



Movie Data Analysis

Helping Microsoft Venture Into
The Film Industry



By Nagib Gonzalez





| Summary

After analyzing relevant movie data from IMDb and The Numbers I was able to derive insights that brought me to the following conclusions,

- The movie genres with highest return on investment percentage were Mystery, News and Animation.
- The movie genres that profited in terms of dollar amount were Animation, Adventure, and Sci-fi.
- The average movie budget was about 50 million dollars.



| Business Problems

- What type of movie genres should we focus on making?
- What should our budget be for the films?
- What should our expected return be given our budget.



| Data

The Internet Movie Database (IMDb):



IMDb is the world's most popular and authoritative source for movie, TV and celebrity content. Find ratings and reviews for the newest movie and TV shows. The table that I used in this database was the movie basics which contained the movie titles and genres.

The Numbers:



The Numbers provides detailed movie financial analysis, including box office, DVD and Blu-ray sales reports, and release schedules. This data set provides the financial data that we will be working with including production budget and worldwide gross. From this data set we were able to find the ROI percentage and profit.



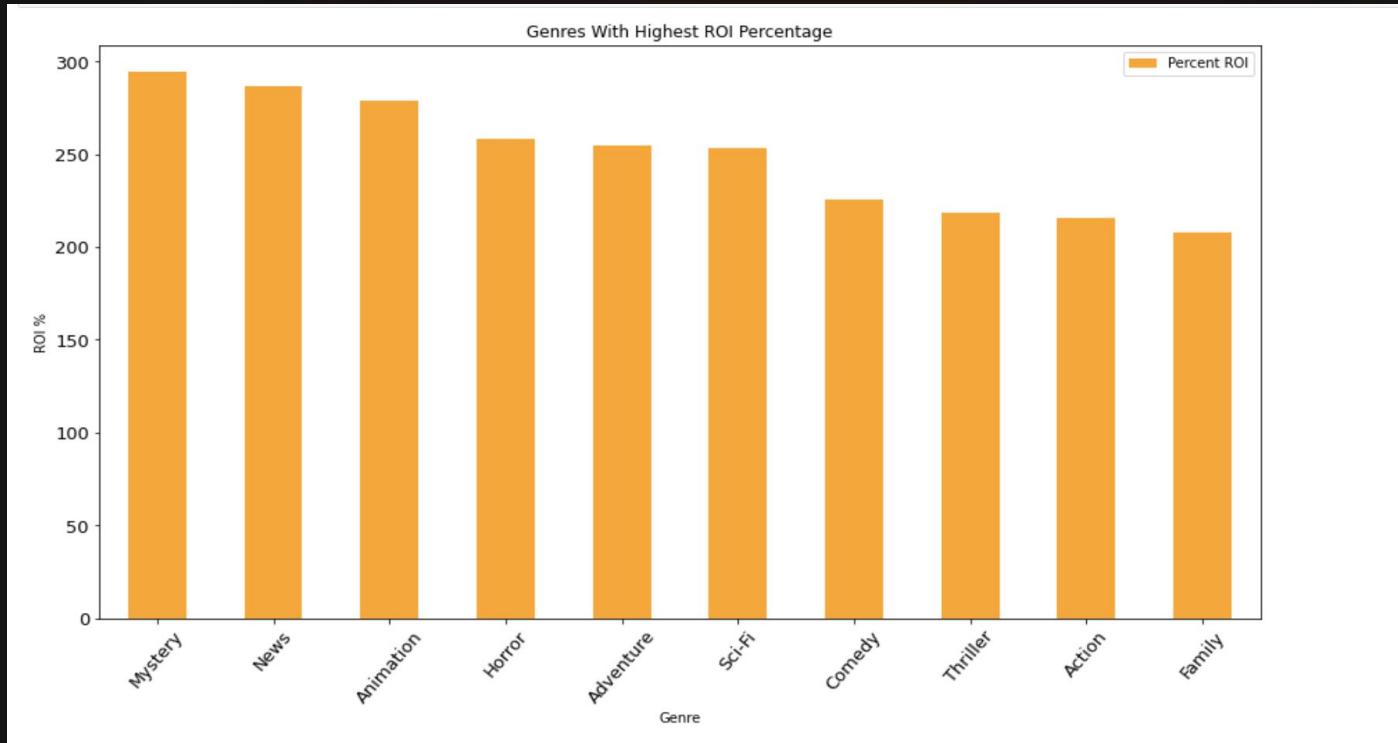
| Methods

In this analysis we focused on ROI which is calculated (worldwide gross / production budget) x 100. We also focused on profit which is calculated (world wide gross - production budget).

As a measure of central tendency due to the skewness of the distributions and the high number of outlier movies we used median instead of mean for the most part. I did make a visualization which shows the average budget per genre but the median is also displayed.

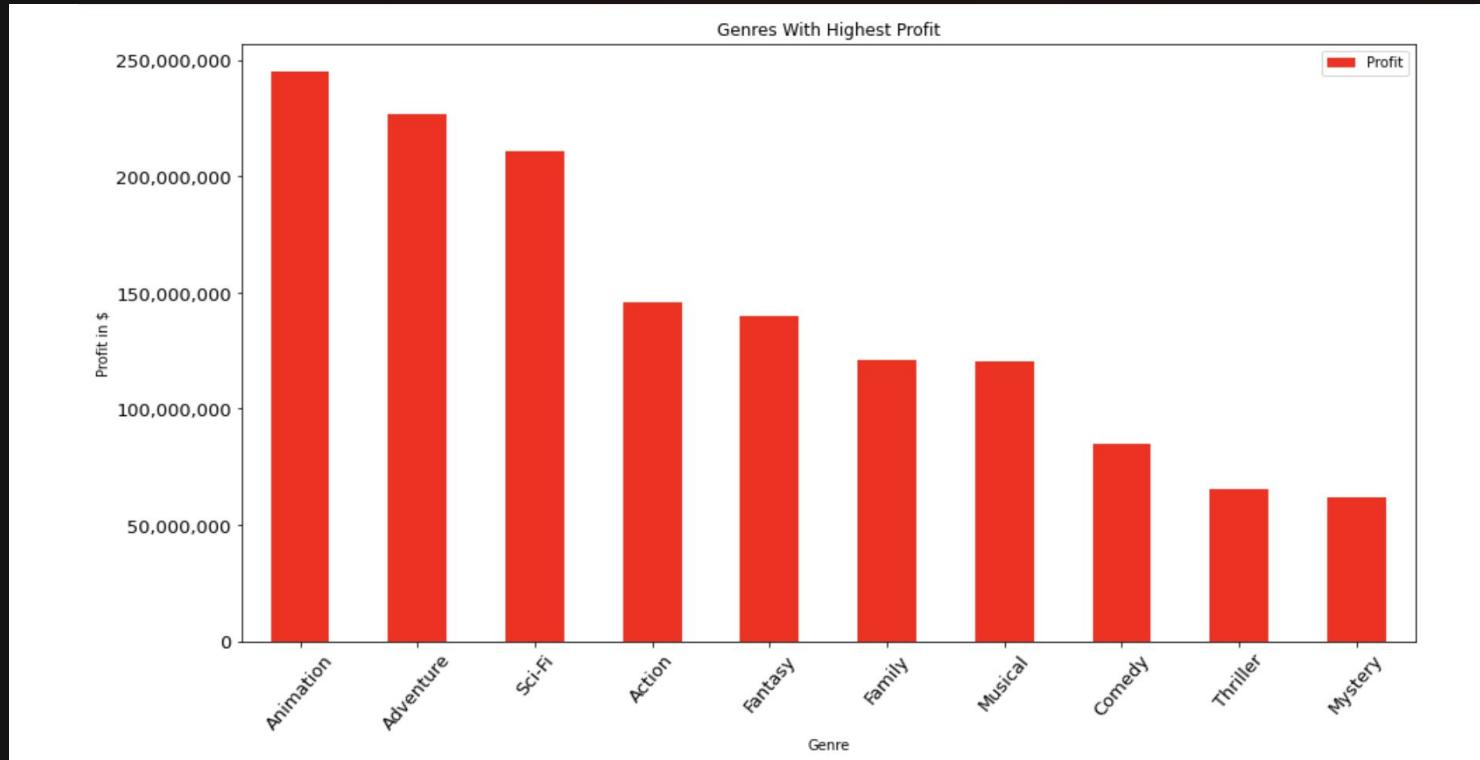


| Genres with Highest ROI





| Genres With Highest Profit





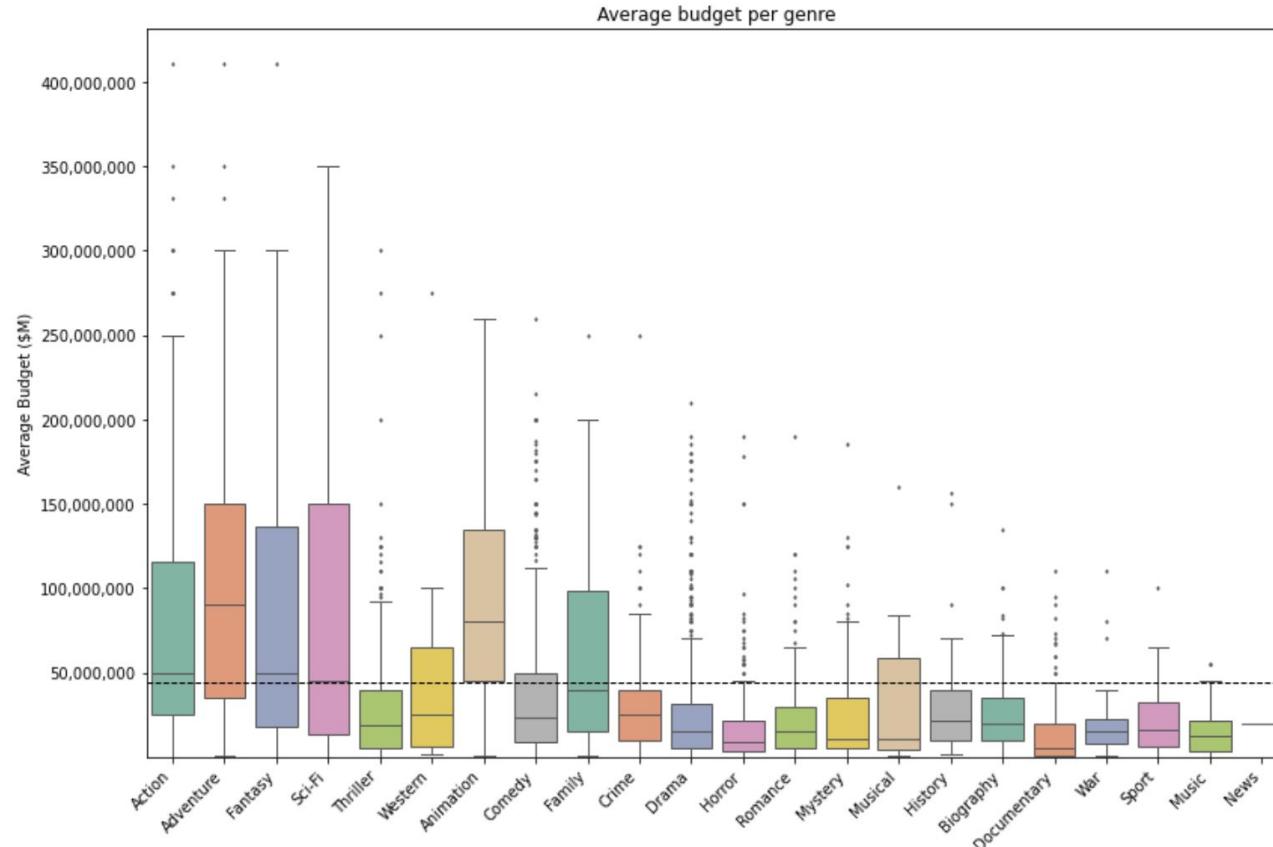
What Genres Should We Make and Why?

The genres that we should make are:

- Animation
- Adventure
- Sci-Fi

Each of these genres has an roi of at least 250% and bring in over 200 million in profit. Although Mystery and News both have a slightly higher roi, they both bring in a significantly less profit.

Average budget per genre and median





What Should Our Budget Be And Expected Return?

- We should start with three movies and spend 150 million per movie totaling 450 million dollars.
- We should aim for a return of 250-275 percent which is a profit of 1.125-1.237 billion dollars.



| What Should We Focus On Next?

- Actors and directors with previous experience in Animation, Adventure and Sci-Fi.
- The relationship with profit and movie release date.
- The relationship with movie length and profit.



| Thank you

- If you would like to see a more detailed analysis please visit the link below:
- <https://github.com/inagib21/Movie-Data-Analysis>

| TABLE OF CONTENTS

01

ABOUT ME

You can describe
the topic of the
section here

02

WHAT I DO

You can describe
the topic of the
section here

03

MY EXPERIENCE

You can describe
the topic of the
section here

04

MY WORK

You can describe
the topic of the
section here



| TABLE OF CONTENTS

01 **ABOUT ME**

You can describe
the topic of the
section here

02 **WHAT I DO**

You can describe
the topic of the
section here

03 **MY EXPERIENCE**

You can describe
the topic of the
section here

04 **MY WORK**

You can describe
the topic of the
section here

05 **MY SKILLS**

You can describe
the topic of the
section here

06 **MY DATA**

You can describe
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| TABLE OF CONTENTS

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You can describe
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section here

02 **WHAT I DO**

You can describe
the topic of the
section here

03 **MY EXPERIENCE**

You can describe
the topic of the
section here

04 **MY WORK**

You can describe
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05 **MY SKILLS**

You can describe
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You can describe
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You can describe
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section here

03 **MY EXPERIENCE**

You can describe
the topic of the
section here

04 **MY WORK**

You can describe
the topic of the
section here

05 **MY SKILLS**

You can describe
the topic of the
section here

06 **MY DATA**

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01

ABOUT ME

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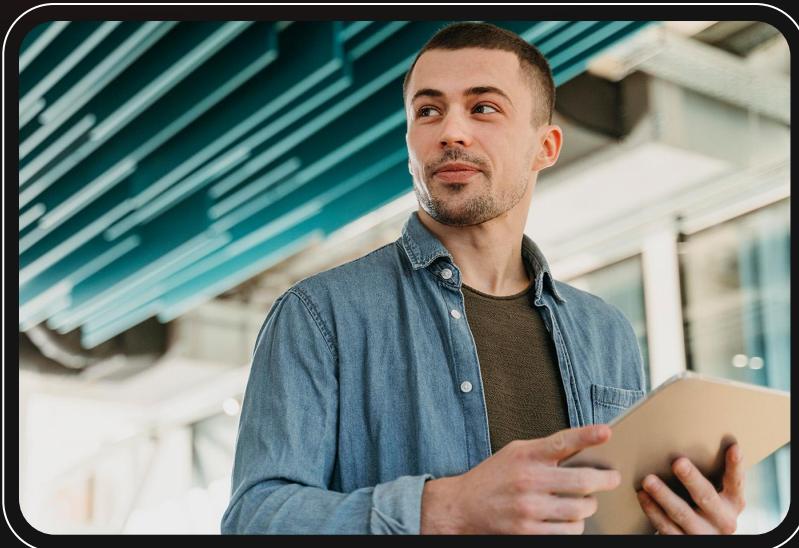
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I ABOUT ME

TIMMY JIMMY

Venus has a beautiful name and is the second planet from the Sun. It's terribly hot, even hotter than Mercury, and its atmosphere is extremely poisonous. It's the second-brightest natural object in the night sky after the Moon





| MY VALUES



MERCURY

It's the closest planet to the Sun and the smallest in the Solar System



VENUS

Venus has a beautiful name and is the second planet from the Sun



MARS

Despite being red, Mars is actually a cold place. It's full of iron oxide dust



| MY VALUES



VENUS

Venus is the second planet from the Sun



JUPITER

It's the biggest planet in the Solar System



MARS

Despite being red, Mars is a very cold place



SATURN

Saturn is a gas giant and has several rings

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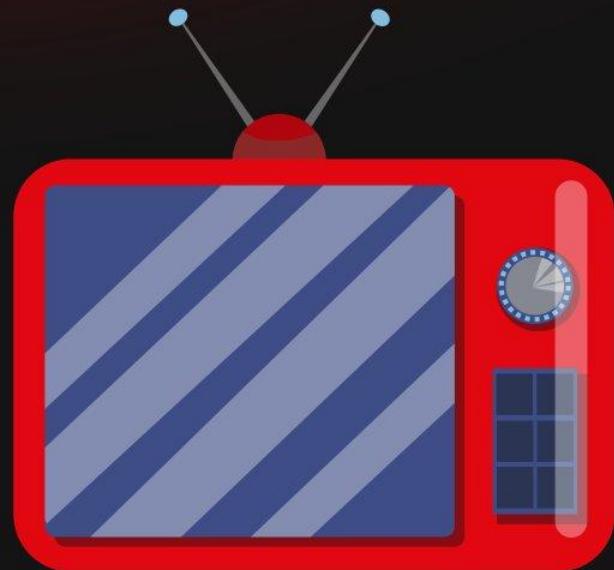


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PERSONAL STATEMENT

Jupiter is a gas giant and the biggest planet in the Solar System. It's the fourth-brightest object in the night sky. It was named after the Roman god of the skies and lightning



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WHAT I DO

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02

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I WHAT I DO



THEM

Saturn is the ringed planet. It's composed mostly of hydrogen and helium

ME

Venus has a beautiful name and is the second planet from the Sun





| WHAT I DO



MERCURY

Mercury is the closest planet to the Sun and the smallest one in the Solar System—it's only a bit larger than the Moon



VENUS

Venus has a beautiful name and is the second planet from the Sun. It's hot and has a poisonous atmosphere



JUPITER

Jupiter is a gas giant and the biggest planet in the Solar System. It's the fourth-brightest object in the night sky

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| MY EXPERTISE AREAS



MERCURY

Mercury is the closest planet to the Sun and the smallest one in the Solar System



VENUS

It's terribly hot, even hotter than Mercury, and its atmosphere is extremely poisonous



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| MY INTERESTS



MERCURY

It's the closest planet to the Sun



VENUS

Venus is the second planet from the Sun



MARS

Mars is actually a very cold place



JUPITER

Jupiter is the biggest planet of them all



NEPTUNE

It's the farthest planet from the Sun

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| MY EDUCATION

2018**2019****2020****2021**

JUPITER

Jupiter is a gas giant and the biggest planet in the Solar System

MERCURY

It was named after the Roman god of wealth and agriculture

MARS

Despite being red, Mars is actually a cold place. It's full of iron oxide dust

VENUS

Venus is the second-brightest natural object in the night sky





03

MY EXPERIENCE

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| MY EXPERIENCE

	MERCURY	VENUS	JUPITER
	Mercury is the closest planet to the Sun	Venus is the second planet from the Sun	Jupiter is a gas giant and the biggest planet
	It's the smallest planet in the Solar System	It's terribly hot, even hotter than Mercury	It's the fourth-brightest object in the night sky





| MY EXPERIENCE

2014-2016

MERCURY

Mercury is the closest planet to the Sun

2016-2018

VENUS

Venus is the second planet from the Sun

2018-2020

MARS

Despite being red, Mars is actually a cold place

2020-2022

EARTH

Earth is the only planet that harbors life

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| MY RESUME

EDUCATION

2011 - 2015

Mention the institution
List your studies here

2015 - 2016

Mention the institution
List your studies here

2016 - 2018

Mention the institution
List your studies here



EXPERIENCE

2015 - 2019

Mention the company
List your job here

2019 - 2020

Mention the company
List your job here

2020 - 2021

Mention the company
List your job here

SKILLS



Skill 1



Skill 2



Skill 3



Skill 4





| MY RESUME

**JOHN DOE**

Series screenwriter
32 years old
mail@freepik.com

EXPERIENCE

2015 - 2019

Mention the company
List your job here

2019 - 2020

Mention the company
List your job here

2020 - 2021

Mention the company
List your job here

EDUCATION

2011 - 2015

Mention the institution
List your studies here

2015 - 2016

Mention the institution
List your studies here

2016 - 2018

Mention the institution
List your studies here

SKILLS

**Jupiter****Saturn****Neptune**



| MY AWARDS



	MERCURY	VENUS	JUPITER
SCREENPLAY	It's a small planet	It has a nice name	It's a gas giant
YEAR	2019	2020	2021

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Home

About me

What I do

My experience

My work



A PICTURE IS WORTH A THOUSAND WORDS

Home

About me

What I do

My experience

My work



I A PICTURE IS WORTH
A THOUSAND WORDS

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“This is a quote, words full of wisdom that someone important said and can make the reader get inspired.”

—SOMEONE FAMOUS





| INTERNATIONAL EXPERIENCE

01 PLUTO

It's now considered a dwarf planet

02 SUN

It's at the center of the Solar System

03 CERES

It's located in the main asteroid belt





150,000

Big numbers catch your audience's attention





04

MY WORK

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I WORK PROCESS



01

DRAFTING

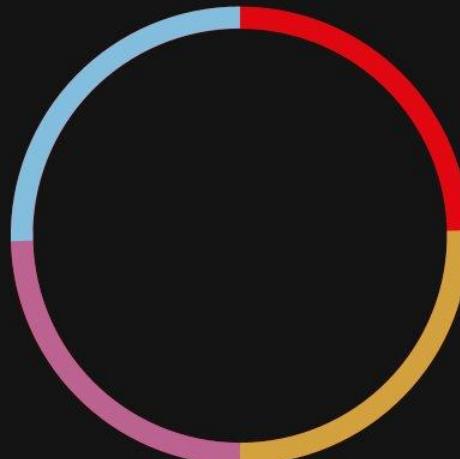
Venus is the second planet from the Sun



02

REVISION

Despite being red, Mars is a cold place



EDITING

Jupiter is the biggest planet of them all



03

PUBLICATION

Saturn is a gas giant and has several rings

04

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I PROJECT 1

Do you know what helps you make your point clear? Lists like this one:

- They're simple
- You can organize your ideas clearly
- You'll never forget to buy milk!

And the most important thing: the audience won't miss the point of your presentation





I PROJECT 2 RESUME

MERCURY

It's the closest planet
to the Sun

VENUS

Venus is the second
planet from the Sun

MARS

Mars is actually a
very cold place

JUPITER

Jupiter is the biggest
planet of them all

SATURN

It's composed of
hydrogen and helium

NEPTUNE

It's the farthest
planet from the Sun



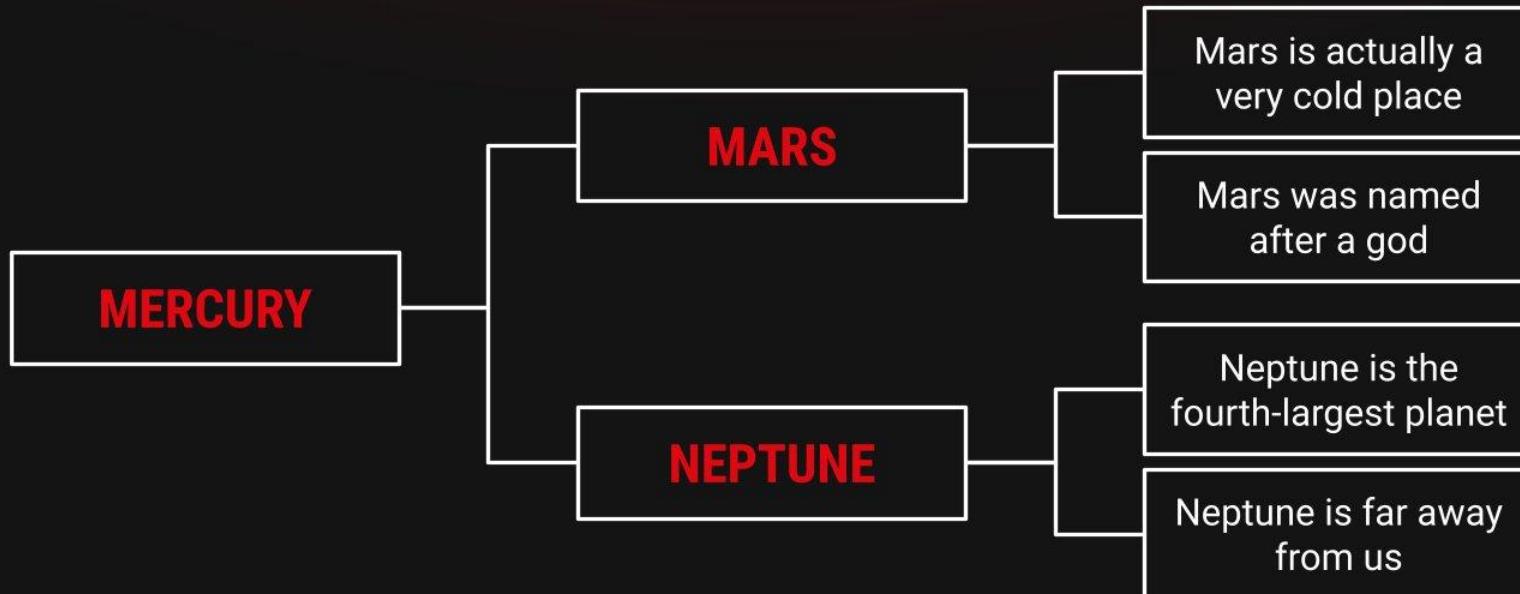


AWESOME WORDS





| PROJECT 3: SUMMARY



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| PROJECT 3

SINOPSIS

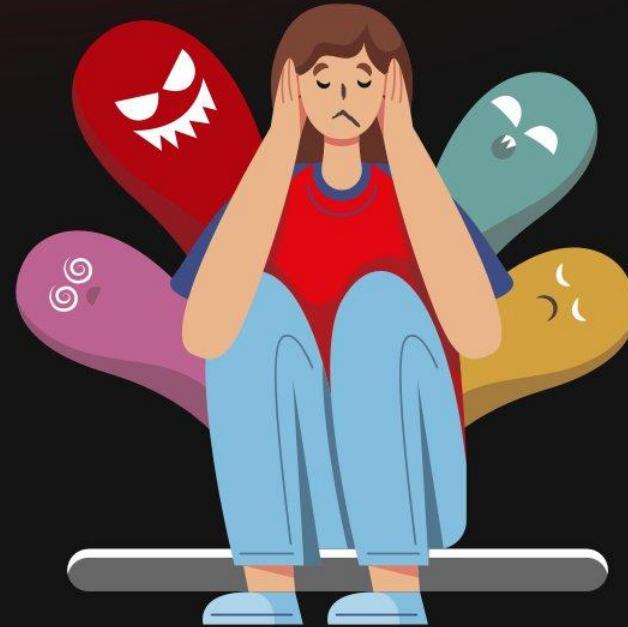
Venus has a beautiful name and is the second planet from the Sun. It's terribly hot, even hotter than Mercury, and its atmosphere is poisonous

GENRE

Thriller

DURATION

3 seasons



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| PROJECT 4

SYNOPSIS

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GENRE

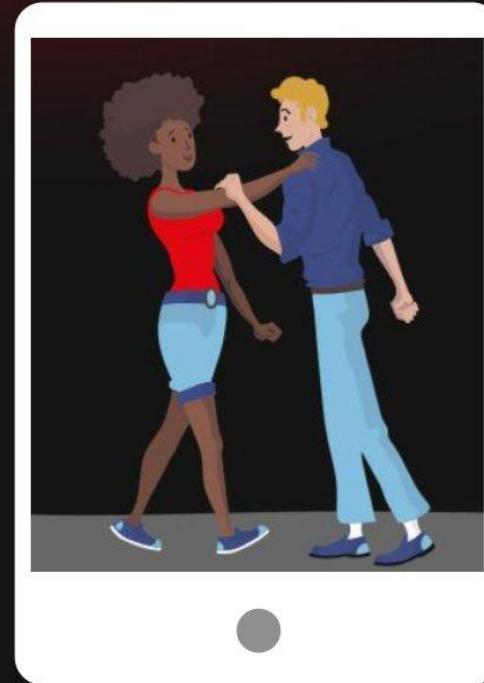
Thriller

CAST

John Doe, Jenna Bones

DURATION

1 season



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I COMING SOON



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| MY CLIENTS



MERCURY

It's the smallest planet in the Solar System



MARS

Mars is actually a very cold place



SATURN

It's composed of hydrogen and helium



VENUS

Venus is the second planet from the Sun



JUPITER

Jupiter is the biggest planet of them all



NEPTUNE

It's the farthest planet from the Sun

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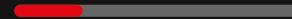
| MY SKILLS

80%



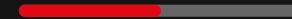
Jupiter is the
biggest planet

20%



Earth is where
we all live on

50%



Mars is actually
a cold place





| MY REFERENCES

“Venus has a beautiful name and is the second planet from the Sun”

John Doe, Director

“It’s the closest planet to the Sun and the smallest in the Solar System”

Jenna Bones, Actress

“Despite being red, Mars is actually a cold place. It’s full of iron oxide dust”

Jimmy Timmy, Art Director

“Despite being red, Mars is actually a cold place. It’s full of iron oxide dust,”

Susan Patterson, Producer

“Jupiter is a gas giant and the biggest planet in the Solar System”

Peter Doe, Photography Director

“Saturn is composed mostly of hydrogen and also helium”

David Smith, Actor

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| MY REFERENCES

"Venus has a beautiful name and is the second planet from the Sun"

JOHN DOE, DIRECTOR



"Mercury is the closest planet to the Sun and the smallest in the Solar System"

JENNA BONES, ACTRESS



"Despite being red, Mars is actually a cold place. It's full of iron oxide dust,"

ANNE PATTERSON, PRODUCER



"Jupiter is a gas giant and the biggest planet in the Solar System"

TIMMY JIMMY, ACTOR





MY SKILLS 05

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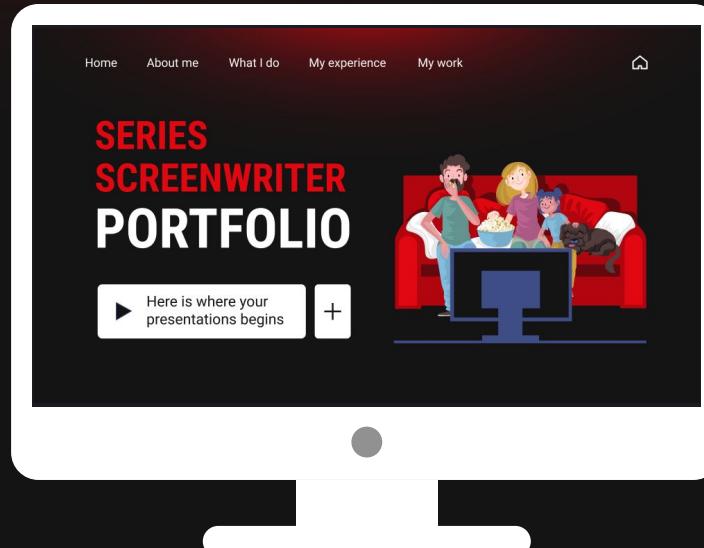
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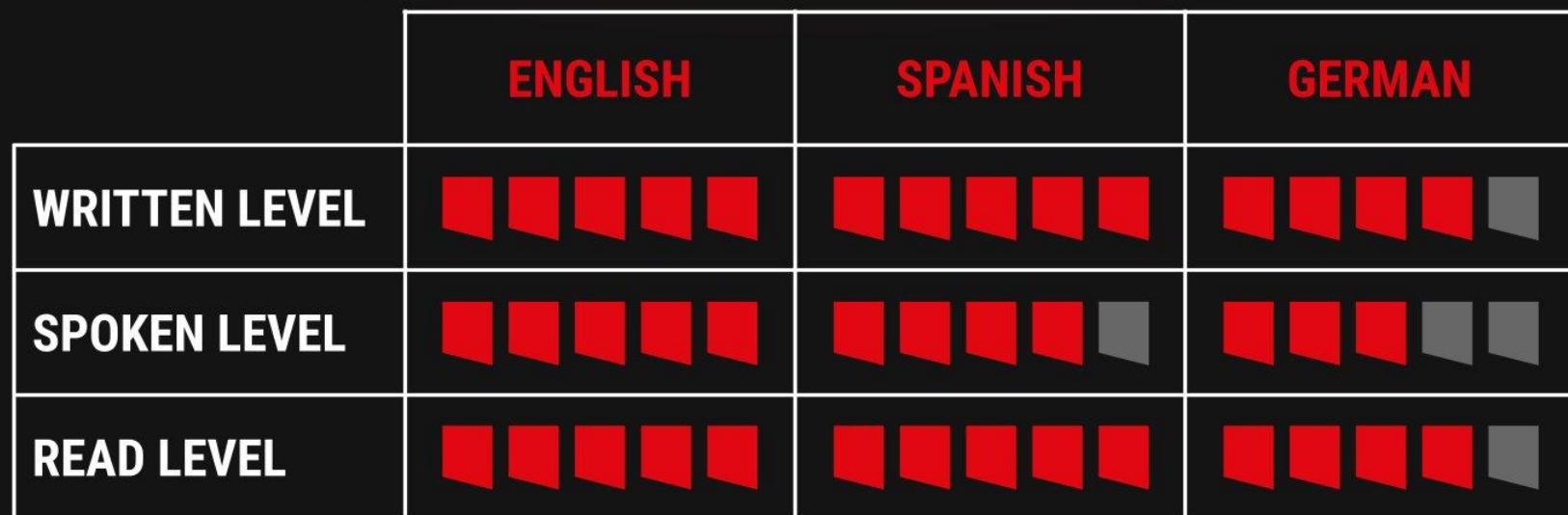
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| MY COMMUNICATION SKILLS



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| MY TECHNICAL SKILLS



MERCURY

It's the closest planet to the Sun



JUPITER

Jupiter is the biggest planet



MARS

Mars is actually a very cold place



EARTH

Earth is the planet with life

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06

MY DATA

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386,000 km

Distance between Earth and the Moon

9h 55m 23s

Jupiter's rotation period

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I A PICTURE ALWAYS REINFORCES THE CONCEPT

Images reveal large amounts of data, so remember: use an image instead of a long text. Your audience will appreciate it



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I STATISTICS

814

Mercury is a small planet

\$148M

Venus has a toxic atmosphere

164M

Earth is also known as the blue planet

435K

Despite being red, Mars is very cold

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| GRAPH

35.2%**PLUTO**

It's considered a dwarf planet

29.5%**SUN**

It's at the center of the Solar System

CERES

It's located in the main asteroid belt

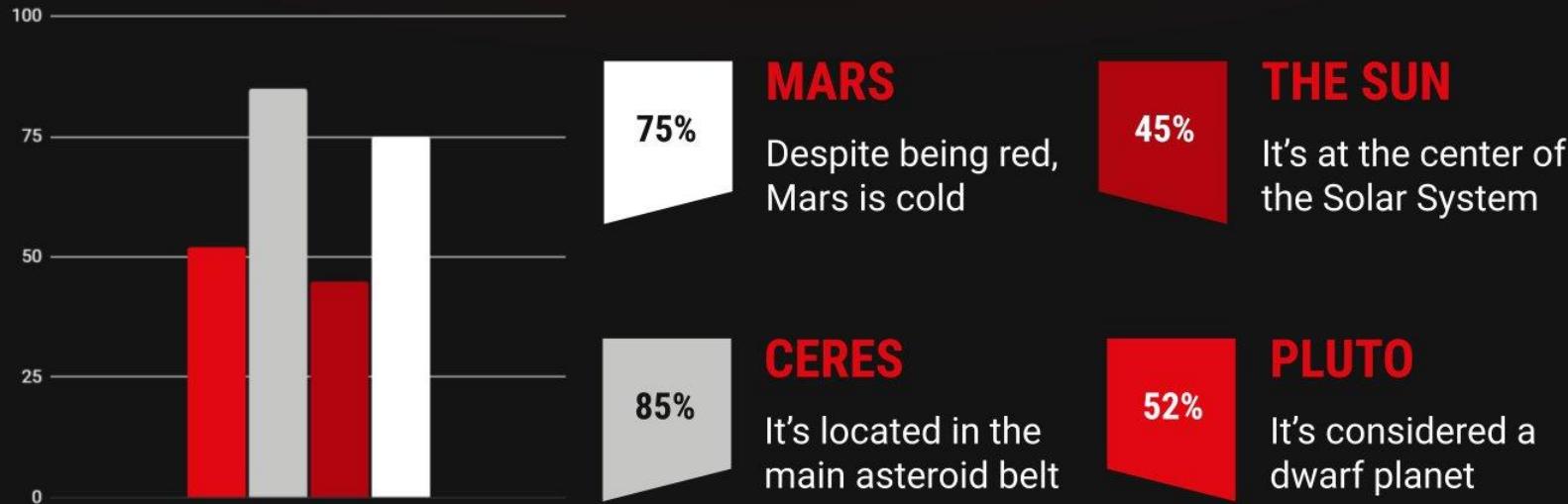


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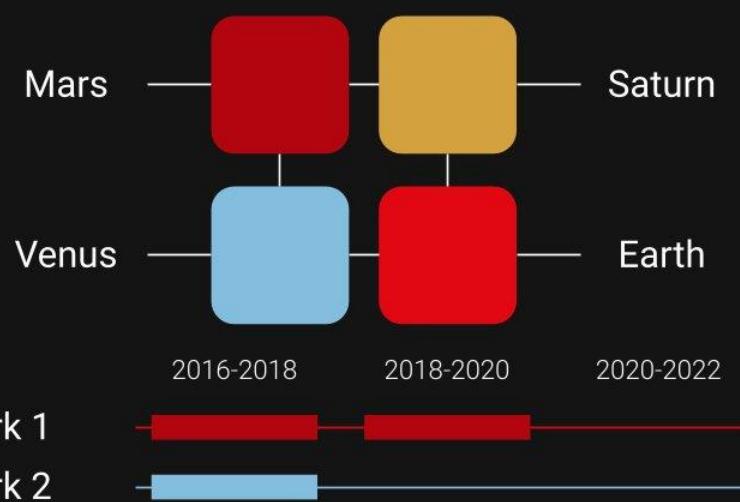
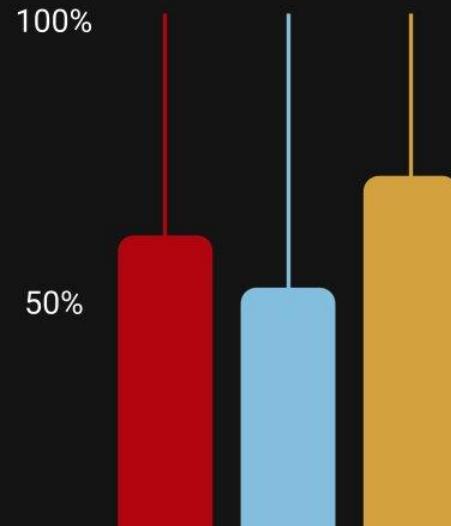
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VECTORS

- Vintage multimedia icons set
- Colorful ufo abduction concept with flat design
- Hand drawn flat design schizophrenia illustration
- Flat nurse with patient
- Open air cinema

ICONS

- Icon Pack: Film Industry - Flat

PHOTOS

- Smiley african american woman watching streaming service at home
- Beautiful couple watching movie at night
- Teamwork meeting with business people

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VECTORS

- Family relaxing at home while watching a movie
- People watching a movie at home
- People meeting after self-isolation
- People meeting after self-isolation
- People driving electric transport
- Illustration of young woman having cabin fever
- Group of student celebrating their graduation

PHOTOS

- Low angle businessman
- Teamwork meeting with business people
- Women sitting on sofa staring while watching television

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Amico



Bro



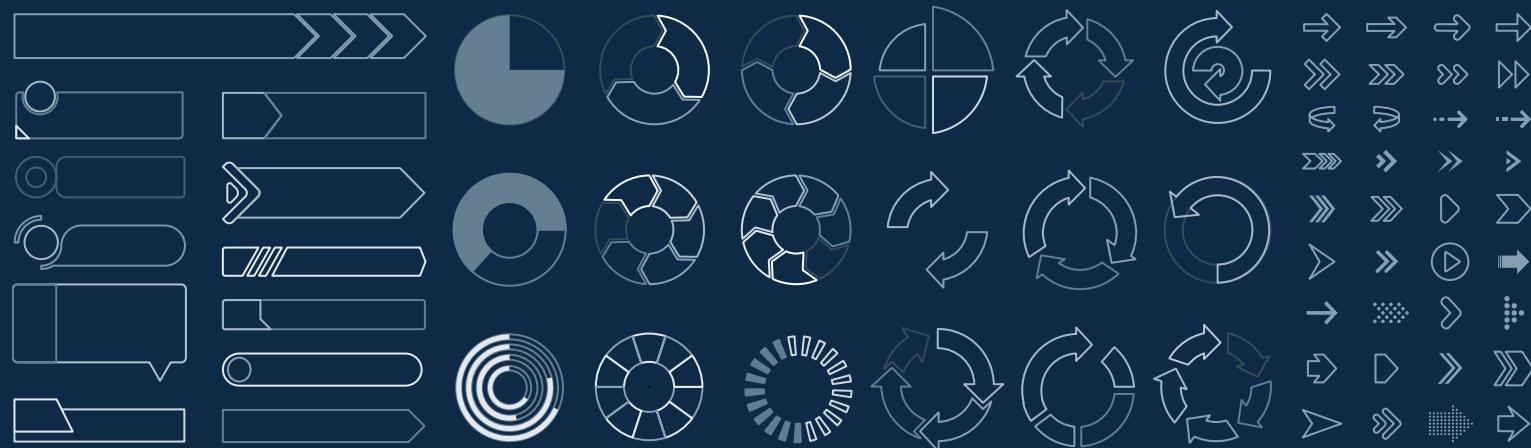
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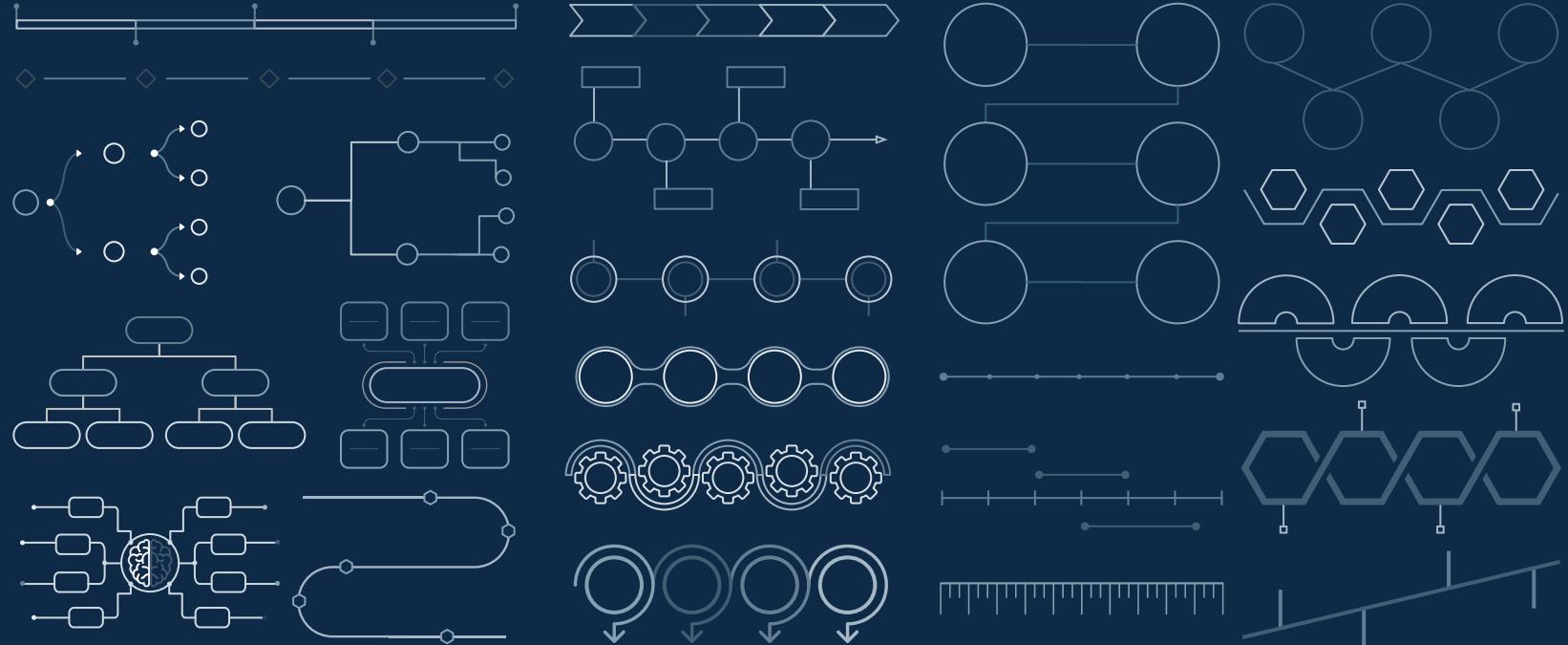
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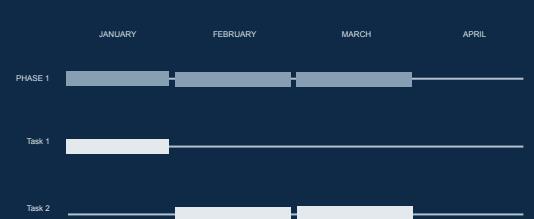
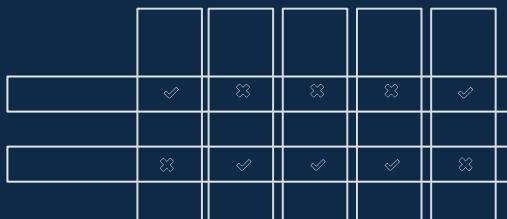
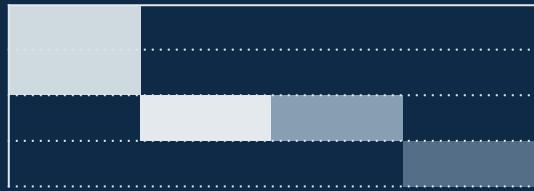
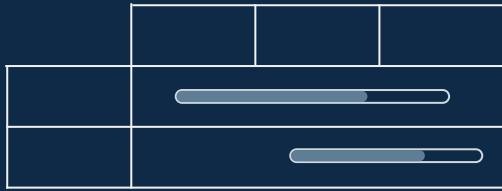
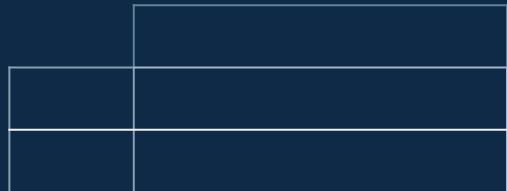
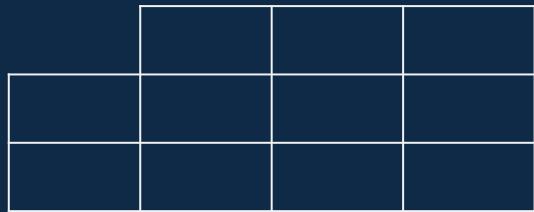
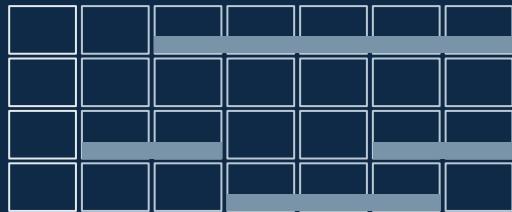
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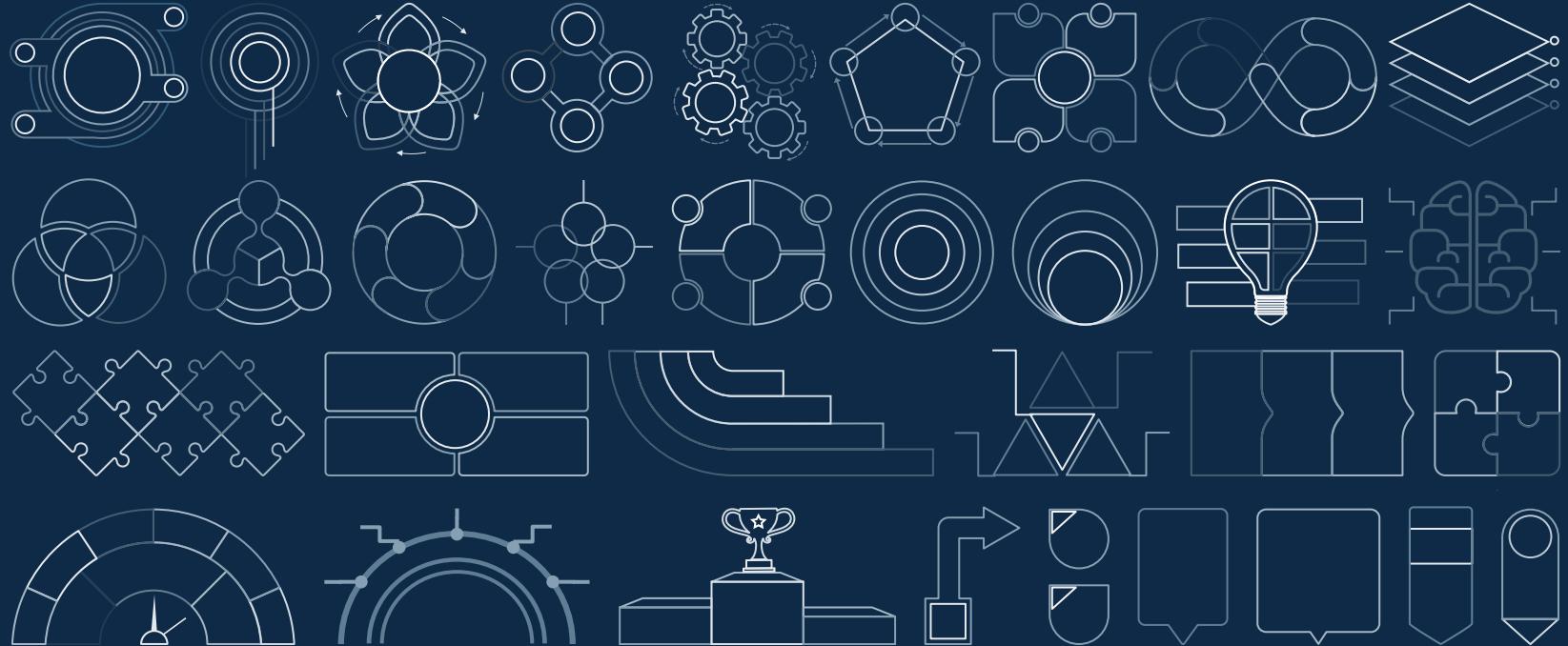
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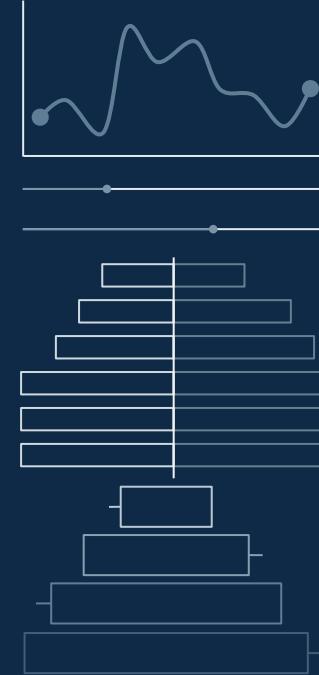
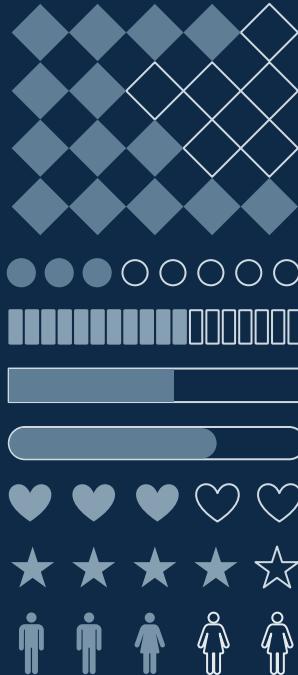
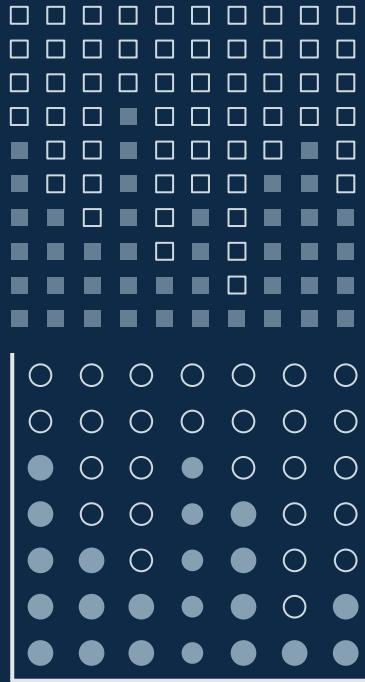












...and our sets of editable icons

You can resize these icons without losing quality.

You can change the stroke and fill color; just select the icon and click on the paint bucket/pen.

In Google Slides, you can also use Flaticon's extension, allowing you to customize and add even more icons.



Educational Icons



Medical Icons



Business Icons



Teamwork Icons



Help & Support Icons



Avatar Icons



Creative Process Icons



Performing Arts Icons



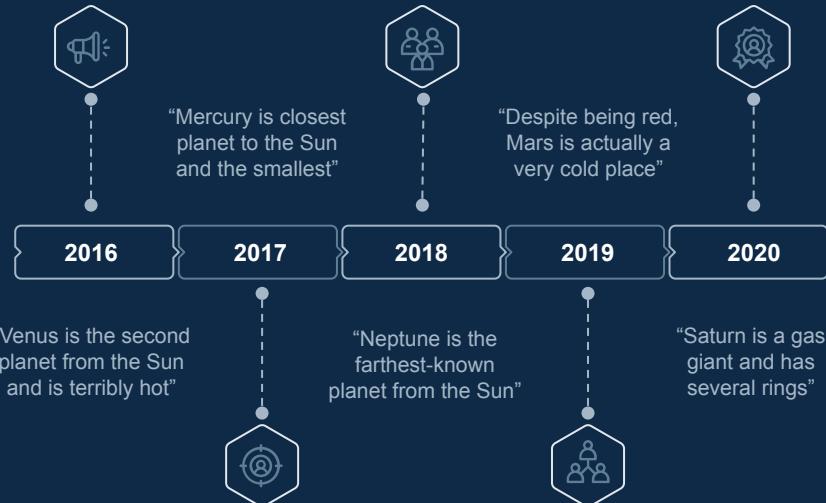
Nature Icons



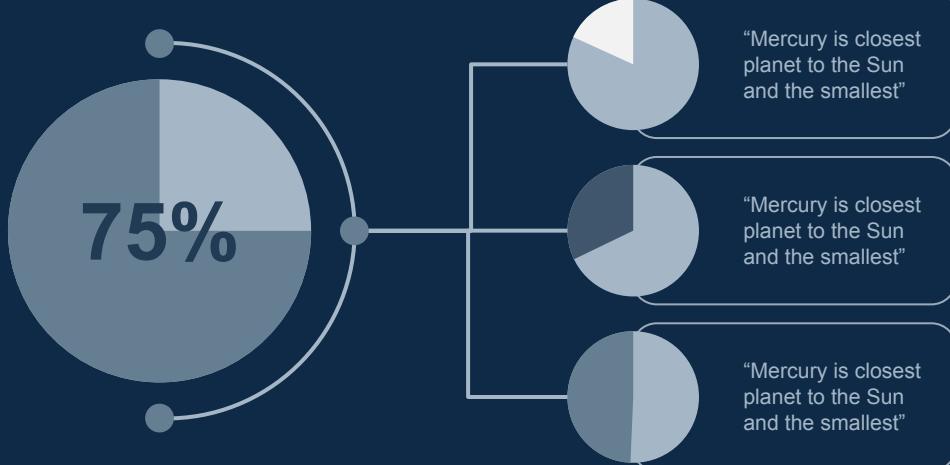
SEO & Marketing Icons



Premium infographics

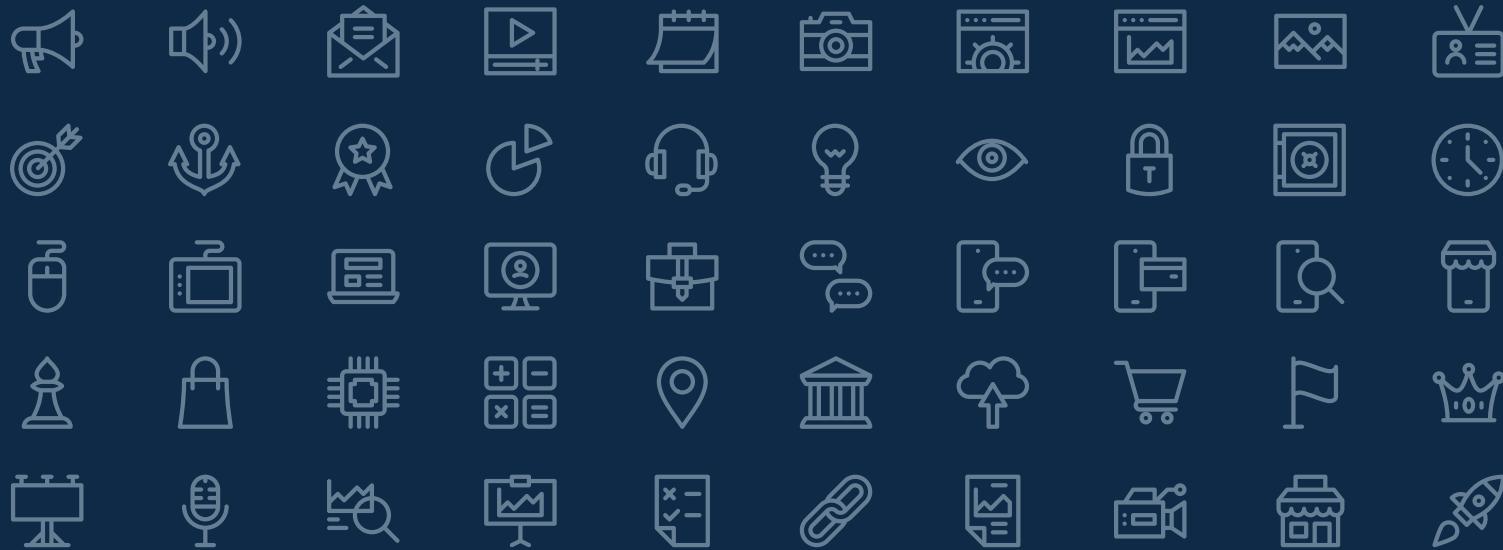


Premium infographics



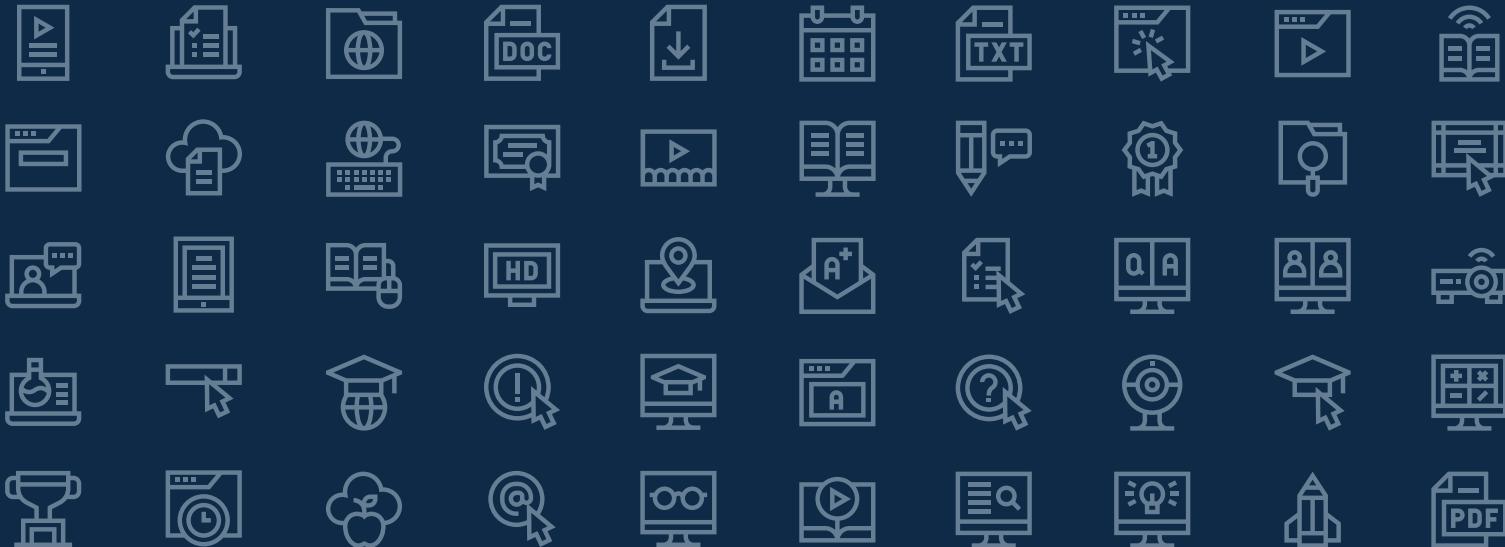
Premium Icons

Digital Marketing



Premium Icons

Online Learning



Premium Icons

Laboratory



Premium Icons

Goals & Results





Premium Icons

Infographic Elements

