

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



2. BUSINESS UNDERSTANDING

- Metrics:
 1. Profit
 2. Budget
 3. Ratings
- Business Questions
 1. Budget vs profit?
 2. Compare genre with profit and ratings

3. DATA UNDERSTANDING

- Data Source:
 1. IMDB dataset with over 70,000 movies
 2. Financial statistics for under 6,000 movies

4. DATA PREPARATION

New database with 1489 movies

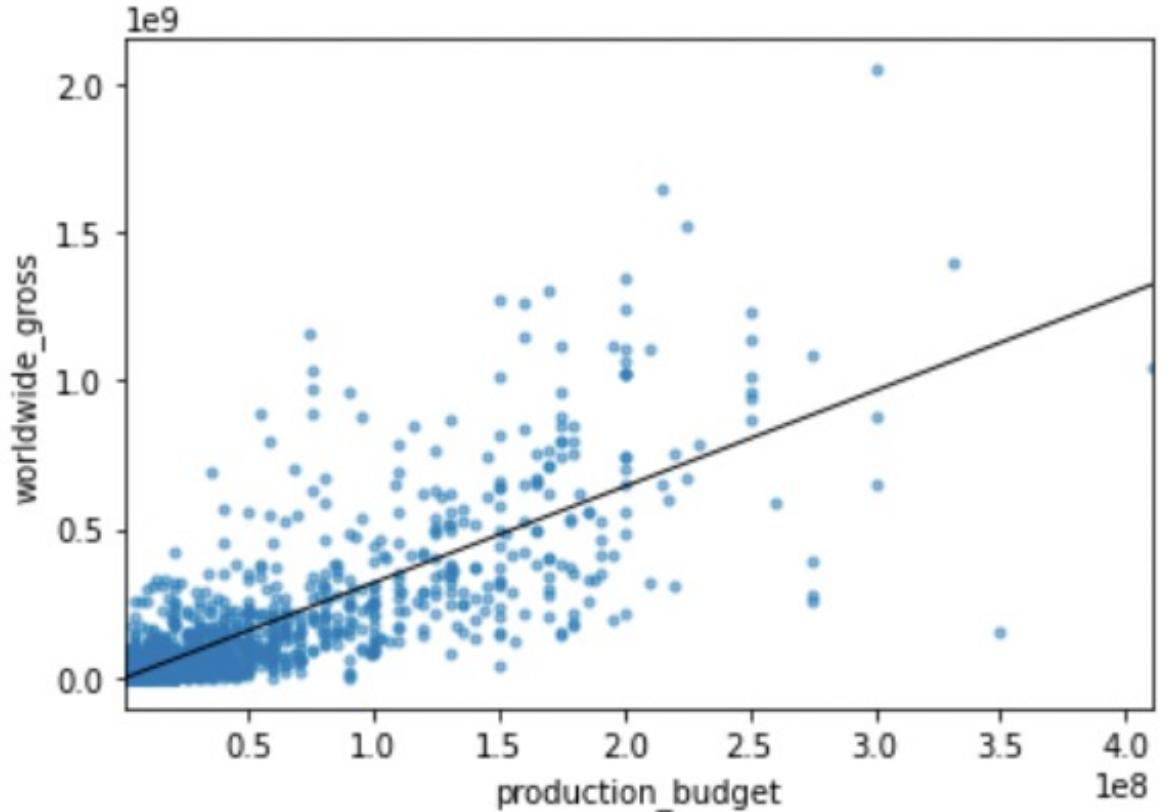
- Random sample
- Gross profit divided by budget

5. DATA ANALYSIS

61.6 %: 99.19

GROSS VS BUDGET

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

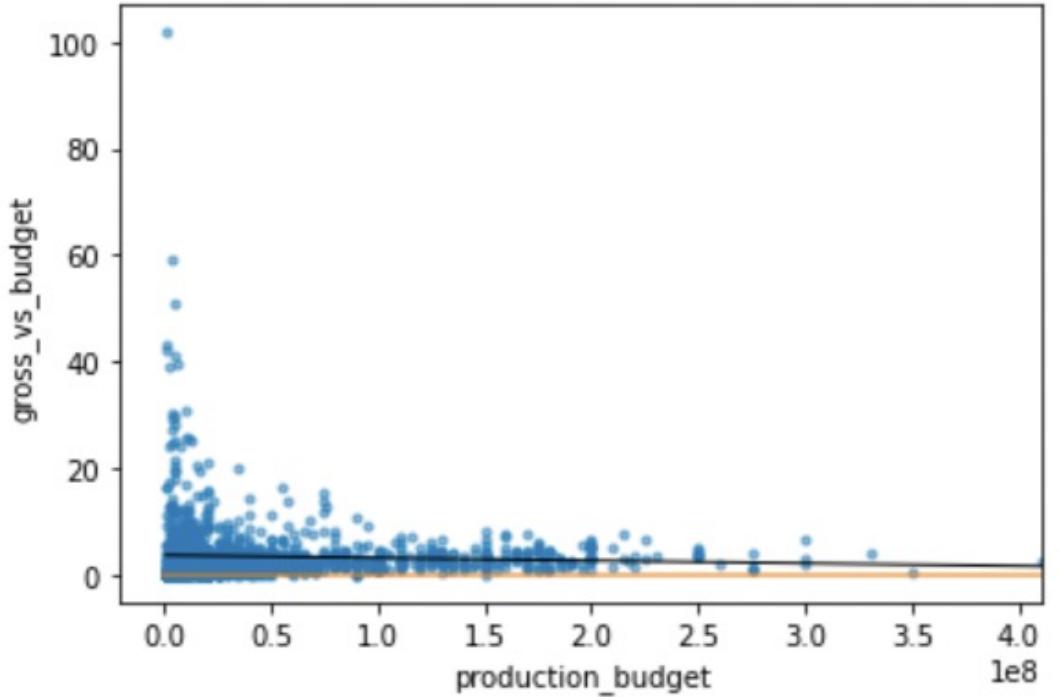




FURTHER ANALYSIS

- What is the best investment?

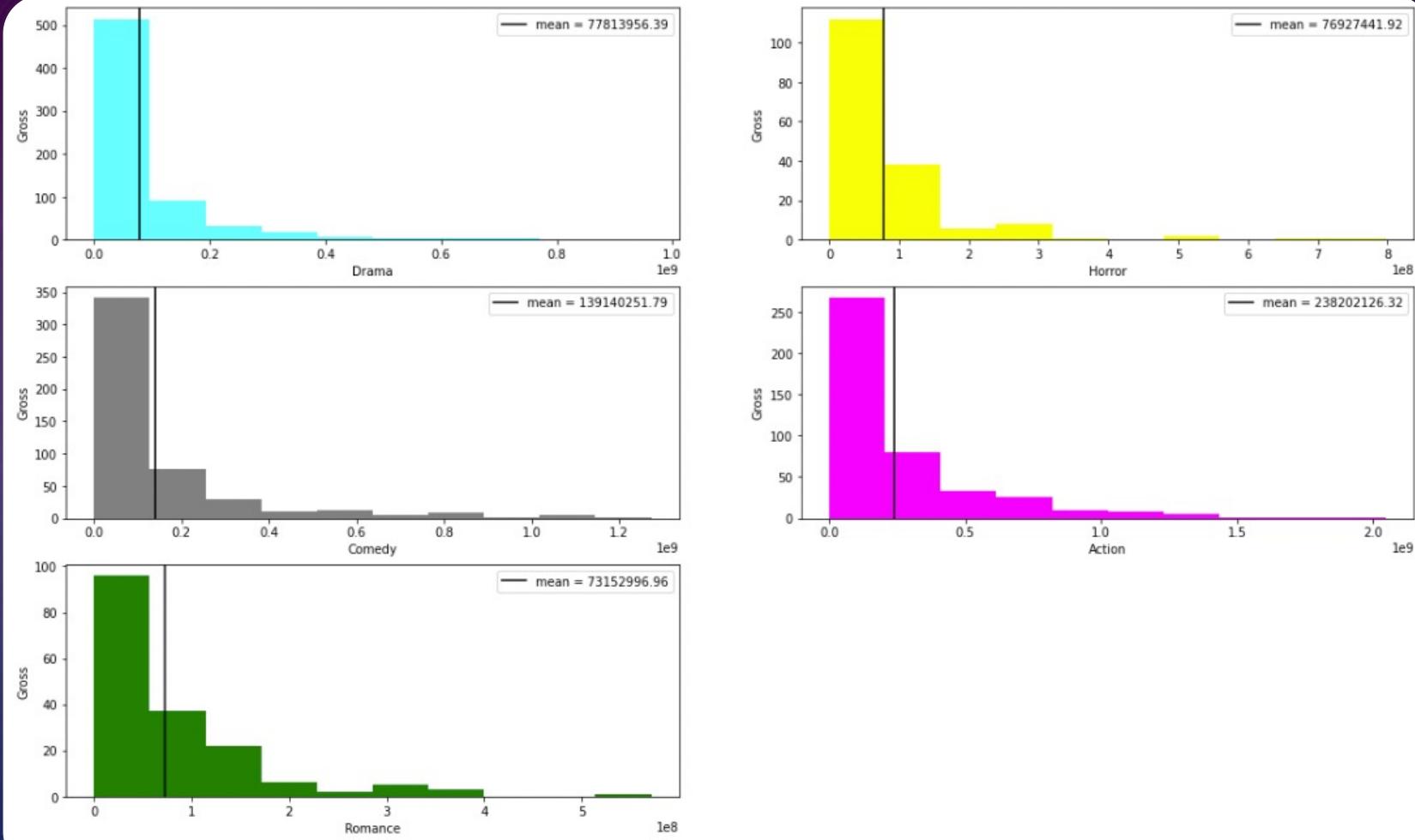
PROFIT MULTIPLE VS BUDGET



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

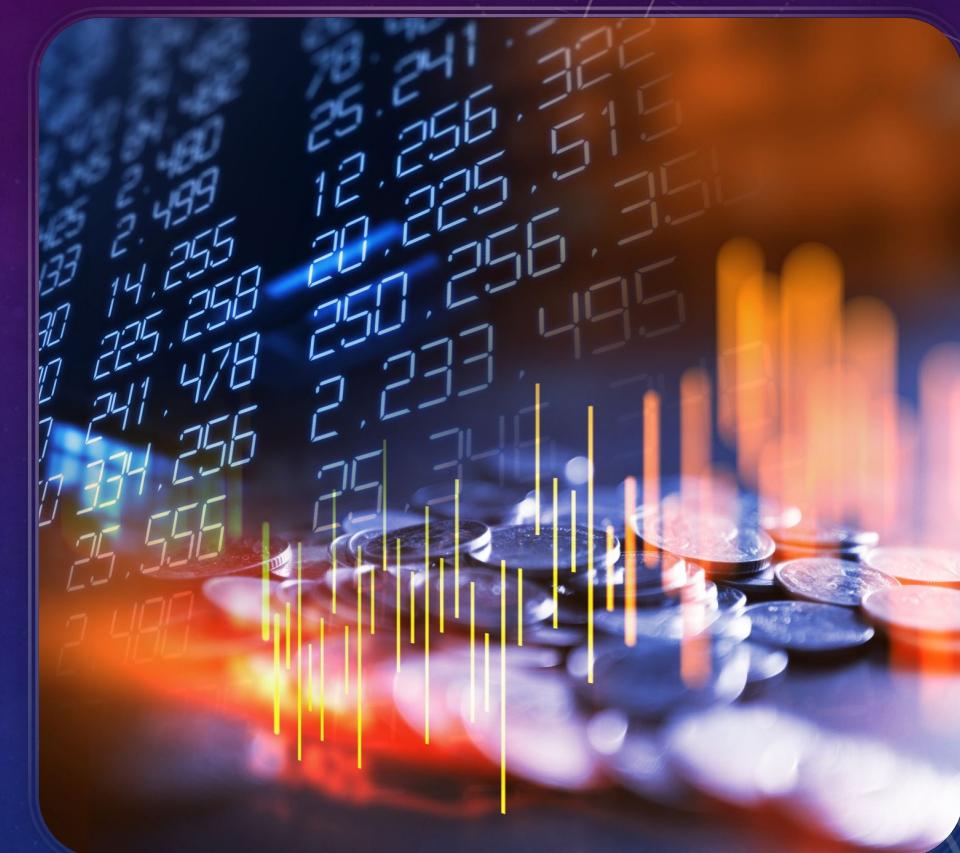
GROSS BY GENRE

- Gross profit vs genre
- Pareto Distribution



AVERAGE GROSS

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



Drama	Horror	Comedy	Action	Romance
\$77,813,956.39	\$76,927,441.92	\$139,140,251.79	\$238,202,126.32	\$73,152,996.96

FURTHER ANALYSIS

- Relation with higher budget?



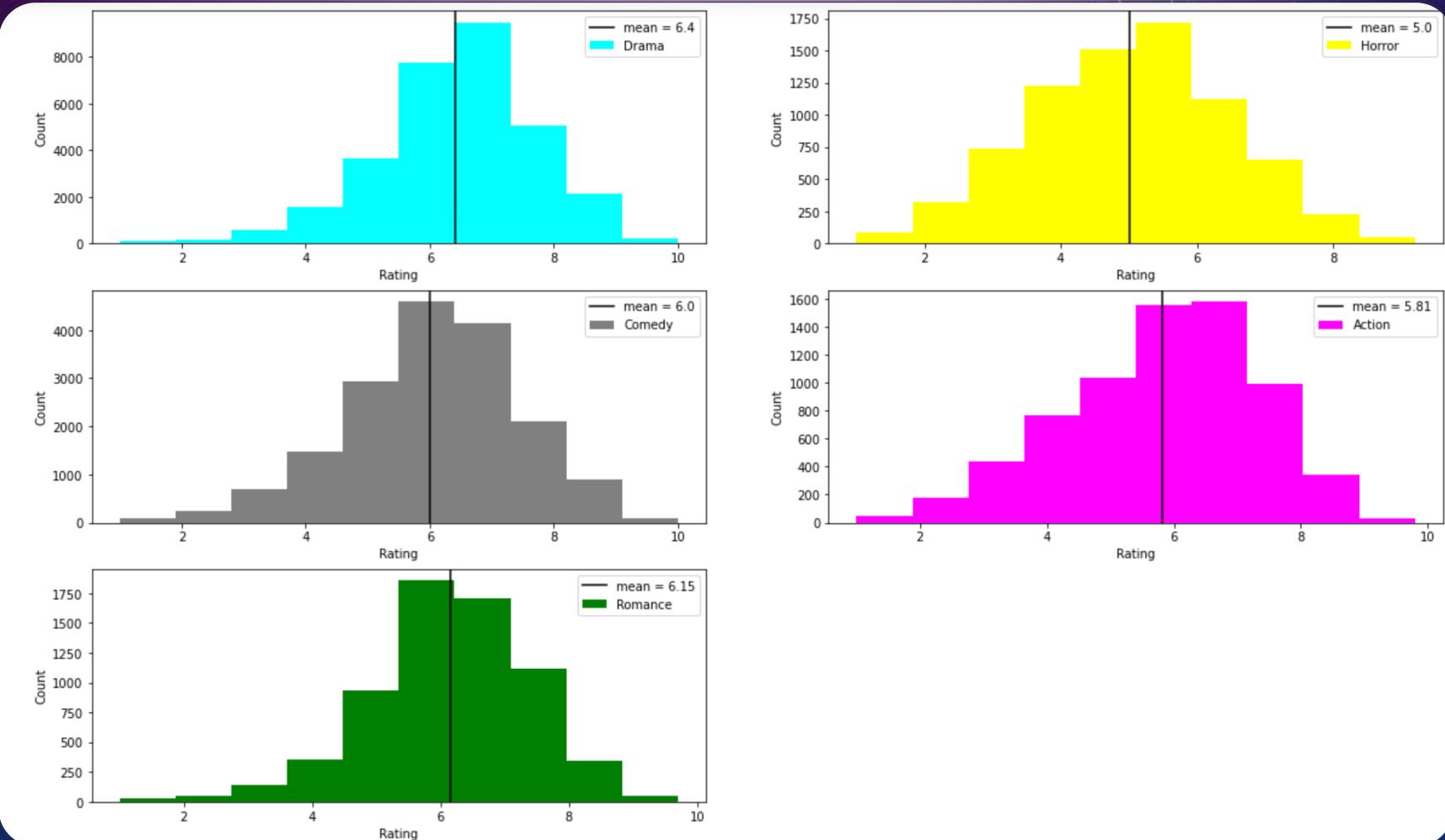
PROFIT MULTIPLE BY GENRE

- Action has lowest profit multiple
- Horror profit multiple
- Other three genres are similar

Drama	Horror	Comedy	Action	Romance
3.2	7.01	3.14	2.63	3.29

RATINGS BY GENRE

- Roughly normal
- Range from 5 – 6.4



AVERAGE RATINGS

- Drama and Romance
- Comedy and Action
- Horror

Drama	Horror	Comedy	Action	Romance
6.4	5	6	5.81	6.15



PROFIT VS RATINGS

- Correlation Coefficient: .3



6. SUMMARY

1. Greater investment = greater profit
 - Not exponential
2. Budget vs risk and reward
 - Lower = higher
3. Gross profit, pareto principle
4. Rating by genre
5. Profit vs ratings



7. RECOMMENDATIONS

1. Gross gain vs percent gain
2. Riskier vs safer investment
3. Largest gross
 - High budget action movie
4. Best investment
 - lower budget horror
5. Highest Ratings
 - Drama and Romance
6. Profit vs Ratings



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

THANK YOU!