

Movie Analysis for Microsoft Movie Studios

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Outline

- Business Problem
- Data
- Methods
- Results
- Conclusions

Business Problem

Microsoft has decided to open a new branch of their company: Microsoft Movie Studios

Mission: To aid the new head of Microsoft Movie Studios in making decisions regarding what type of films to create.



Data

- Data from two sources: IMDb and Box Office Mojo
- Includes information about ratings and lengths of various films, genres, directors, actors and actresses, and total gross earnings
- Most data covers the years 2010 to 2018*

* Some data includes information from 2019 as well

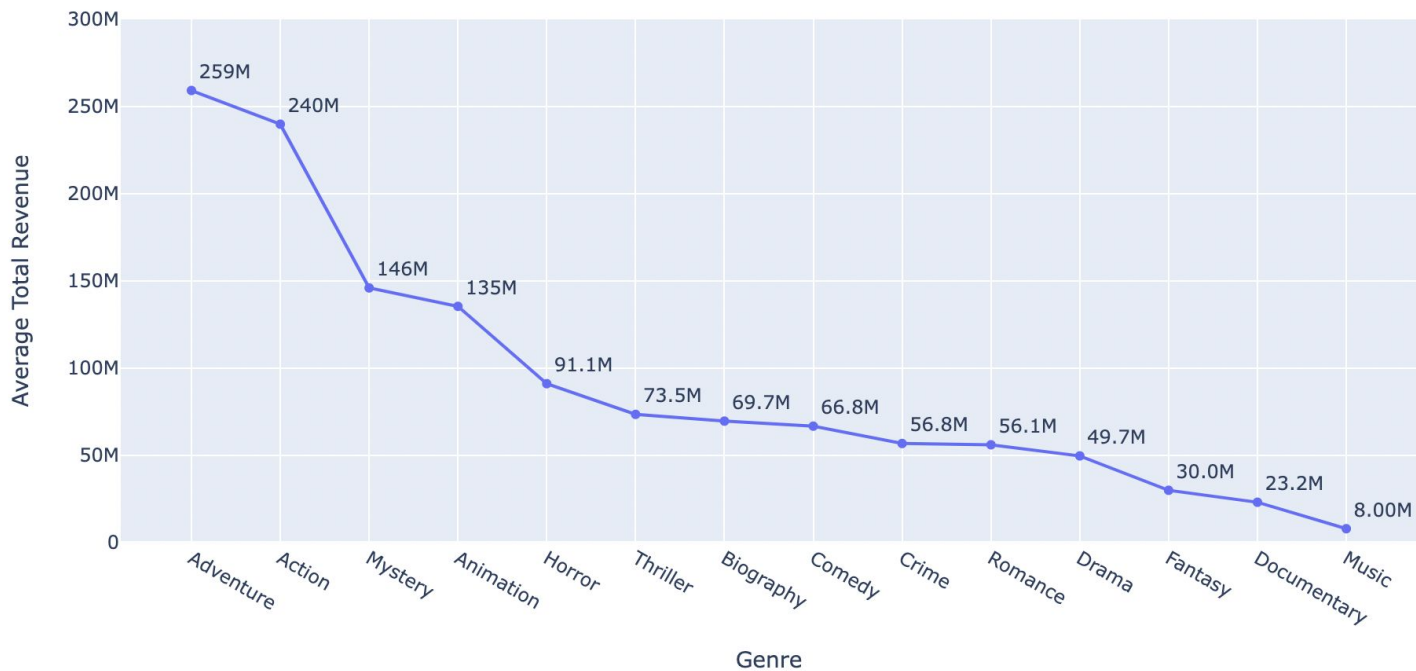
Methods

What I analyzed:

- Average total revenue per genre
- Distributions of runtime based on rating category ('Good', 'Average', 'Bad')
- Directors of the most successful movies
- Actors and Actresses from the most successful movies

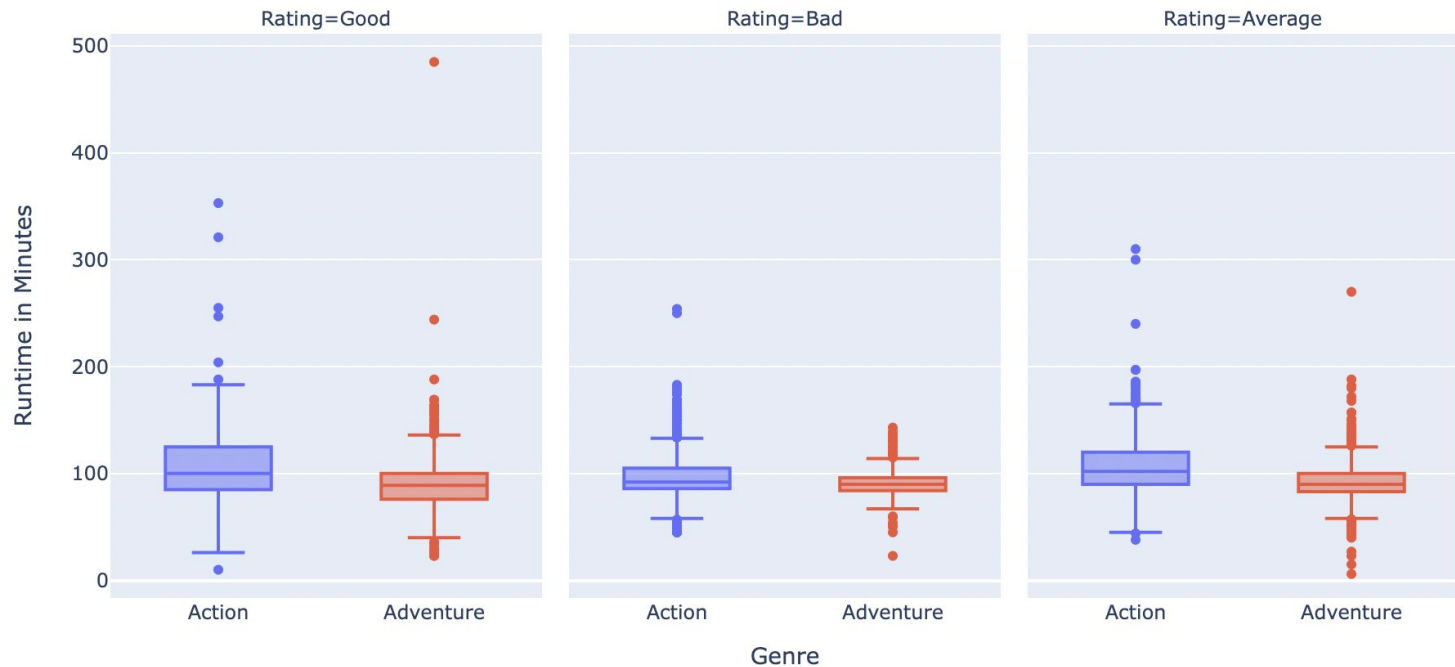
Revenue

Average Total Revenue Per Genre

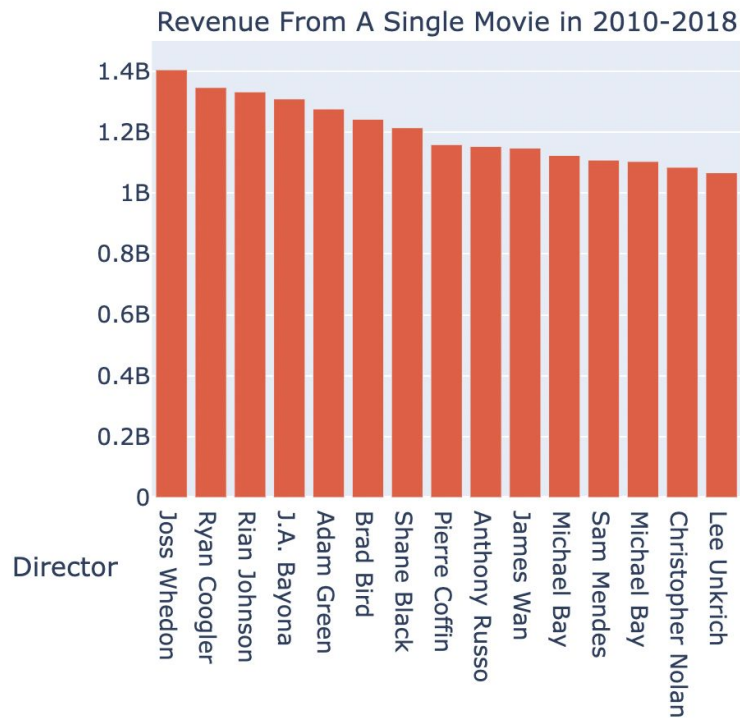
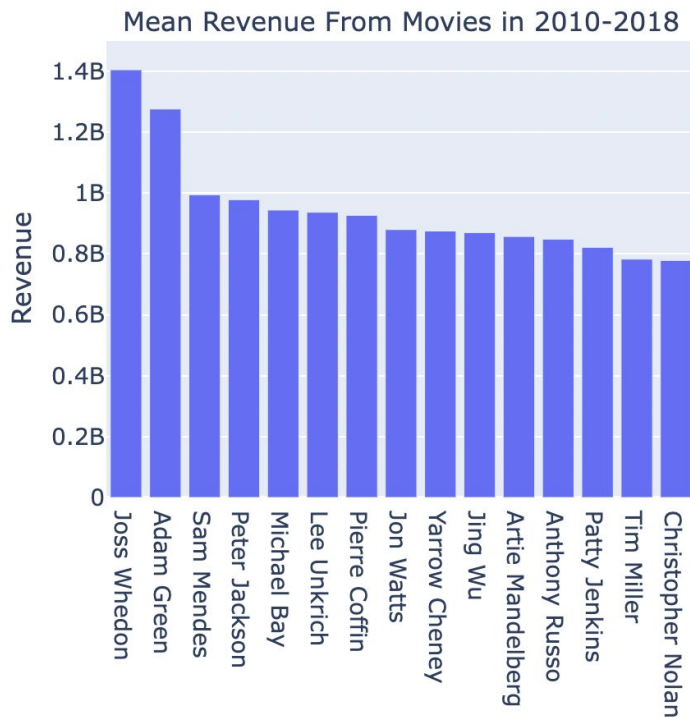


Runtime

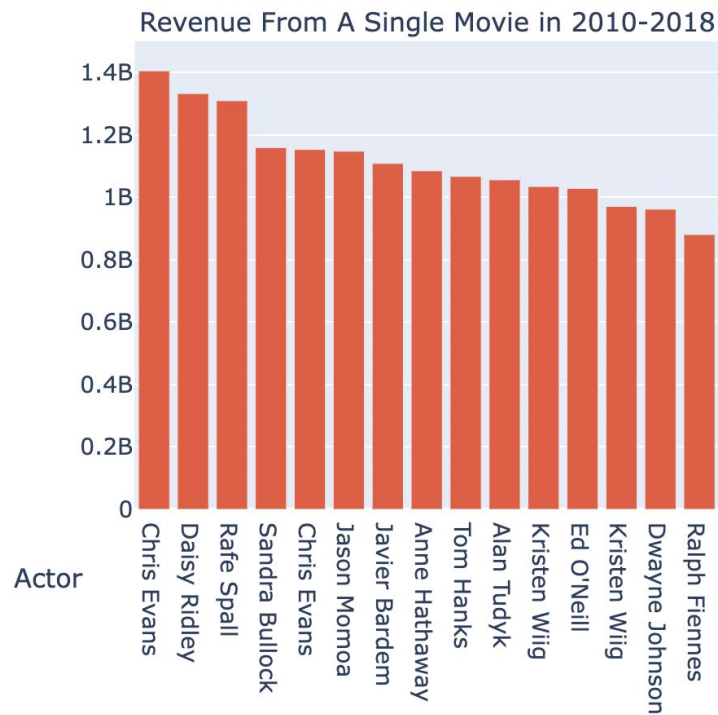
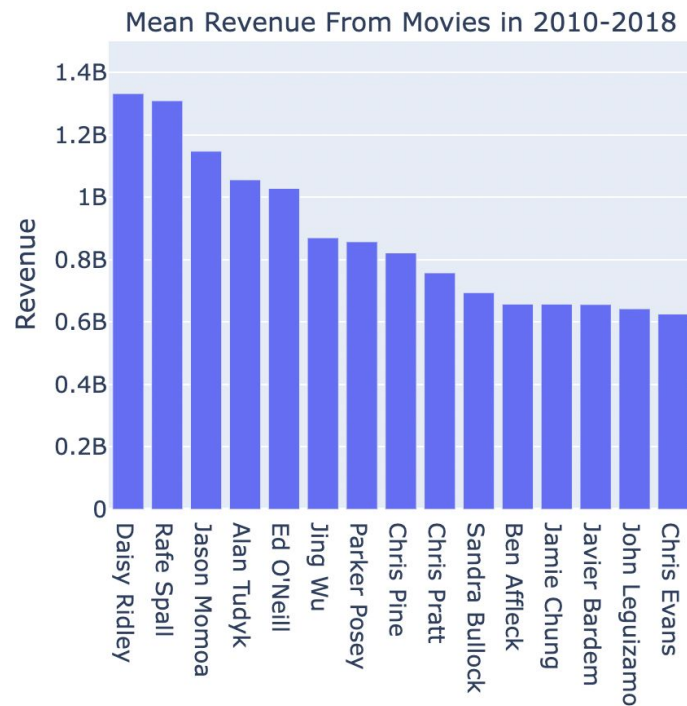
Distribution of Runtimes for Action and Adventure Movies Based on Rating Category



Directors



Actors



Conclusions

Recommendations:

1. **Genres with the greatest revenue:** Action and Adventure
2. **Suggested runtime for Action movies:** Between 85 and 125 minutes (target length should be 100 minutes)
3. **Directors to target:** Sam Mendes (AC), Michael Bay (AC), Lee Unkrich (AD), Pierre Coffin (AD), Anthony Russo (AC), and Christopher Nolan (AC & AD)
4. **Actors to target:** Sandra Bullock (AC & AD), Javier Bardem (AC), and Chris Evans (AC)

Limitations:

- Generalized genres
- Recency of data

AC = Action
AD = Adventure

Thank you!

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