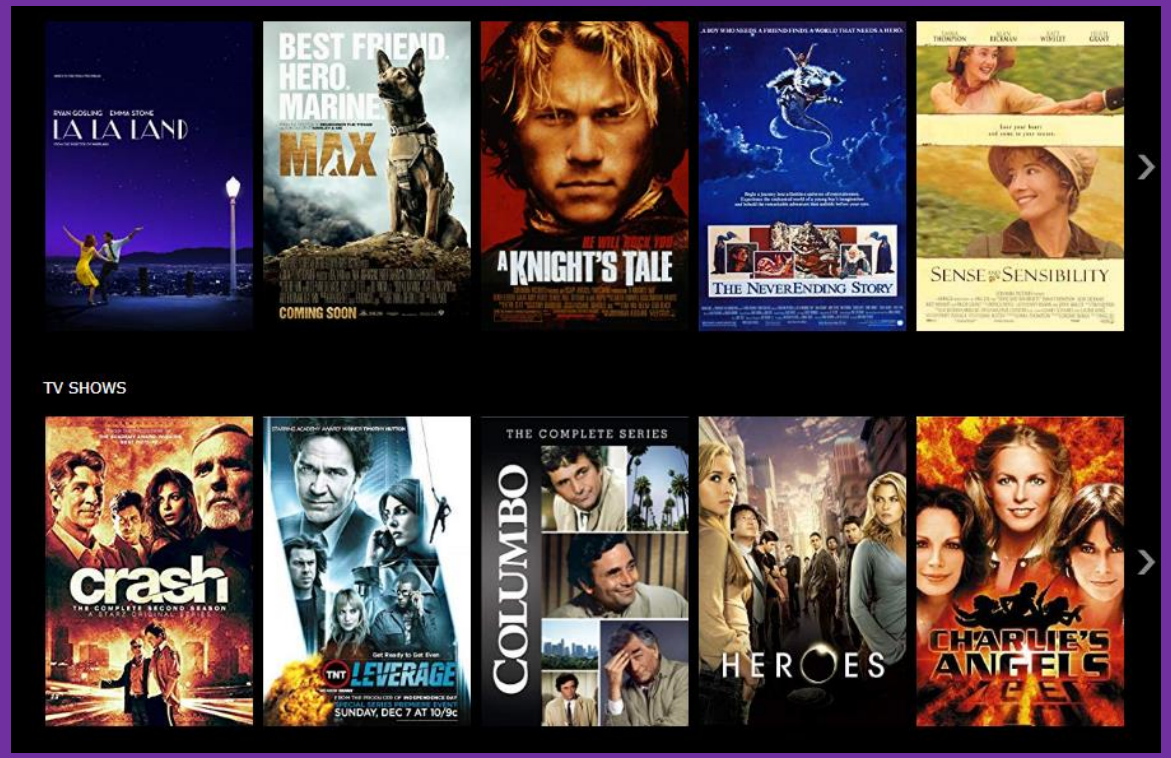
Microsoft in the Movie Industry



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Introduction

Microsoft wants to create movies, but their movie knowledge is limited and they want knowledge about the movie industry from me. This project explores three questions Microsoft might ask about the movie industry from a specified given group of movie datasets.

Outline

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Business Problem

Microsoft sees all the big companies creating original video content and they want to get in on the fun. They have decided to create a new movie studio, but the problem is they don’t know anything about creating movies. They have hired me to help them understand the movie industry. I am charged with exploring three questions about what types of film are currently doing best. I must translate these findings into actionable insights that the head of Microsoft's new movie studio can use to decide what types of film to create.

Data

The Microsoft movie datasets for the project came from the following websites:

- Box Office Mojo
- IMDB
- Rotten Tomatoes
- TheMovieDB.org

I was given the choice of what data from these datasets to use and how to use it.

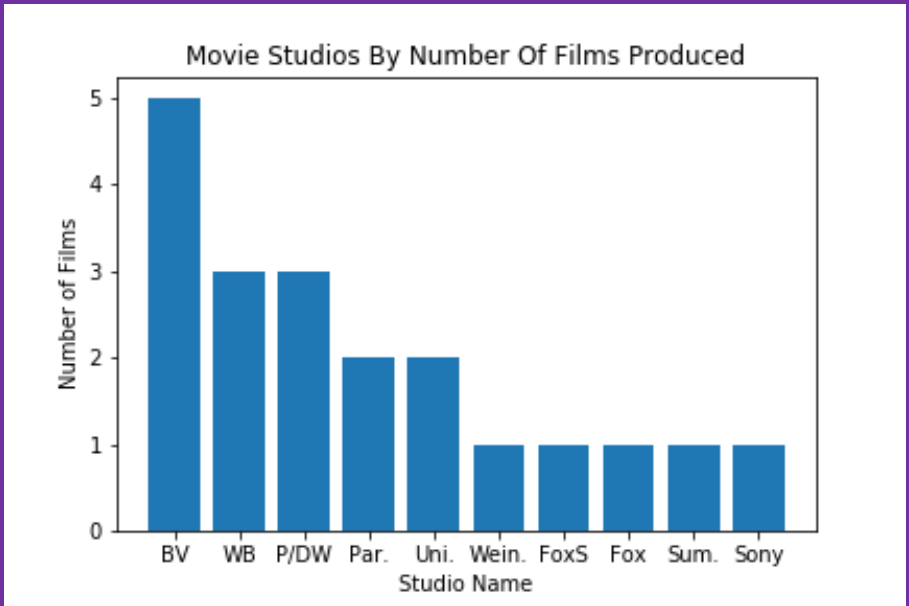
These datasets were provided to me by Flatiron School for the Microsoft project.

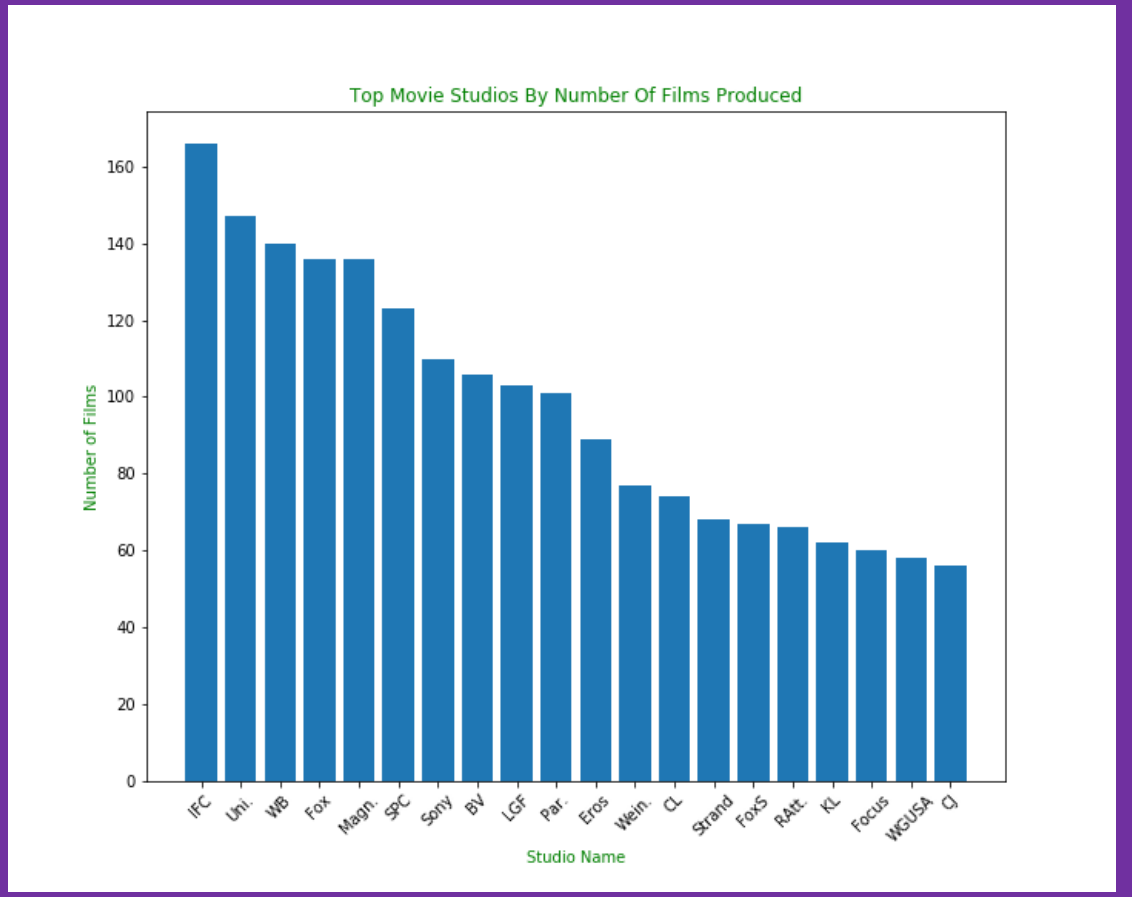
Methods and Results

Microsoft Question 1:

What studios produce the most motion pictures?

I explored a provided movie dataset from Box Office Mojo to answer this question for Microsoft.



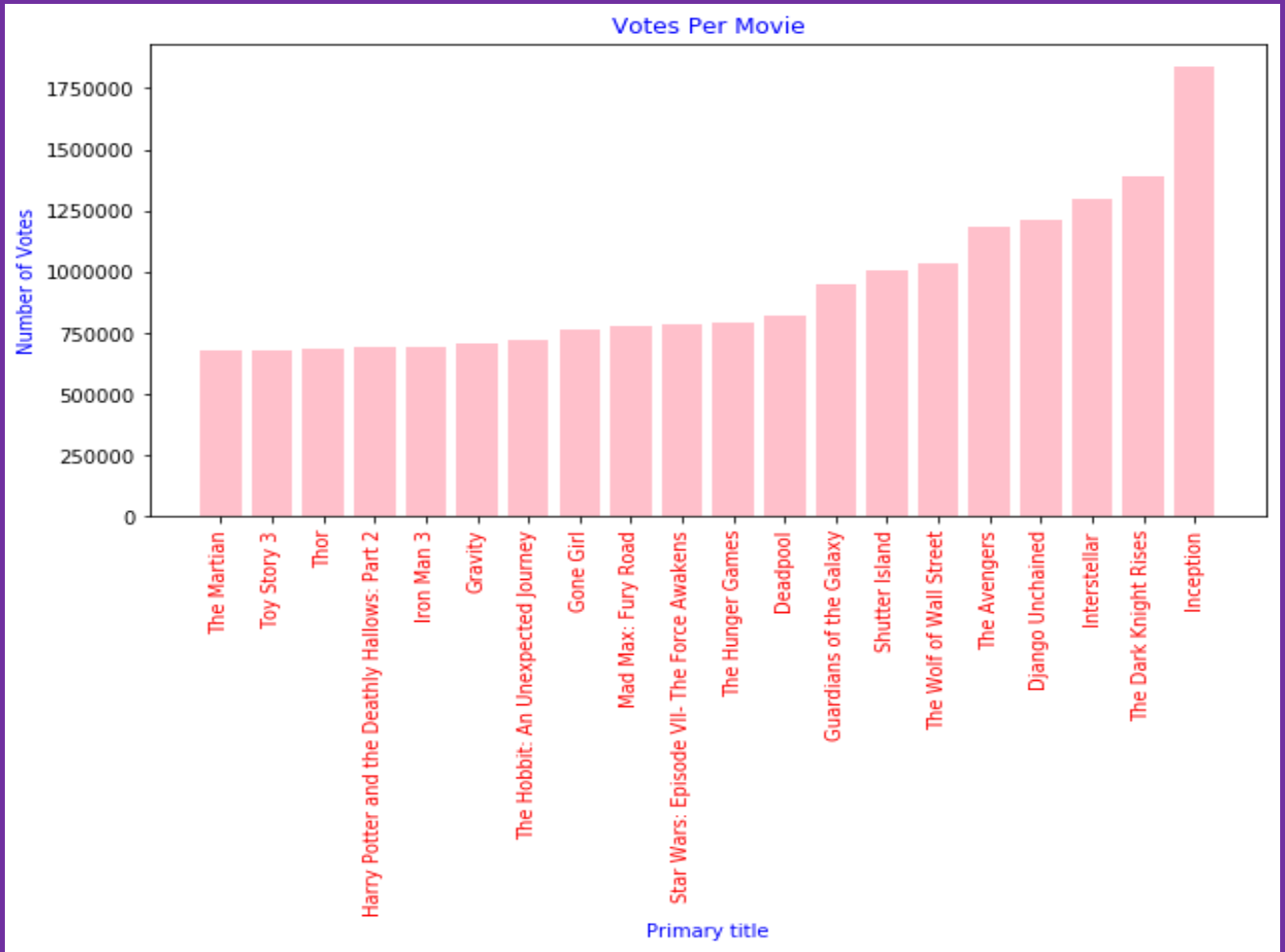


Buena Vista(BV), Warner Brothers(WB), and Paramount/DreamWorks(P/DW) studios produced the highest number of movies out of all the movies indexed in the first twenty rows of the Box Office Mojo dataset. The second analysis shows that IFC Films(IFC), Universal Studios (Uni.), and Warner Brothers Studios(WB) produced the greatest number of films in the whole Box Office Mojo dataset.

Microsoft Question 2:

What movies got the most votes online?

Movie datasets provided for this project from The Internet Movie Database(IMDb) helped answer the question.



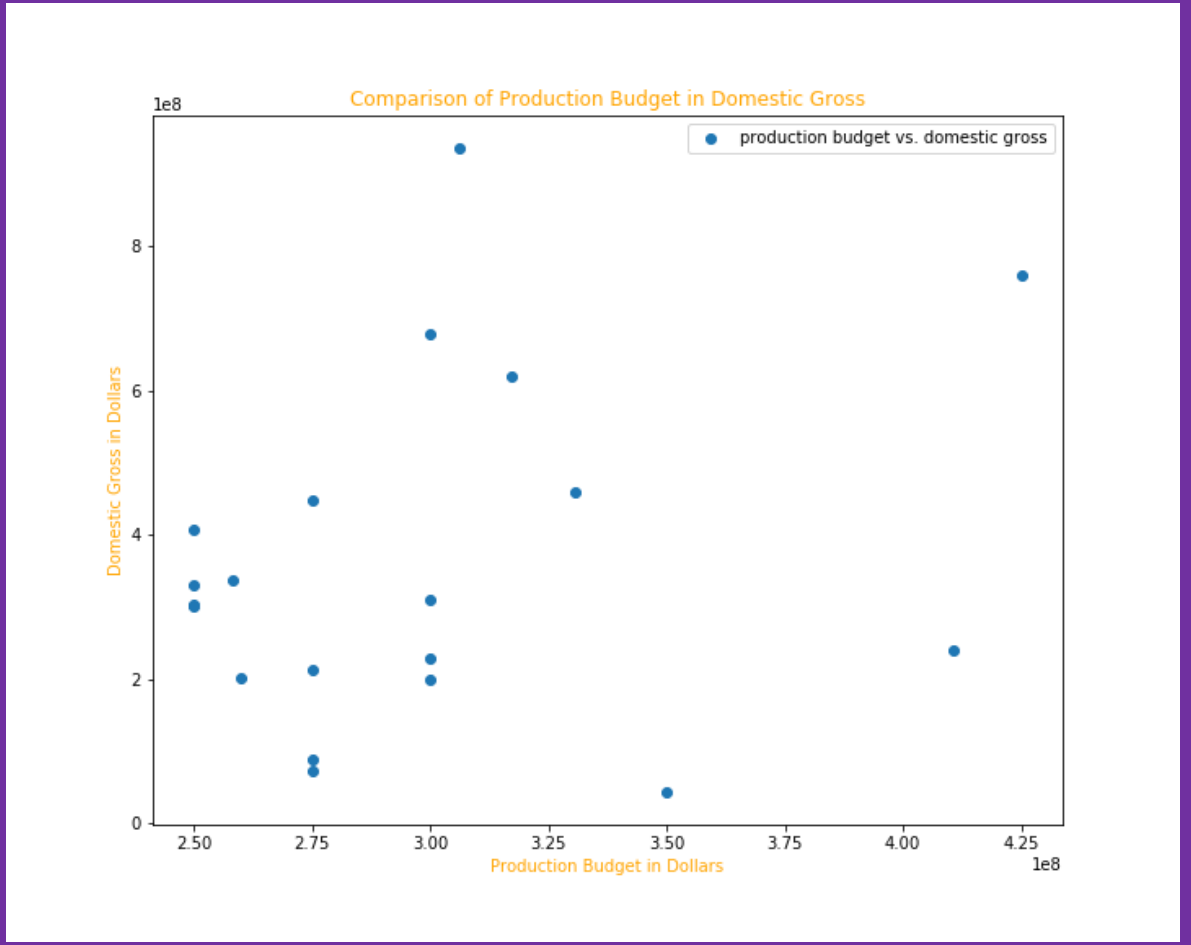
After compiling the IMDb datasets, "Inception," "The Dark Knight Rises," and "Interstellar" were the movies found to receive the most votes in the IMDb movie datasets.

Microsoft Question 3:

How does production budget relate to domestic gross for movies?

The answer to this question can be determined using the "tn" dataset.

The scatter plot diagram of production budget and domestic gross for the "tn" dataset displays that movies have a fairly relative domestic gross in comparison to production budget. However, higher production budgets did not necessarily produce greater domestic gross. Lower production budgets could have a slightly higher domestic gross in relation to a normal regression line.



Conclusions

- IFC Films, Universal Studios, Paramount Pictures, and Warner Brothers Studios are possible studios to investigate or collaborate with based on the number of movies they produce.
- "Inception," "The Dark Knight Rises," and "Interstellar“ are movies to watch and research when movie making based on their high number of online votes.
- The comparison is fairly normal between production budget and domestic gross for a movie, but there is a possibility to be greater domestic gross for a movie with a lower production budget.

Recommendations

- A comparison could be made between production budget and worldwide gross for a movie.
- The relationship between movie popularity and genre could be looked at. Certain movie genres may be more popular to use when creating a feature film.

Contact Information:

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Github link: https://github.com/jmstipanowich/Movie-Data-Repo

Thank you!!!