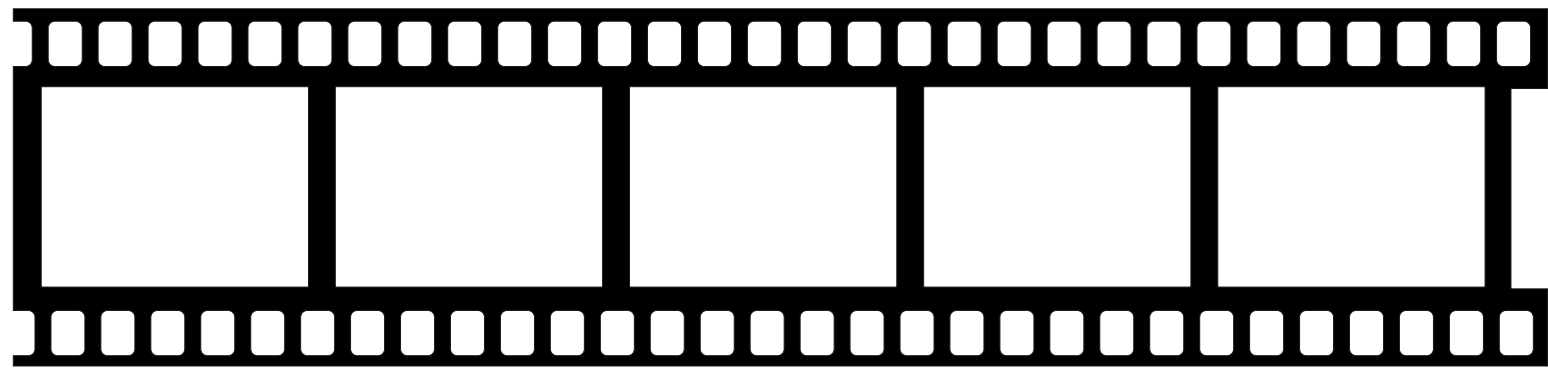
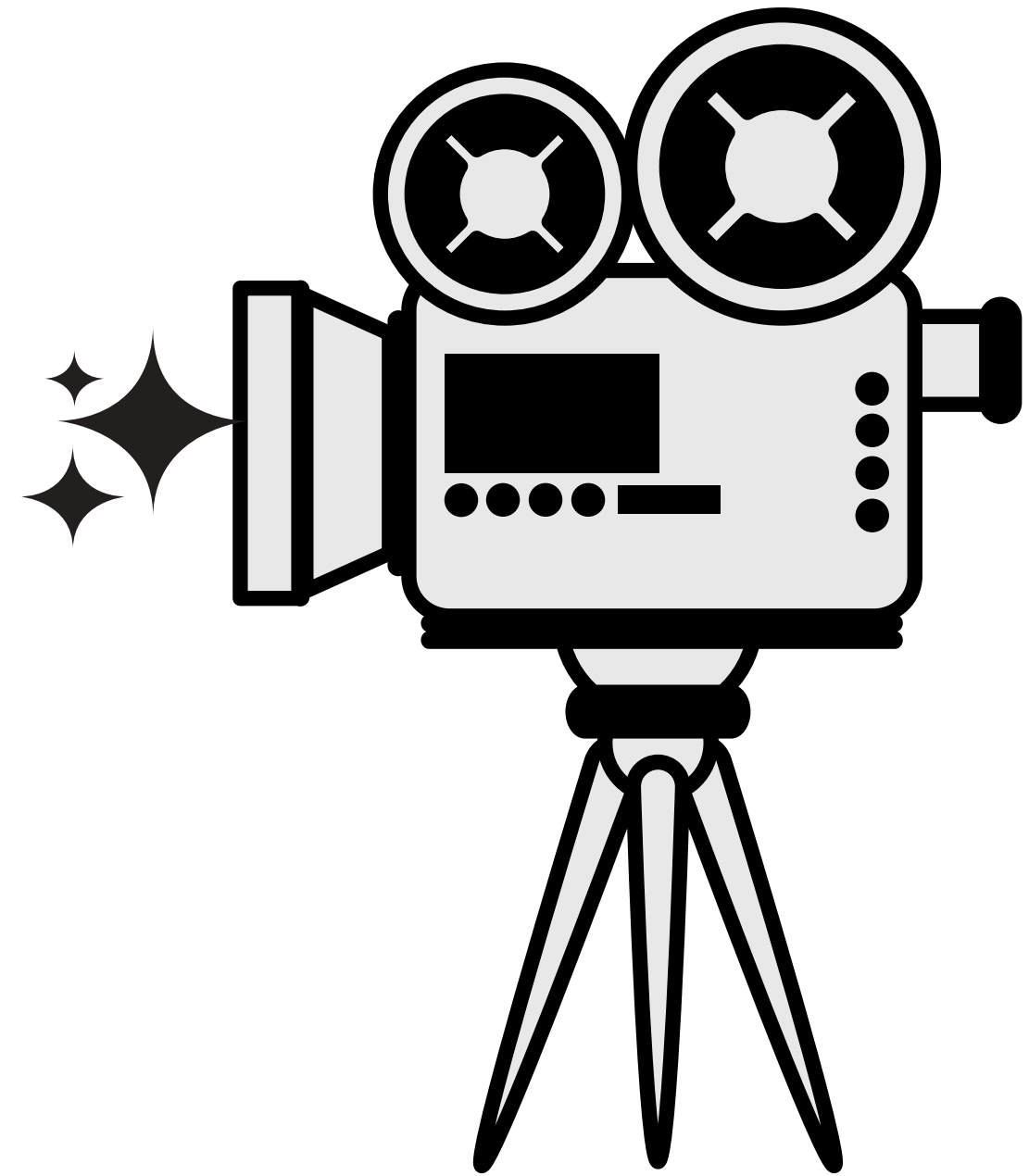
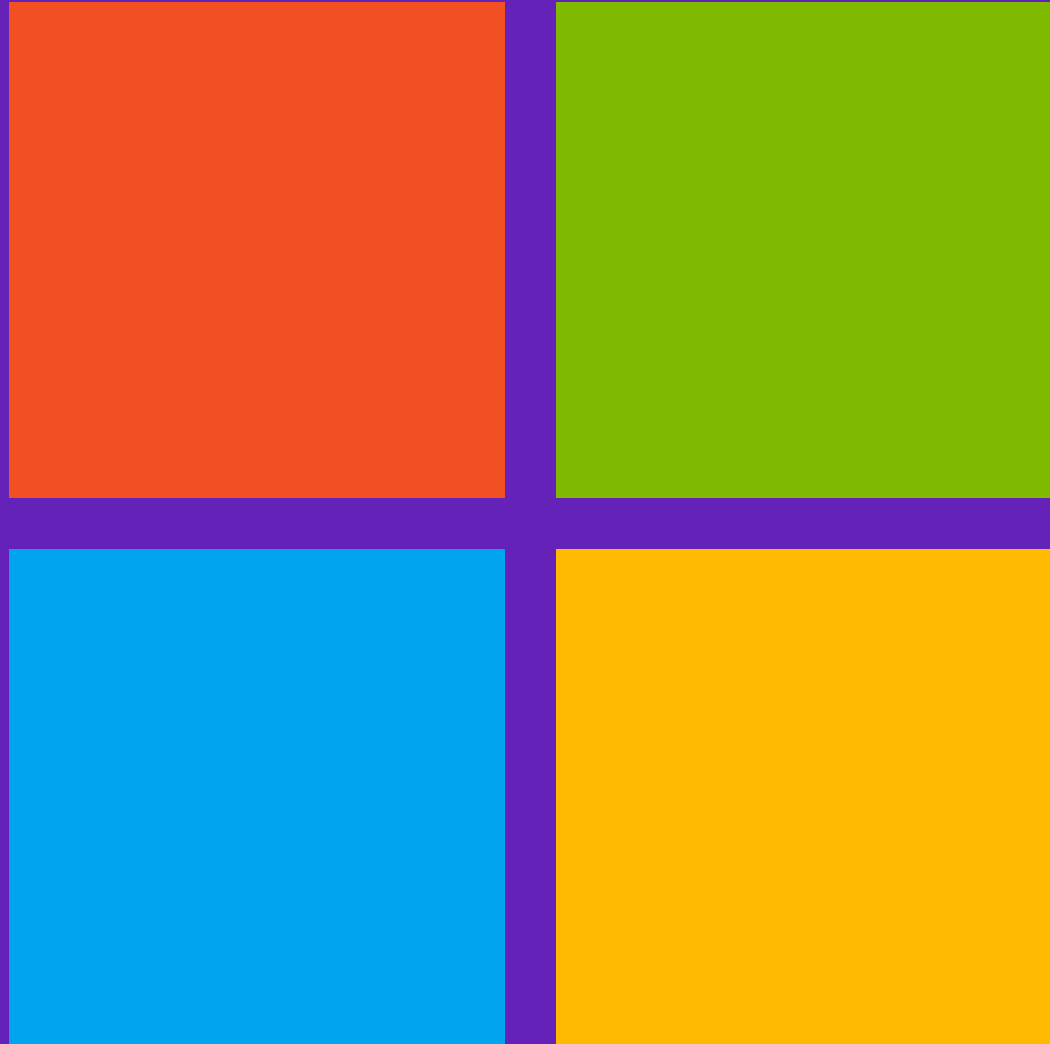


Microsoft Movie Studio Analysis Project



Jonny Hofmeister
Flatiron School Phase 1 Project





Summary and Business Problem

Microsoft is planning on opening a new movie production studio. We have been tasked with exploring film data to create recommendations and insights that stakeholders can use to best build a successful studio.

The analysis will focus on answering three questions that will lead us to business insights that can be used by the Microsoft team.

Analysis Questions

Quantitative questions that lead to qualitative advice:

1

Which genres in our data have the highest average domestic gross?

2

Which genres have the highest average rating on IMDB?

3

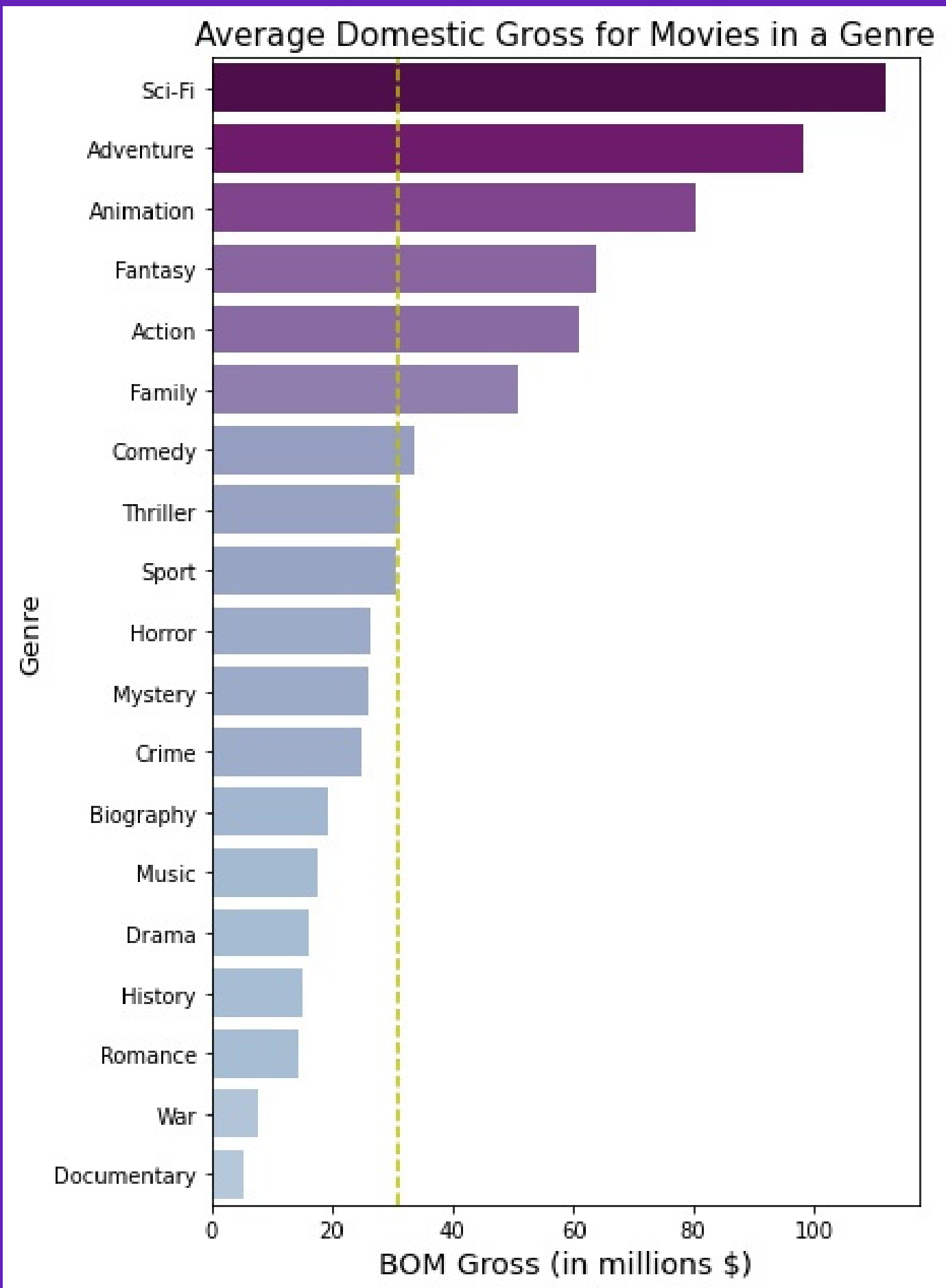
How has the average gross of each genre changed over the recent years?

Data & Methods

- The data this project will focus on is from the IMDB and Box Office Mojo (BOM). IMDB includes information on titles, genre, year, and ratings. BOM gives box office gross data for movies.
- Methods will focus on cleaning and joining these datasets to explore trends across genre categories to create visualizations to show stakeholders how different kinds of movies are successful in different contexts.



Box Office Mojo
by IMDbPro



Results:

- The top 5 grossing genres in descending order are Sci-Fi, Adventure, Animation, Fantasy, Action.
- Family, Comedy, Thriller, and Sport are all also at or above the average gross for movies, shown by the dotted yellow line.

Conclusions and Insights:

While starting a new studio, it would be advisable for Microsoft to focus on genres they know generate good return on investment in the box office. As Sci-Fi is significantly greater than even the other top grossing genres, I recommend the studio begin creating content in that genre.

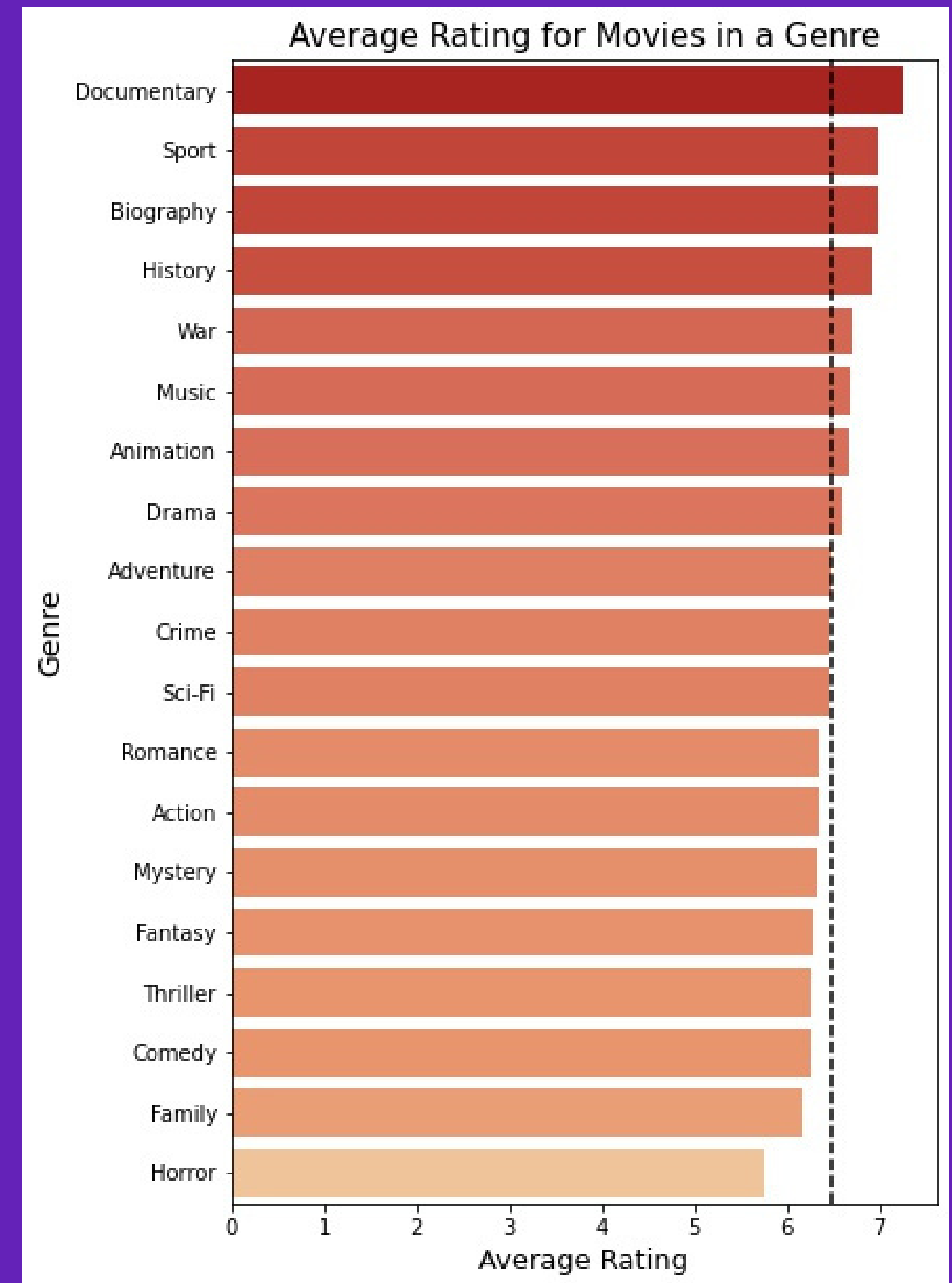
If the stakeholders want to primarily focus on creating film to release in the box office, I recommend they avoid genres below the yellow line during startup years.

Results:

- The top rated genres on IMDB (for movies that are also contained in the BOM dataset) are Documentary, Sport, Biography, and History.

Conclusions and Insights:

If stakeholders wish to release content on streaming services, I recommend they focus on creating highly rated films. Rating is a better indication than Gross of the longevity of the movies success and how often their film are recommended to users on streaming services.

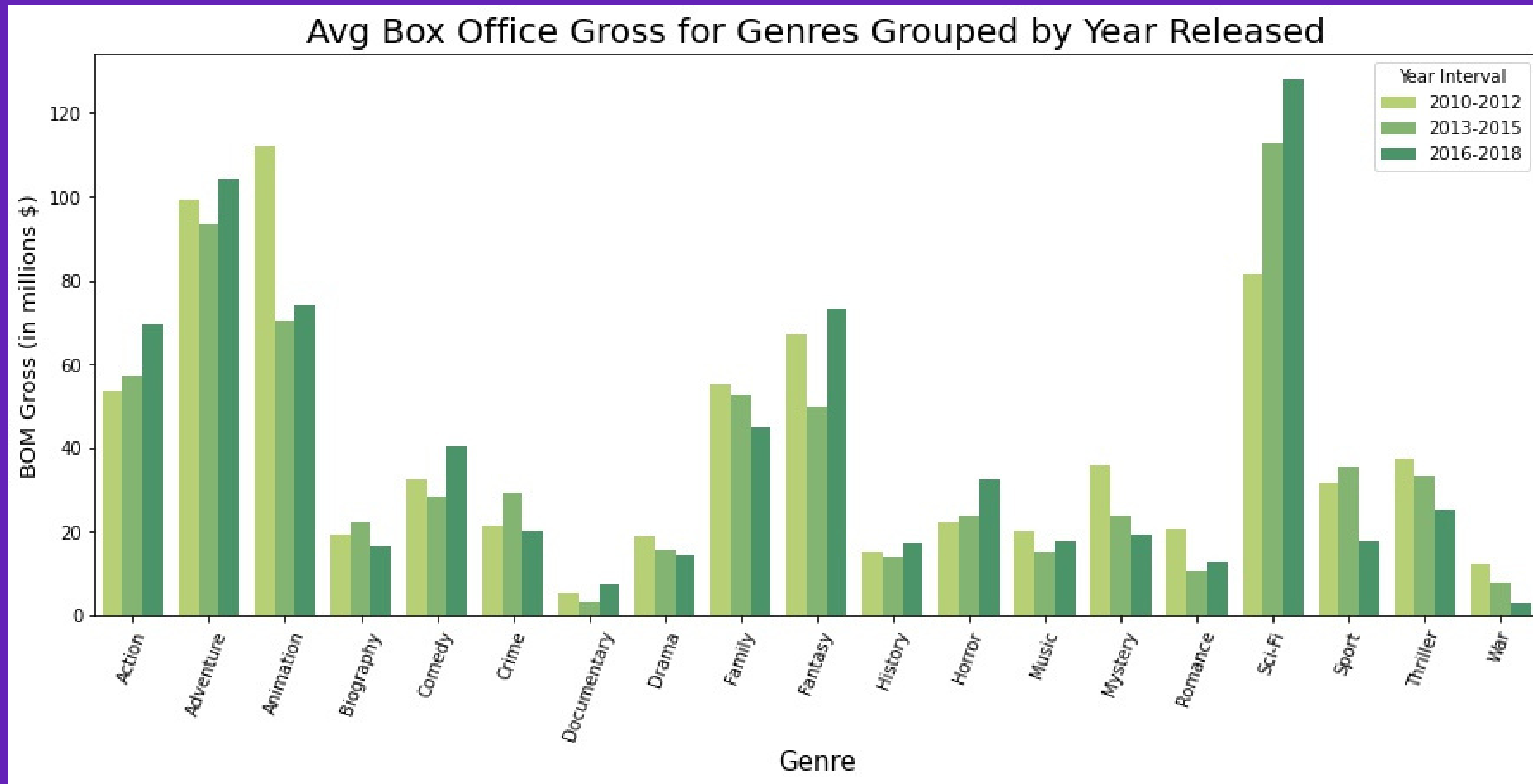


Results:

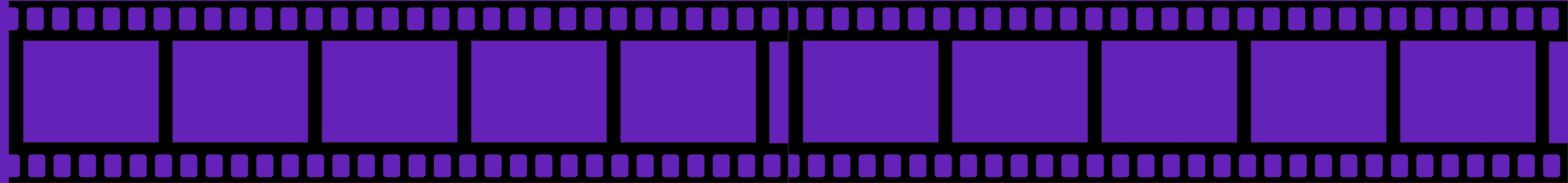
- **Sci-Fi's average gross has increased significantly since 2010. Animation has decreased in gross the most since 2010.**

Conclusions and Insights:

Sci-Fi is not just the top-grossing genre, it has also increased in gross more than any other genres across the data timeframe. It is even more highly recommended that the new studio ride this trend and create films in this genre.



Next Steps



Improve the size and currentness of our dataset by finding and including movies newer than 2018.

Looking at foreign gross profits compared to domestic, and make a recommendation to the studio if they should release films and focus on markets internationally.

Find data from streaming services like Netflix, to find how a new production studio may best profit in a modern movie streaming market.

Title TK

Thank You!

Email: jonny.hofmeister@gmail.com

GitHub: github.com/jonnyhof