Module One Project

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Objectives

- We can find what attributes a good movie has, but what can we do to contribute to the making of that movie to ensure its success?
- If we were baking a cake, we would start with great ingredients, so what are the best ingredients to create a great movie?
- Profit and ratings are a reflection of other attributes that make a movie successful. The success is therefore translated by people seeing it (profit) or people reviewing it well (rating).
- Since Microsoft wants to begin creating movies, the biggest priority for their first film should be ratings rather than profit.

Conclusions for Microsoft

- After sorting genre by rating, I determined that Microsoft should not create videos in the horror or adult film categories.
- Although there was no correlation found between profit and release date, most films are released on Friday, and many films are released in the last 2 weeks of the year.
- Microsoft should hire a top writer and top director who have a track record of success in the film industry.
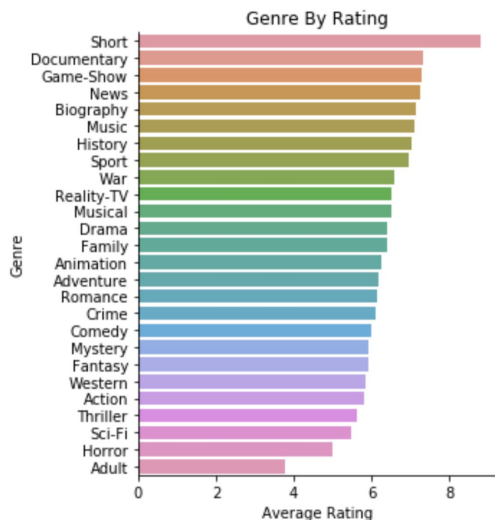
Let's Talk About Money

- The sad reality for studios is that actually only about 50% of ticket sales are returned to the studio. Theaters keep the other 50%.
- However there are many other ways that studios make money.
- Since Microsoft is Microsoft, I recommend that they use product placement throughout the movie to encourage people to buy their merchandise.
- This would allow them to be less dependent on one stream of income.
- Microsoft Partner Network: Microsoft's partners enjoy their partnership because of their assistance in developing their business, so featuring a partner in the movie would also be a great way to hedge the risk of profit loss.

Outline

- Microsoft Studios wants to understand what goes into making the best movies.
- Bom.movie_gross.csv, imdb.name.basics.csv, imdb.title.akas.csv, imdb.title.basics.csv, imdb.title.crew.csv, imdb.title.principals.csv, tn.movie_budgets.csv, imdb.title.ratings.csv
- Analysed:
    - Rating x Genre
    - Profit x Release Date
    - Rating x Writers
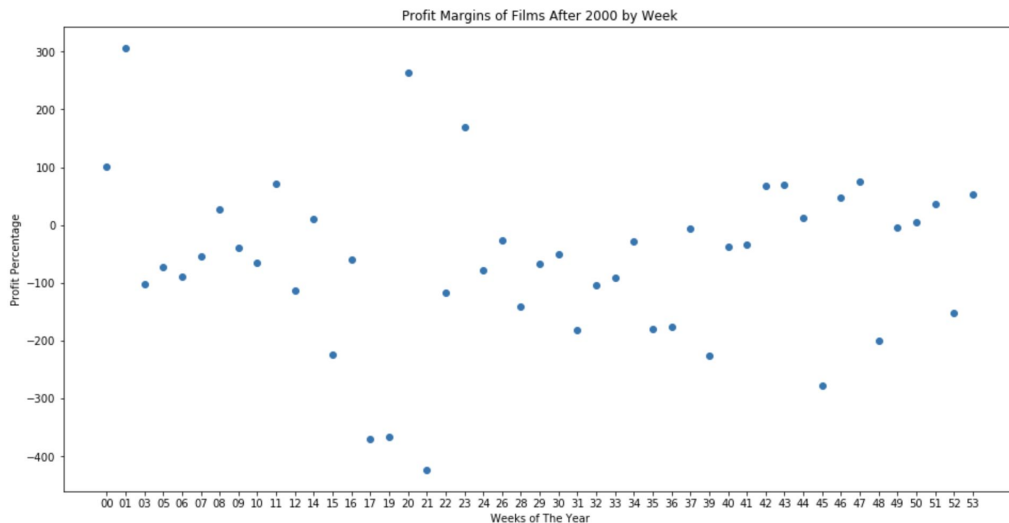   - Rating x Directors

Which Genres get the Highest Ratings?

While more than genre makes a movie successful, it is not recommended that Microsoft makes a movie in the bottom ranking genres, adult or horror.
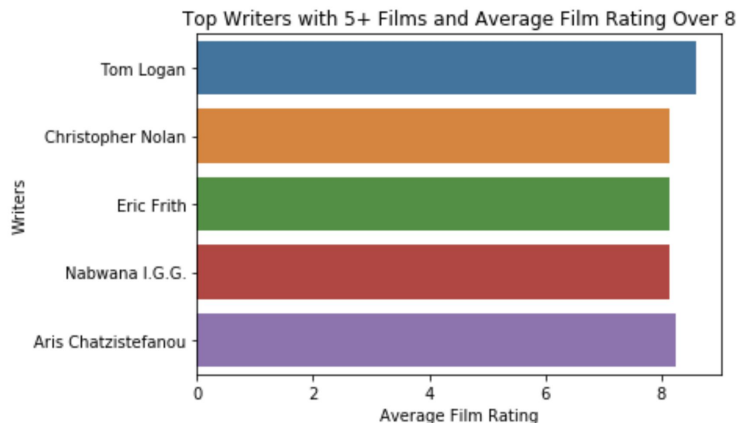

Genre By Rating

What's the Relationship Between Release and Profit?

There is no correlation between profit and release week. The last 2 weeks of the year have the most movies released as well as Fridays. The recommendation is to follow suit as this is a response to the human tendency to see movies on weekends and at the end of the year when people are not working.

Profit Margins of Films After 2000 by Week

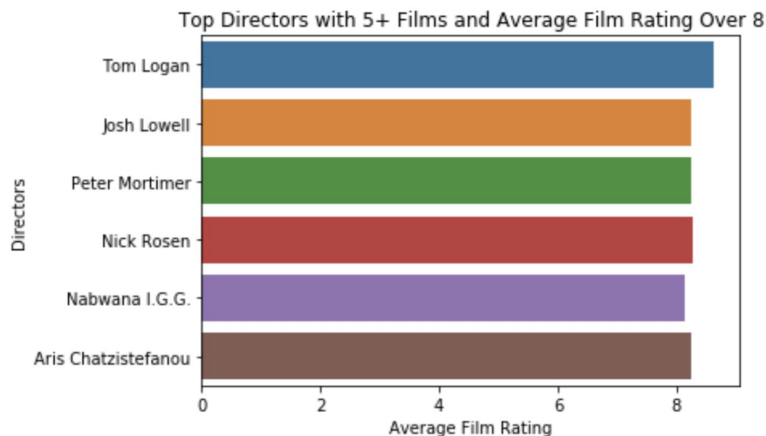# Can we find writers that show a track record of writing well-rated movies?

Yes, here are a few of the top rated writers with more than 5 movies and an average movie review of over 8.1! The recommendation is for Microsoft to hire one of the writers with a good track record.

Top Writers with 5+ Films and Average Film Rating Over 8

Can we find directors that show a track record of writing well-rated movies?

Yes, here are a few of the top rated directors with more than 5 movies and an average movie review of over 8.1! The recommendation is for Microsoft to hire one of the directors with a good track record.

Top Directors with 5+ Films and Average Film Rating Over 8

Thank You!

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