



Microsoft Recommendations

Team Killer Bees II - Brad and Kenny



Questions

Which movie genres have the highest revenue on average over the past 25 years?

Which production companies should Microsoft partner with?

Do ratings have an impact on Gross Revenue?

What Actors have "Star Power"?

How is movie revenue impacted by time?

Highest grossing directors in the last decade?

Highest ROI directors in the last decade?



Data Set

Webscraping

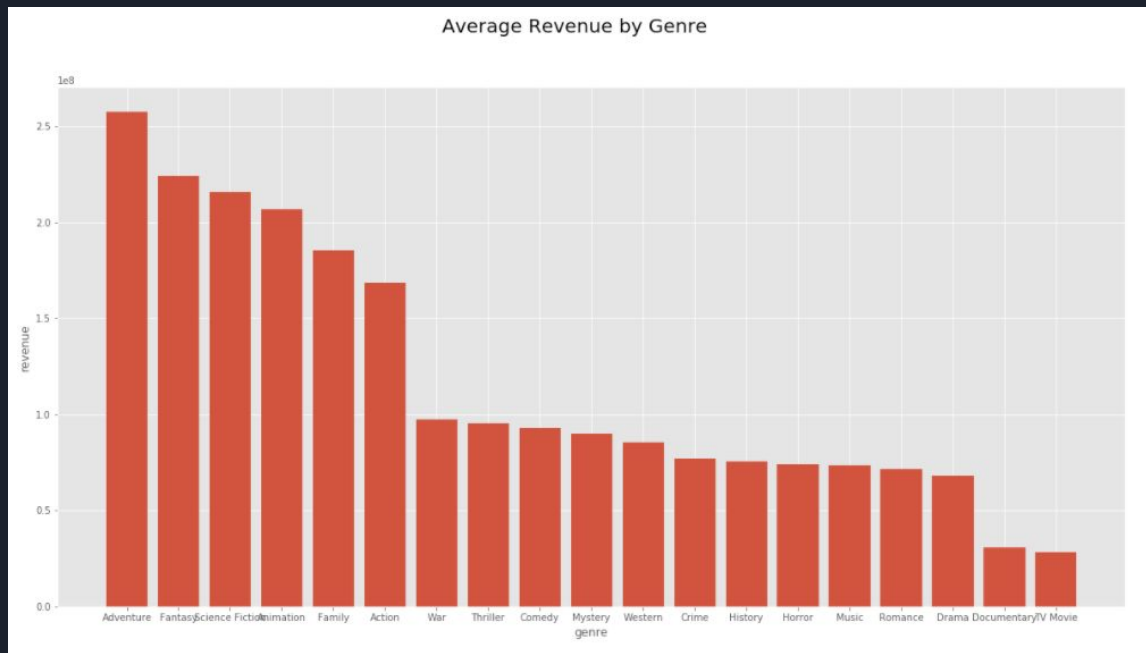
- Box Office Mojo

API

- TheMovieDB.org
- OMDb

Part of the analysis has a lookback of 25 years with 200 observations from each year (5000 total observations). We take the top 200 movies by revenue in order to dig deeper into what makes each successful.

EDA - Genre Analysis



The visualization shows that the top three genres for the past 25 years have been Adventure, Fantasy, and Sci-fi.

EDA - Production Company

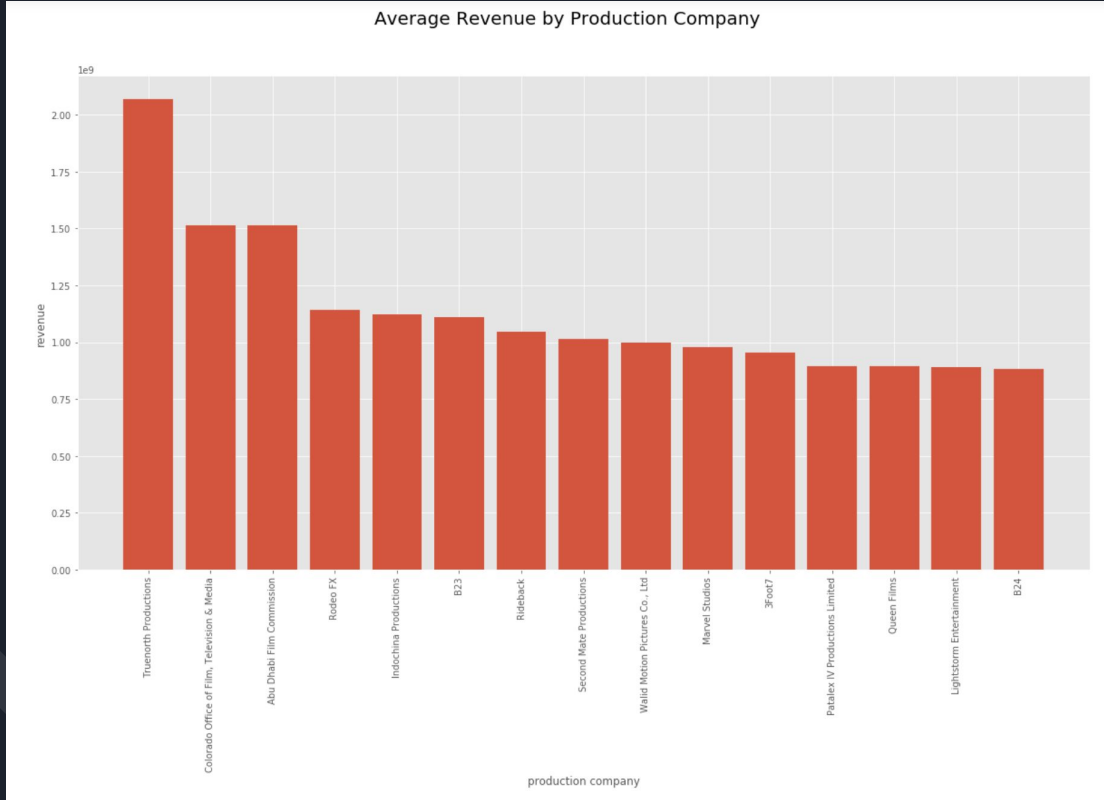
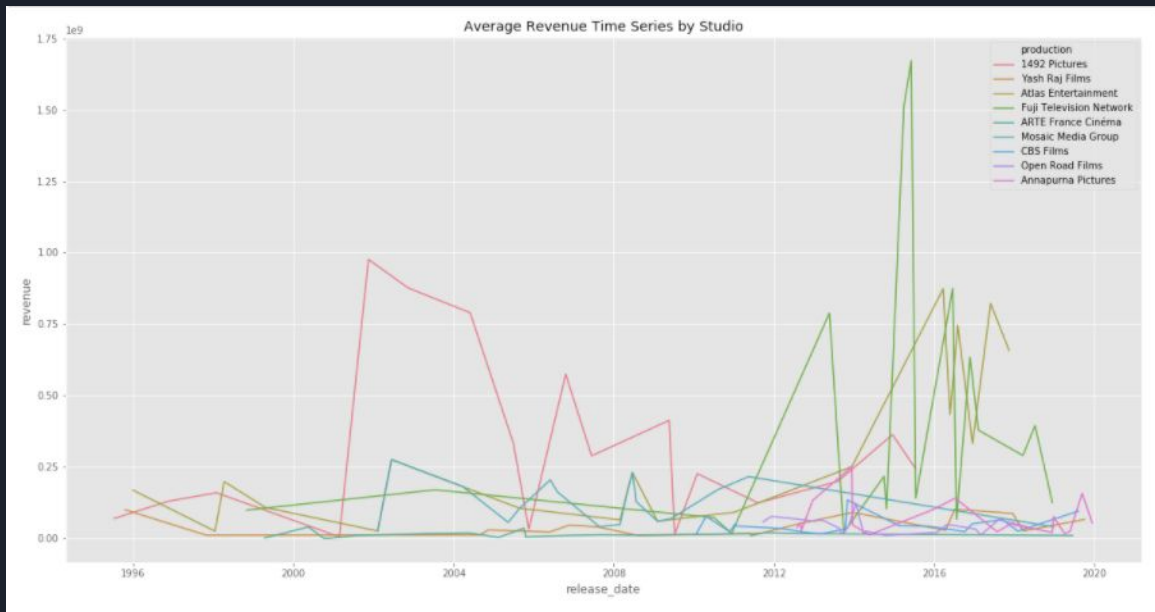


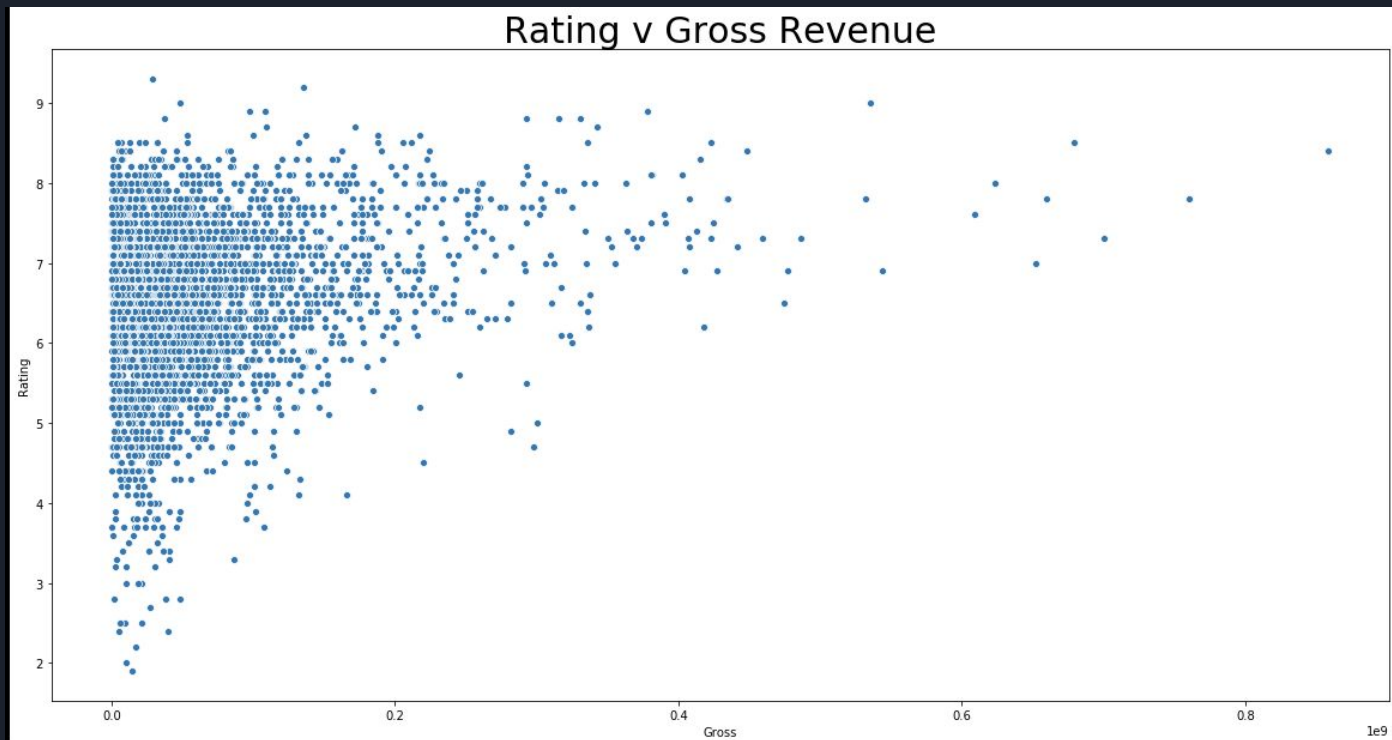
Figure shows top production companies by average revenue but is biased towards companies with few successful films.

EDA - Production Company

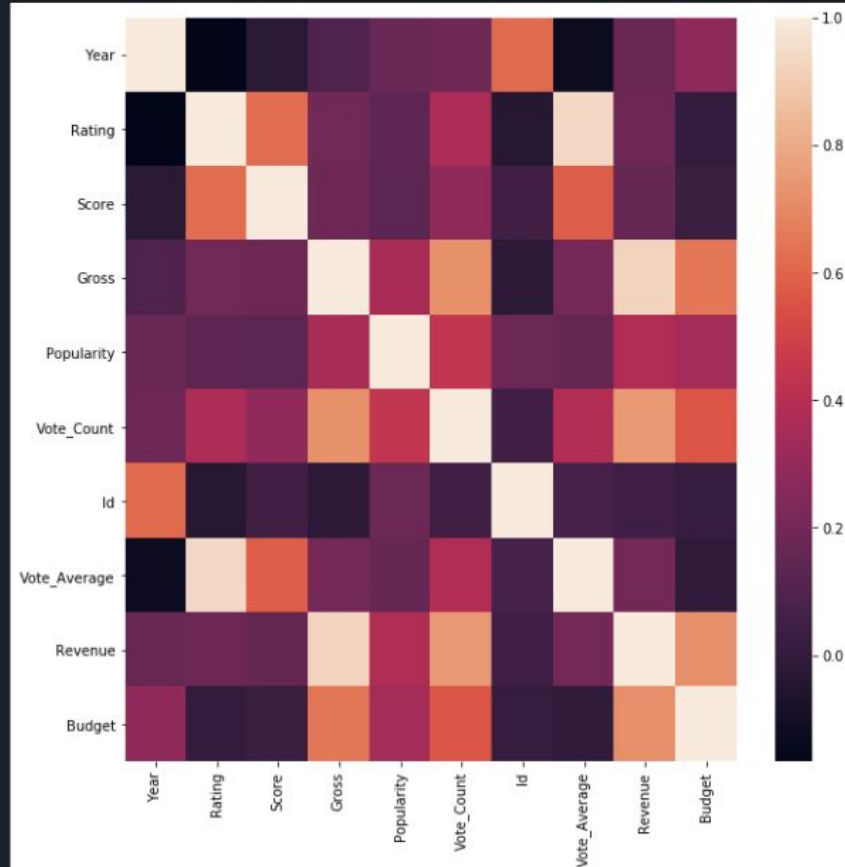


Selecting productions ranked by number of releases and plotting revenue for each movie shows which production companies trend upwards. In the figure to the left Fuji Television Network is a company that Microsoft may want to partner with to release successful movies.

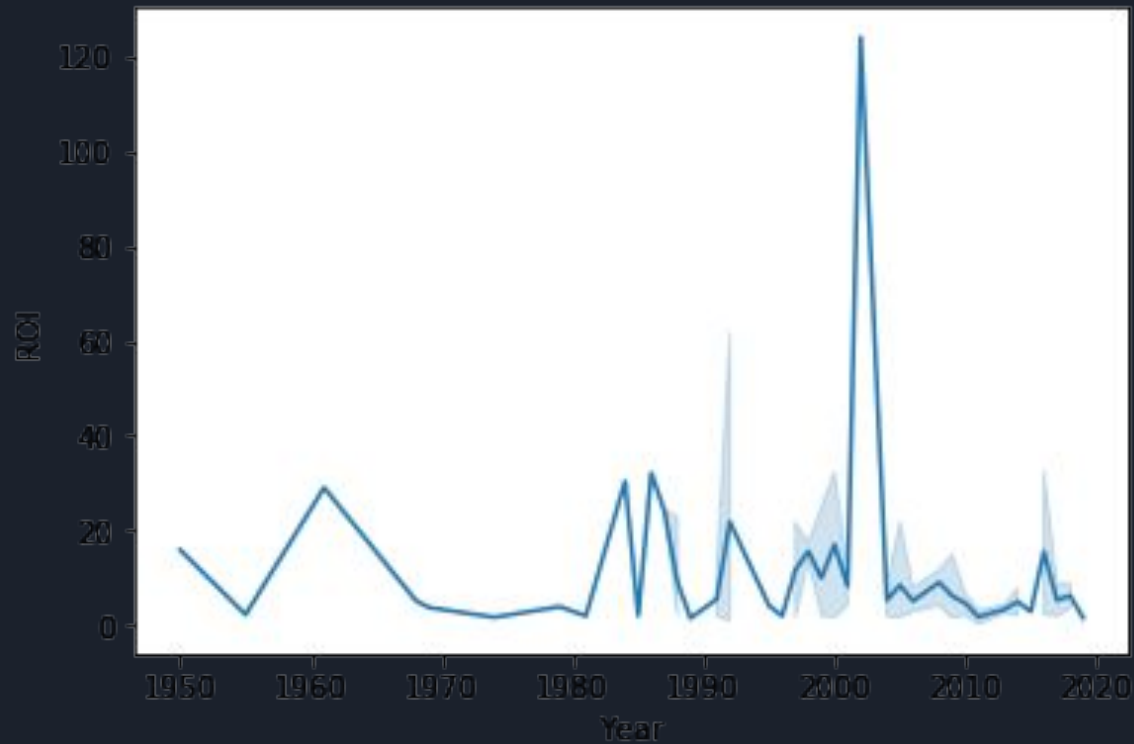
EDA - Rating vs. Gross Revenue



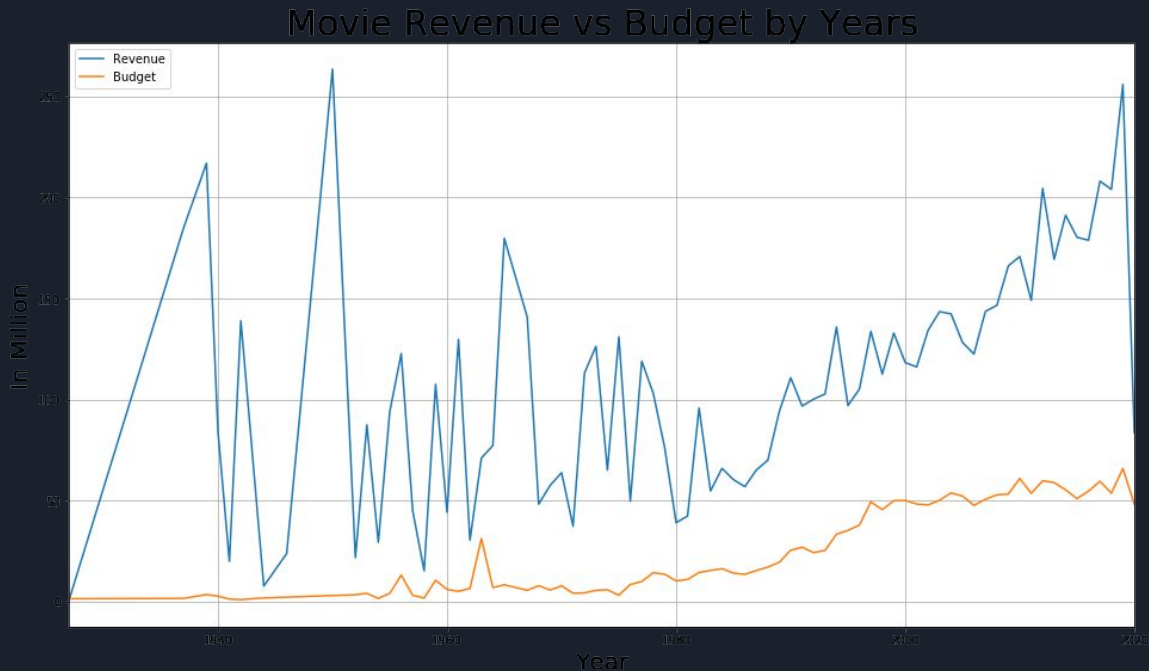
EDA - Correlation



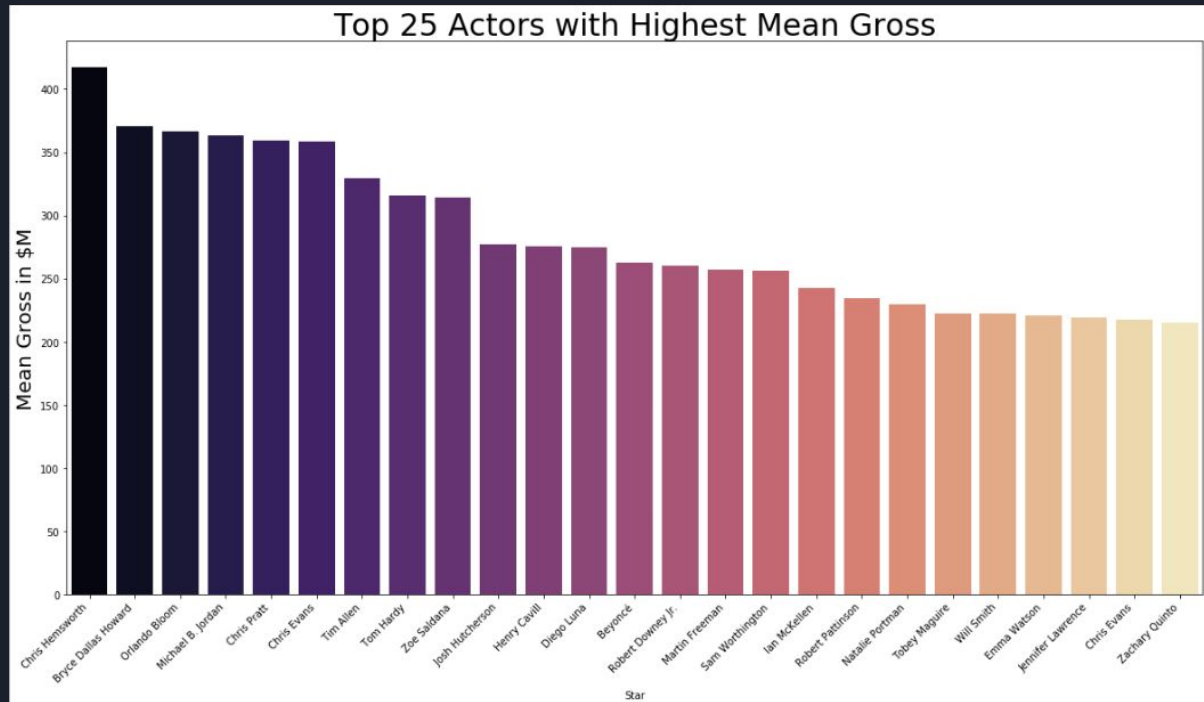
EDA - ROI



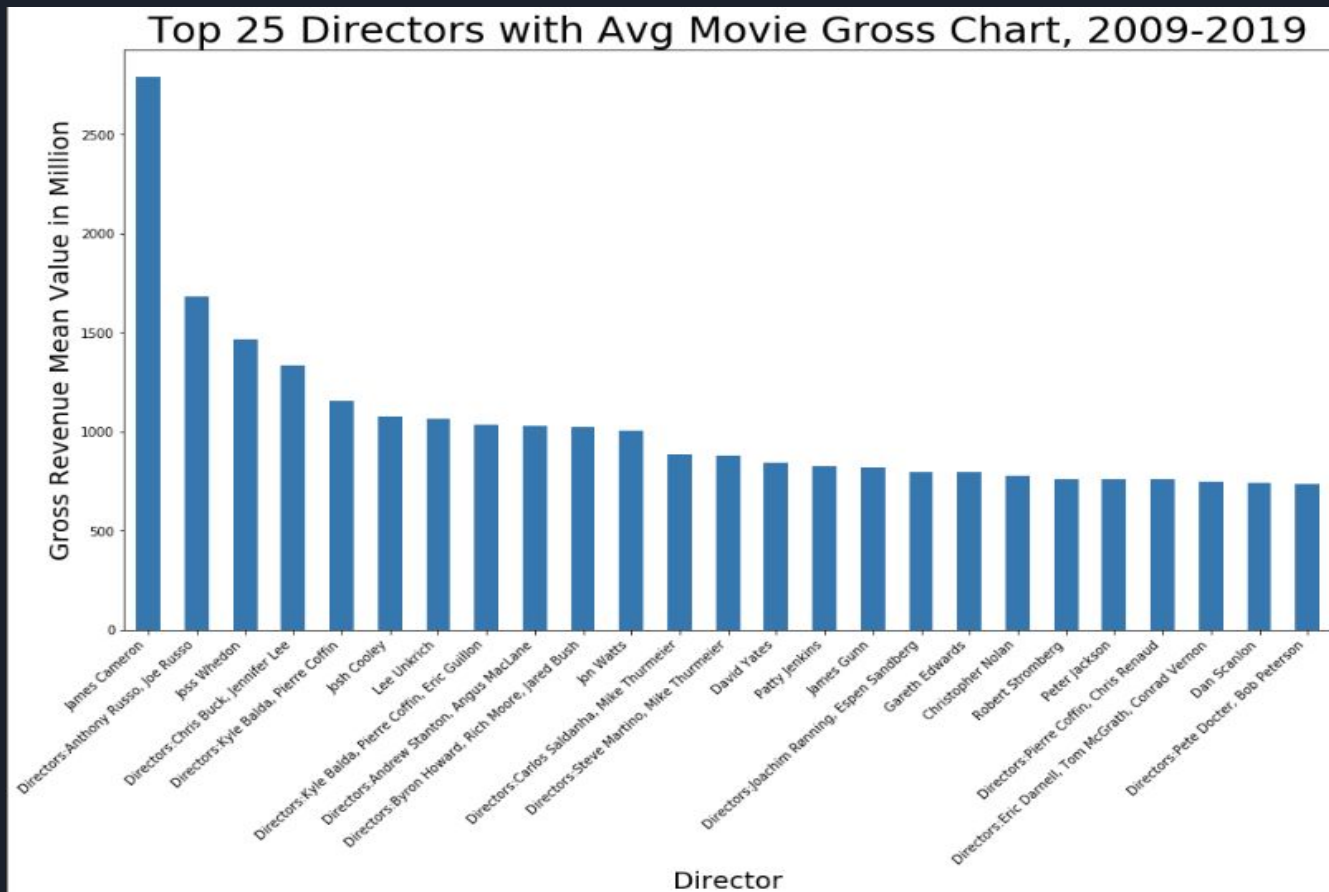
EDA - Revenue and Budget



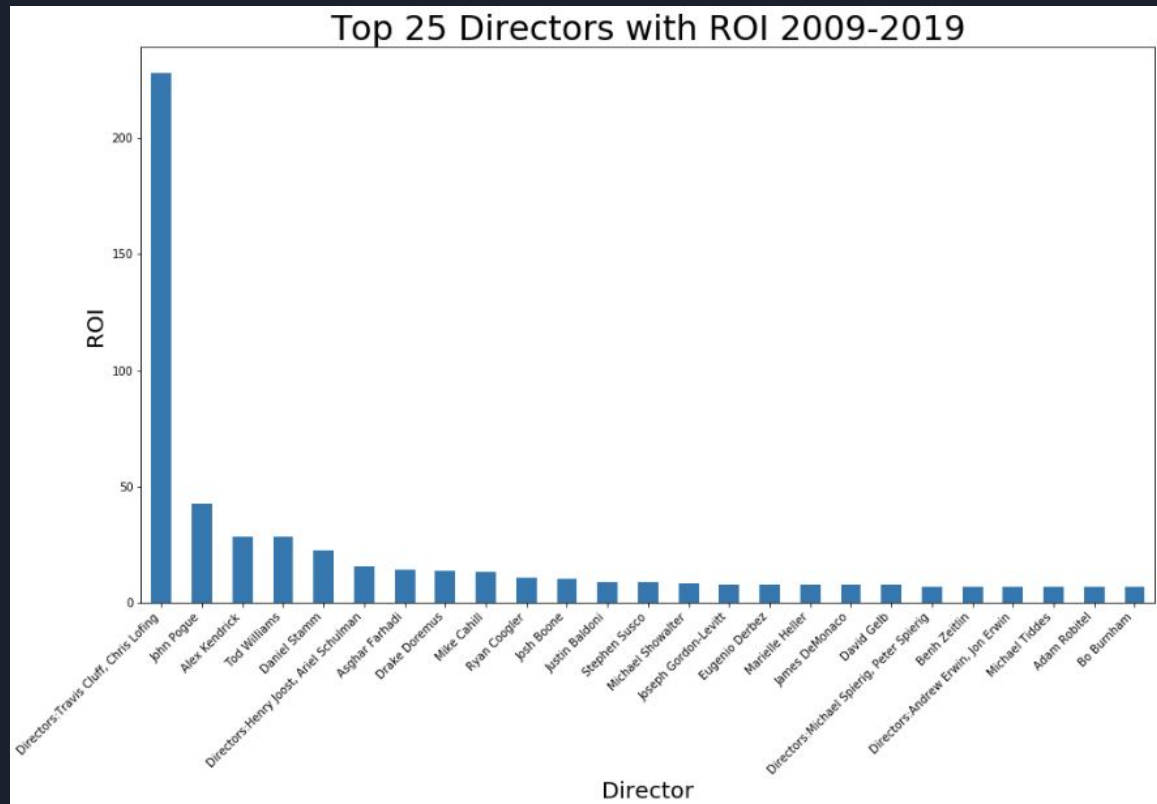
EDA - Top 25 Actors



EDA - Top 25 Directors



EDA - Directors ROI





Our Recommendations

- Microsoft should make films in popular genres such as Adventure, Fantasy, and Sci-fi which yield higher revenue.
- Microsoft should partner with lesser known but positively trending production companies like Fuji Television Network.
- However, hiring the 'A-list' actors and top directors are not enough - the movies should be well-produced