

MICROSOFT MOVIE ANALYSIS

SHENTAI TAO

STUDENT AT FLATIRON SCHOOL IN DATA SCIENCE



Background

Background

- * Big box offices with big investment, Avatar
- * Small box offices with small investment, significant profits comparing to investment, The Gallows.

Background

- * 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

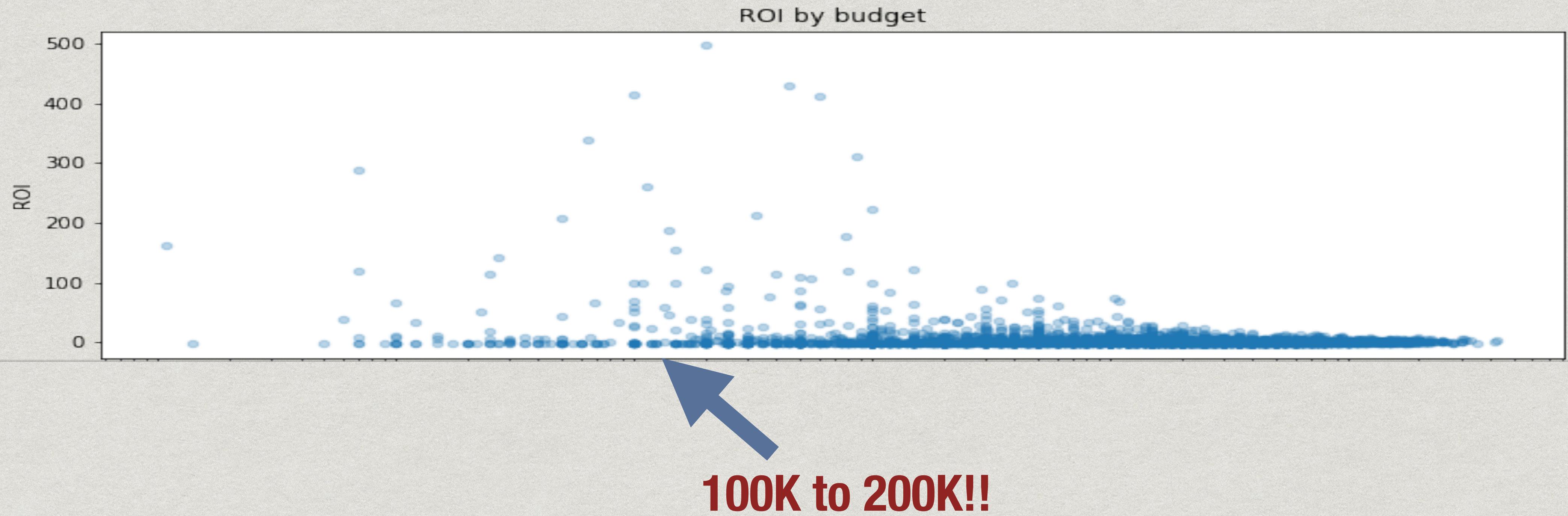
Data Understanding

Data Understanding

- * Data here includes data from 6k films

Analysis

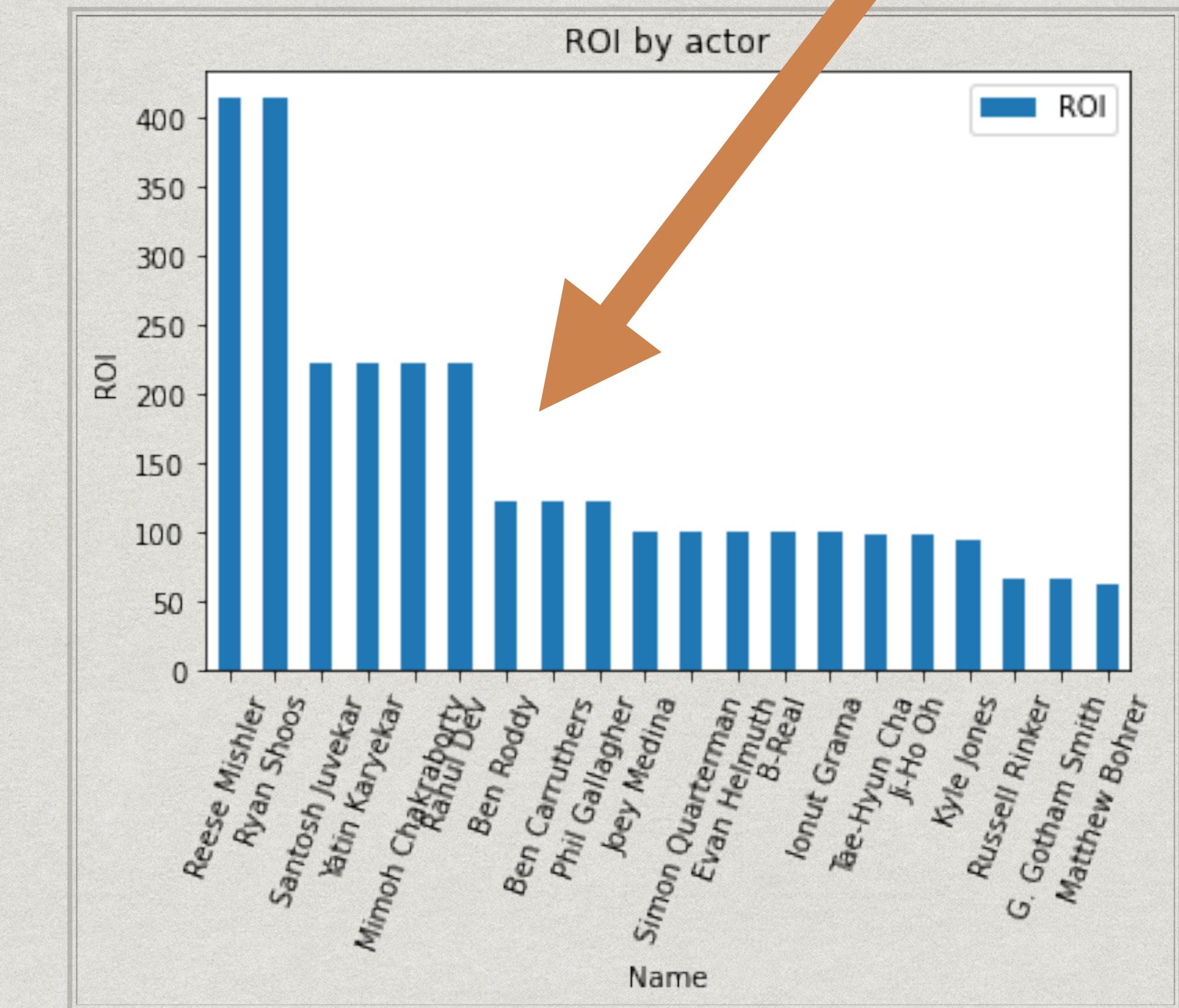
Analysis — Budget



- * Most films doesn't have much ROI.
Only 10 percent achieve a considerate
high ROI

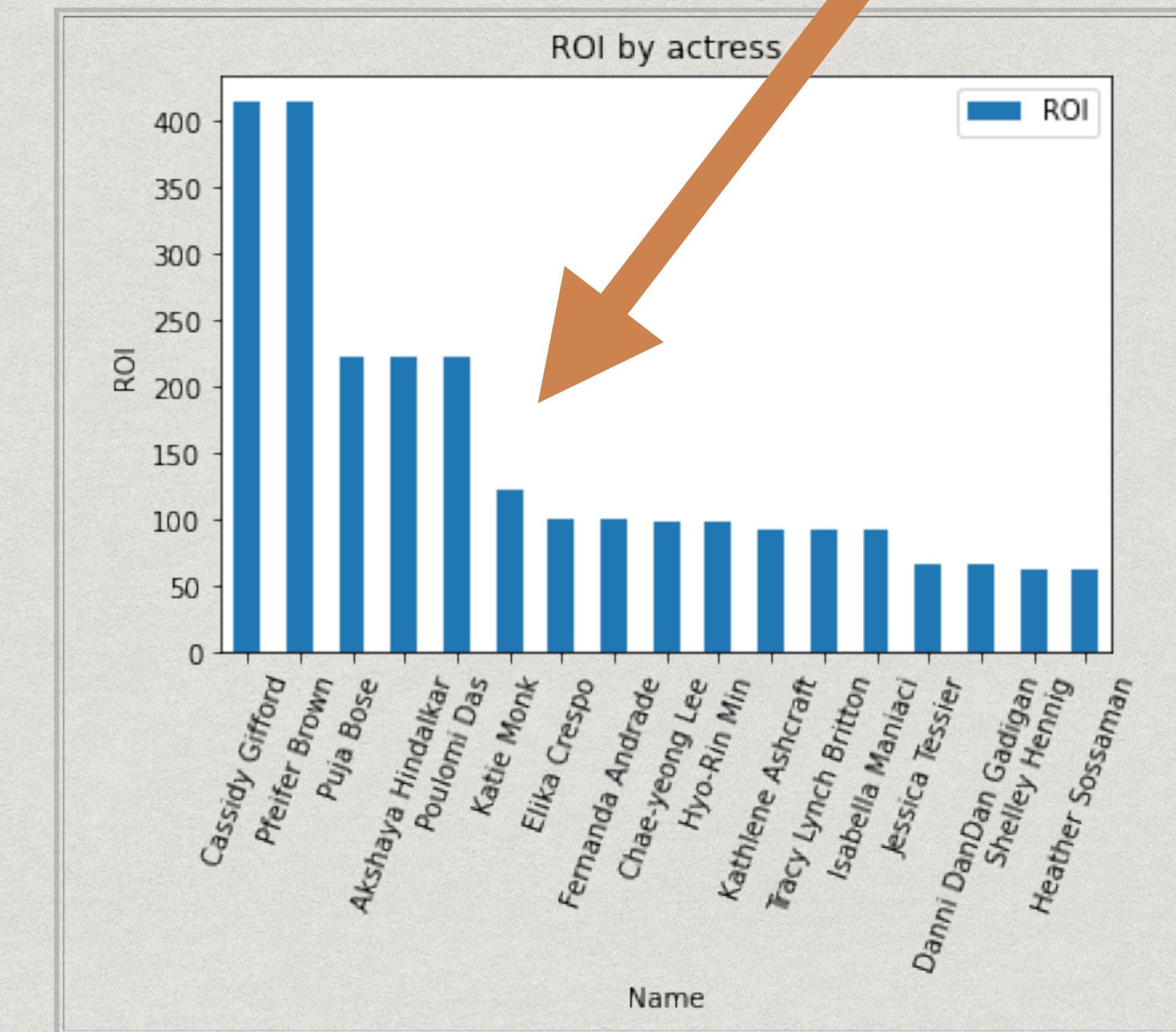
Analysis — Actor

- * Top 10 actors has significant higher ROI than rest of actors.



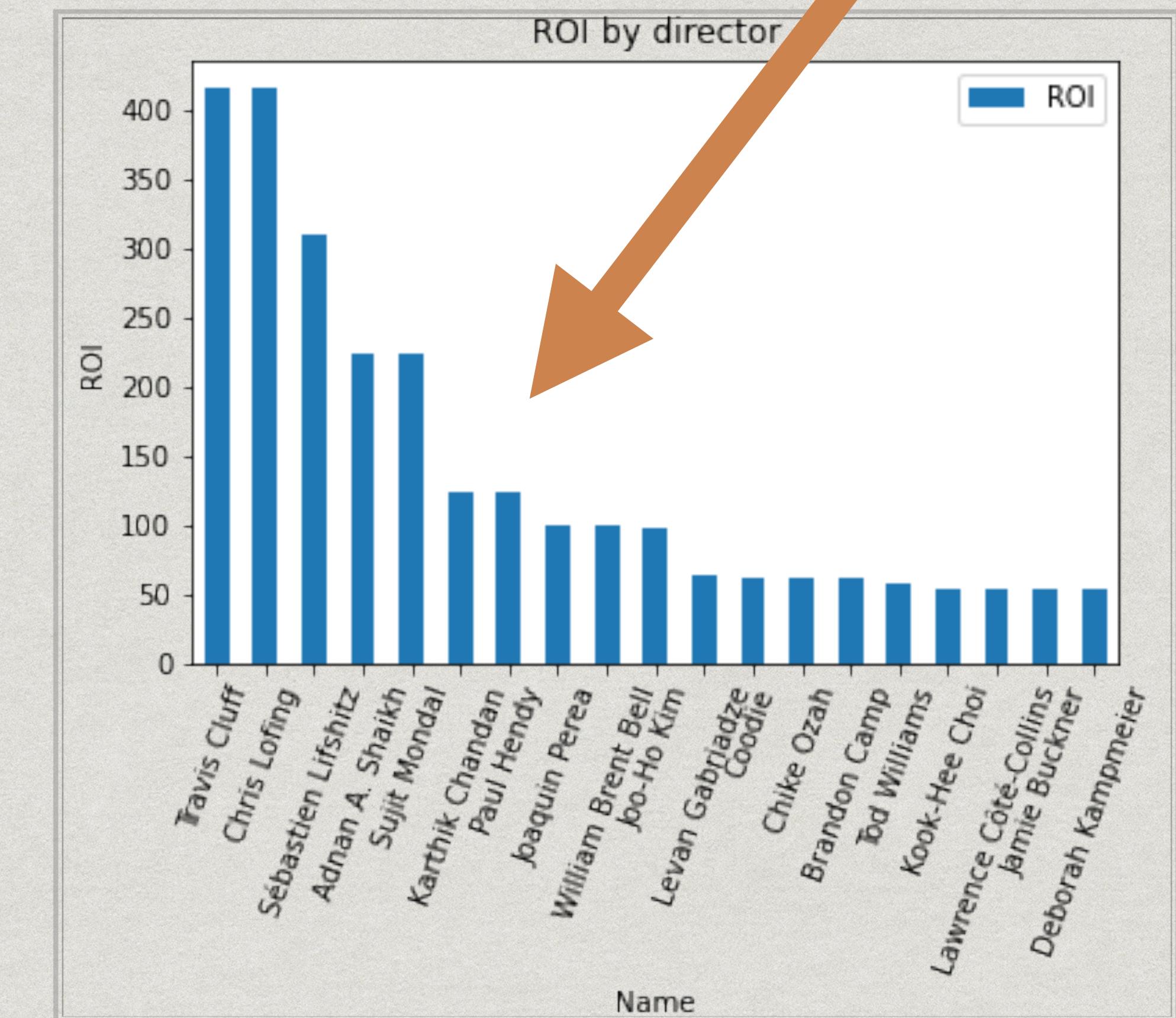
Analysis — Actress

- * Top 10 actresses has significant higher ROI than rest of actresses.



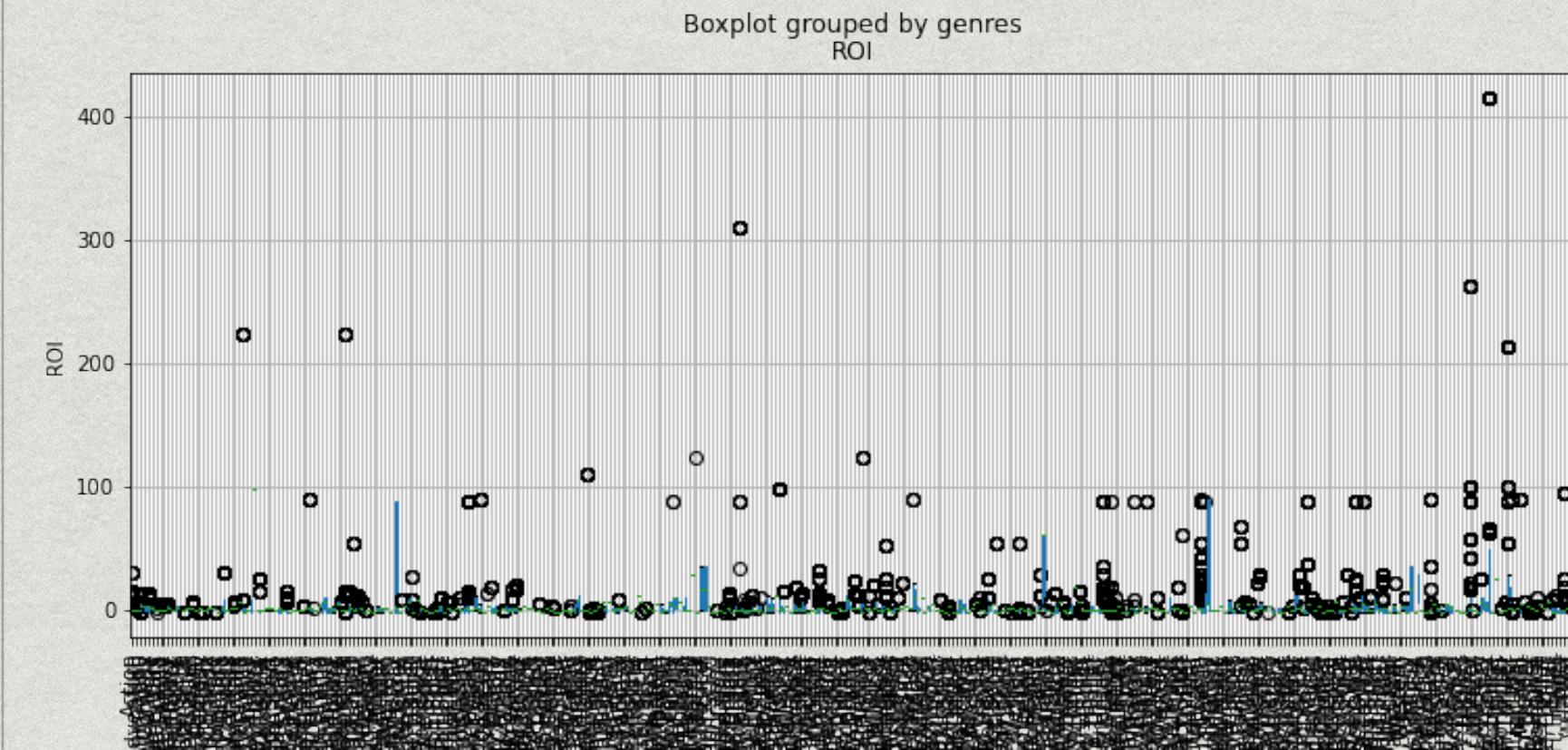
Analysis — Director

- * Top 10 Directors has significant higher ROI than rest of Directors.



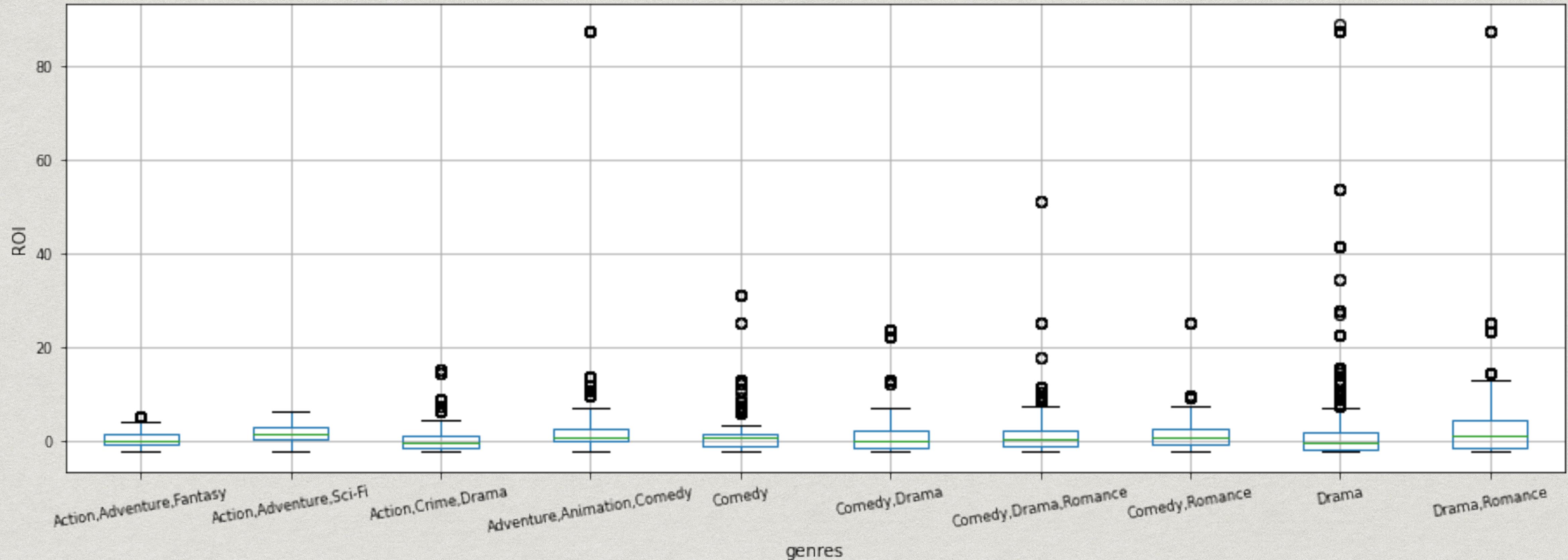
Analysis — Genre

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



Analysis — Genre(Top 10)

Boxplot grouped by genres
ROI by genres



* Adventure and action or comedy

Results

Results — Recommendation

- * 1. Budget between 100K to 200K.
- * 2. Top 10 personas from each category.
- * 3. Genre as adventure and action or comedy.



More...

More...

- * 1. **Rating**
- * 2. **Not-well-produced genres**
- * 3. **Title**, and then choose person from top 10 films that have highest ROI.
- * 4. Avatar has big box office, **Famous not equal to success.**

“You will never know until you try”

-Davee Jones