Movie Data Project Findings

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Overview

- I have been tasked with examining recent film data in order to come up with actionable recommendations for Microsoft's entry into film making.
- They have decided to take a data driven approach to this venture.
- I am to provide at least three key areas for them to focus on as the enter the early stages of building a production company

Project objective:
To assist Microsoft in maximizing their entry into film production.

Areas of Focus

Genre

Analyse movie budgets and box office numbers to determine which genres are most profitable.

Director

Identify influential critics and determine which directors tend to generate positive reviews.

Release Date

Examine domestic and worldwide gross to determine which months tend to draw more people to theaters.
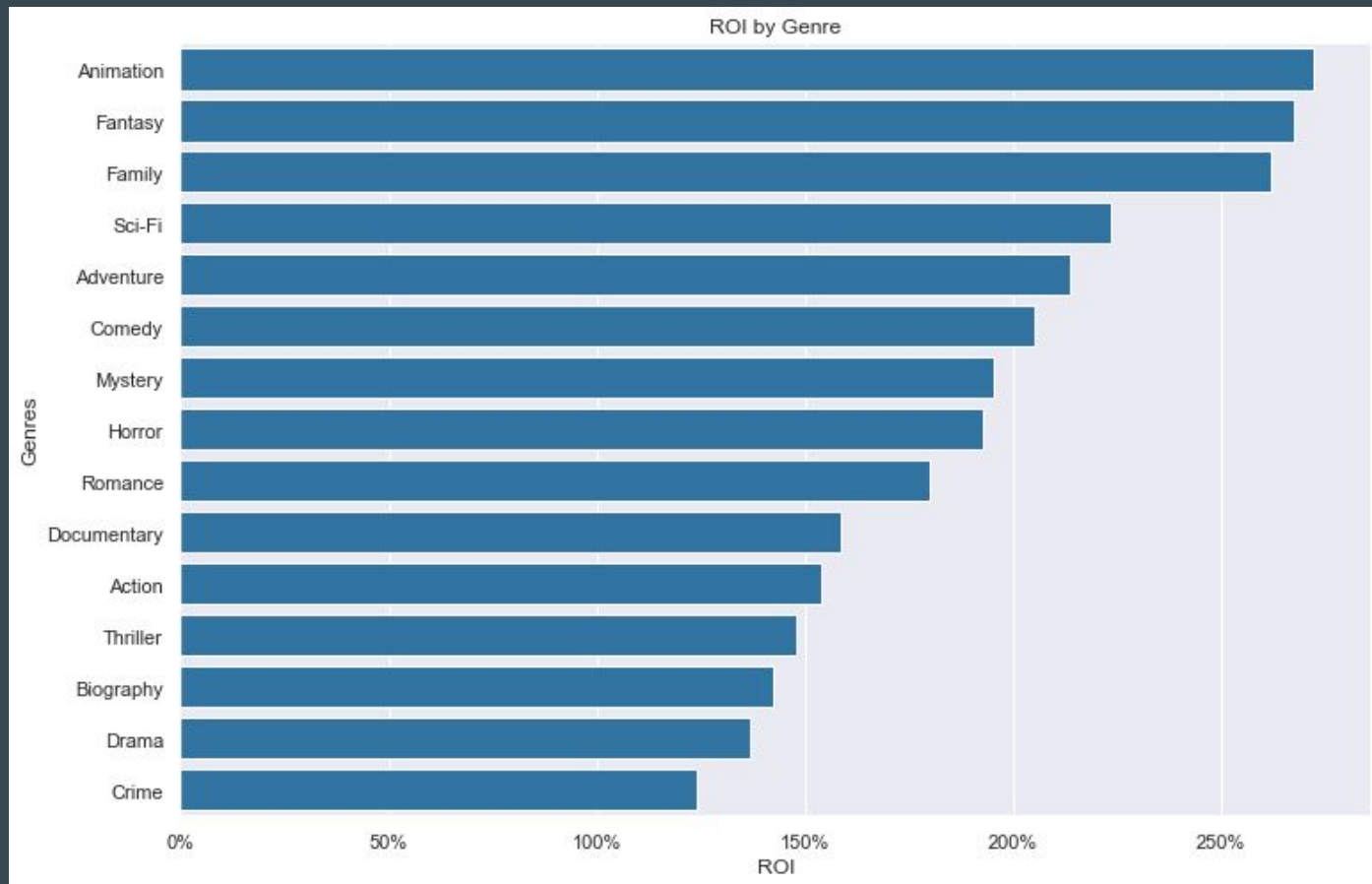
Examining Genres

Data Preparation

I examined data from both IMDB and The Numbers for over 3,800 films produced from 2010-2021. I included only films with a budget of 16 million USD or higher.
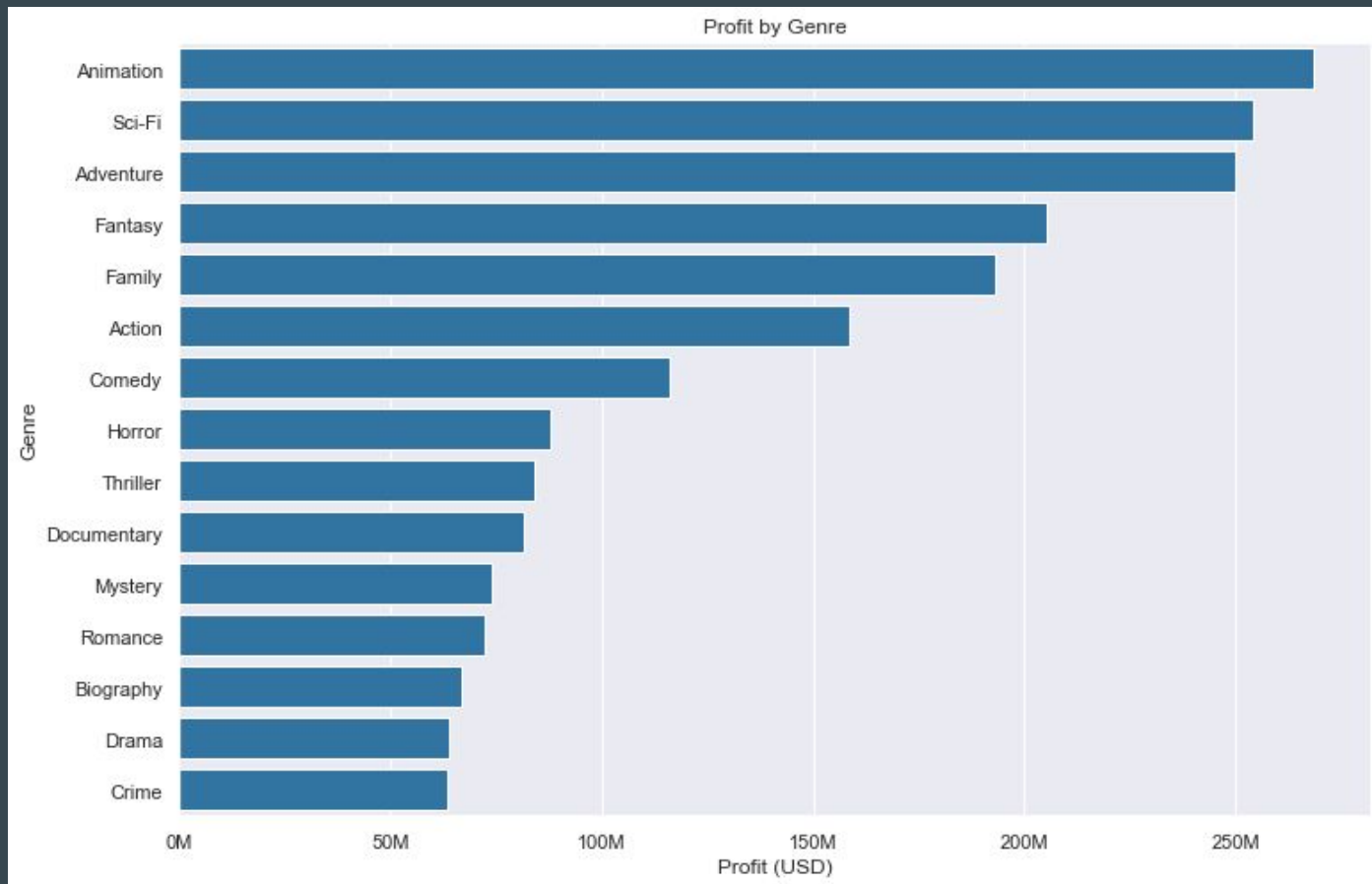
Areas of focus:
- Genre
- Production budget
- Box office gross
- Release dates

Genre Data Visualization

Genre Data Visualization

Profit by Genre
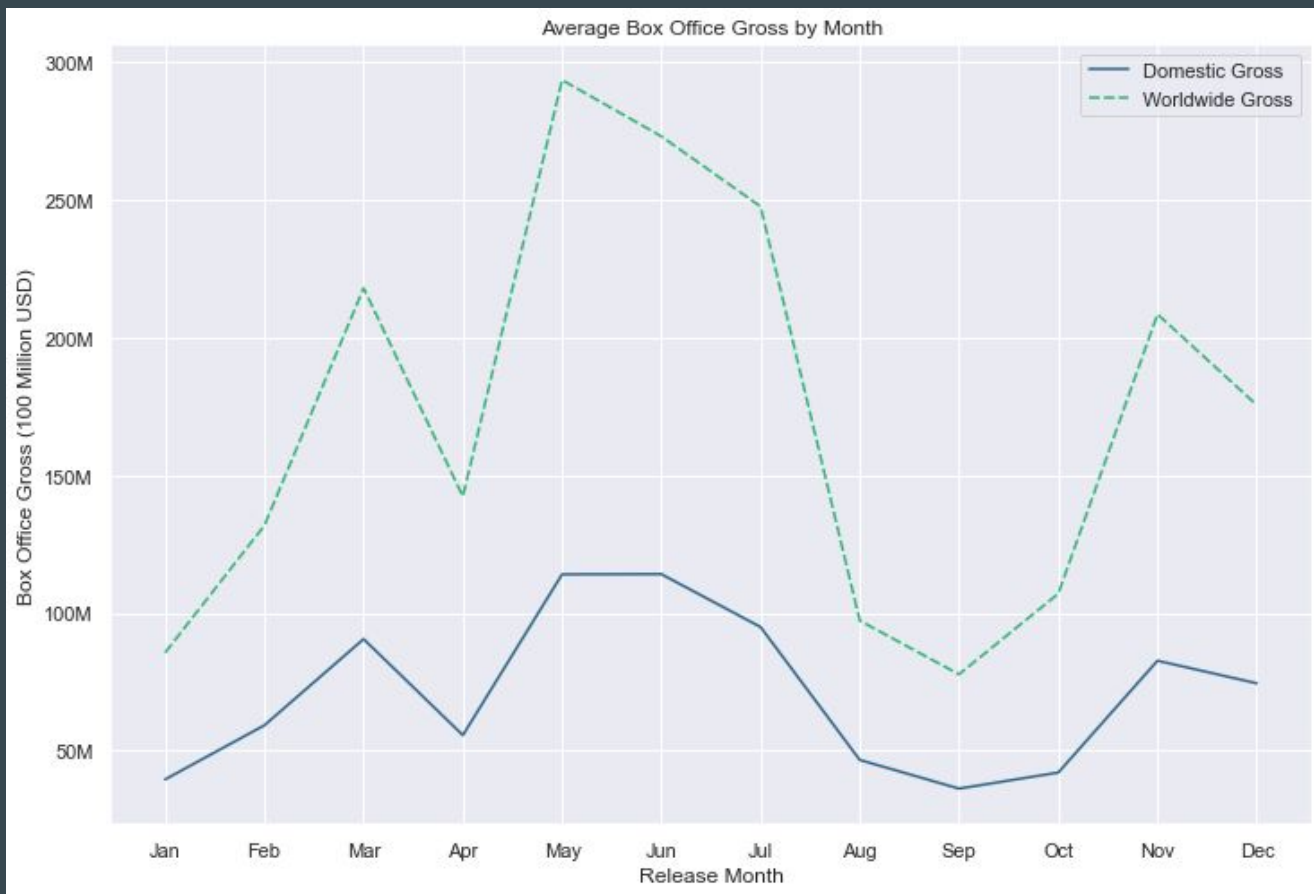
Genre Analysis

Findings:

The top 5 genres were similar for both profit and ROI

Conclusions:

- The company should focus higher production budgets into films that fall into one or more of these genres
- Animated films are particularly lucrative

Release Date Data Visualization

Average Box Office Gross by Month

Release Date Analysis

Findings:

- Both worldwide and domestic gross sales peak in May remain high through July.
- There are also smaller peaks in March and November.

Conclusion:

- High budget films should be released during these peaks to maximize profit.

Examining Directors

Areas of Focus

Top Critics

I examined data from Rotten Tomatoes for over 4,200 reviews from top critics

Top Critics:
- Have a strong reputation within the film community.
- Have a large audience for their reviews

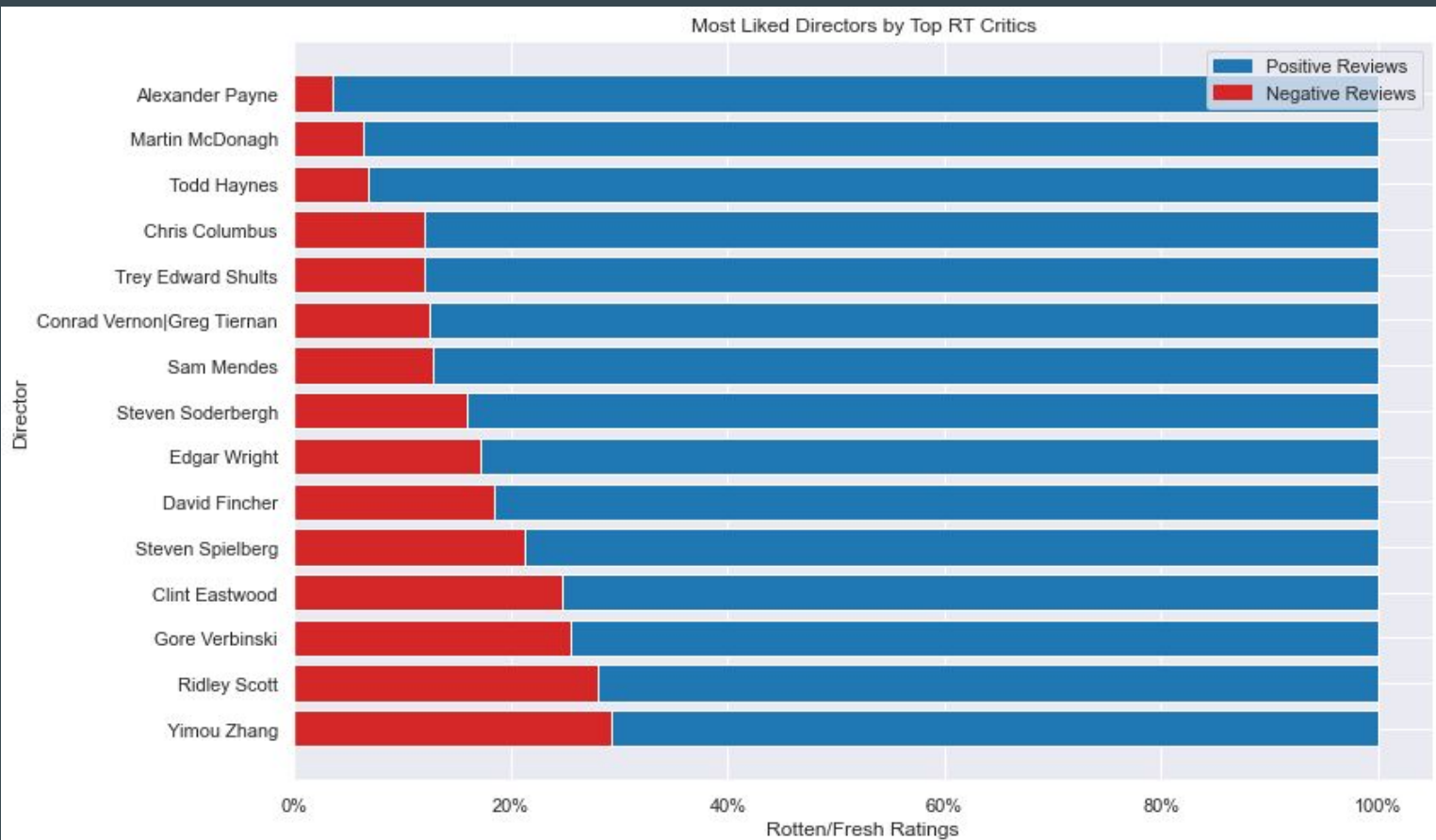## Top Directors

I focused on the top 50 directors in terms of number of reviews from top critics. Then chose the top 15 by overall positive sentiment.

Reasoning:
These directors are most likely to produce a film that will generate attention and critical acclaim.

Director Data Visualization

Most Liked Directors by Top RT Critics

Director Data Analysis

Findings:

- Among frequently reviewed directors, Alexander Payne has received the highest ratio of positive to negative reviews.
- Clint Eastwood has the most positive reviews for directors within the our parameters.

Conclusion:

- Any of the directors on this list would be an excellent choice for Microsoft's movies. My recommendation is to prioritize directors with the highest percentage of "fresh" reviews.

Proposed Plan of Action

| Priority 1 | ● Pursue partnerships with top 15 directors |

| Priority 2 | ● Explore scripts that fall into top genres, especially animated, sci-fi, and fantasy films |

| Priority 3 | ● Begin production with a target release date in May-July |

Next Steps

After Theaters

Further analysis into secondary earnings would provide a clearer picture of a film's overall profitability. This would include streaming platforms and purchases of digital or physical copies of the movie.

Writers/Actors

Similar analysis could easily be done using existing framework to determine which writers and actors tend to generate positive feedback.

Analysis of "Flops"

It would be useful to conduct a focused study on trends among movies that performed poorly. This could provide insight on how Microsoft can avoid similar pitfalls..

Thank You!

Please feel free to ask any questions now.

You may also reach me via email:

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