

MOVIE ANALYSIS FOR MICROSOFT

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OUTLINE

- Business Problem
- Data
- Methods
- Results
- Conclusions

BUSINESS PROBLEM

- Competition
- Investment amount

DATA

Data was taken from Rotten Tomatoes, Internet Movie Database, and the Movie Database

The main focus was the financial aspect.

METHODS

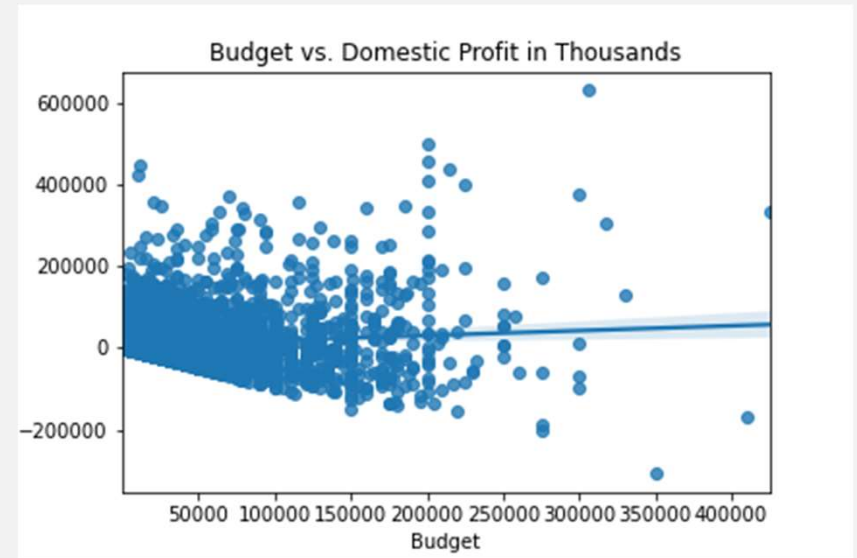
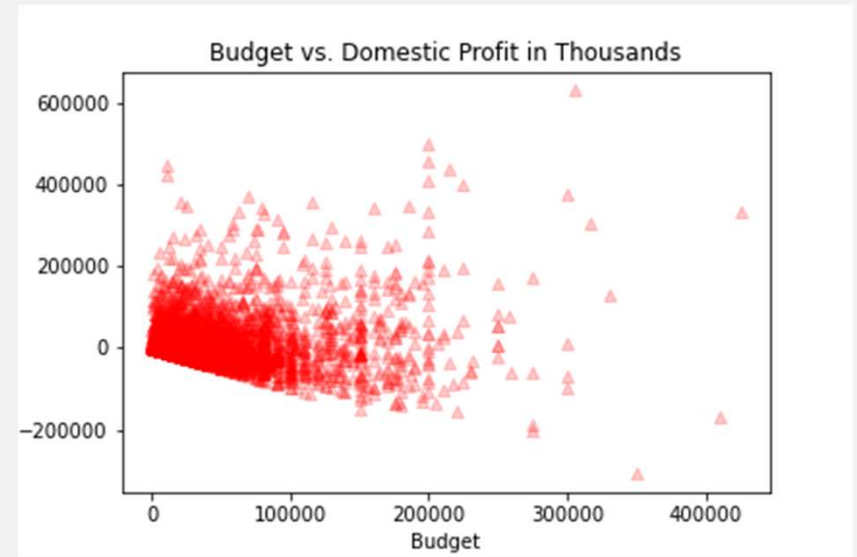
- Calculation of profit and ROI for both domestic and worldwide
- Comparison of budgets to profits
- Examination of genres and audience votes on top profits and ROI

DOMESTIC PROFIT

Breakeven point

Regression line

Is worldwide a better option?

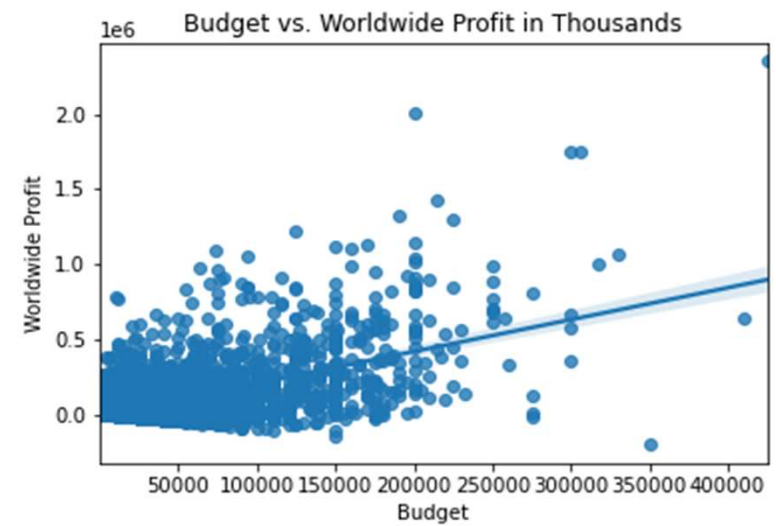
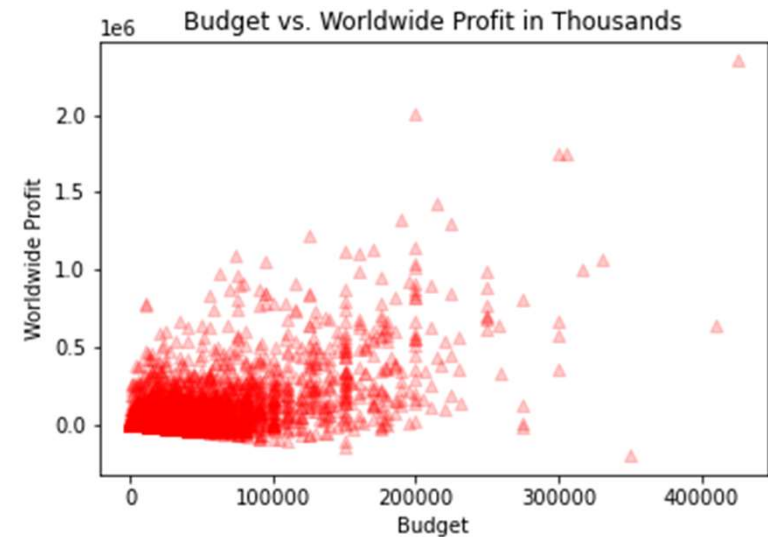


WORLDWIDE PROFIT

Breakeven

Regression line

Outliers



TOP WORLDWIDE ROI 2015-2020

	release_year	movie	production_budget	worldwide_ROI	genres	runtime	tomatometer_status	audience_status	audience_rating	audience_count
5680	2015	The Gallows	100.0	415.564740	Horror, Mystery & Suspense	81.0	Rotten	Spilled	22.0	13369.0
5214	2015	Unfriended	1000.0	63.364198	Horror, Mystery & Suspense	83.0	Fresh	Spilled	36.0	30213.0
4249	2017	Split	5000.0	54.792961	Drama, Horror, Mystery & Suspense	117.0	Certified-Fresh	Upright	79.0	53508.0
4248	2017	Get Out	5000.0	50.073590	Horror, Mystery & Suspense	104.0	Certified-Fresh	Upright	86.0	75461.0
5064	2016	Moonlight	1500.0	42.497008	Drama	111.0	Certified-Fresh	Upright	79.0	45533.0
3755	2016	Dangal	9500.0	30.016276	NaN	NaN	NaN	NaN	NaN	NaN
4254	2016	Lights Out	5000.0	28.761302	Horror	77.0	Certified-Fresh	Upright	61.0	27525.0
5606	2017	A Ghost Story	100.0	26.097020	Drama	90.0	Certified-Fresh	Upright	66.0	16709.0
4590	2018	Truth or Dare	3500.0	26.179241	NaN	NaN	NaN	NaN	NaN	NaN
3535	2018	Halloween	10000.0	24.490067	Horror	106.0	Certified-Fresh	Upright	70.0	9890.0
4257	2017	Happy Death Day	5000.0	24.002052	Horror	96.0	Fresh	Upright	66.0	16461.0
4665	2015	War Room	3000.0	23.658413	Drama	120.0	Rotten	Upright	87.0	18508.0
4253	2016	10 Cloverfield Lane	5000.0	20.657284	Drama, Mystery & Suspense, Science Fiction & Fantasy	103.0	Certified-Fresh	Upright	79.0	60918.0
2491	2016	La La Land	20000.0	20.317558	Comedy, Drama, Musical & Performing Arts	128.0	Certified-Fresh	Upright	81.0	71514.0
3001	2017	Annabelle: Creation	15000.0	19.358991	Drama, Horror	109.0	Fresh	Upright	67.0	21991.0

CONCLUSIONS

- Big budgets are not necessary
- Types of movies to produce
 - Big budget – Established franchise and/or fanbase
 - Small budget – Horror films
- Limitations
 - Ratings and counts are based on user input

THANK YOU!

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