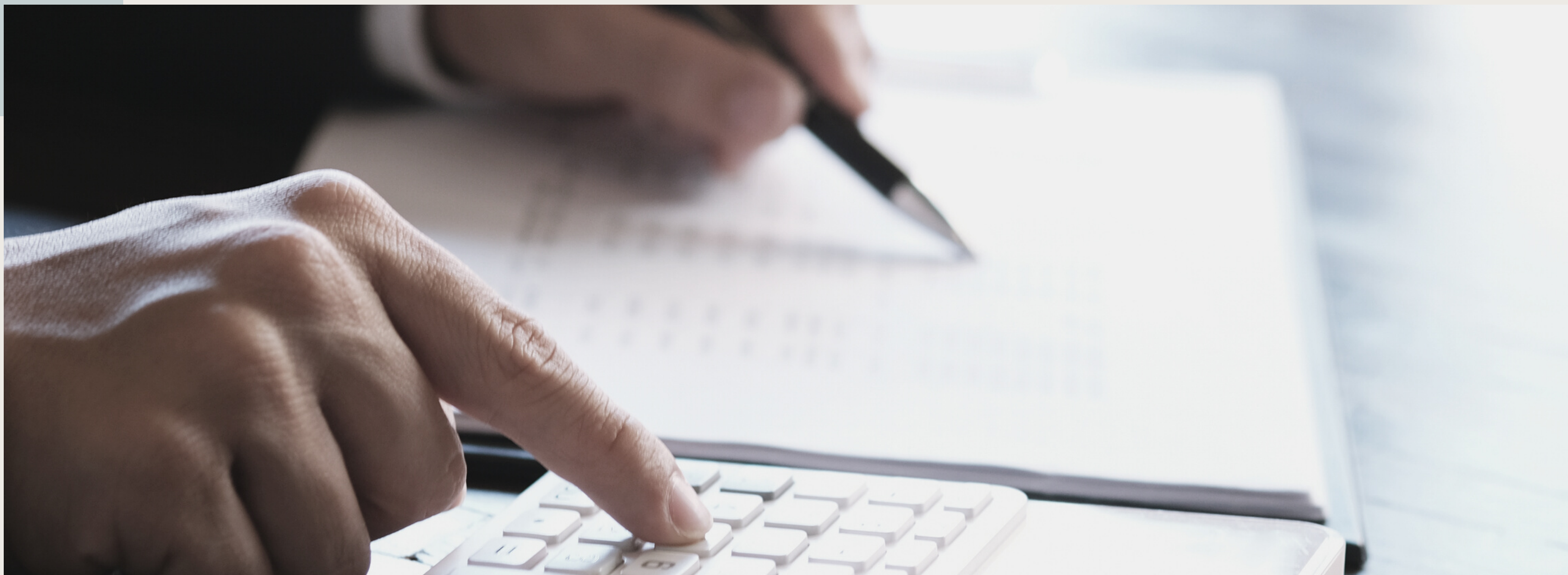


MICROSOFT MOVIE ANALYSIS

Flatiron School

BY ADAM MARIANACCI





PROJECT GOAL

Helping Microsoft in
deciding what films to
create in their new
studio

DATA

- Box Office Mojo
- IMDB
- The Movie DB
- The Numbers

primary_title	person_id	primary_name	production_budget	domestic_gross	worldwide_gross	profit
Avatar	nm3786927	Atsushi Wada	425000000	760507625	2776345279	2351345279
Titanic	nm4430776	Pete Meads	200000000	659363944	2208208395	2008208395
Titanic	nm10047650	Ravi Punj	200000000	659363944	2208208395	2008208395
Avengers: Infinity War	nm0751577	Anthony Russo	300000000	678815482	2048134200	1748134200
Jurassic World	nm1119880	Colin Trevorrow	215000000	652270625	1648854864	1433854864
Furious 7	nm1490123	James Wan	190000000	353007020	1518722794	1328722794
The Avengers	nm0923736	Joss Whedon	225000000	623279547	1517935897	1292935897
Avengers: Age of Ultron	nm0923736	Joss Whedon	330600000	459005868	1403013963	1072413963
Black Panther	nm3363032	Ryan Coogler	200000000	700059566	1348258224	1148258224
Jurassic World: Fallen Kingdom	nm1291105	J.A. Bayona	170000000	417719760	1305772799	1135772799
Frozen	nm1697112	Adam Green	150000000	400738009	1272469910	1122469910
Frozen	nm0477213	Chi-kin Kwok	150000000	400738009	1272469910	1122469910
Frozen	nm0118333	Chris Buck	150000000	400738009	1272469910	1122469910
Beauty and the Beast	nm10211048	Zane Burden	160000000	504014165	1259199706	1099199706
Beauty and the Beast	nm0174374	Bill Condon	160000000	504014165	1259199706	1099199706
Beauty and the Beast	nm0304521	Christophe Gans	160000000	504014165	1259199706	1099199706
Incredibles 2	nm0083348	Brad Bird	200000000	608581744	1242520711	1042520711
The Fate of the Furious	nm0336620	F. Gary Gray	250000000	225764765	1234846267	984846267
Iron Man 3	nm0000948	Shane Black	200000000	408992272	1215392272	1015392272
Minions	nm1853544	Pierre Coffin	74000000	336045770	1160336173	1086336173
Aquaman	nm1490123	James Wan	160000000	335061807	1146894640	986894640
Captain America: Civil War	nm0751577	Anthony Russo	250000000	408084349	1140069413	890069413
Transformers: Dark of the Moon	nm0000881	Michael Bay	195000000	352390543	1123790543	928790543
Captain Marvel	nm0281396	Ryan Fleck	175000000	426525952	1123061550	948061550
Skyfall	nm0005222	Sam Mendes	200000000	304360277	1110526981	910526981
Transformers: Age of Extinction	nm0000881	Michael Bay	210000000	245439076	1104039076	894039076
The Dark Knight Rises	nm0634240	Christopher Nolan	275000000	448139099	1084439099	809439099
Toy Story 3	nm0881279	Lee Unkrich	200000000	415004880	1068879522	868879522
Rogue One: A Star Wars Story	nm2284484	Gareth Edwards	200000000	532177324	1049102856	849102856
Pirates of the Caribbean: On Stranger Tides	nm0551128	Rob Marshall	410600000	241063875	1045663875	635063875
Despicable Me 3	nm0049633	Kyle Balda	75000000	264624300	1034727750	959727750
Alice in Wonderland	nm0288188	James Fotopoulos	200000000	334191110	1025491110	825491110

METHODS



Sorting Data



Graphing Data
(Descriptive Statistics)



Combining Data

INDICATORS OF SUCCESSFUL MOVIES



1

Popularity

2

Worldwide Gross

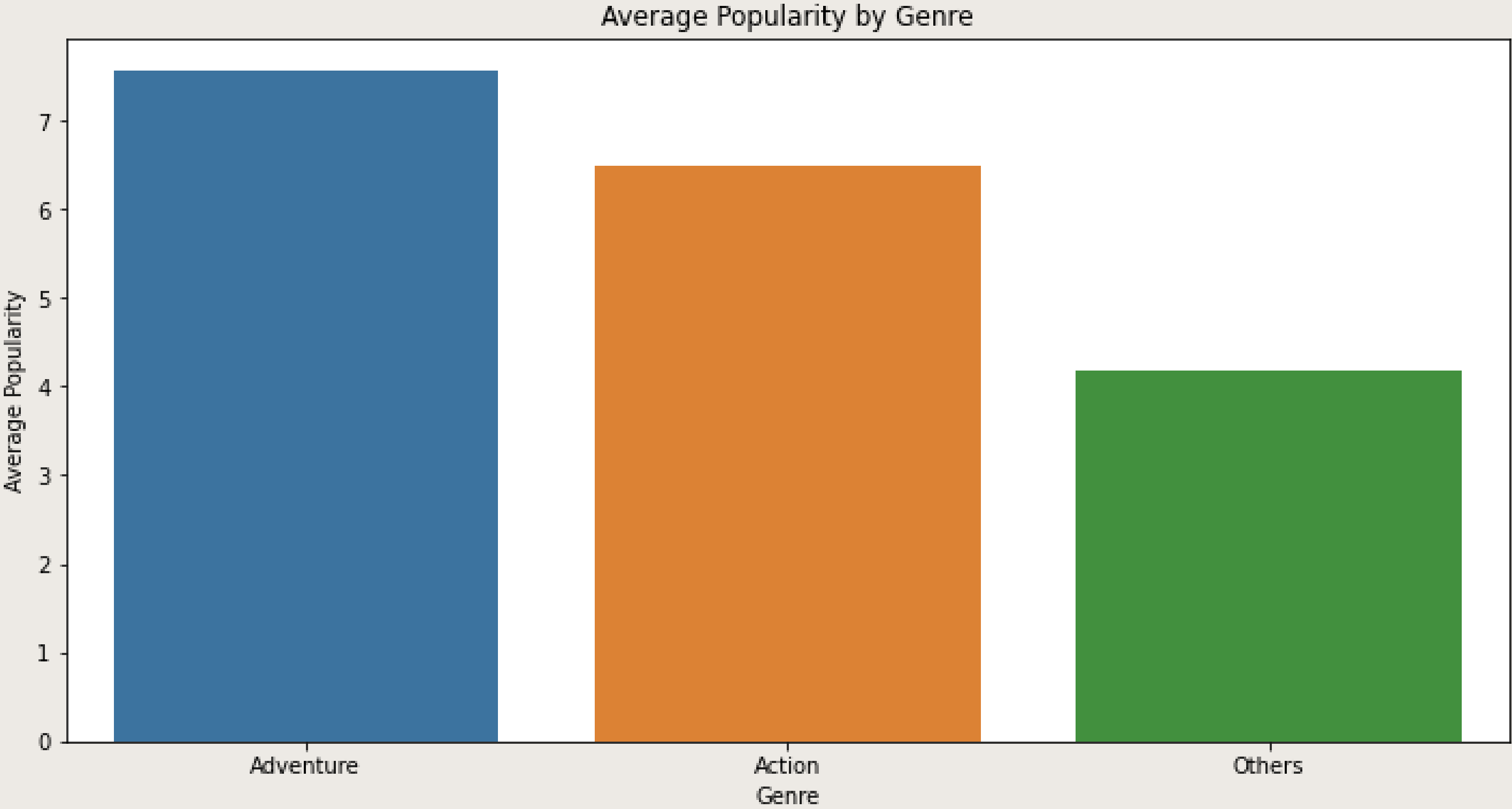
3

Release Dates



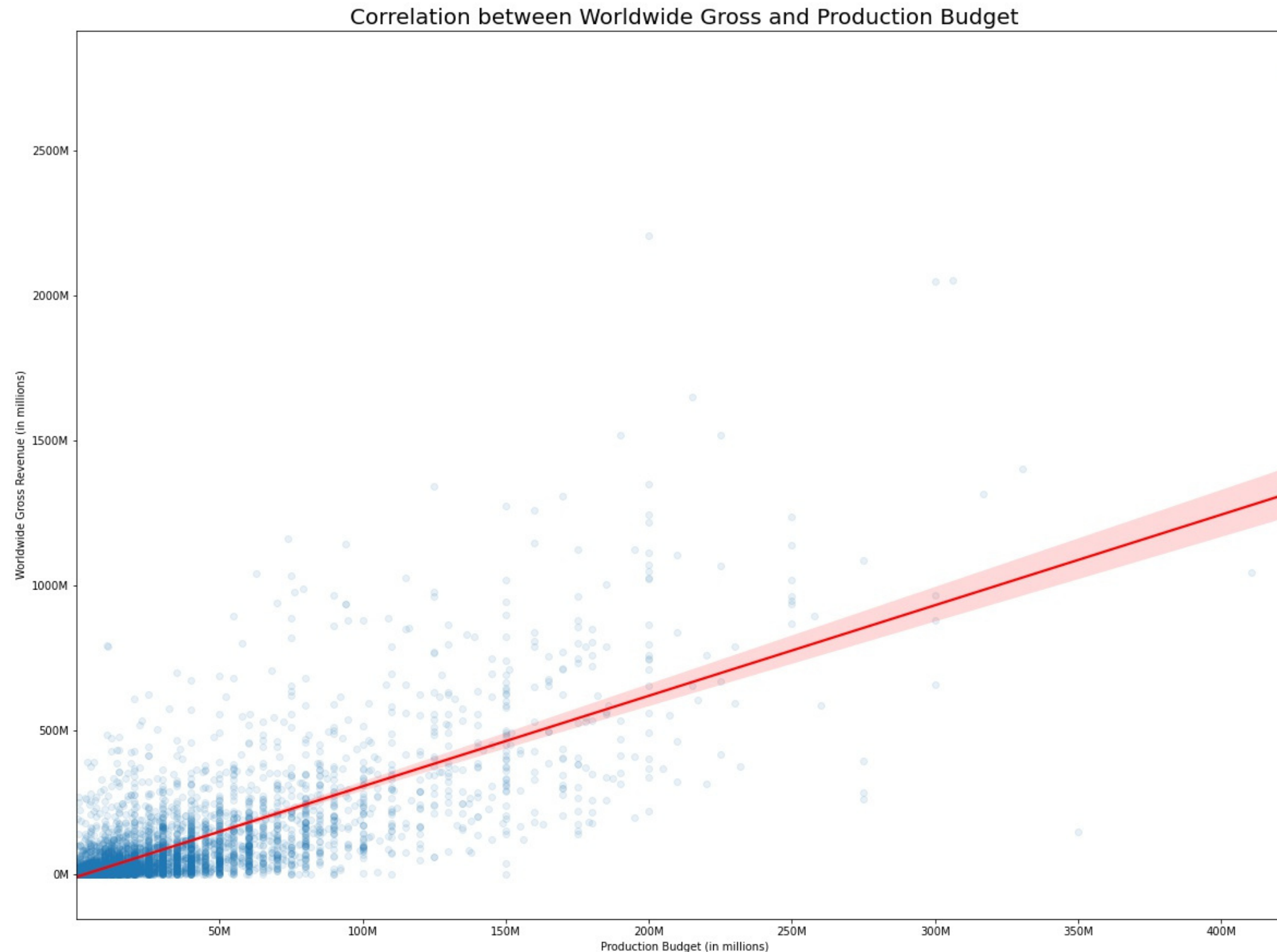
RESULTS

Movies in the "Action" and "Adventure" genre have been the most popular over the past decade.



RESULTS...

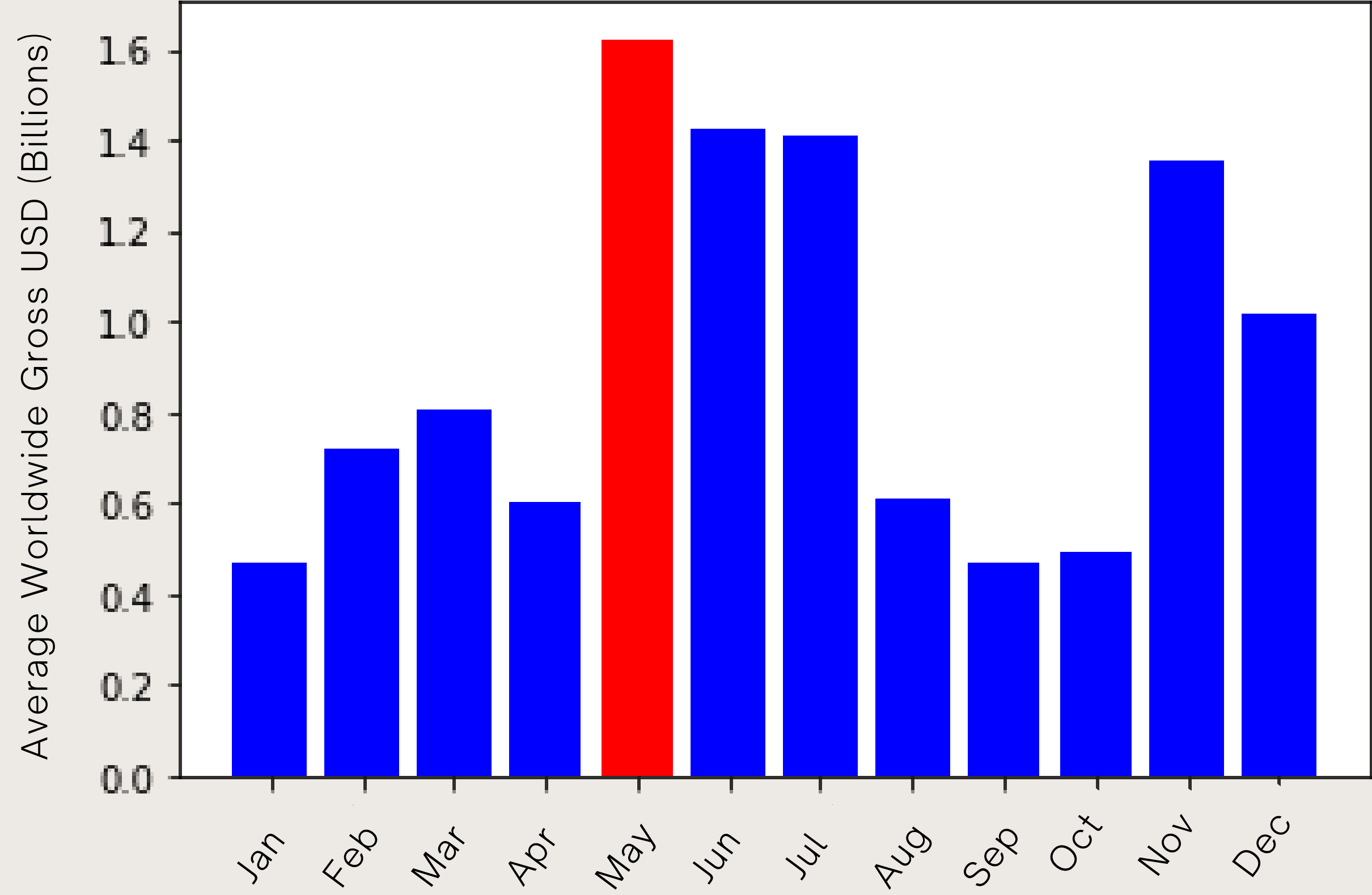
There is a positive correlation between Production Budget and Worldwide and Domestic Gross



RESULTS...

HIGHEST GROSSING RELEASE MONTHS

Average Worldwide Gross by Release Month



CONCLUSION/RECOMMENDATIONS

What genre of films to create?

Action and Adventure

Production Budget?

Bigger the better.

Release in these months

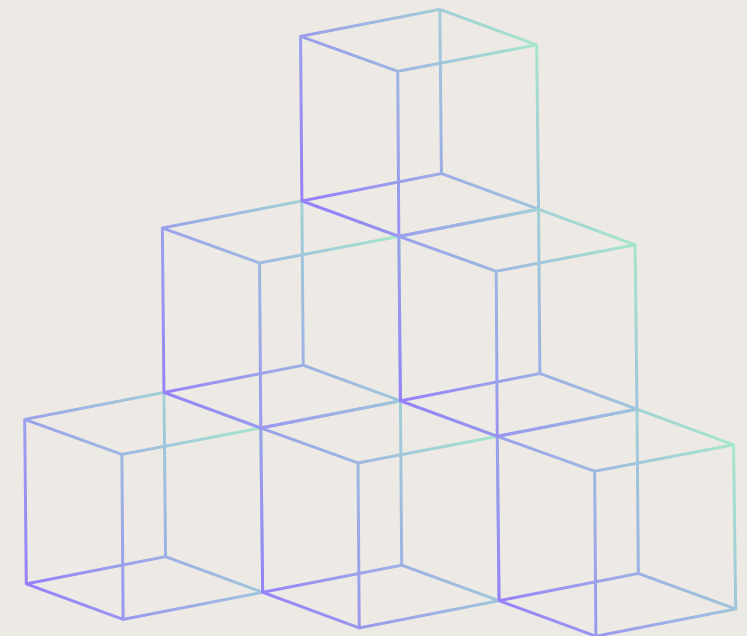
May, June, July





LIMITATIONS AND NEXT STEPS

- Marketing Budgets
- Post theater revenue (streaming)
- Merchandising



THANK YOU

QUESTIONS?

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