MICROSOFT MOVIE ANALYSIS

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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)
  - ROI = (Profit-Investment)/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-informations

Analysis

Analysis — Budget

- 1. Below 50.
- 2. Many have tried but few survived.

Analysis — Actor

- Strongly correlated to films.
- Top 2 are in same films.

Analysis — Actress

- Strongly correlated to films.
- Top 2 are in same films.

Analysis — Director

- Strongly correlated to films.
- Top 2 are in same films.

Analysis — Genre

- Too many genres!!
- Trypophobia！！！

Analysis — Genre(Top 10)

- 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