



Microsoft

Movie Studio

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Business Understanding

- Studio's first movie is extremely high stakes
- Microsoft is worldwide, Microsoft Movie Studio will be worldwide
- Necessary to be well-respected in Film Industry and in households

Overview

- Questions asked in Data Analysis model
- Data Understanding and Data Analysis
- Recommendations
- Next Steps

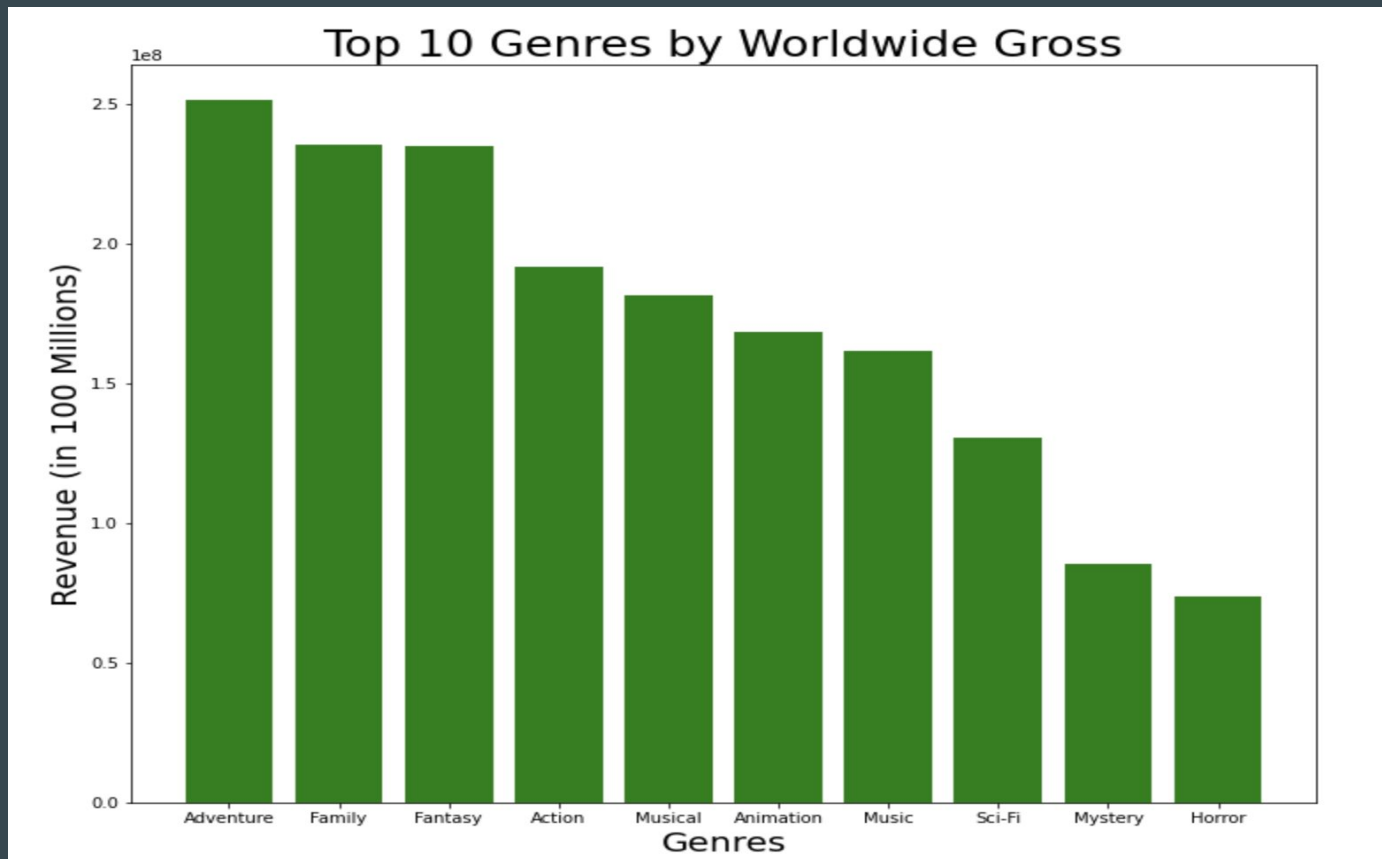
Questions for Analysis

- What genres produce the most revenue?
- What directors produce the highest ratings?
- What production budget provides greatest revenue?

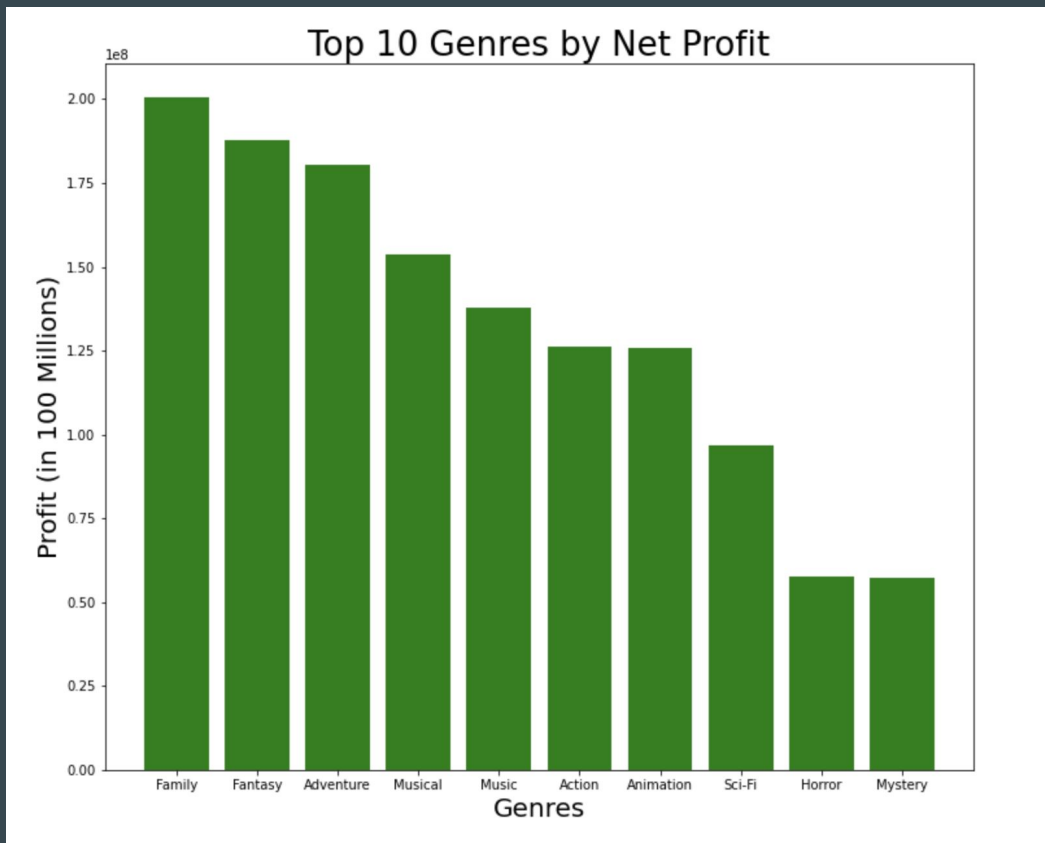
Data Understanding

- Data in analysis is from IMDb, Internet Movie Database
 - Stores information for movies and television shows cast and crews
- Data from 2019, won't include more recent movies
- Data has been cleaned to ensure accuracy and populated fields

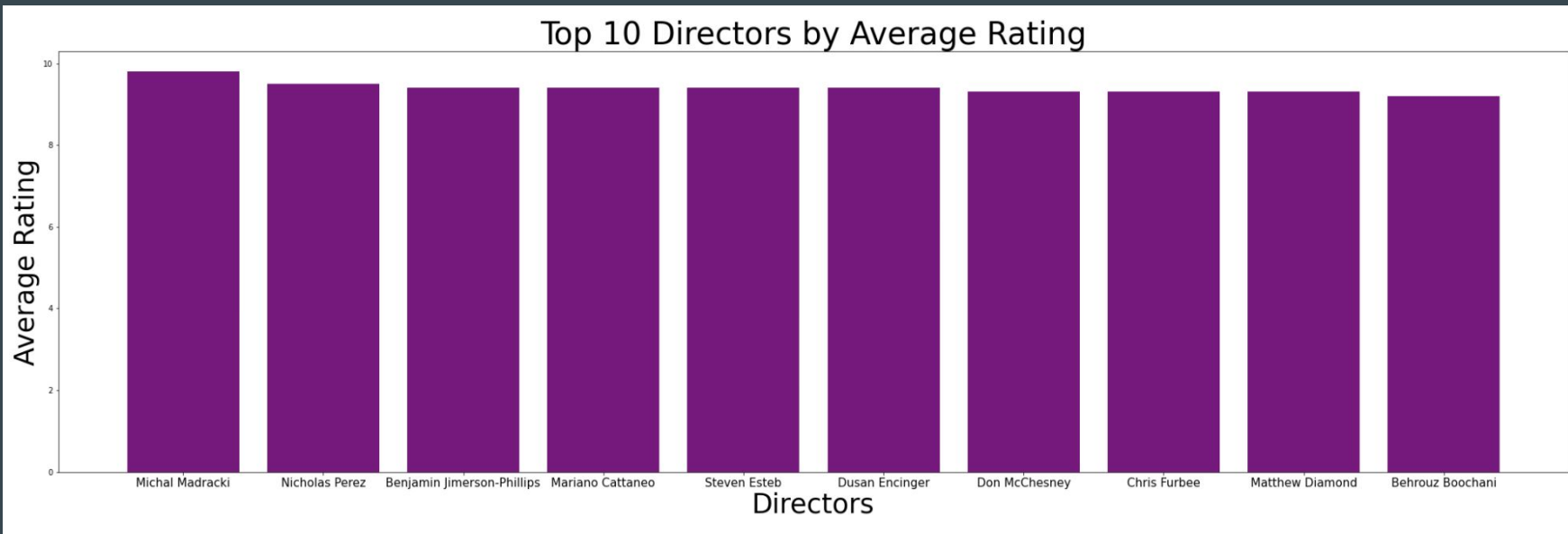
Top Genres by Worldwide Gross



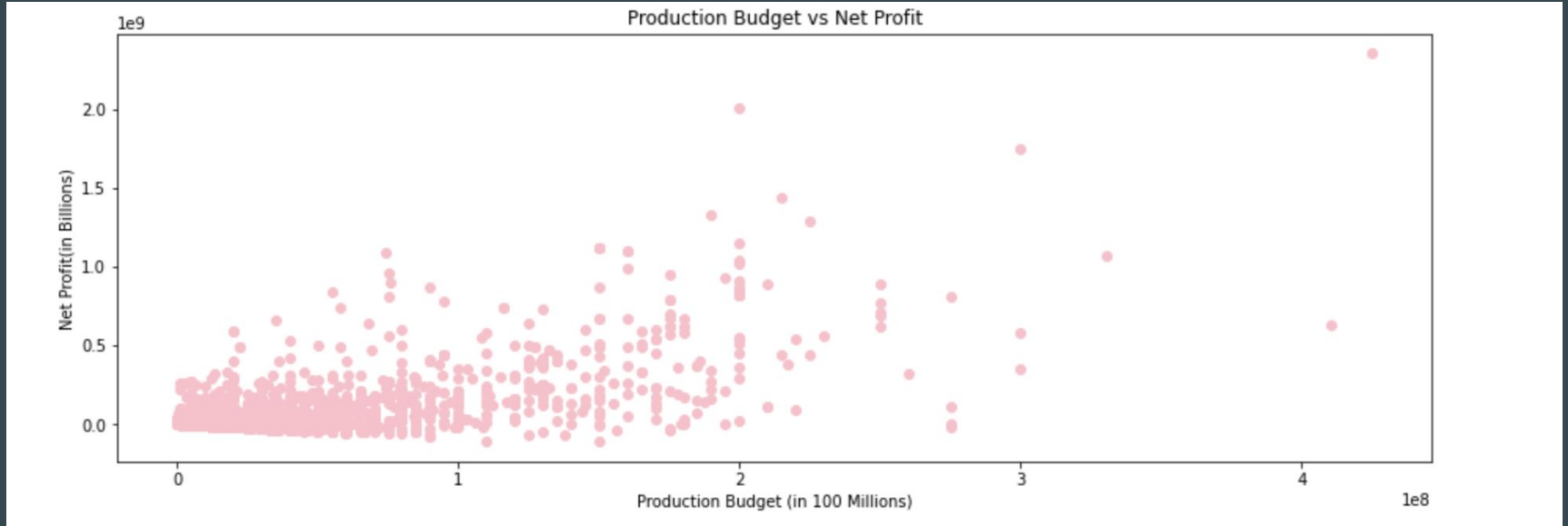
Top Genres by Net Profit



Top Directors by Average Rating



Production Budget and Net Profit



Conclusions

- Microsoft should create a movie that is either Family, Fantasy or Adventure
- Microsoft should hire Michael Madraki, Nicholas Perez, or any of the other top ten directors, because they are directors with the highest average rating.
- Microsoft should look to spend at least 100 million on the production budget, because production budget is the highest positively correlated value to worldwide gross.

Next Steps

- Model can be used for further analysis of other aspects
 - I.e. popular actors, runtime, release date
- Model can be used to predict unsuccessful movies
- Model can be used to look at domestic gross depending on the target market

Thank You

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