



Microsoft Movie Analysis

Aiding Microsoft's new studio into the movie
world

By Jonah Devoy

The background of the slide is a dark blue stage. On the left, a red curtain is partially open, revealing a black spotlight fixture that casts a bright beam of light onto the center of the stage. The beam illuminates the word 'Summary' and the text below it. On the right, another red curtain is partially open. At the bottom of the slide, there are several rows of red theater seats, suggesting an audience's perspective.

Summary

For my analysis, I reviewed high-profiting movie data elements to see what makes them successful. This analysis will help you determine what movies to produce considering movie genre, market saturation, and directors to hire.

Table of contents



**Business
Problem**



**Data
Understanding**



**Data
Preparation**



Results



Conclusion



Business Problem

Here are three factors you should look at before greenlighting your production:

- Genre Profitability
- Market Saturation
- Movie Directors

Data Understanding



tn.movie_budgets.csv

- Movie Title
- Production Budget
- Domestic and Worldwide Gross



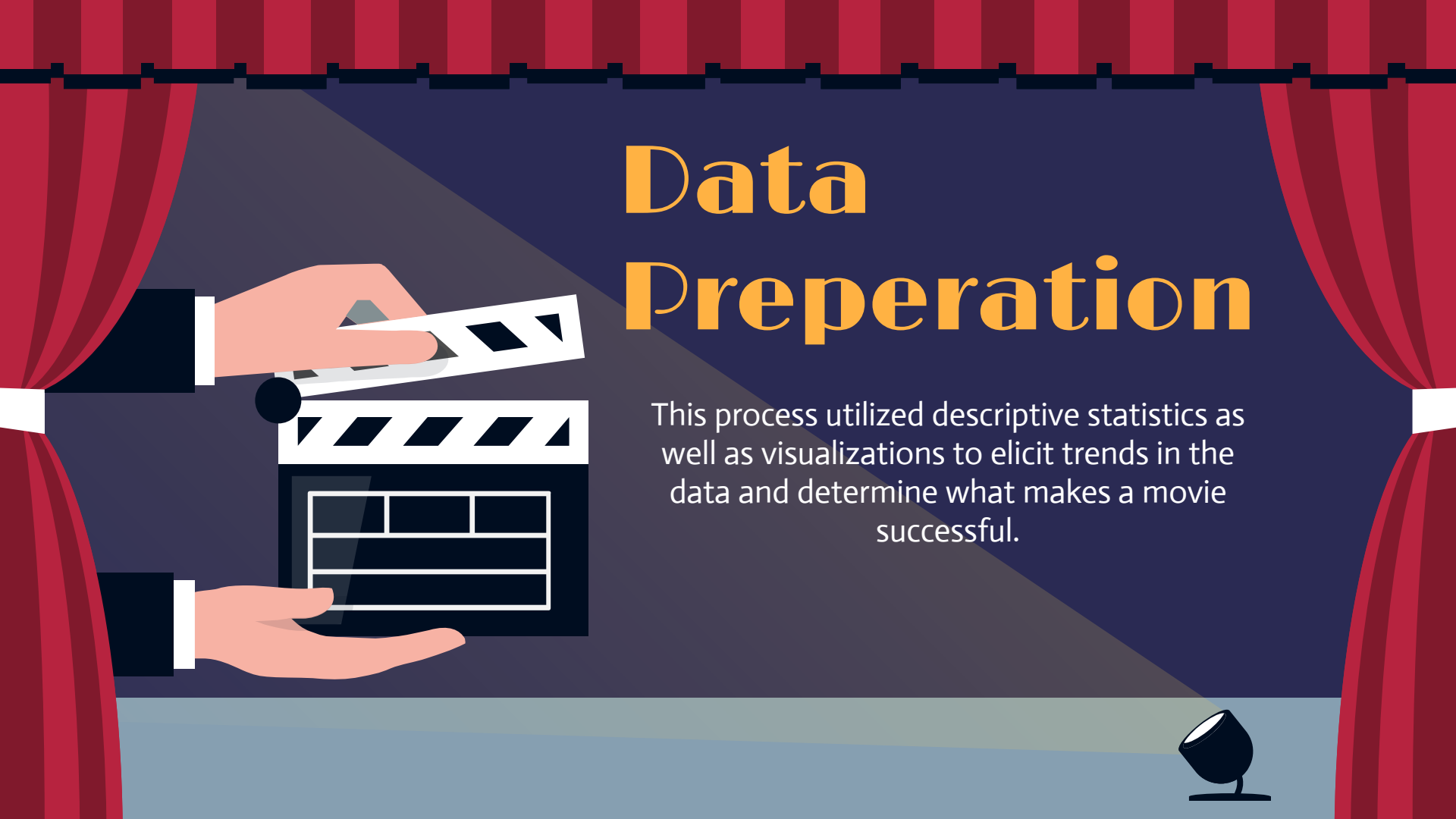
imdb_top_1000.cs



- Movie Title
- Budgets and Gross
- Directors and Actors
- Year Released
- IMDB Ratings

Data Preperation

This process utilized descriptive statistics as well as visualizations to elicit trends in the data and determine what makes a movie successful.

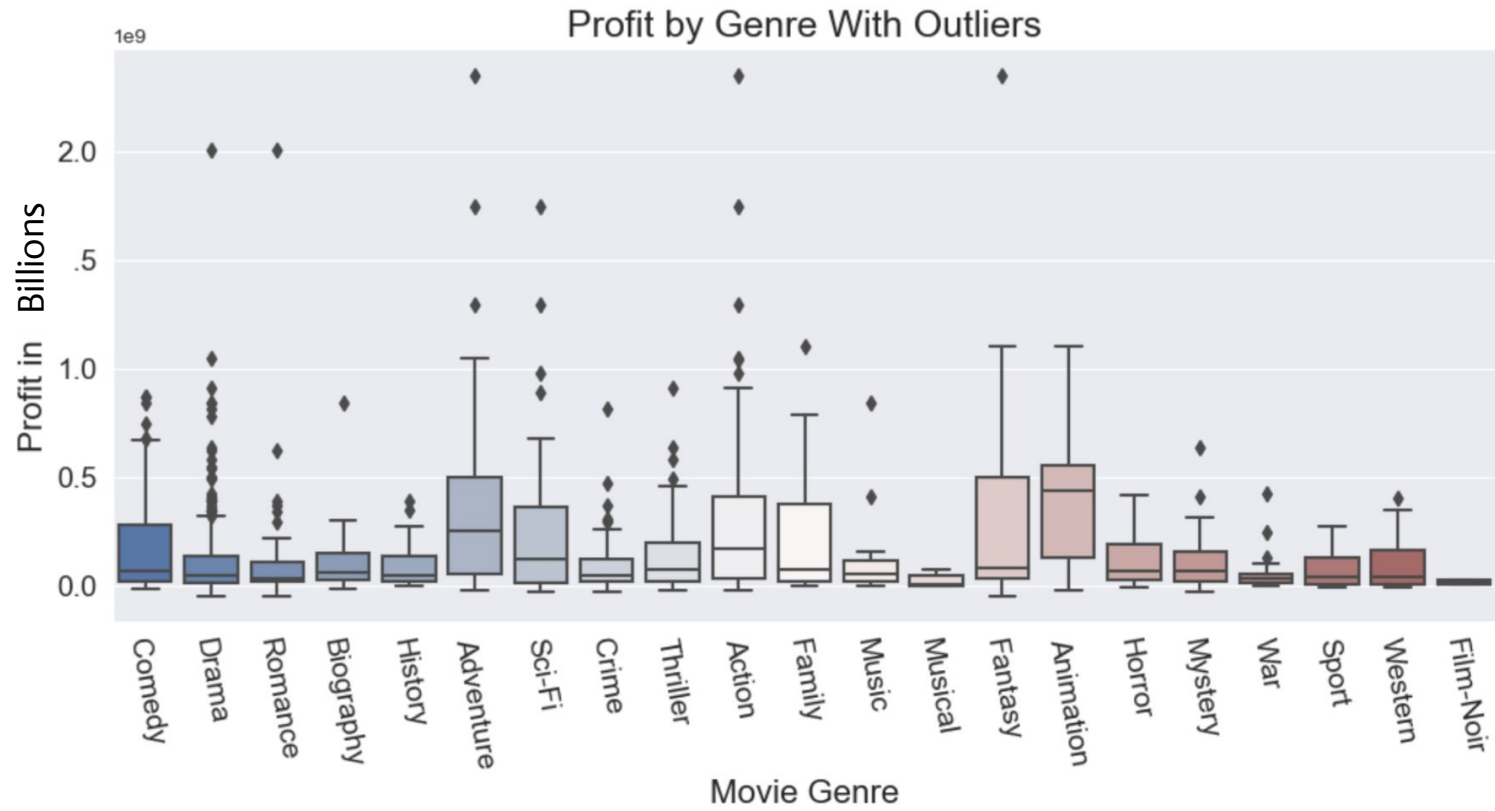




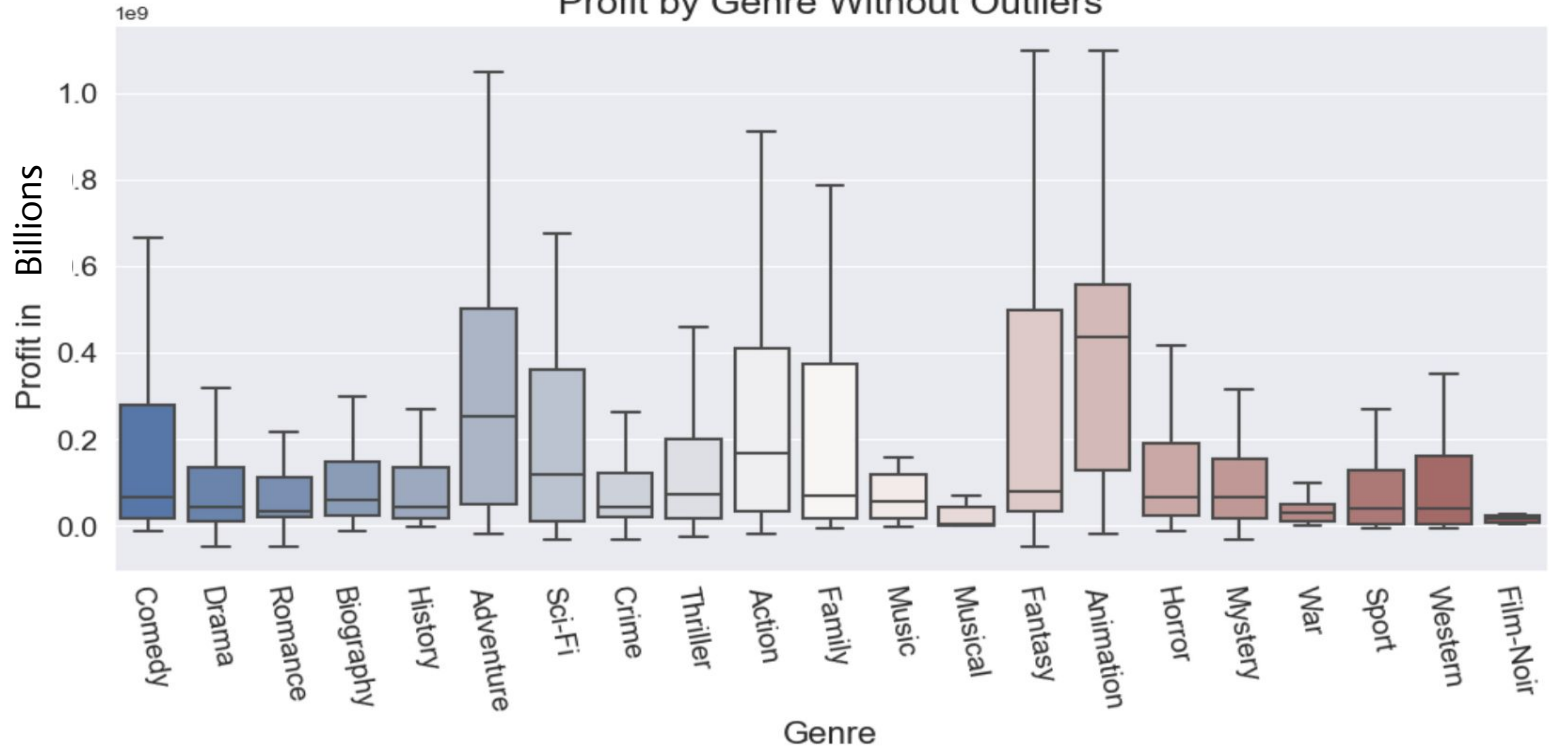
Question : 1

Genre Profitability

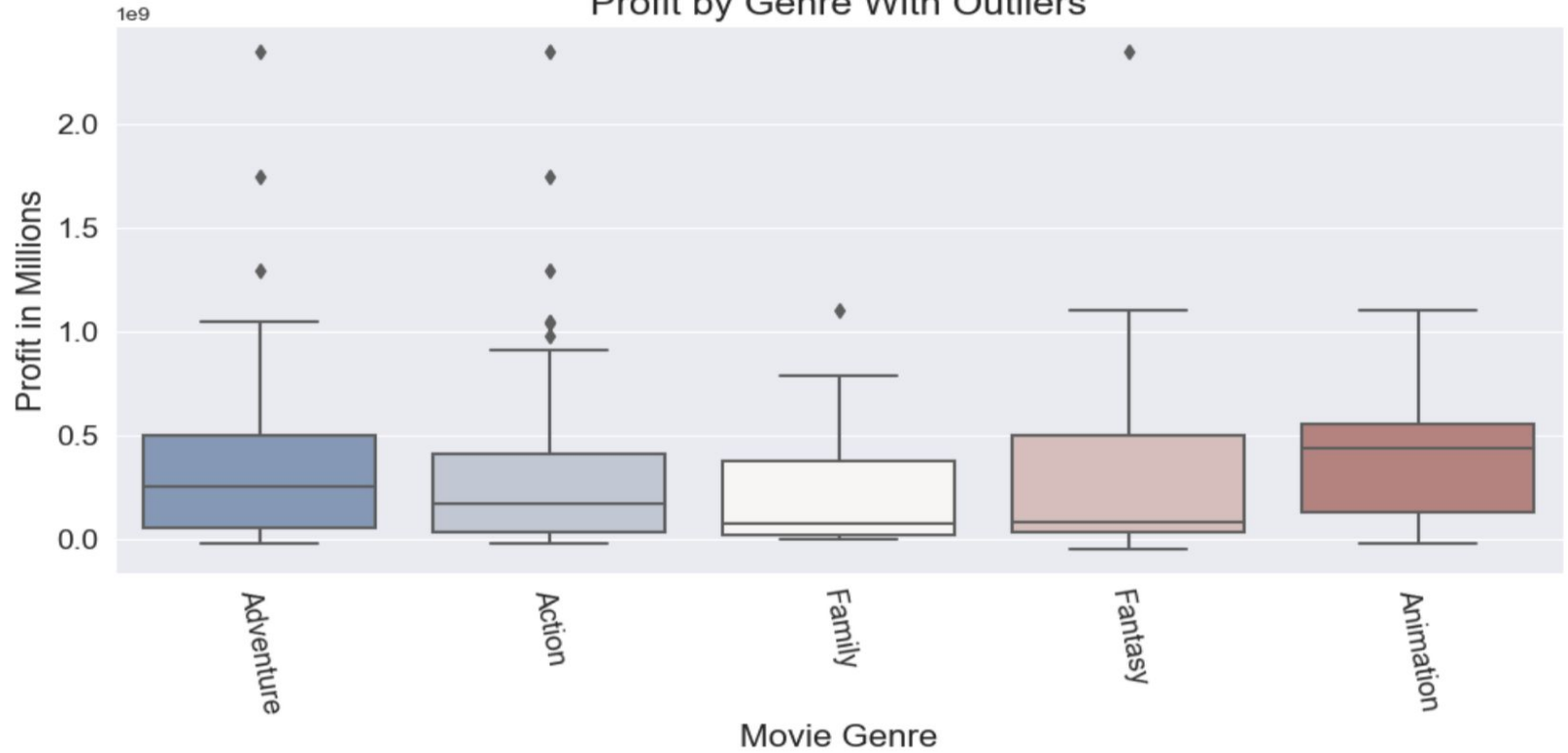
Which genres generate the highest profits?

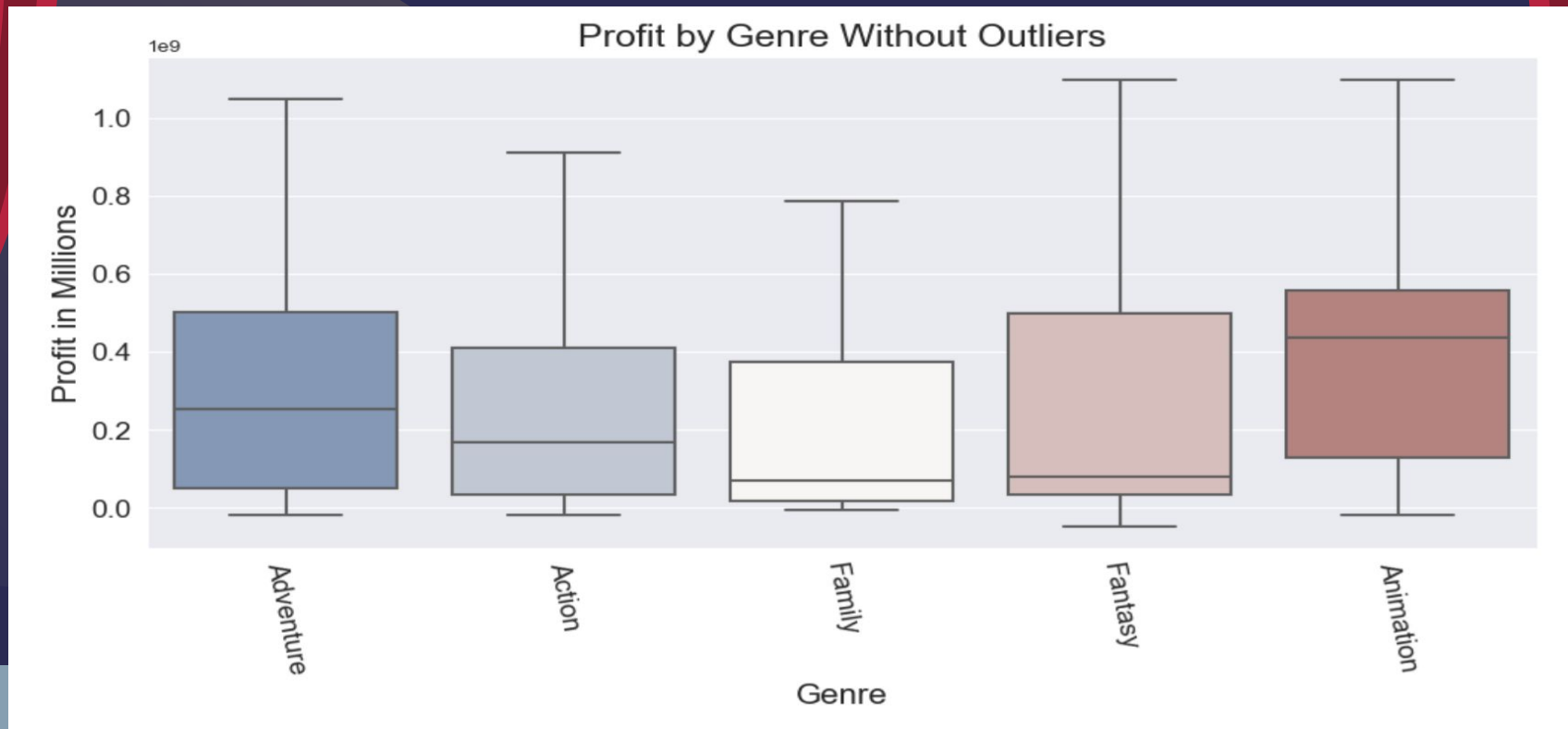


Profit by Genre Without Outliers



Profit by Genre With Outliers





“Based on the data visualizations provided its safe to say action, adventure, fantasy, family and animation profit the most.”

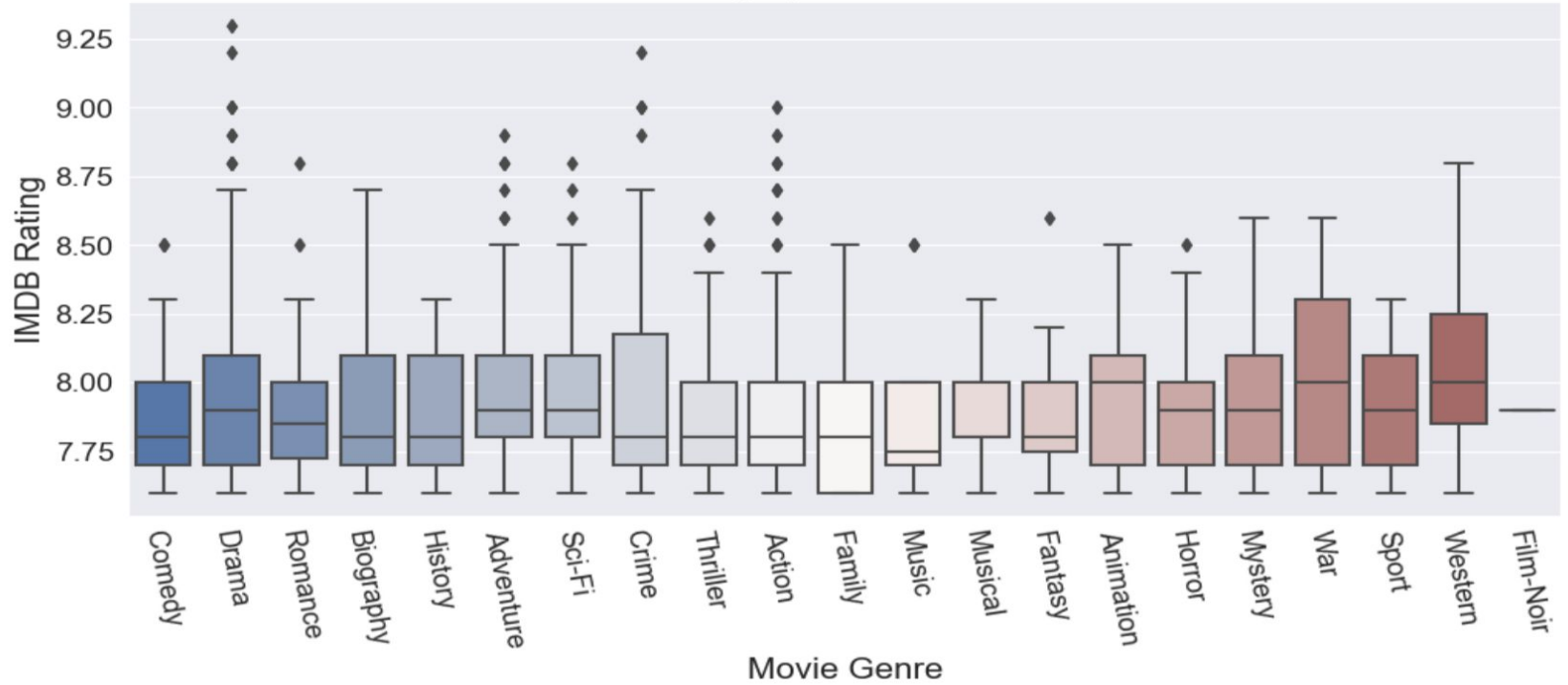
—Jonah Devoy



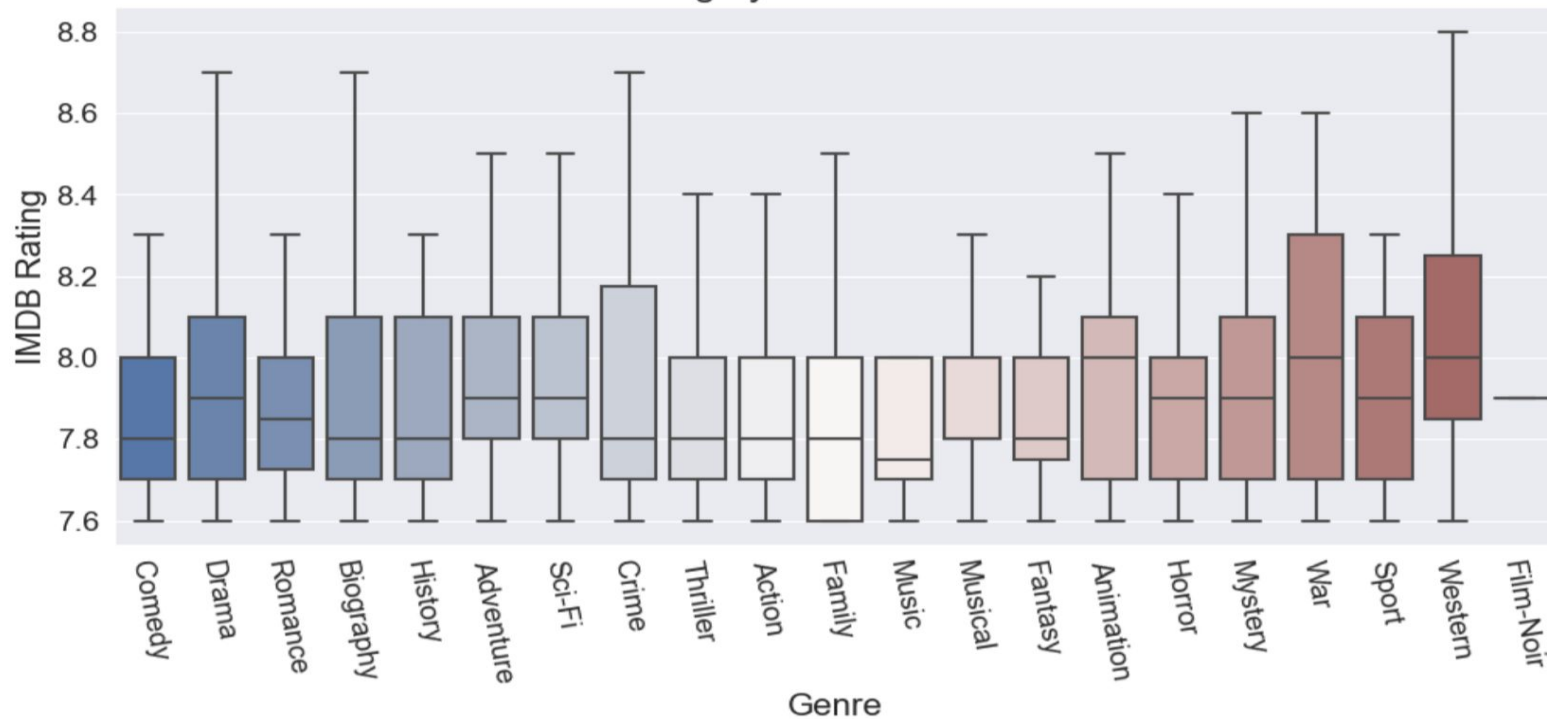
**What about IMDB
Ratings? Is this
useful data?**

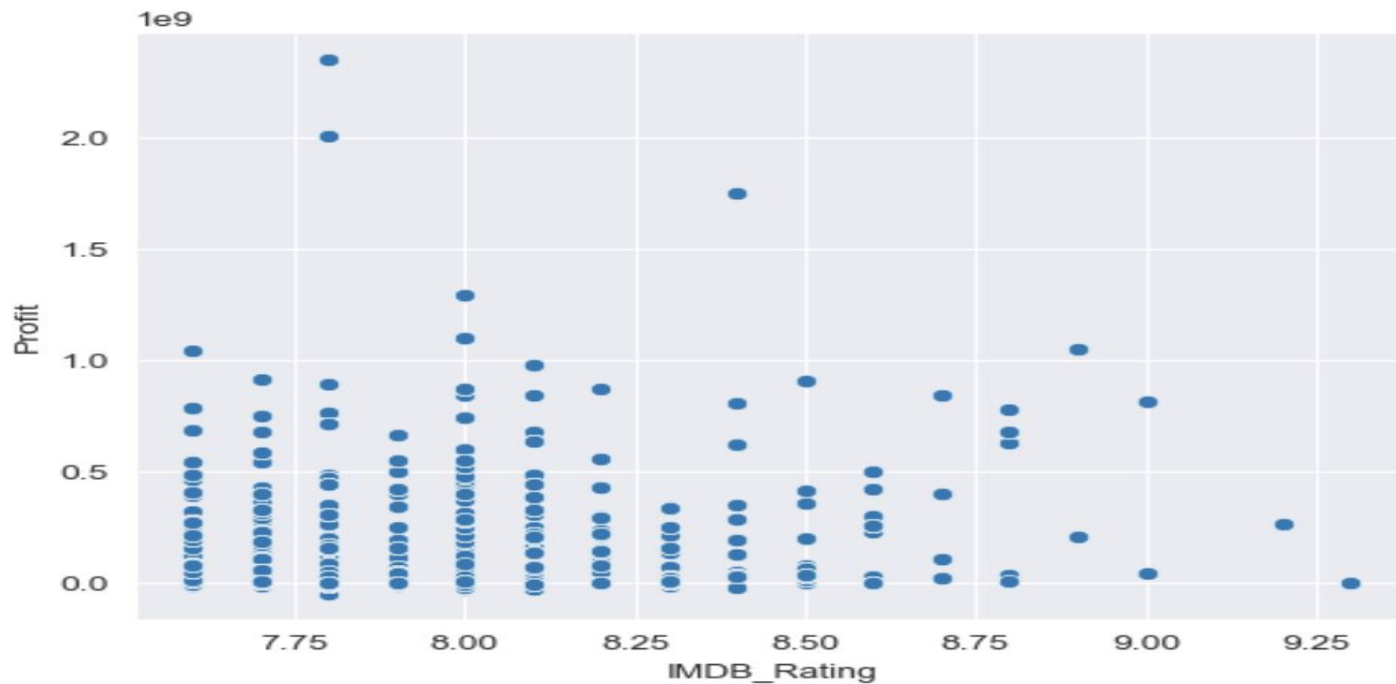


IMDB Rating by Genre With Outliers



IMDB Rating by Genre Without Outliers





	Profit	IMDB_Rating
Profit	1.000000	0.163062
IMDB_Rating	0.163062	1.000000

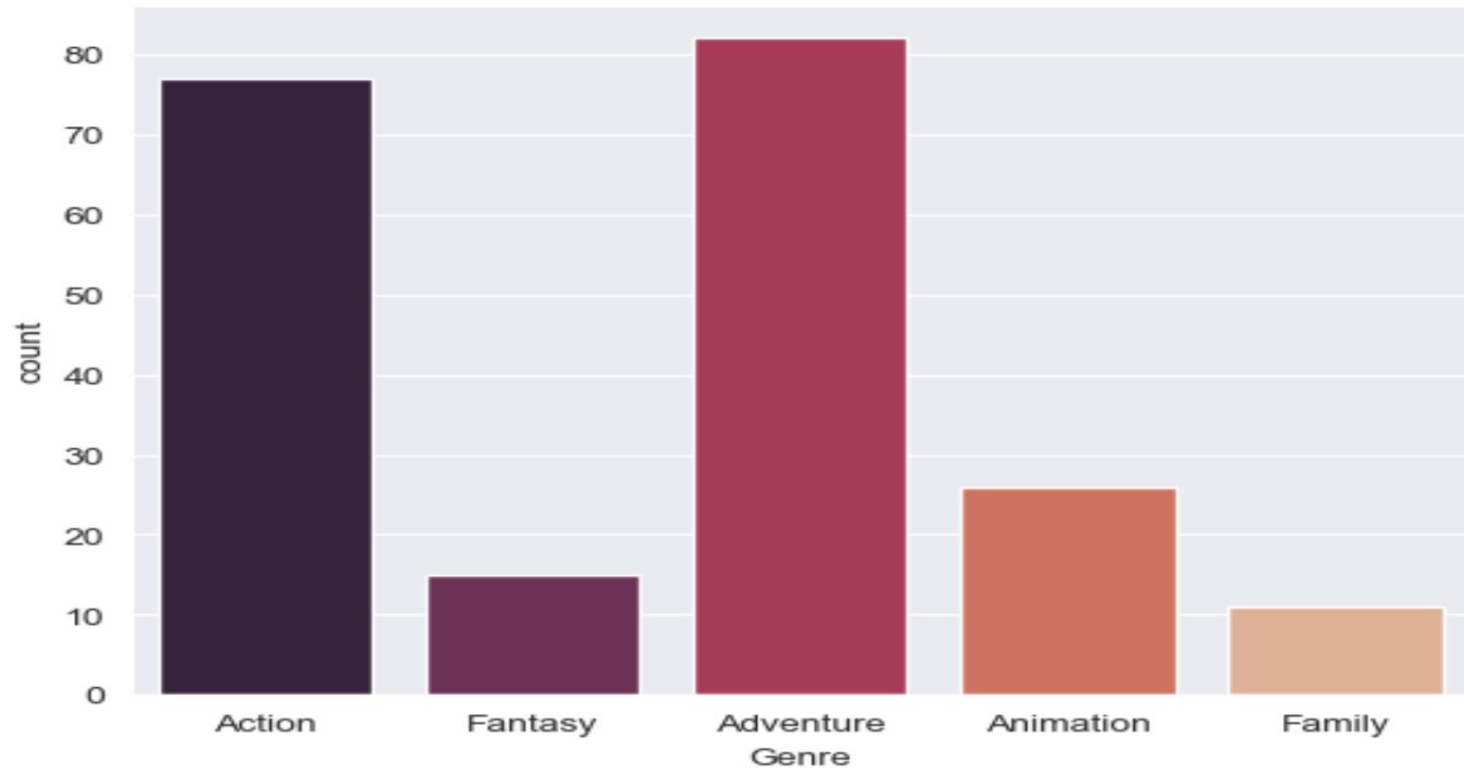


Question : 2

Market Saturation

Which of the 5 most popular genre of movies would stand out against competing movie types?

Genre Count



Animation Fantasy Family



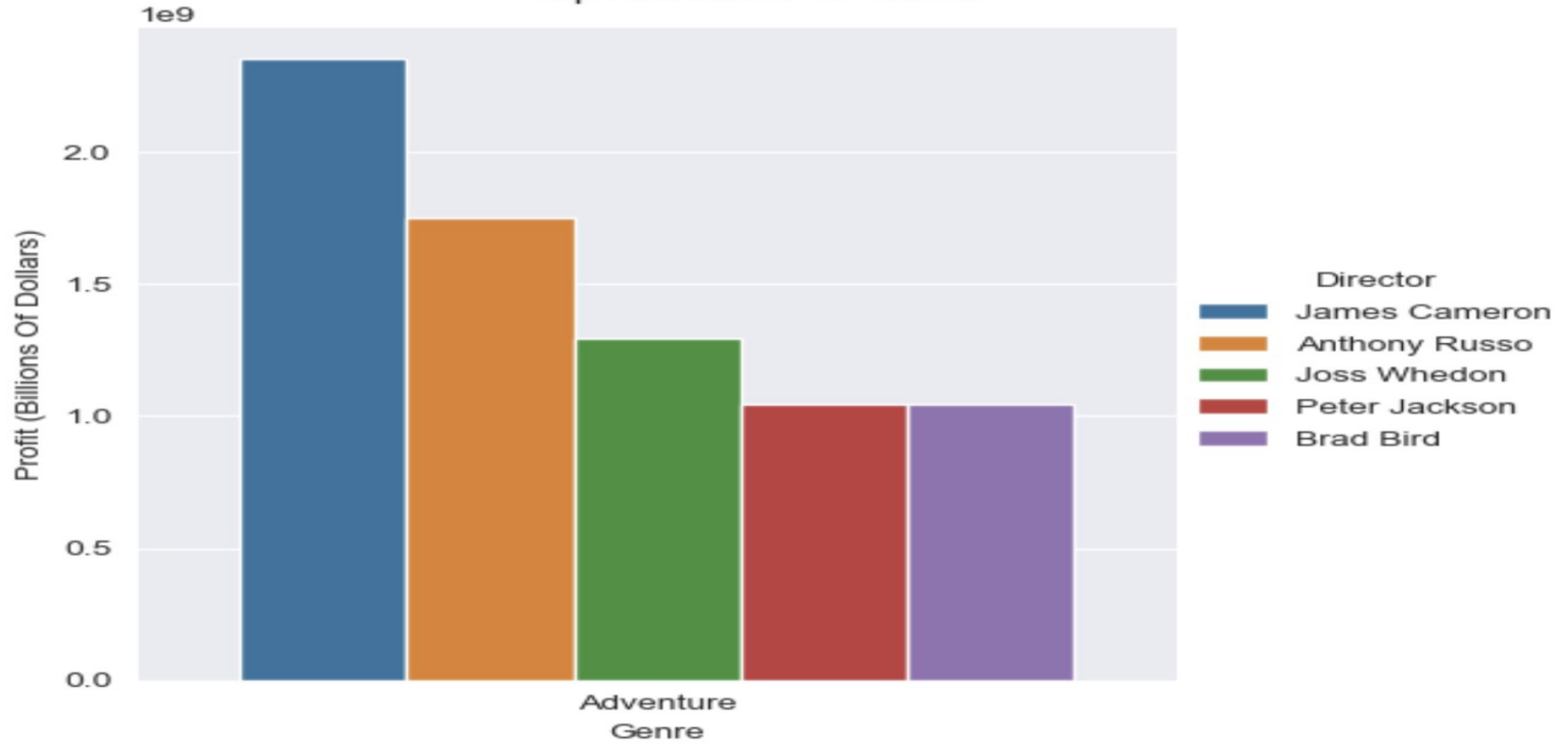
A stylized illustration of a movie theater stage. A woman with blonde hair, wearing a black blazer over a white shirt and black pants, stands with her arms crossed on a yellow star on the floor. To her left is a red director's chair with a yellow star on the backrest. A spotlight from the top left illuminates the woman and the chair. The background is a dark blue wall with red curtains on the sides. The foreground shows the tops of several red theater seats.

Question : 3

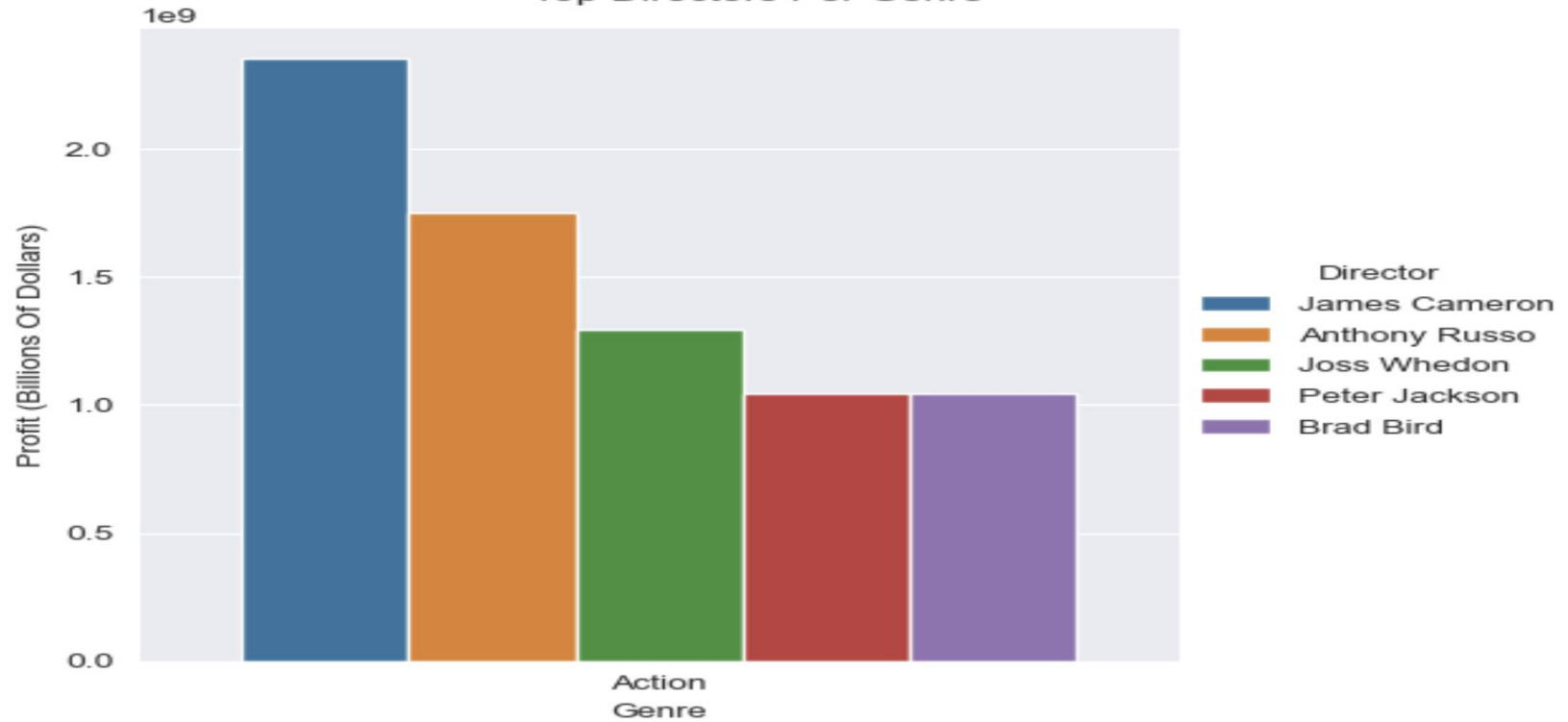
Movie Directors

Who are the top five
directors to hire for
action, fantasy,
adventure, animation,
and family movies?

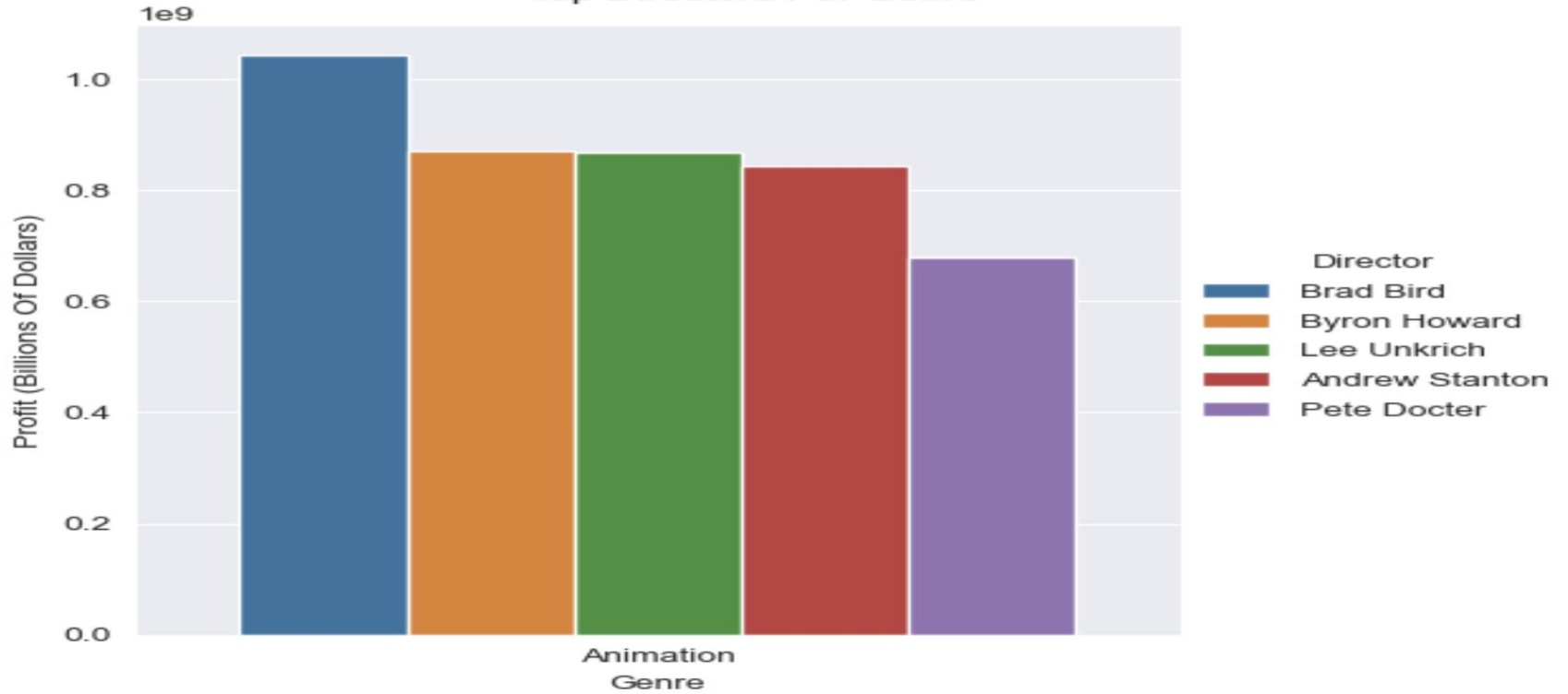
Top Directors Per Genre



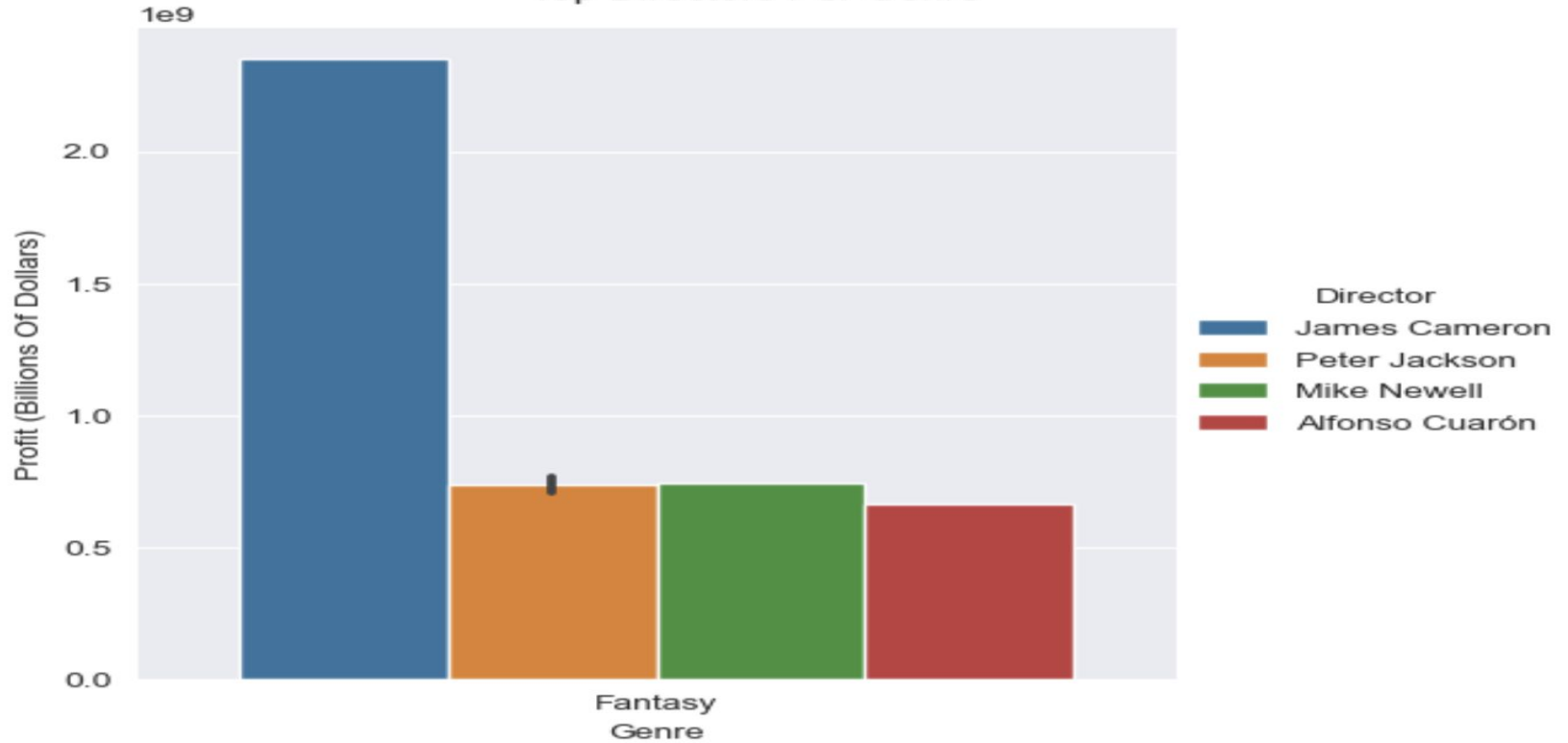
Top Directors Per Genre



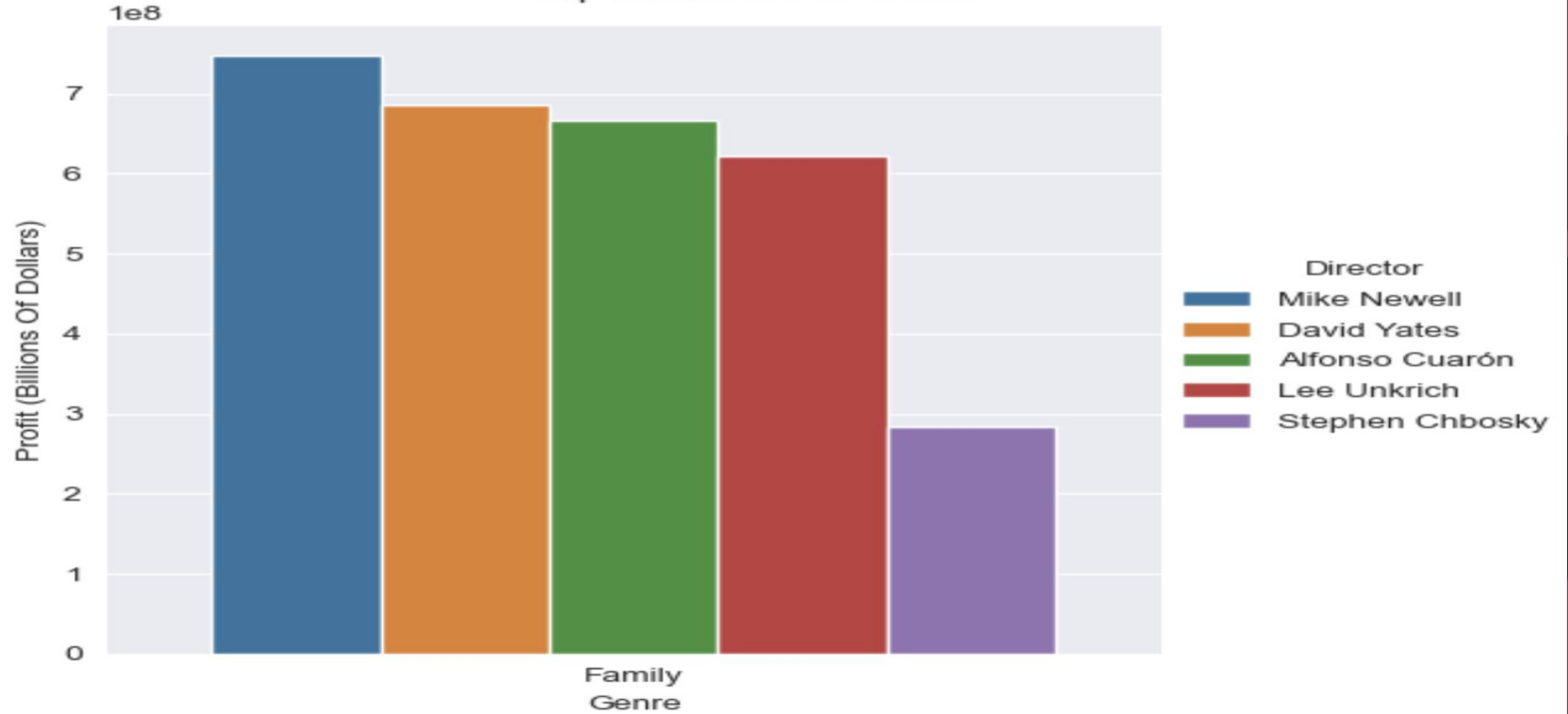
Top Directors Per Genre



Top Directors Per Genre



Top Directors Per Genre



Results

1. The highest profiting movie genres are Adventure, Action, Animation, Fantasy and Family
- 2.) Genres that will stand out include Animation, Family and Fantasy
- 3.) The best directors to hire are **James Cameron , Brad Bird, and Mike Newell**



Conclusion



Movie Option #1

- * A fantasy movie directed by James Cameron.
- * Potential profit of \$2,351,345,279



Movie Option #2

- * A animation movie directed by Brad Bird.
- * Potential profit of \$1,042,520,711



Movie Option #3

- * A family movie directed by Mike Newell.
- * Potential profit of \$747,099,794

Thank you!

Do you have any questions?

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<https://github.com/jj862>

