

# MICROSOFT MOVIE ANALYSIS

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# 1. OVERVIEW

- Microsoft
- Explore the markets
- Analyze based on different metrics
- Present findings and offer recommendations



# OBJECTIVES



First, we will examine the correlation



Next, we will analyze profit by genre



Then, we will look at ratings by genre



Finally, we will offer overall recommendations

# BUSINESS QUESTIONS



HOW CAN WE MAXIMIZE PROFIT  
IN THE MOVIE INDUSTRY?



WHAT ARE THE HIGHEST RATED  
GENRES?



## 2. BUSINESS UNDERSTANDING

- Metrics:
  1. Profit
  2. ROI
  3. Ratings

# 3. DATA UNDERSTANDING

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- Data Source:
  1. IMDB dataset with over 70,000 movies
    1. Runtime, Ratings, Genre, etc.
  2. Financial statistics with around 6,000 movies
    1. Gross, Budget

## 4. DATA PREPARATION

New database with 1489 movies

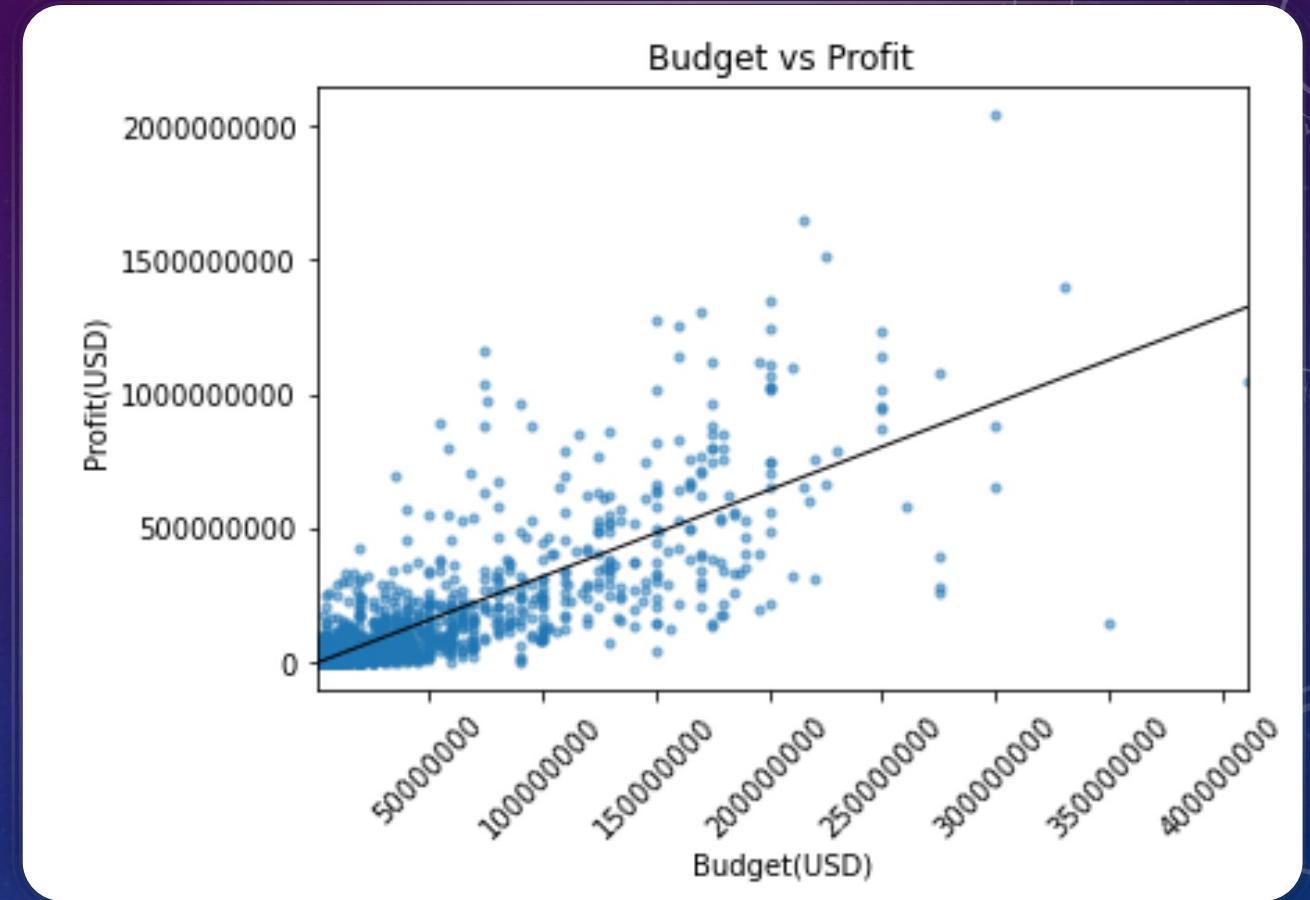
## 5. DATA ANALYSIS

61.6 %: 99.19

80.72

# PROFIT VS BUDGET

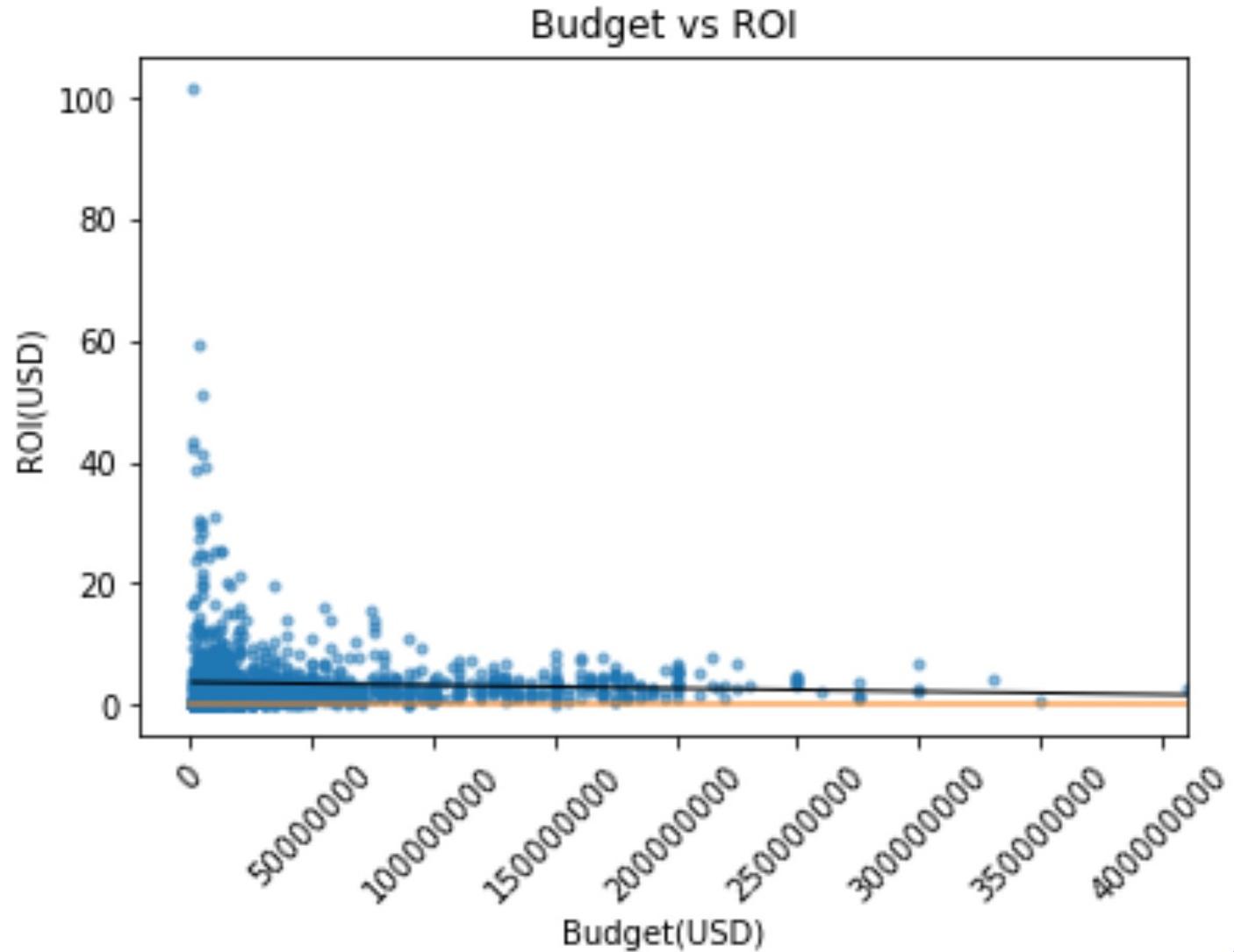
- Budget vs profit
- Strong positive correlation of .78%





## FURTHER ANALYSIS

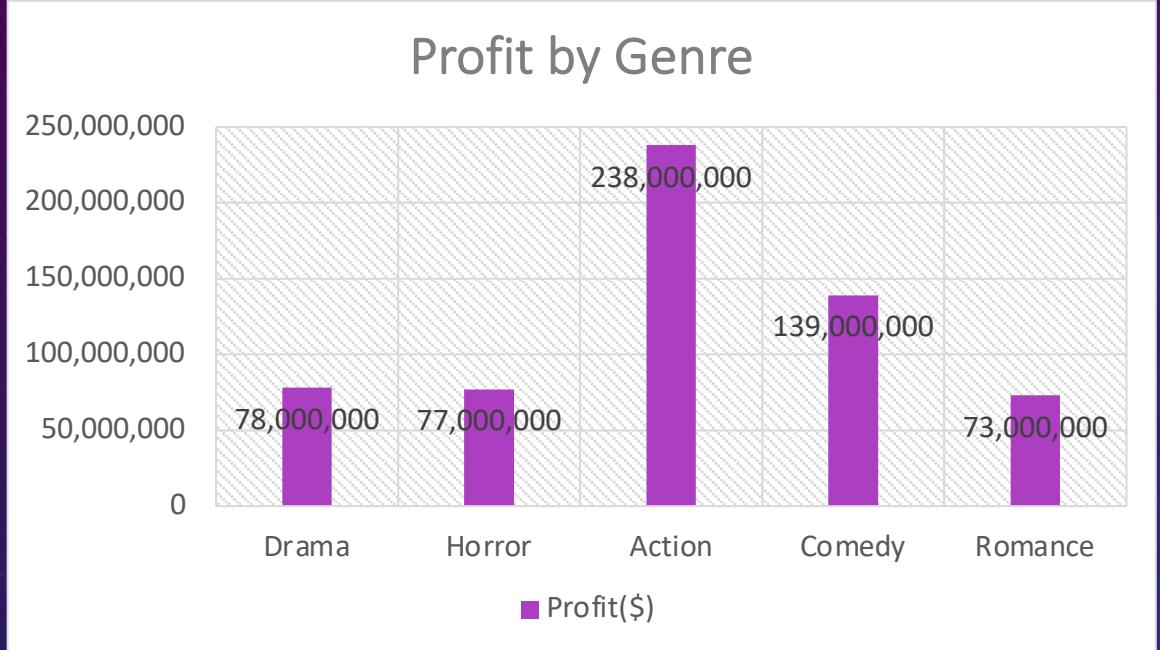
- What is the best investment?



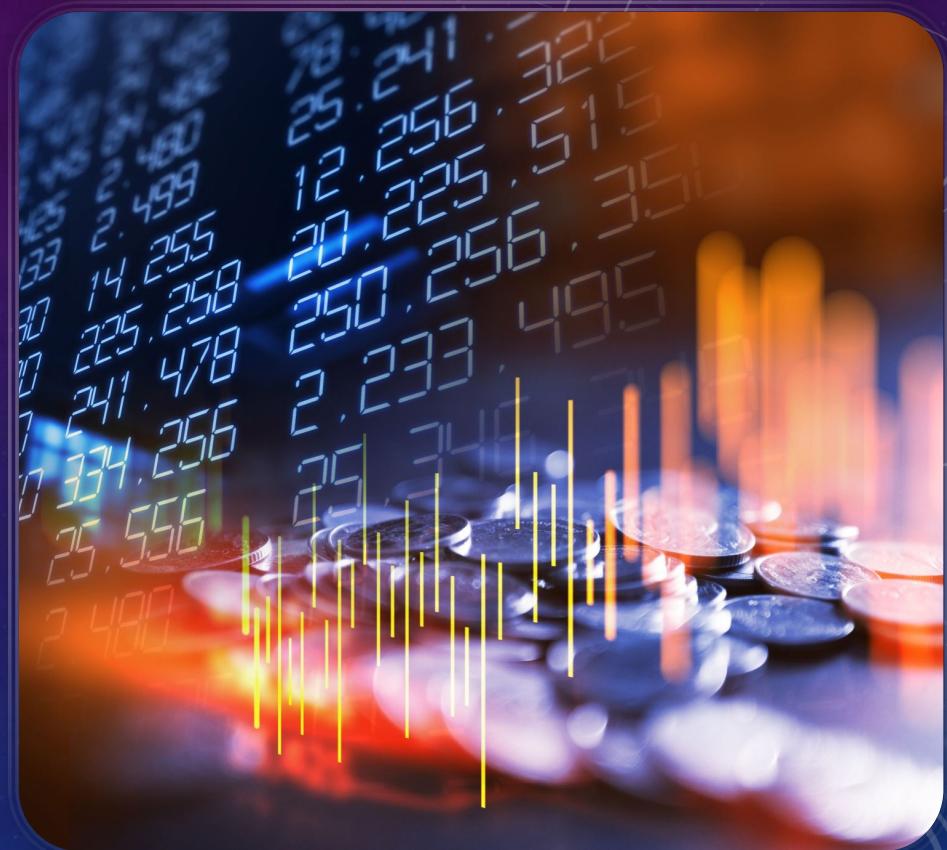
## ROI VS BUDGET

- Correlation of .1
  - Negligible
- Role of budget with percent gain
- Range for different budgets
- Riskier vs safer investment

# AVERAGE PROFIT



- Action then comedy
- Other three: ~75 million dollars

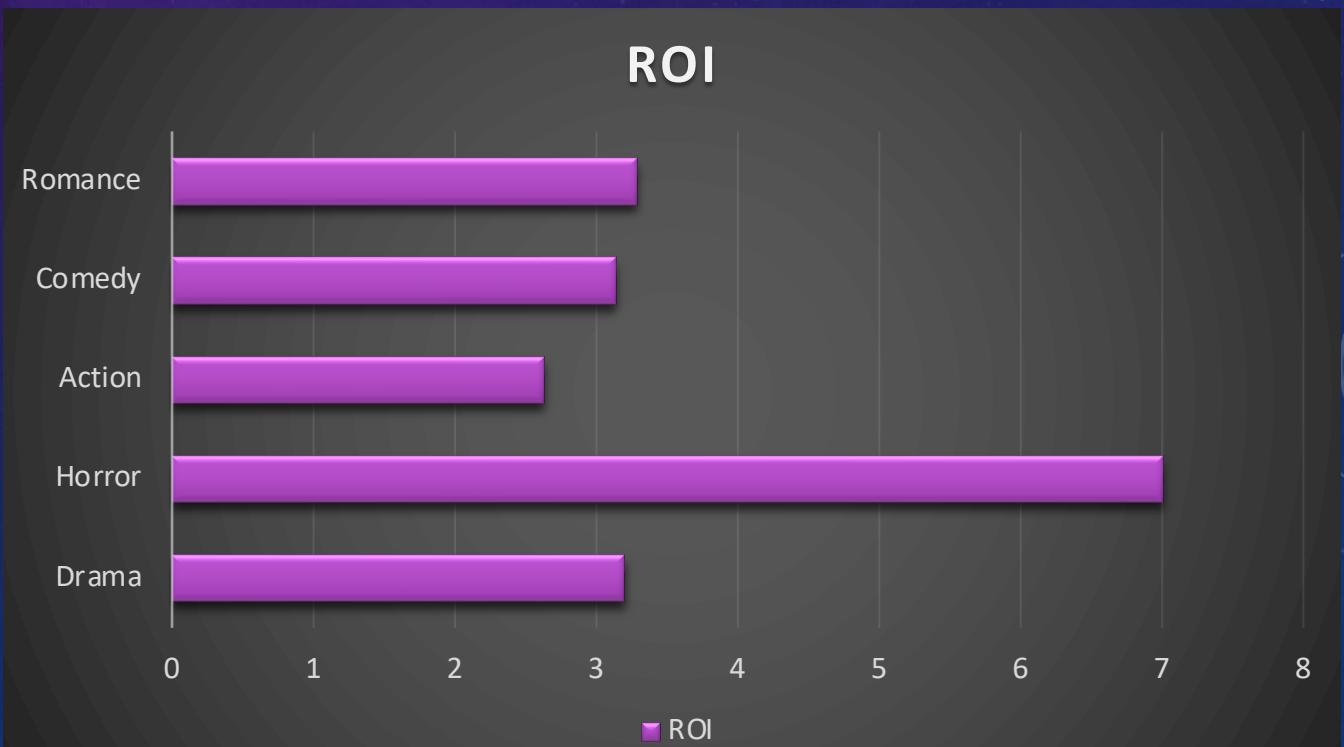


## FURTHER ANALYSIS

- Relation with higher budget?

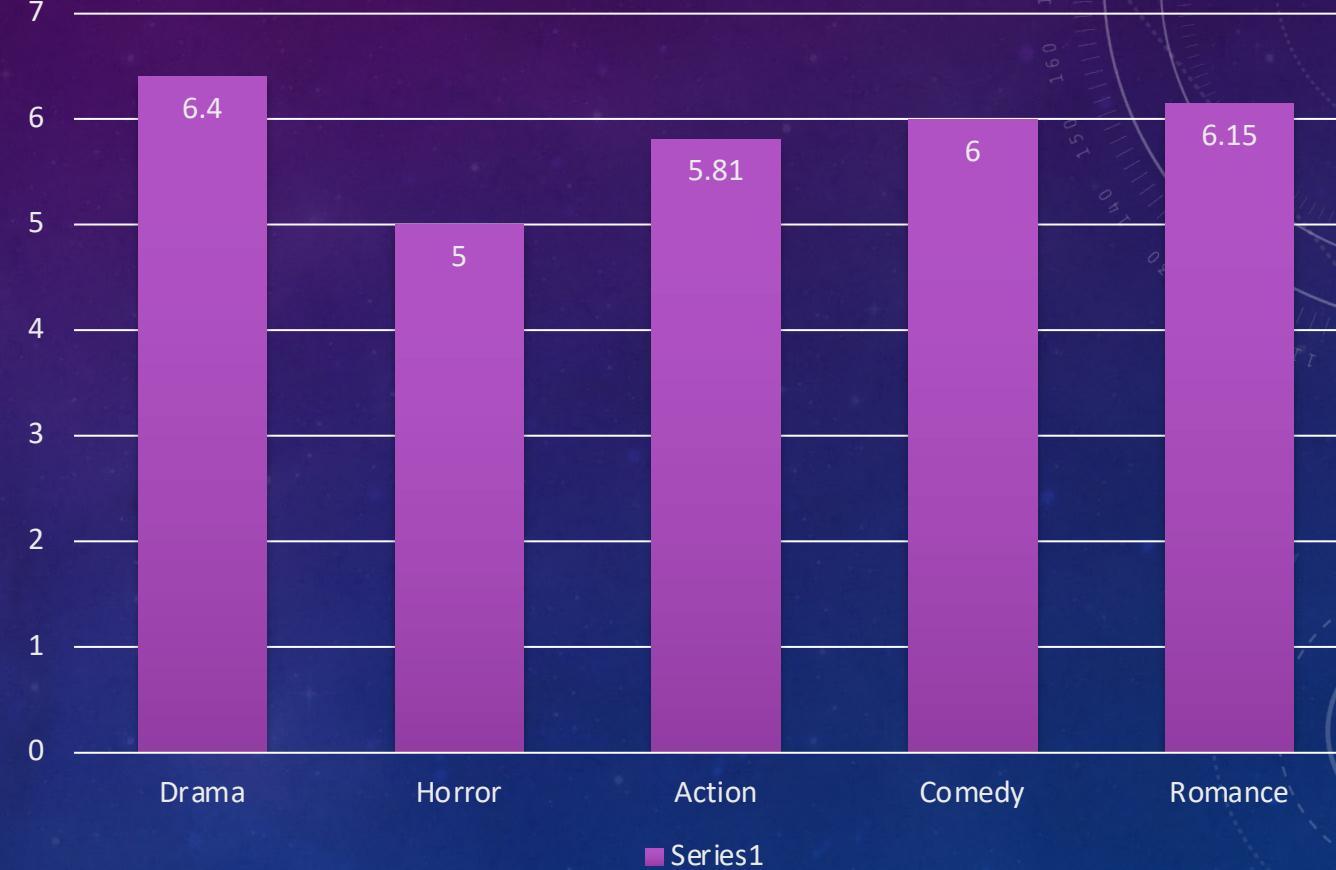
# ROI BY GENRE

- Action has lowest ROI
- Horror has highest ROI
- Other three genres are similar



# AVERAGE RATINGS

- Drama and Romance
- Comedy and Action
- Horror



## PROFIT VS RATINGS

- Correlation Coefficient: .3



## 7. RECOMMENDATIONS

1. Largest profit
  - High budget action movie
2. Best Investment
  - Lower budget horror
3. Highest Ratings
  - Drama and Romance

# NEXT STEPS

LOOK INTO PRODUCERS



A red leather theater-style seat with a white bowl of popcorn in the foreground.

THANK YOU!