Microsoft Movie: Exploratory Data Analysis

Flatiron School 2020
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Outline:

- Business Problem

- Questions

- Data Understanding

- Results

- Conclusions

- Next Steps

Business Problem:

- Microsoft has recently lost trying to acquire Tik-Tok to Oracle and Walmart.

- Create their own original video content after seeing the success of Netflix, Hulu and Amazon Prime Video.
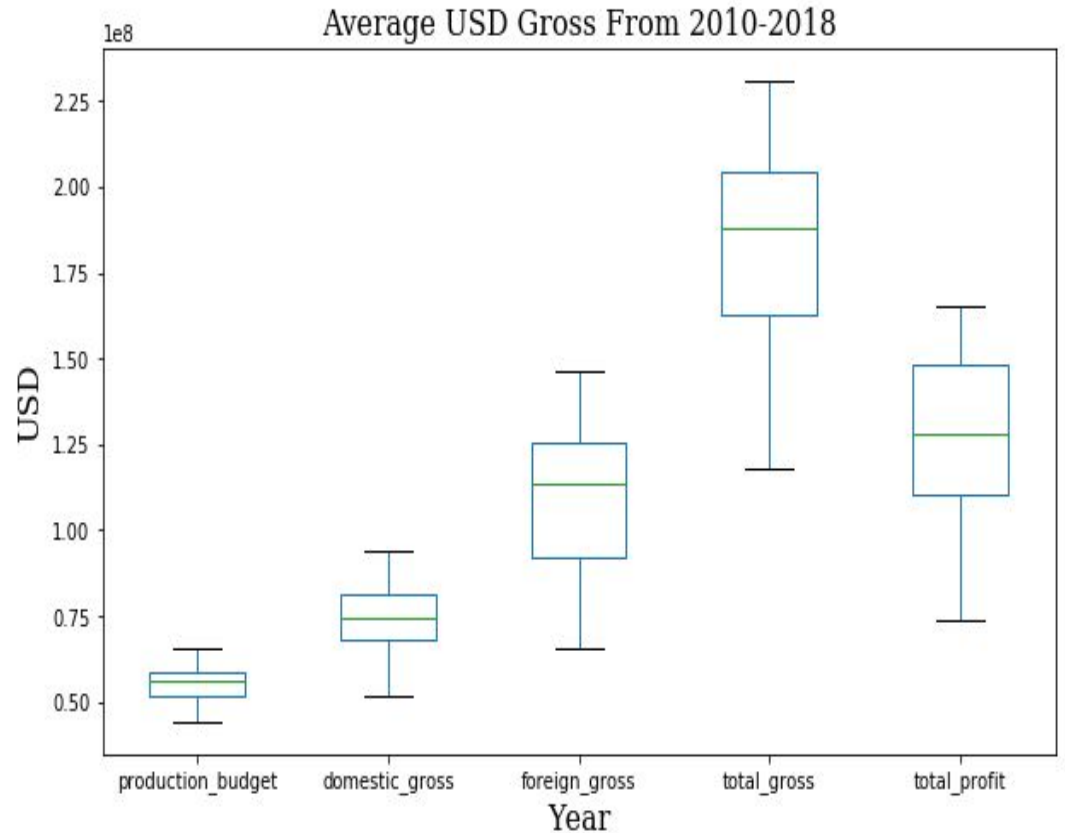
Questions:

1. **How much does it cost to get started? What can Microsoft expect?**

2. Where is the money coming for --> domestic or foreign?

3. Does the studio of the movie maker matter?

4. How many movies were released in a given year and who released it?

5. Which movie made the most? how does the rating(popularity/vote_average) correlate with that?

Results:

- **cost ranges from $100,000 to $75 million on one movie**

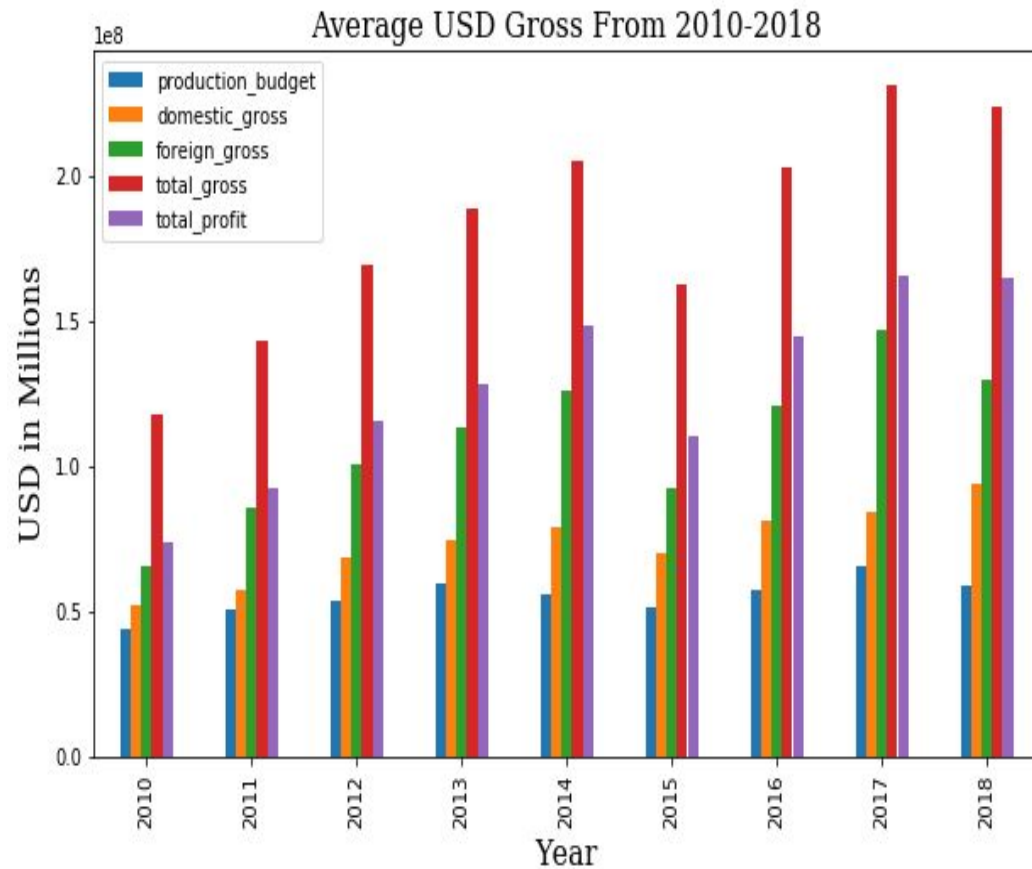Average USD Gross From 2010-2018

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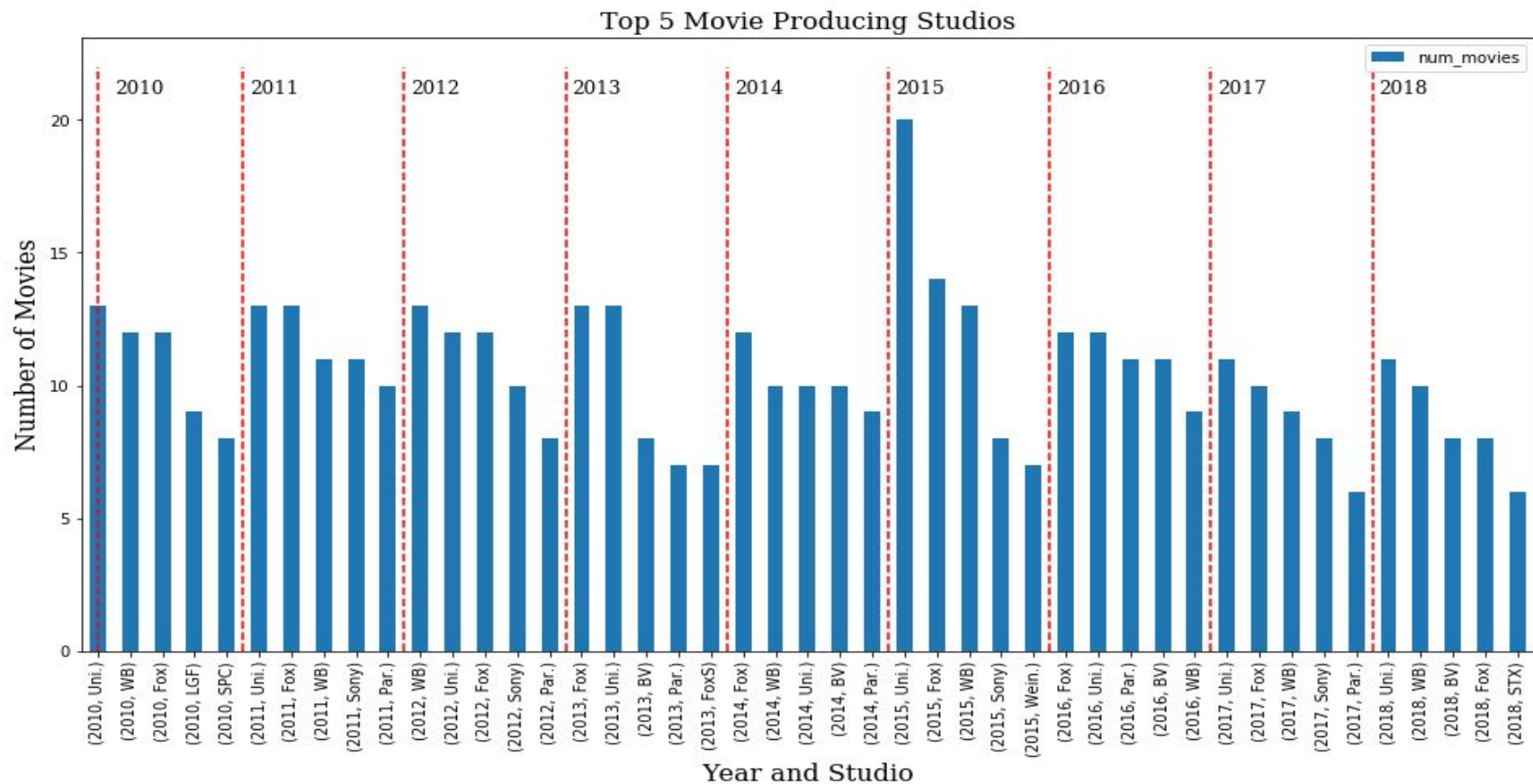
Result:

- Both domestic and Foreign

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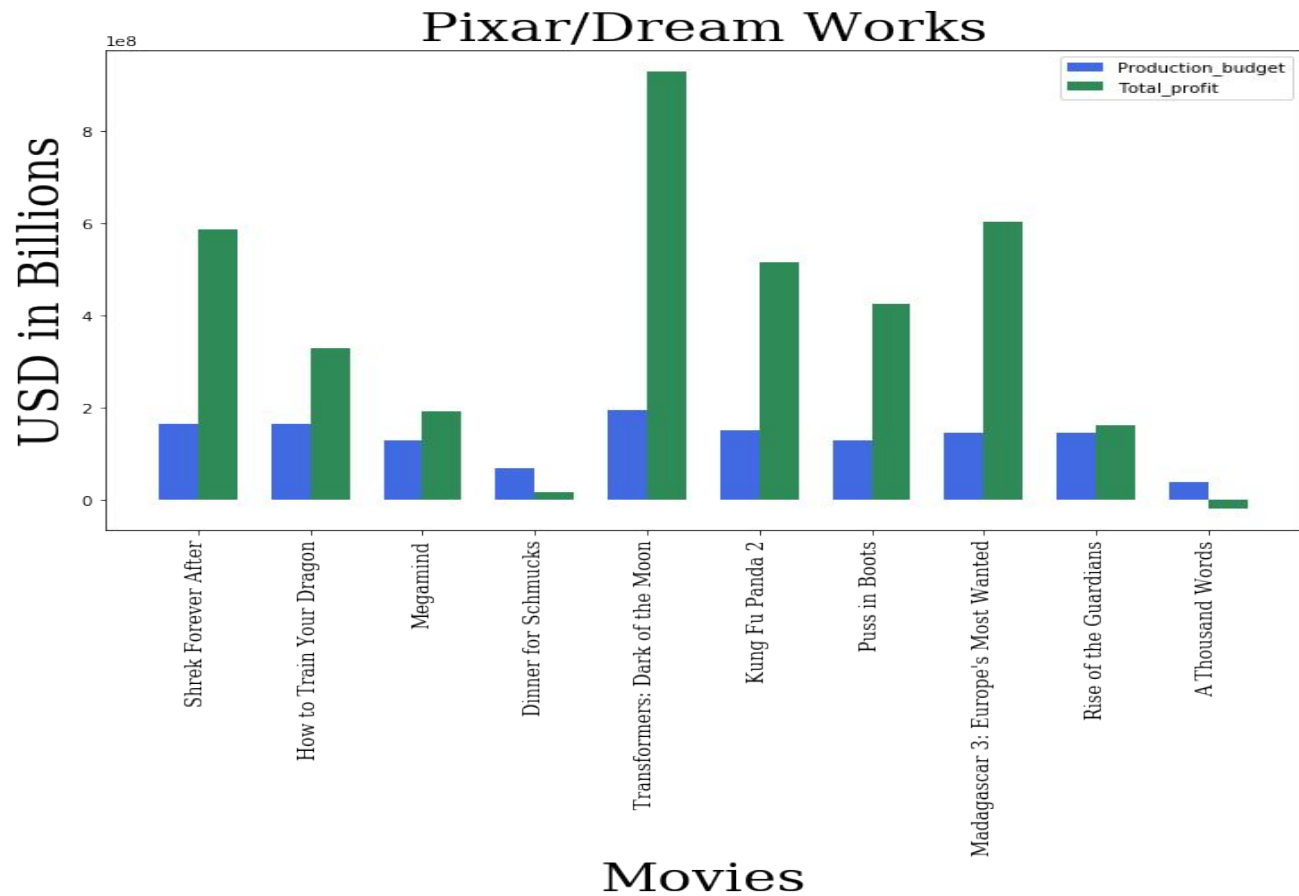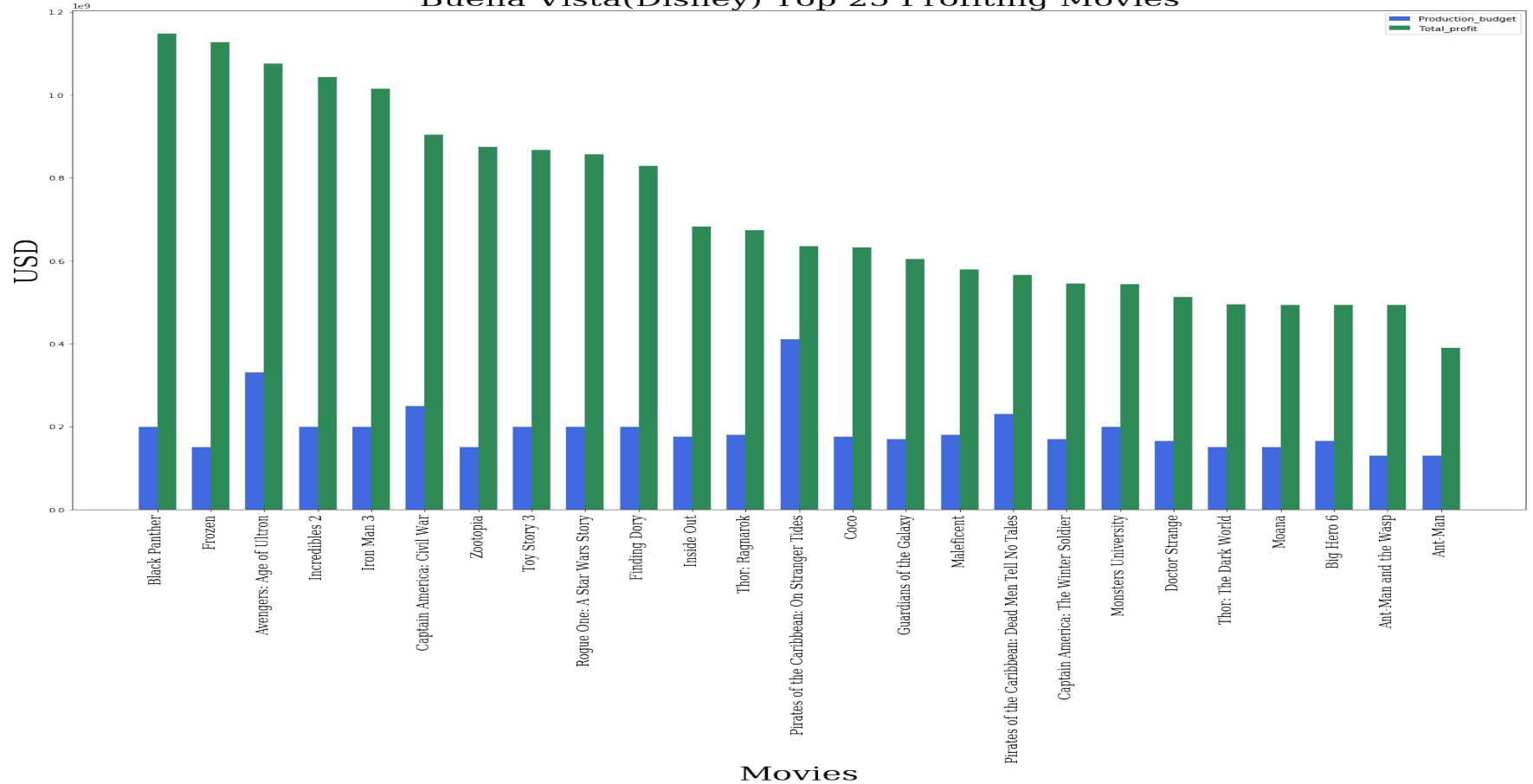
Results:

Top 5 Movie Producing Studios

Questions:

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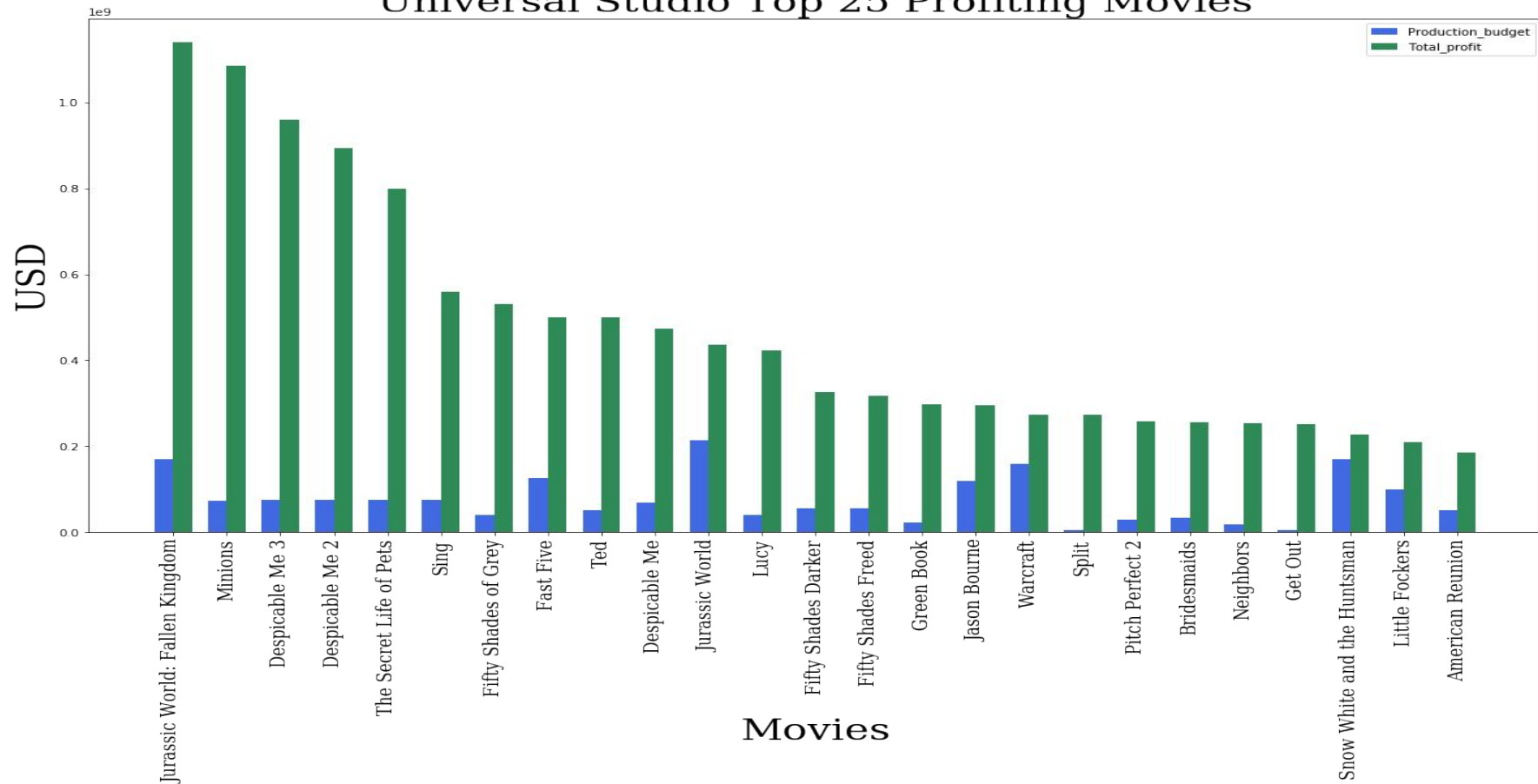5. Which movie made the most? how does the rating(popularity/vote_average) correlate with that?

Results:

Pixar/Dream Works

Buena Vista(Disney) Top 25 Profiting Movies
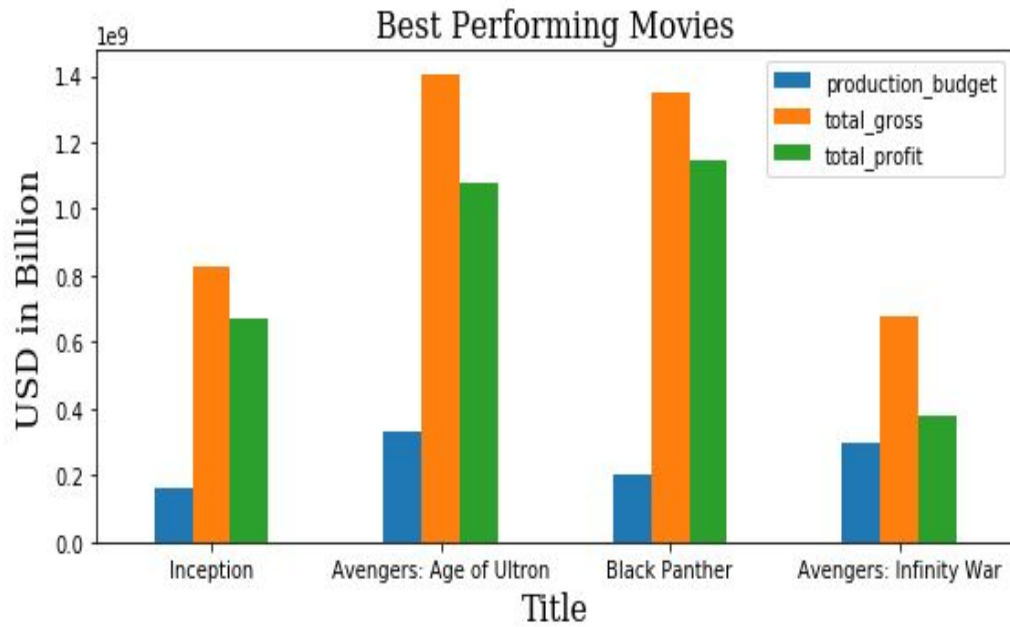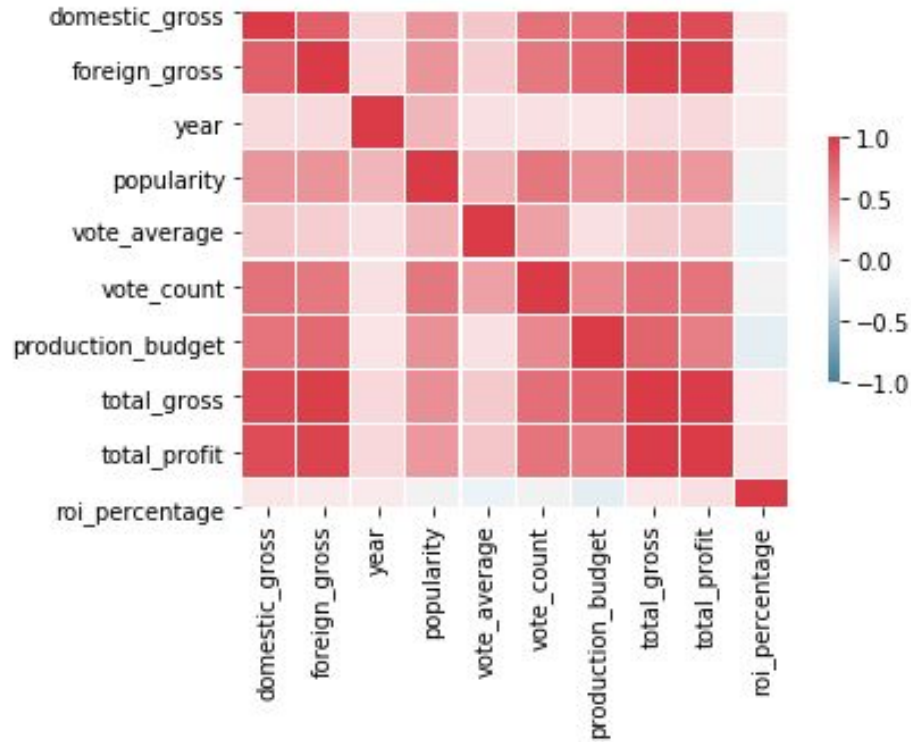
Universal Studio Top 25 Profiting Movies

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Results:

- Inception - Highest Vote Count (avg rat: 8.3)
- Avengers: Age of Ultron - Highest Total Gross
- Black Panther - Highest Total Profit
- Avengers: Infinity War - Highest Popularity

Results:

Conclusion

- Movie Industry is profitable!

- Movie Tycoons are already dominating

- Streaming Platform integrated with

  Cortana (like Apple TV)

Hi. I'm Cortana.
Ask me a question!

Next Steps: if they still want to pursue a Film Division

- Web scrape and have additional data from Netflix and Amazon Prime Videos original movies.

- Web scrape Twitter and Instagram to see the fan support/strength for the movies, tv shows and actors.

- Try to generate a Machine Learning algorithm that would analyze previous scripts, director, actor, ratings and reviews from the web and predict how a movie will perform based on a script, director and actors information.

Next Steps: if they want to pursue a Streaming Platform

- Dig more into the ROI and find best suitable partners

- Dig into the most popular movies to have them on their platform

- Scrape information on Netflix and Amazon Prime Videos, since they are most similar to

  Microsoft and its potential.

Thank you!
Reach out to me if you have any questions.

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