

MOVIE DATA ANALYSIS

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Business Problem

- What type of movies should Microsoft create for their new movie Studio?
- Find a way to assess movie “profitability”.
 - Explore characteristics of past movies in relation to profitability.
 - What genres of movies to make?
 - Which directors to work with?
 - When to release the movie?
 - Which movie length to focus on?

Data

IMDb dataset:

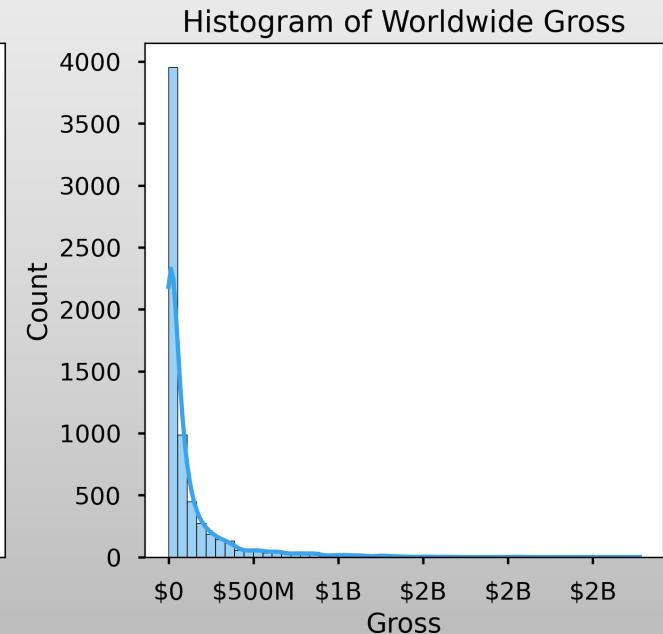
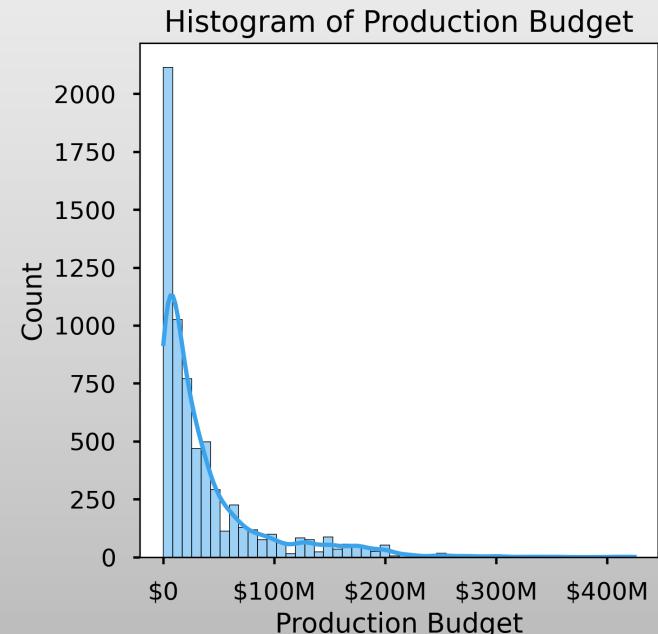
- 140416 movies
- includes **genre, release date, runtime, director and ratings***



* See appendix I for why we do NOT rely on ratings.

The Numbers dataset:

- 5698 movies
- includes **budget and gross**



Methods:

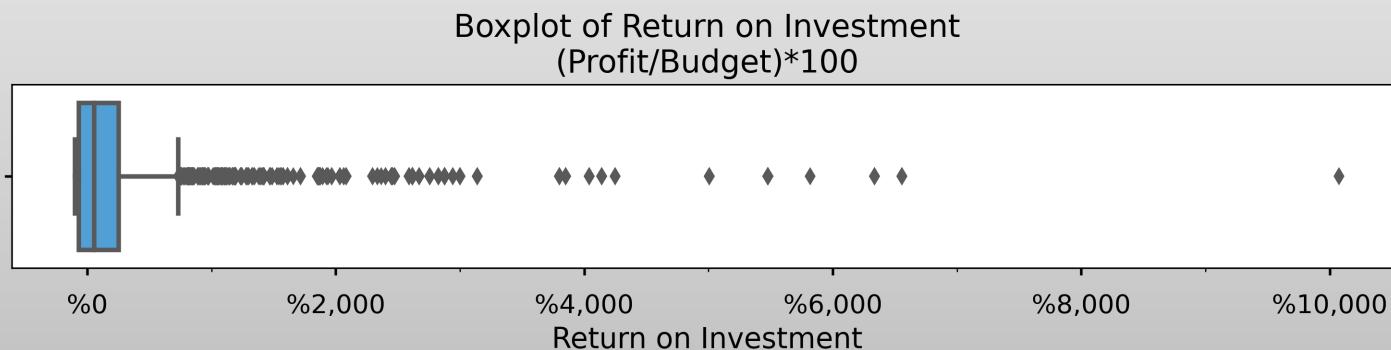
$$\text{Gross} - \text{Budget} = \text{Profit}$$

$$\frac{\text{Profit}}{\text{Budget}} * 100 = \text{ROI}$$

Derive Profit and Return on Investment to assess *profitability*.

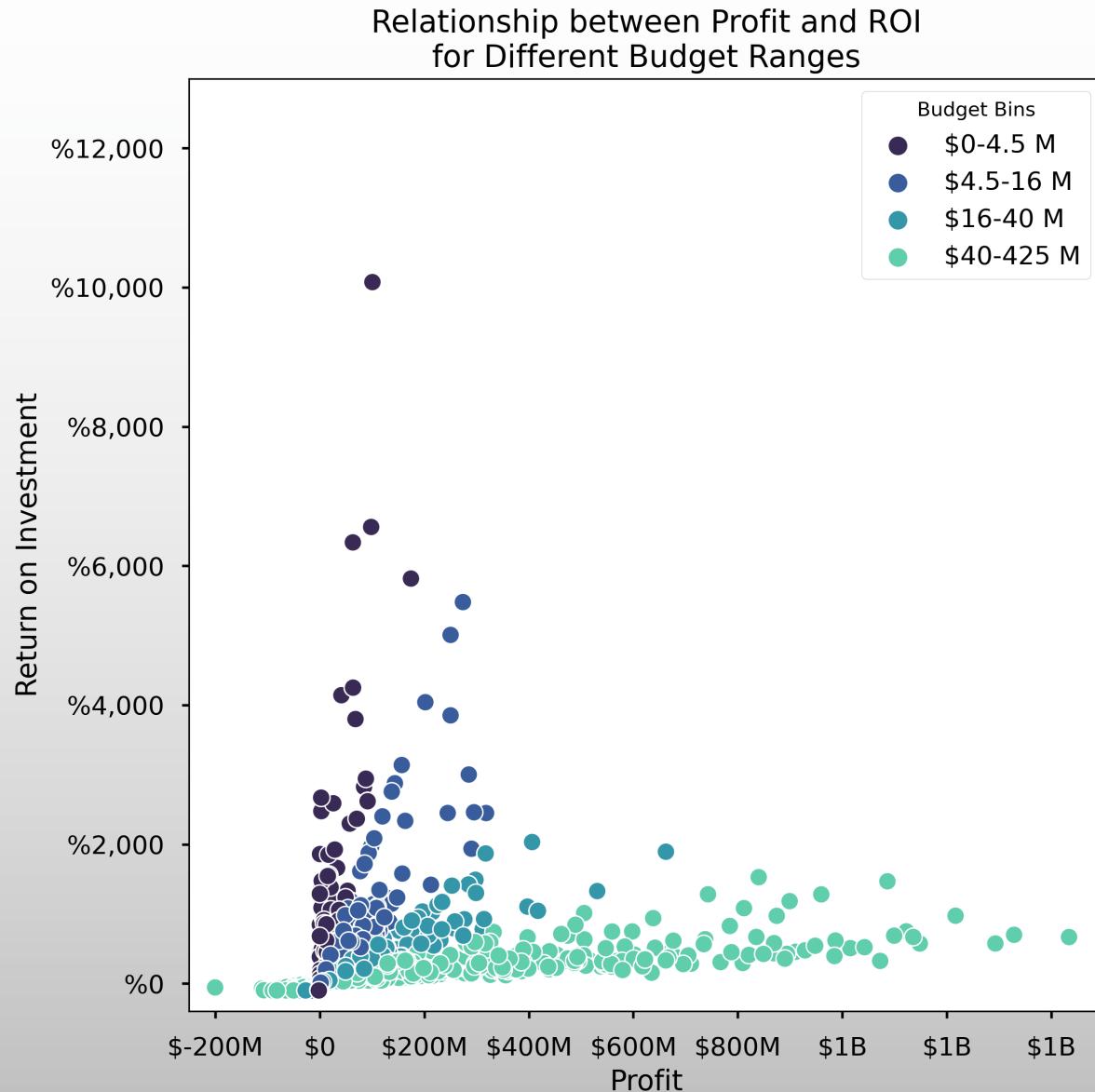


Use MEDIAN as a measure of central tendency.**



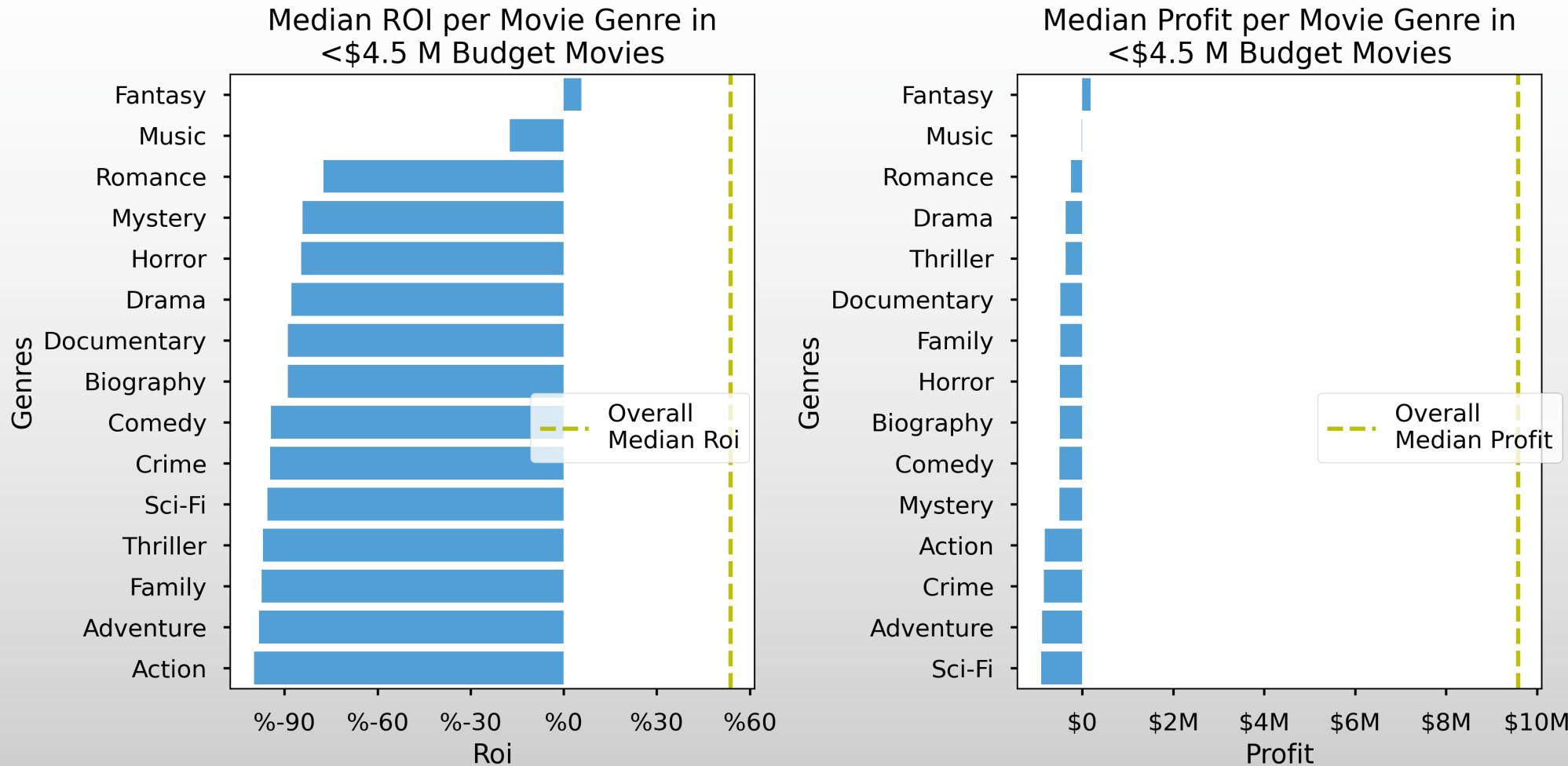
** See appendix II for why we should NOT rely on mean values.

Methods:



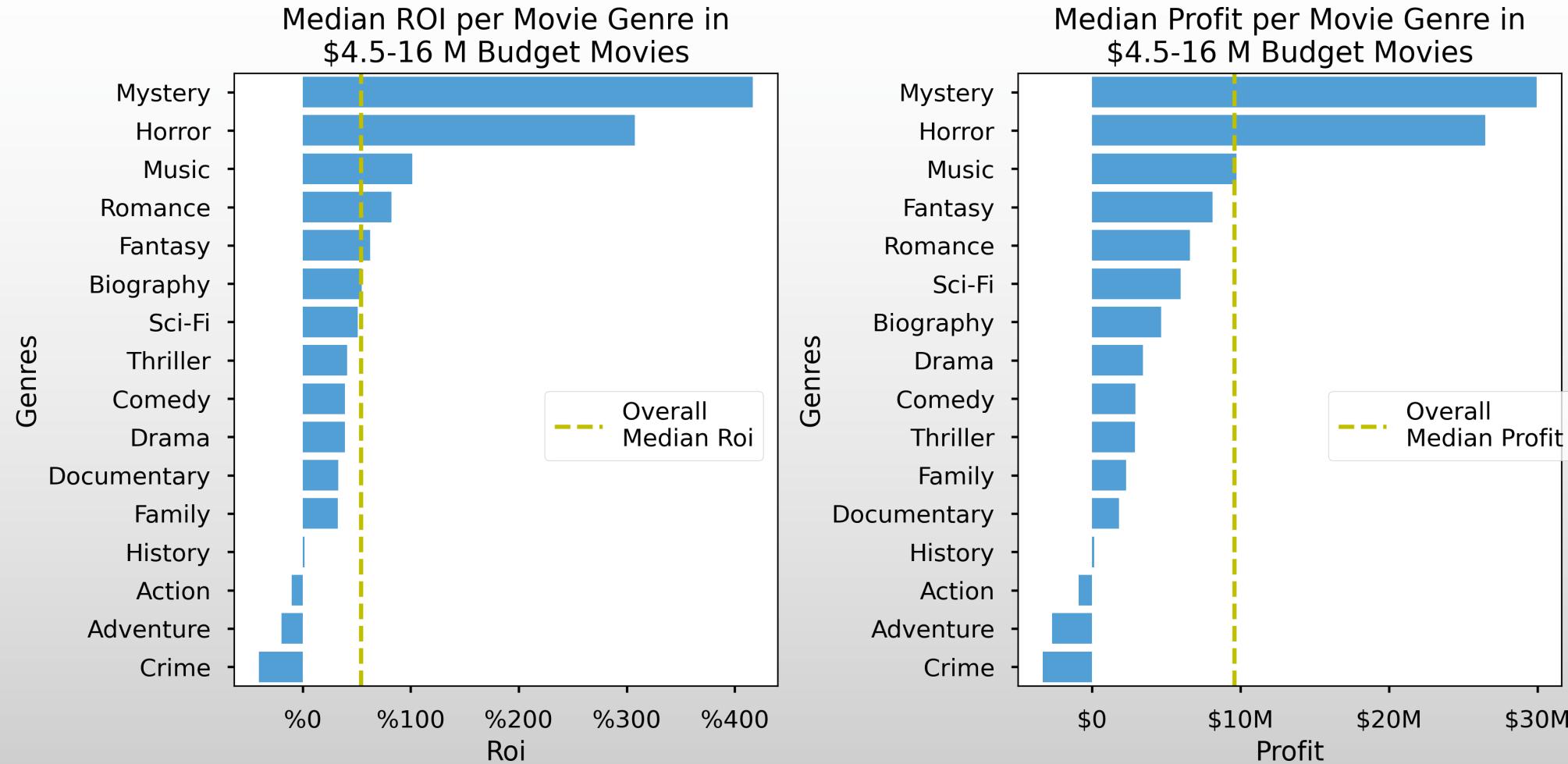
- >\$4.5M Budget : Low profit, high ROI potential.
- \$4.5-40 M Budget : Moderate profit, moderate ROI potential.
- >\$40M Budget: High profit, low ROI potential.

What genres of movies to make ?



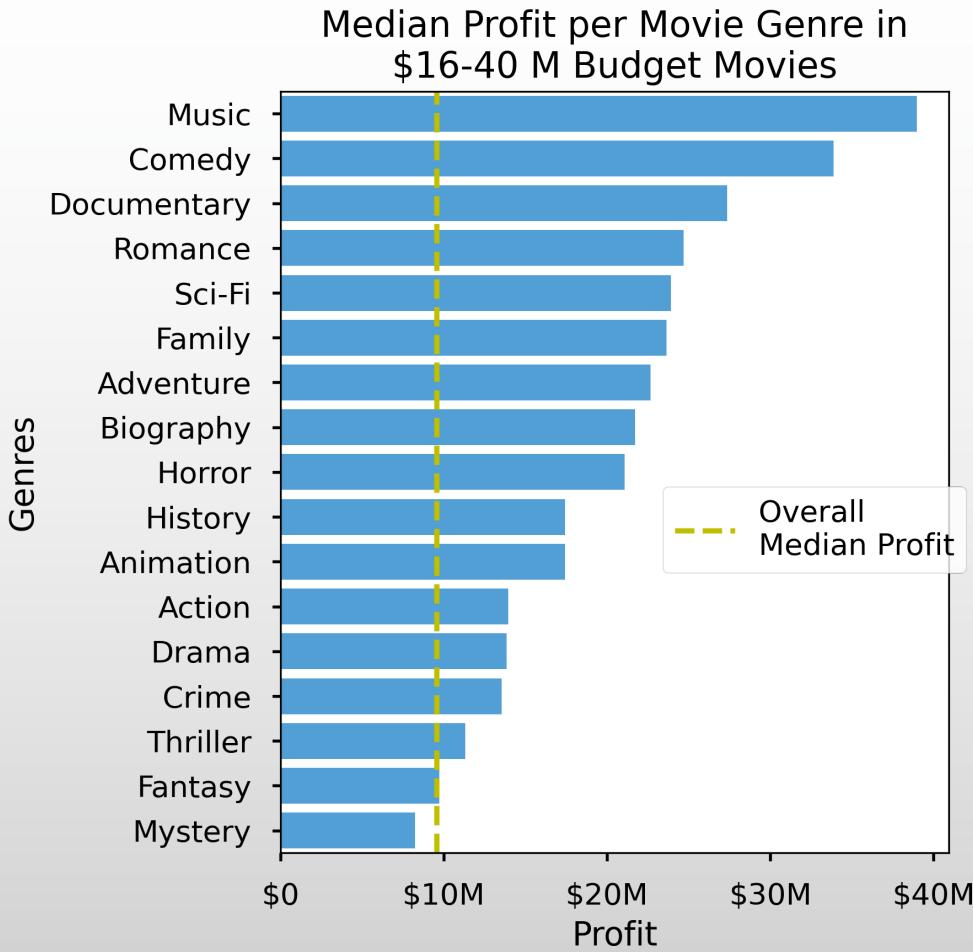
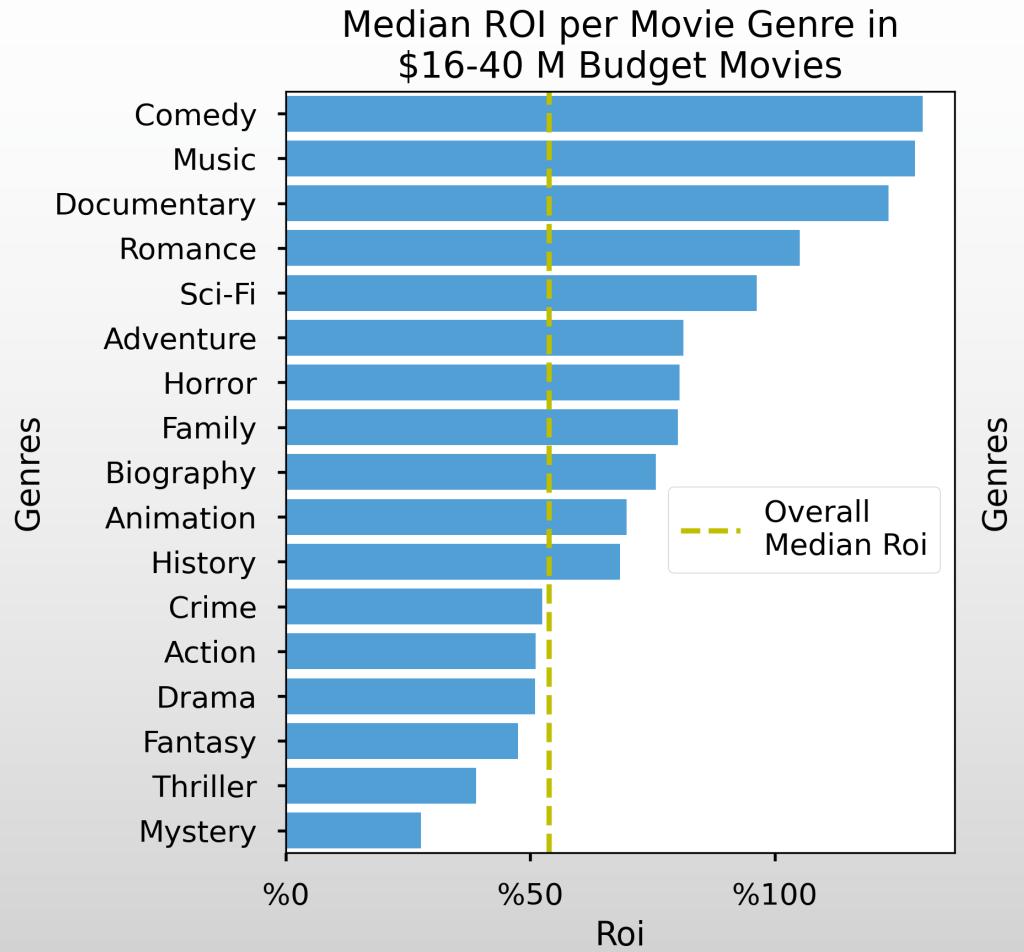
With >\$4.5M budget no genre makes it to the median ROI or median profit points.
Avoid this budget range!

What genres of movies to make?



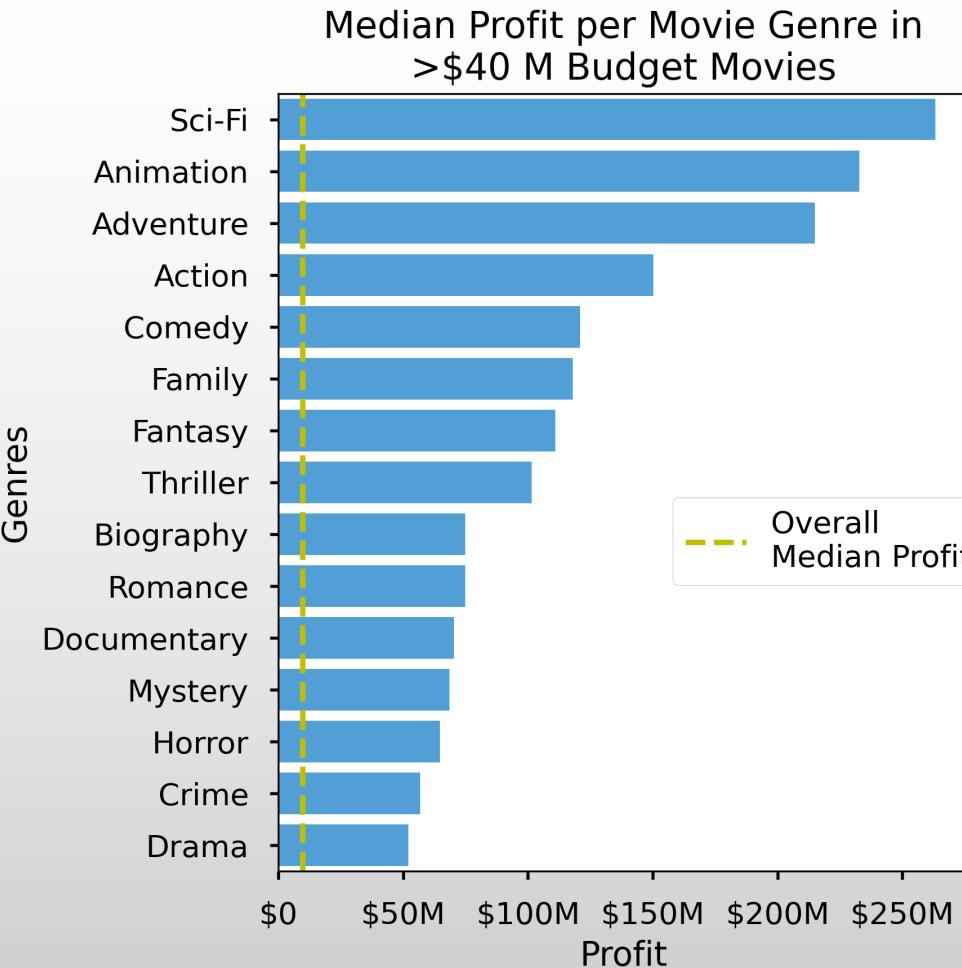
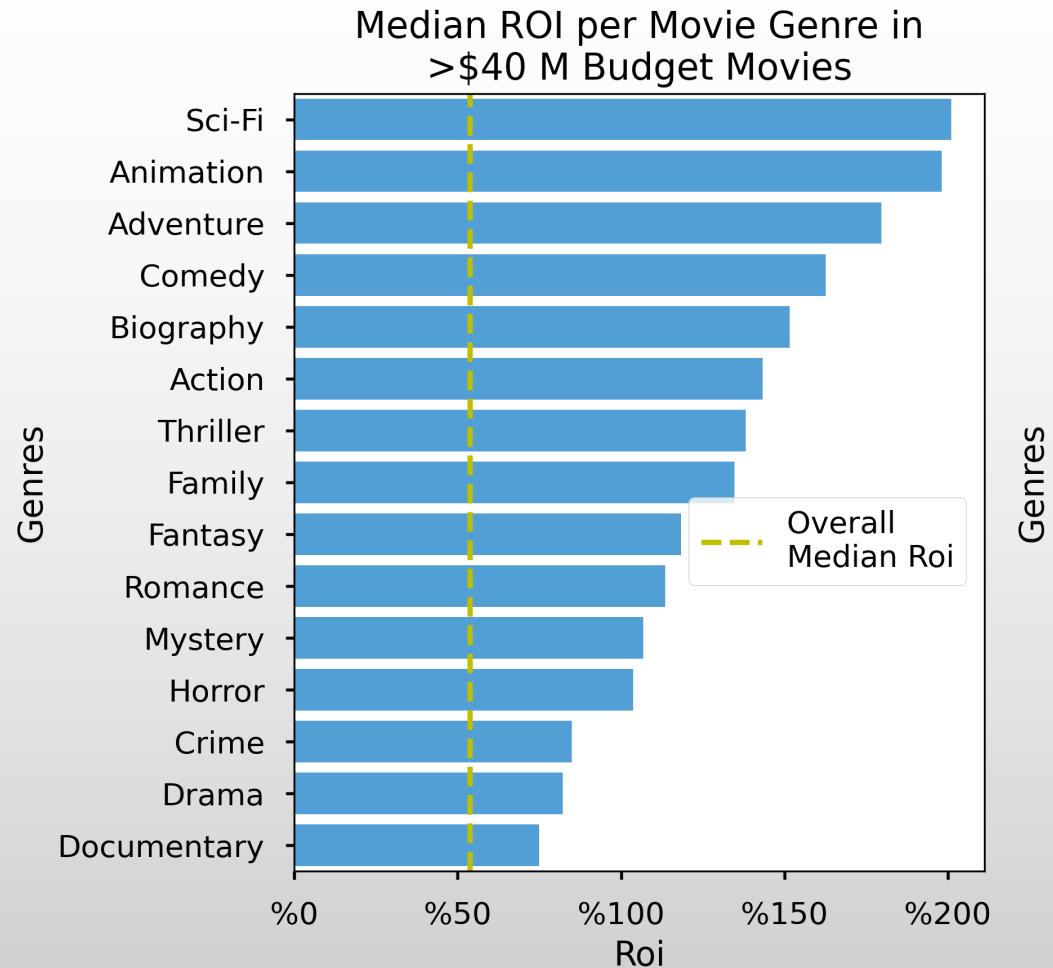
With \$4.5-16M budget range make movies of **Mystery and Horror**:
They bring more than **300% ROI** and about **\$25-30M** in profit.

What genres of movies to make?



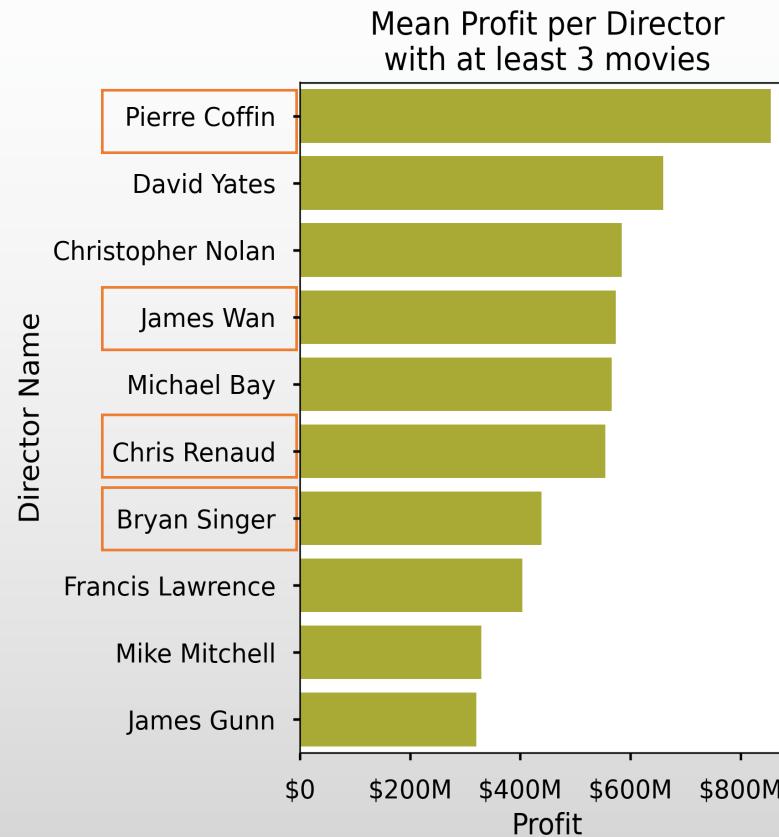
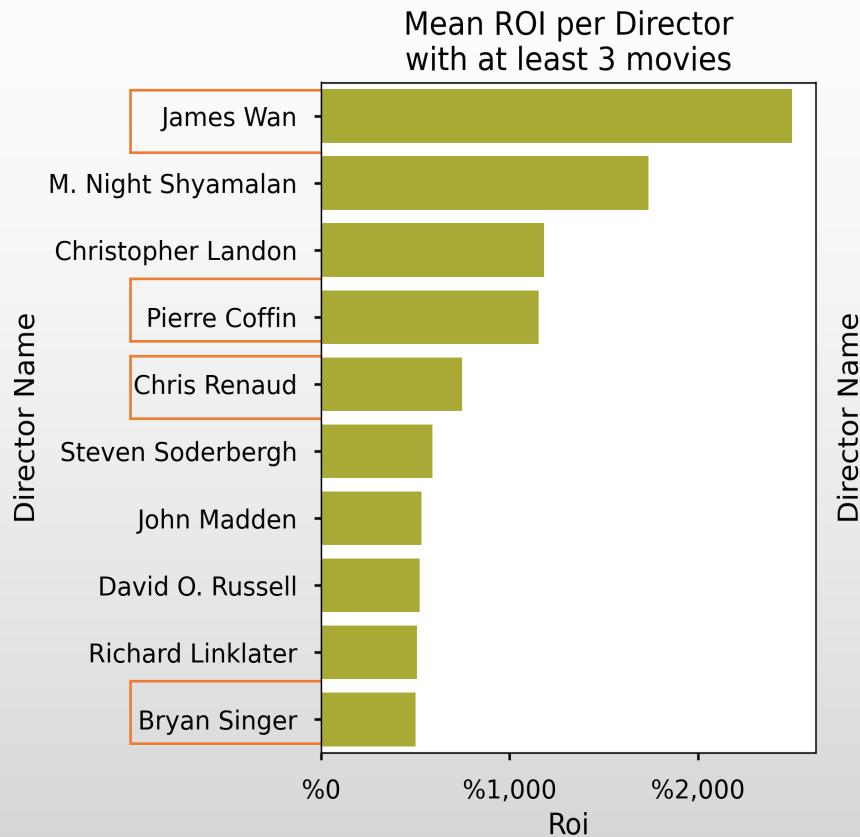
With \$16-40M budget range you can make movies of **Comedy** and **Documentary**:
However, although they bring the same profit as Horror and Mystery (\$25-30M), they
bring less in return on investment: **100% ROI**.

What genres of movies to make?



With high budget (>\$40M) make movies of **Animation, Sci-Fi and Adventure**.
They bring about **200% ROI** and huge **\$200-250 M** in profit.

Which directors to work with?



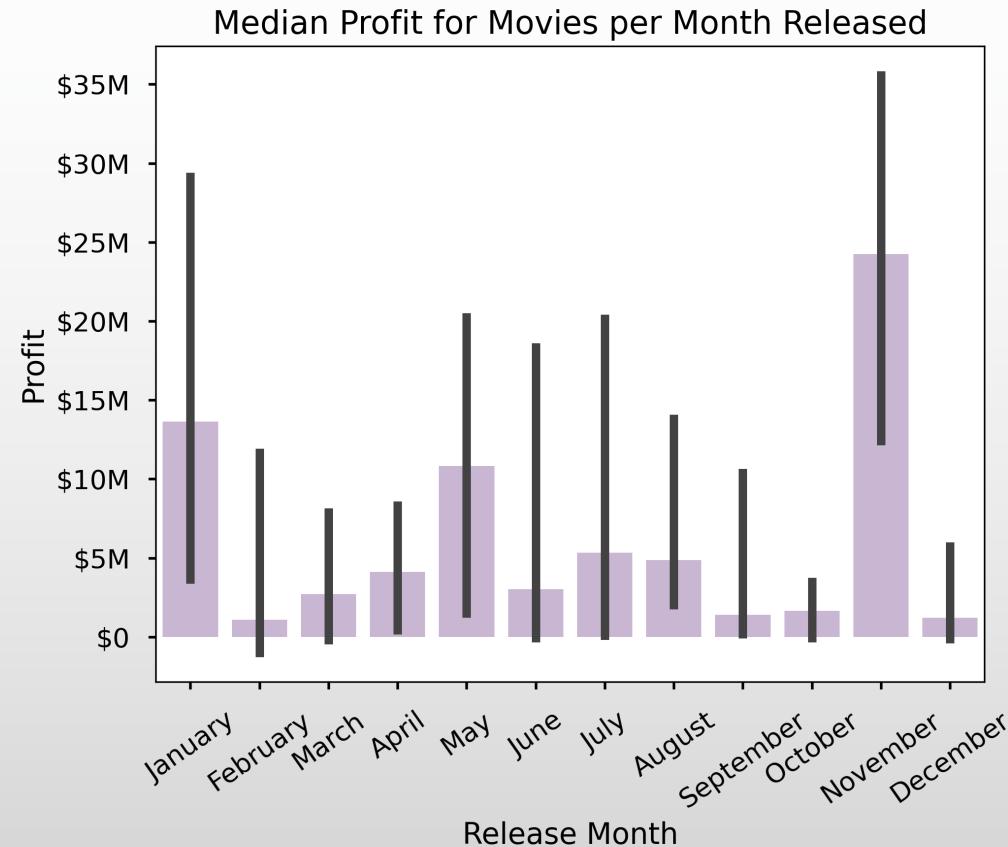
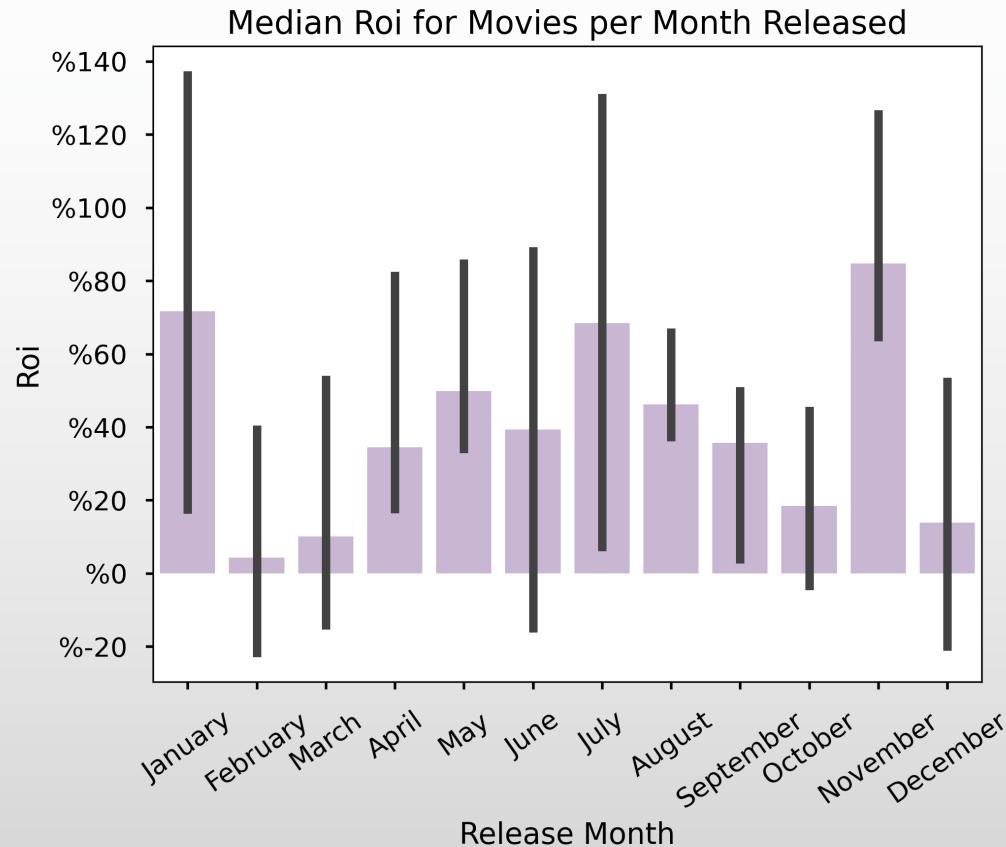
For at least 1000% ROI invest on:
James Wan
M. Night Shyamalan
Christopher Landon
Pierre Coffin

For at least \$550M profit invest on:
Pierre Coffin
David Yates
Christopher Nolan
James Wan

4 common names between the top 10 directors - you can invest on with trust:

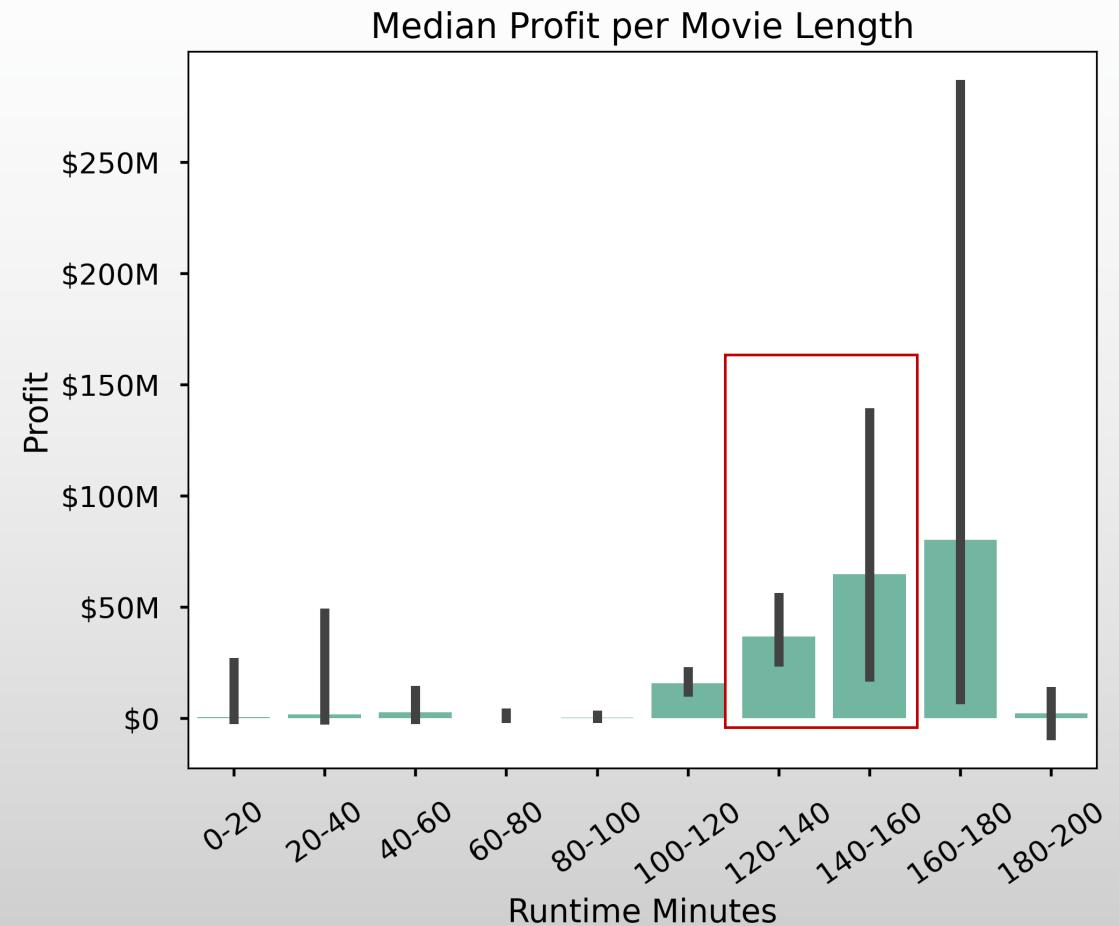
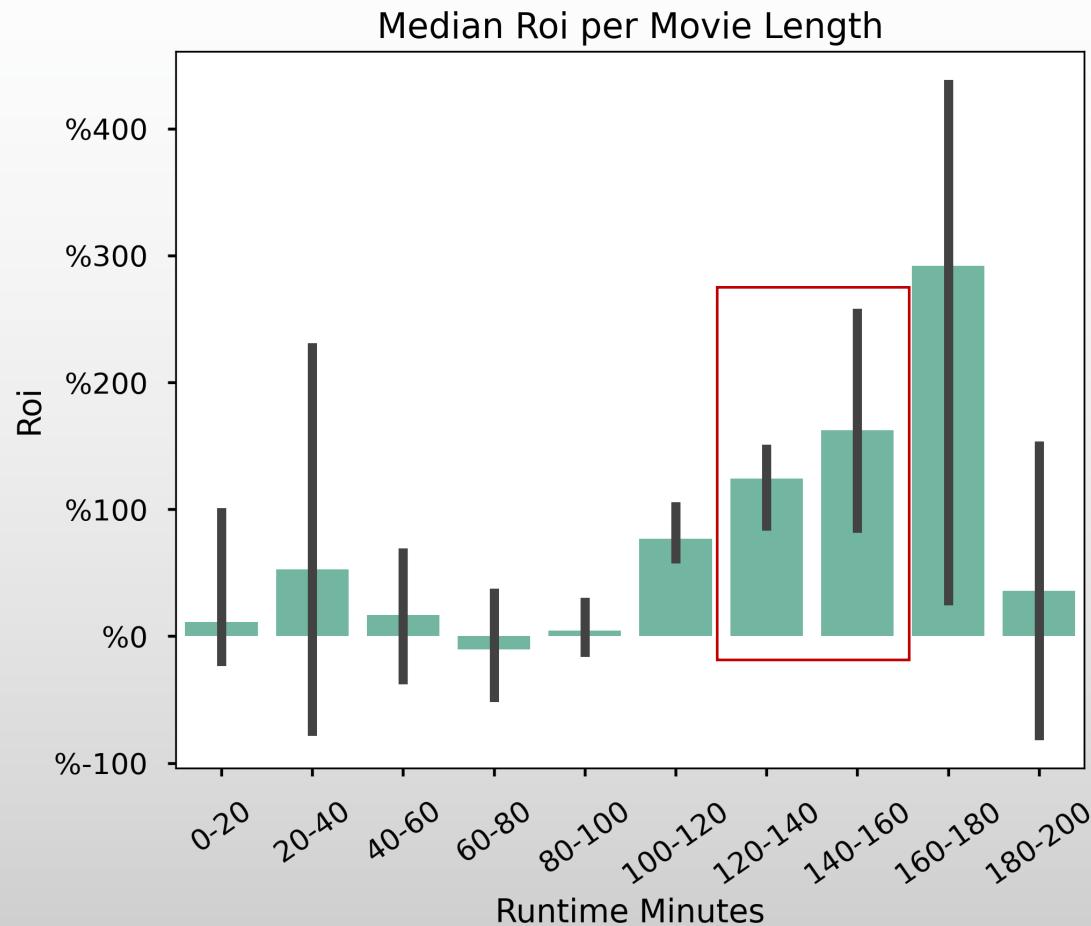
James Wan, Pierre Coffin, Chris Renaud, Bryan Singer

When to release the movie?



- For highest ROI and Profit release the movie in November.
- If you miss November, do NOT release in December, wait for January.
- **Summer months** are the next best options.

Which movie length to focus on?



For the highest Roi and Profit as well as the least risk target **120-160** min length.
This is a bit longer than 2 hours.

Conclusions

- Focus on **Animation, Sci-Fi and Adventure** for high budget movies and **Thriller and Mystery** for lower budget movies.
- Hire **James Wan, Pierre Coffin, Chris Renaud, or Bryan Singer** as directors.
- Release the movie in **November, in January or in the summer.**
- Make movies **slightly longer than 2 hours.**

Limitations and Improvements



- ❑ Small sample size - due to lack of budget and gross information. API calls or web scraping?
- ❑ Movie names not coded the same way in different datasets - perform a more rigorous cleaning.
- ❑ Lots of outlier movies making the statistical analyses more challenging.
- ❑ Need more information about Microsoft's allocated budget?

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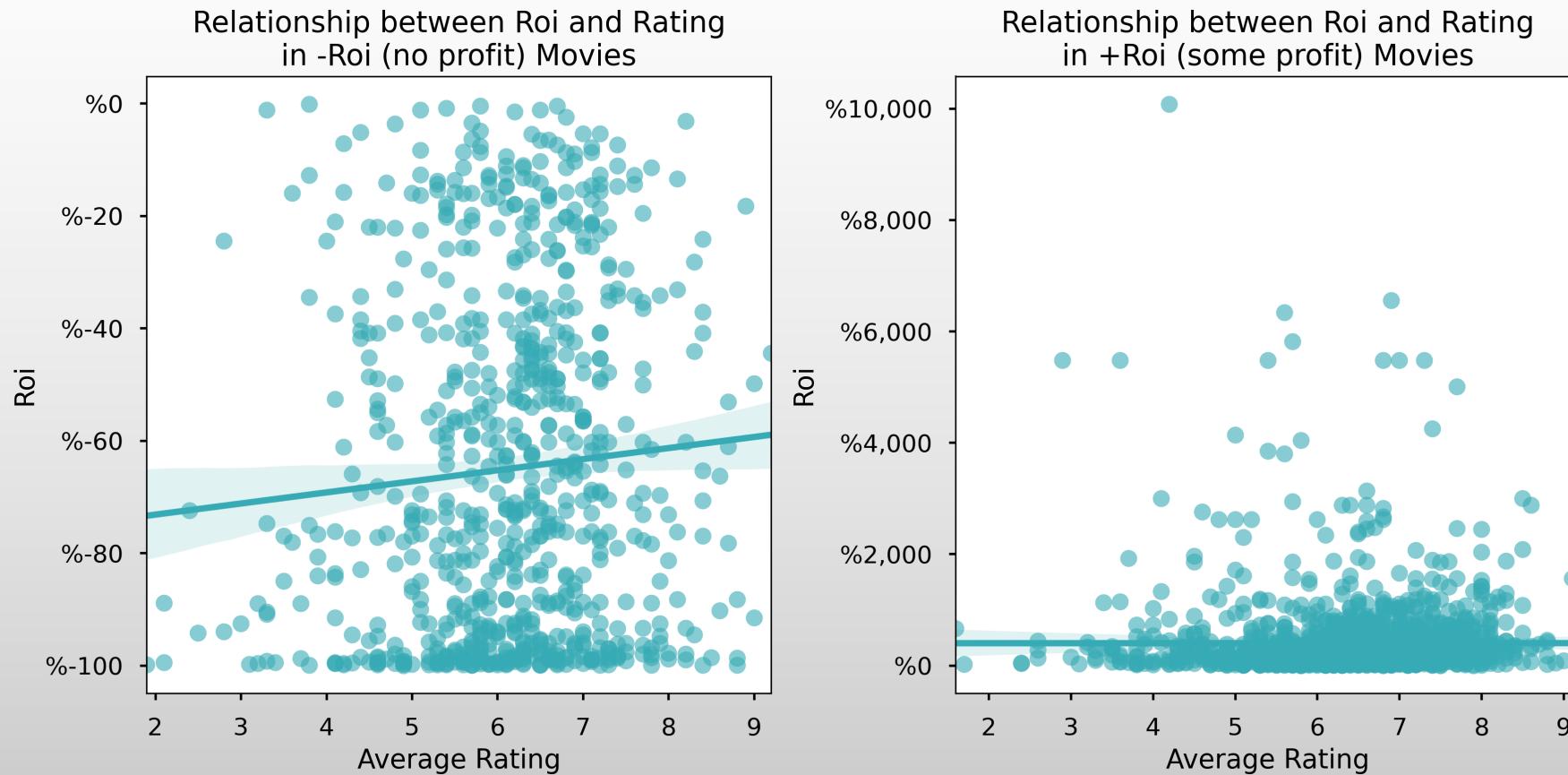
linkedin.com/in/aysuerdemir/



THANK
YOU!

Appendix I

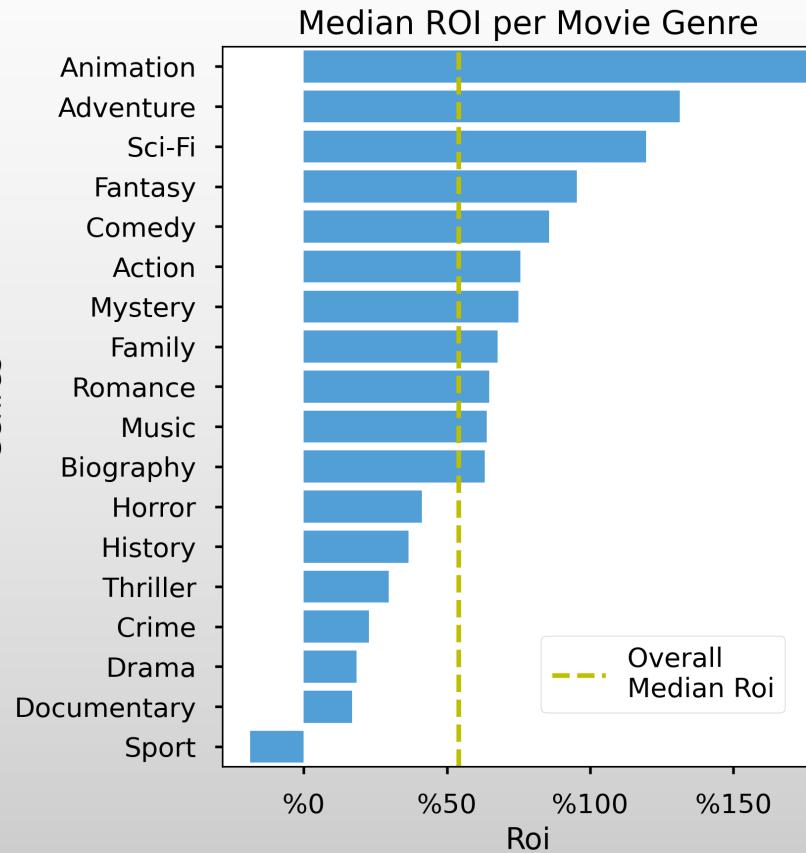
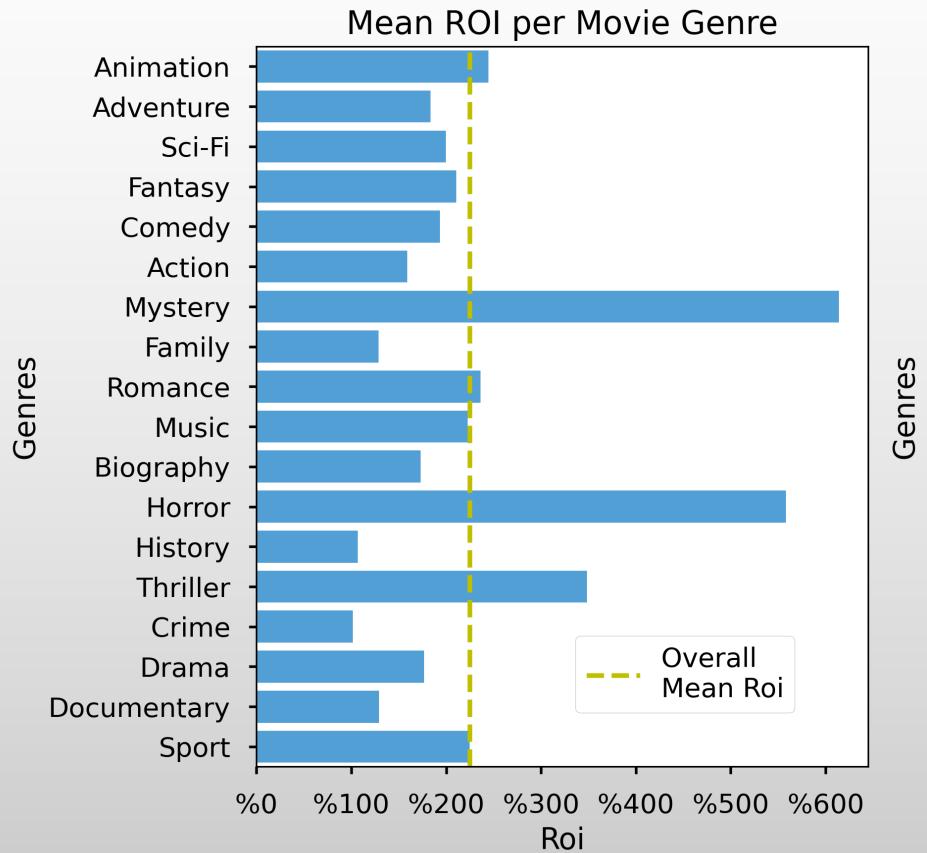
Ratings could be misleading for assessing a movie's success:



Do NOT rely on ratings when assessing a movie's success especially if the movie makes a profit.

Appendix II

Using MEAN can lead to misleading results like this:



Use **MEDIAN** as a measure of central tendency due to:

- The skewness of the distributions.
- The presence of outlier movies with extremely high success.