

# Making Microsoft Movie Magic

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A quick yet thorough overview of certain considerations and expectations for starting your own studio.

# Summary

Today we look through various data collected about movies - their production costs, their ratings, genres, time of release, and more, to determine three clear and concise business goals to work toward when starting up a movie studio.



# Outline

- Business Problem
- Data
- Methods
- Results
- Conclusions



# Business Problem

**To study the movies of yesterday and today to find patterns and give some solid groundwork and expectations to base the founding of a new movie studio on.**



# Data

We will be using data from the following datasets:

- [IMDB](#) (movieinfo)
- [Rotten Tomatoes](#) - (reviews)
- [TheMovieDB](#) (tmdb\_movies)
- [The Numbers](#) (tn\_movie\_budgets)



# Methods

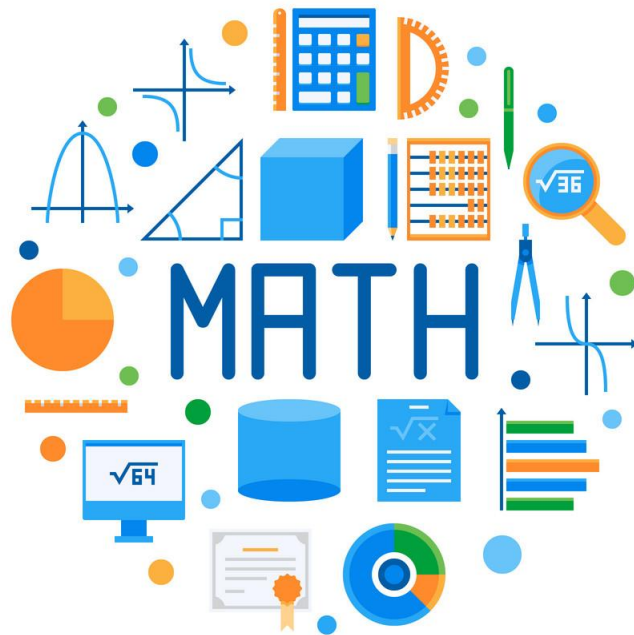
## Data prep

First, I took a look at the data sets and what questions I wanted answered to decide how to combine them. I cleaned up the dataframes by:

- Capitalized and renamed titles
- Checked for and removed duplicates
- Filled in or removed Nan or 0 values
- Nixed outliers
- Converted the bigger numbers by dividing by a million

## Visualization and Analysis

- Bar graphs and scatter plots
- Explore the low, high, and medium budgets, among other considerations



# Money and cents!

## Minimum budget:

\$ 1100.00 (My Date with Drew)

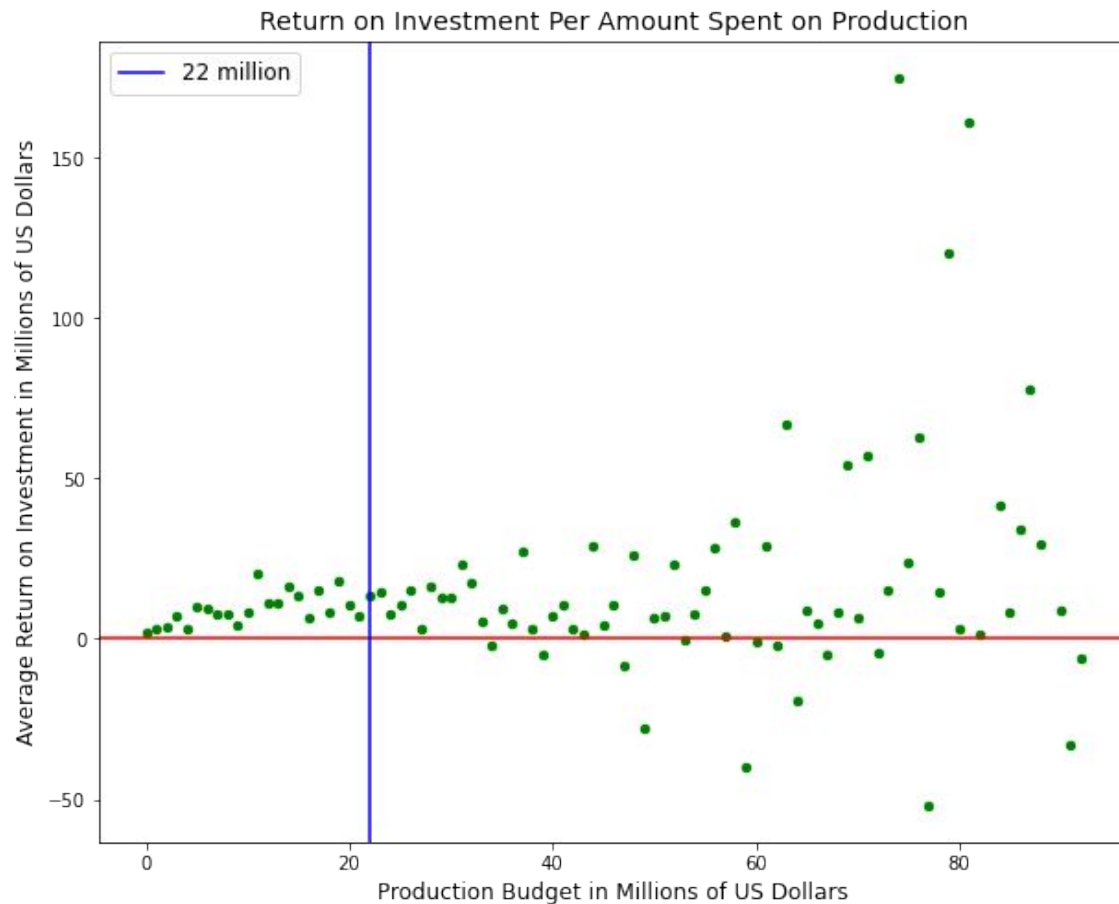
## Maximum budget:

\$ 425,000,000.00 (Avatar)

**Average budget:** \$22,000,000.00

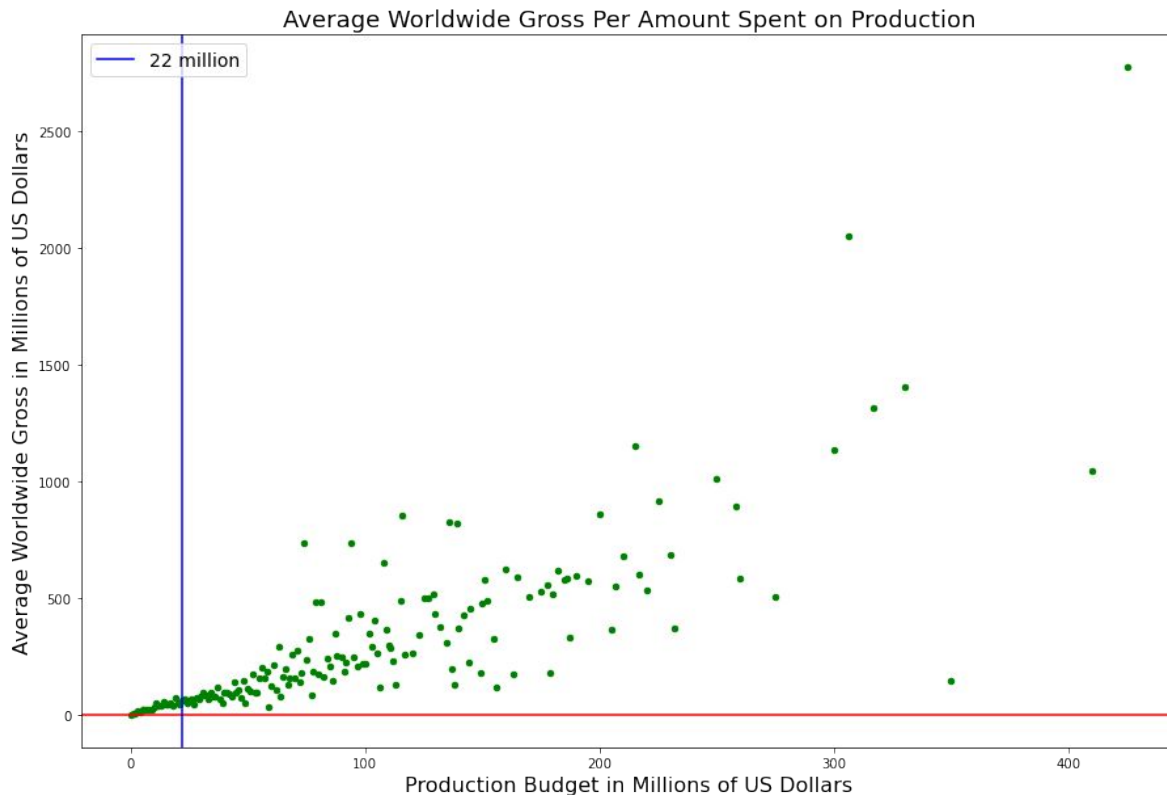
ROI of about \$14.5 million

Why not spend more to get more?



# International Potential

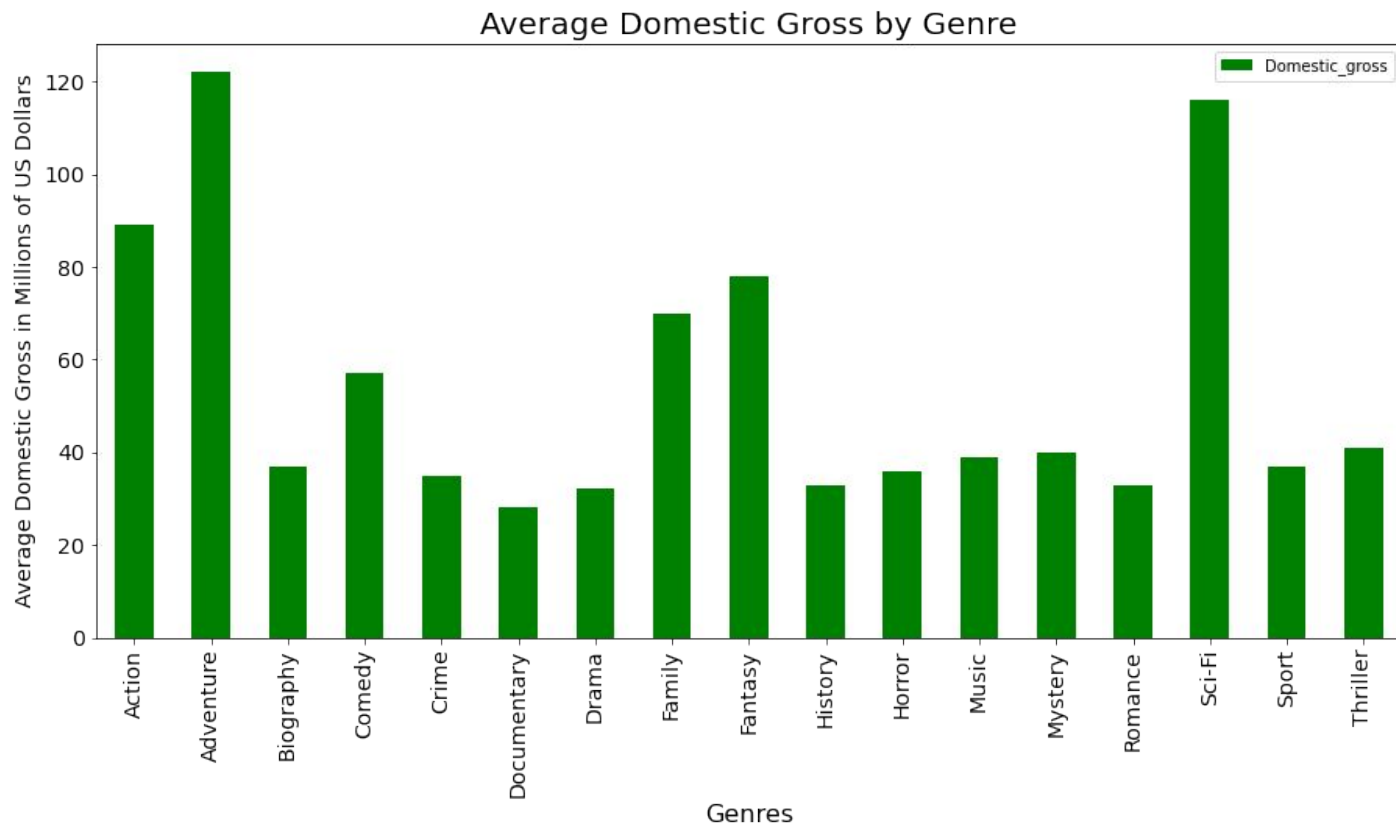
For a 22 million dollars budget, average worldwide gross of about 72.21 million dollars.





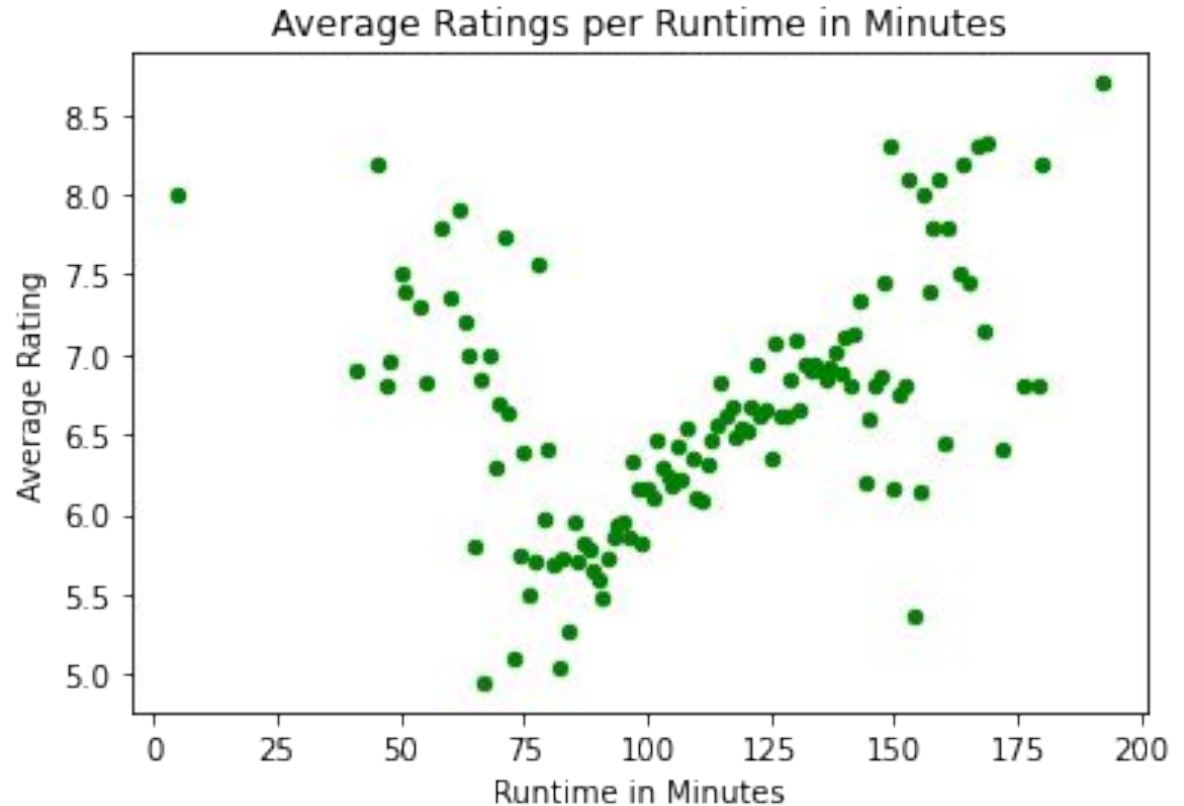
# What kind of movie?

Domestic_gross	
genres	
Action	89.0
Adventure	122.0
Biography	37.0
Comedy	57.0
Crime	35.0
Documentary	28.0
Drama	32.0
Family	70.0
Fantasy	78.0
History	33.0
Horror	36.0
Music	39.0
Mystery	40.0
Romance	33.0
Sci-Fi	116.0
Sport	37.0
Thriller	41.0

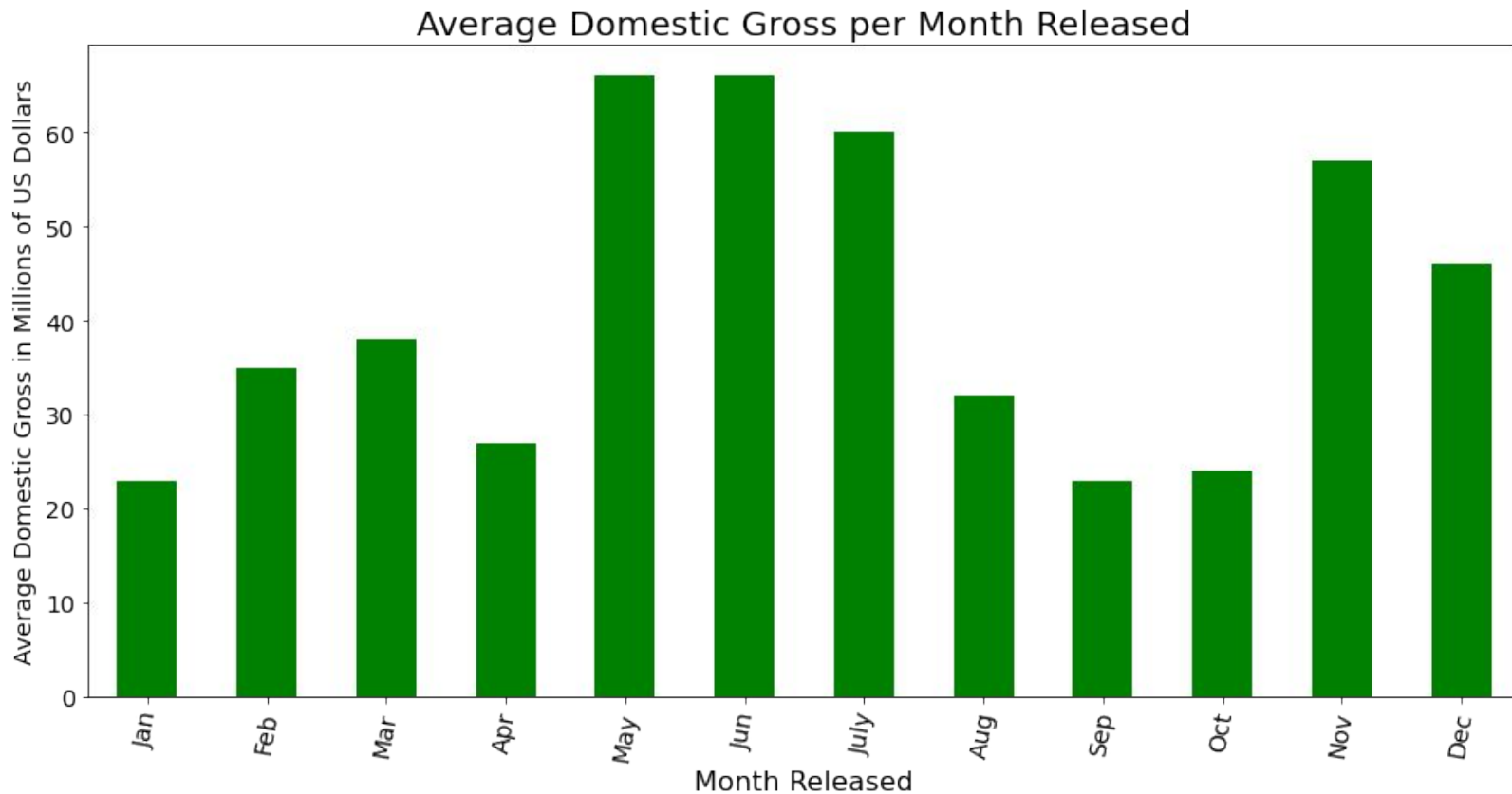


# How long?

Between 55-65 minutes, or between 100-145 minutes, seems to yield the most consistently high marks.



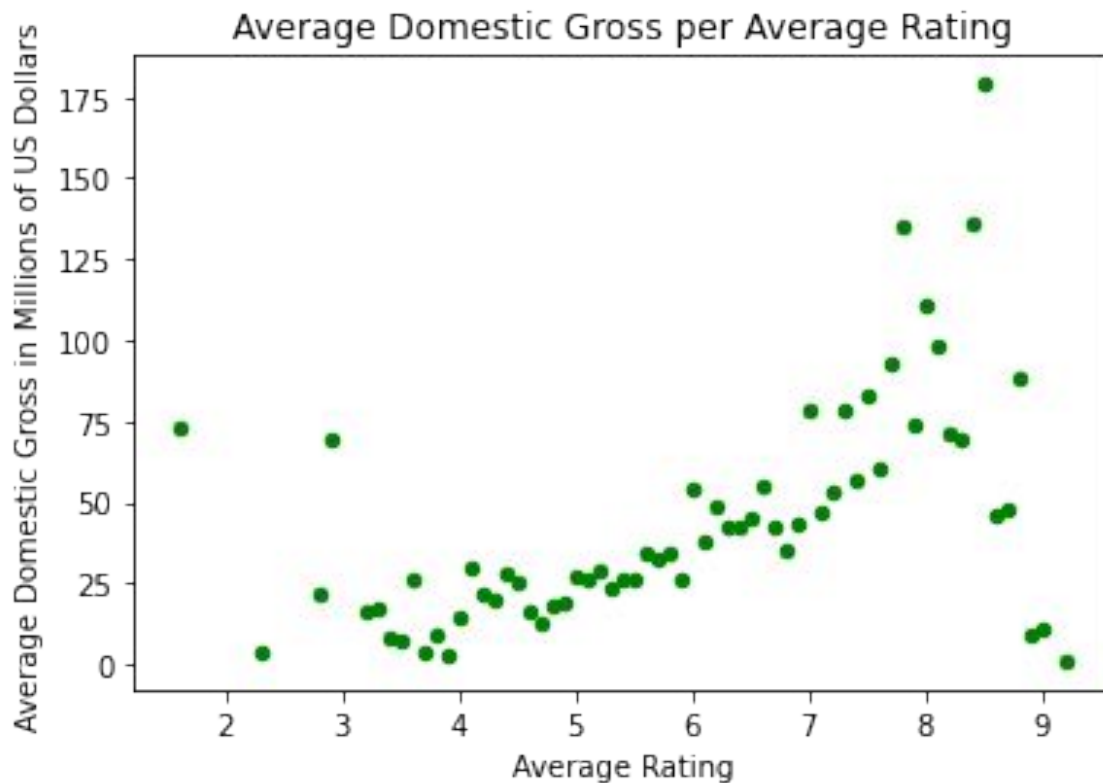
# When to release?



# Do higher ratings = more revenue?

For the most part, yes!

High ratings come from a variety of elements, but one way to secure it is finding a good director with a history of highly rated movies!



# Who to choose?

- Experience directing
- Highly rated work
- Varied portfolio
- International experience

## Top 20 Highest Rated Adventure Directors

Emre Oran	10.0
Adam Rabinowitz	9.6
Karzan Kardozi	9.6
Roi Maoz	9.6
Violeta Paus Soto	9.4
Zolbayar Dorj	9.4
Janice Buenaventura	9.3
Rhadem Camlian Morados	9.3
Zack Bennett	9.3
Kevin Schlanser	9.3
Chandler Wild	9.3
Aaron Jackson	9.2
Jerome Walter Gueguen	9.2
Ian Wiggins	9.2
Steve Gute	9.2
Richard Heap	9.2
Ivane Arsenishvili	9.2
Nino Orjonikidze	9.2
Constantine Papanicolaou	9.1
António Caetano Faria	9.1

# I recommend...

## Richard Heap

- Numerous highly rated works such as The Runaways
- 8 award wins and 2 nominations
- Directed over 20 projects and has experience with other aspects of production



MARK ADDY TARA FITZGERALD LEE BOARDMAN MOLLY WINDSOR RHYS CONNAH MACY SHACKLETON

"Dark. Haunting. Atmospheric. Uplifting. Don't miss it."



# Business Propositions

1. **Expect to budget** about 22 million dollars, and have an average return on investment of about 14.5 million dollars. Should you choose to go international, your potential worldwide gross would be roughly 72.21 million dollars.
2. **Make an adventure film, rated G** or PG-13 between 55-65 minutes, or 100-145 minutes, and release it in May or June (July and November for backup)
3. **Hire a director** with international acclaim that has produced highly rated films, such as Richard Heap, as movies rated higher generally gross more and will do better on the worldwide stage.

# Limitations

- Data uniformity and consistency
- Missing or incomplete data that limited accuracy





# For the future...

- **Scrub** websites for missing data
- **Develop** more advanced functions to sift through and attempt to standardize data
- **Directors** - **foreign** and **domestic**, and their ratings/average grossing per film, apply same logistics to other cast and crew
- **Marketing** - See how a marketing budget can affect domestic/foreign gross and ROI
- **Find** data on movies release platforms and their performance



# Thank You!

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