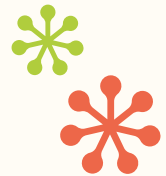


# Microsoft Movie Analysis

Yesim Cebeci  
MARCH 9, 2022

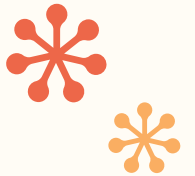


# Overview

- In this analysis, I performed an analysis on a large data set
- I decided to use 6 different datasets and decided to focus on three categories:
  - 1) Genres
  - 2) Studios
  - 3) Directors
- For this analysis, I defined success in financial terms calculating ROI.



# Outline



01

Business  
Problem

02

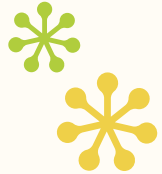
Data &  
Methods

03

Conclusions

04

Next Steps



# Business Problem

Microsoft have decided to create a new movie studio, but they don't know anything about creating movies.

- I will explore what types of films are currently doing the best at the box office and
- Translate those findings into actionable insights



# Data & Methodology



## Sources:

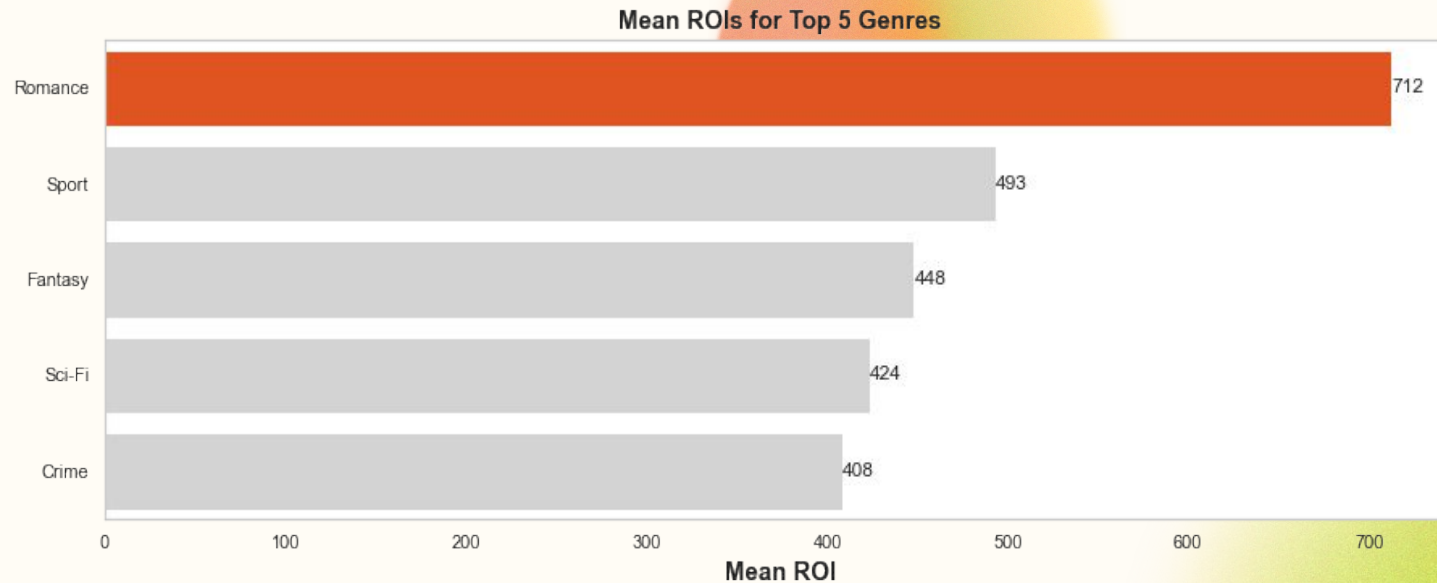
- Imbd
- The Numbers
- Box Office Mojo

## Metric of Success:

- $ROI\% = (\text{Net Profit} \setminus \text{Cost of Investment}) * 100$



# Genre Analysis



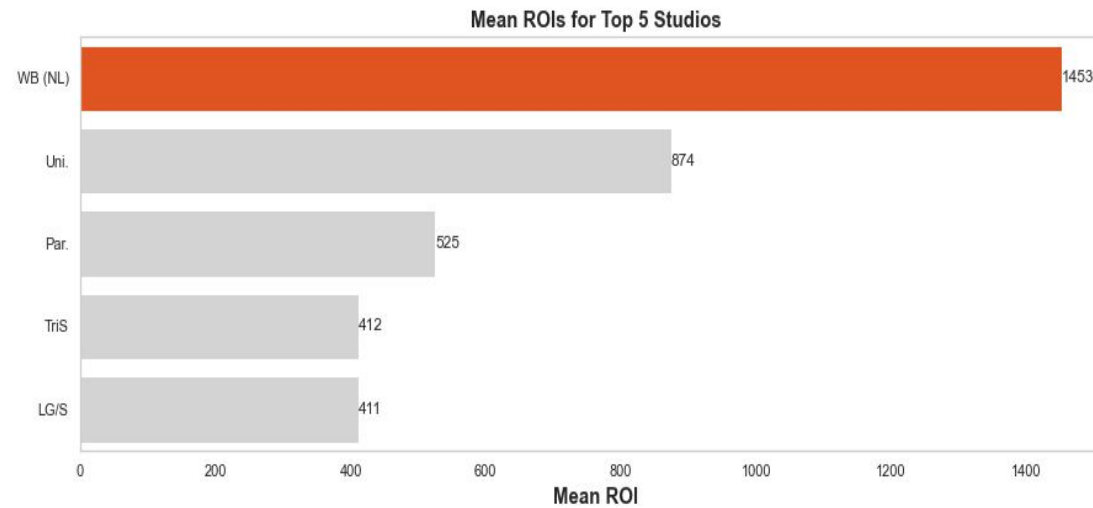
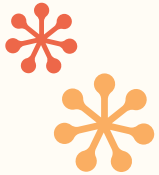
Romance movies 386% higher mean ROI than average mean ROI

Sport , Fantasy and Sci-Fi Crime generate respectable ROIs as well



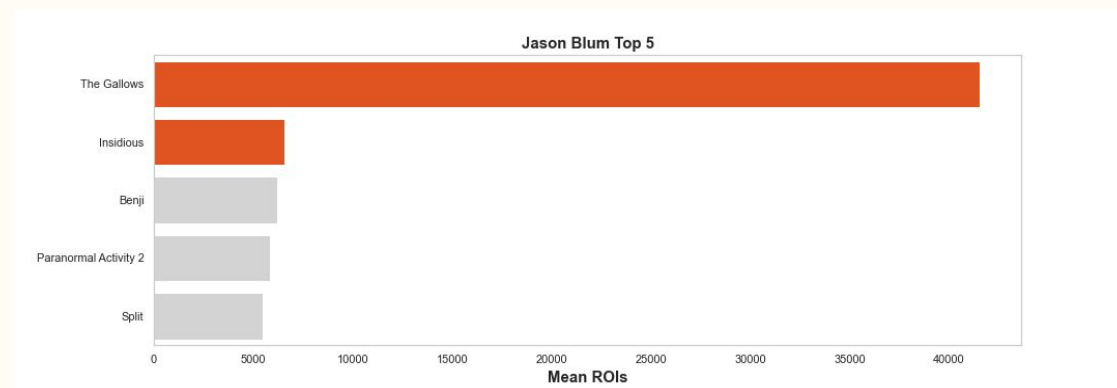
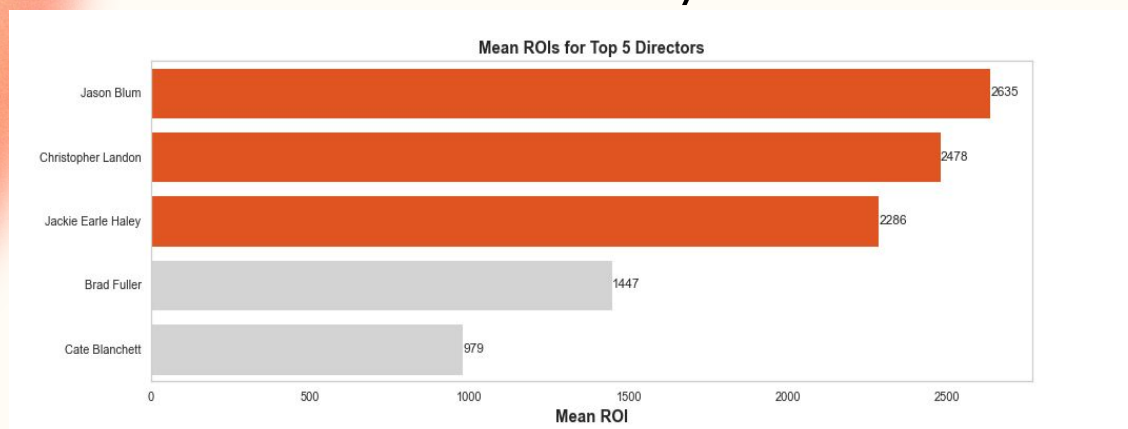


## Studio Analysis



WB studio much greater mean ROI% than others

# Director Analysis





## Conclusions

According to the above my analysis, here are my recommendations for Microsoft as they begin to work on their new movie studio. I will make three recommendation for each category.



We should creat movie in the romance genre.



We can work with Jason Blum as a director. According to data he has successful movie experience in the past in Romance genre



We can implement WB strategies in terms of creating movies





## Next Steps

Further analysis could yield additional insights for Microsoft's Movie Studios

- **1)** Analyzing the correlations between the genres and directors
- **2)** Is there a correlation between production budget and studios? Budget range might affect movie's success.
- **3)** What other metrics determine success aside from Profits and ROI?



**THANK YOU!**

