

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

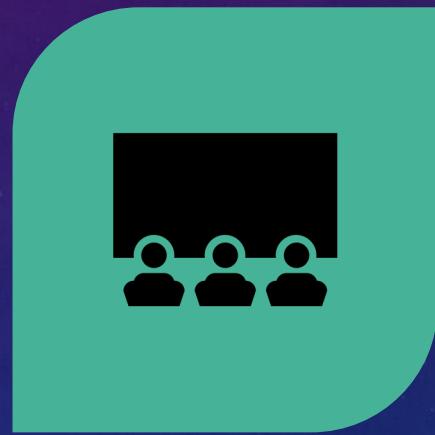


Finally, we will offer overall recommendations

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

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

4. DATA PREPARATION

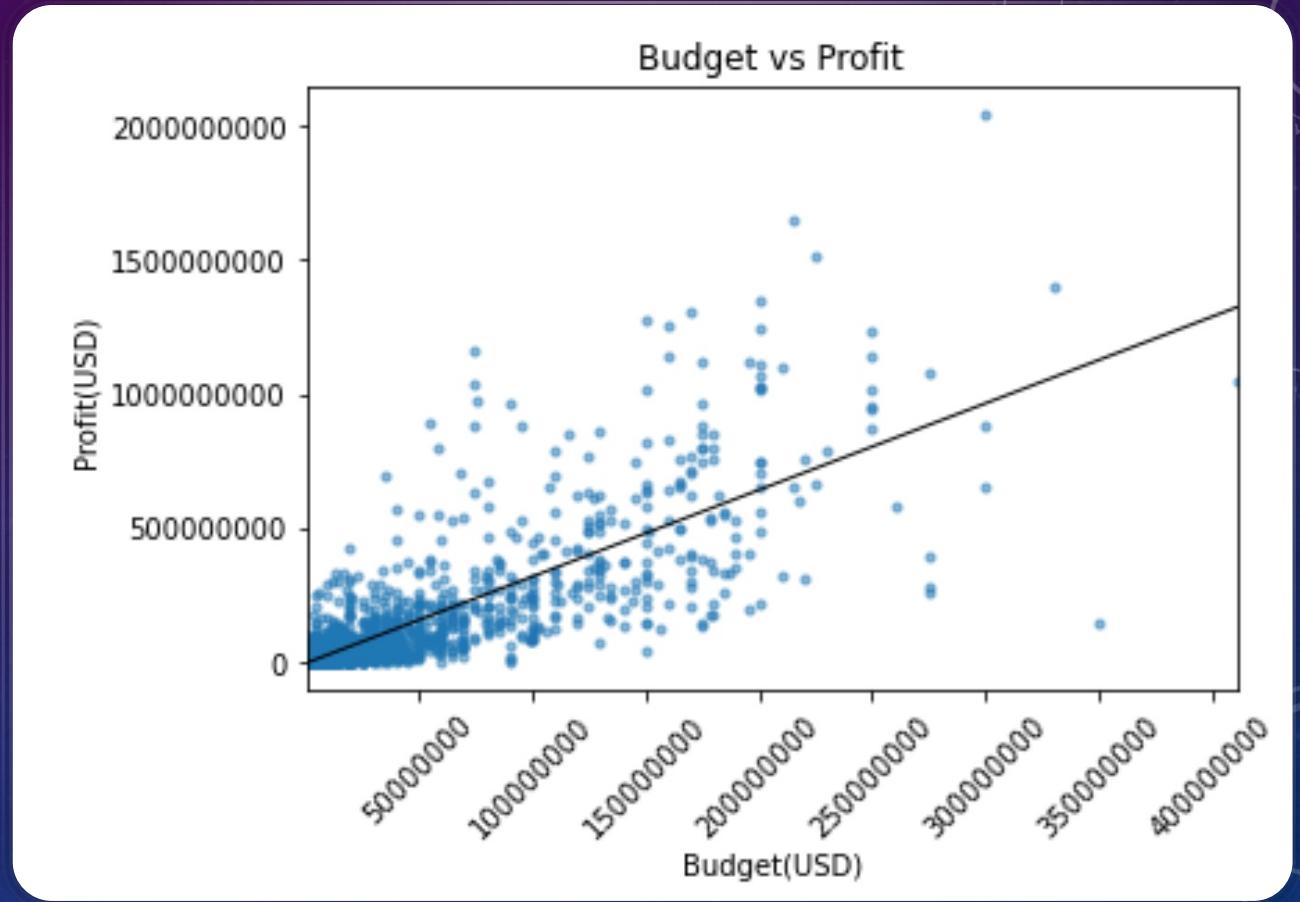
New database with 1489 movies

5. DATA ANALYSIS

61.6 %: 99.19

PROFIT VS BUDGET

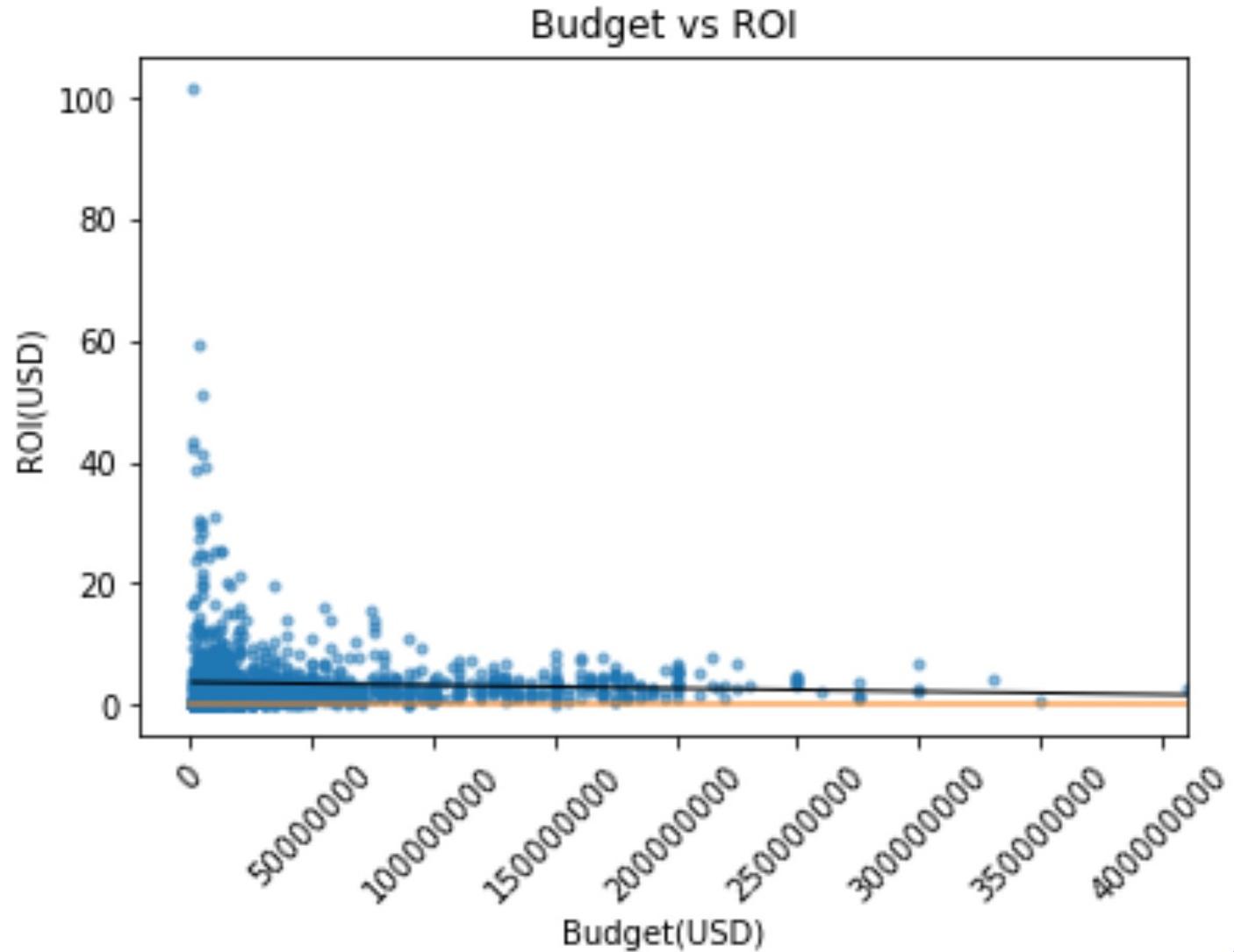
- Budget vs profit
- Strong positive correlation of .78%





FURTHER ANALYSIS

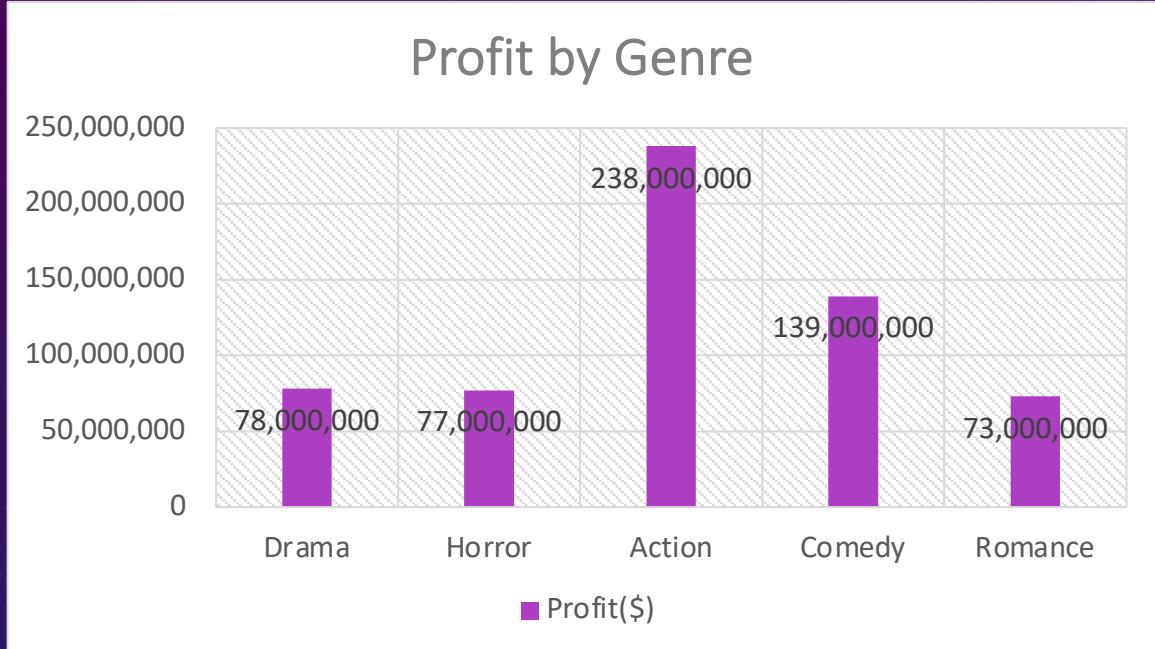
- What is the best investment?



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

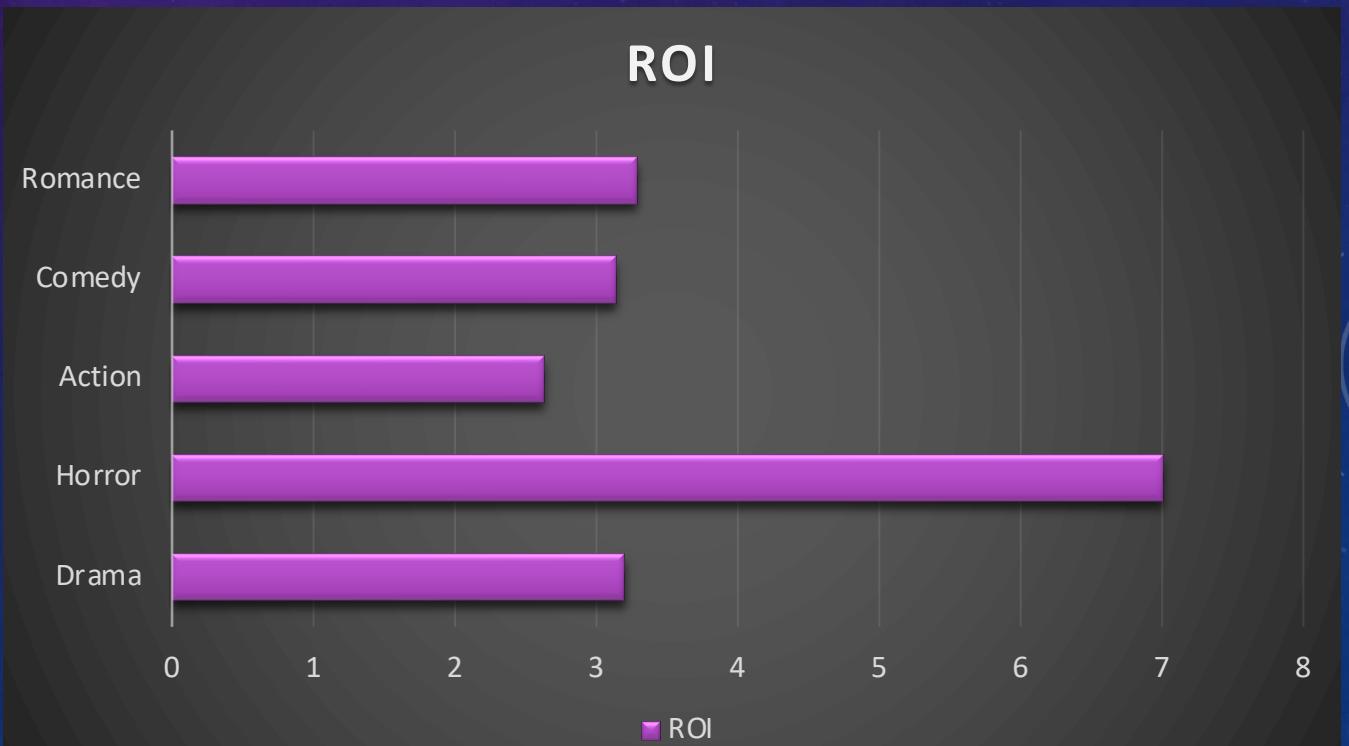


FURTHER ANALYSIS

- Relation with higher budget?

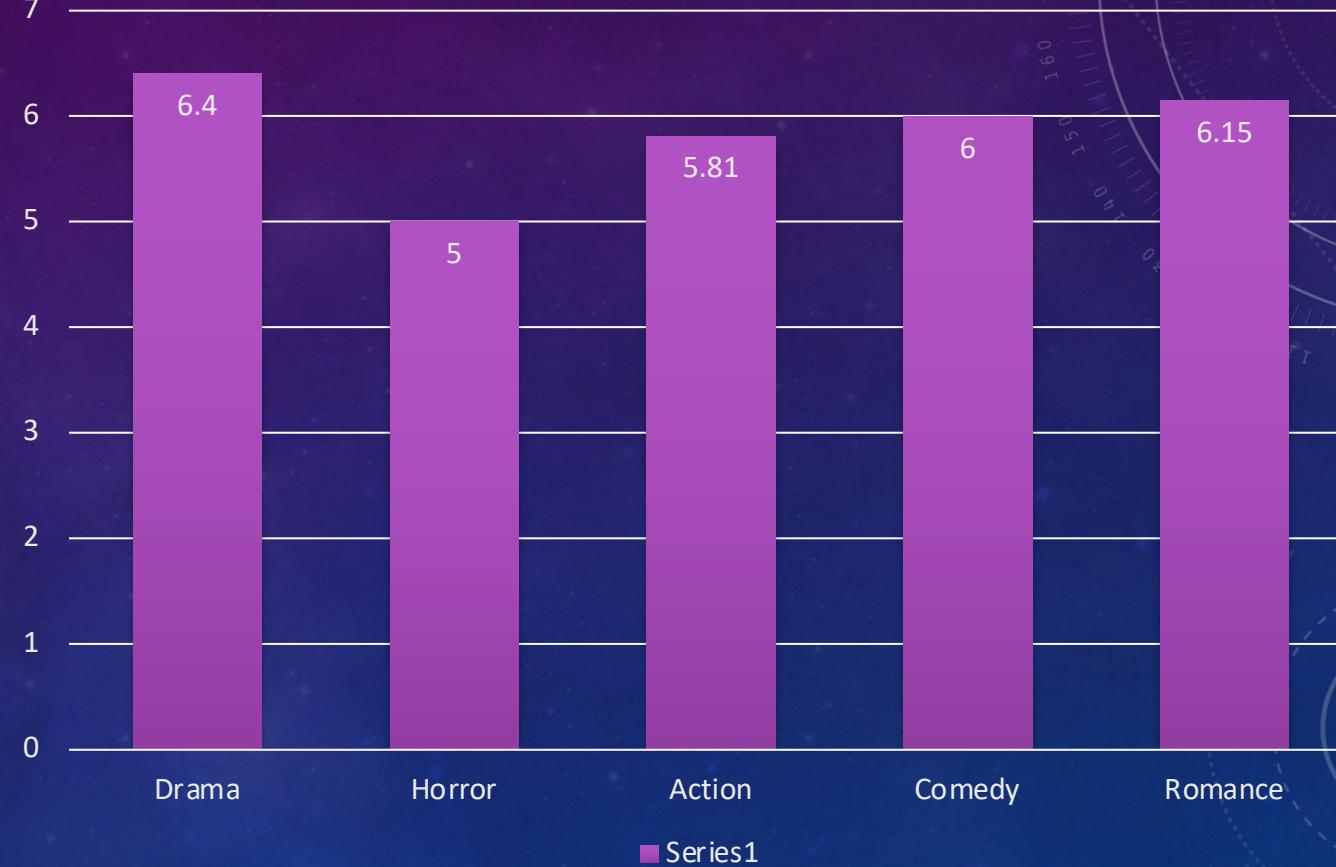
ROI BY GENRE

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

NEXT STEPS

LOOK INTO PRODUCERS

A photograph of a red leather jacket with a zipper partially open, revealing a white shirt underneath. A white bowl filled with popped popcorn is positioned in the lower right foreground. The background is dark and out of focus.

THANK YOU!