Microsoft Movie Analysis

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Overview

- Analysis of film performance across genres.
- COVID-19 pandemic implications

Business Problem

- Created new film studio.
- Need insight on film industry performance factors.
- What kind of films should Microsoft create?

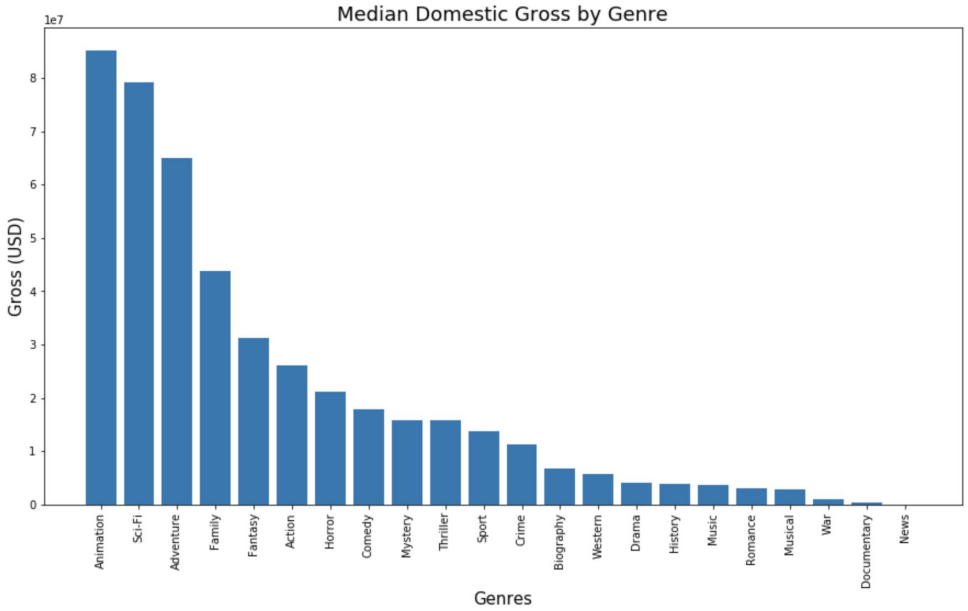
Data and Methods

- Data of over 140,000 films from IMDB and Box Office Mojo provided by Flatiron School.
- Questions:
  - 1) Which genres generate the highest domestic gross?
  - 2) Which genres have the highest average ratings?
  - 3) Which genres receive the most amount of votes?

Results

Highest Grossing Genres

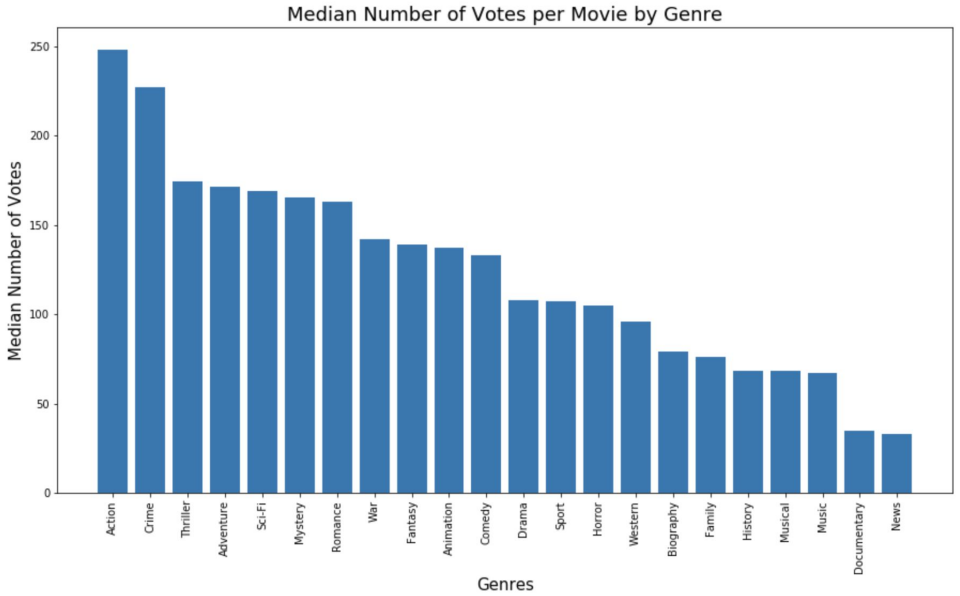
1. Animation ($85.15M)
2. Sci-Fi ($79.2M)
3. Adventure ($64.9M)
4. Family ($43.9M)
5. Fantasy ($31.2M)



Results

Most Amount of Votes per Genre

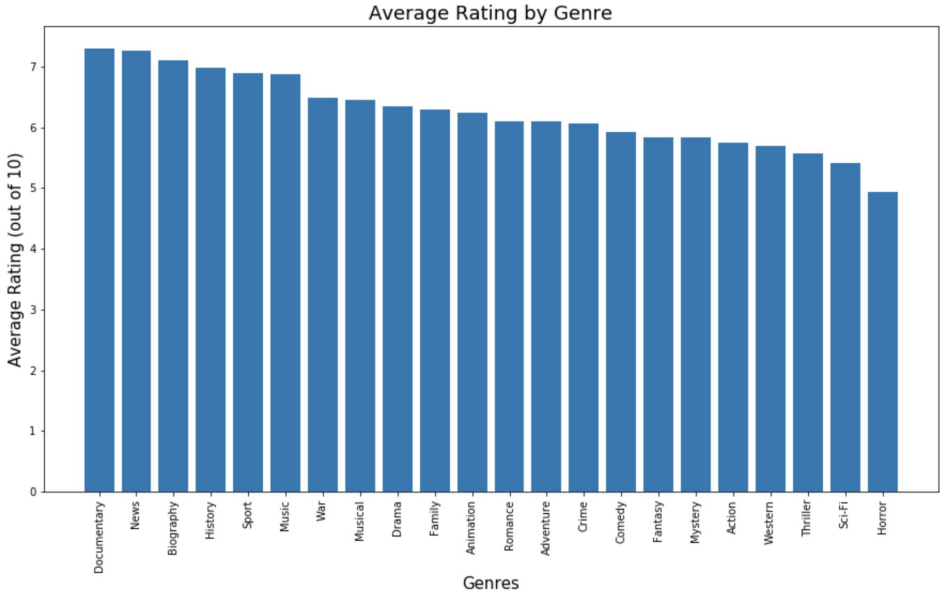
1. Action (248)
2. Crime (227)
3. Thriller (174.5)
4. Adventure (171)
5. Sci-Fi (169)

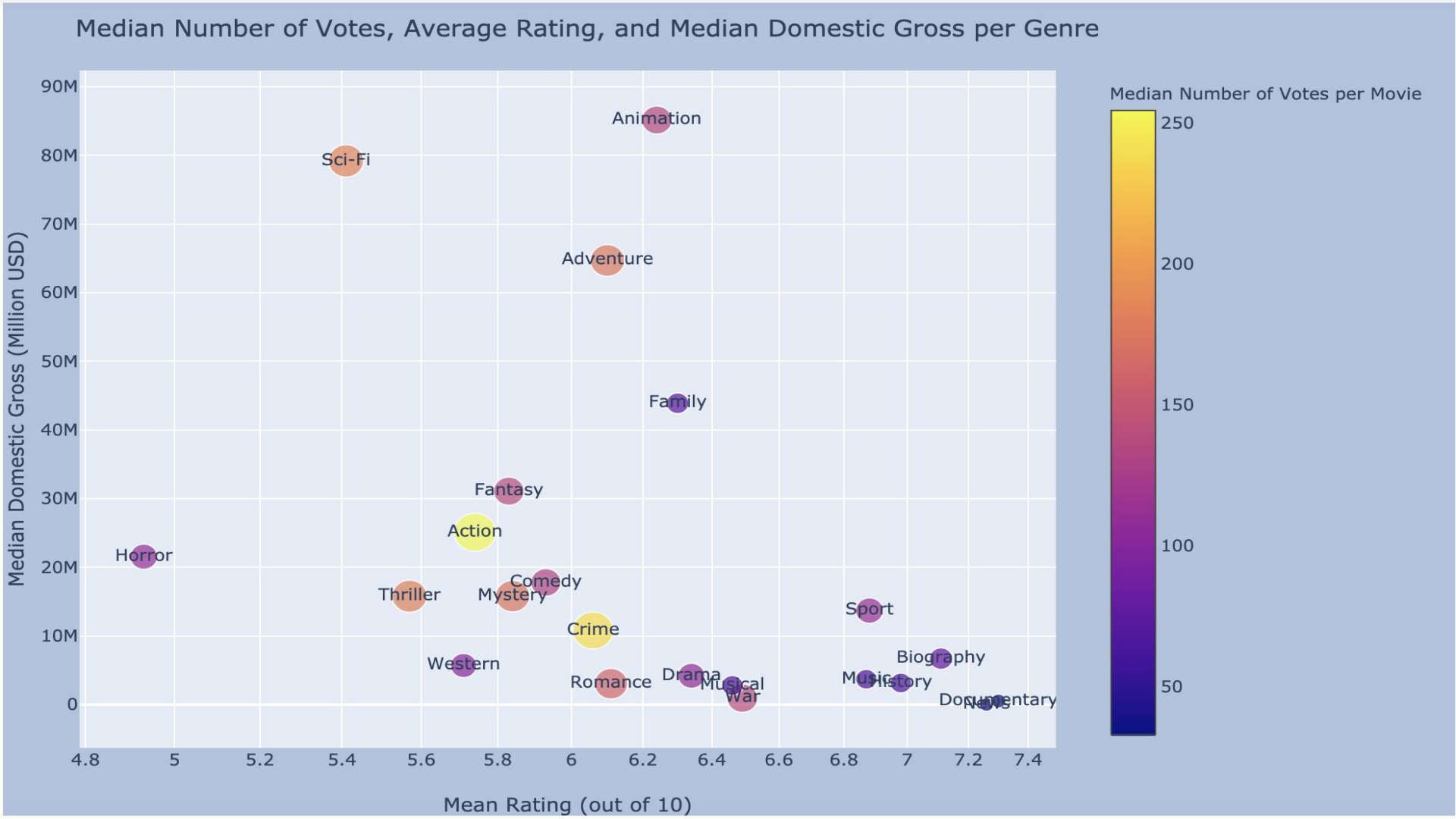


Results

Highest Average Rating per Genre

1. Documentary (7.3)
2. News (7.26)
3. Biography (7.11)
4. History (6.98)
5. Sport (6.89)
6. Music (6.88)




Median Number of Votes, Average Rating, and Median Domestic Gross per Genre
Median Domestic Gross (Million USD)
90M
80M
70M
60M
50M
40M
30M
20M
10M
0
Animation
Sci-Fi
Adventure
Family
Fantasy
Action
Horror
Comedy
Thriller
Mystery
Sport
Crime
Biography
Western
Drama
Musical
War
Romance
Music
History
Documentary
News
4.8
5
5.2
5.4
5.6
5.8
6
6.2
6.4
6.6
6.8
7
7.2
7.4
Mean Rating (out of 10)
Median Number of Votes per Movie
250
200
150
100
50

Recommendations

- For when **theaters** reopen: animated films that dovetail Sci-Fi, Adventure, and/or Family.
- Home-streaming relies on numbers of people.
- Combine more popular genres with higher-grossing genres.
    - Action, Crime, and Thriller films.
- People enjoy Documentary, News, and Biographical pieces.

Future Work

- Explore international markets and budget data to view profits.
- Examine streaming service data during pandemic.
- What other factors lead to income, ratings, and amounts of votes?

Thank You!

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