

# Microsoft: A Movie Analysis

Presented by Rebecca Chu



# Outline

- 01** Business Problem
- 02** Data
- 03** Methods
- 04** Results
- 05** Conclusion: Actionable Insights

# The Business Problem

```
graph TD; A[The Business Problem] --> B[What is the relationship between production budget and profitability?]; A --> C[Is there a relationship between runtimes and average ratings?]; A --> D[Are certain genres more profitable than others?]; A --> E[Is there a relationship between the average rating of a movie and profitability?]; A --> F[Does release month influence ROI?];
```

What is the relationship between production budget and profitability?

Is there a relationship between runtimes and average ratings?

Are certain genres more profitable than others?

Is there a relationship between the average rating of a movie and profitability?

Does **release** month influence ROI?

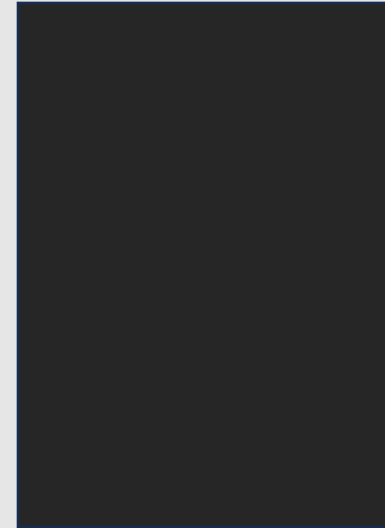
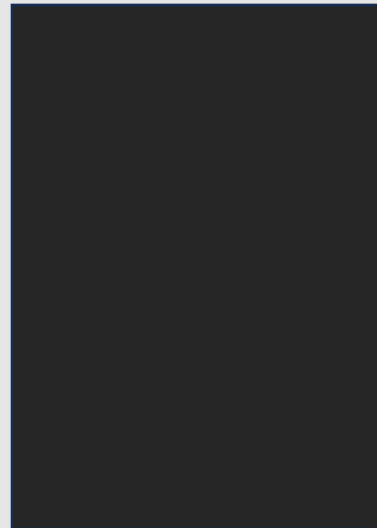
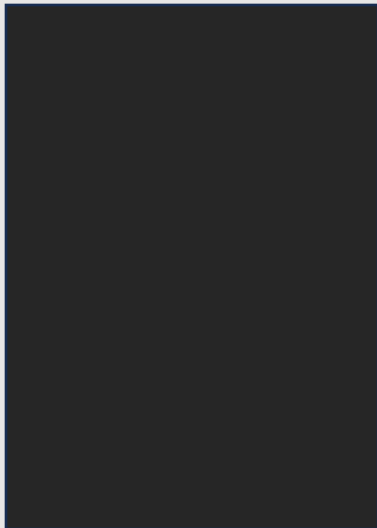
# The Data



**THE NUMBERS**

THE  
MOVIE  
DB

**IMDb**



# Methods

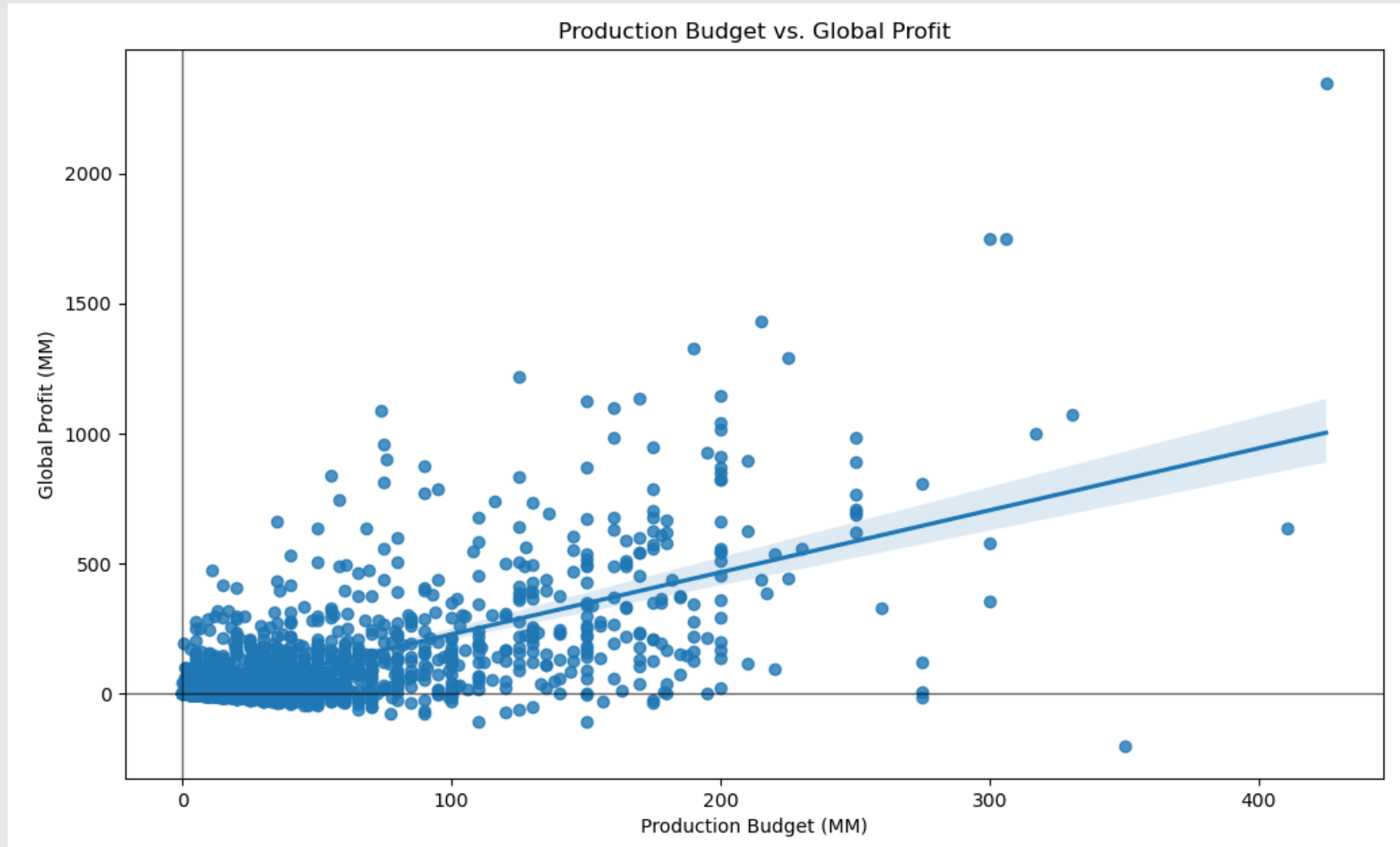
Movie success determined by  
ROI within the context of  
global profit

Production Budget  
categorised into low-budget,  
mid-level and high end

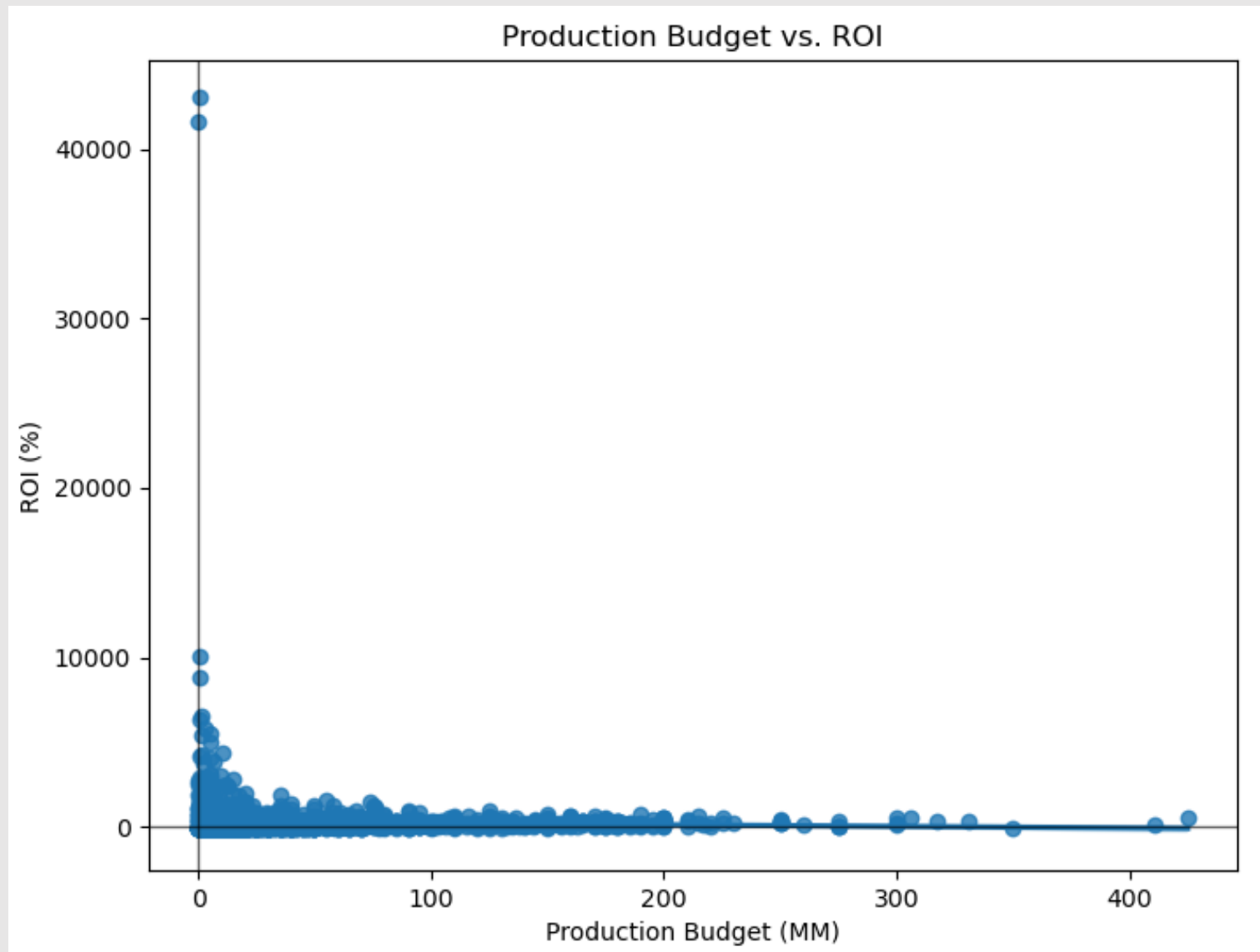
Focus on movies released  
between 2009 and 2019 with  
English as the original  
language

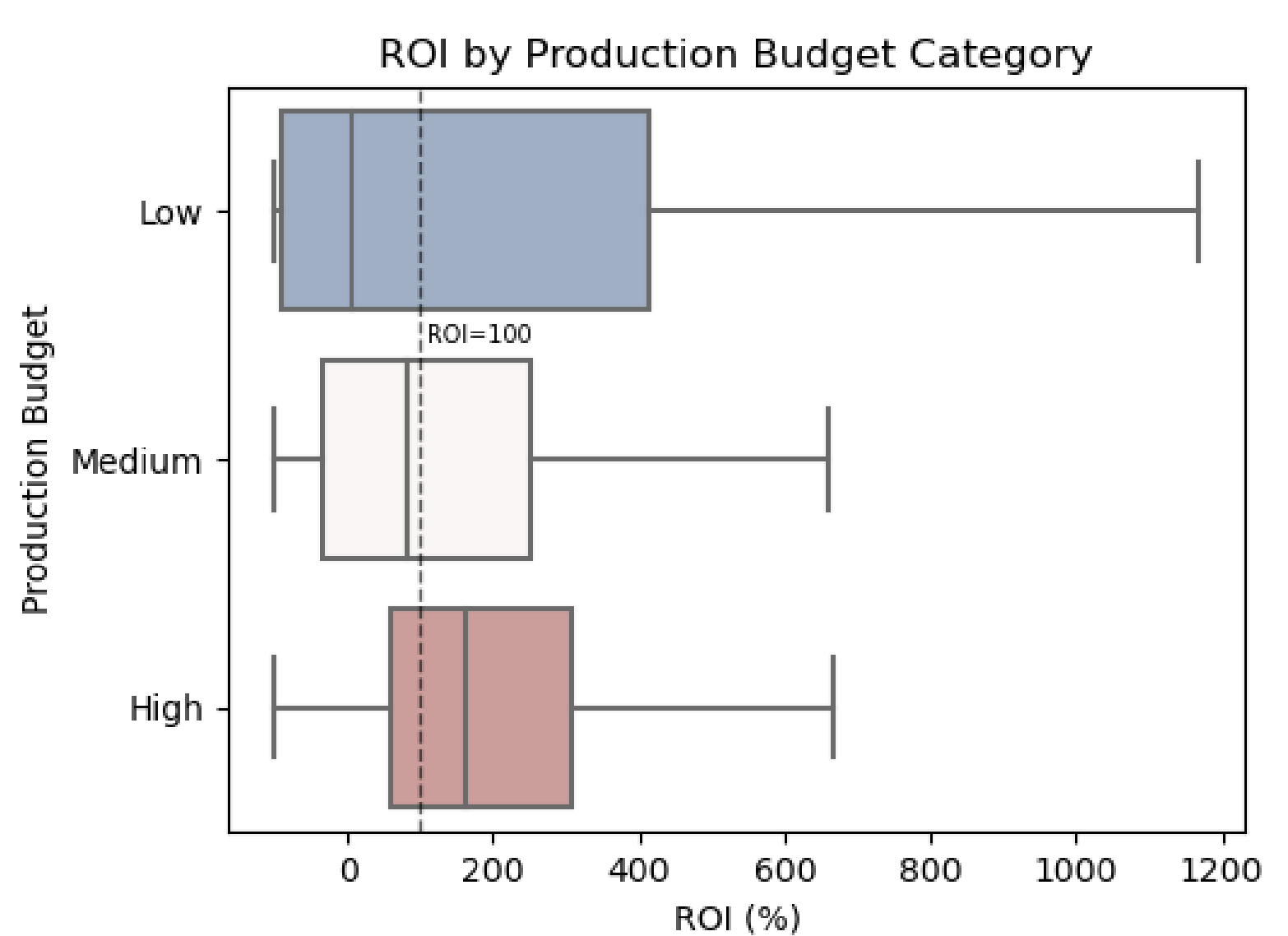
# Results

$r=0.68$



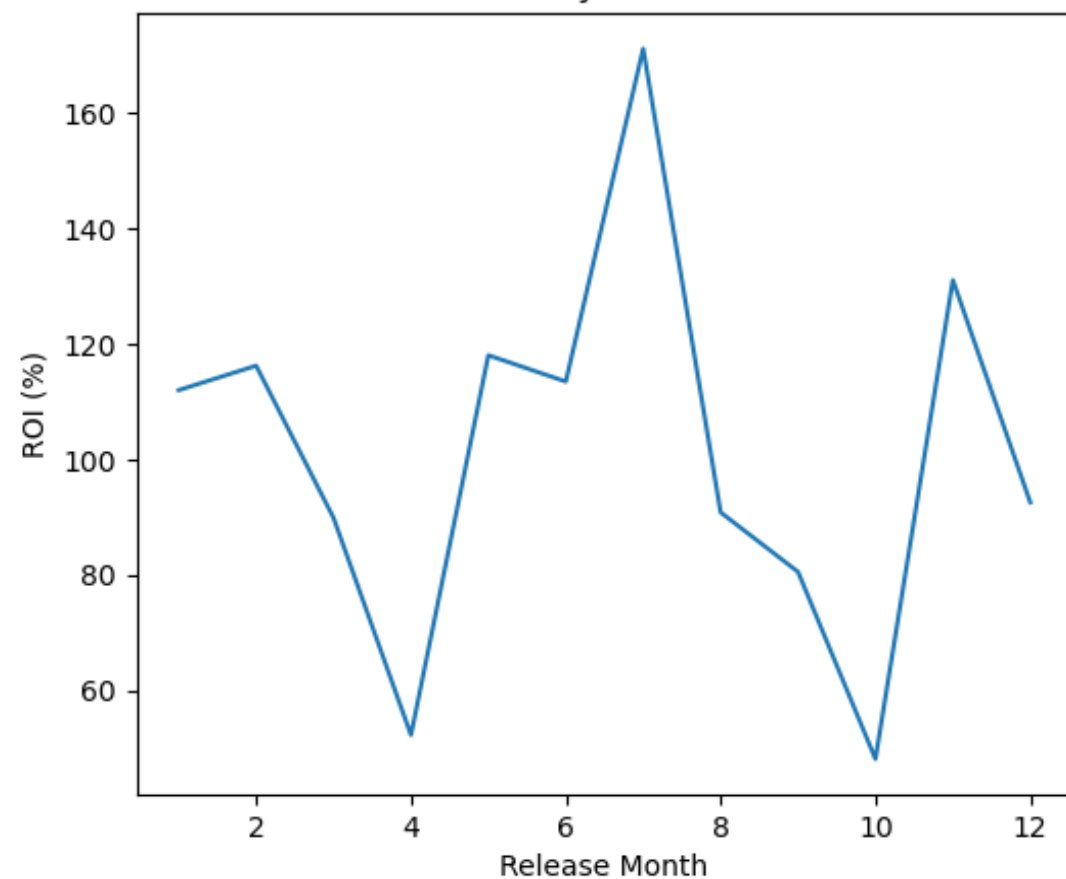
$r=-0.04$



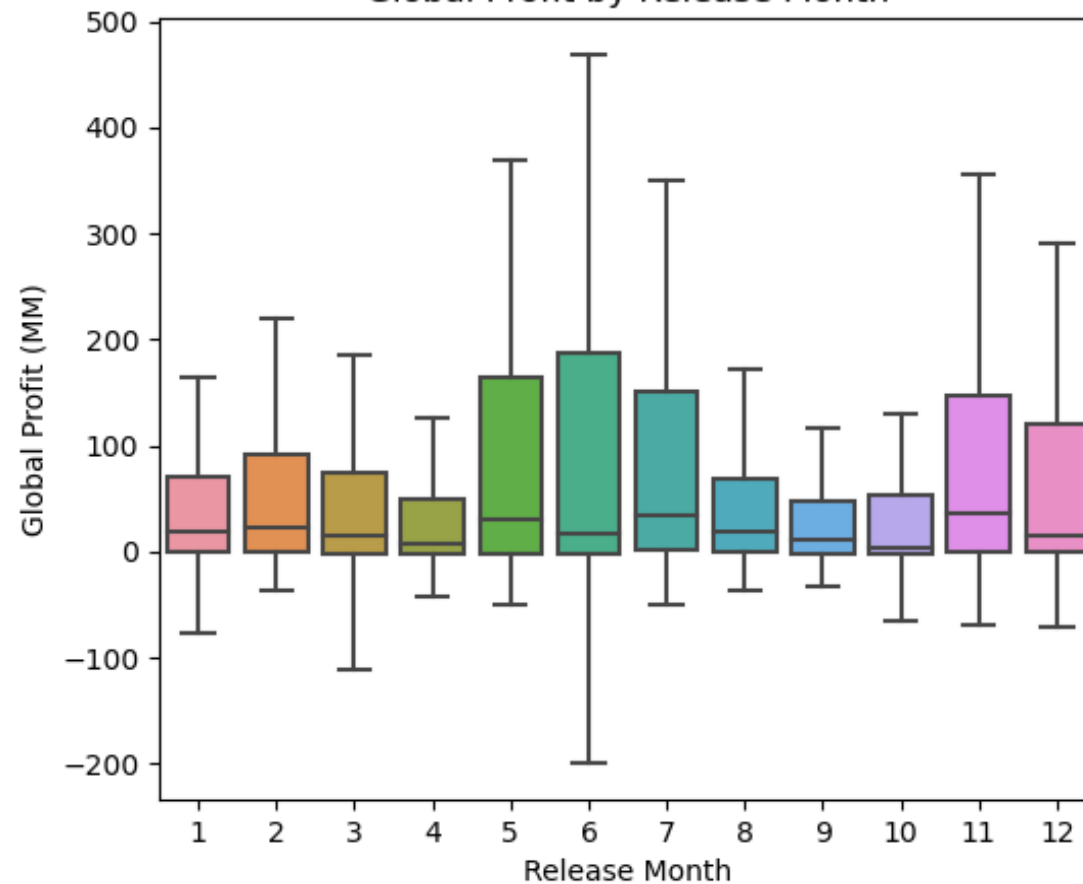




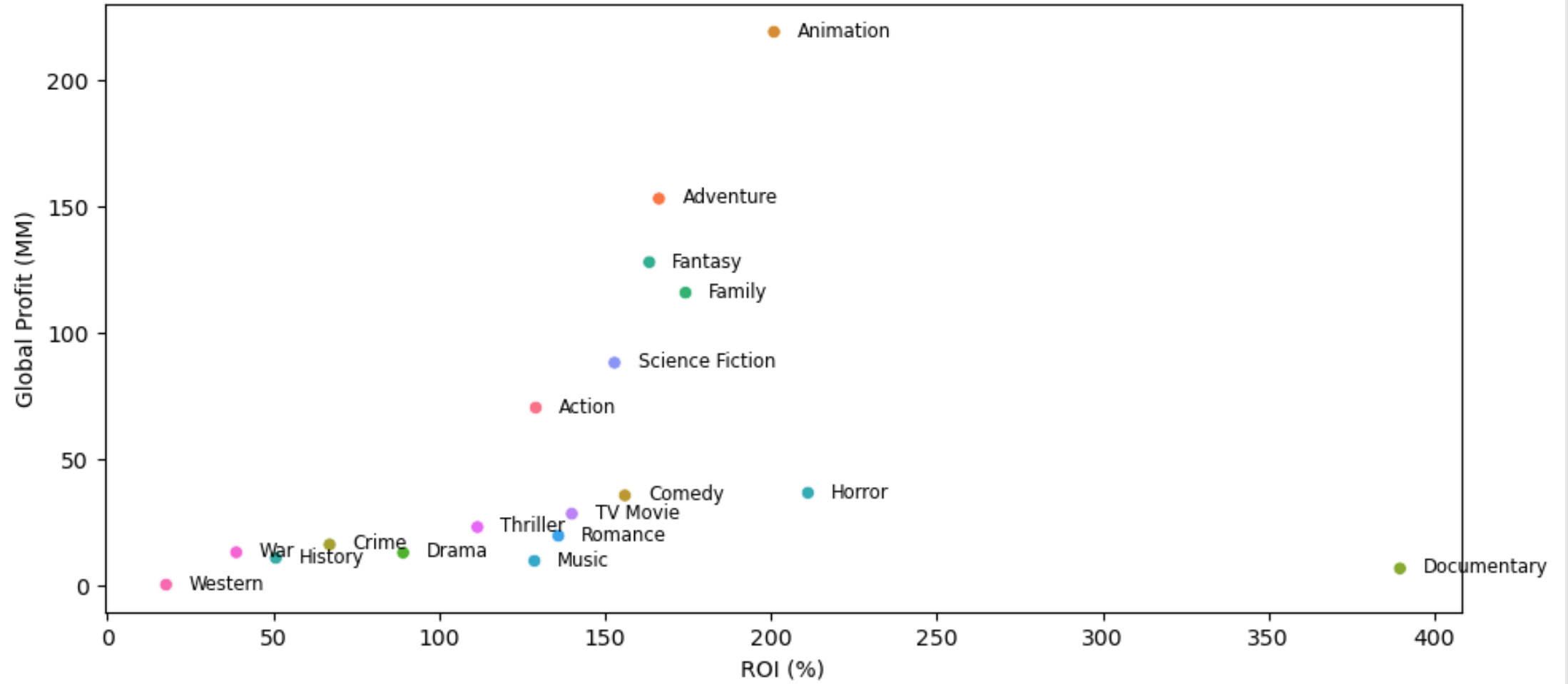
### ROI Median by Release Month



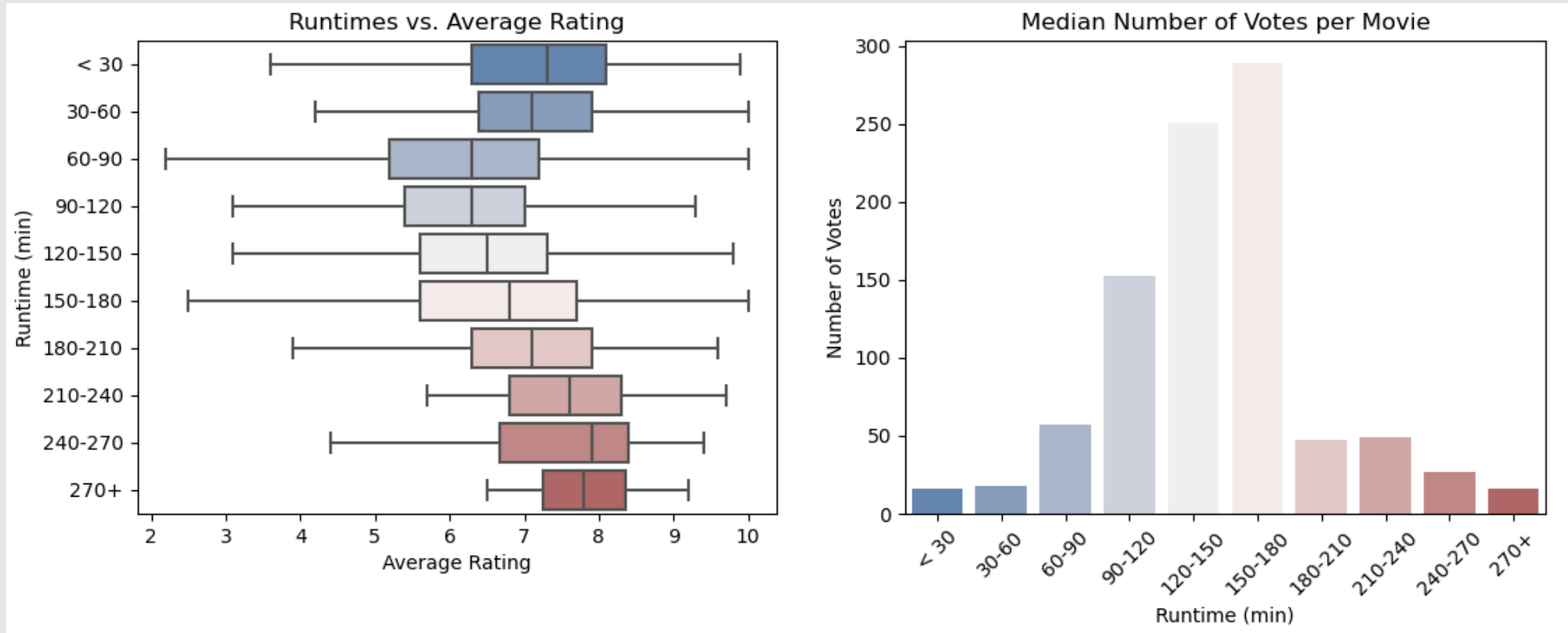
### Global Profit by Release Month



ROI Median vs. Global Profit Median by Genre



However, I found no correlation between vote average and ROI or global profit.



# Actionable Insights



# Thank you



Github: @chubecca21



LinkedIn: [linkedin.com/in/rebecca-chu-2103](https://www.linkedin.com/in/rebecca-chu-2103)