# Movie Data Analysis

## Phase 1 Project

AVI PATEL

# Objective

Microsoft wants to enter into the world of film industry by opening a movie studio for which Microsoft need to make a key decision in order to succeed in the film industry. This is accomplished by exploring what type of films are currently doing the best at the box office, and then translating those findings into actionable insights for Microsoft.

# Business Problem

Microsoft is stepping into film industry by creating a new movie studio but as this is the beginning of their journey they might not have an proper understanding and without knowing the current market and audience could lead to failure which would be both embarrassing for the company and result in a loss of money. You are charged with exploring what types of films are currently doing the best at the box office. You must then translate those findings into actionable insights that the head of Microsoft's new movie studio can use to help decide what type of films to create.

# THE DATA

Movie Budget and Box
Office Collections

Movies Title

| THE NUMBERS | IMDb |
|---|---|

Directors Names

Movies Rating

# FOCUS POINTS

**GENRES**

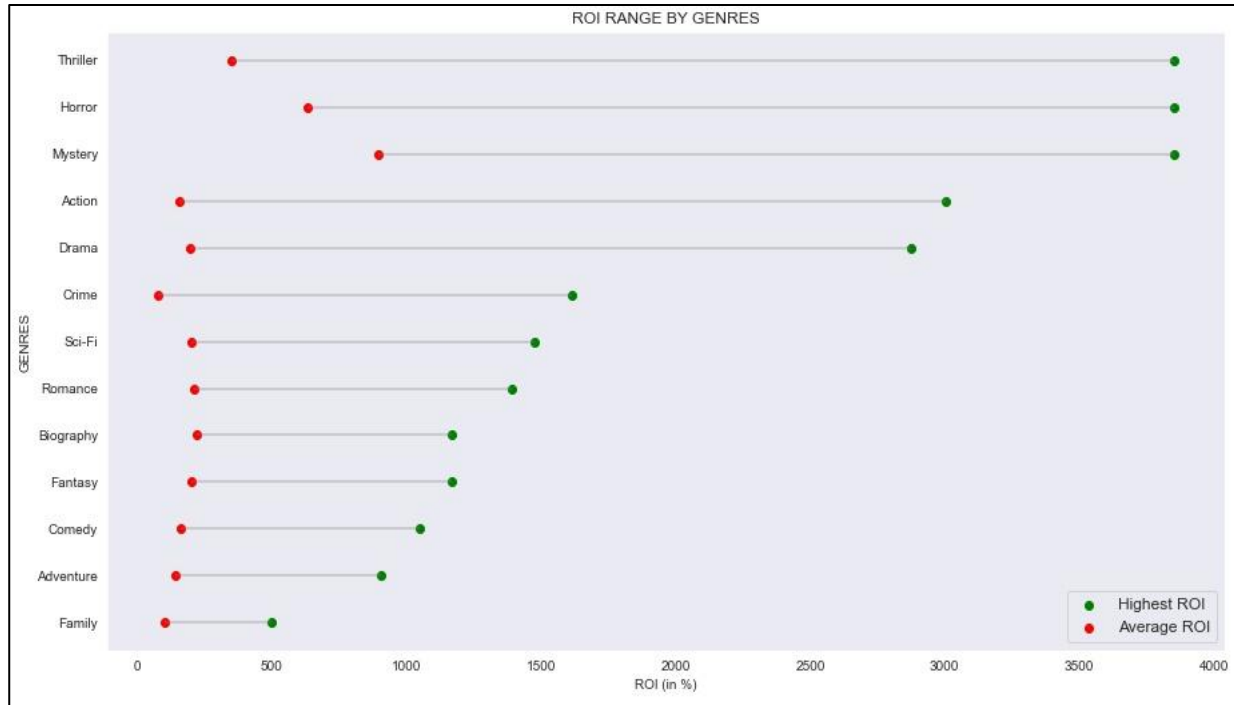Which are the Most Profitable Genres ?

**BUDGET**

What is the ideal Budget, Based on Genre ?
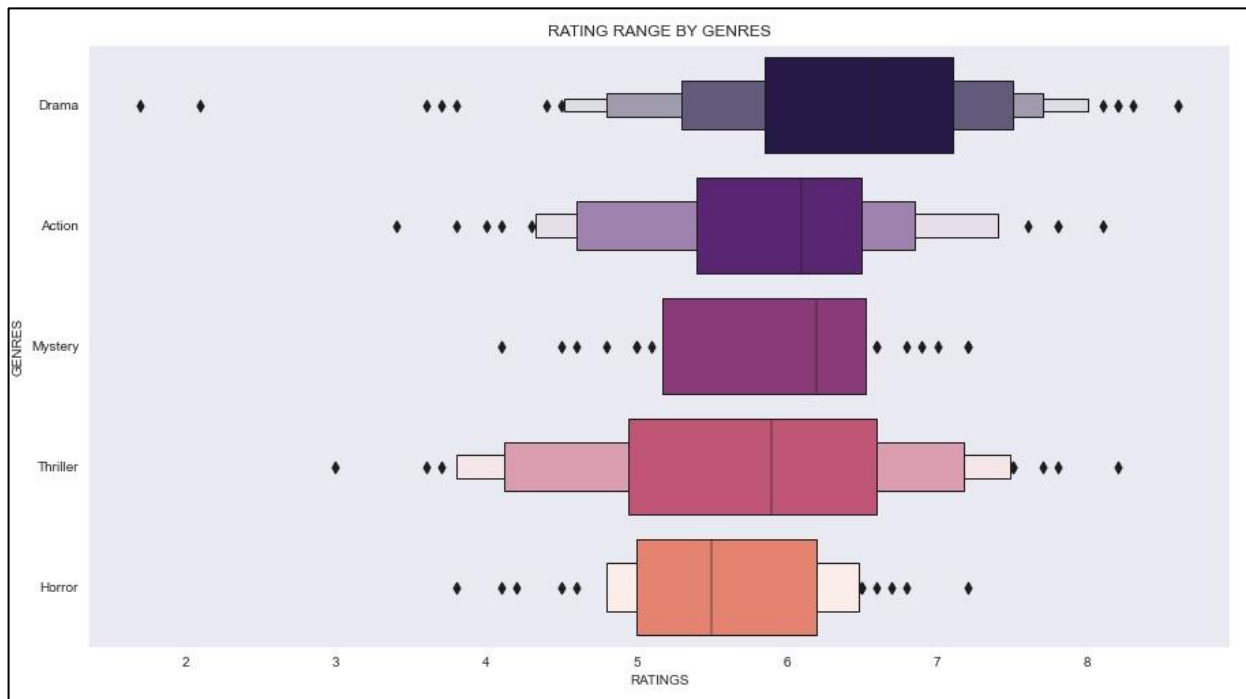
**DIRECTORS**

Who are the most profitable Directors ?

# Which are the Most Profitable Genres ?

Thriller, Horror, Mystery, Action and Drama Genre have very impressive Average and Highest Return On Investment.
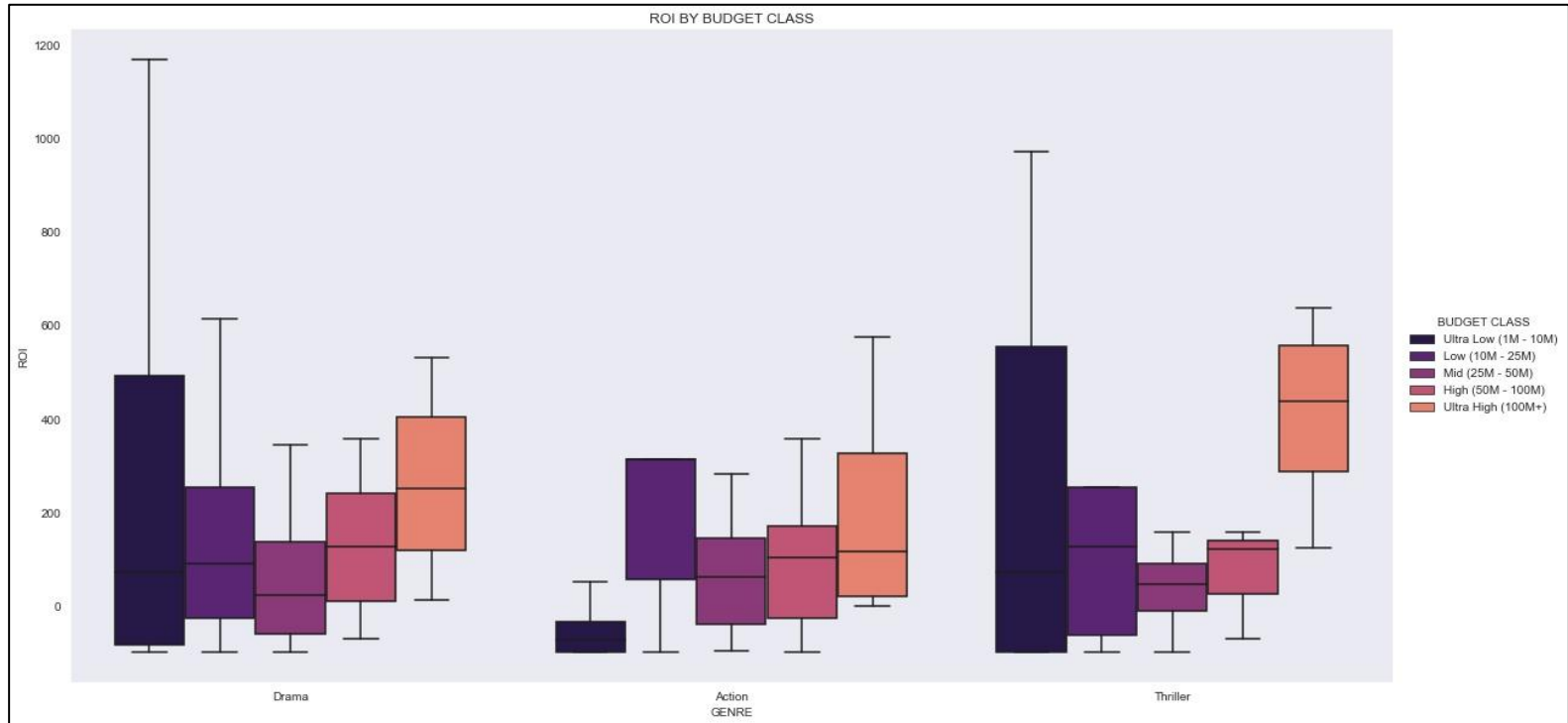
Variance of Average Ratings is pretty good with Drama, Thriller and Action Genres
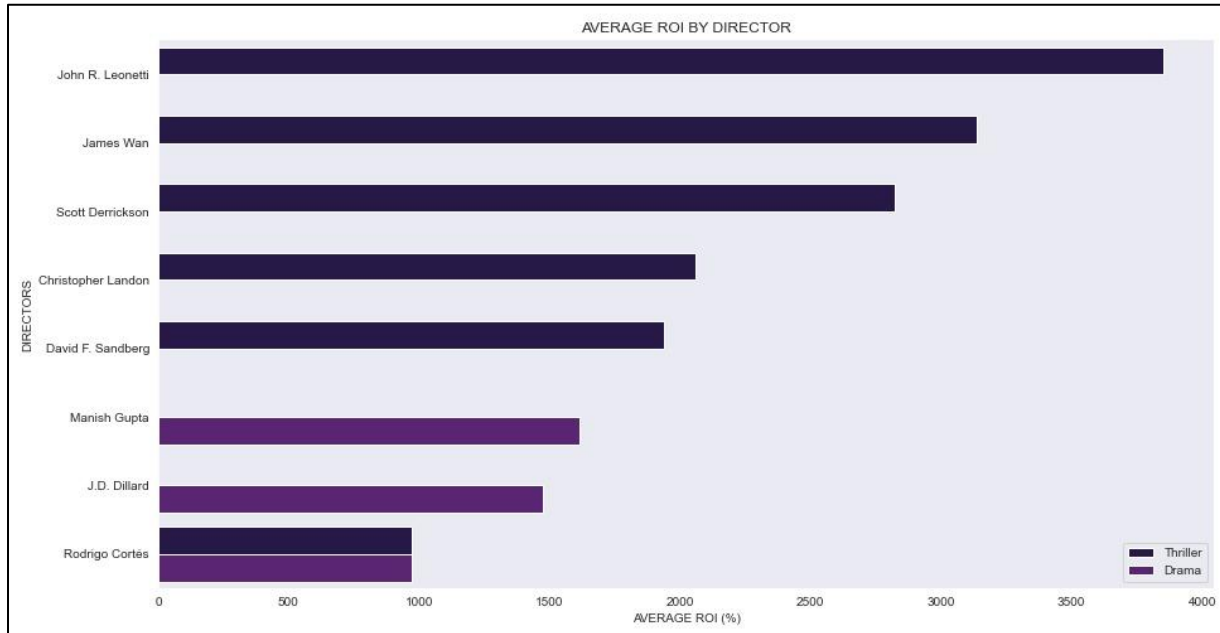
# What is the ideal Budget, Based on Genre ?

Drama and Thriller Genre shows that Making a movie with Ultra Low to Low budget have better chances of having a good Return On Investment.

# Who are the most profitable Directors ?

John R. Leonetti, James Wan, Scott Derrickson, Christopher Landon, David F. Sandberg are the Top 5 Directors based on Highest Average ROI with Thriller Genre.

# CONCLUSIONS

**Based on the data available I would recommend Microsoft to to make a movie that has ultra low or low budget (1M to 20M) on a Thriller Movie with one of the following Directors**

- **John R. Leonetti**
- **James Wan**
- **Scott Derrickson**
- **Christopher Landon**
- **David F. Sandberg**

# NEXT STEPS

- We had limited data to do the analysis and to meet our criteria we drop few rows to boost the result. we could use API's to gather large amount of data and do the same analysis to get better results.
- Analysis on successful Producers, Cinematographers, Writers and Actors.
- Removing movies that had a clash with big budget movies which resulted into failure as this might give false indications on our predictions and recommendation.
- Analysis on Soundtrack as can also help making a movie hit.
- Filter out movies by language.

# THANK YOU

https://github.com/avithekkc

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