MICROSOFT MOVIE ANALYSIS

Breaking into the movie industry

SUMMARY

We analysed movie genre, profitability, budget and ratings to assess the types of movies which could bring greatest success to Microsoft.

From the analysis we found that drama movies were most commonly produced, followed by comedy and action, releasing movies during mid-year and November yield highest profits and higher budgets drive ratings.

OUTLINE

01 **Business Problem**

Objective and approach

02 **Data**

Data adopted in analysis

03 **Methods**

Preparation, analysis and modeling data
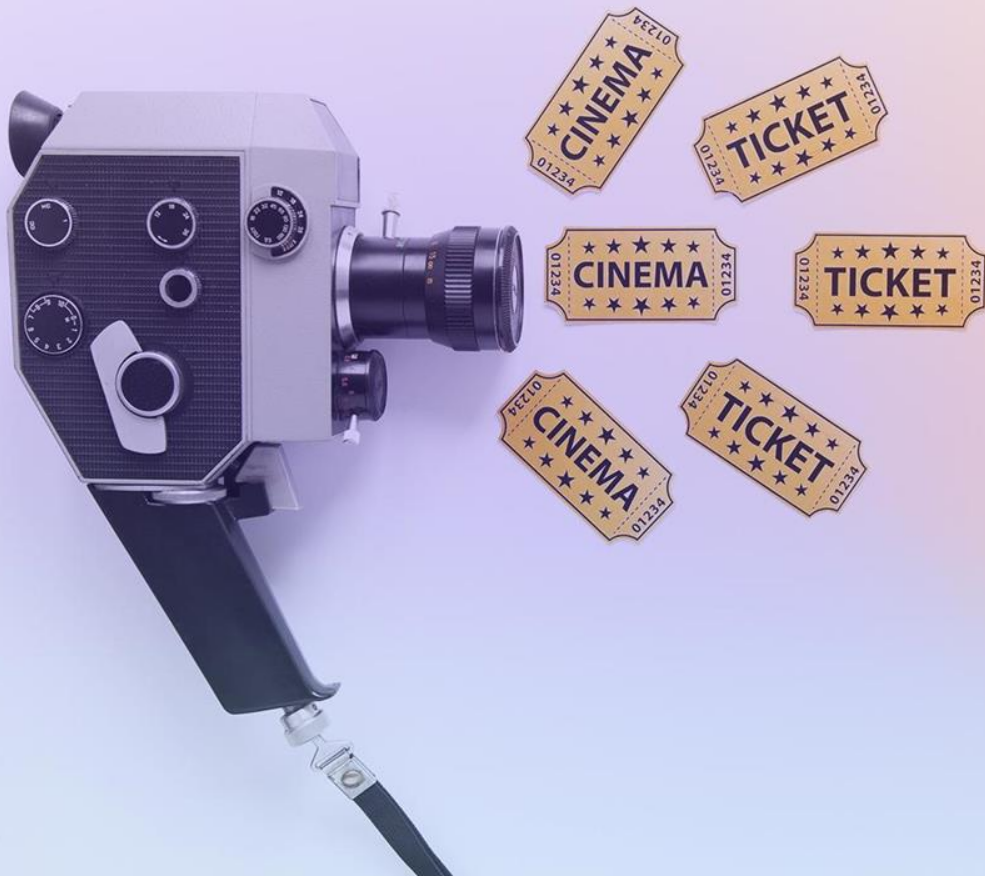
04 **Results**

Interpretation of results from visualisations.

05 **Conclusion**

Recommendations

BUSINESS PROBLEM

Breaking into the movie industry.

What movies to produce?

Attributes to consider:

- Movie Genre
- Profitability
- Budget vs. Ratings

DATA

IMBD User generated report of movie titles, basic attributes and ratings.

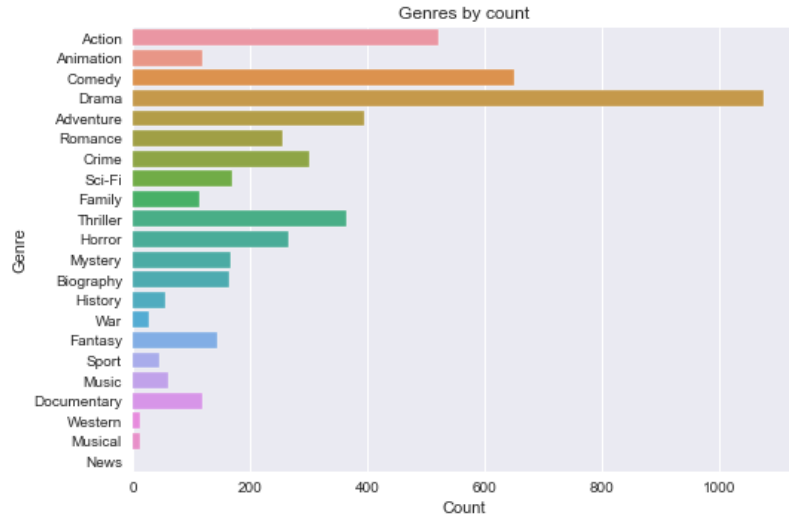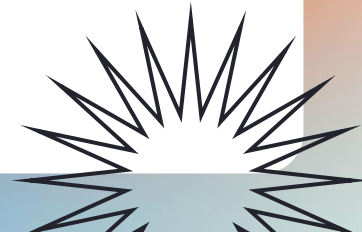**The Numbers** Movie financial analysis and release dates.

METHOD

Data sets merged, cleaned and isolated main attributes. Using descriptive statistics and visualisations to highlight trends and correlations in the data to allow us to determine most successful movies.
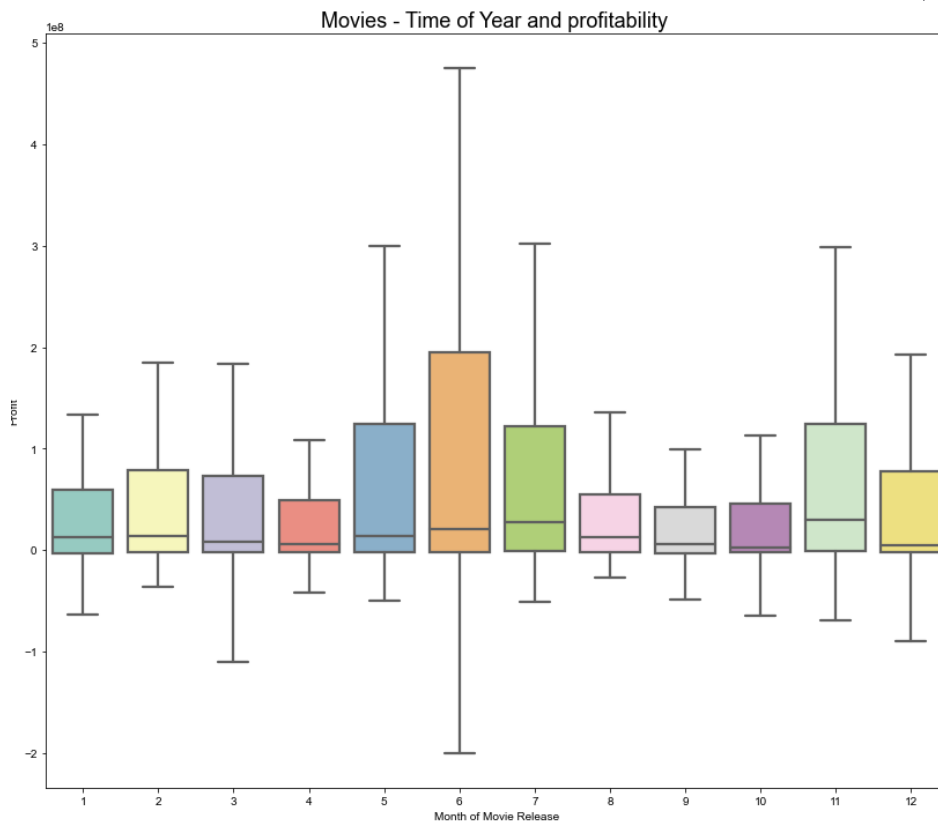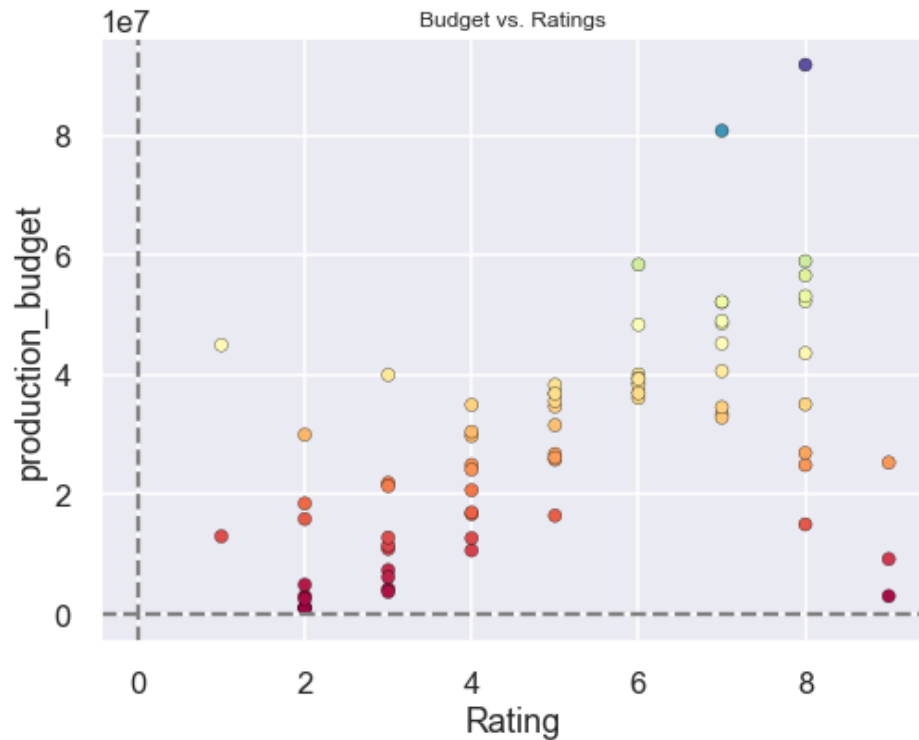
RESULTS (GENRE)

Genres by count

Drama, Comedy and Action

RESULTS (PROFIT)

Movies released in June are exceptionally profitable, followed by May, July and November.

Movies - Time of Year and profitability

RESULTS (RATINGS)

Budget vs Ratings indicate a relatively strong relationship. Movie budget can increase it's average rating score.

Budget vs. Ratings

CONCLUSIONS

- **Recommendation 1:**

  Produce drama, comedy and/or action movies.

- **Recommendation 2:**

  Release movies between May and July and November.

- **Recommendation 3:**

  Increase movie budgets for better ratings.

Next steps

There could be other variables that Microsoft may be interested in understanding to better establish the types of movies to produce. For instance, assessing localized data, or determining which types of studio and production teams are likely to produce greater success than others. Further analysis could yield additional insights to better understand what drove these results.

THANK YOU

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https://github.com/annieliug/Microsoft-Movie-Analysis.git

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