Microsoft Movie Analysis

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Outline

A Business Problem

B Data & Methods

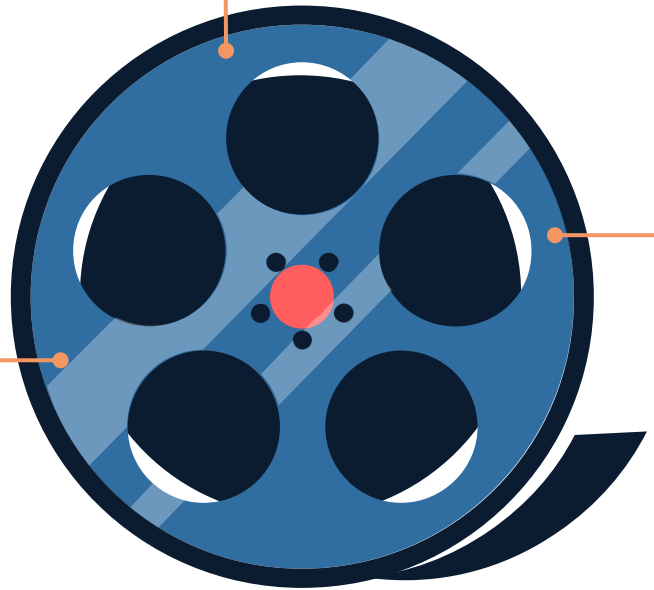
C Results

D Conclusion

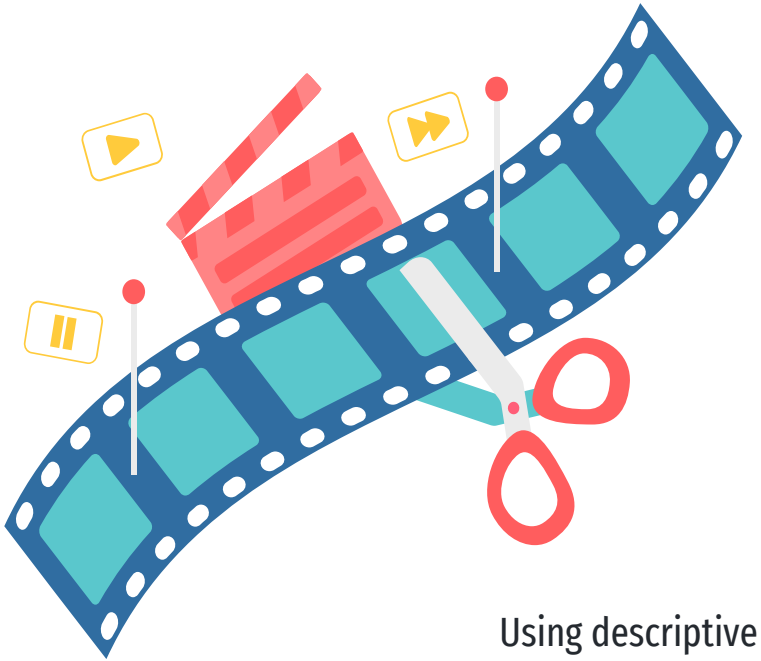
Business Problem

The business problem of this project is to explore what types of films are currently doing the best at the box office then translating those findings into actionable insights that the head of Microsoft's new movie studio can use to help decide what type of films to create. I based my analysis on three main movie aspects:

- Figure out the top three successful movie **genres**
- Determine top three profitable movie **directors**
- Determine top three profitable **screenwriters**

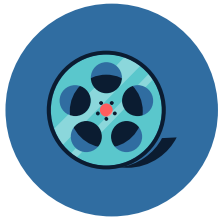


Data and Methods



The Numbers film industry data website

Dataset contains 5782 values for movies' title, production budget, domestic gross, and worldwide gross in dollars

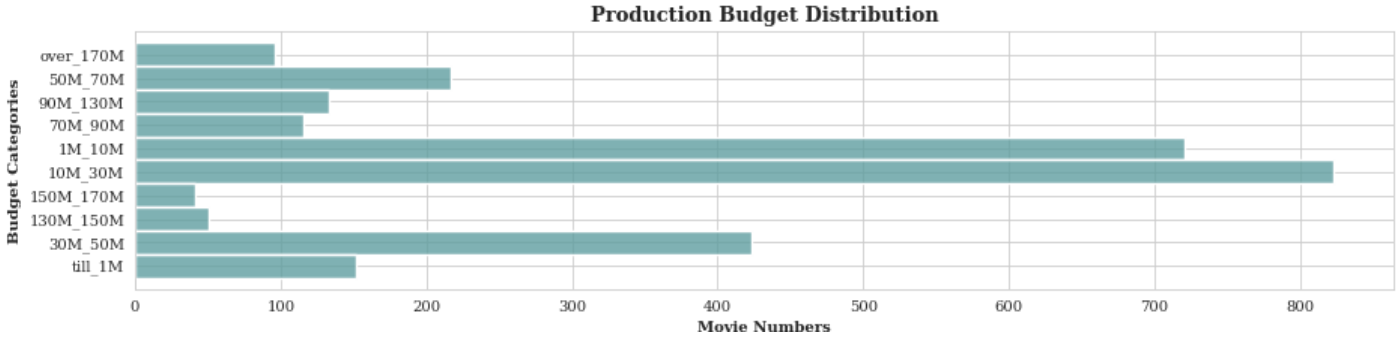


IMDB internet movie database

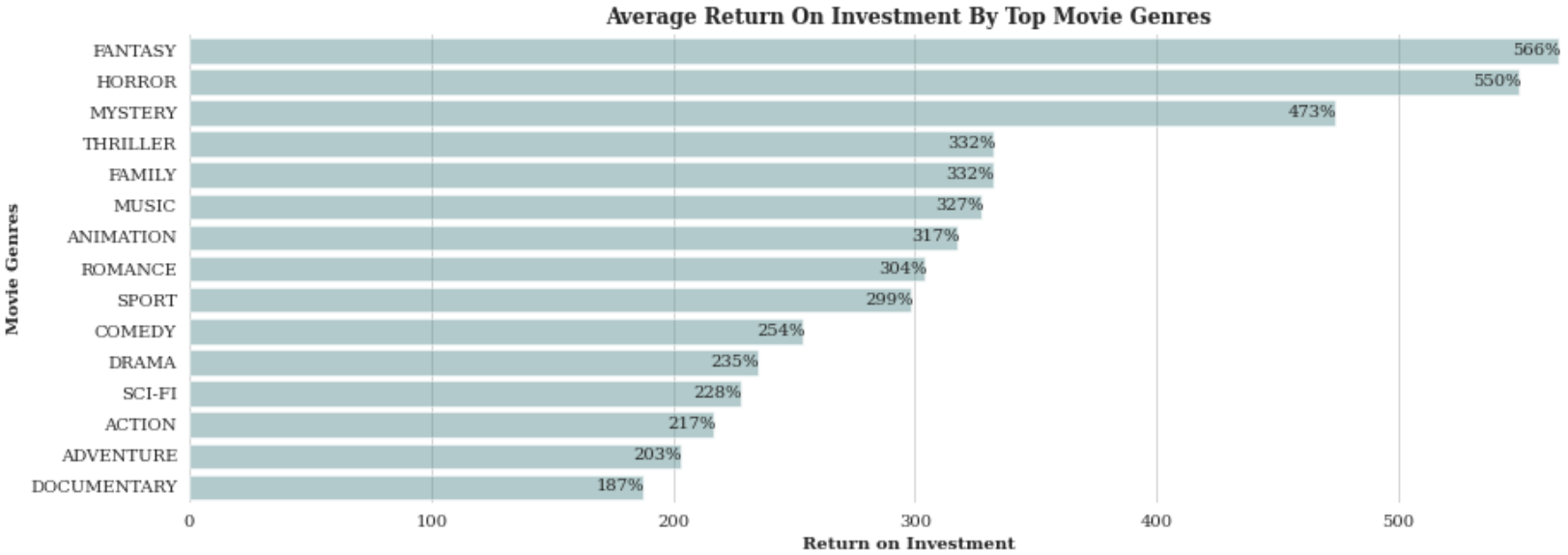
Dataset includes directors, writers and genre based informations

Using descriptive analysis and visualization obtained the influencing aspects of films to create a profitable movie studio.

I have analyzed movies that production budgets starting from the 1 Million

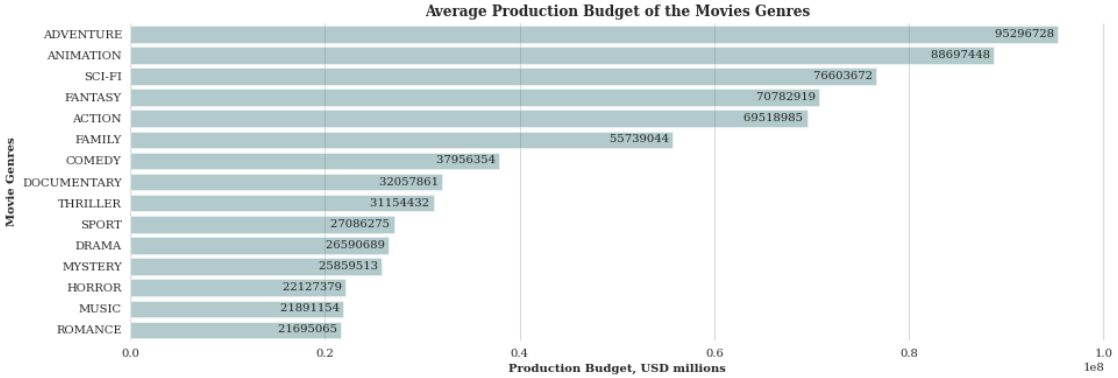


Results

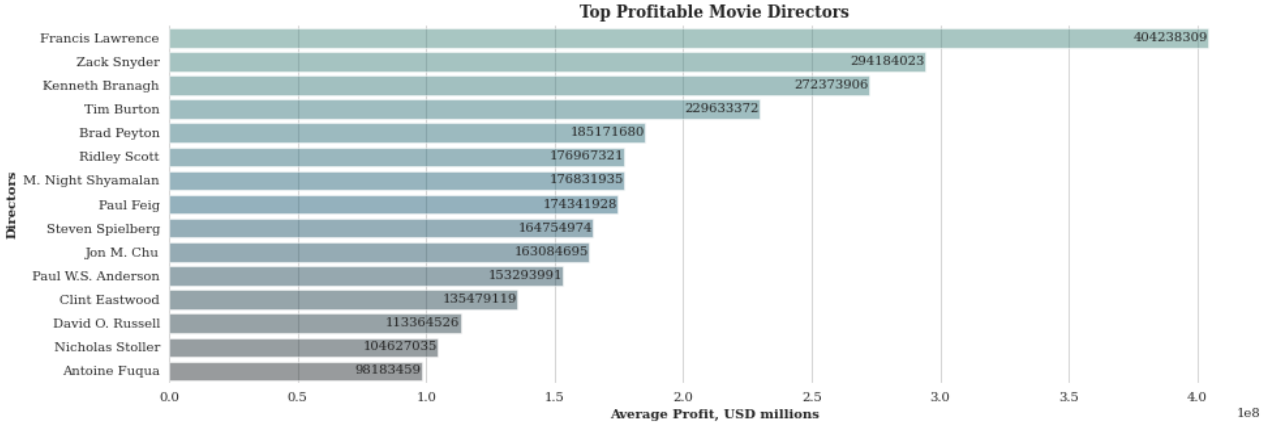

Average Return On Investment By Top Movie Genres
Movie Genres
FANTASY
HORROR
MYSTERY
THRILLER
FAMILY
MUSIC
ANIMATION
ROMANCE
SPORT
COMEDY
DRAMA
SCI-FI
ACTION
ADVENTURE
DOCUMENTARY
566%
550%
473%
332%
332%
327%
317%
304%
299%
254%
235%
228%
217%
203%
187%
0
100
200
300
400
500
Return on Investment

3

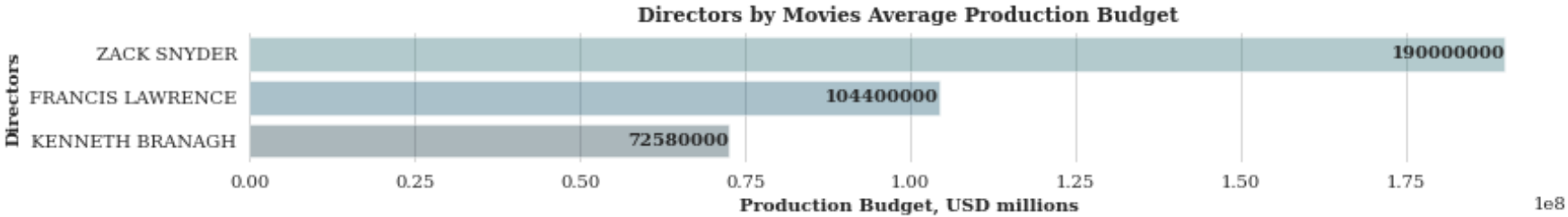
Top successful genres production budget

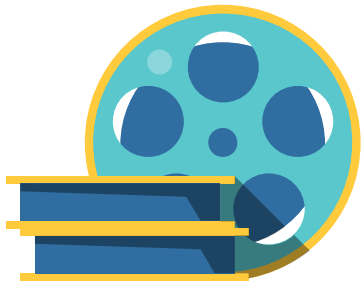


Result Directors

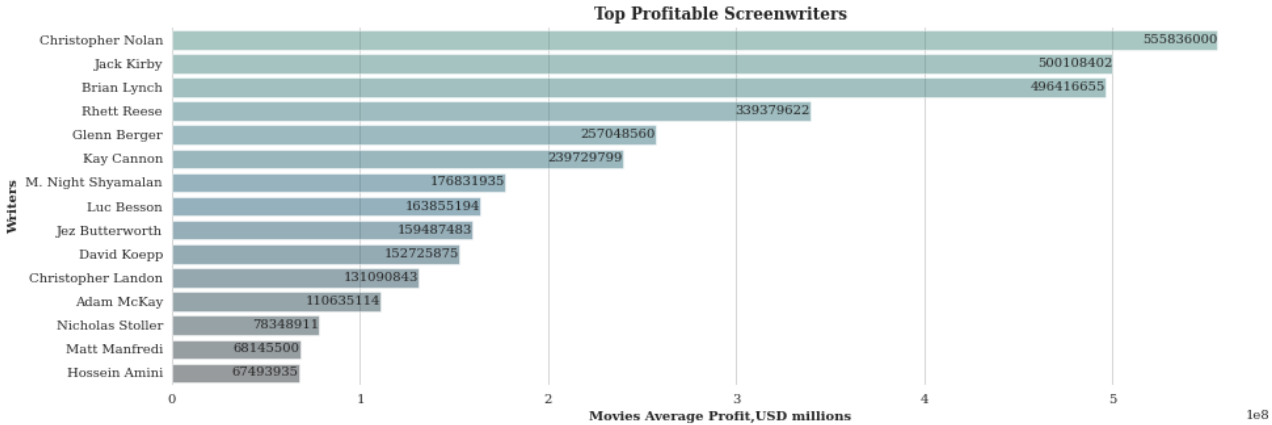


Result

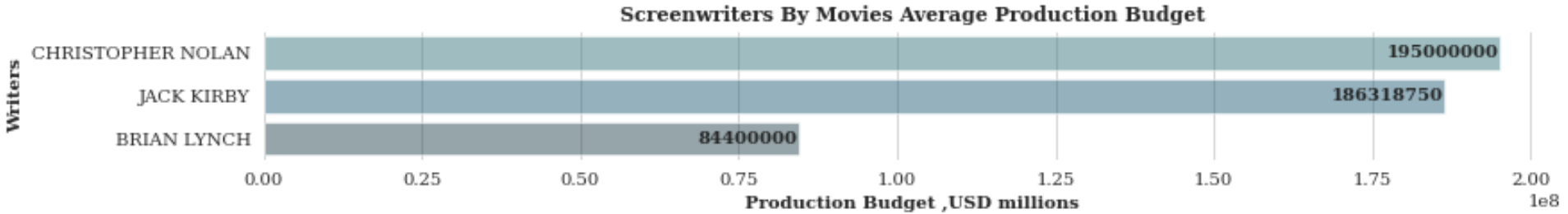

Directors by Movies Average Production Budget
Directors
ZACK SNYDER
FRANCIS LAWRENCE
KENNETH BRANAGH
190000000
104400000
72580000
0.00
0.25
0.50
0.75
1.00
1.25
1.50
1.75
1e8
Production Budget, USD millions

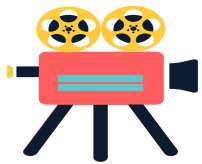


Results


Top Profitable Screenwriters
Christopher Nolan
Jack Kirby
Brian Lynch
Rhett Reese
Glenn Berger
Kay Cannon
M. Night Shyamalan
Luc Besson
Jez Butterworth
David Koepp
Christopher Landon
Adam McKay
Nicholas Stoller
Matt Manfredi
Hossein Amini
555836000
500108402
496416655
339379622
257048560
239729799
176831935
163855194
159487483
152725875
131090843
110635114
78348911
68145500
67493935
Writers
0
1
2
3
4
5
1e8
Movies Average Profit,USD millions

Result


Screenwriters By Movies Average Production Budget
Writers
CHRISTOPHER NOLAN
JACK KIRBY
BRIAN LYNCH
195000000
186318750
84400000
0.00
0.25
0.50
0.75
1.00
1.25
1.50
1.75
2.00
1e8
Production Budget ,USD millions



Conclusion

1 **Mystery**
production budget $25M

2 **Horror**
production budget $22M

3 **Fantasy**
production budget $70M

Conclusion

KENNETH BRANAH

production budget $104M

ZACK SNYDER

production budget over $170M

FRANCIS LAWRENCE

production budget $105M

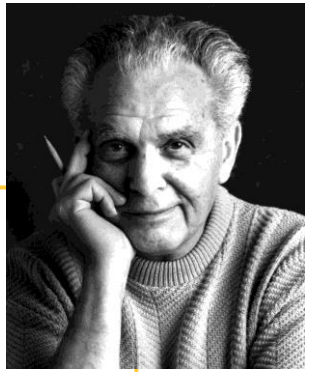
Conclusion

BRIAN LYNCH

production budget $84M

CHRISTOPHER NOLAN

production budget $195M



JACK KIRBY

production budget $186M

THANK YOU !

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