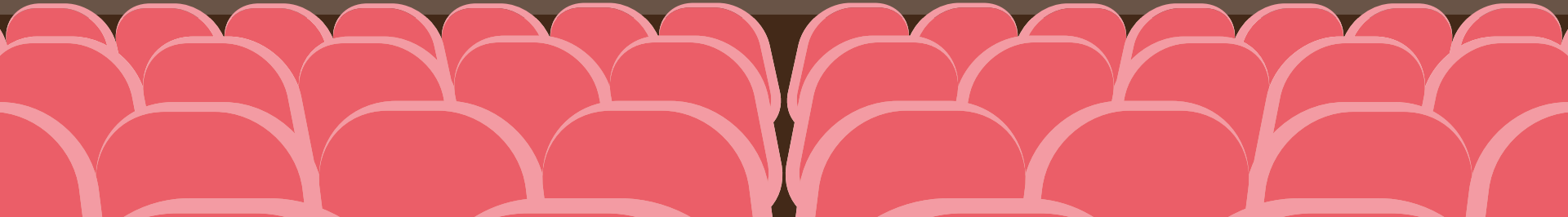


MICROSOFT MOVIE ANALYSIS

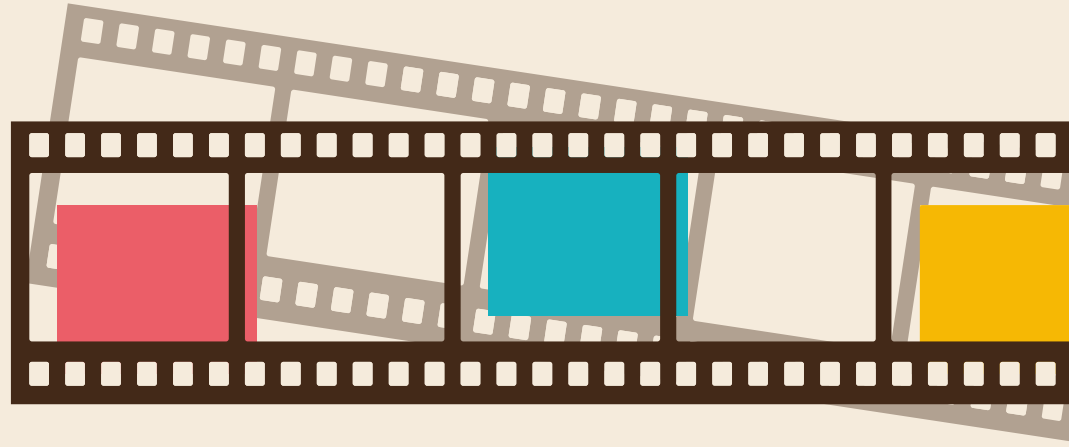
By Jennifer Ha
April 26, 2021



SUMMARY

Descriptive Analysis of ROI trend in film industry to provide Microsoft with actionable recommendations:

- Release movies in May-July, and November-December
- Produce Mystery, Horror, and Animation movies
- Work with recommended actors and directors





**1. BUSINESS
PROBLEM**

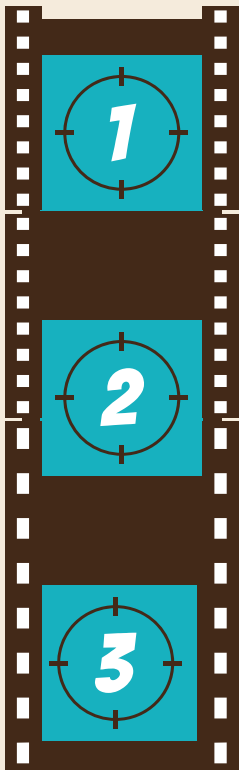
**2. DATA &
METHODS**

3. RESULTS

4. CONCLUSIONS

5. FURTHER STEPS

BUSINESS PROBLEM



When is the best time of year to release a movie?

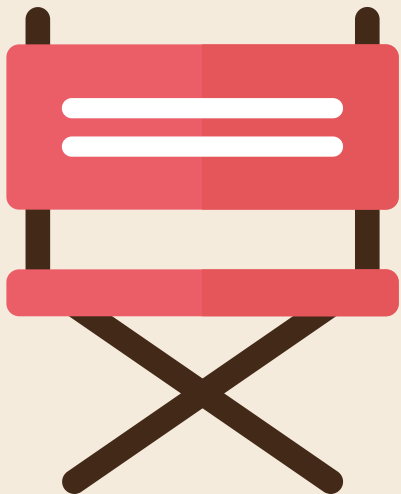
Which genres are the most profitable?

Who are the top casts and directors in those genres that Microsoft should work with?

DATA

The Numbers

Movie Budget and Financial Performance Records including movie production budget, domestic, and international revenue amount by movie



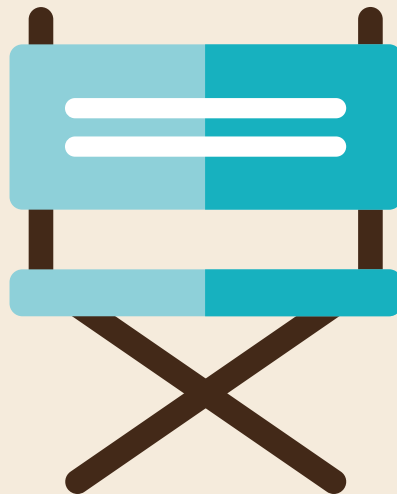
IMDb Name Basics

General movie information with movie title, runtime, and genre(s)



IMDb Title Principals

Casts and production crew information identified with unique IDs, their job titles, and movies they participated in



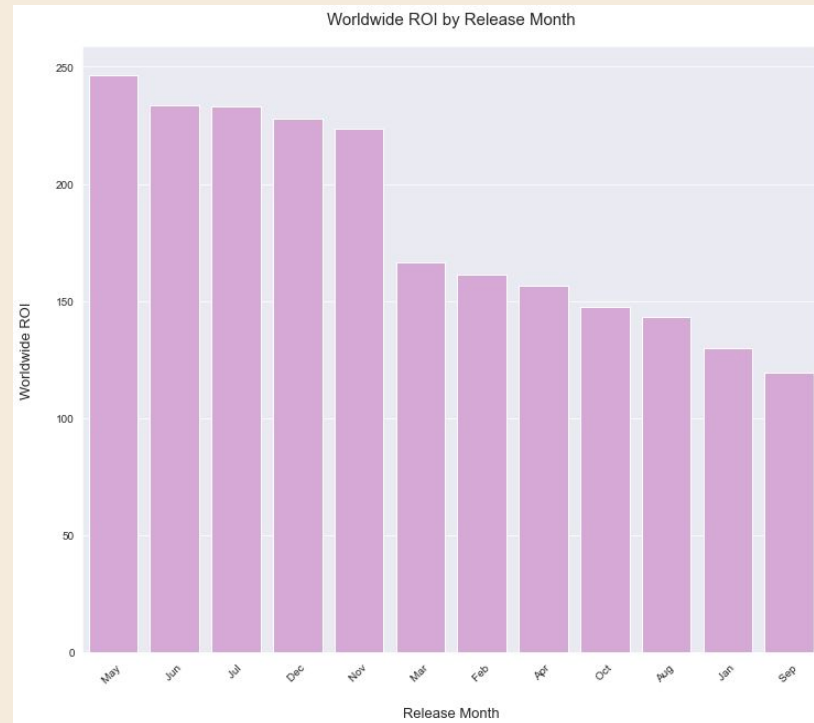
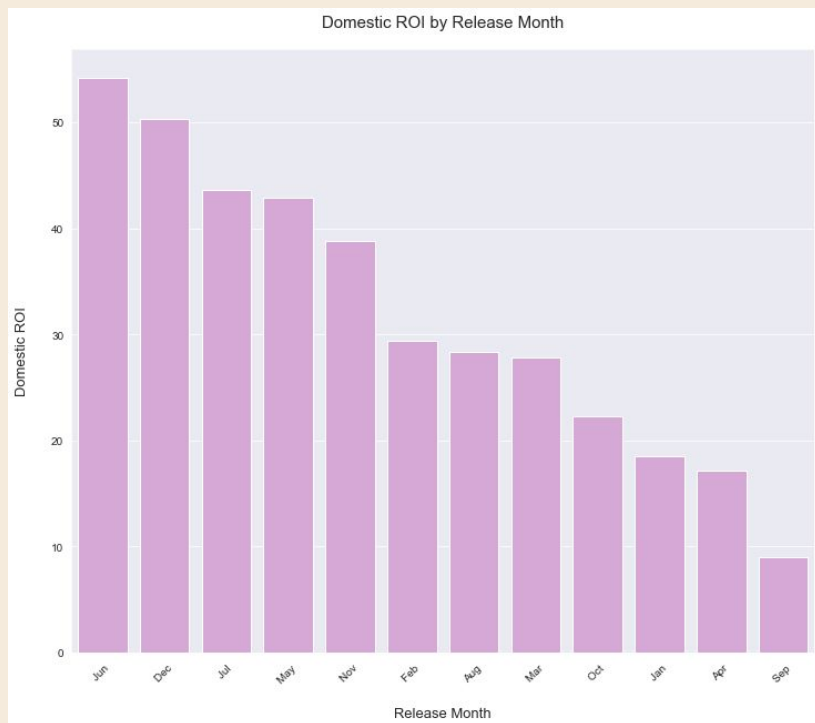
IMDb Title Basics

Casts and production crew information identified with their names and unique IDs, job titles, and movies they worked on



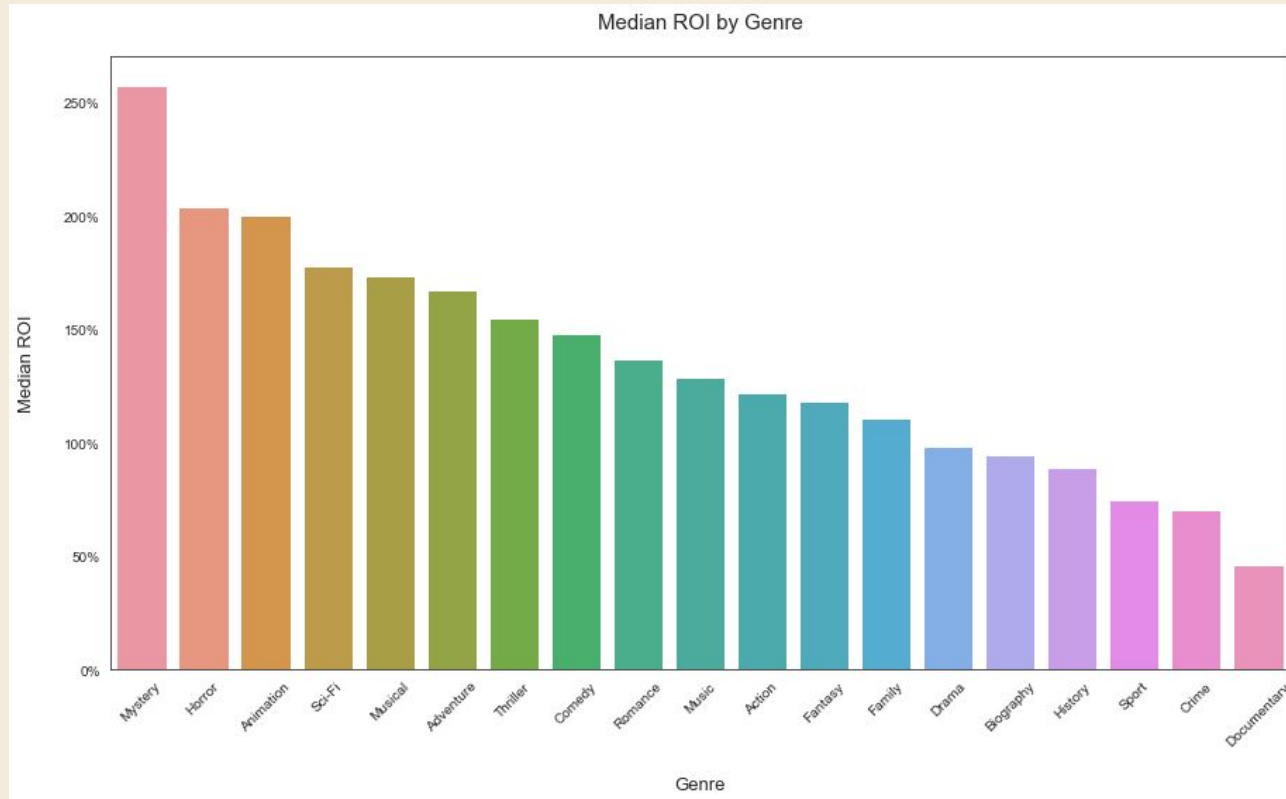
RESULTS

Movies released in May-July, and November-December saw the highest ROI. Summertime and holiday seasons are the best time of year to release a movie.



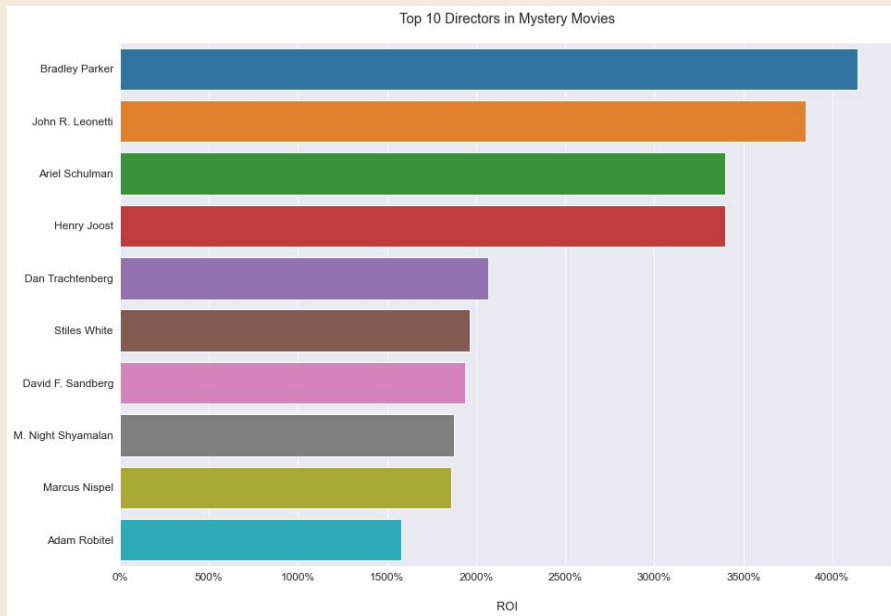
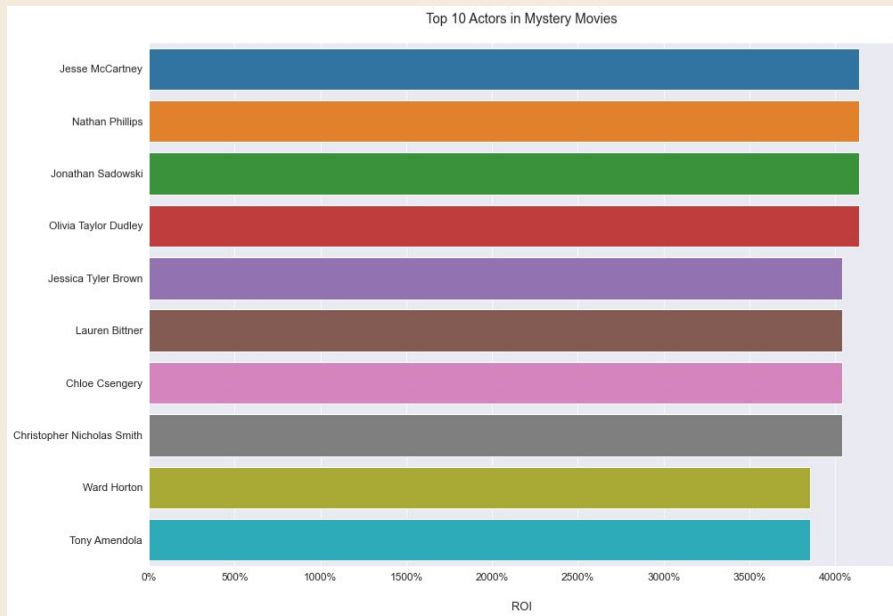
RESULTS

Movies in Mystery, Horror, and Animation genres drive the highest ROI.



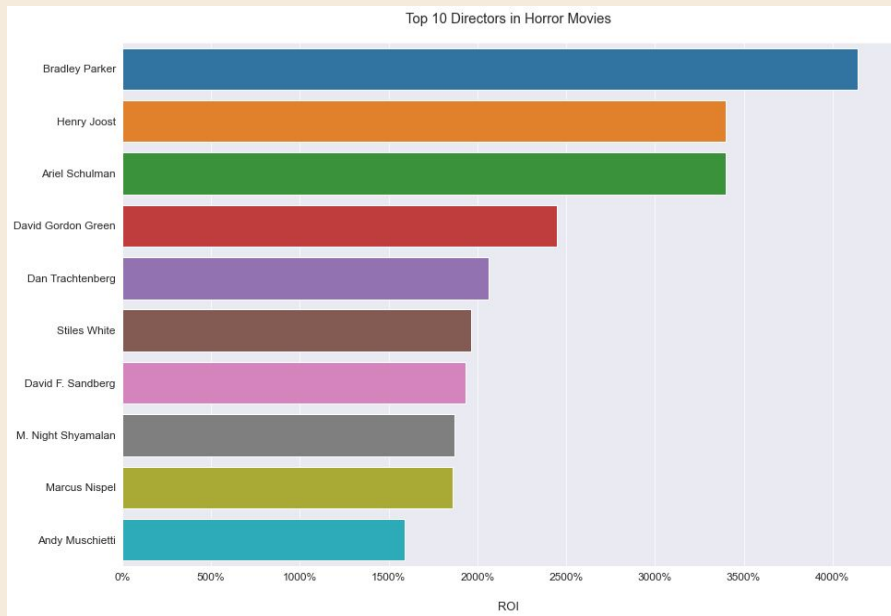
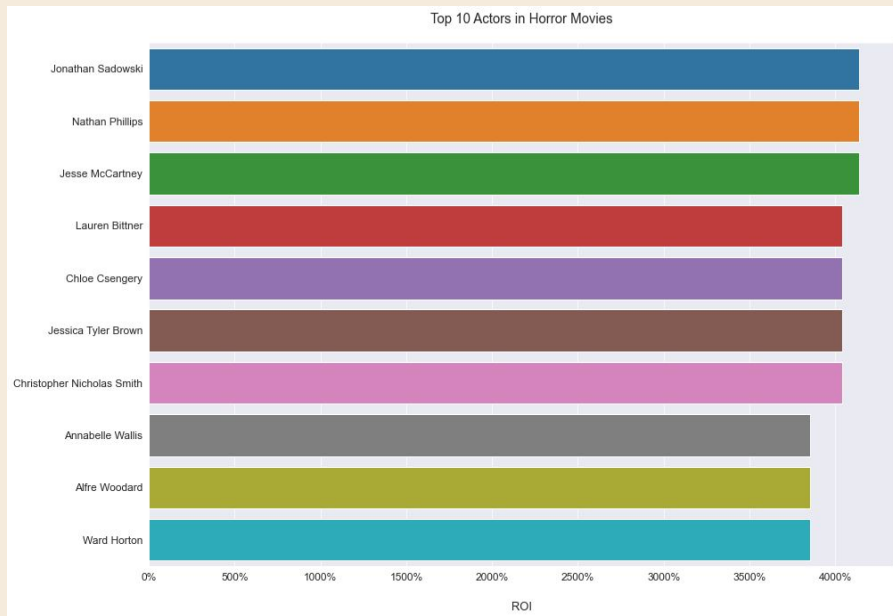
RESULTS

Work with these top 10 actors and directors in Mystery genre.



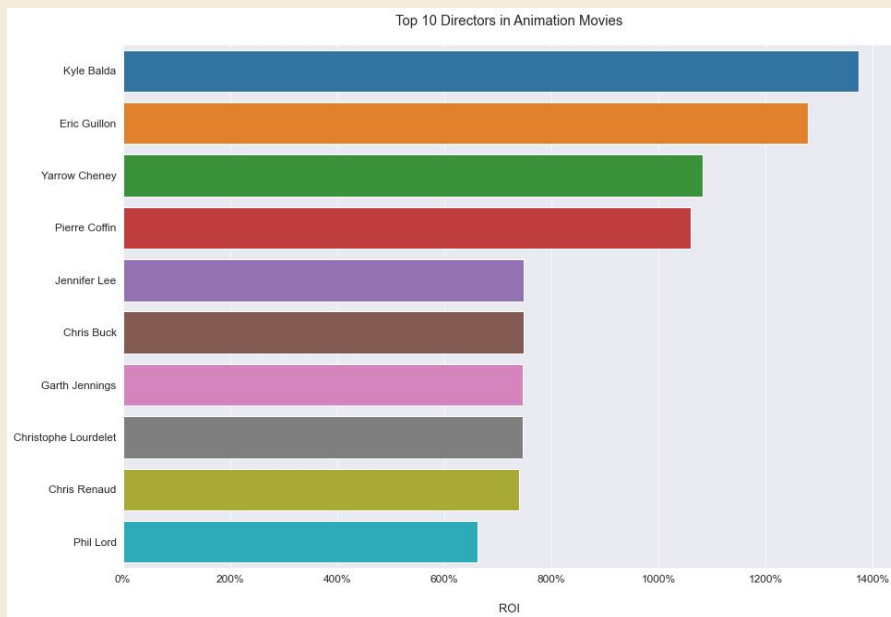
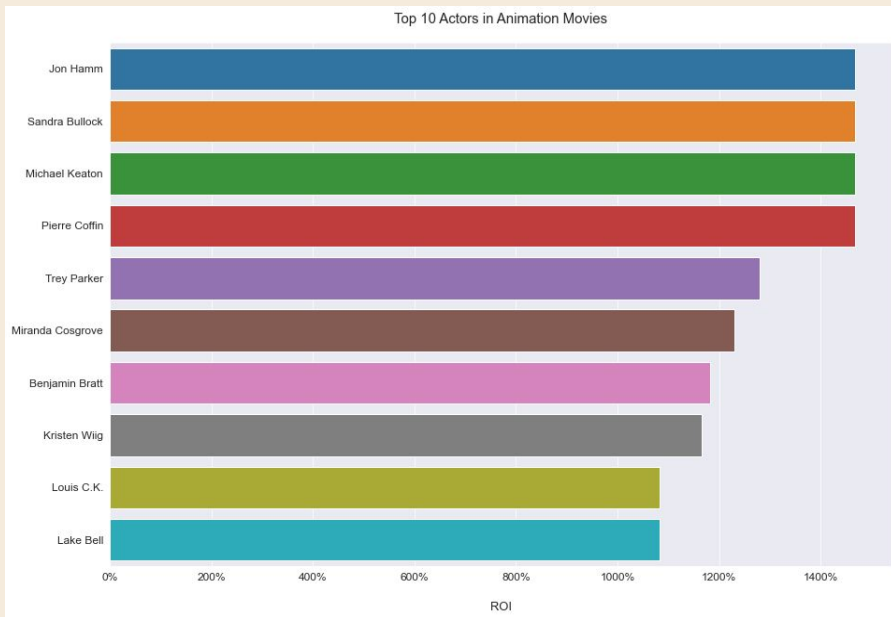
RESULTS

Work with these top 10 actors and directors in Horror genre.



RESULTS

Work with these top 10 actors and directors in Animation genre.



CONCLUSIONS



TIMING May-July, and
November-December

GENRE Mystery, Horror,
Animation

PEOPLE Top 10 actors and
directors in each
genre

FURTHER STEPS



ROI Trend in Popular Genres

Analyze ROI trends over time in each genre to to predict future market trend in these genres



Ideal Budget Range

Identify the ideal production budget range which will yield the highest profit in each genre



THANK YOU!

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