Microsoft Movie Analysis

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Summary

- Microsoft is looking for actionable insights to enter the movie production industry
- Several movie data sets were merged to analyse movie information from 2000-2020
- The target variable was worldwide gross revenue
- 3 recommendations were found –
    1. Adventure or Action genres
    2. Hire key people who have achieved the most success in these genres
    3. Release movies for northern hemisphere Summer (May/June) or for Christmas (Nov/Dec)

Outline

- Business Problem
- Data
- Methods
- Results
- Conclusions

Business Problem

- Microsoft is looking to enter the highly competitive US$7.3 billion movie production industry

- Microsoft has no experience in movie production and is looking for actionable insights into what movies to create

- This project will provide 3 actionable recommendations for Microsoft for the business venture

Data

- Several datasets on past movies were analysed

- The target variable is worldwide revenue as for a business venture to succeed, it must be financially viable

- The dataset was right skewed, which is a limitation. These 'outliers' were kept to include data on the most successful movies

Methods

- The datasets were merged to include as many movies as possible which included the required variables

- With the final dataset, the data was exploded to find the most successful genres

- The dataset was further filtered on these genres to find
  - The most successful writer and director
  - Which month to release films

Results

1. Focus on the highest grossing genres - Adventure and Action movies
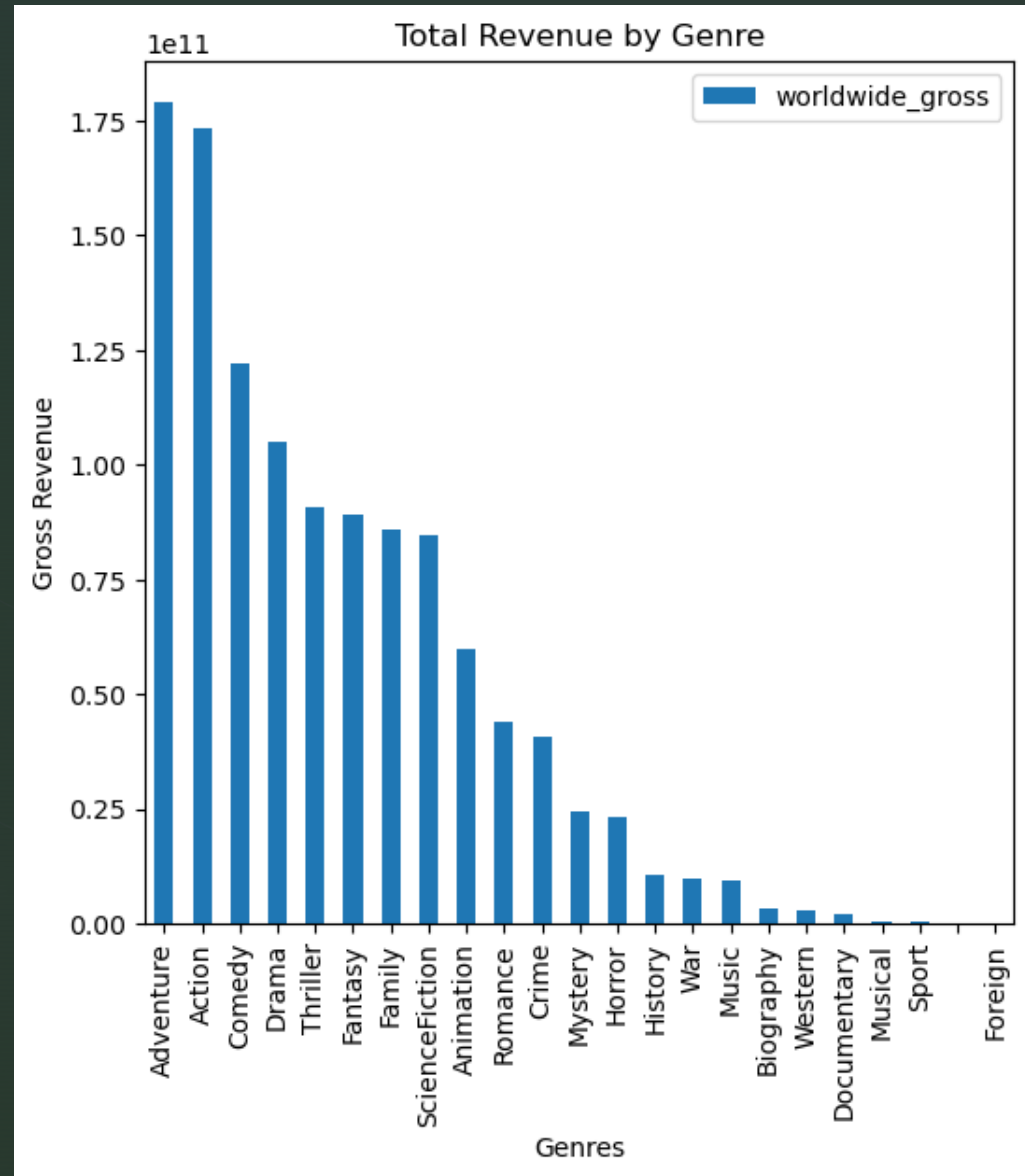
Results

2. Due to Microsoft 's lack of movie production experience, invest in the most successful key people in Adventure and Action movies -
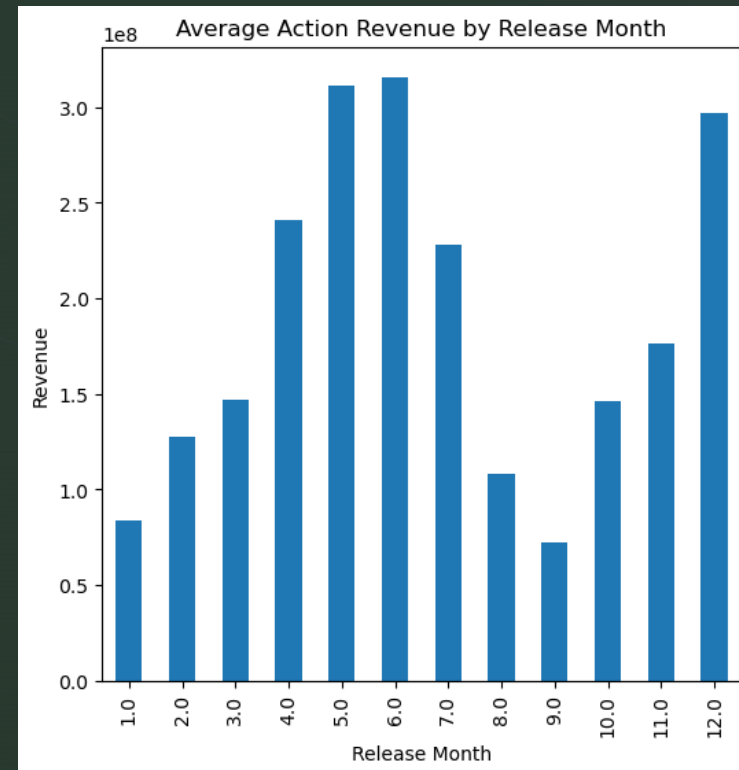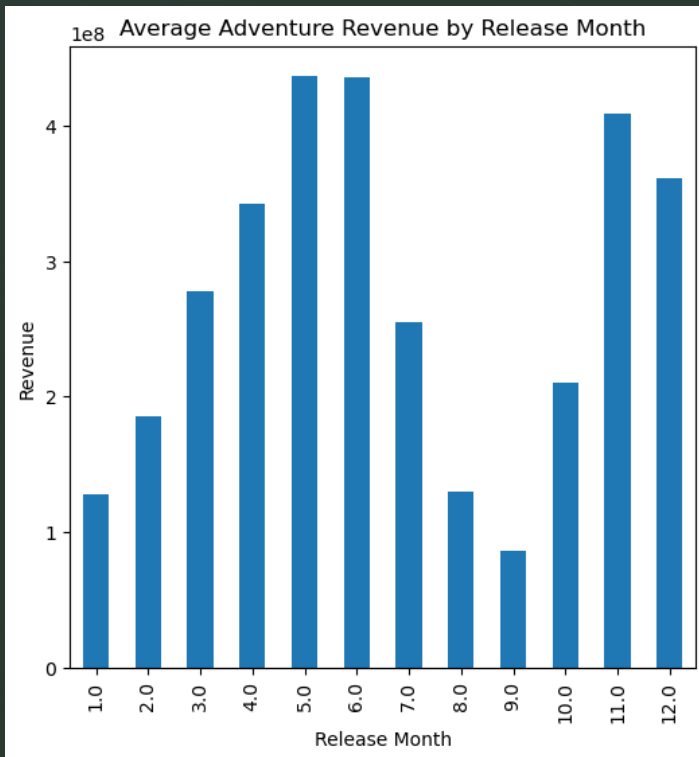
Nicole Perlman – Writer (Adventure & Action)
Rich Moore – Director (Adventure)
Clint Eastwood – Director (Action)

Results

3. Release movies for summer (May/June) or Christmas (Nov/Dec) times as these are the most successful launch months for Adventure & Action movies

Conclusions

- From the available data, it is recommended Microsoft focus on Adventure & Action movies, invest in the most successful people in these genres and release movies for US summer and Christmas

- This was a small dataset to provide initial insights for Microsoft to start planning for a movie production business

- One risk to consider is some of the most successful movies in recent time are franchises (e.g. Marvel), which Microsoft does not own