



# Microsoft

## Movie Studio

...

Deanna Gould

# 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

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*



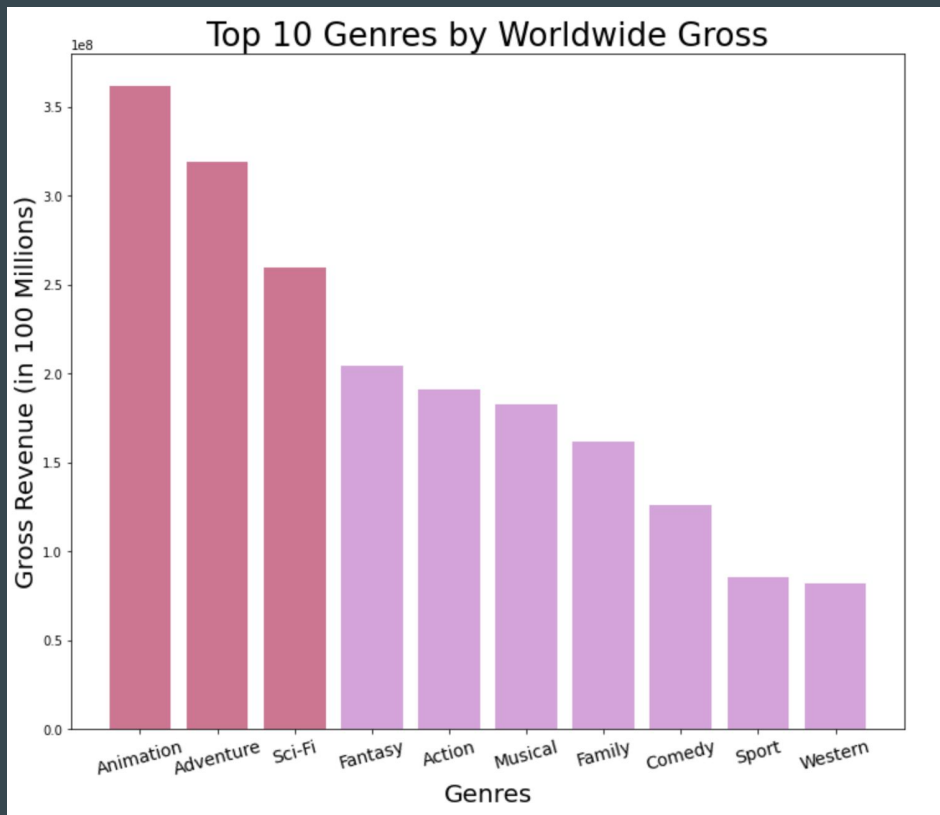
# Data Understanding

- 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

The IMDb logo is displayed in a bold, sans-serif font. The letters 'IMDb' are in a light gray color, while the 'b' is in a darker gray. The logo is centered within a black rounded square background.

**IMDb**

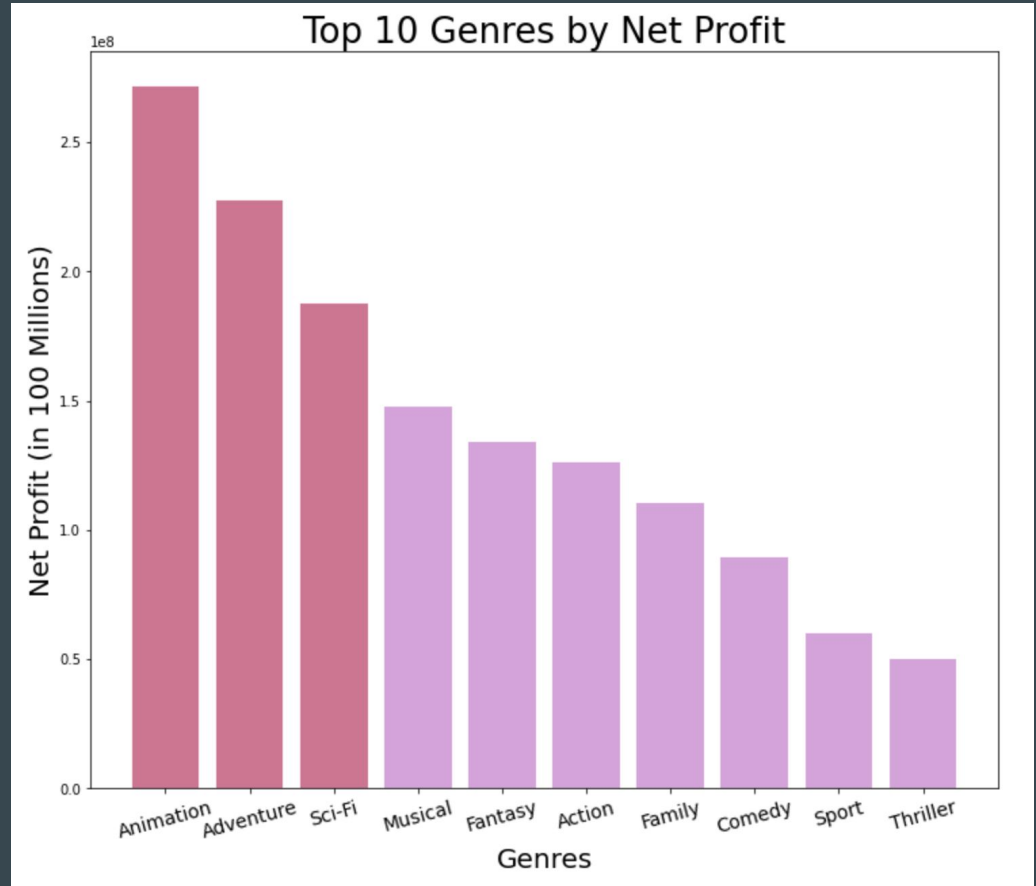
# Top Genres by Worldwide Gross



- *Animation* leads in gross
- *Adventure* closely follows
- *Sci-fi* is a close third

# Top Genres by Net Profit

- *Animation* still ranks at the top
- *Adventure* follows
- *Sci-fi* still top three
  
- *Western* falls off the visual

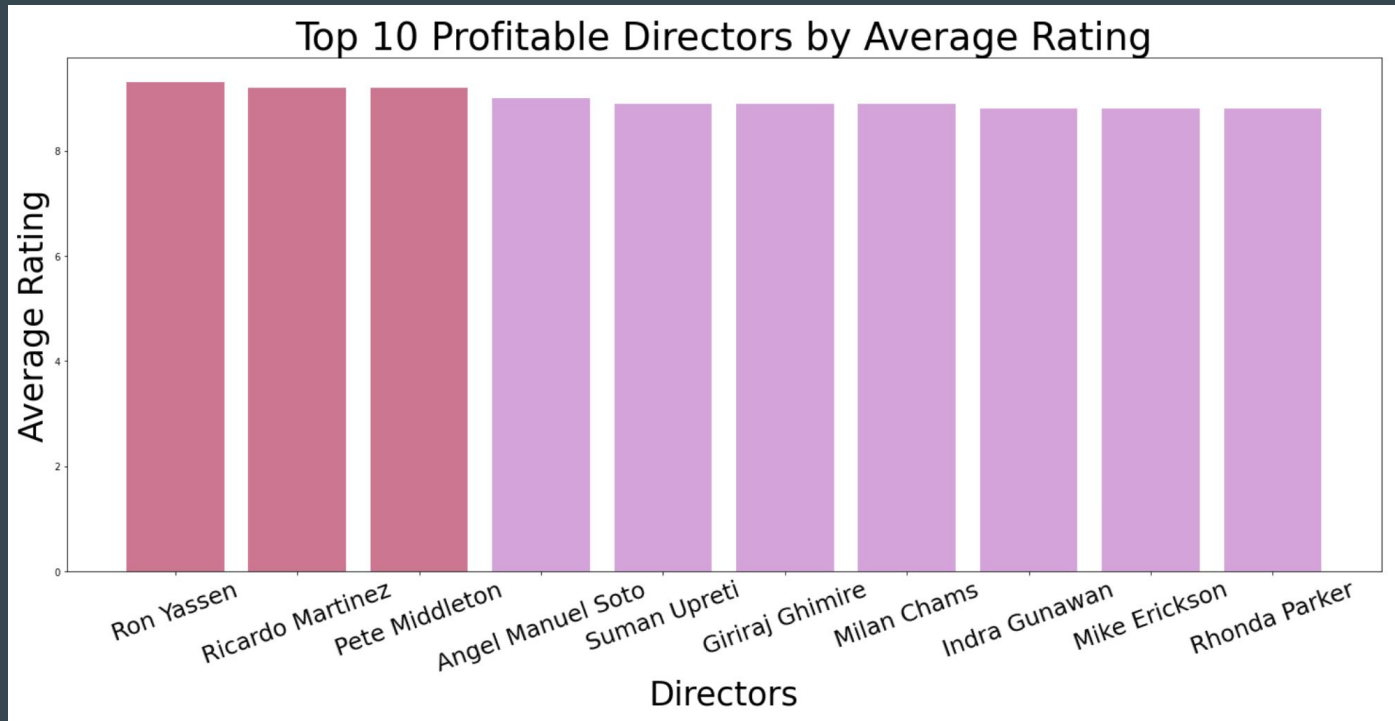


# Top Directors by Average Rating

**Ron Yassen** has  
highest rating in  
this data

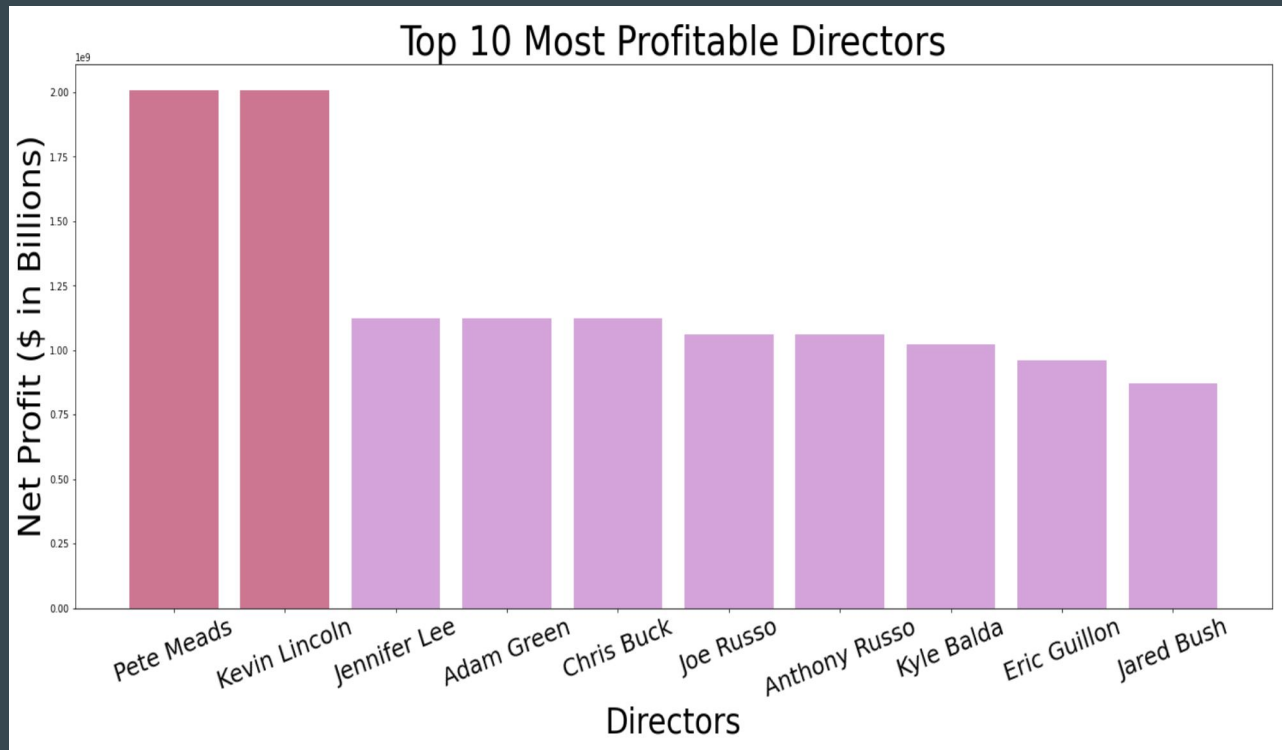
**Ricardo Martinez**  
known for *The  
Wall*

**Pete Middleton**  
known for *Notes  
on Blindness*





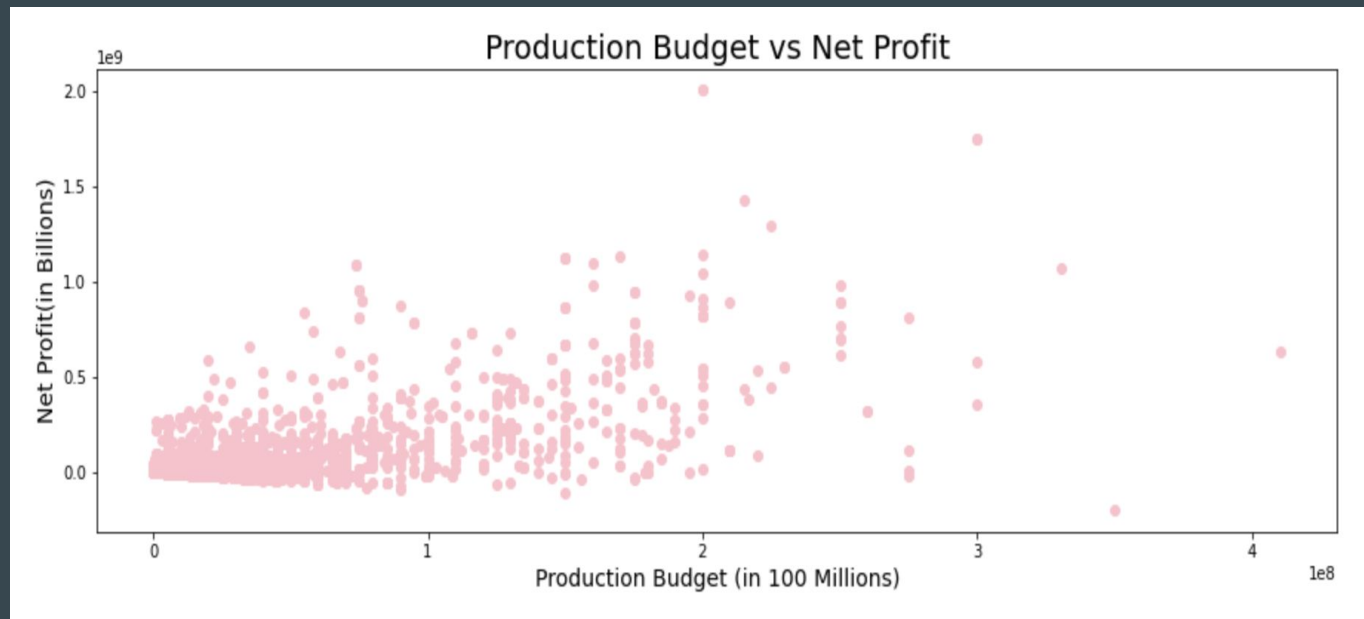
# Top Directors by Net Profit



*Pete Meads* and *Kevin Lincoln* co-directed the 2012 *Titanic*

# Production Budget and Net Profit

Most \$100 Million  
movies showed profit



# Conclusions

## Genre:

- Animation, Adventure, or Sci-Fi

## Directors:

- Ron Yassen, Ricardo Martinez, Pete Meads, or Kevin Lincoln

## Production Budget:

- At **least \$100 Million** to produce a very profitable and memorable movie

# Next Steps

- Model can be used for further analysis of other aspects
  - I.e. popular **actors, runtime, release date, screenwriters**
- Model can be used to predict **unsuccessful movies**
- Model can be used to look at **domestic gross** depending on the **target market**
- **Scrape new data** that also includes Avatar and movies from 2022

# Thank You

Deanna Gould

[deannagould4@gmail.com](mailto:deannagould4@gmail.com)

<https://www.linkedin.com/in/deanna-gould-6037b018a/>