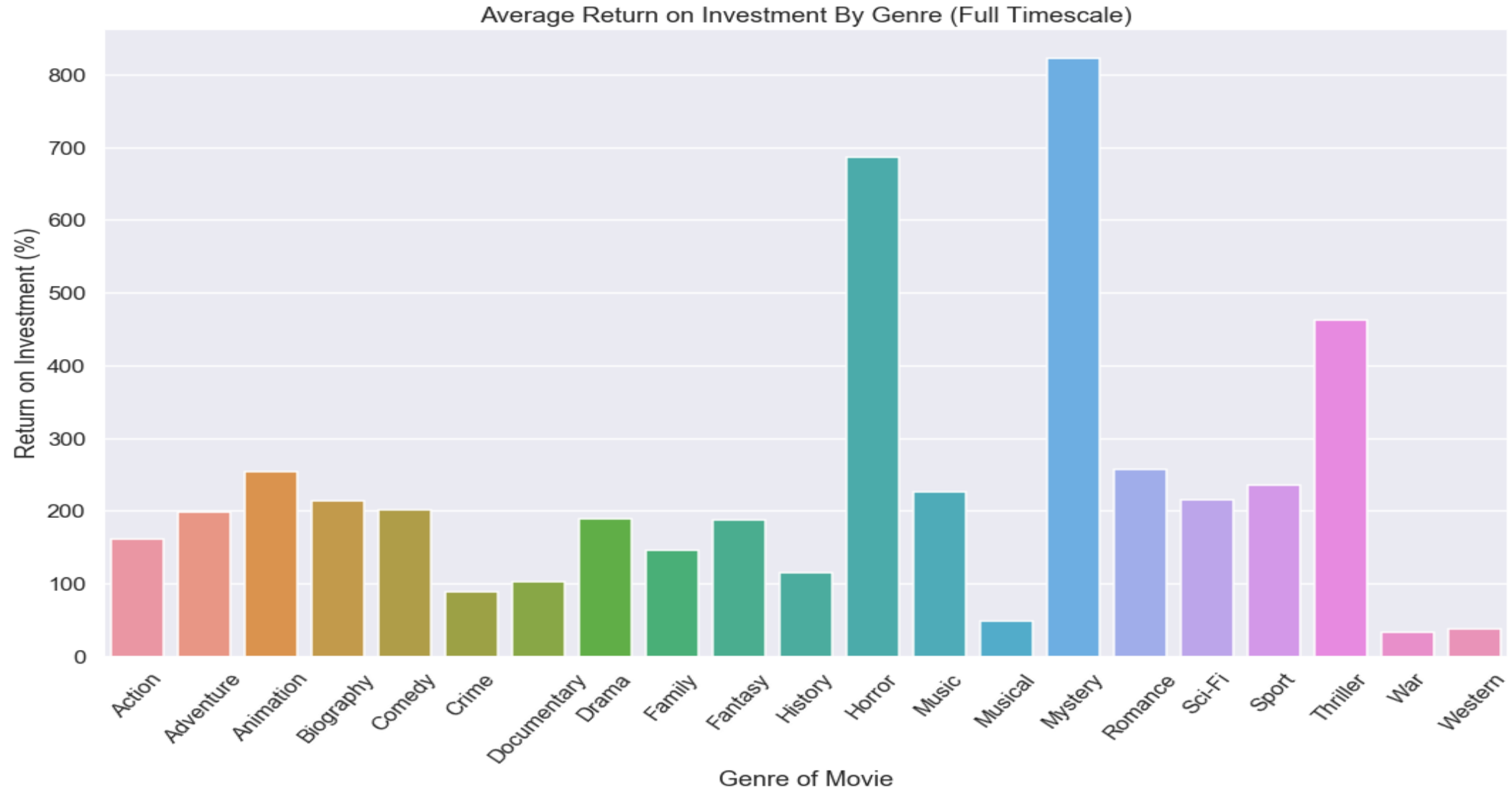
Cost vs Revenue
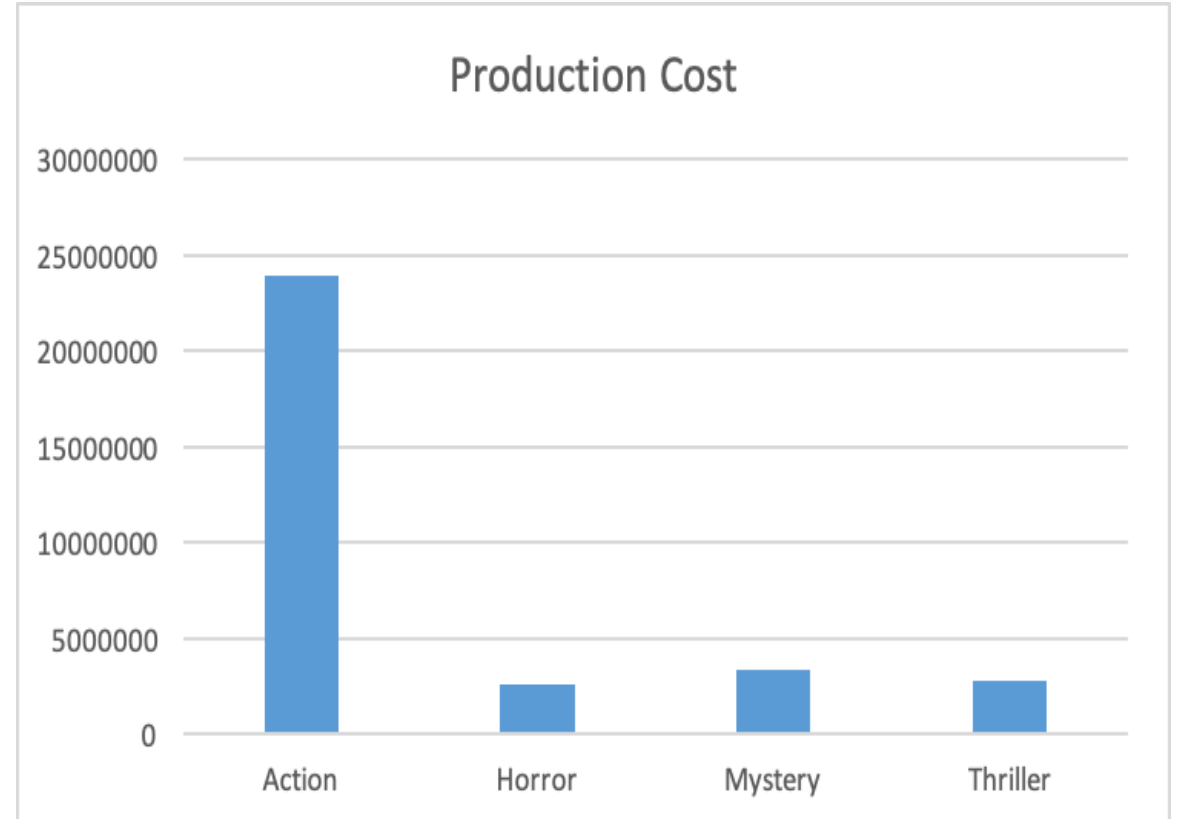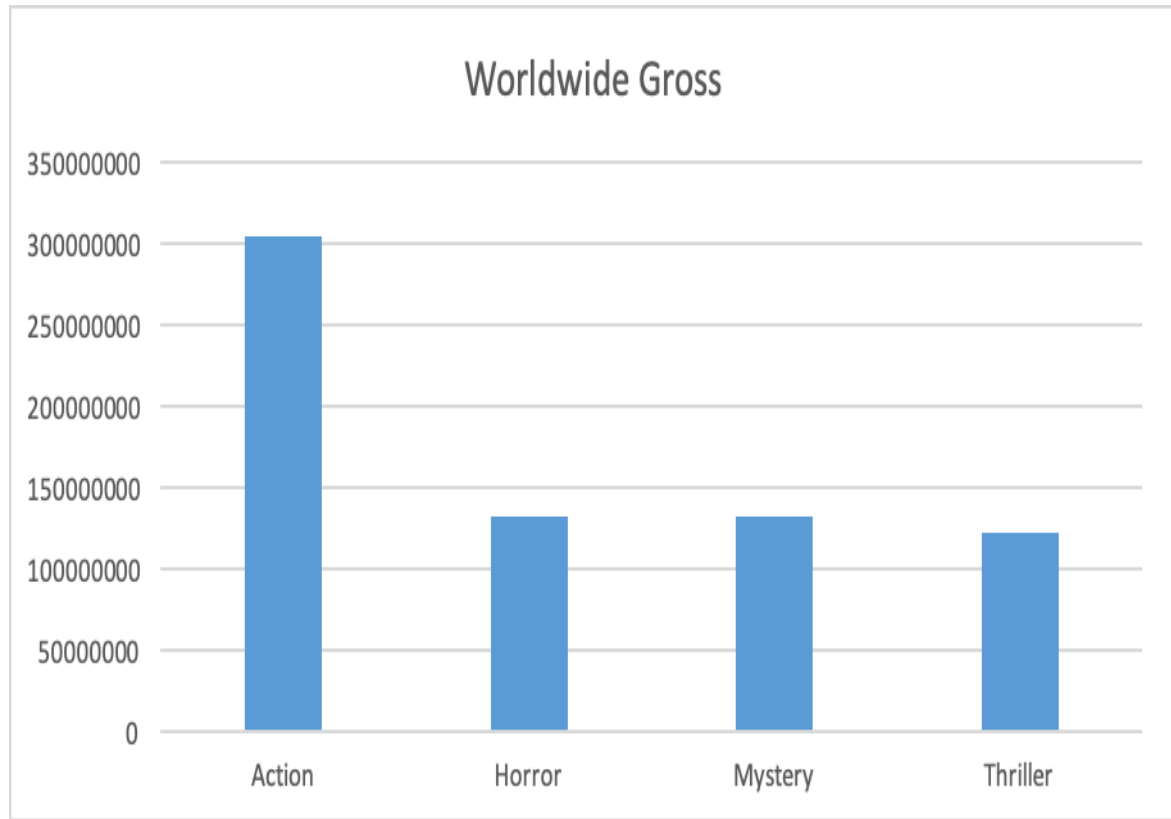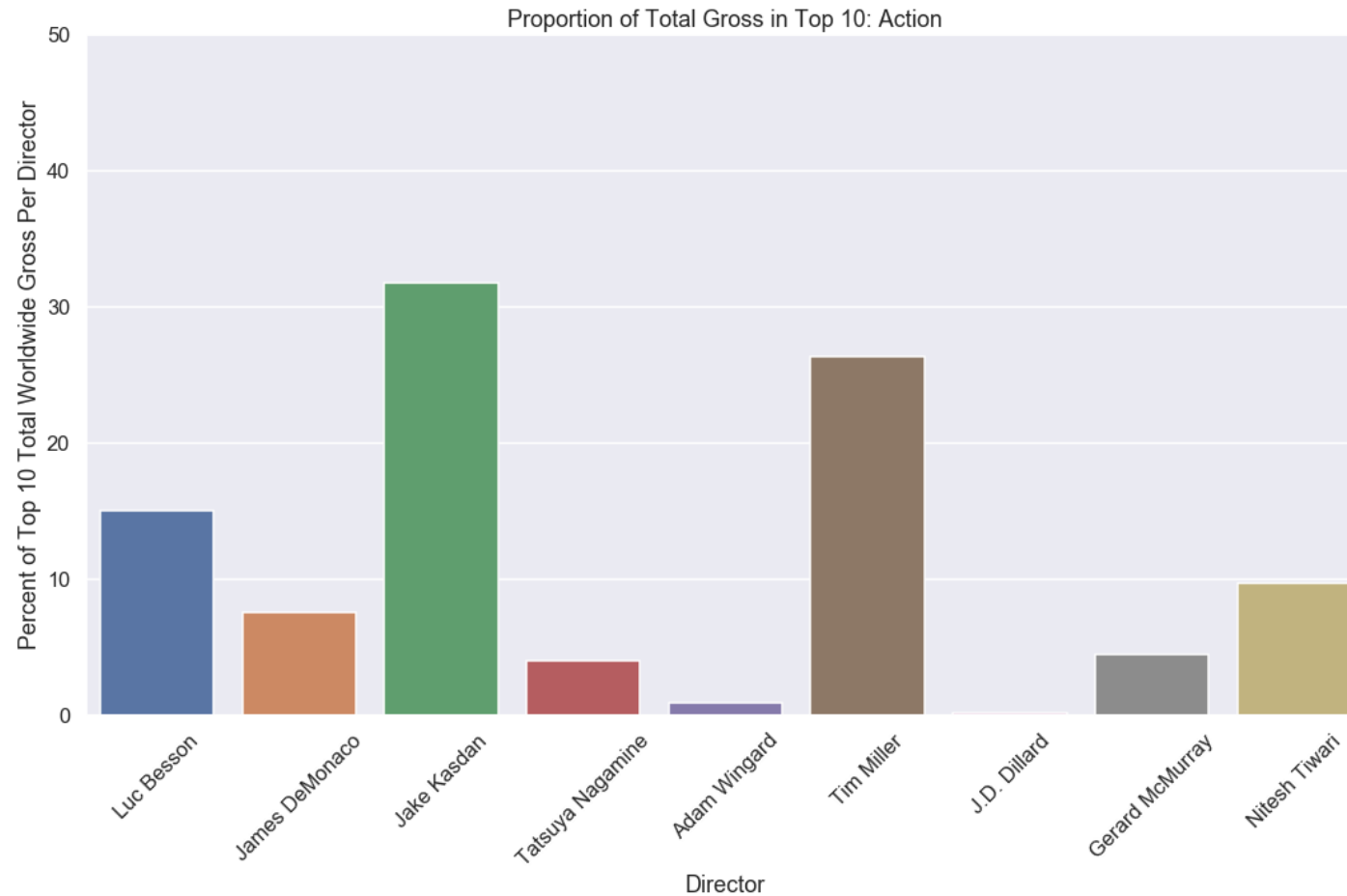
TOP 10 Movies: Horror

TOP 10 Movies: Thriller

Proportion of Total Gross in Top 10: Thriller

TOP 10 Movies: Mystery

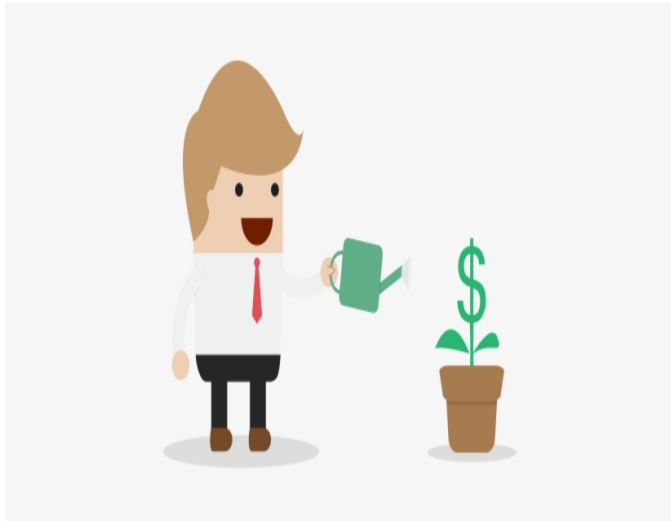Proportion of Total Gross in Top 10: Mystery
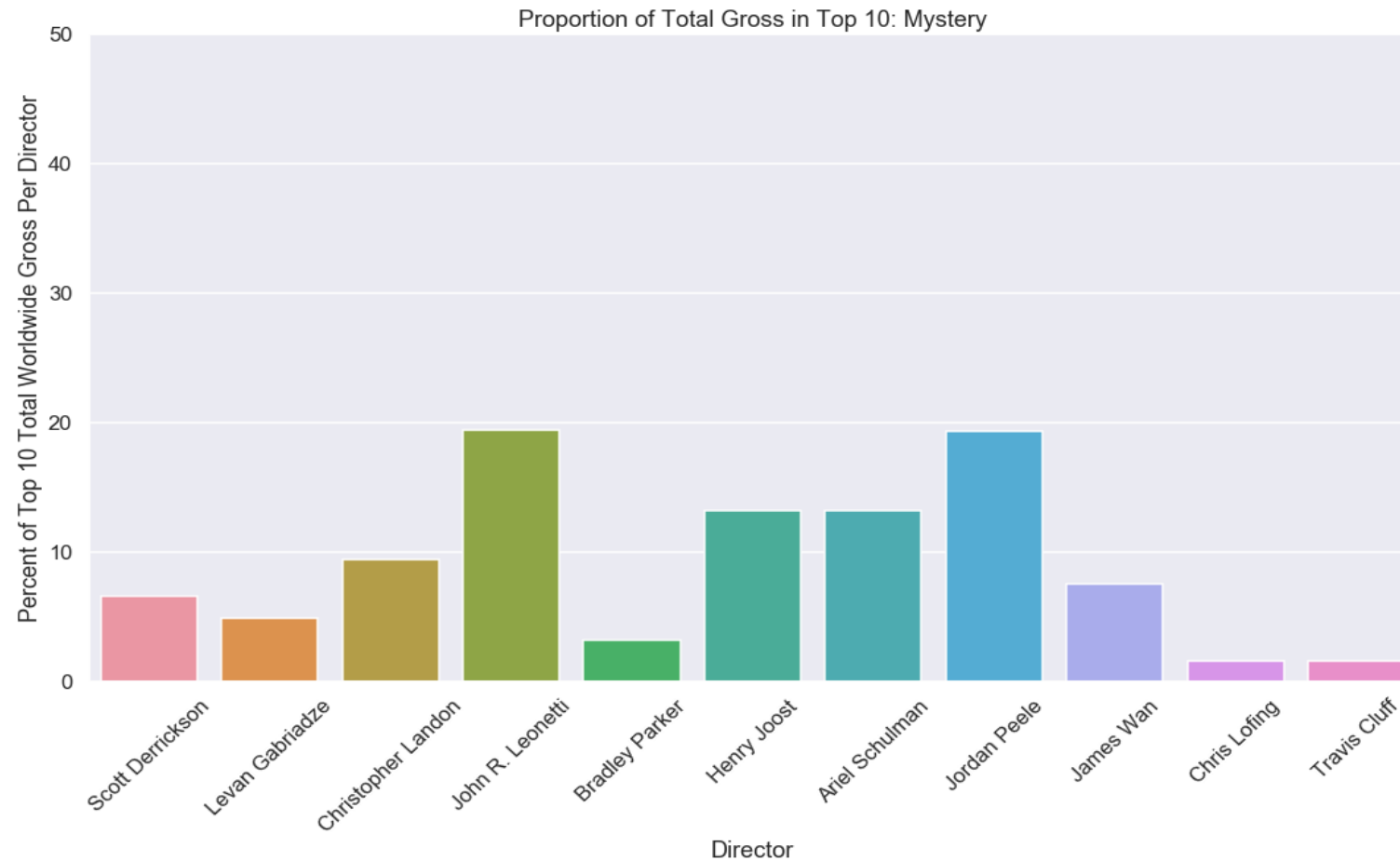
TOP 10 Movies: Action

Recommendations

High ROI

- **Genre**: Horror & Mystery

- **Crew:**
  John R. Leonetti,
  Jordan Peele,
  James de Monaco (action horror)

- **Required Budget**: 1-25 mlns