



Microsoft



Media Project

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Our Data:

Top Rated Movies from *themoviedb.org* (API, 4,273 movies)

Top Box Office 500 of Academy Award Winning movies from *imdb.com* (Webscrapped)

What data did we analyze?

In our analysis, we used the following movie features:

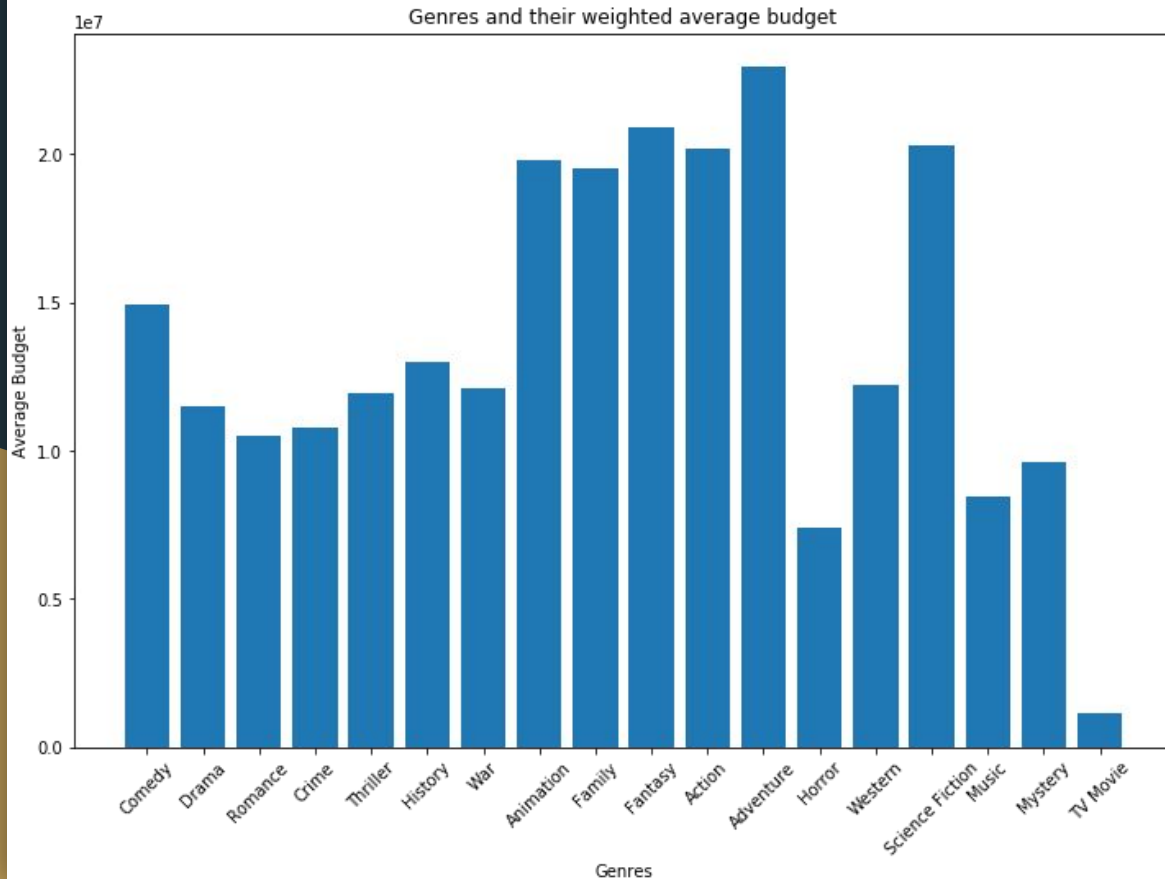
- Budget
- Revenue
- Genres
- Release date

What is our success metric for a good movie?

Weighted Return of Investment (ROI)

Because many movies have multiple genres, we evenly distributed movie earnings to each genre and determined which movie genre had the most potential.

Movie Genres and their Average Budget



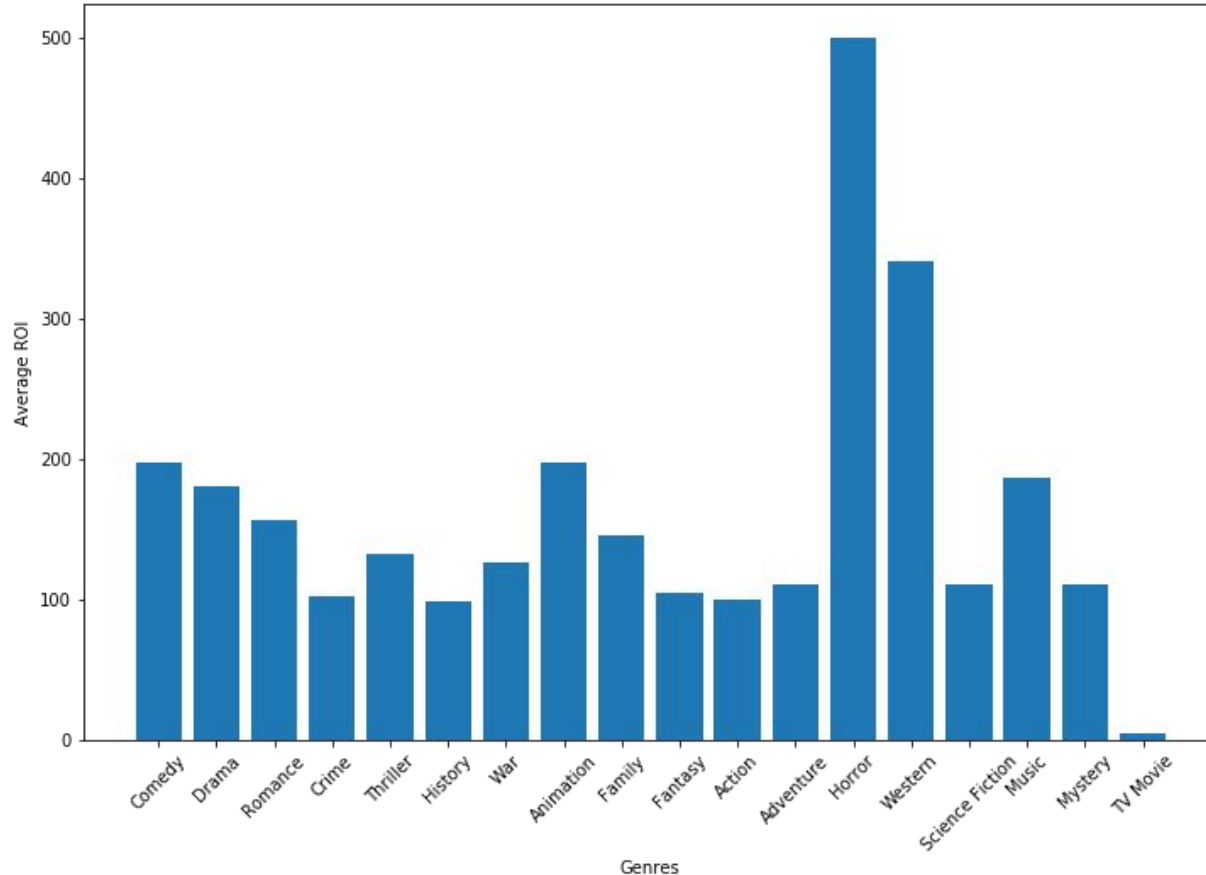
On average, Horror and western films have low budgets

Conversely, Adventure has the highest entry barrier at 22 million dollars

- Horror: Average 7.4 million dollars to start a movie
- Western: Average 12 million dollars to start a movie

Horror & Western Movies = High ROI%

Genres and their weighted average ROI



- Horror and western films have an outstanding ROI
- Horror = 500% ROI
- Western = 340% ROI

We recommend the best horror and western people involved in the best Academy Award Winning Films...



Academy Award Winning Actors

From our Top Box Office 500 list, within horror or western genres, we selected the directors with the most awards and recommend these people to direct your next movies:



Patrick Wilson, 5



Vera Farmiga, 4



Jessica Chastain, 3



James McAvoy, 3



Emily Blunt, 3

Academy Award Winning Directors

From our Top Box Office 500 list, within horror or western genres, we selected the directors with the most awards and recommend these people to direct your next movies:



Andy Muschietti (4)



James DeMonaco (4)



James Wan (4)

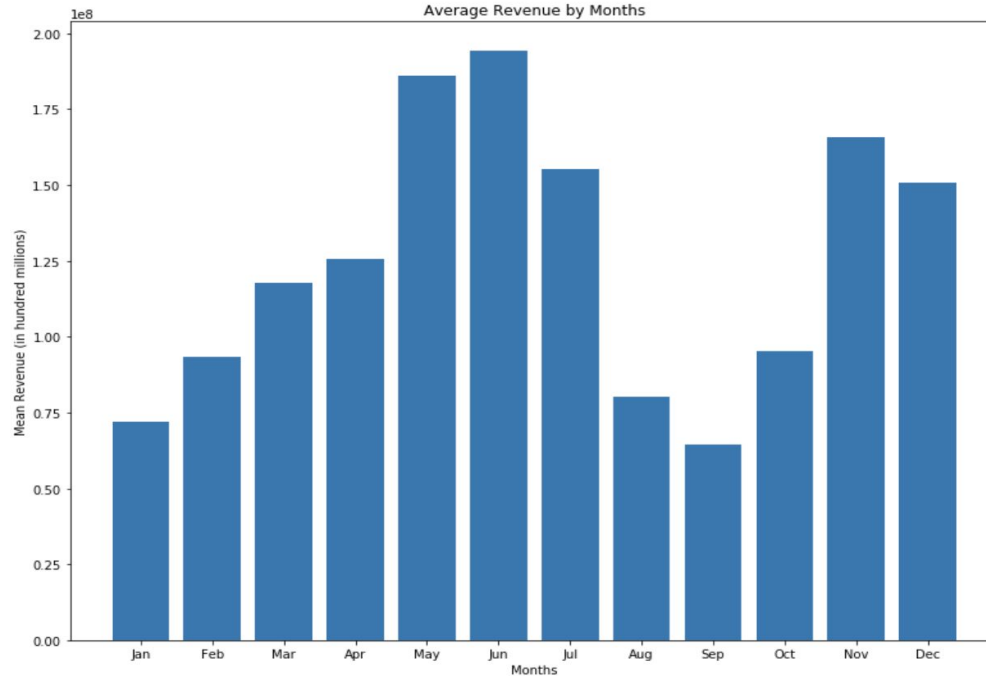


Jordan Peele (3)



M. Night Shyamalan (3)

Release Month Revenue in 100 Millions



We have found that on average, movies released during the early summer gross higher in revenue.

In conclusion

- Create a Western/horror movie.
- Good return of investment at a low budget
- Hire from our list of directors and actors
- Release it in the summer



Next steps

Find out advertising costs

Get production companies

Refresh movie data to discover new insights

Learn from movies that did not do well

Study genre trends in recent years

