

Microsoft Making Movies



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Introduction



Descriptive analysis of data from IMDB and The Numbers helps us to understand the following about Microsoft creating a movie:

- Genre to Create
- Release Month
- Director to Hire

Outline

- Business Problem
- Data & Methods
- Results
- Suggestions
- Next Steps

Business Problem

- Microsoft is creating a new film studio
- Looking for data driven insights on what type of film to make
- Check genres, release dates, and directors that are doing well

Data & Methods

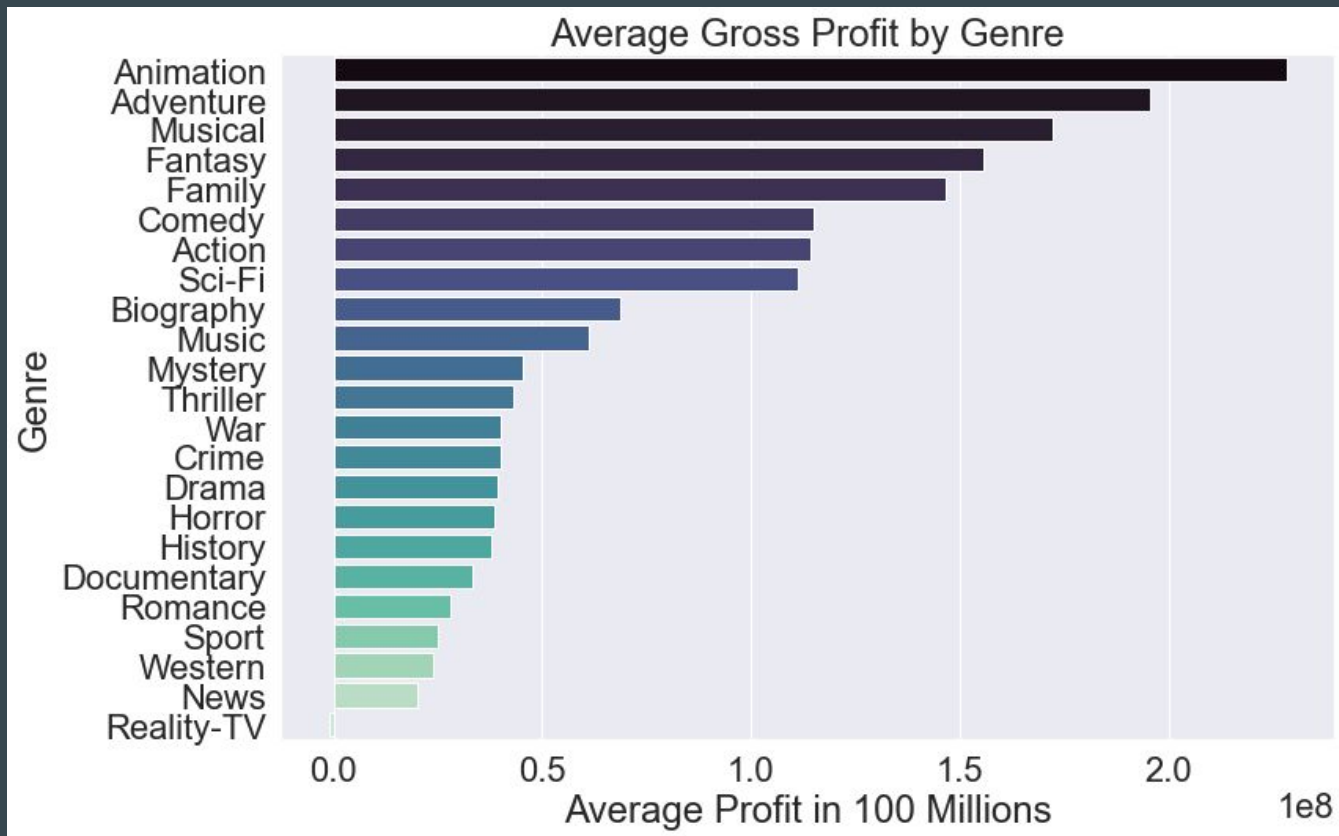
Datasets from the following websites in our analysis:

- <https://www.imdb.com/>
- <https://www.the-numbers.com/>

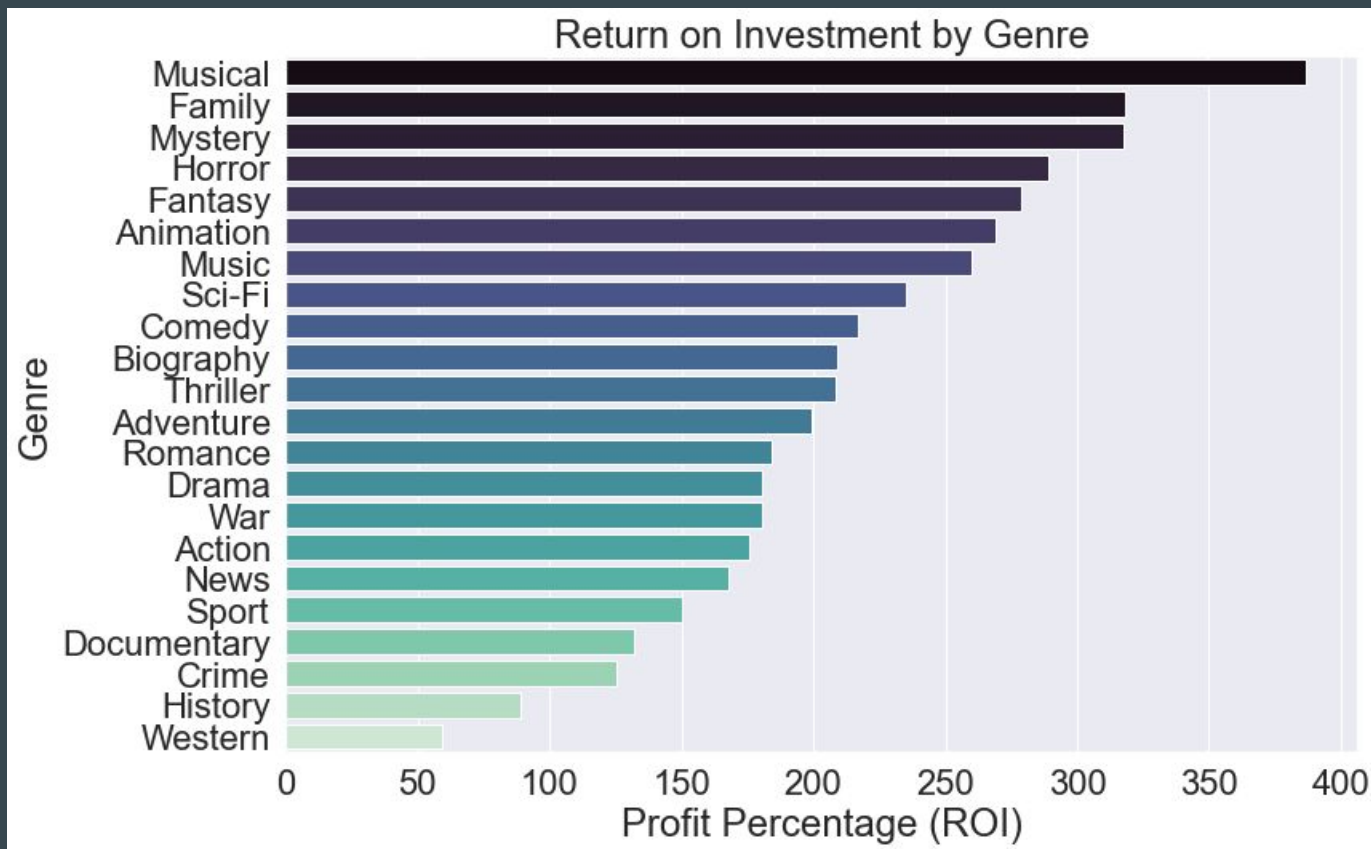
Descriptive analysis to find:

- genres with the highest profit and return on investment
- release dates with the highest revenue
- directors with the highest ratings

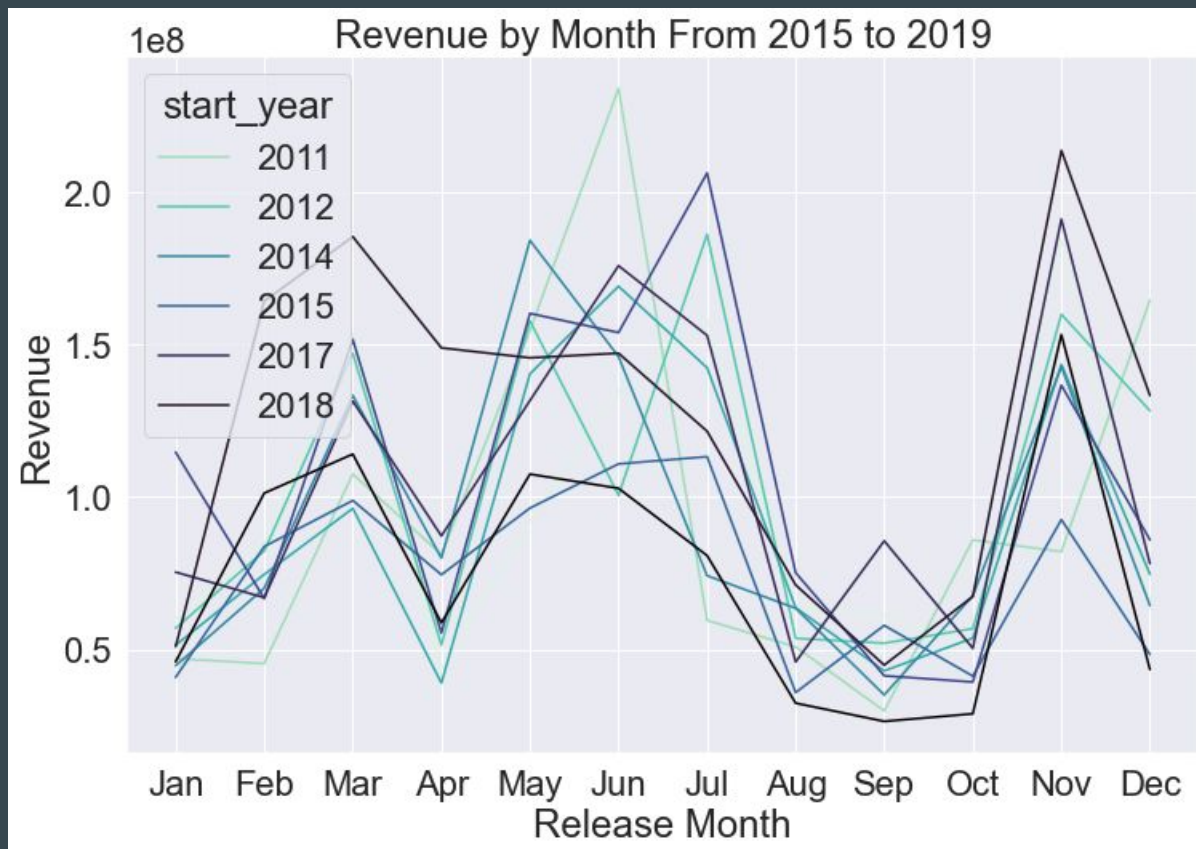
Results - Profit by Genre



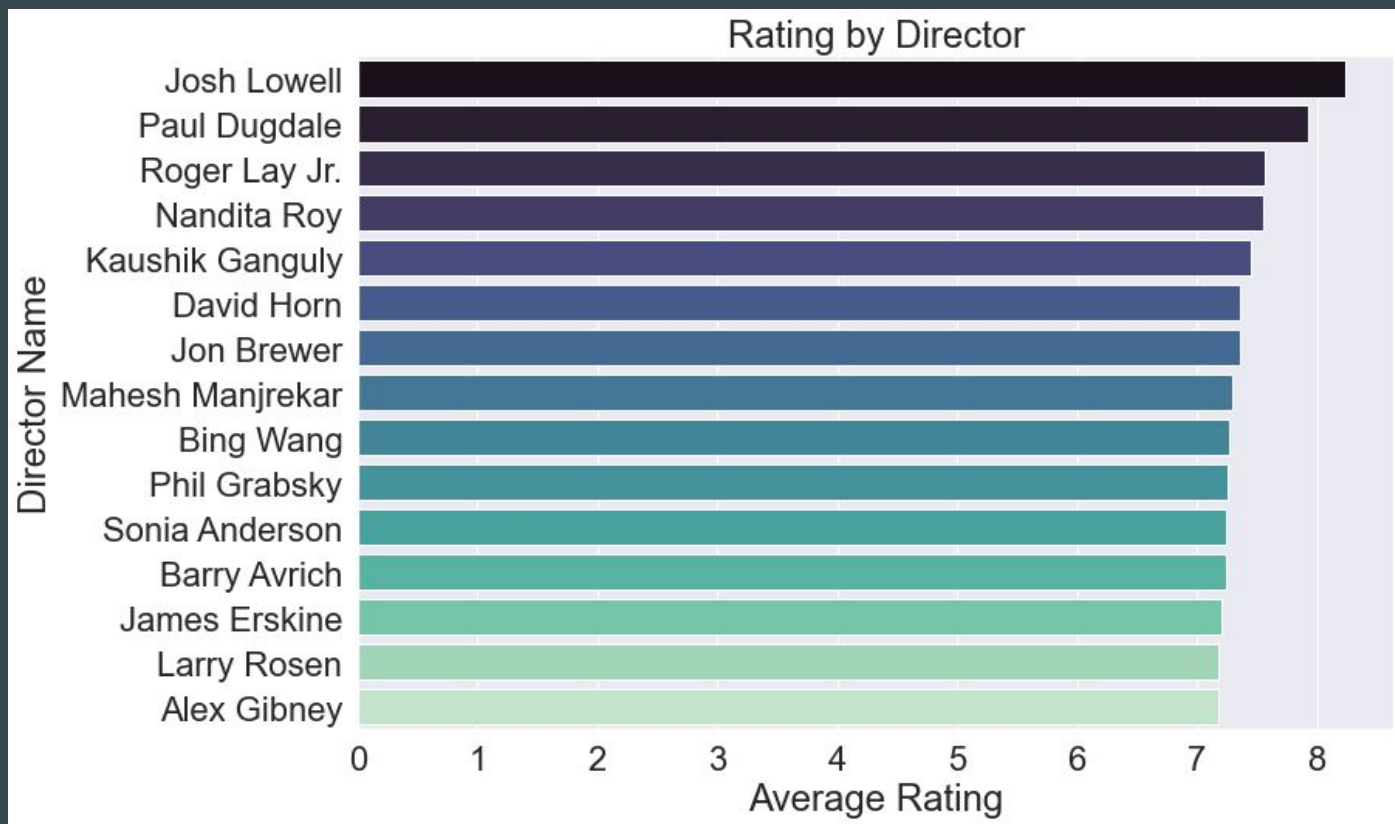
Results - ROI by Genre



Results - Revenue by Month



Results - Ratings by Director



Suggestions

1. Create a Fantasy or Family movie
2. Release the movie in June, July, or November
3. Hire Josh Lowell, Paul Dugdale, or Roger Lay Jr as the director

Next Steps

1. Look at genres that the highest grossing production companies lean toward
2. Establish the number of films released in each month vs revenue
3. Check the genre that the top fifteen directors specialize in and see how they relate to profit/ROI

Questions?

Thank You!

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GitHub: <https://github.com/elizabeth524>