



Microsoft Movie Analysis

Jeremy Pagirsky



Overview

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



Microsoft

Business Problem

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



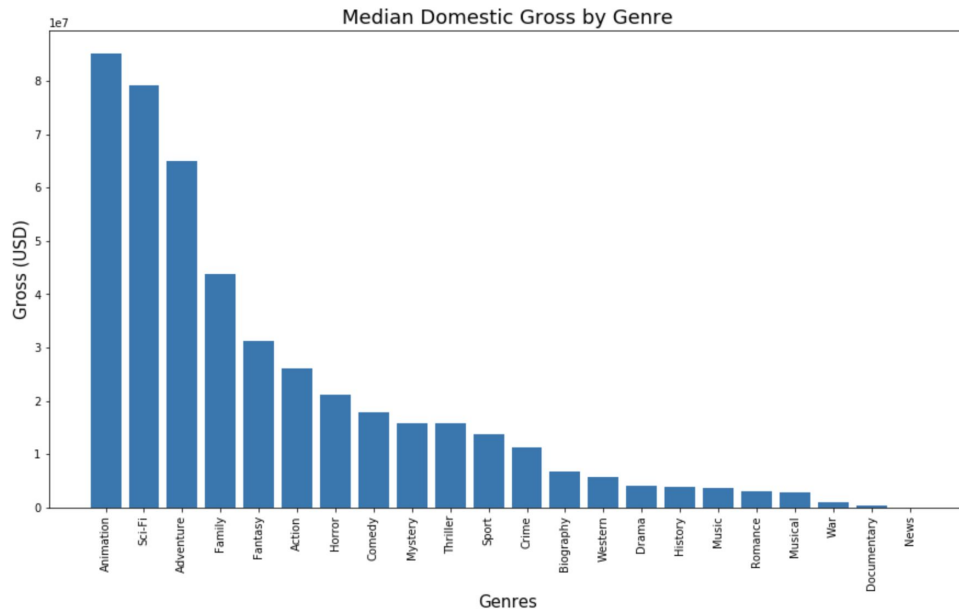
Data and Methods

- 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

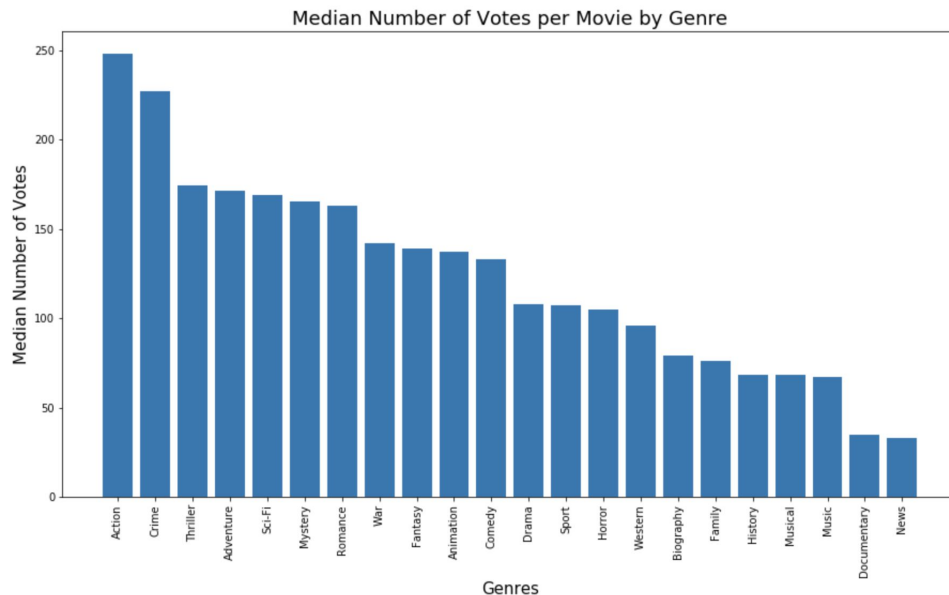
1. Animation (\$85.15M)
2. Sci-Fi (\$79.2M)
3. Adventure (\$64.9M)
4. Family (\$43.9M)
5. Fantasy (\$31.2M)



Results

Most Amount of Votes per Genre

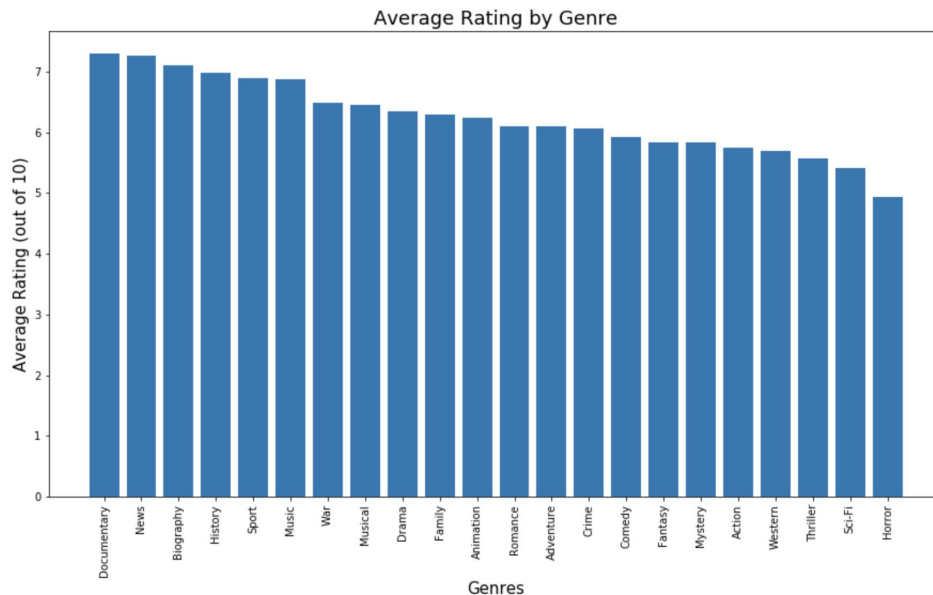
1. Action (248)
2. Crime (227)
3. Thriller (174.5)
4. Adventure (171)
5. Sci-Fi (169)



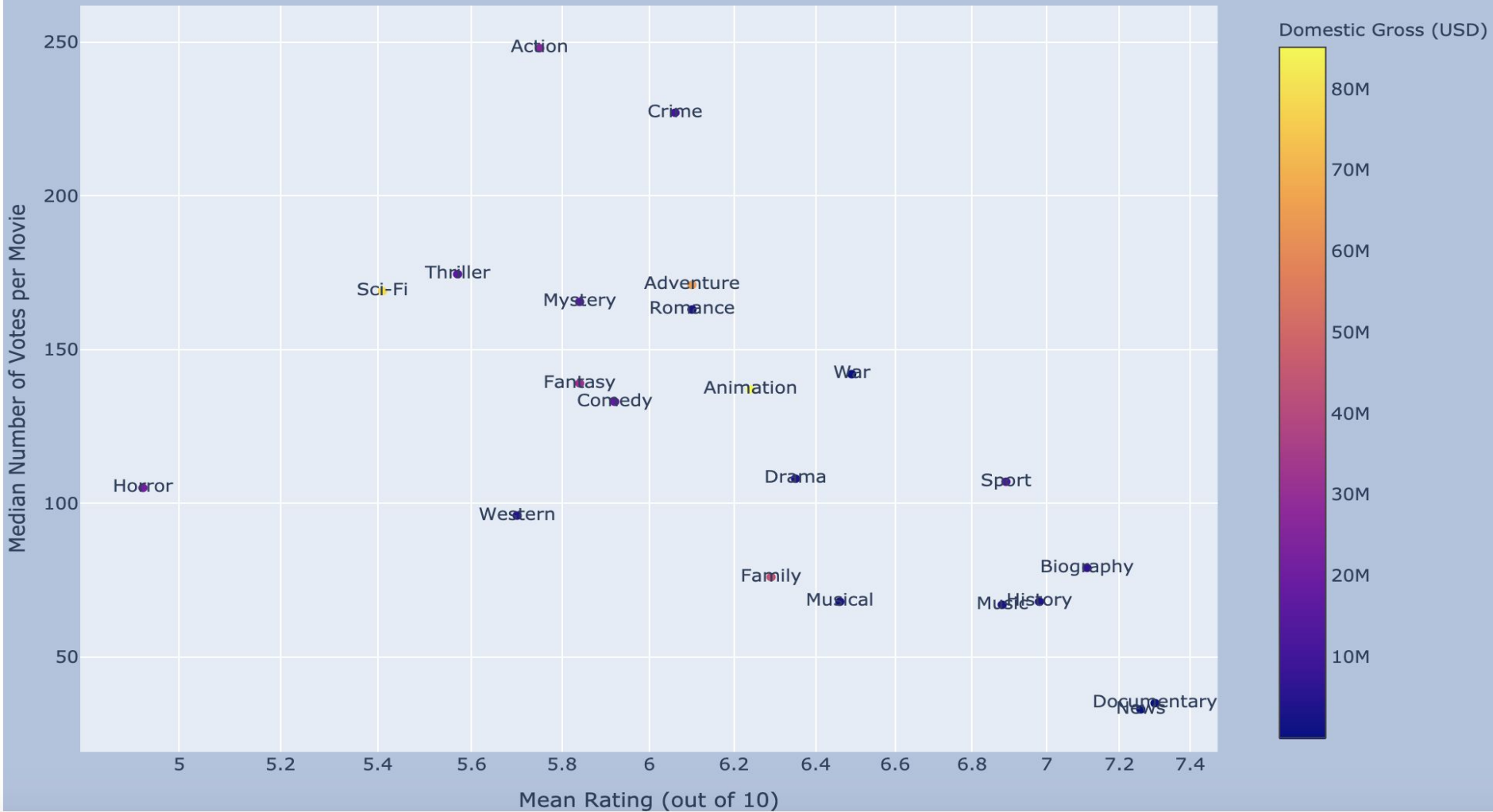
Results

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 Domestic Gross of Each Genre



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!

E-mail: jeremy.pagirsky@gmail.com

GitHub: <https://github.com/jeremypagirsky>

LinkedIn:

<https://www.linkedin.com/in/jeremy-gabriel-pagirsky/>

