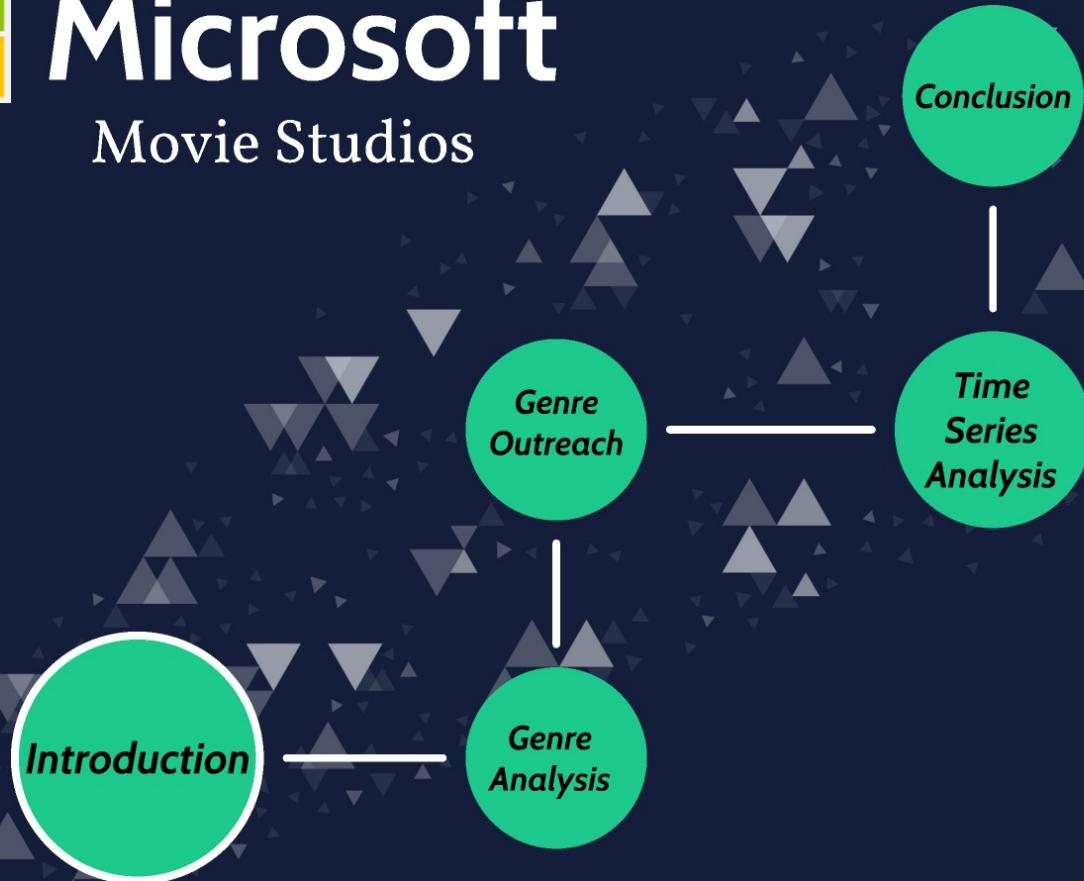




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## Movie Studios



## ***Topic of Discussion***

- The Data set - IMDb
- Assumptions in Analysis
  - 1. Genre Analysis
  - 2. Genre Outreach
  - 3. Time-Series Analysis
- Conclusion

***The Data Set,  
Assumptions***



IMDb, in full Internet Movie Database, Web site that provides information about millions of films and television programs as well as their cast and crew. The name is an acronym for Internet Movie Database.

The data set used has movie details from 2010 - 2018 across all genres as collected publicly in the platform.

## ***Assumptions of Analysis***

- The data received from IMDb is the most accurate representation of people's choice and preference in movies.
- All ratings received are unbiased when compared across different genres in terms of production quality, direction, actor's performance and region of debut.

## ***Topic of Discussion***

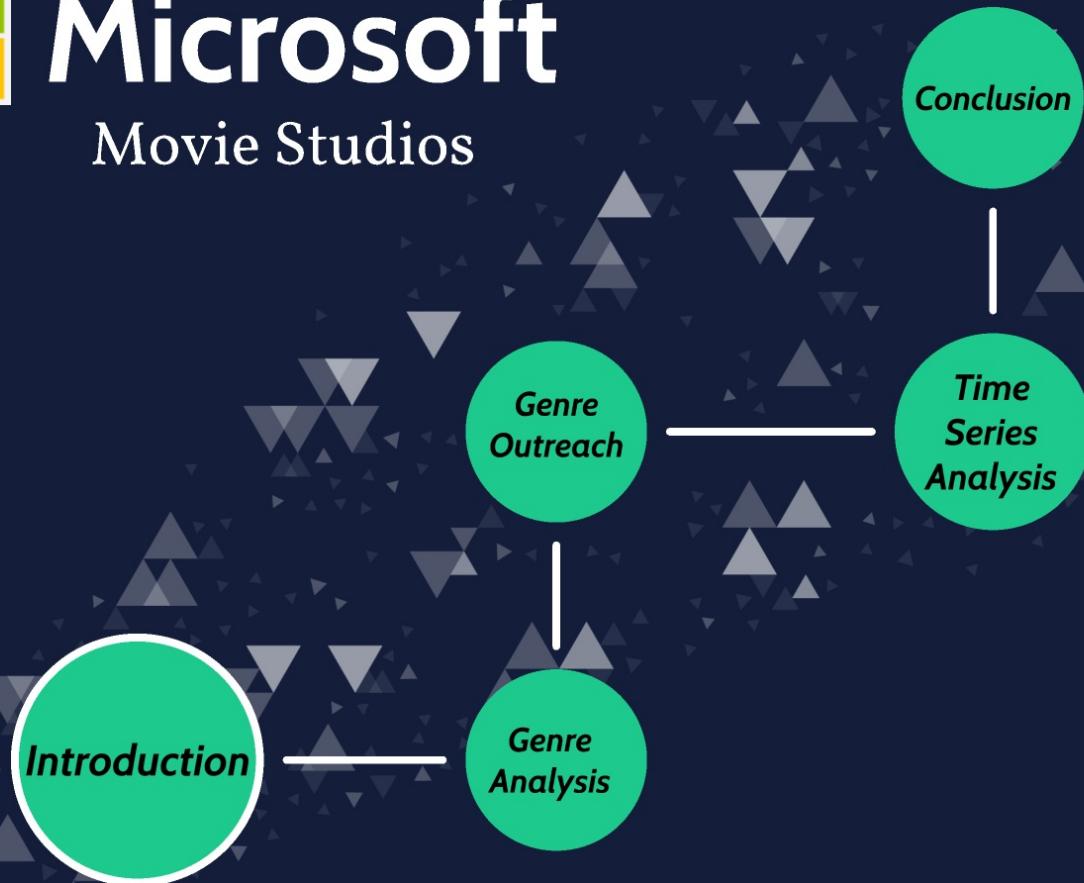
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***The Data Set,  
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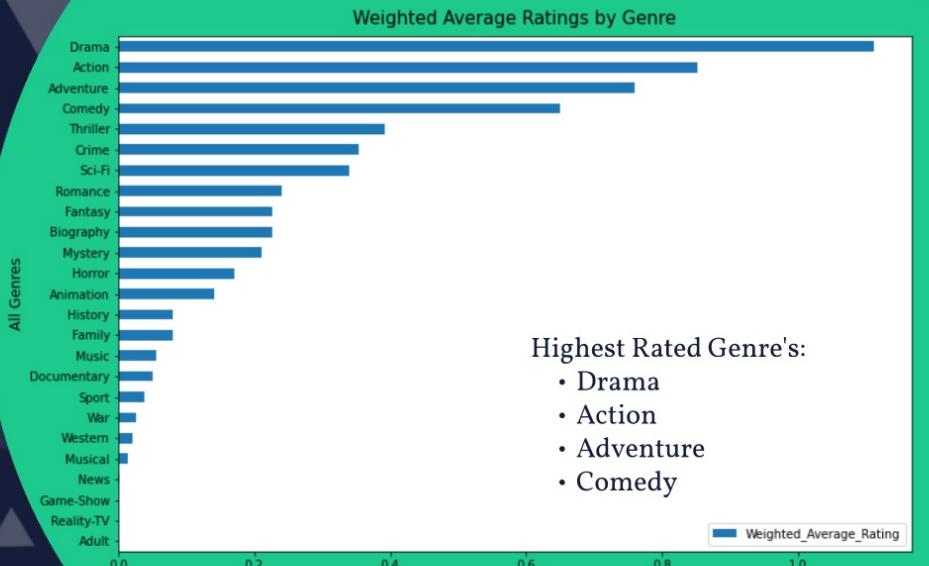


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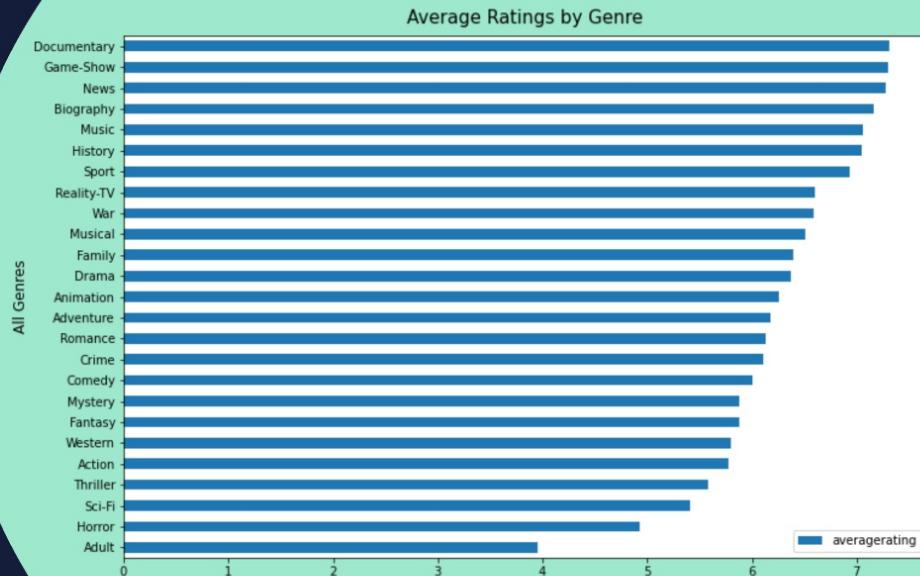


# Genre Analysis

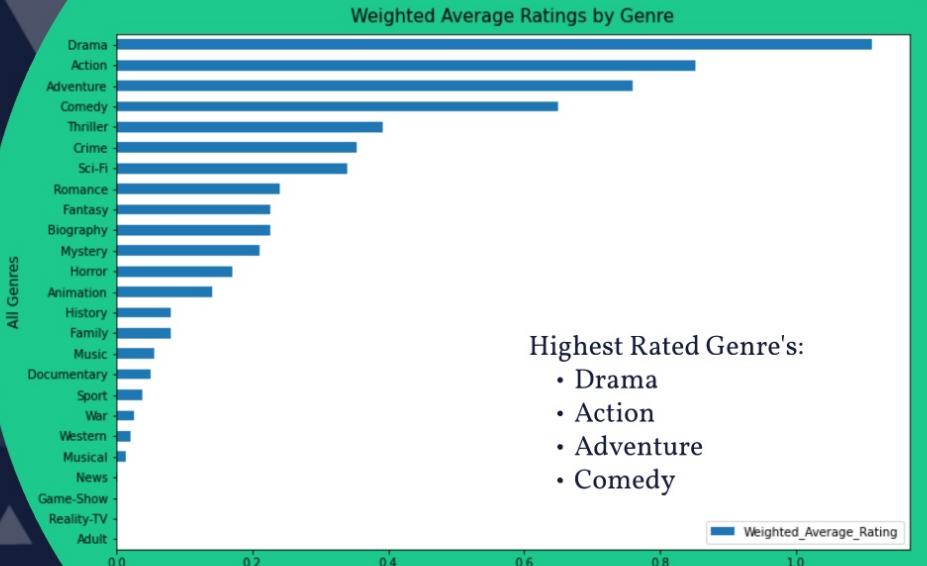


Total  
Ratings

## Raw average ratings



# Genre Analysis

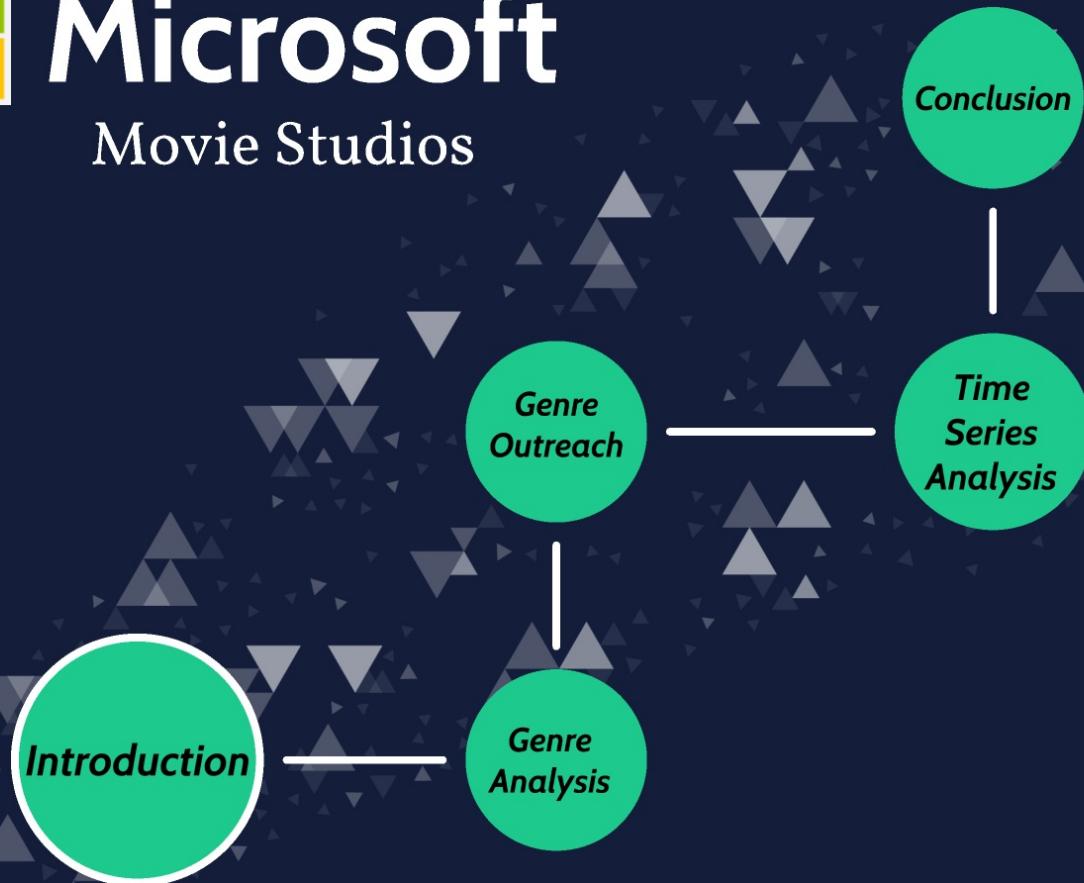


Total  
Ratings



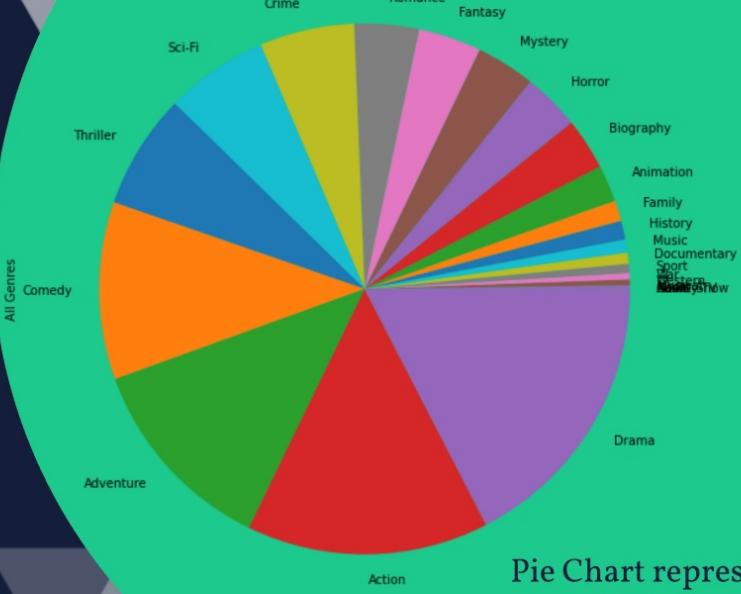
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# Genre Outreach

Viewer Reach of Each Genre



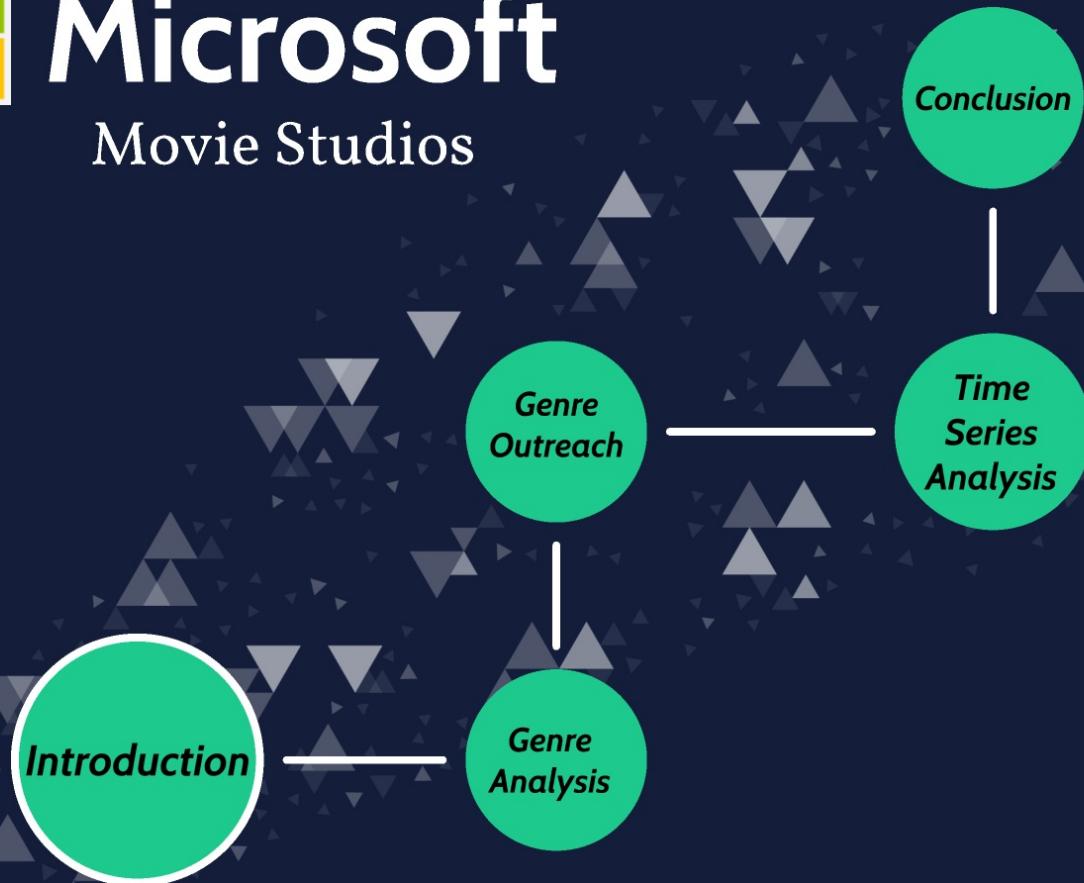
Drama leads followed by Action, Adventure and Comedy.

Pie Chart represents the total interest shown by moviegoers.

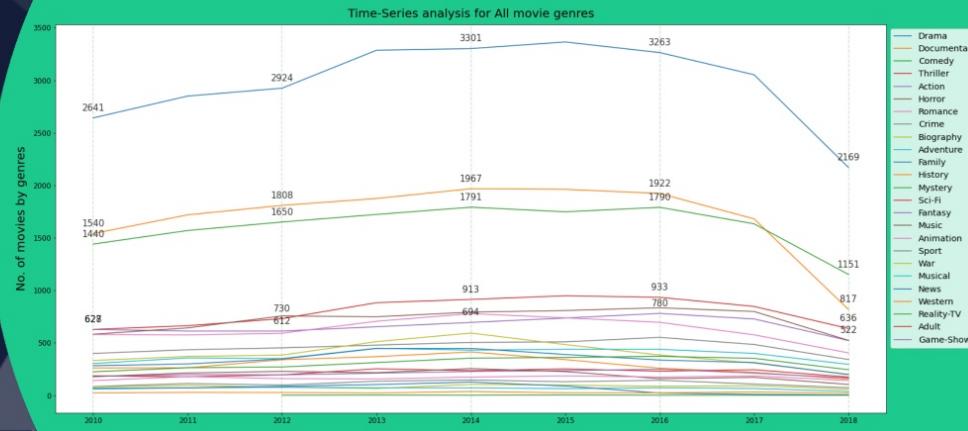


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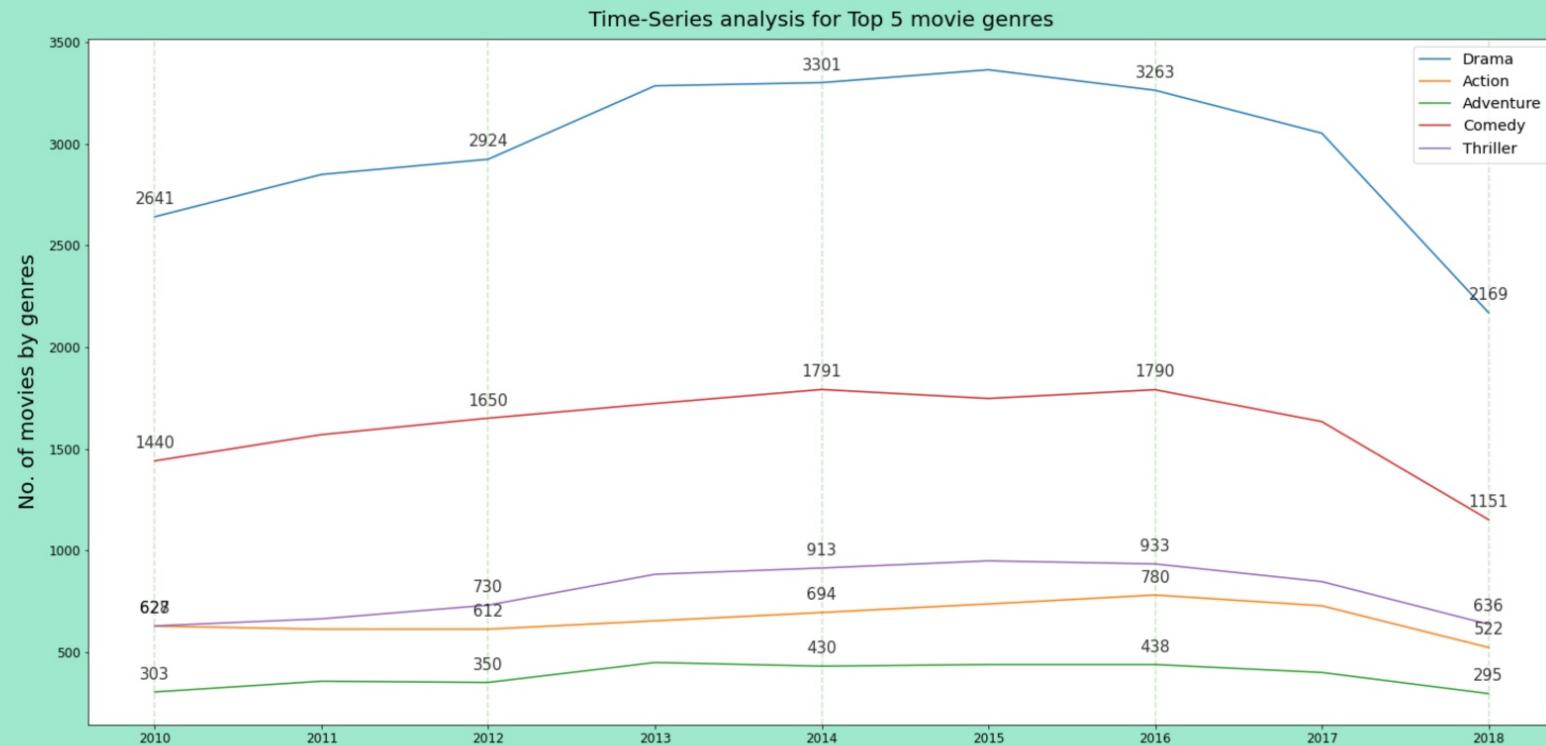
# *Time-Series Analysis*



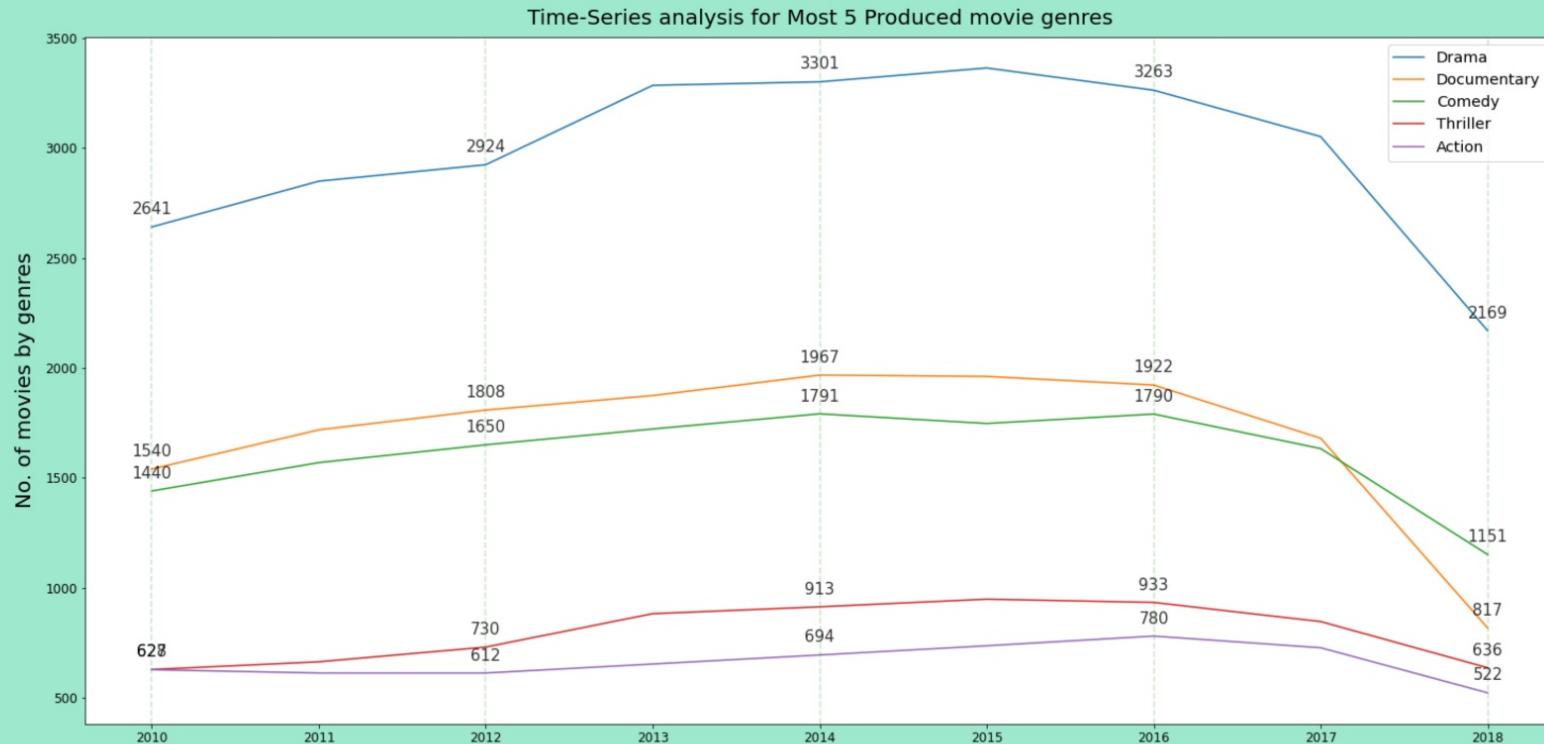
**Other Trends**

- Insignificant decrease in movie production
- Losing interest in Documentaries

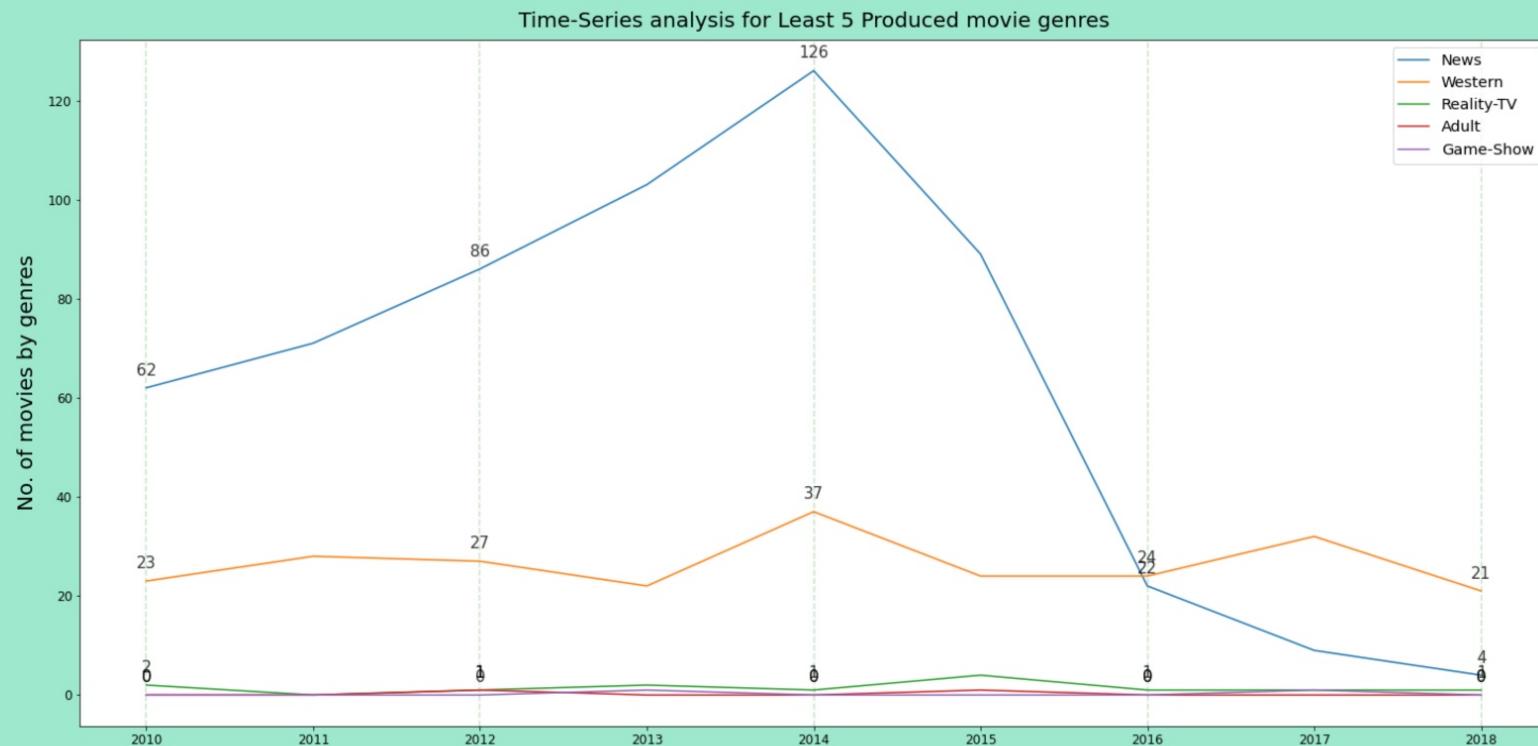
# Top 5 Movie Genres



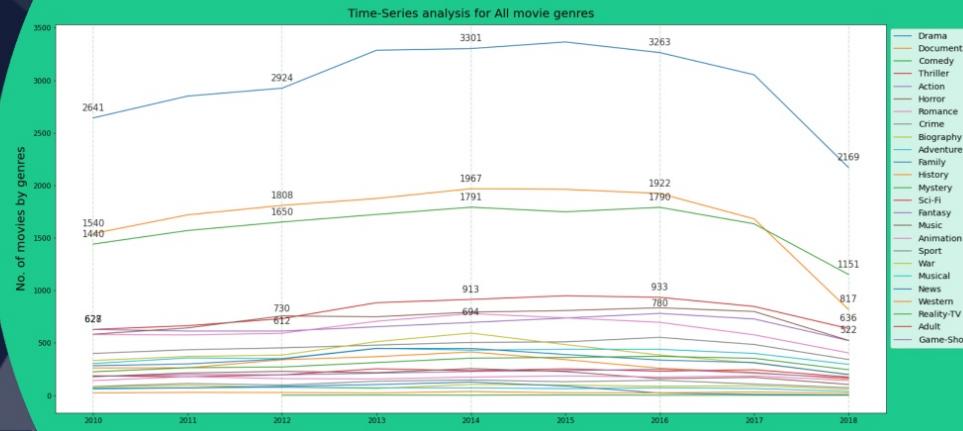
# 5 Most Produced Genres



# 5 Least Produced Movie Genres



# *Time-Series Analysis*



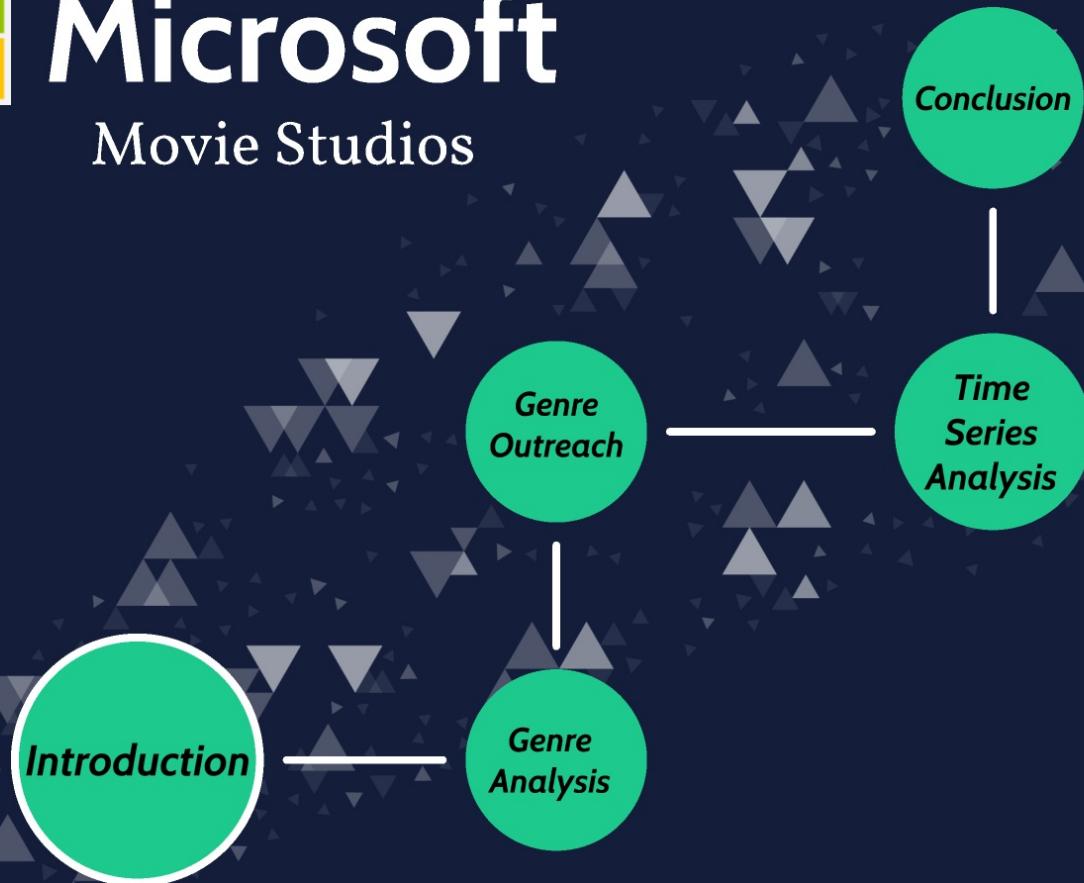
**Other Trends**

- Insignificant decrease in movie production
- Losing interest in Documentaries



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## Movie Studios



## ***Recommendations***

1. Create content in either *Drama, Action, and/or Adventure*.
  - The combined average rating comes out to 6.1, which falls third in the individual scale.
  - While also capturing 44.5% of total interest in the movie community.
2. Create movies mixing different genres.
  - Using Drama, Action, and Adventure as base, incorporating new genres will appeal to more audiences and increase our user base.
3. Release movies in different languages.
  - Different languages will capture different regions and increase our overall profitability.

***Profit Analysis***

# *Earnings Analysis*

A more deeper analysis can be done to see what genre has produced the most amount of income. This can be used to further determine what genre to embark upon or even what kind of income can be expected if we were to produce a movie of a certain genre.

# *Thank you!*

Questions?

# **Appendix:**

## **"Web scraping and earnings analysis"**

```
for tconst in tconsts:  
    url = 'https://www.imdb.com/title/{}/'.format(tconst)  
    html_page = requests.get(url)  
    soup BeautifulSoup(html_page.content, 'html.parser')  
  
    # The earning details is found under id=titleDetails  
  
    title = soup.find('div', id='titleDetails')  
  
    # I have used regex to pick out the text that particularly specifies 'Gross USA' earning.  
    # This can be changed to scrape 'Budget','Opening weekend',or 'worldwide gross'  
  
    regex = re.compile('Gross USA')  
  
    # Here, I used try and except block to keep the code running is a movie did not have the details requested  
  
    try:  
        earnings = title.find('h4', text=regex).nextSibling.strip()  
        Gross_USA.append(earnings)  
    except(AttributeError):  
        Gross_USA.append(o)  
Gross_USA
```

## ***Recommendations***

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***Profit Analysis***



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