

MICROSOFT IN THE
MOVIE BUSINESS

Movie Data Analysis

Flatiron School DataScience Project 1

THE FIRST MOVIE INITIAL ANALYSIS



Summary
Business Problem
Data & Methods
Results
Conclusions

SUMMARY

Analysis of movie data to determine starting points for the first movie.

- Budget in the range of \$8-37 million
- Documentary
- Identified 8 potential directors

BUSINESS PROBLEM

What movies are doing best?

As a new studio, Microsoft should focus on return on investment to grow quickly.

Initial decisions to get started:

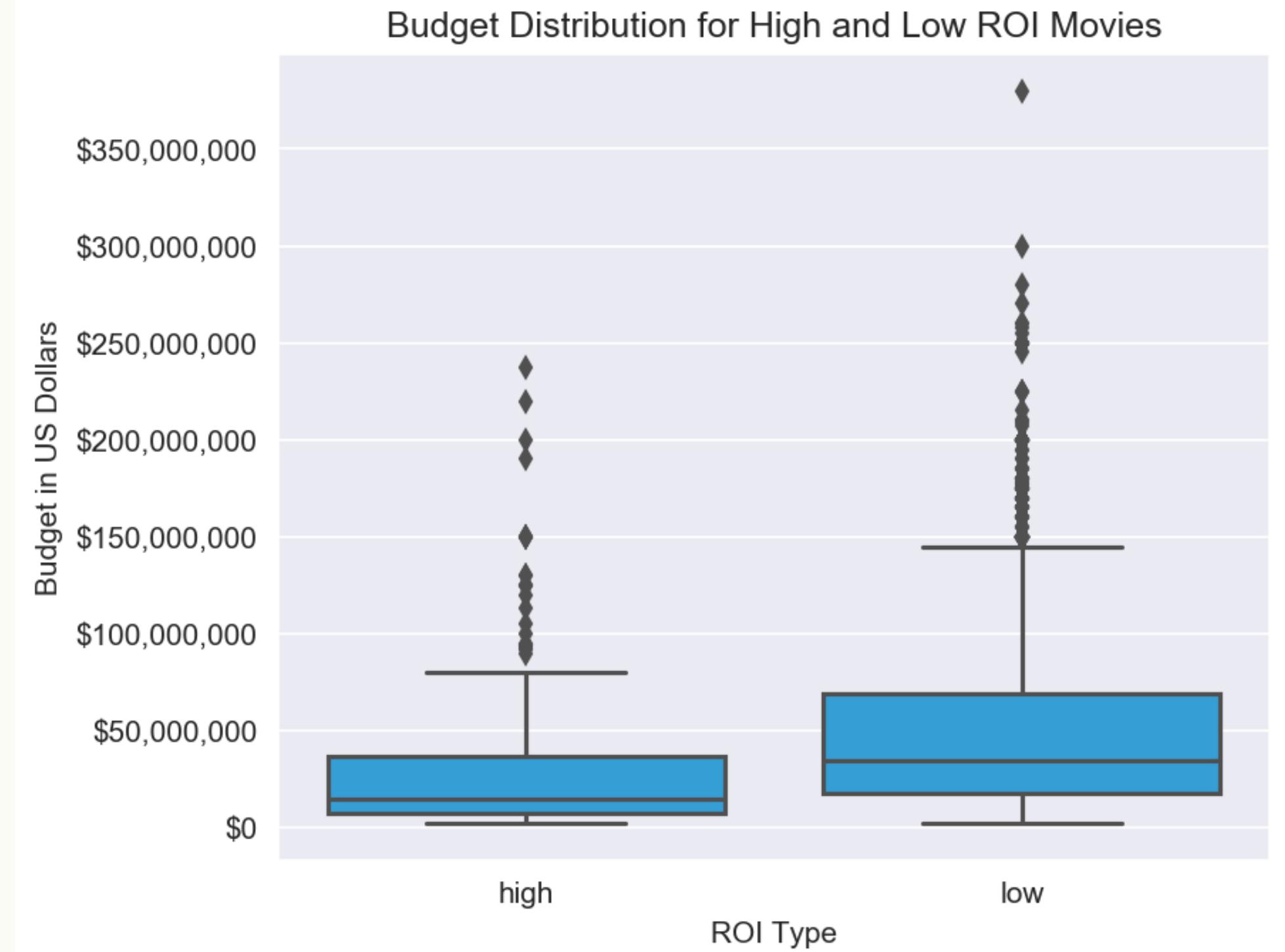
- Budget
- Genre
- Directors

Data & Methods

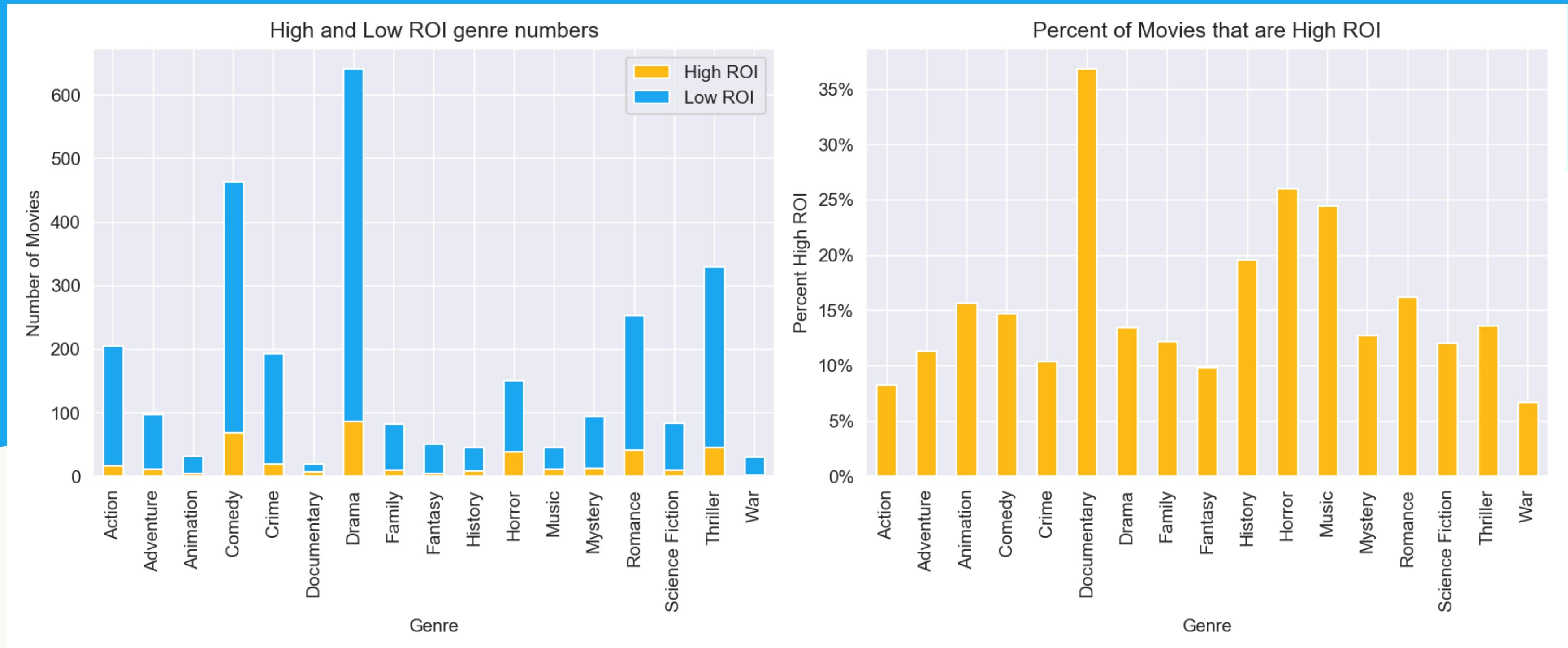
- Budget, revenue, genre and director data for movies made in the last 20 years
- Analyzed movies most likely to have a high return on investment (ROI)

BUDGET DISTRIBUTION

- Movies with a high ROI tend to have smaller budgets
- Inner Quartile range for high ROI movies is \$8-37 million



HIGH ROI MOVIE GENRES



Documentaries
Music

Horror
History

CONCLUSIONS & FUTURE WORK



- Budget \$8-37 million
- Documentary
- Possible directors include Alex Gibney, Sam Dunn, Scot McFadyen etc.
- Re-analyze directors for sub-genre of documentary
- Look at other movie data, such as release date and run time.

THANK YOU!

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