

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*

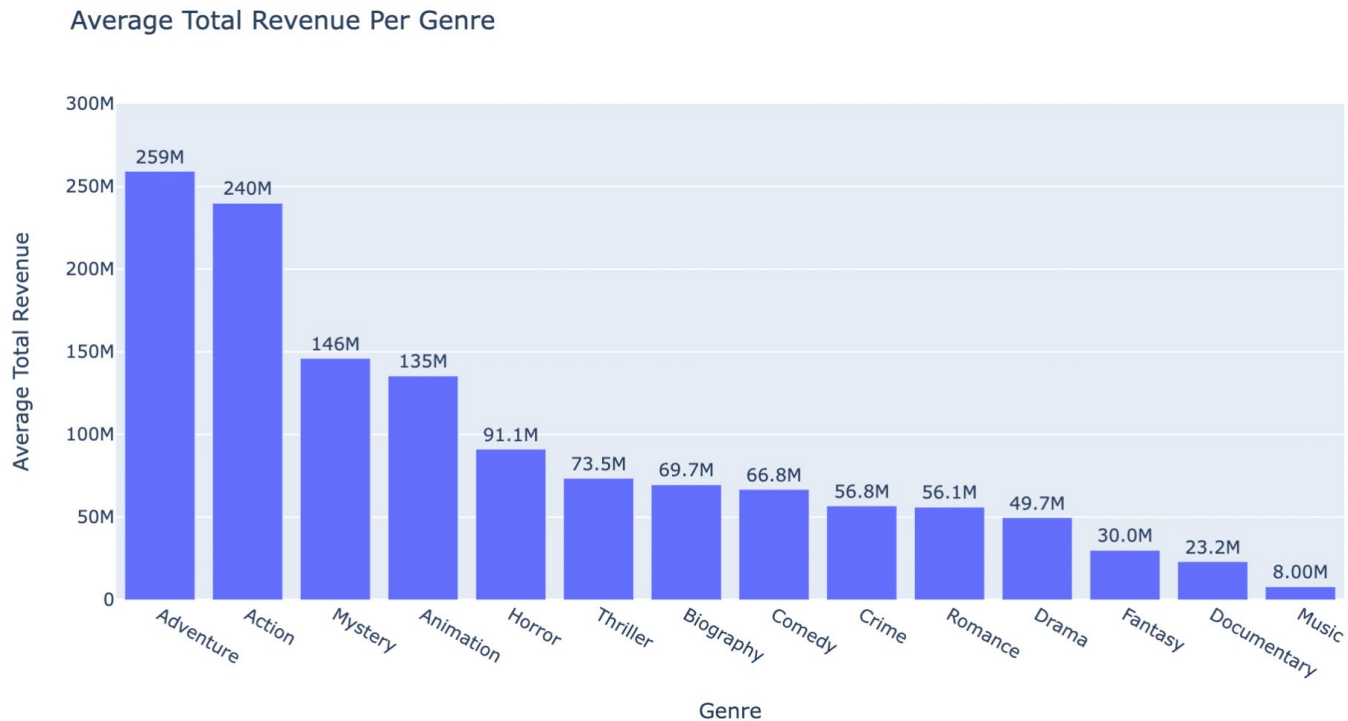
* Some data includes information from 2019 as well

Methods

What I analyzed:

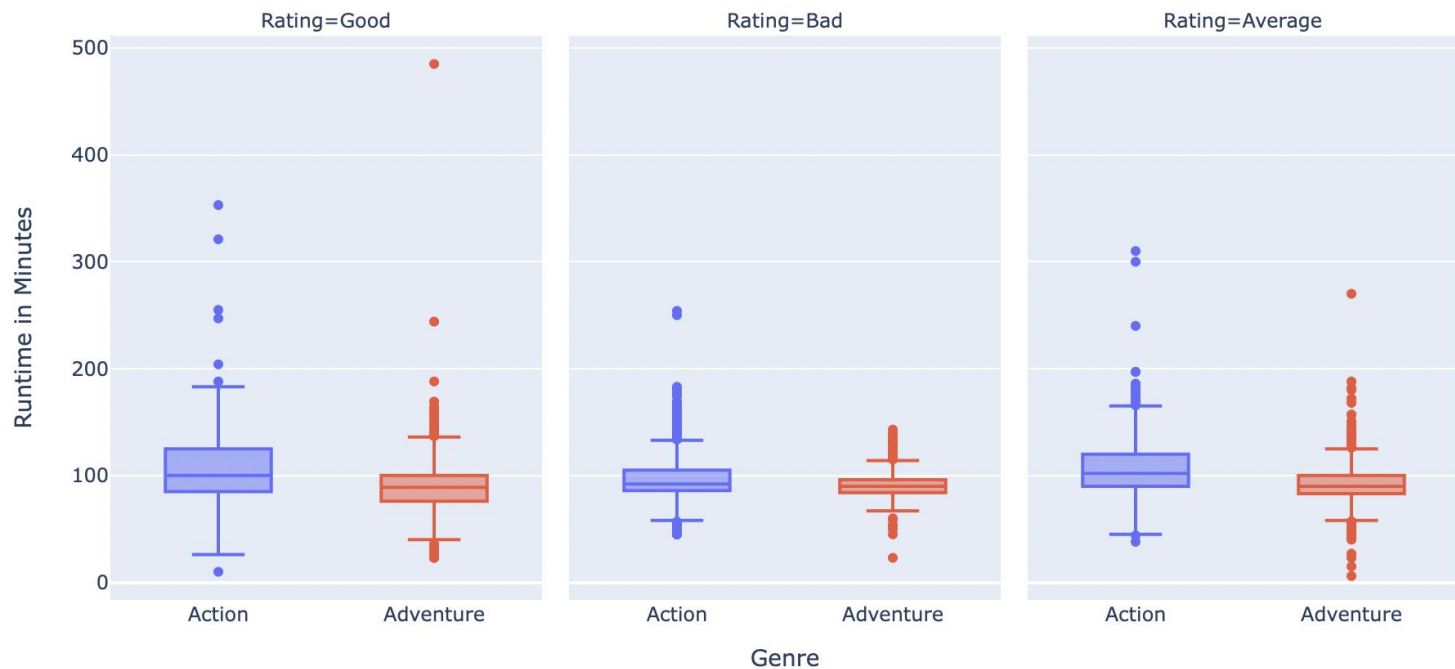
- Average total revenue per genre
- Distributions of runtime based on rating category ('Good', 'Average', 'Bad')
- Directors of the most successful movies
- Actors and Actresses from the most successful movies

Revenue

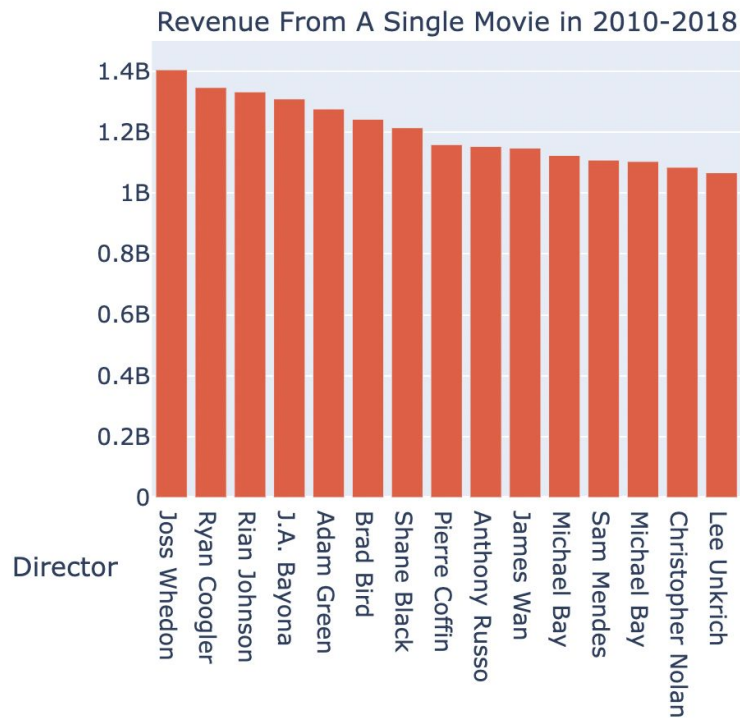
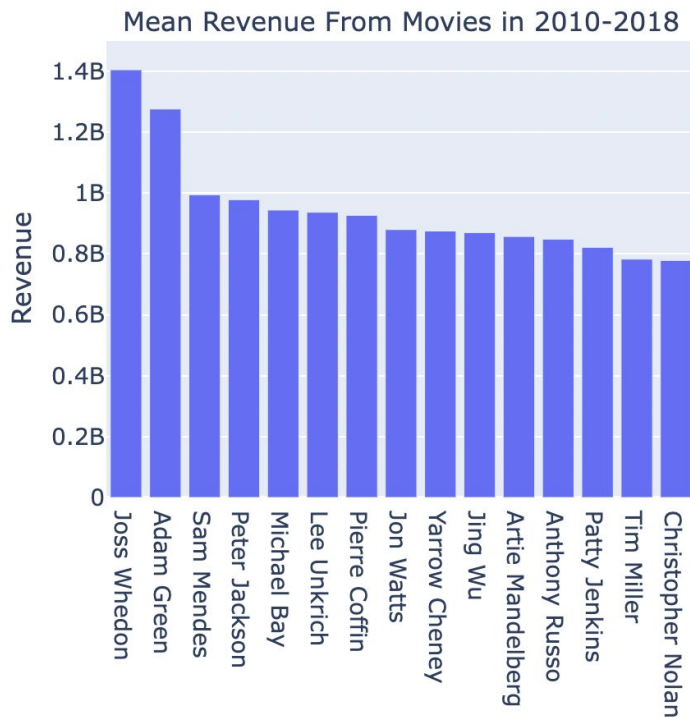


Runtime

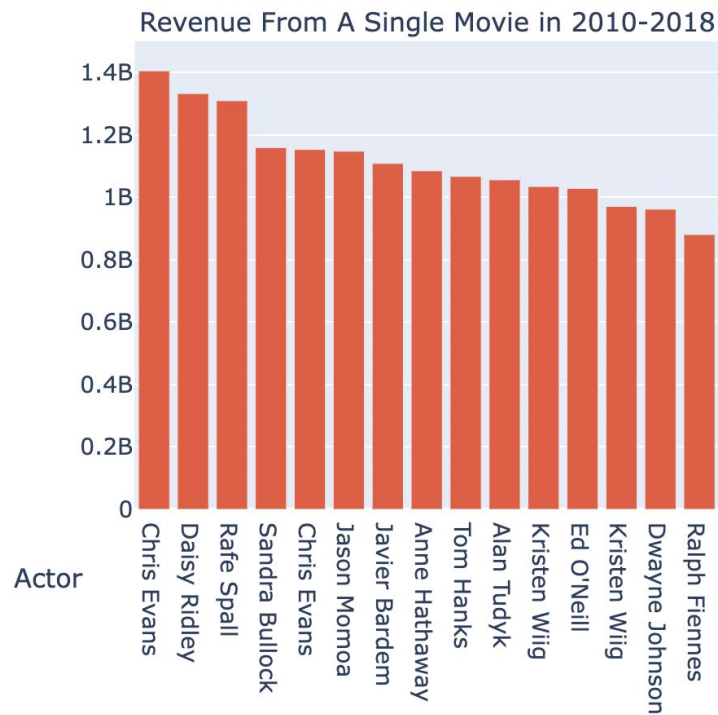
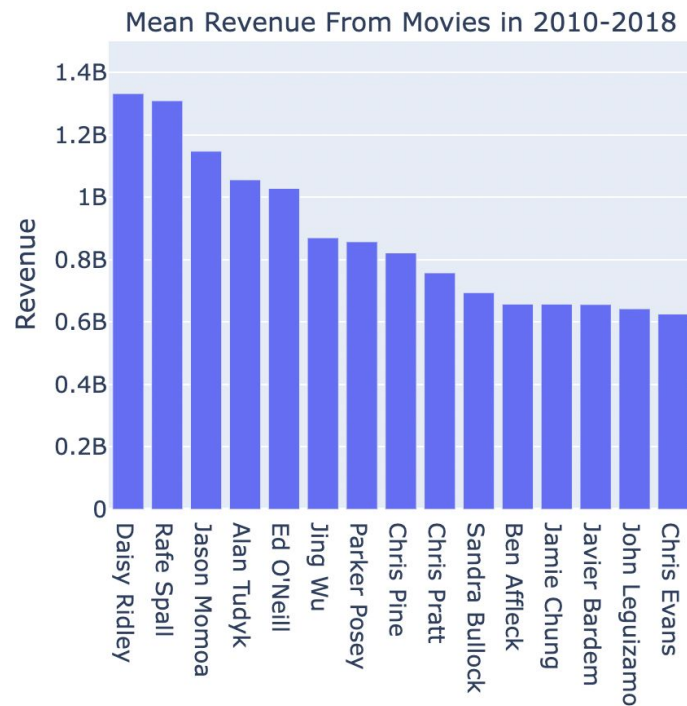
Distribution of Runtimes for Action and Adventure Movies Based on Rating Category



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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