Movies Analysis for Microsoft

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Summary

Movie analysis is made to help Microsoft prepare to build a movie studio.

- Estimation of budget to film a movie
- Research on movie genres
- Movie length target range

Outline

- Business Problem
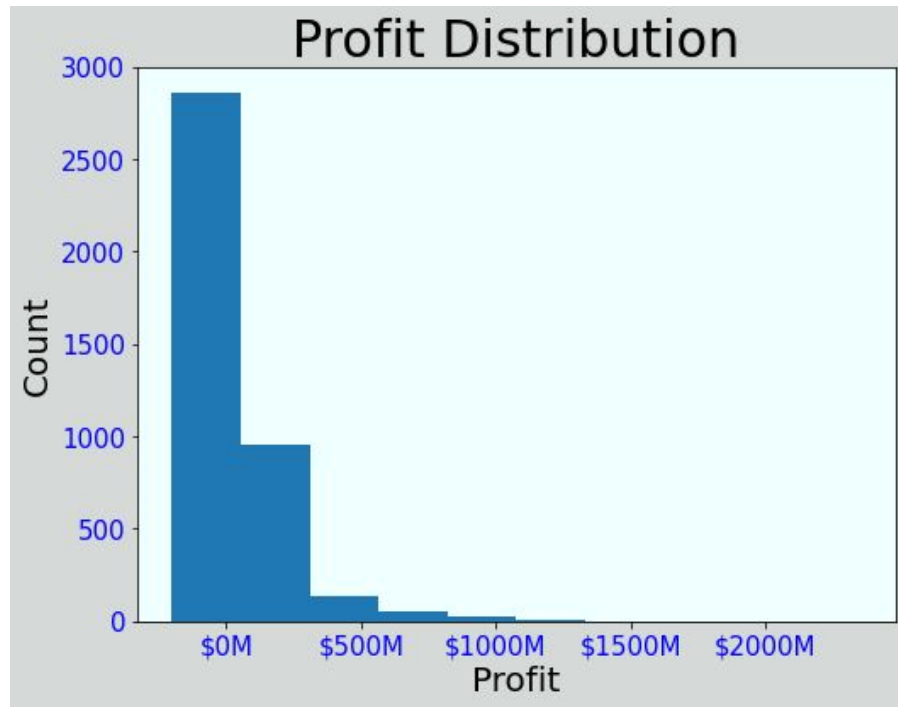- Data
- Methods
- Results
- Conclusions

Business Problem

- Overall cost based on profit

- Genre vs. profit

- Runtime vs. profit

MovieStudio

Data

- Popular movies since 2000

- 4045 movies
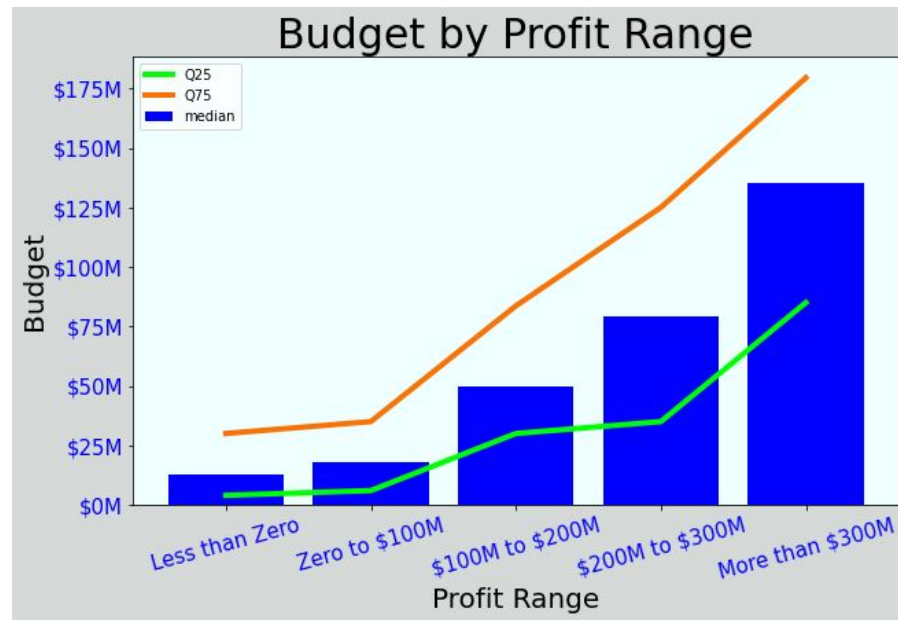
- Skewed left
  - Medians

Profit Distribution

Methods

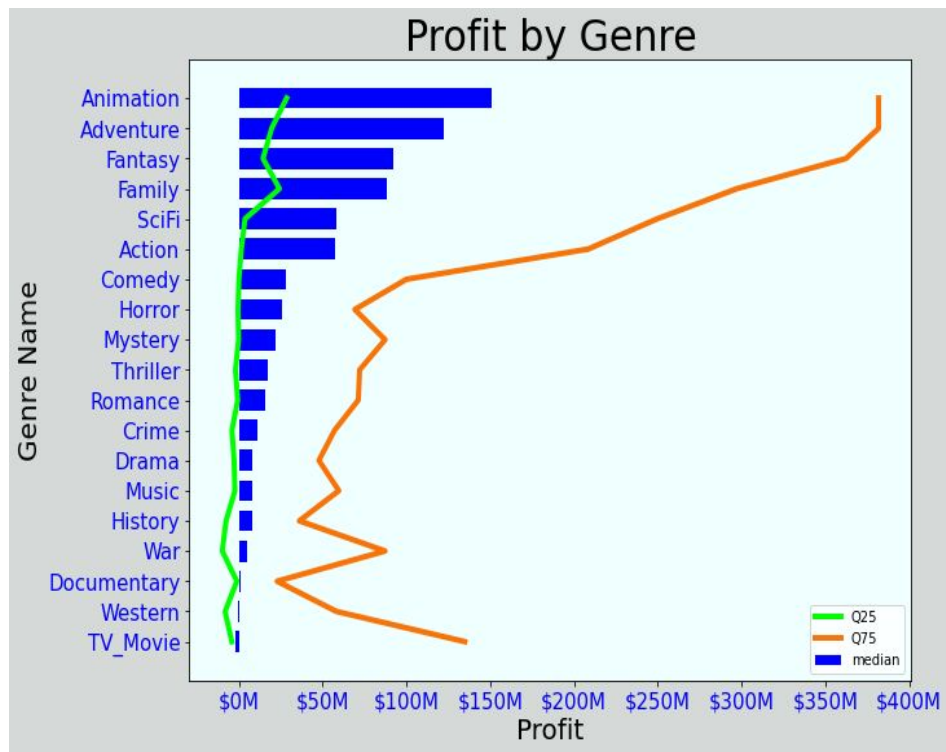- Budget by profit range

- Profit by genre

- Profit by runtime range

Results

- A movie tends to be more successful as the budget increases.

Budget by Profit Range
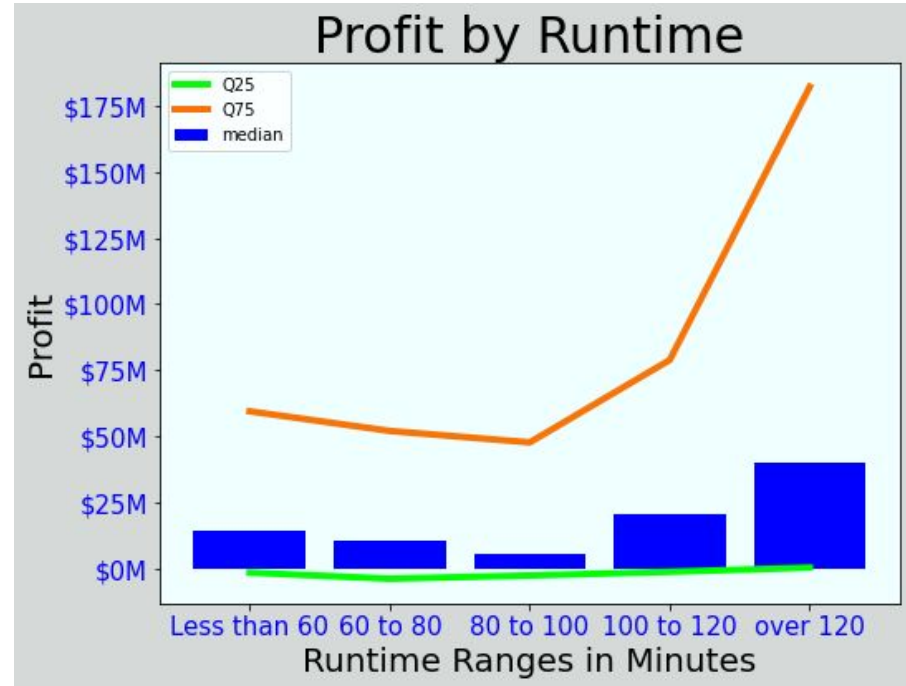
Results

Genres with the most profits

1. Animation
2. Adventure
3. Fantasy
4. Family
5. Science Fiction
6. Action

Profit by Genre

Results

- The most profit with runtime over 120 minutes

Conclusions

- The movie tends to be more successful as the budget increases.
- The most profitable genres are animation, adventure, fantasy, family, science fiction, and action.
- A movie seems to make the most profit as the runtime is over 120 minutes.

Next steps:

- Run the same analysis again for the movies with negative profit.
- Research by relating aspects to budget.
- Study how the budget can be spent.

Thank You!

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