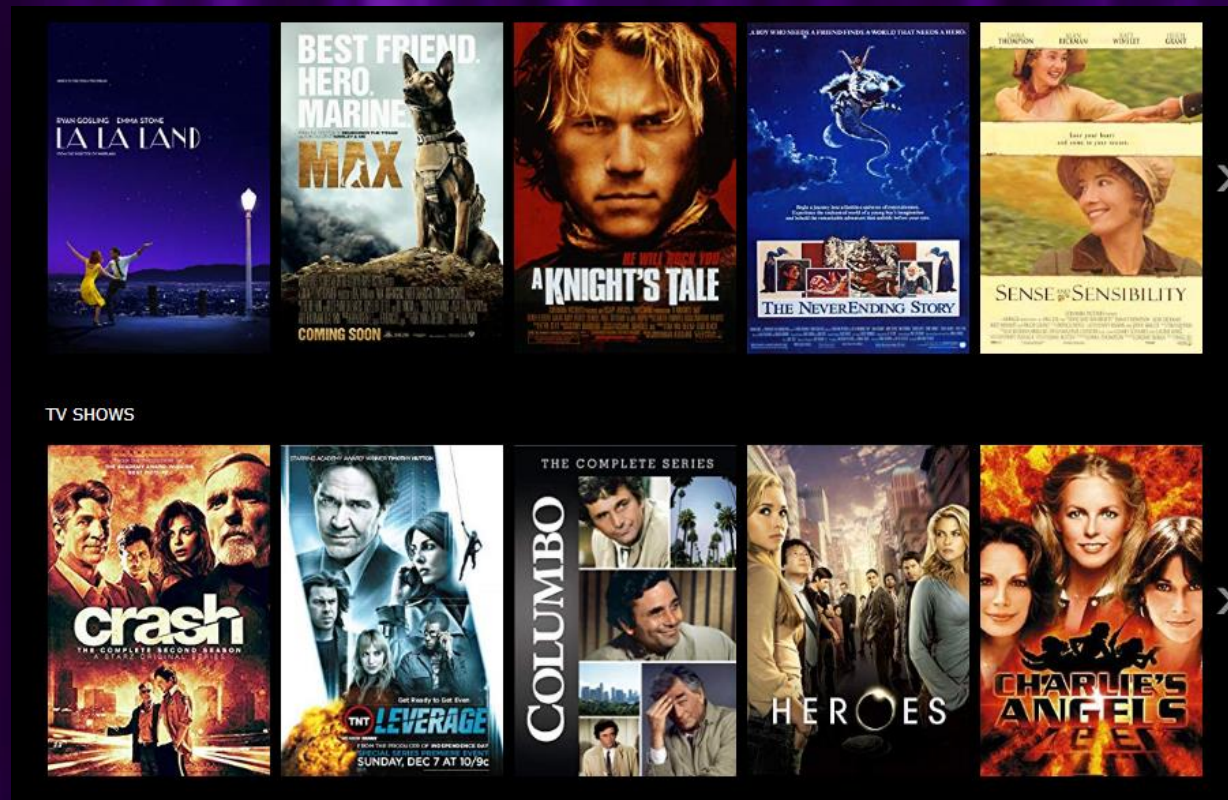# Microsoft in the Movie Industry

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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.

Outline

- Introduction
- Business Problem
- Data
- Methods and Results
- Conclusions/Recommendations
- Contact Information

Business Problem

Microsoft has decided to create a new movie studio, and they have hired me to help them understand the movie industry. I am charged with exploring 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 provided for the project came from the following websites:
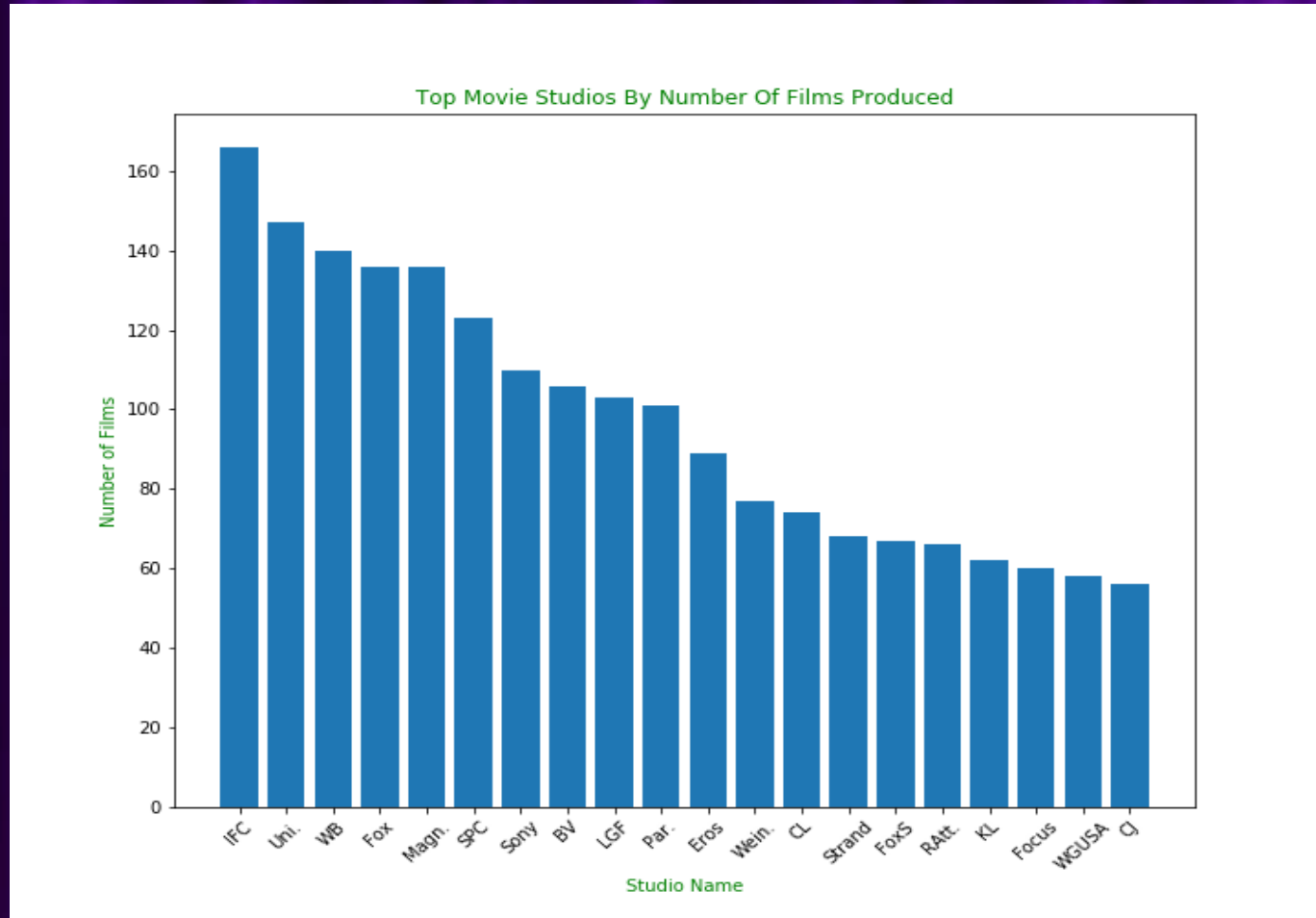
- Box Office Mojo
- IMDB
- The Numbers

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

Methods and Results

Microsoft Question 1:

What studios are popular to collaborate with or investigate based on the number of movies they produce?

I explored a provided movie dataset from Box Office Mojo to answer this question for Microsoft.
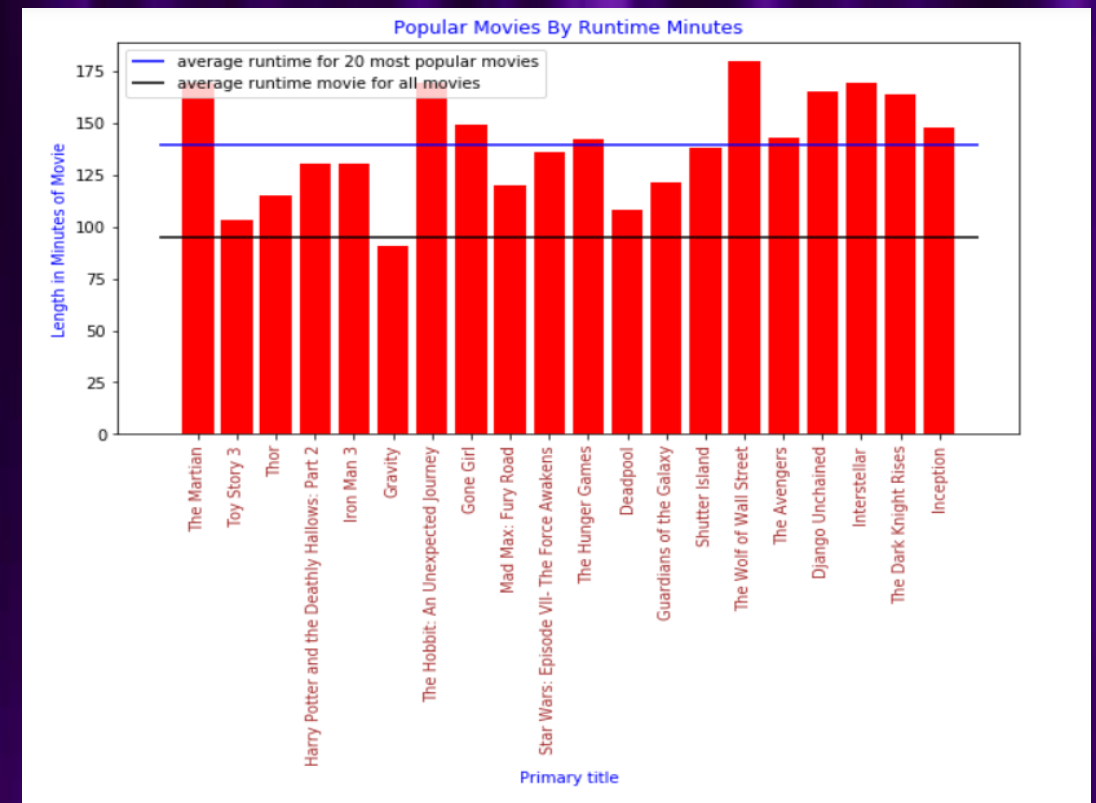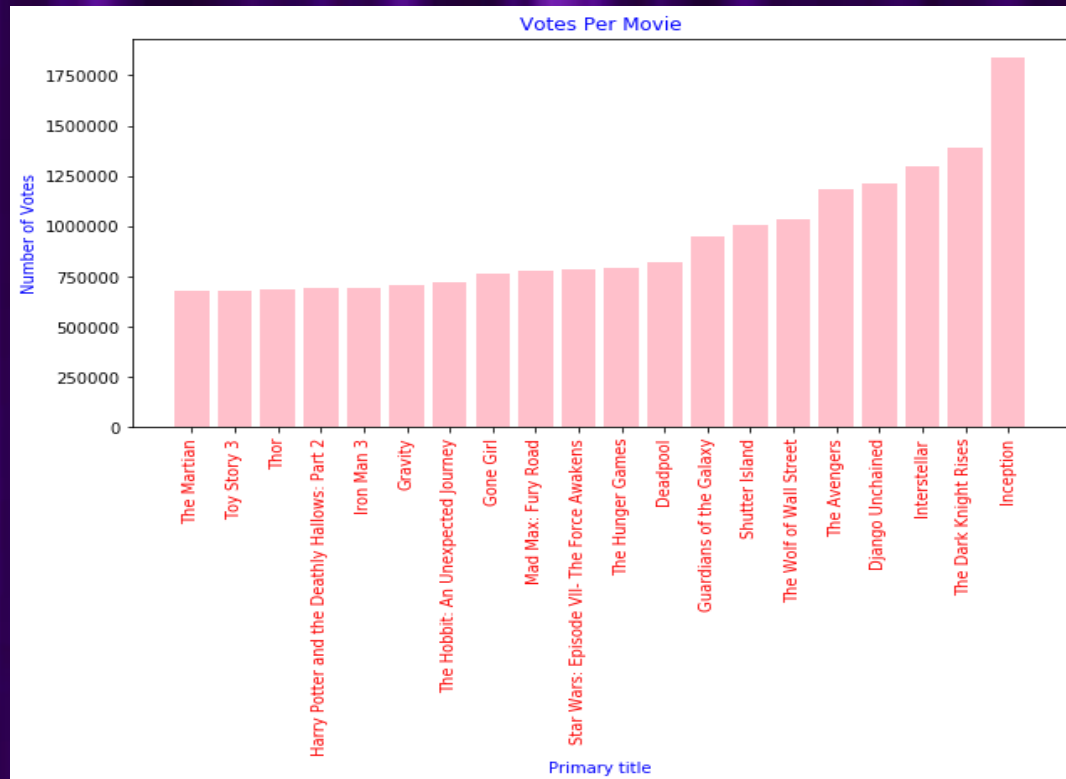
Top Movie Studios By Number Of Films Produced

- IFC Films(IFC), Universal Studios (Uni.), and Warner Brothers Studios(WB) produced the greatest number of films in the whole Box Office Mojo dataset. They could be considered popular studios.

Microsoft Question 2:

What movies got the most votes online and what is a common trait these films share?

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

- "Inception," "The Dark Knight Rises," and "Interstellar" were the movies found to receive the most votes in the IMDb datasets. The runtime minutes for these movies is higher than average as well.
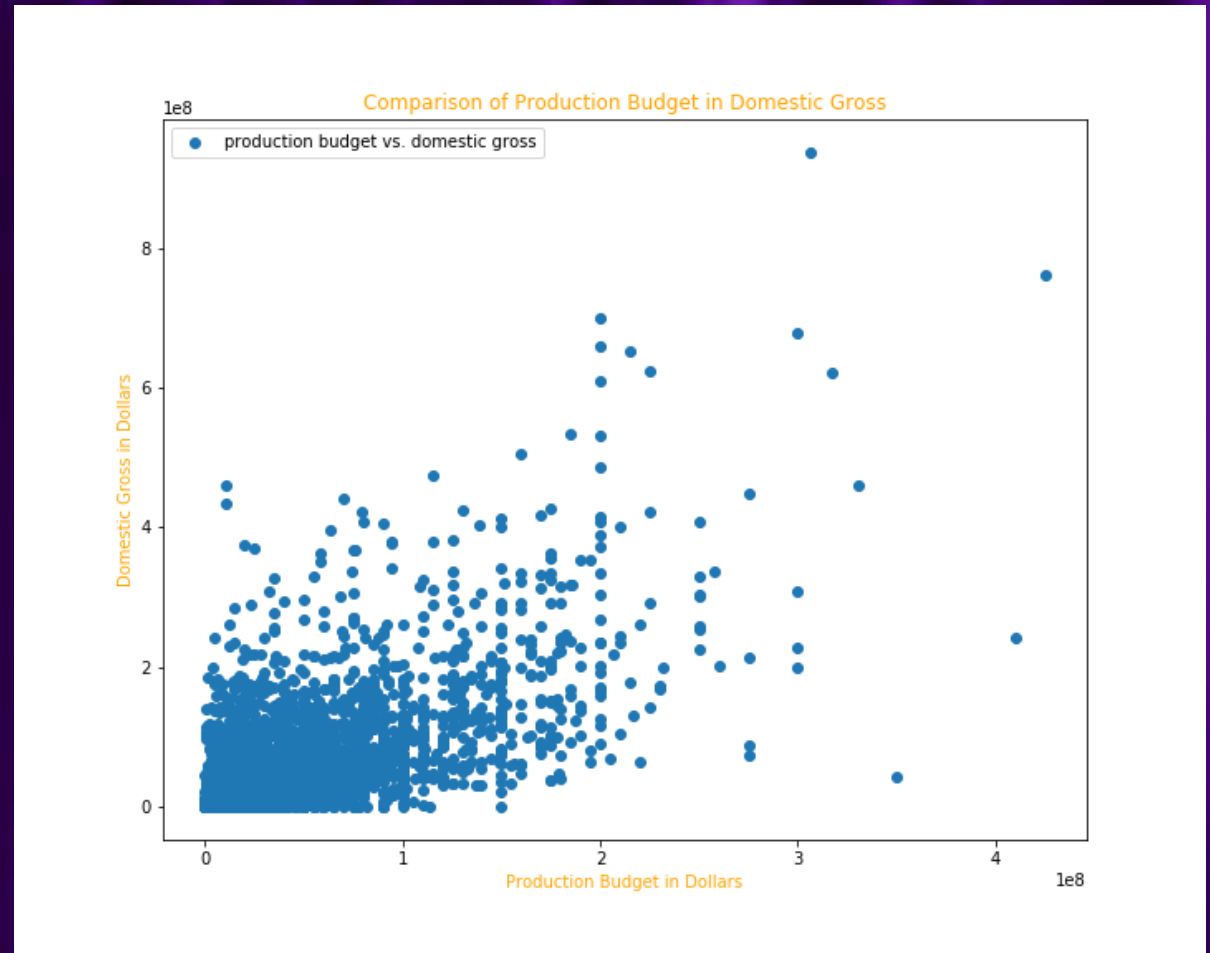
Microsoft Question 3:

How does production budget relate to domestic gross for movies?

The answer to this question can be determined using The Numbers dataset.

- There is a fairly normal linear relationship between domestic gross and production budgets at lower values. Higher productions budgets are closer to outlier data with relation to domestic gross. Lower production budgets are less risky.

Conclusions

- IFC Films, Universal Studios, and Warner Brothers Studios are popular studios to investigate or collaborate with based on the number of movies they produce.
- Create movies with long run times because they tend to be popular.
- Choose a lower production budget for a movie because there less monetary risk involved

Recommendations

- Compare production budget and worldwide gross for a movie.
- Observe the relationship between movie popularity and genre.
- Perform an analysis based on the year a film was released.

Contact Information:

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

Picture Sources:

https://help.imdb.com/article/imdb/discover-watch/videos-faq/GJRQPZZ8AG6RSM63?ref_=helpsect_pro_3_6#

https://www.shutterstock.com/video/clip-1022100997-opening-closing-red-cinema--theatre-curtains

Thank you!!!