
Microsoft Movie Studio Recommendations

Presented by: Andy Schmeck, Chris O'Malley, and Mustafa Furkan Kolanci

Last Updated: September 17th, 2021

Agenda

- Business Understanding
- Data Overview
- Recommendations
- Next Steps

Business Understanding



Data Overview

- The Dataset

IMDB, Box Office Mojo, The Numbers

- Method

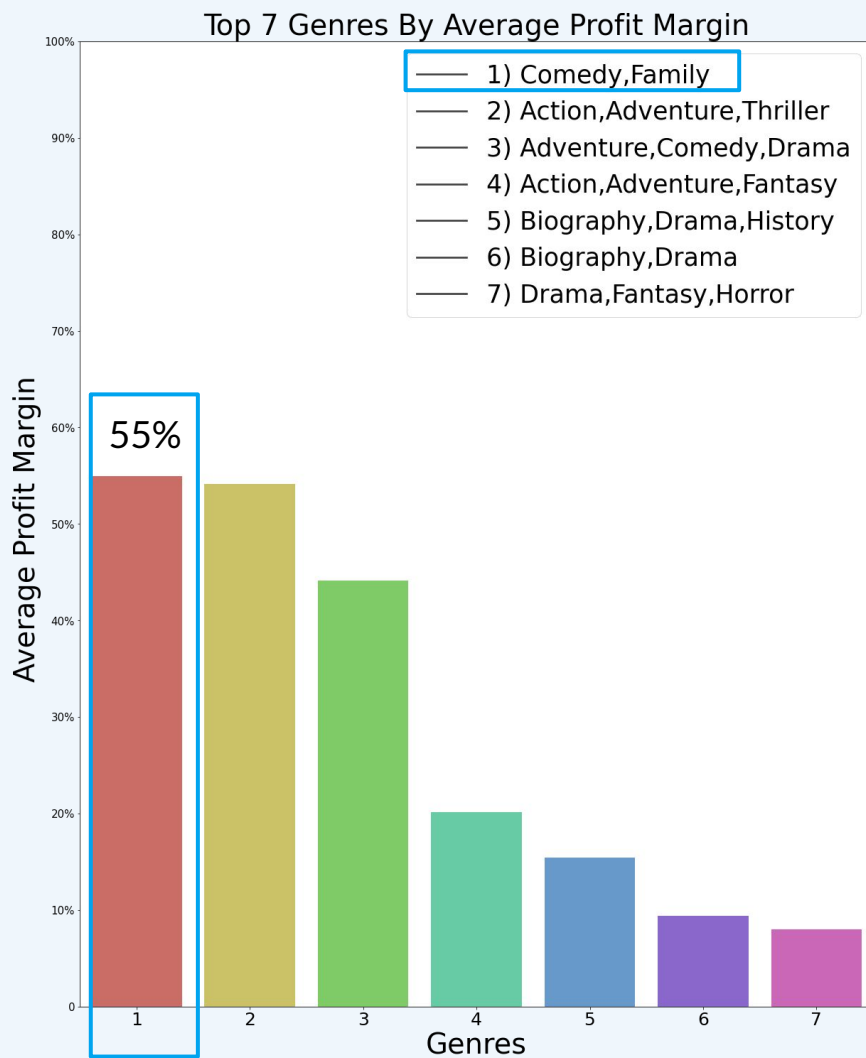
Exploratory Data Analysis

- Profitability and Features

Genres, Directors, and Studios

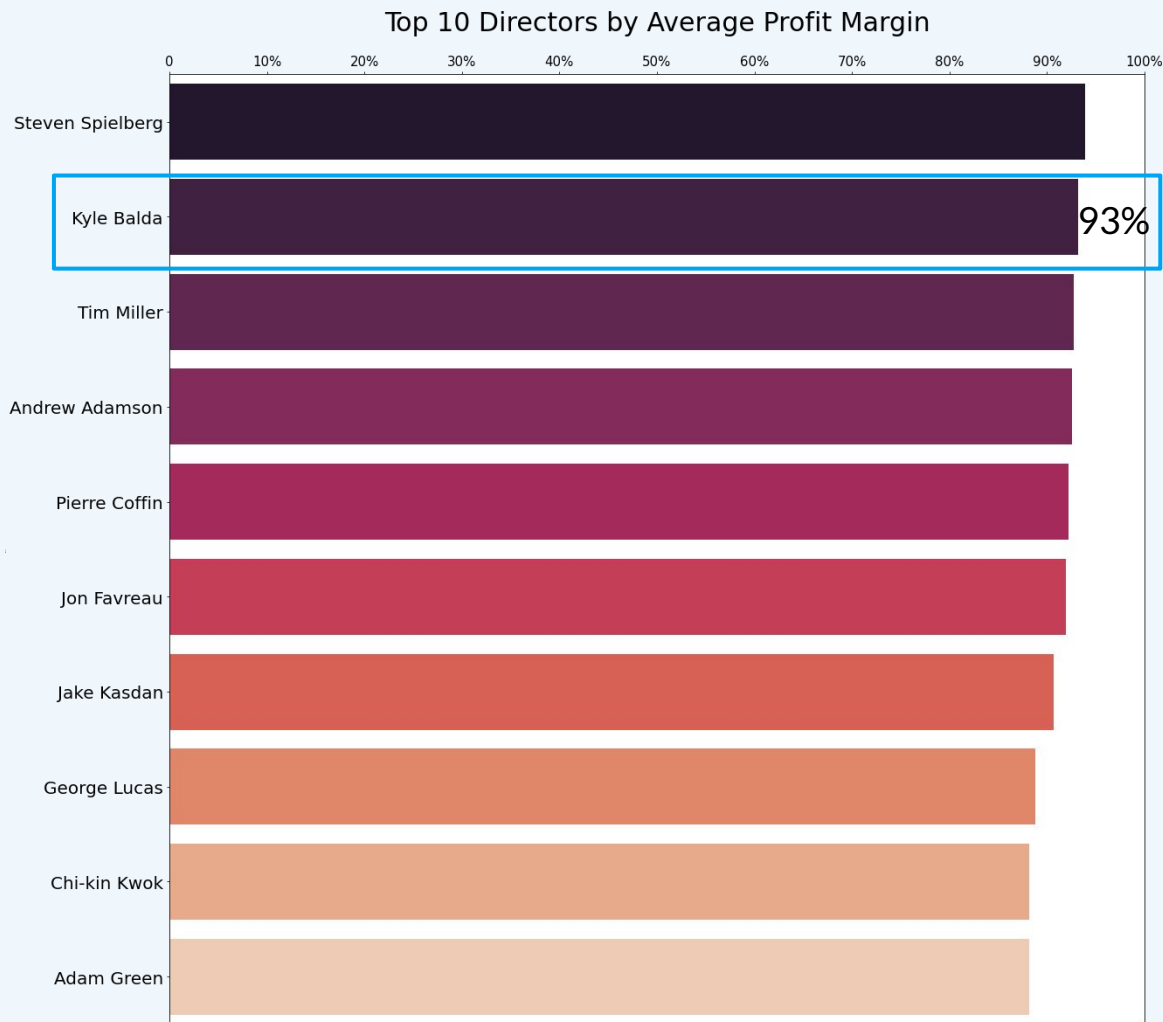
Genres

Note “Comedy, Family” has the highest profit margin



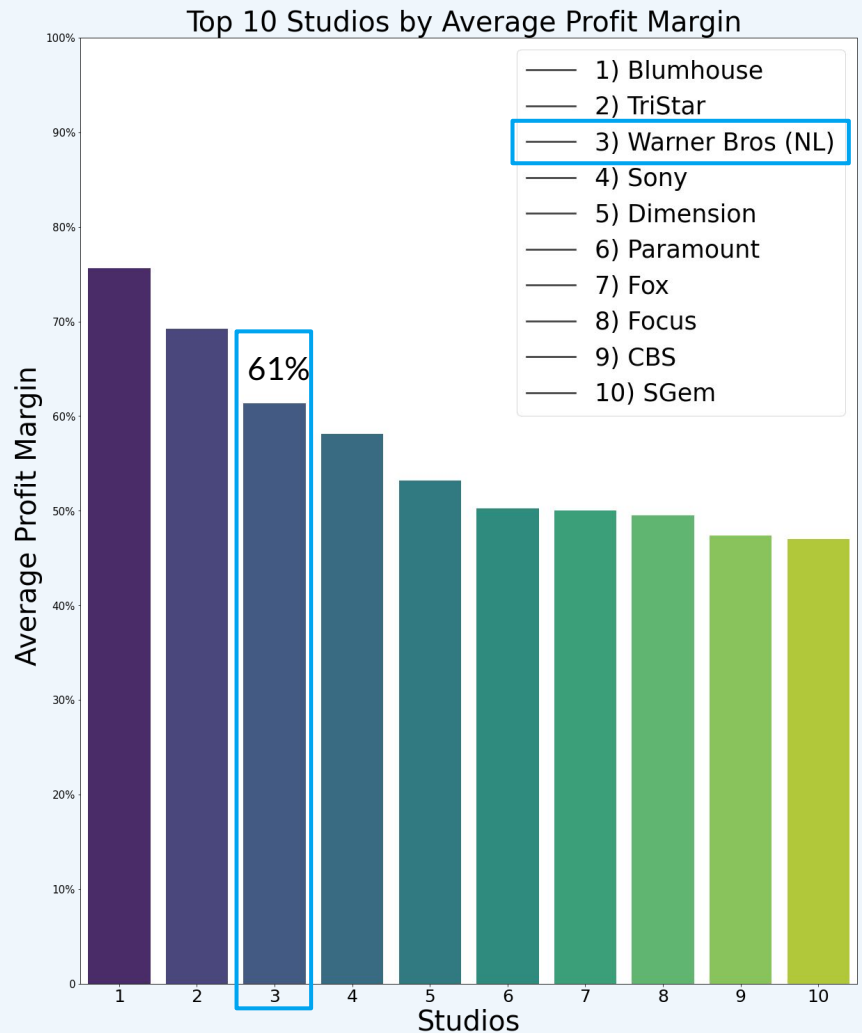
Directors

Kyle Balda is known for the Minion movies



Studios

Warner Bros produced successful Comedy, Family films such as Scooby Doo



Recommendations

1

Make
the Most Profitable
Genre Film:

Comedy/Family

2

Hire
the Most Profitable
Director for
Comedy/Family:

Kyle Balda

3

Partner with
the Most Successful
Studio for
Comedy/Family :

Warner Bros

Possible Next Steps

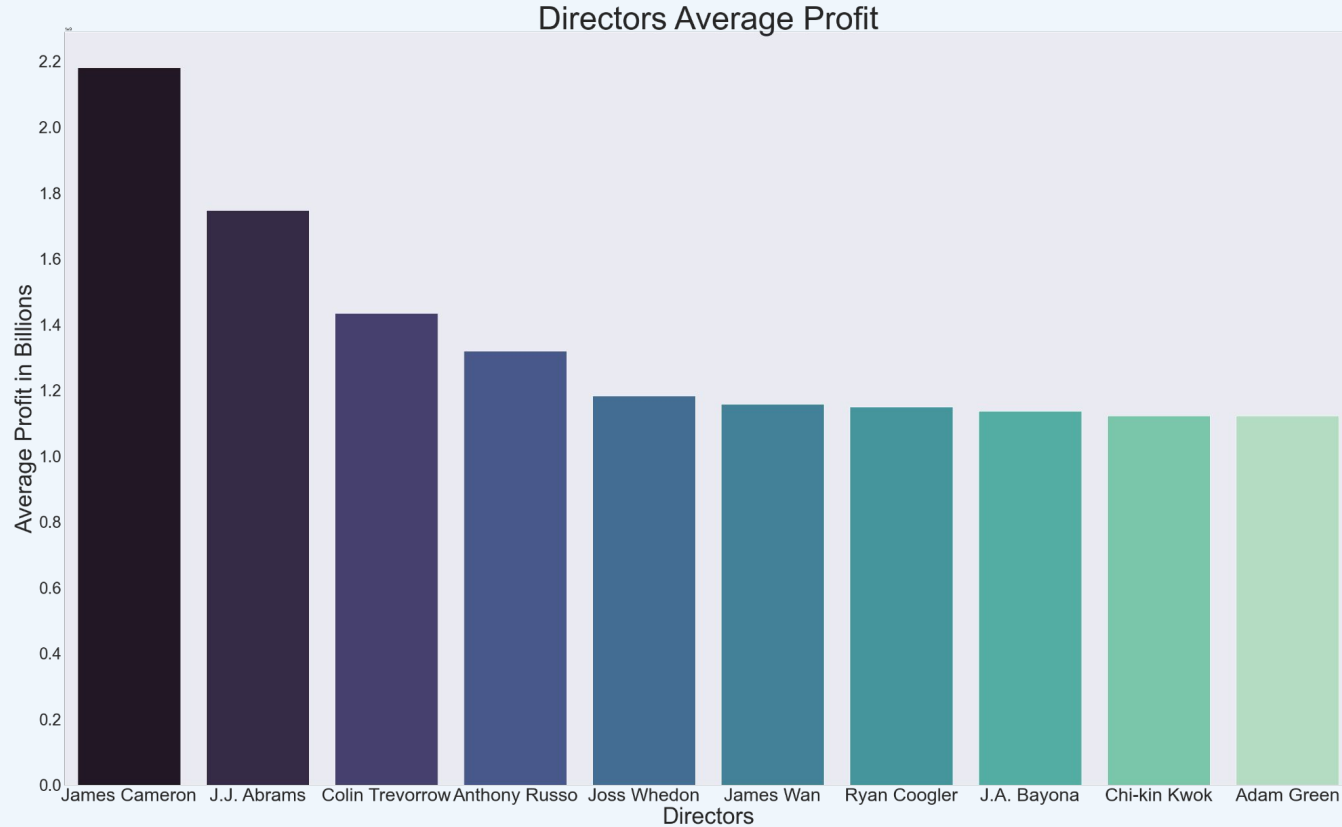
- 1) Purchase IMDB and BOM API
- 2) Recommend cast and crew based on profitability
- 3) Hire a cohort of nineteen or so data scientists to build, implement, and optimize a recommendation system

Thank You!

Appendix

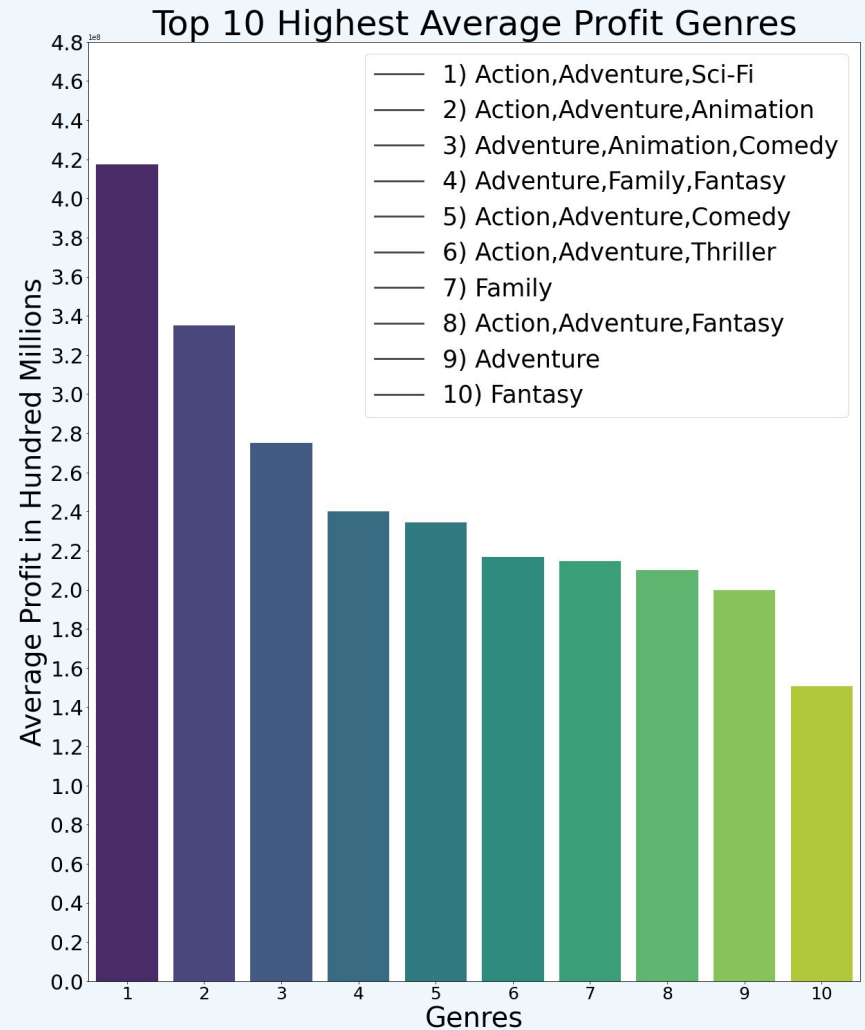
Directors

- James Cameron is a hits machine...but he's hard to get



Genres

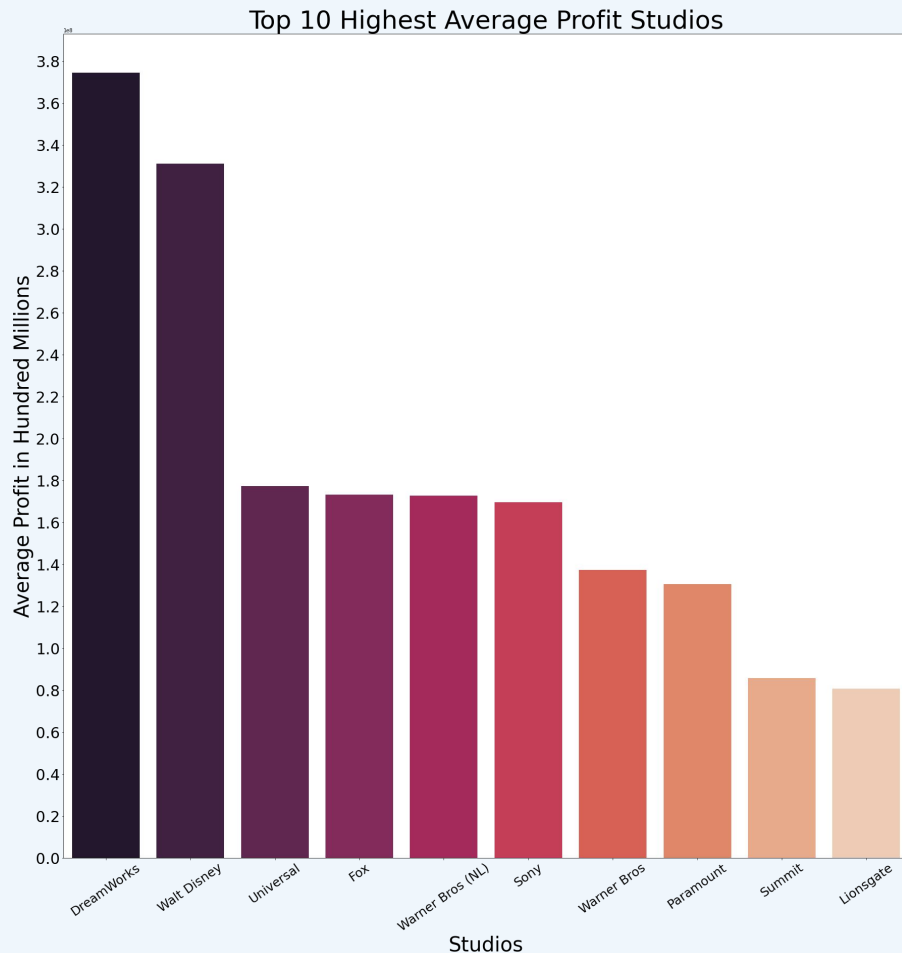
- Superhero movies make money
- Adventure is entertaining
- Amazed that musical isn't on there?



Studios

- The Majors are majorly profitable
- LionsGate Films, the only mini-major

Recommendation is
DreamWorks,
or bankroll Lionsgate



**Making money regardless of
movie popularity**