Microsoft Movie Analysis

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Summary

This project sought out to analyze the current film industry in order to offer Microsoft Corporation the greatest approach to create positively rated movies.

- An increase in budget tends to lead to a higher profit
- Focus funding on hiring actors who have appeared in ten or more of the most profitable films

Outline

- Business Problem
- Data & Methods
- Results
- Conclusion

Business Problem

- Create a report on the current movie industry
- Better improve resource allocation
- Increase film profitability

Data & Methods

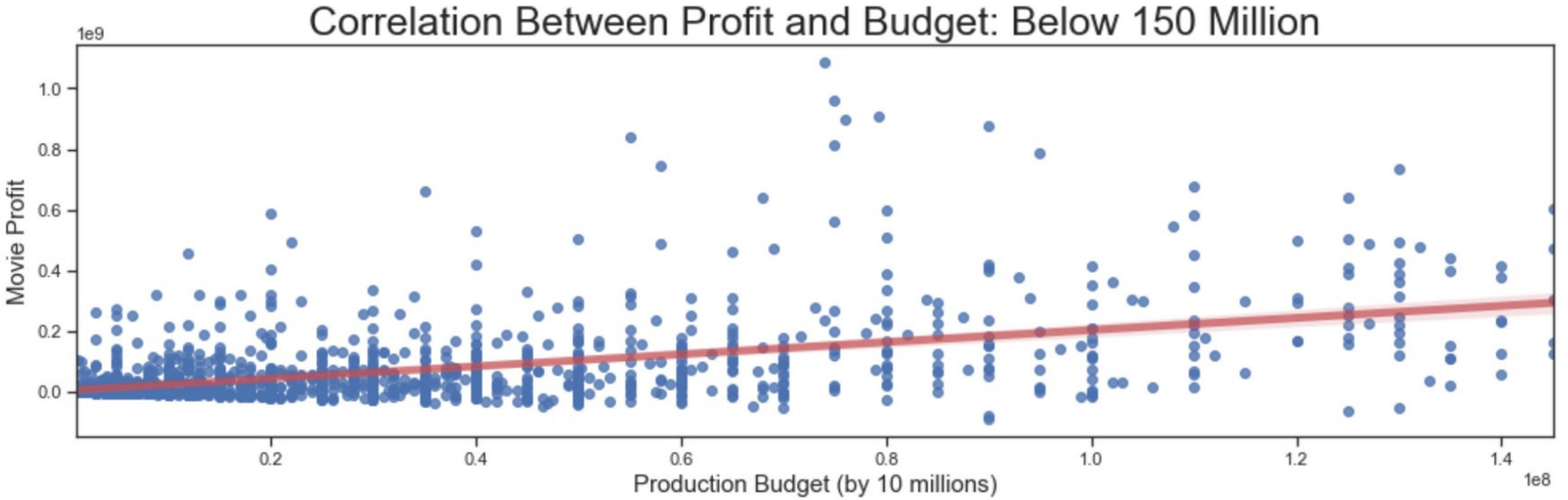
- 11 tables each containing information about

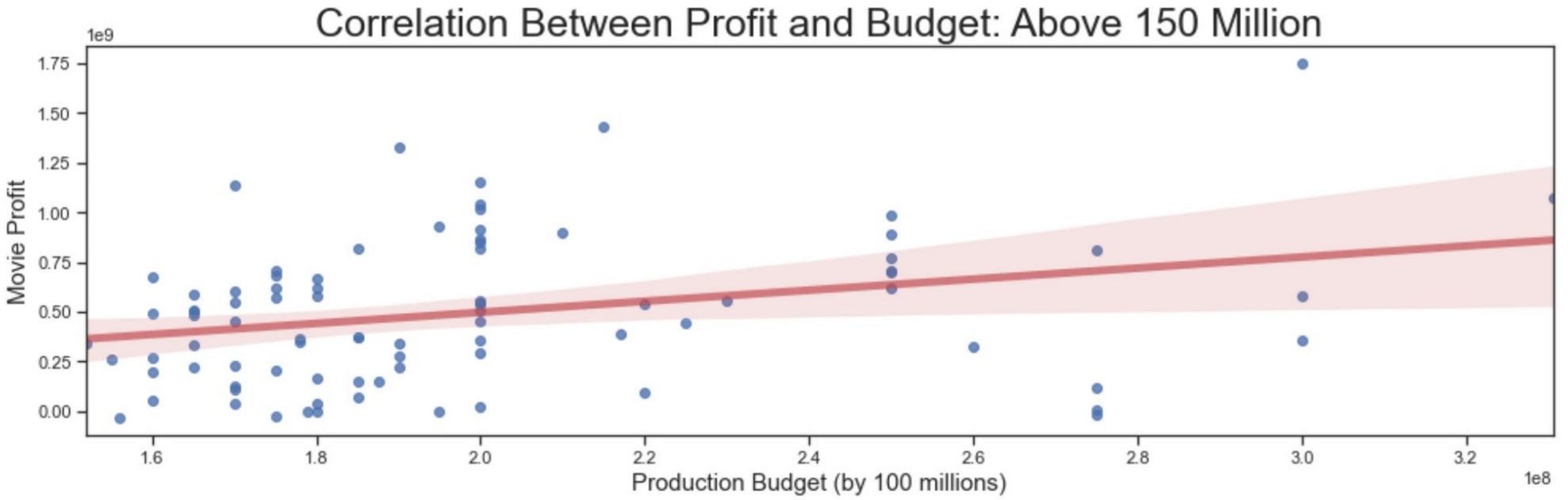
  - Movie titles
  - Actors
  - Budget
  - Gross returns
  - Rating

- Use descriptive analysis, such as the measure of variability for budget and profitability.

Results

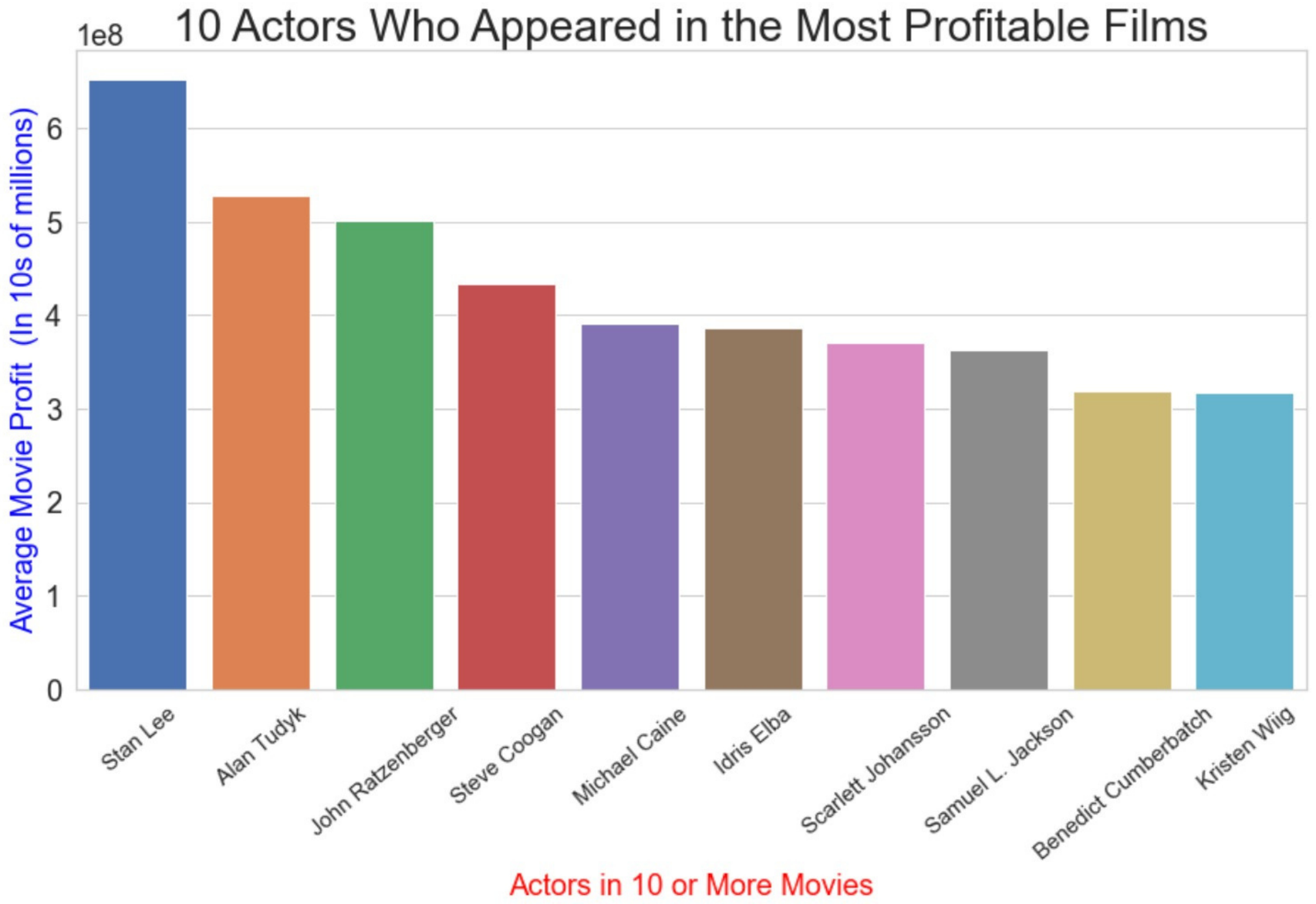
- Budgets above 150 million dollars tend to have a stronger relationship with profit than budgets below 150 million.





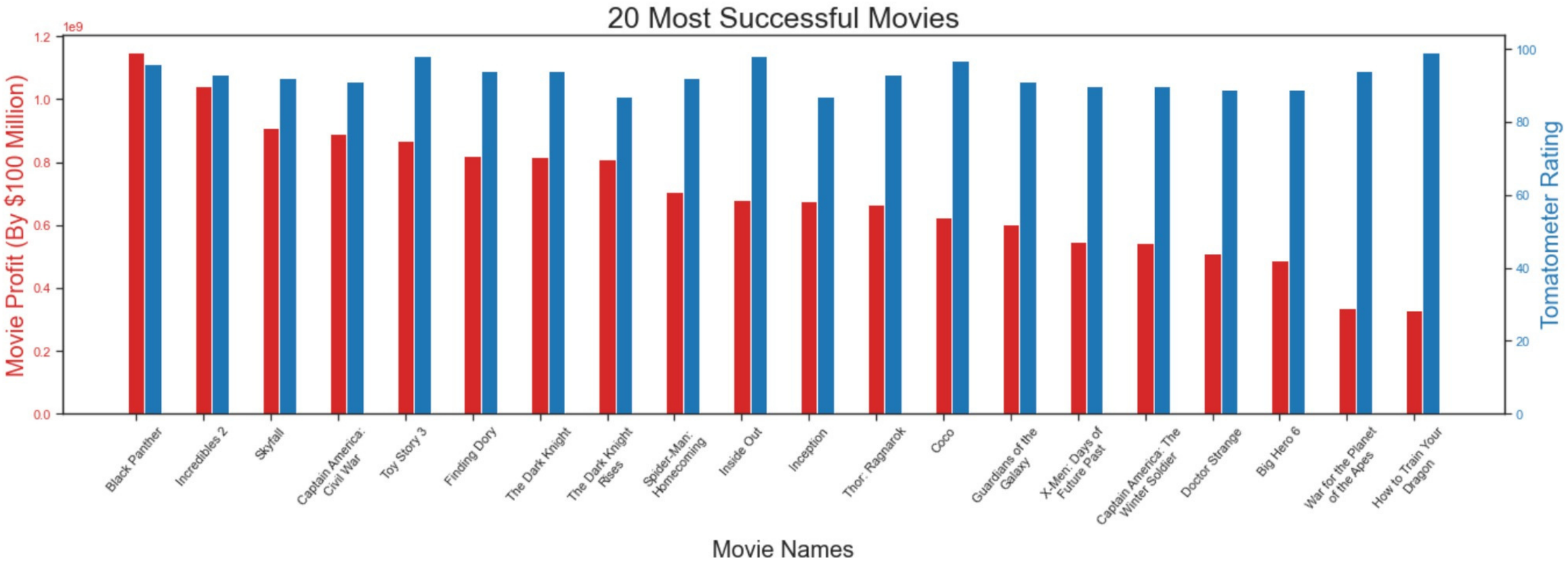
Results

- 10 Actors that appeared in 10 or more films with the highest average profits.
- Tended to have a mean profit above 30 million.



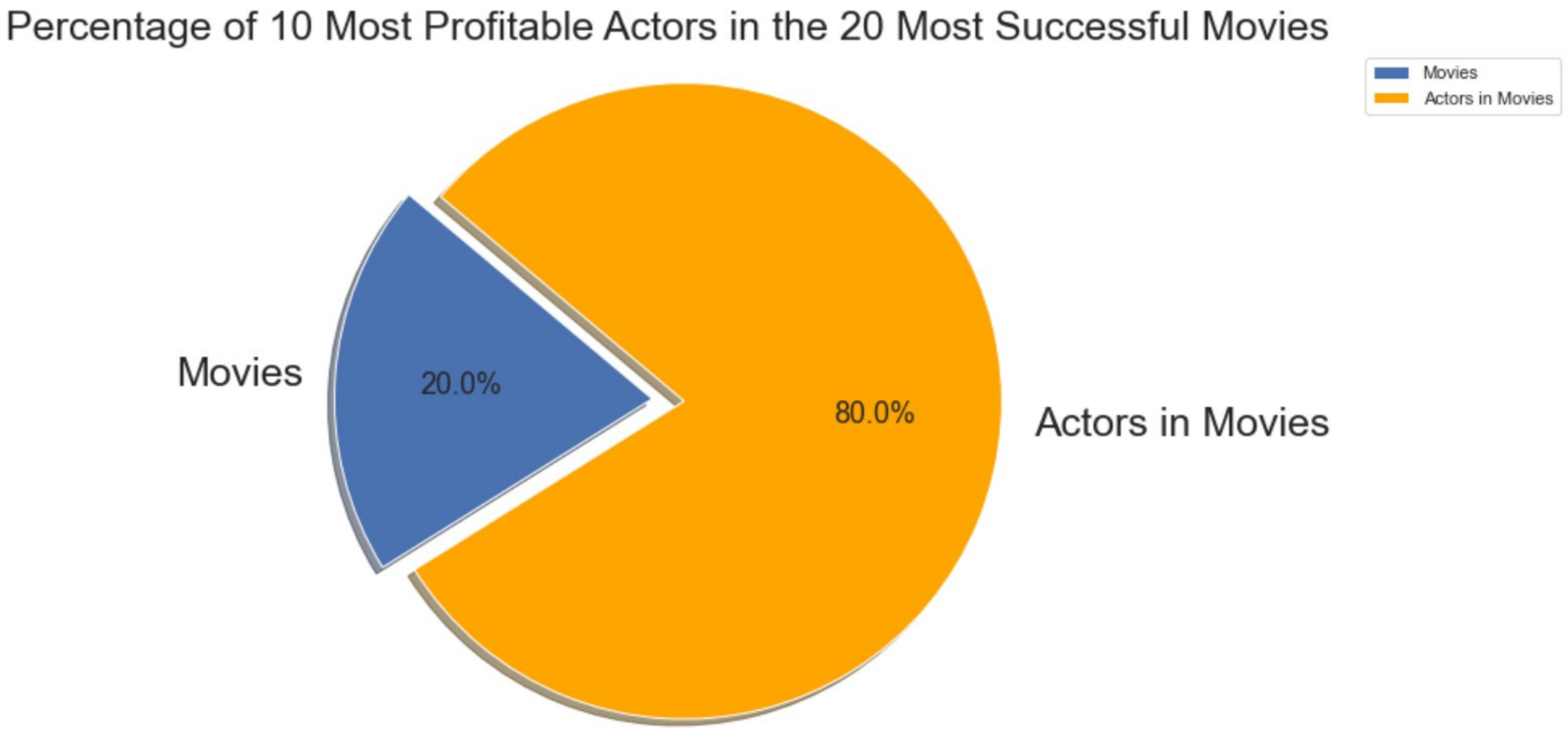
Results

- The 20 most successful movies according to the following filters: budget over 150 million dollars, Tomatometer Rating above 85.



Final Result

The 10 actors who appeared in 10 or more of the most profitable films appeared in the selected most successful films 80% of the time.



Conclusion

Suggestions to Microsoft:

- Ensure a production budget of at least 150 million dollars and or create a budget that returns the highest quality production possible.
- Hire actors that have been present in ten or more highly profitable films.

Next steps:

- To factor in film length as a determinant of budget.
- Form a descriptive analysis of particularly undesirable outcomes by observing films that have proved to be unsuccessful in the industry.

Thank You!

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