Movie Genres Analysis

By:
Anhduy Nguyen

Outline

1. Business Problem
2. Data Set
3. Analysis
4. Conclusion

Business Problem

- How to bring profitability to Microsoft Movie Studio?
    - Production Budget vs Profit
        - Genre
    - Average Month to Month Profits
        - Genre
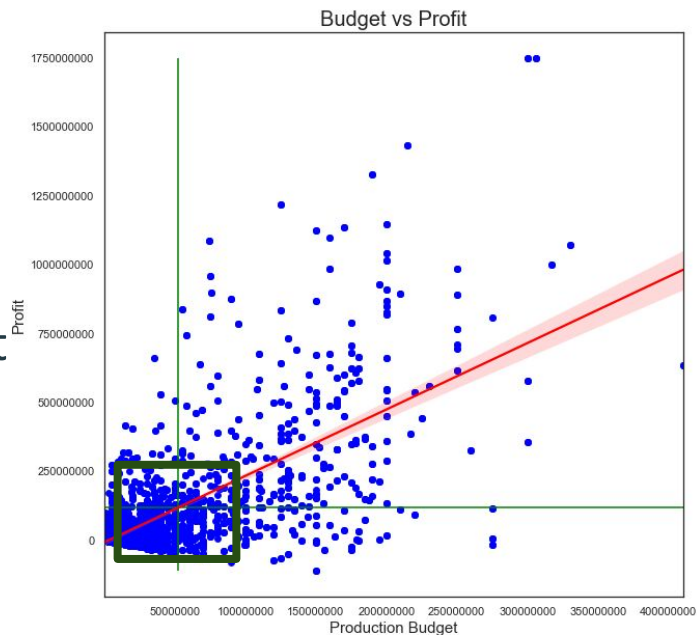   - Studio Profits
        - Genre

Data

1. IMDB(Internet Movie Database)
2. The Numbers
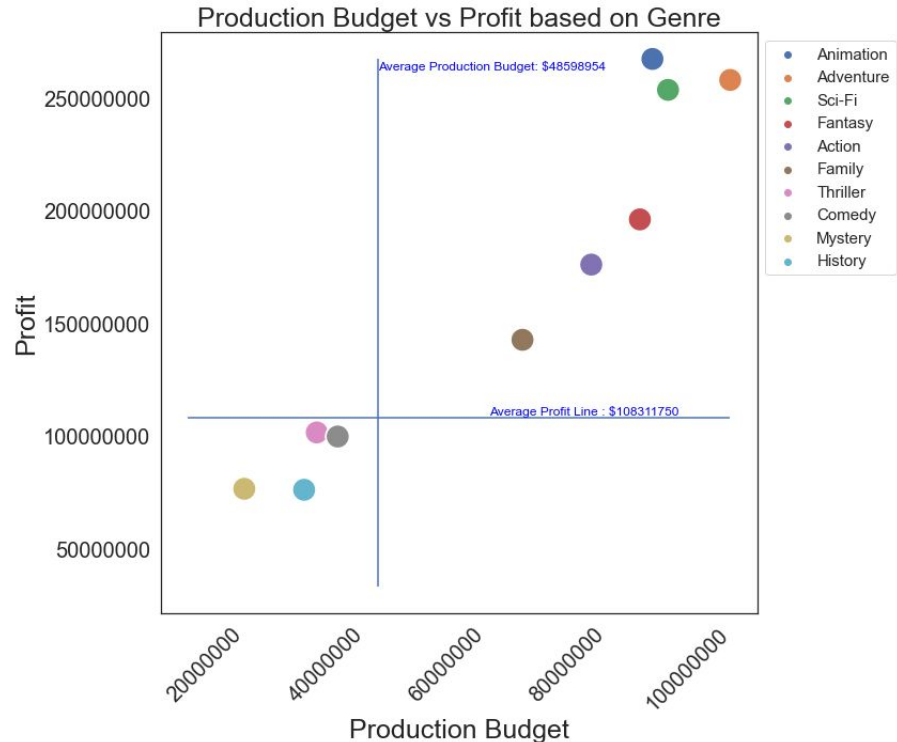3. Box Office Mojo

- 1426 Movies
- 2010-2019

Production Budget vs Profit

- Slight positive correlation between Budget and Profit
- Most movies fall in and around the area where average production budget meets average profits
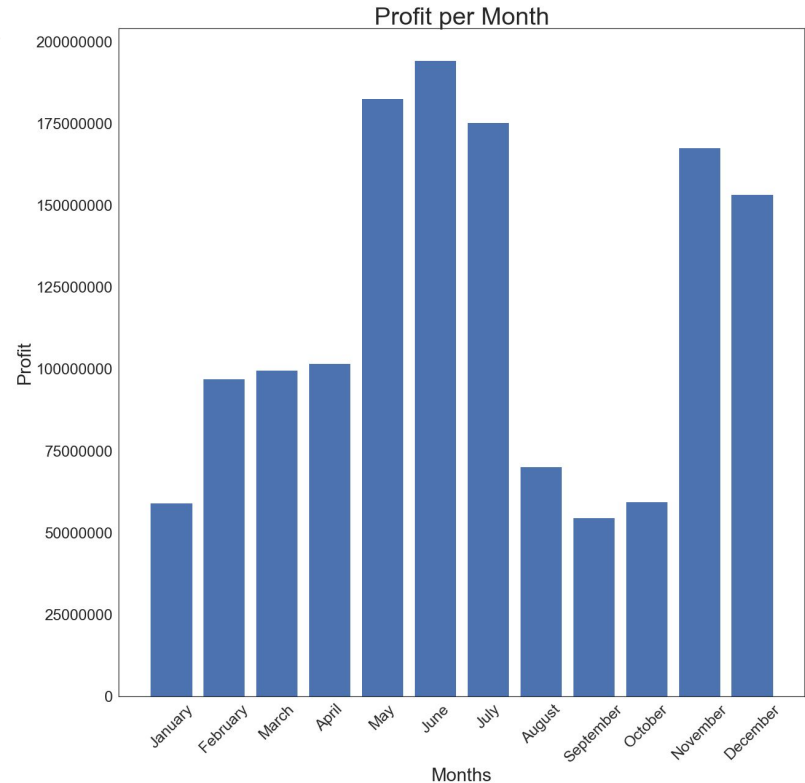

Budget vs Profit

Genre : Production Budget vs Profit

- Top 10 most profitable genres on average
- Top right quadrant are both high budget and high profit
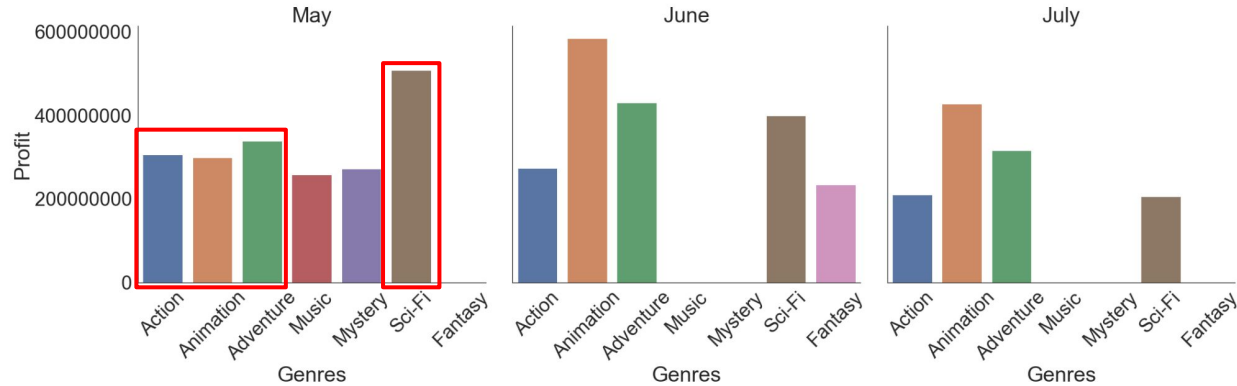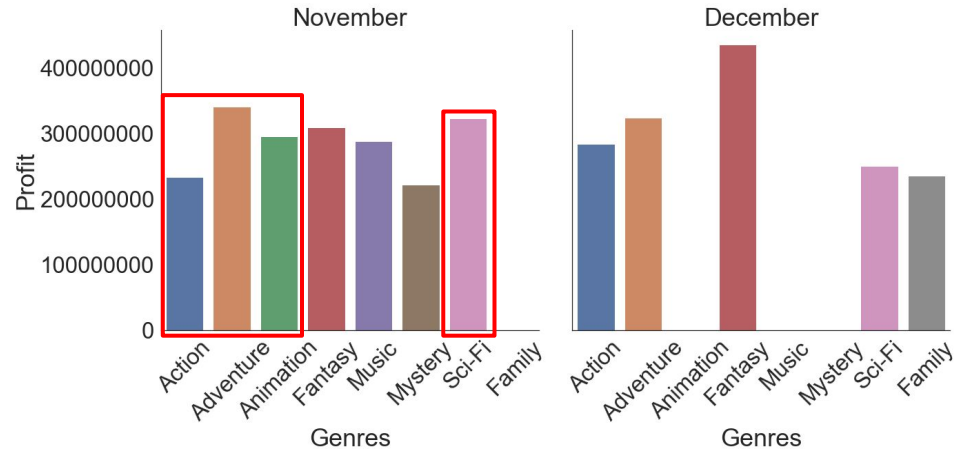
Month to Month Profit

- This is the month to month or seasonal average profit graph
- Summer and Winter Holiday are most profitable seasons
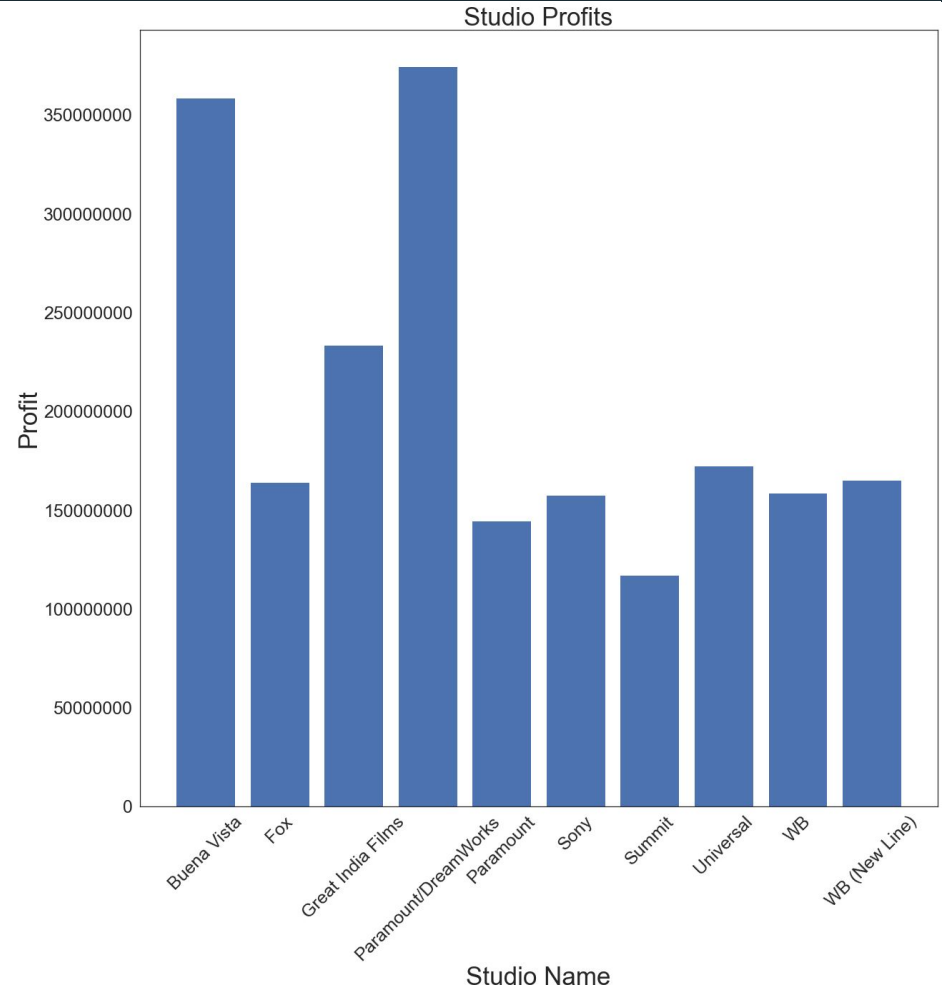
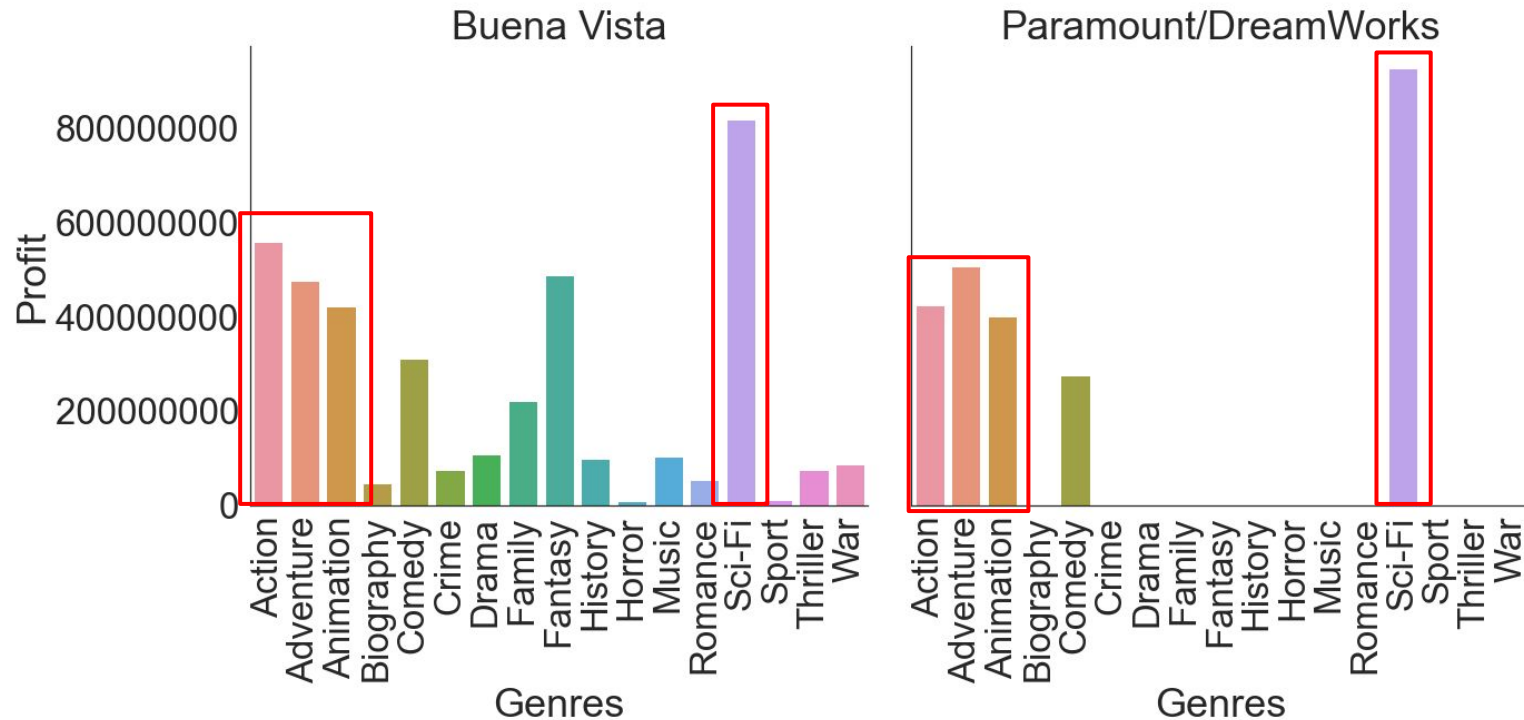# Genre : Month to Month Profit

Studio Profits

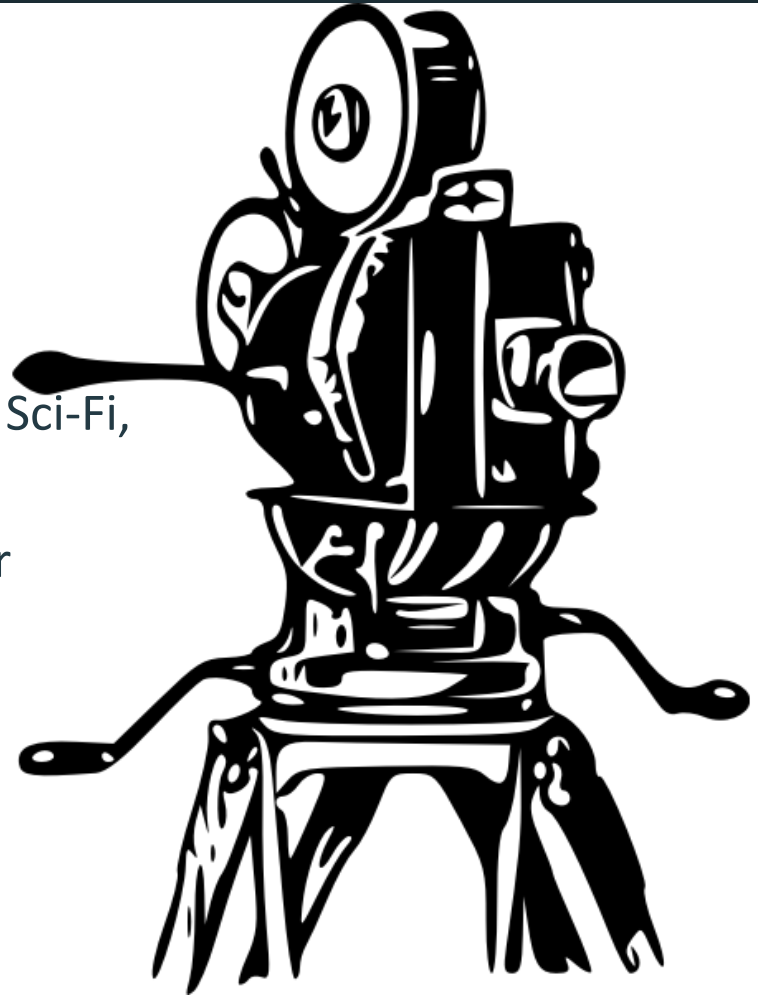- Only Studios that make over 100 Million dollars in profit

Genres : Studio Profit

Conclusion

- High Budget Movies
- Genres: Animation, Action, Adventure, Sci-Fi, Fantasy
- Release during the Summer and Winter Holidays

Future Ideas

- More Data on Marketing/Advertising Budget
- Alternative revenue streams
- Build rapport with movie goers

Thank You

Anhduy Nguyen

Github: https://github.com/anguyen61191