
Movie Data Analysis

Phase 1 Project

AVI PATEL

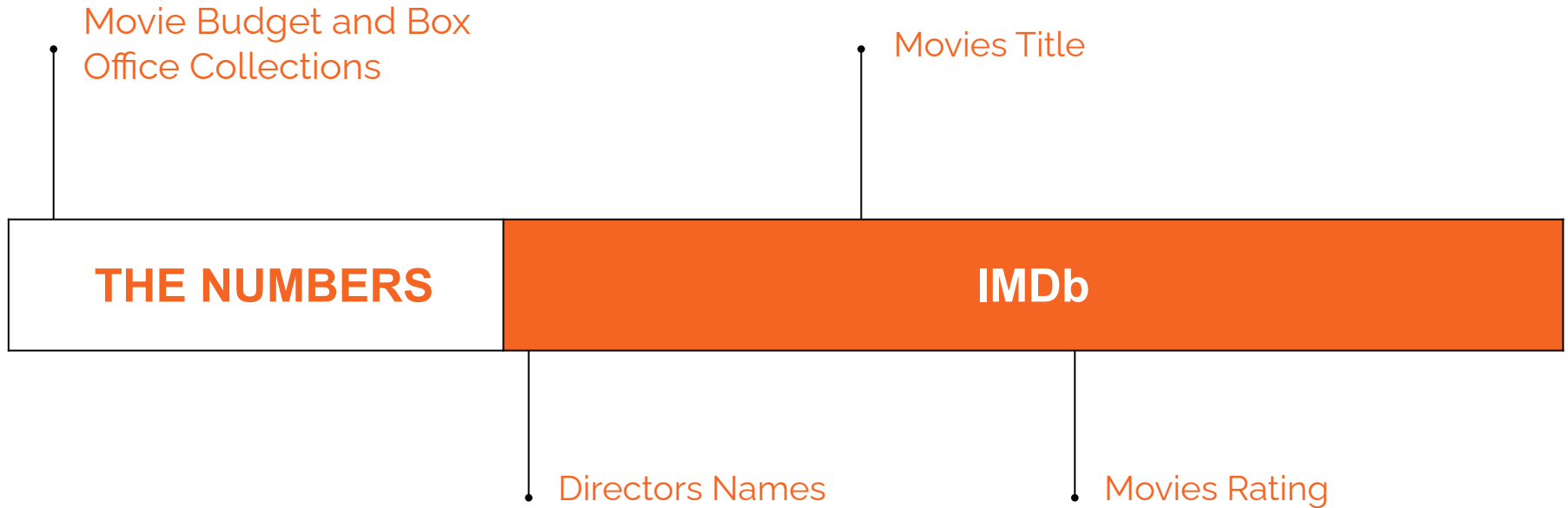
Objective

Microsoft wants to enter into the world of film industry and needs an effective business strategy based on which films are doing well and are successful at box office.

Business Problem

- Making a film without doing market analysis could result in loss and business failure.
- Ideal budget to be considered in order to at least break even.
- Director to be considered based on Genre of the film.

THE DATA



Total data of 350 movies was used to come up with the conclusion.

FOCUS POINTS

GENRES

Which are the Most Profitable Genres ?

BUDGET

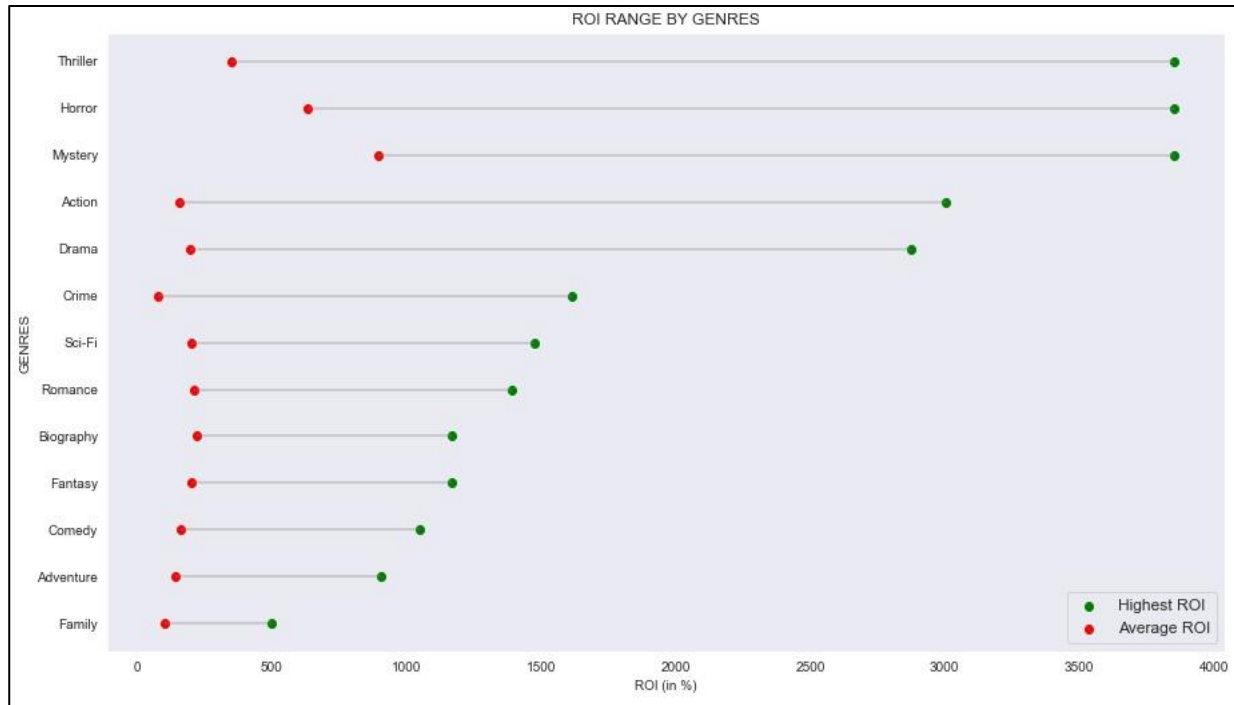
What is the ideal Budget, Based on Genre ?

DIRECTORS

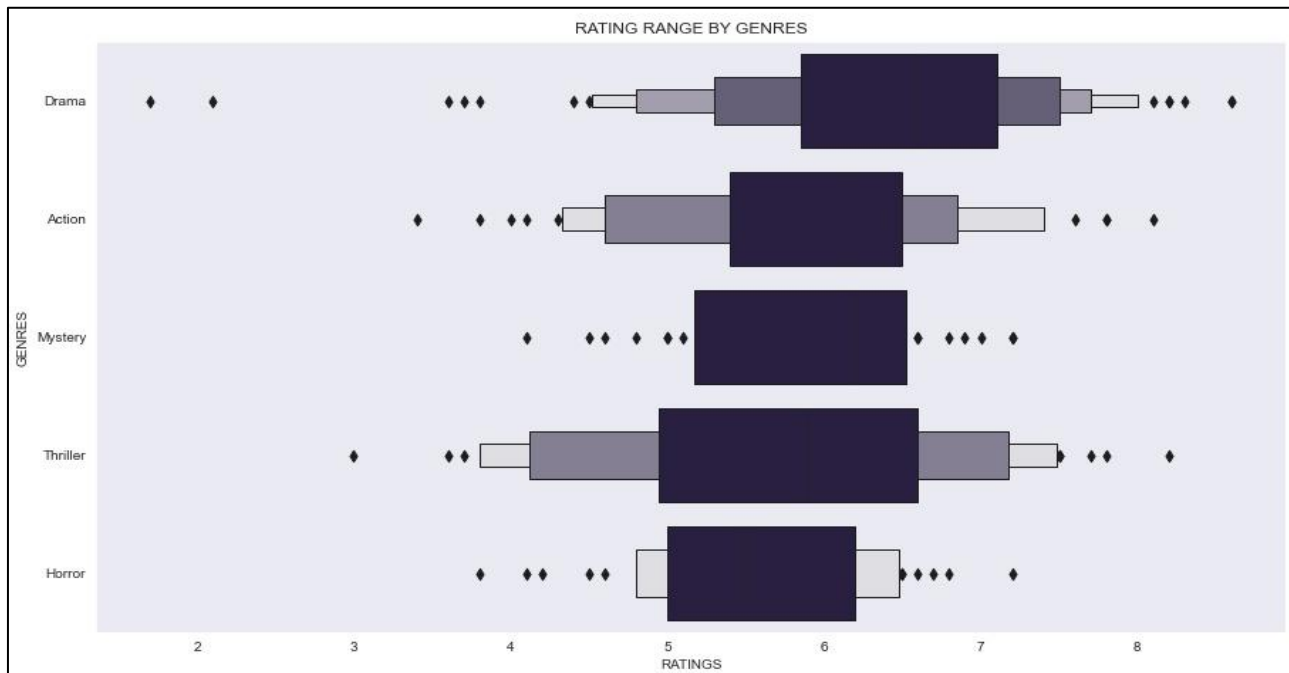
Who are the most profitable Directors ?

Which are the Most Profitable Genres ?

Thriller, Horror, Mystery, Action and Drama Genre have very impressive Average and Highest Return On Investment.

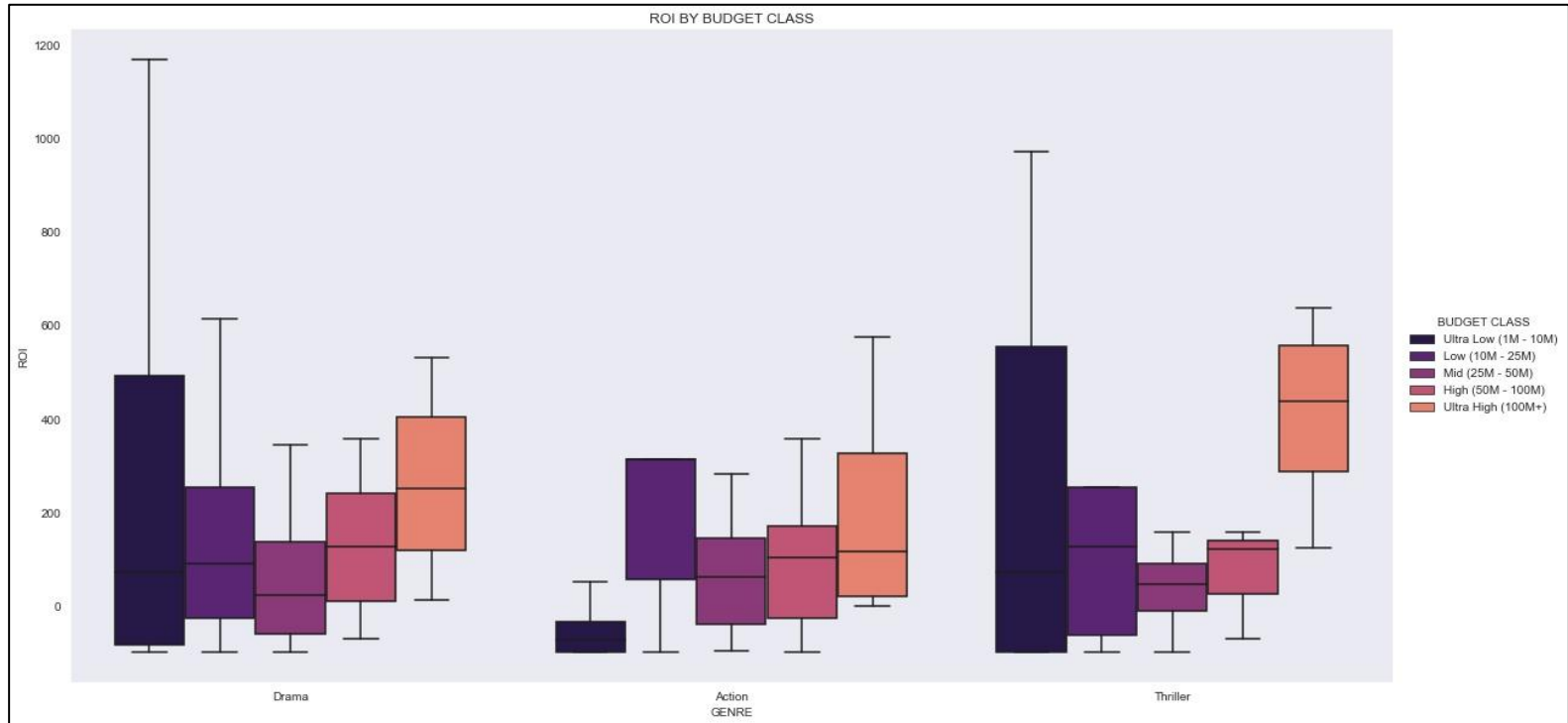


Variance of Average Ratings is pretty good with Drama, Thriller and Action Genres



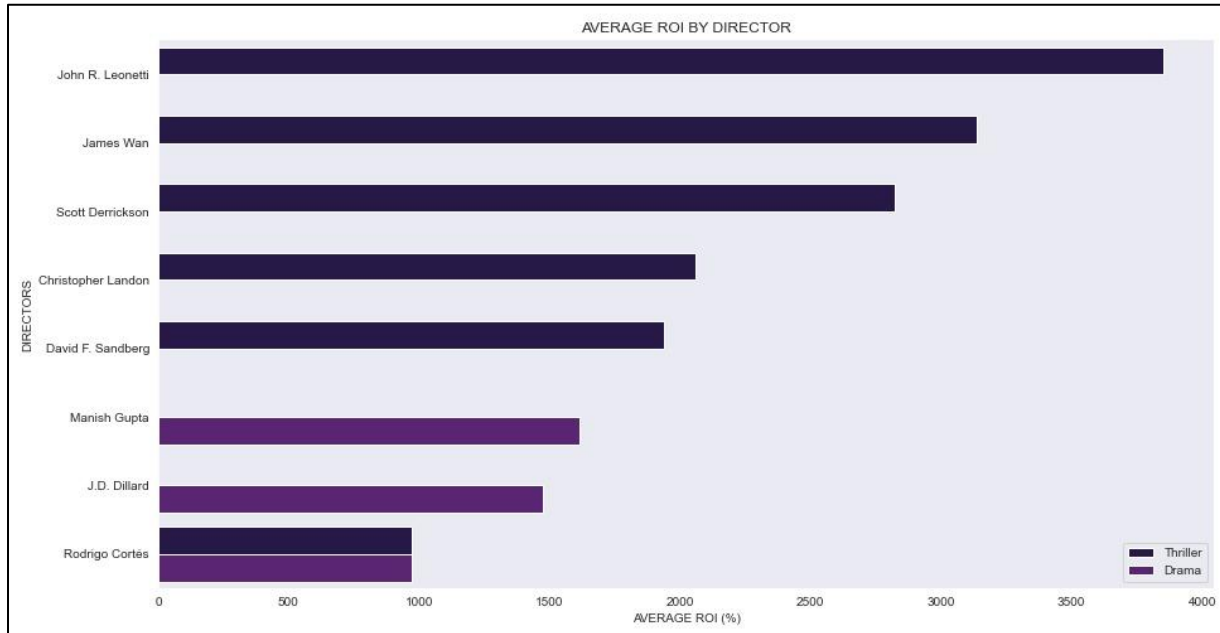
What is the ideal Budget, Based on Genre ?

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** (Insidious 2, Annabelle, The Butterfly Effect 2)
- **James Wan** (Saw, The Conjuring, Aquaman)
- **Scott Derrickson** (Doctor Strange)
- **Christopher Landon** (Happy Death Day series)
- **David F. Sandberg** (Lights out)

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>

AVI PATEL
