



Microsoft Movie Studio Analysis

Hannah Schurman
December 10th 2021

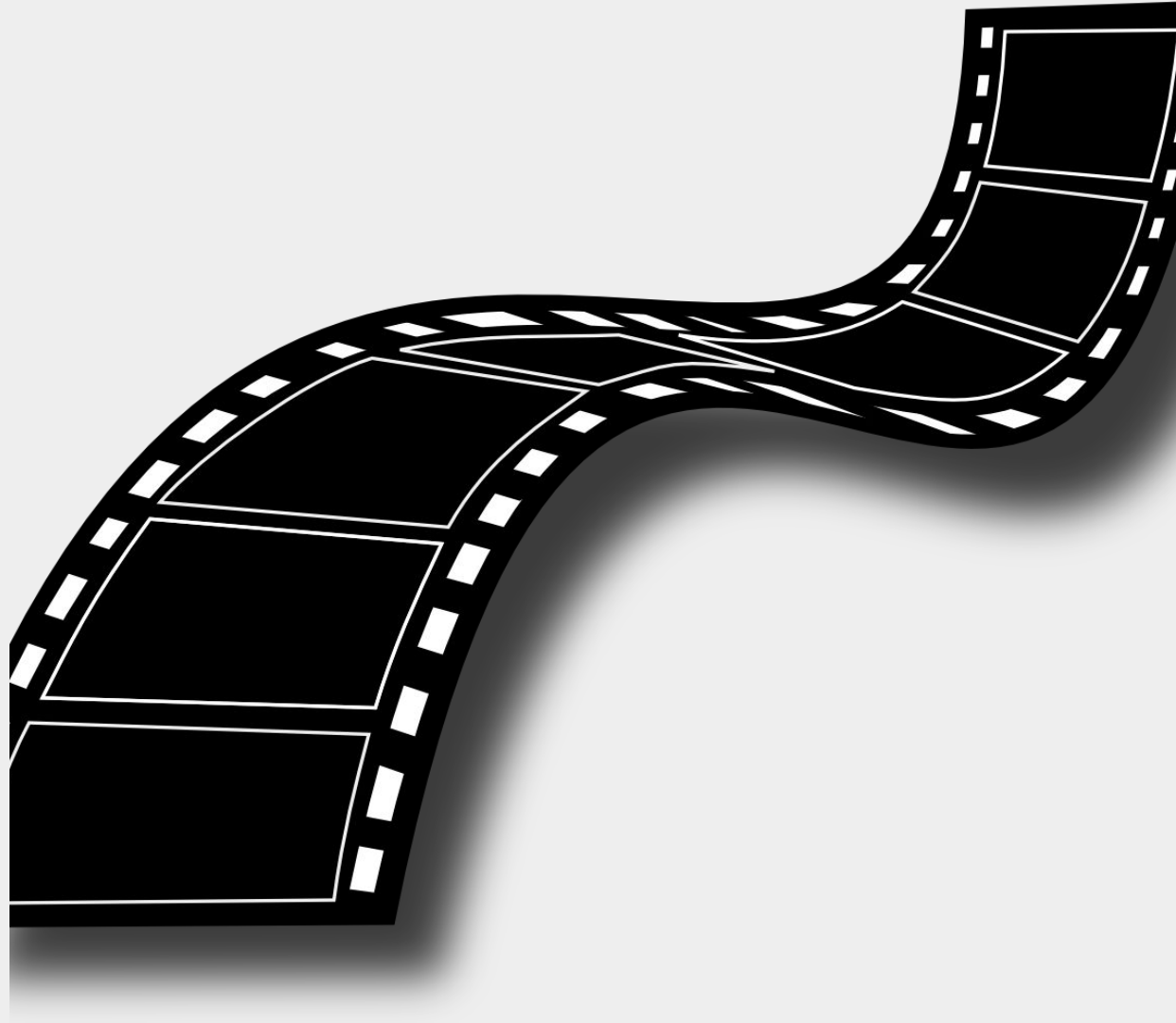
Summary

Explore movie analytics from datasets to provide actionable insights for Microsoft's new Movie Studio.



Outline

1. Business Problem
2. Data
3. Methods
4. Results
5. Conclusions



Business Problem

Microsoft wants to dive into the world of movie production, and my goal is to generate a selection of business models for your consideration.

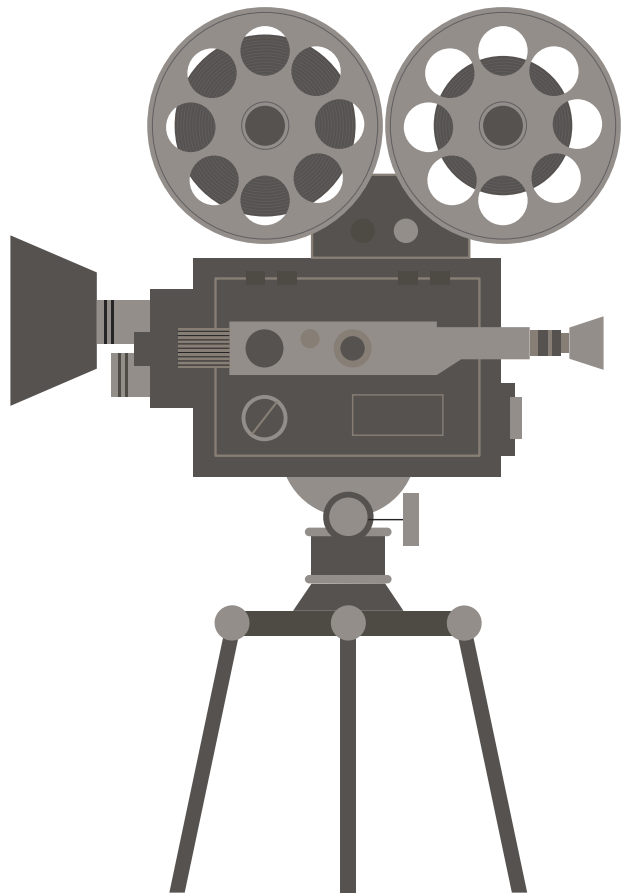
Insights:

- Genres with highest box office income
- Genres which receive highest critic reviews
- Most common movie rating



Data

- **IMDB:** Datasets include title information and critic ratings.
- **Rotten Tomato:** Datasets include title information, directors, movie rating, and critic reviews.
- **Box Office Mojo:** Dataset includes movie titles and box-office revenues.



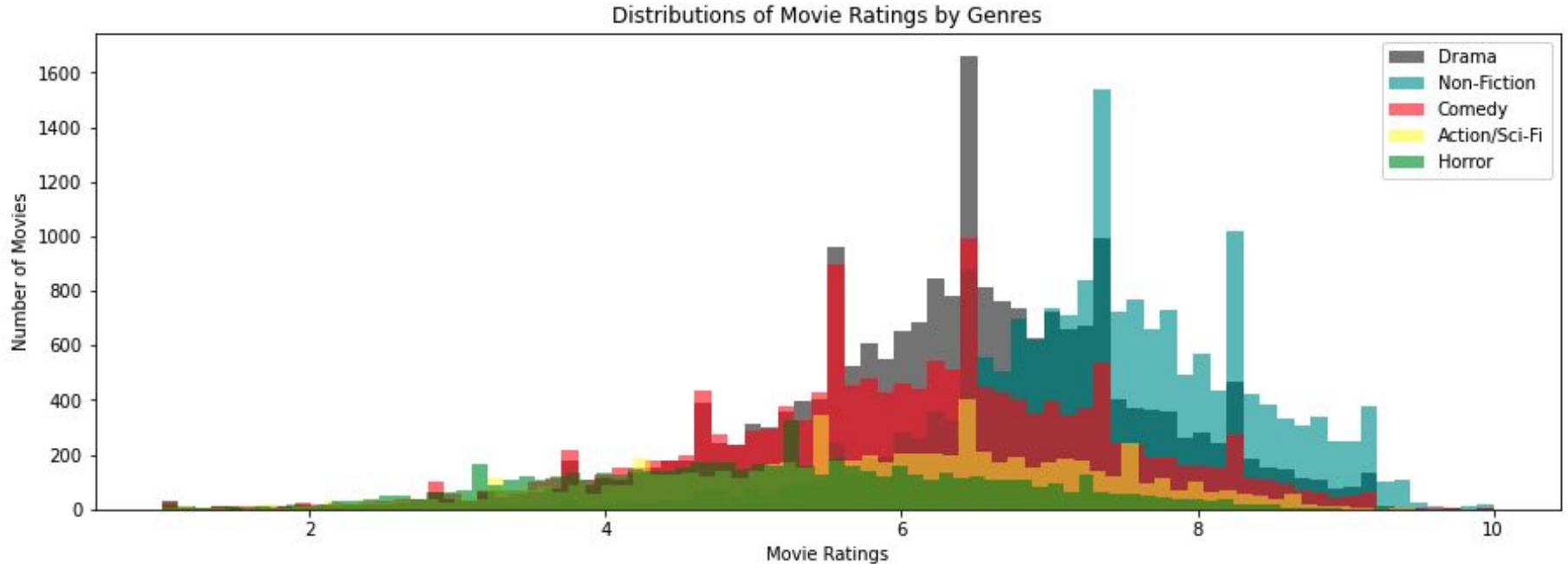


Methods

This project uses exploratory analysis to generate data visualizations which **SPOTLIGHT** concrete business recommendations

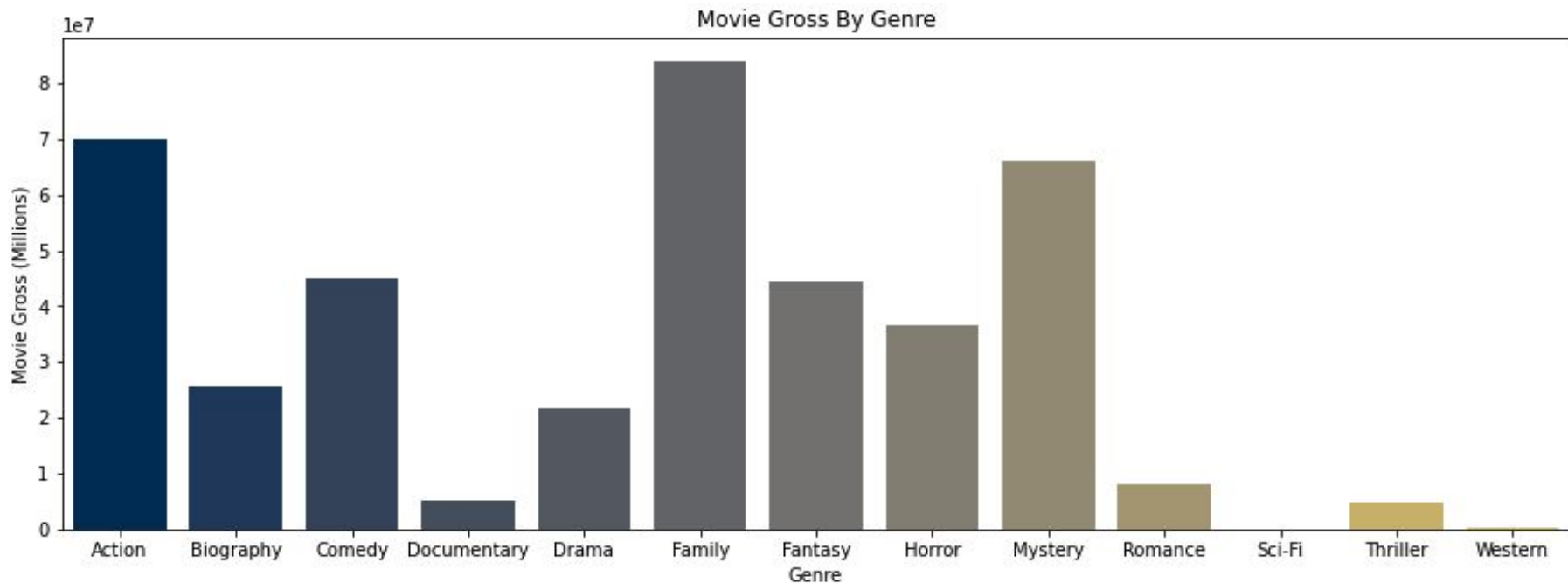
Results

- Non-fiction movies have the highest ratings
- Horror movies have a really spread out distribution of ratings (hit or miss ratings)
- Drama movies have the highest number of movies produced in a tight distribution



Results

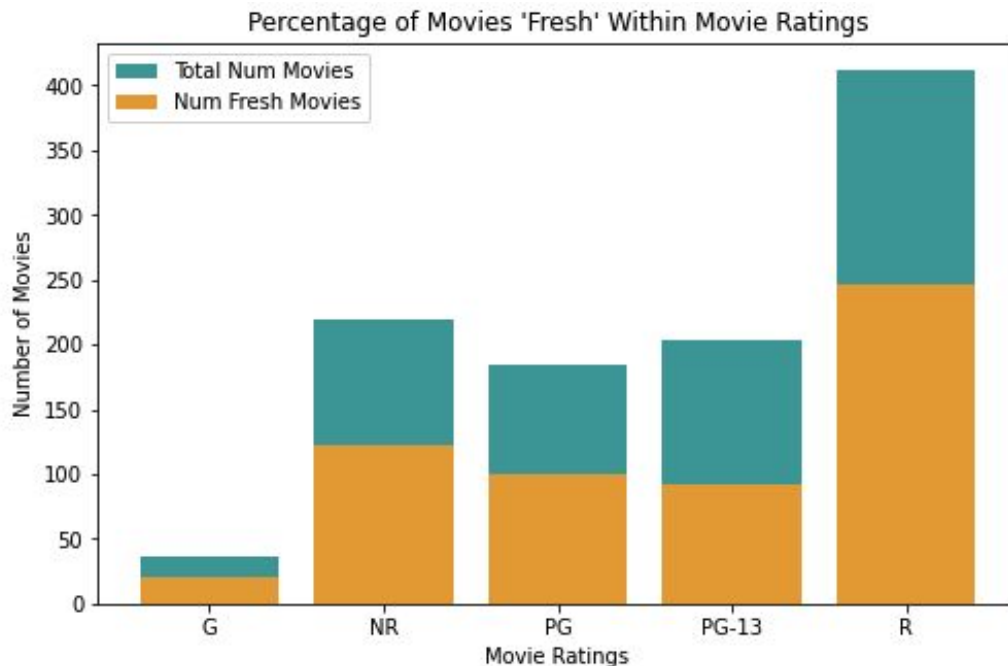
- Family, Action, and Mystery movies have the highest box-office revenue
- Westerns, Sci-Fi*, and Documentaries have a low box-office revenue



Results

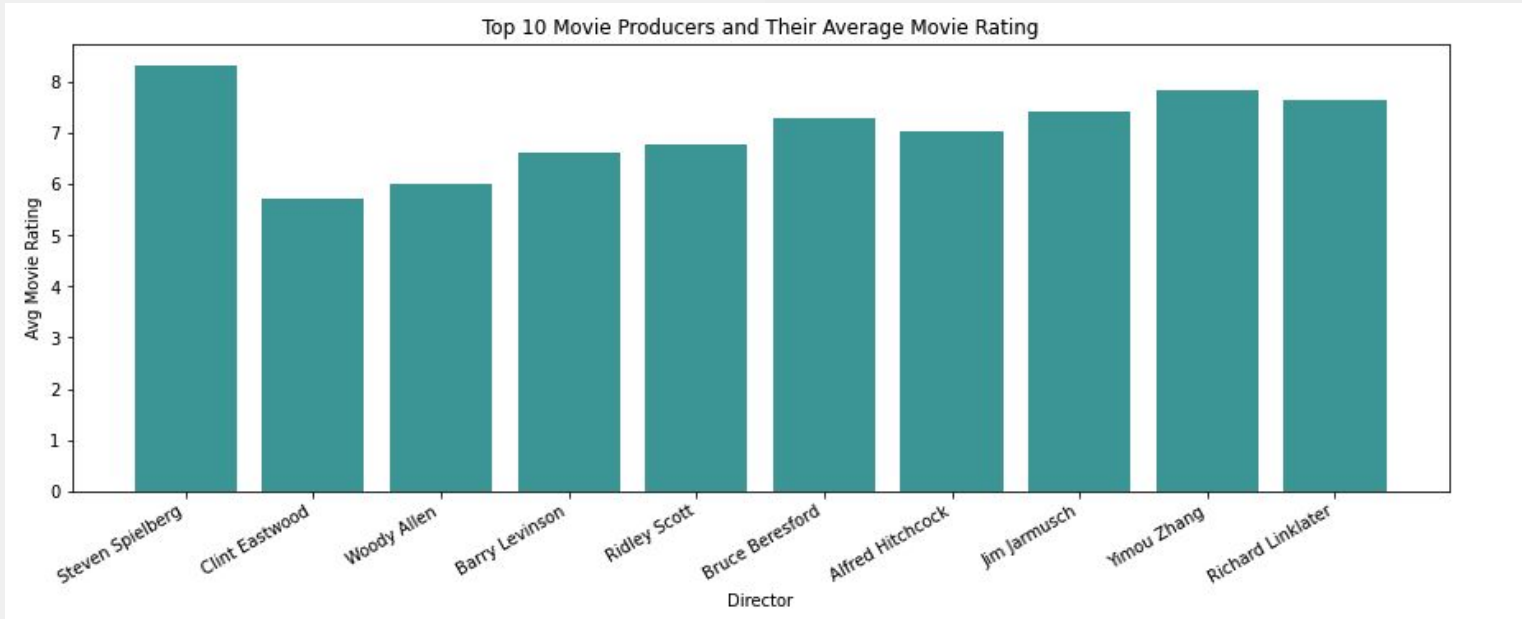
- R rated movies have the highest number of productions
- R rated movies are also the 'freshest'

*'Fresh' determined by if movie got more 'fresh' ratings than 'rotten'



Results (Bonus Graph)

- Steven Spielberg has the largest number of movies directed
- He also has the highest average rating



Conclusion

This analysis leads to three recommendations for movie productions:

1. Action or Family based on gross box-office income
2. Documentary or Biography based on viewer/critic ratings
3. R rated movie based on overall critic response and number of movies produced

(Bonus: Steven Spielberg as the director)



Future Improvements

Who are some of the top up and coming actors? People who have had a recent increase in roles and are expected to continue to thrive

How have the popularities of genres changed over time? Number of movies for each genre over time? Ratings of each genre over time?

*Things to Consider

Data loss within the genre categorization process based on the order that genres were listed in movies

For example:

Sci-Fi movies are generally also Action movies.
Likely lost some data in the generalization



Thank you!



`hannah.schurman1@gmail.com`



`@hannah-schurman`



<https://www.linkedin.com/in/hannah-schurman-706391188/>