

MICROSOFT MOVIE ANALYSIS

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Background

Background

- * Some films have big box offices, such as Avatar
- * Some films may not seem big but with small investment, yielded significant profits comparing to investment, like The Gallows.
- * Factors
 - * Politics
 - * Time of year
 - * Economy
 - * Films themselves
 - * Budget
 - * Director/Actor
 - * Genre

Business Understanding

Business Understanding

- * Measurement: Return on Investment (ROI)
 - * $\text{ROI} = (\text{Profit}-\text{Investment})/\text{Investment}$
- * Factors to investigate:
 - * Budget
 - * Director/Actor
 - * Genre

Data Understanding

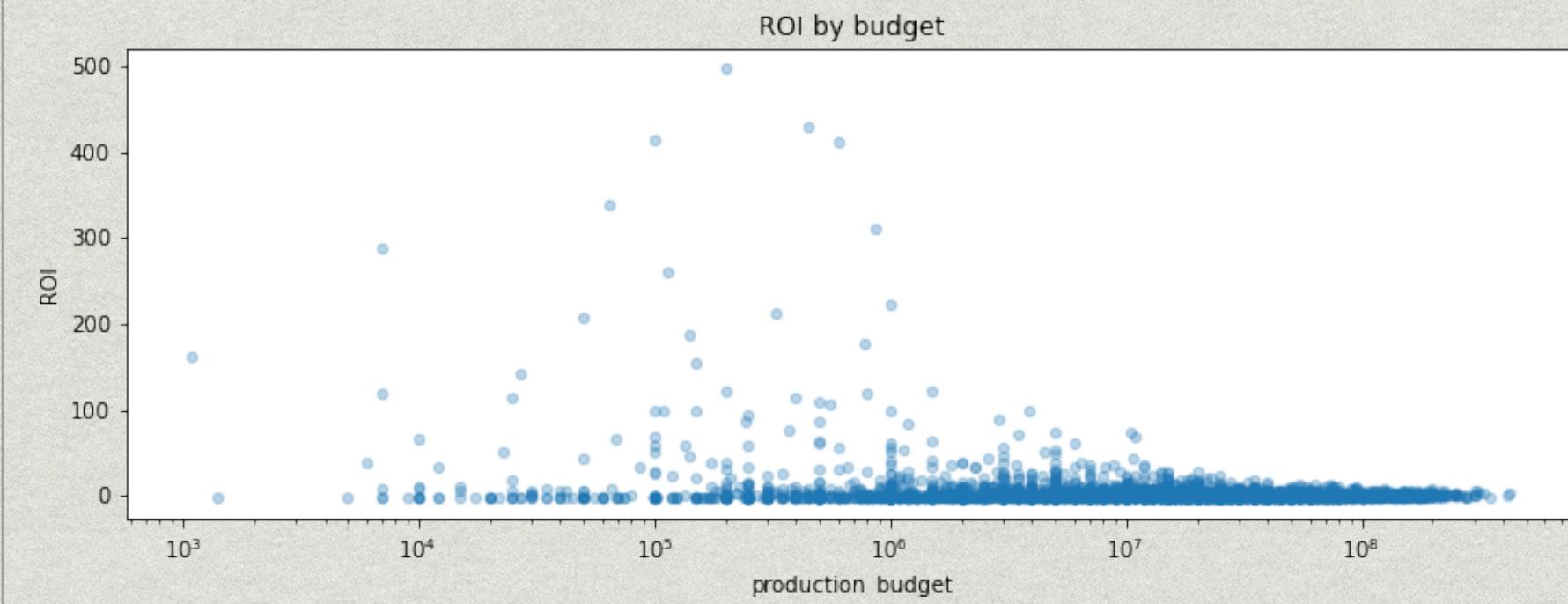
Data Understanding

- * 5 csv files(including tsv files) and 1 sqlite database.
- * Access at [https://github.com/foxshakeitoff/
MicroSoft Movie Analysis#more-information](https://github.com/foxshakeitoff/MicroSoft Movie Analysis#more-information)

Analysis

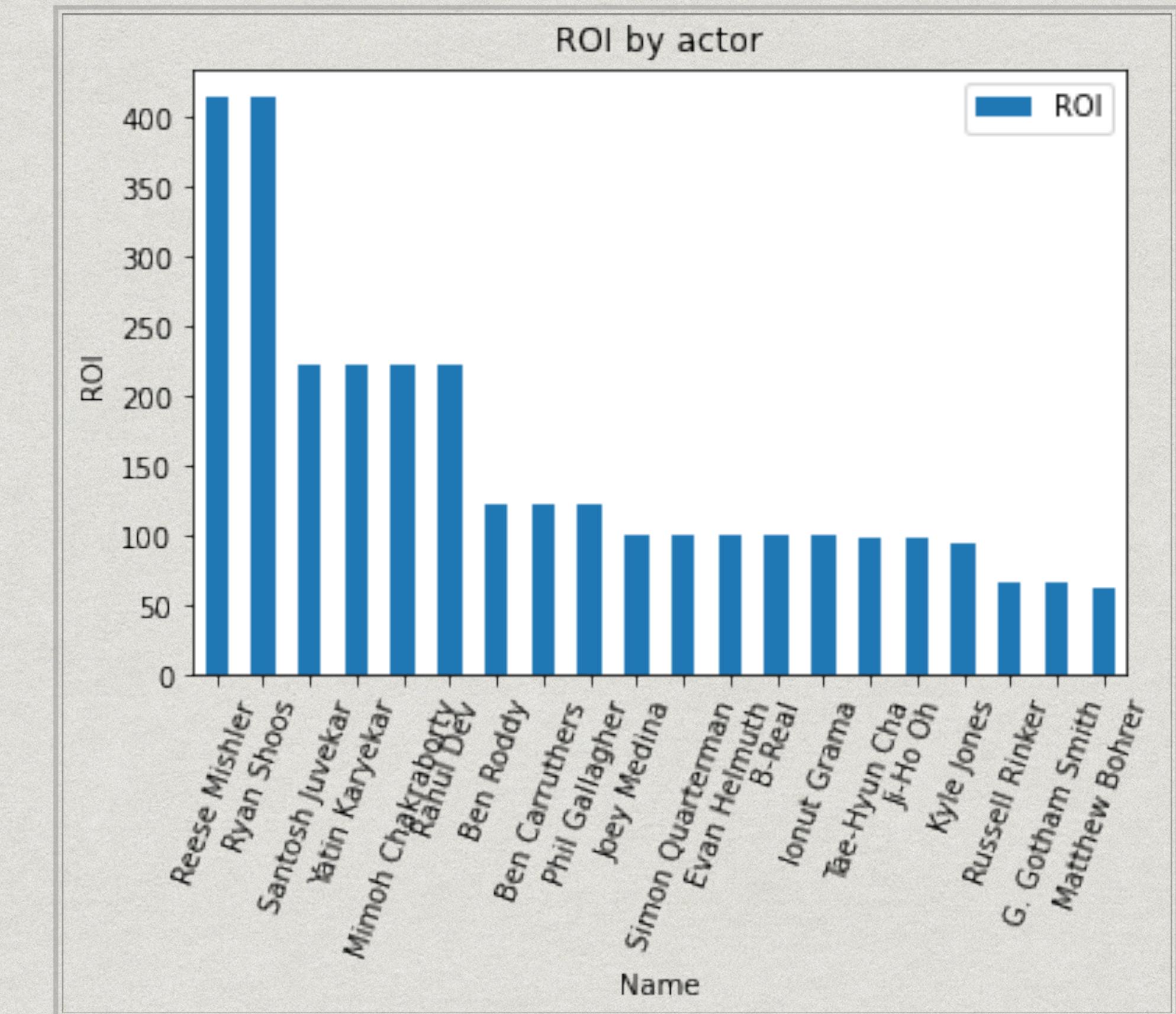
Analysis — Budget

- * 1. Most films have ROI below 50.
- * 2. Many have tried but few survived.



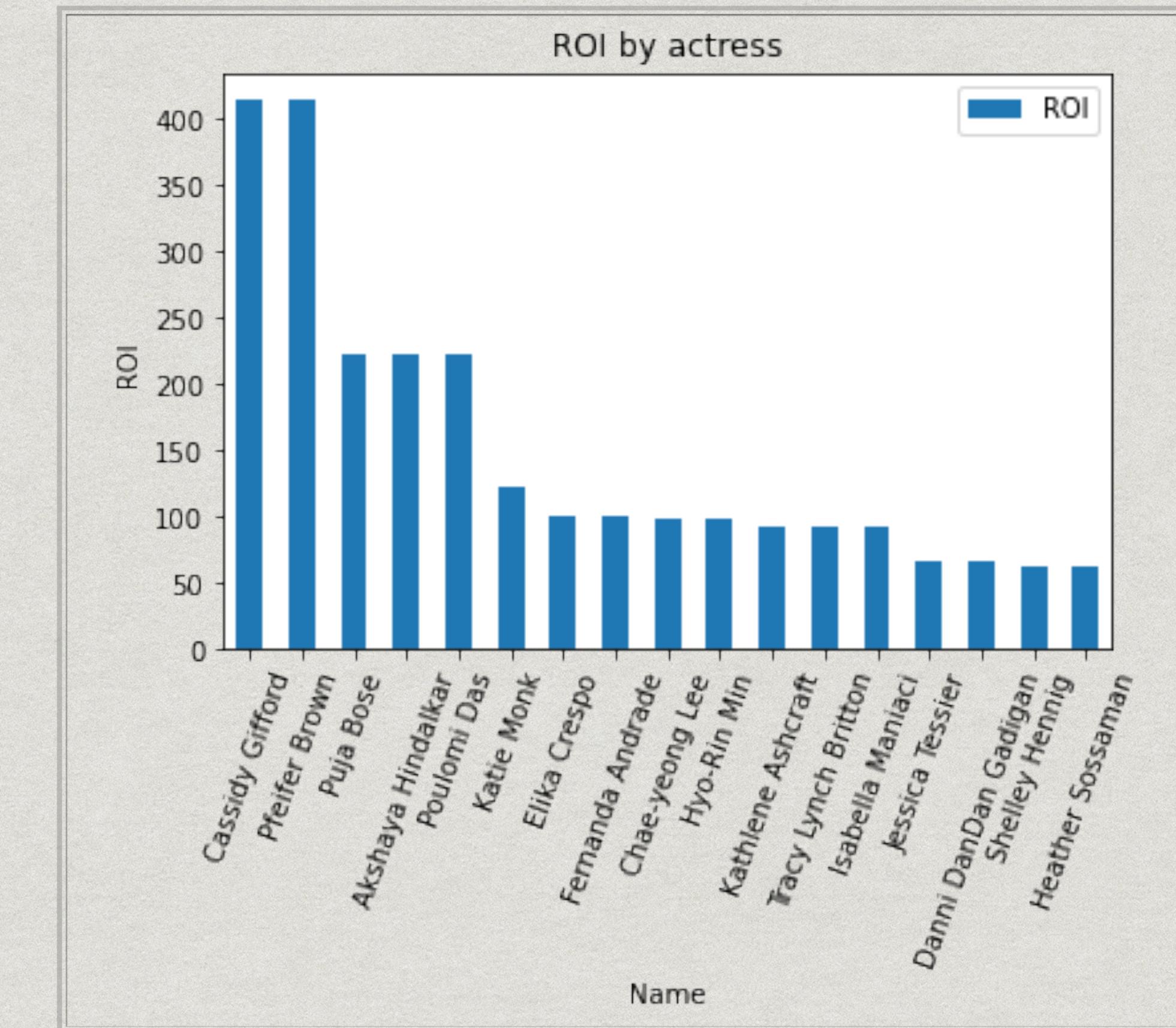
Analysis — Actor

- * The impact of actor on ROI is strongly correlated to films.
- * Top 2 are in same films.



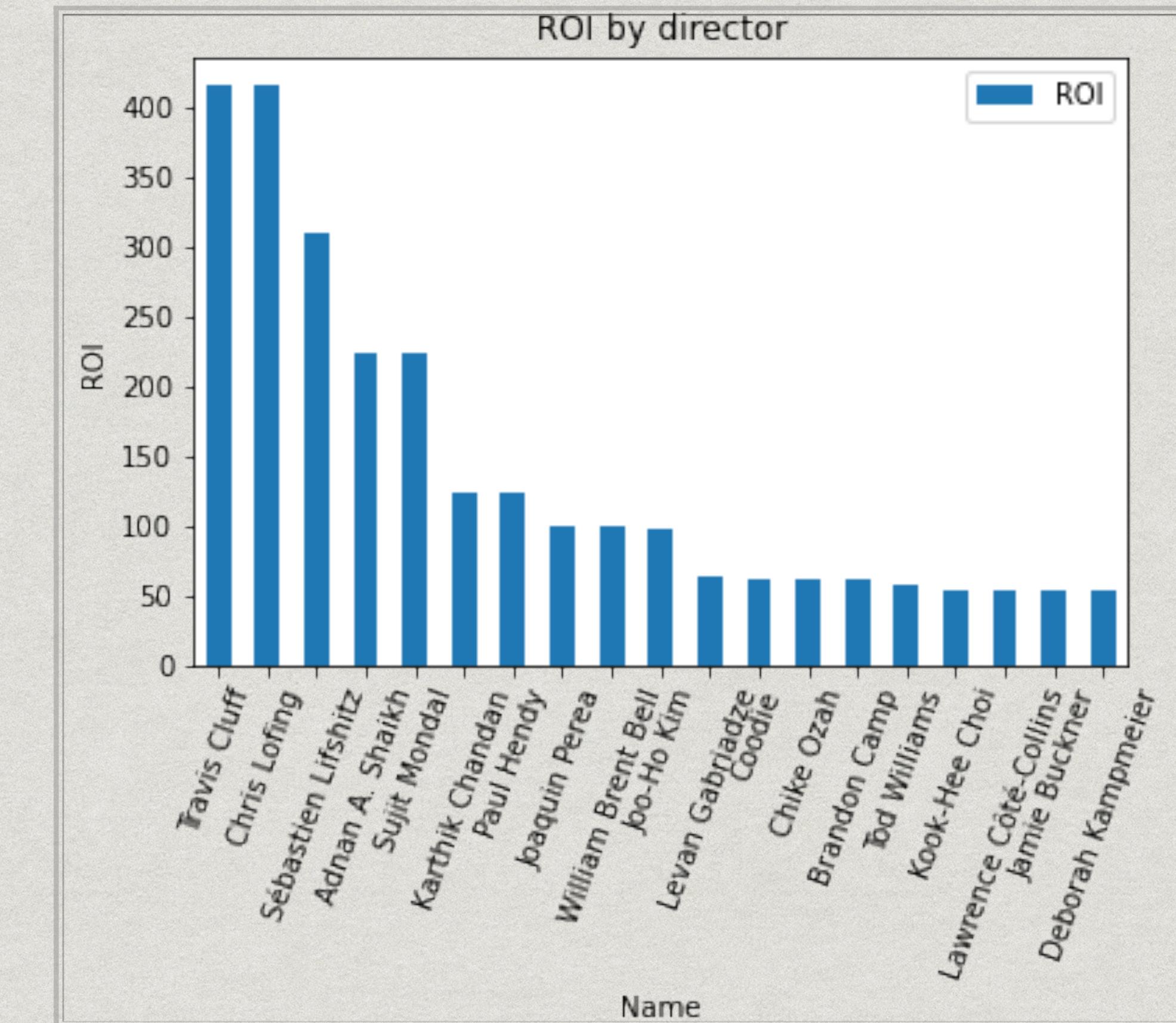
Analysis — Actress

- * The impact of actress on ROI is strongly correlated to films.
- * Top 2 are in same films.



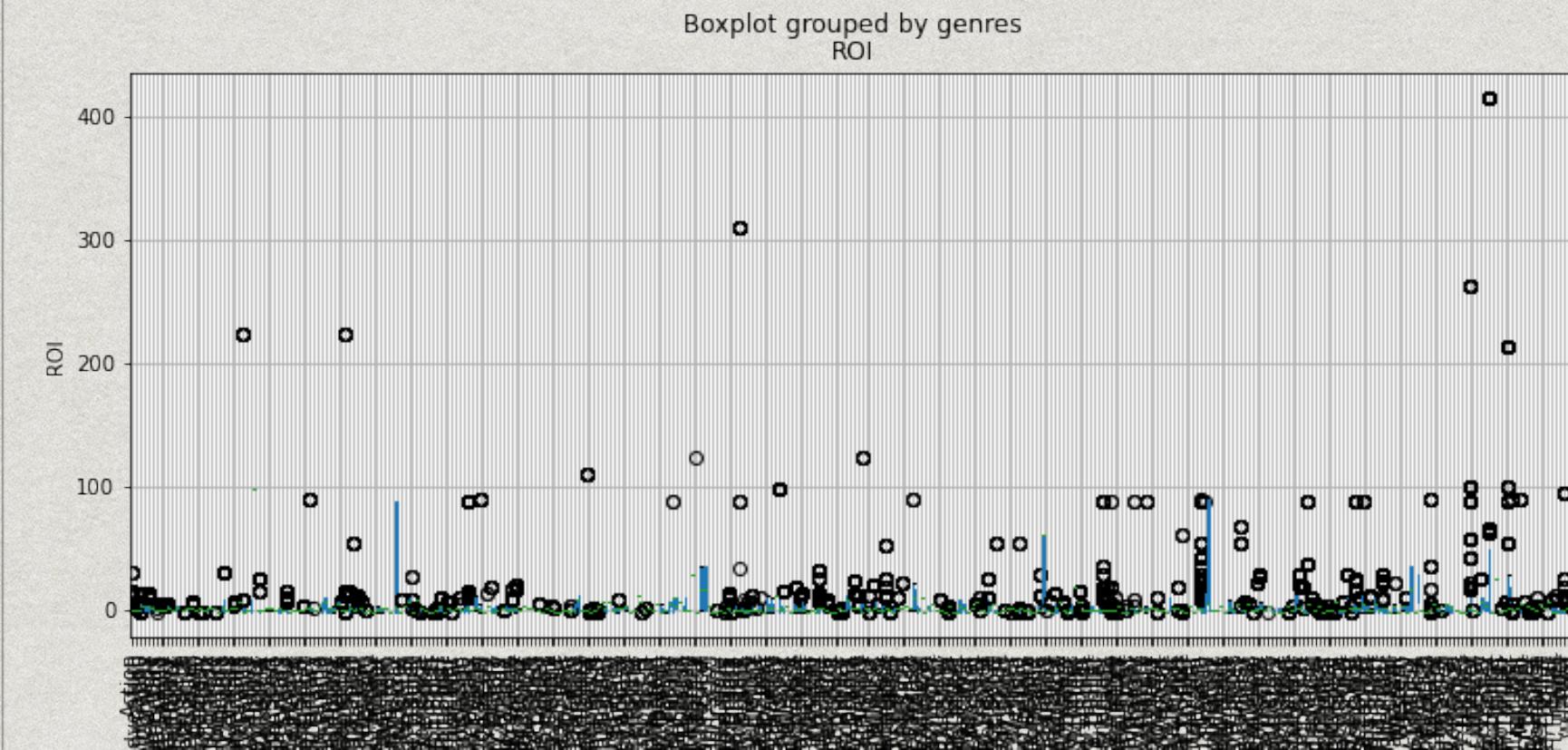
Analysis — Director

- * The impact of director on ROI is strongly correlated to films.
- * Top 2 are in same films.



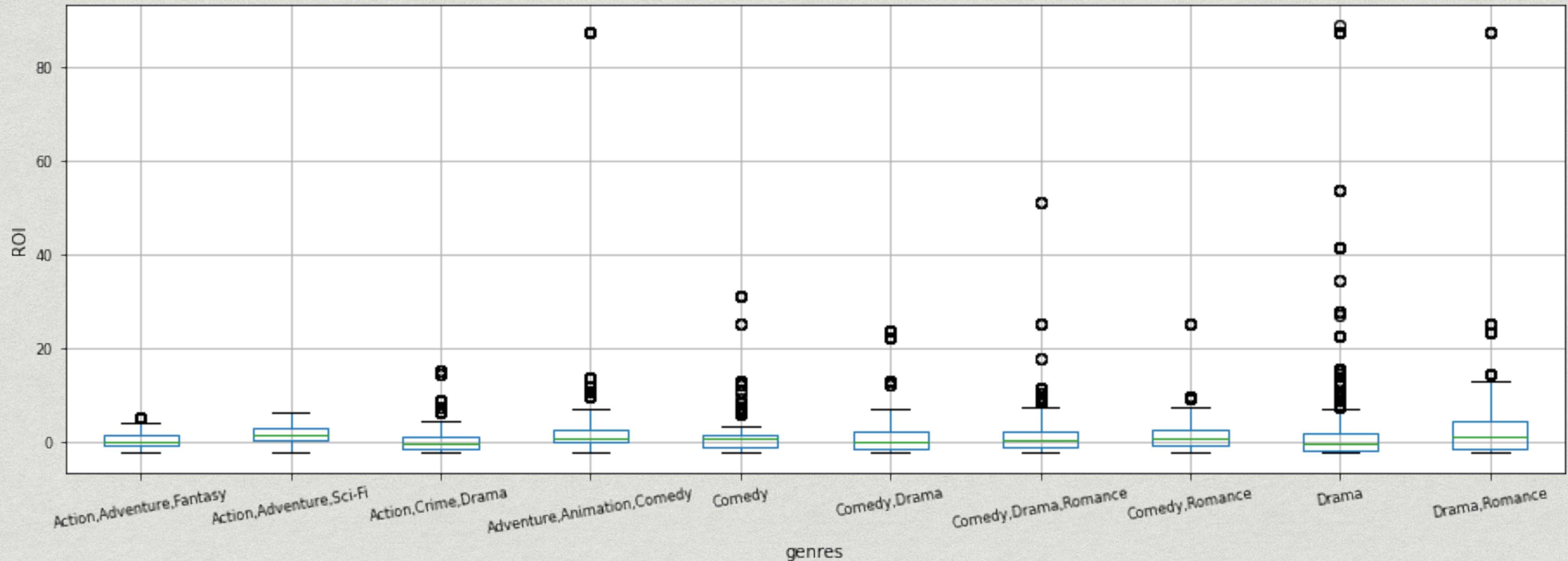
Analysis — Genre

- * Too many genres!!
- * Trypophobia! ! !



Analysis — Genre(Top 10)

Boxplot grouped by genres
ROI by genres



* Adventure and action or comedy

Results

Results — Recommendation

- * This Analysis generates 3 recommendations:
- * 1. Have budget set between **100K to 200K** to have better chance to have high return on investment.
- * 2. Pick **top 10 personas** from each category such as Reese Mishler, Cassiidy Gifford, Travis Cluff, Chris Lofing, Pfeifer Brown, and Ryan Shoos, since these persons have significant higher ROI than rest of person.
- * 3. Set genre as **adventure and action or comedy**, since films yield high ROI are in these genre or combination of these genres.

More...

More...

- * There are some more related finds:
- * 1. Another measurement here can be films rating, while it would provide perspective about how people like the film, ratings might not give as many insights about profit as ROI does.
- * 2. There are many Genres that doesn't have many records. However for those not-well-produced genres have some films that yield high ROI. This films can be investigated further after this project.
- * 3. The impact of persons on films'ROI are so correlated to films themselves. If there a group of person are in same film and that film has high ROI then those person all have high ROI. So alternatively, we can investigate ROI for each title, and then choose person from top 10 films that have highest ROI.
- * 4. Avatar has big box office, however it's budget is so high that makes it not high in ROI. Famous not equal to success.
- *

“You will never know until you try”

-Davee Jones