




Microsoft  
MOVIE STUDIOS

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# SUMMARY

- ▶ Inform casting decisions
  - ▶ Popular genre recommendations
  - ▶ Recommend potential acquisitions
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# TABLE OF CONTENTS

**01**

---

## THE DATA

Overview of the datasets used  
to inform our analysis

**02**

---

## CAST AND CREW

Casting Recommendations

**03**

---

## GENRES

Relative performance of Genres

**04**

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## ACQUISITIONS

Potential Acquisitions



**01**

**THE DATA**



# THE DATA



**IMDb**

The internet's largest  
movie data repository



**ROTTEN TOMATOES**

Review aggregation  
website



**BOX OFFICE MOJO**

Box Office metrics  
database



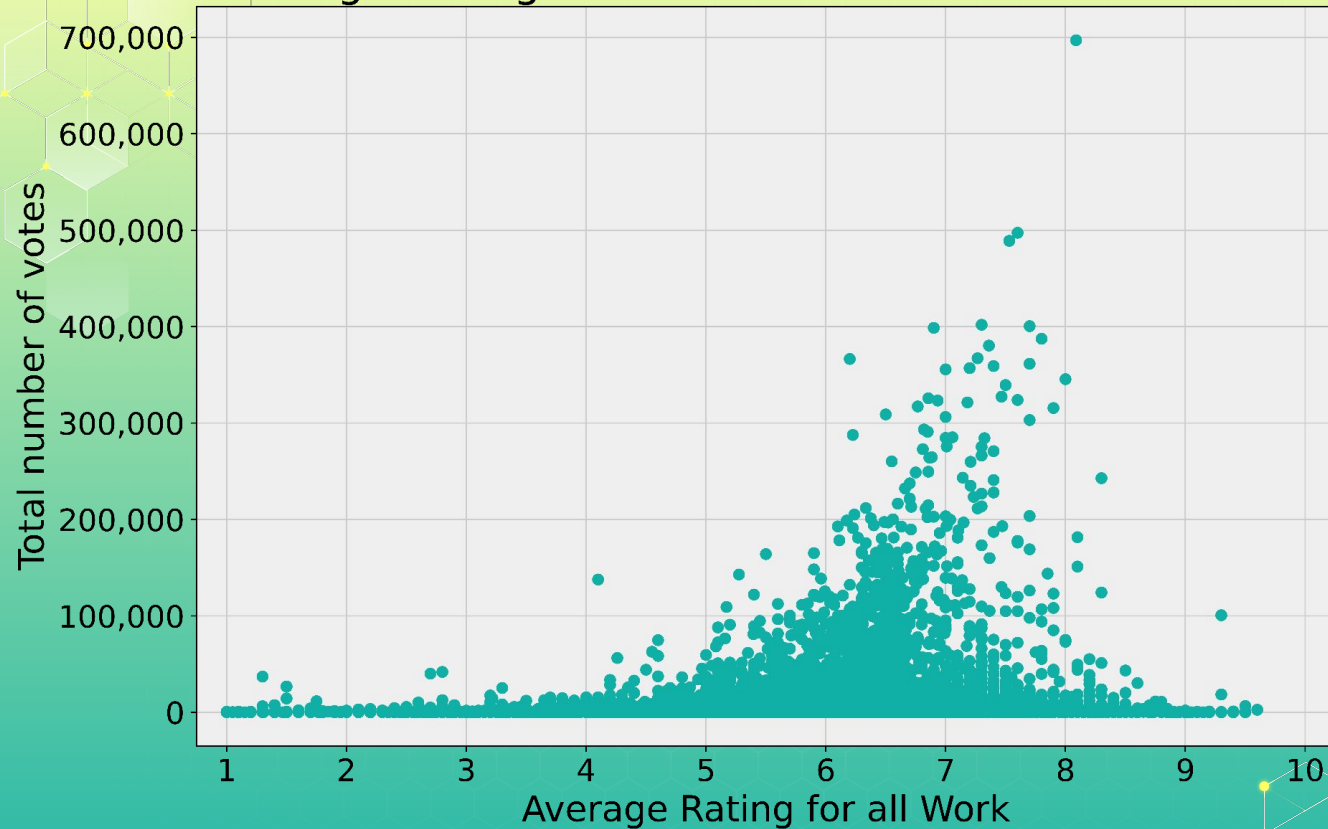


**02**

**CAST AND CREW**



## Average Rating vs. Total Number of Votes for Actors



High number of votes is strongly correlated with a high average rating.

# ACTORS

Name	Rating	Avg Votes	Total Votes
Leonardo DiCaprio	8.0	697k	6.3M
Robert Downey Jr.	7.5	488k	6.3M
Chris Evans	7.3	367k	5.5M

# ACTRESSES

Name	Rating	Avg Votes	Total Votes
Jennifer Lawrence	6.8	280k	5M
Anne Hathaway	6.5	250k	4.5M
Scarlett Johansson	7.0	333k	4.3M



# DIRECTORS

Name	Rating	Avg Votes	Total Votes
Christopher Nolan	8.4	1.2M	5M
Martin Scorsese	7.7	346k	2.4M
Joe Russo	8.2	590k	2.4M

# PRODUCERS

Name	Rating	Avg Votes	Total Votes
Emma Thomas	8.4	1.2M	5M
Kevin Feige	7.4	640k	3.8M
Charles Roven	6.8	481k	3.4M



**03**

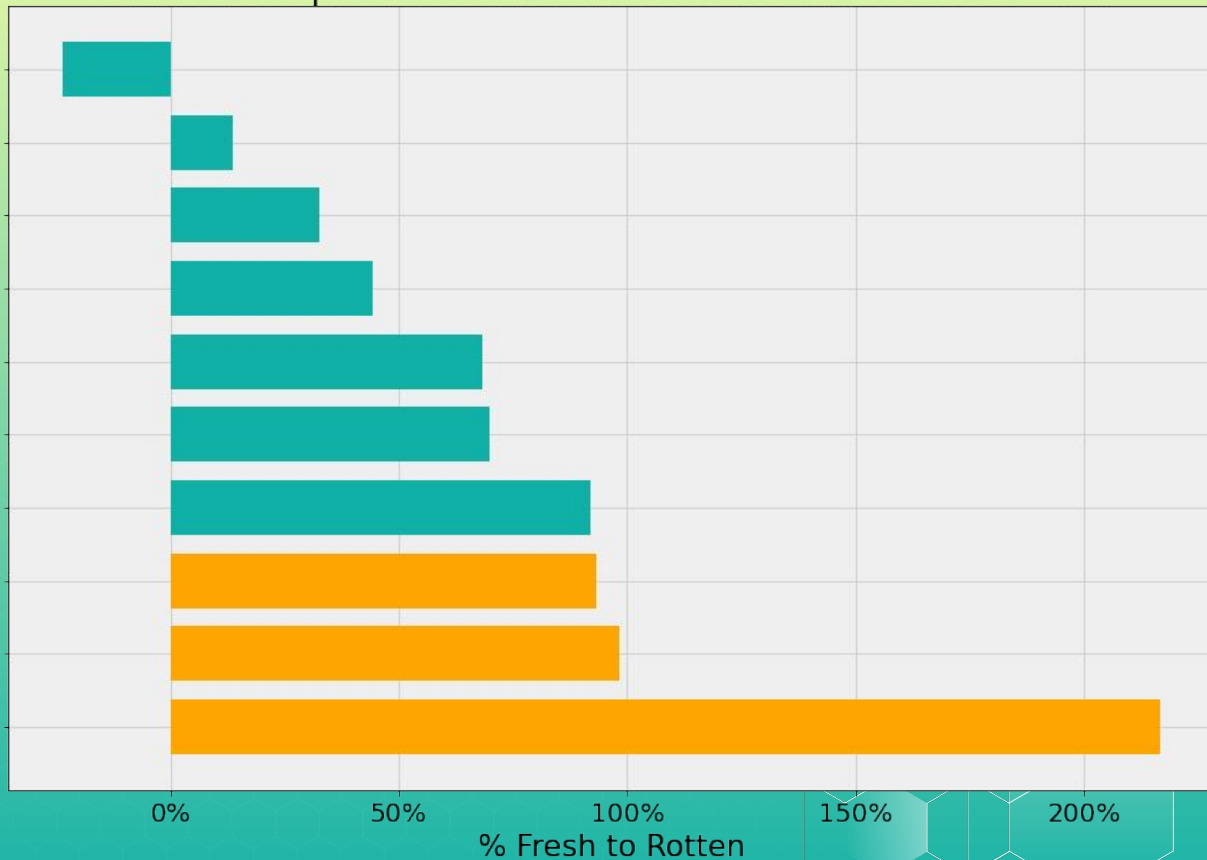
**GENRES**



# HOW FRESH?

Movie Genres

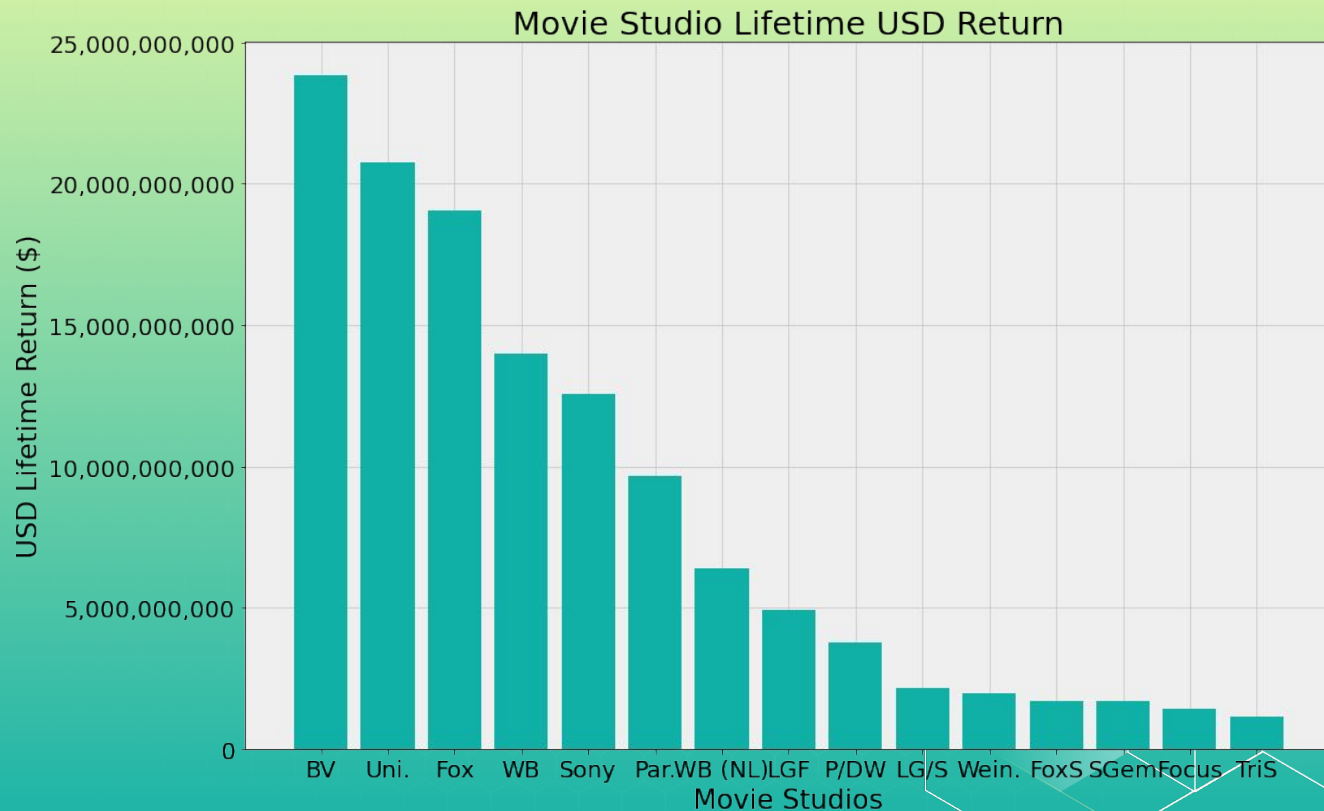
Relationship between Fresh to Rotten Ratio and Genres





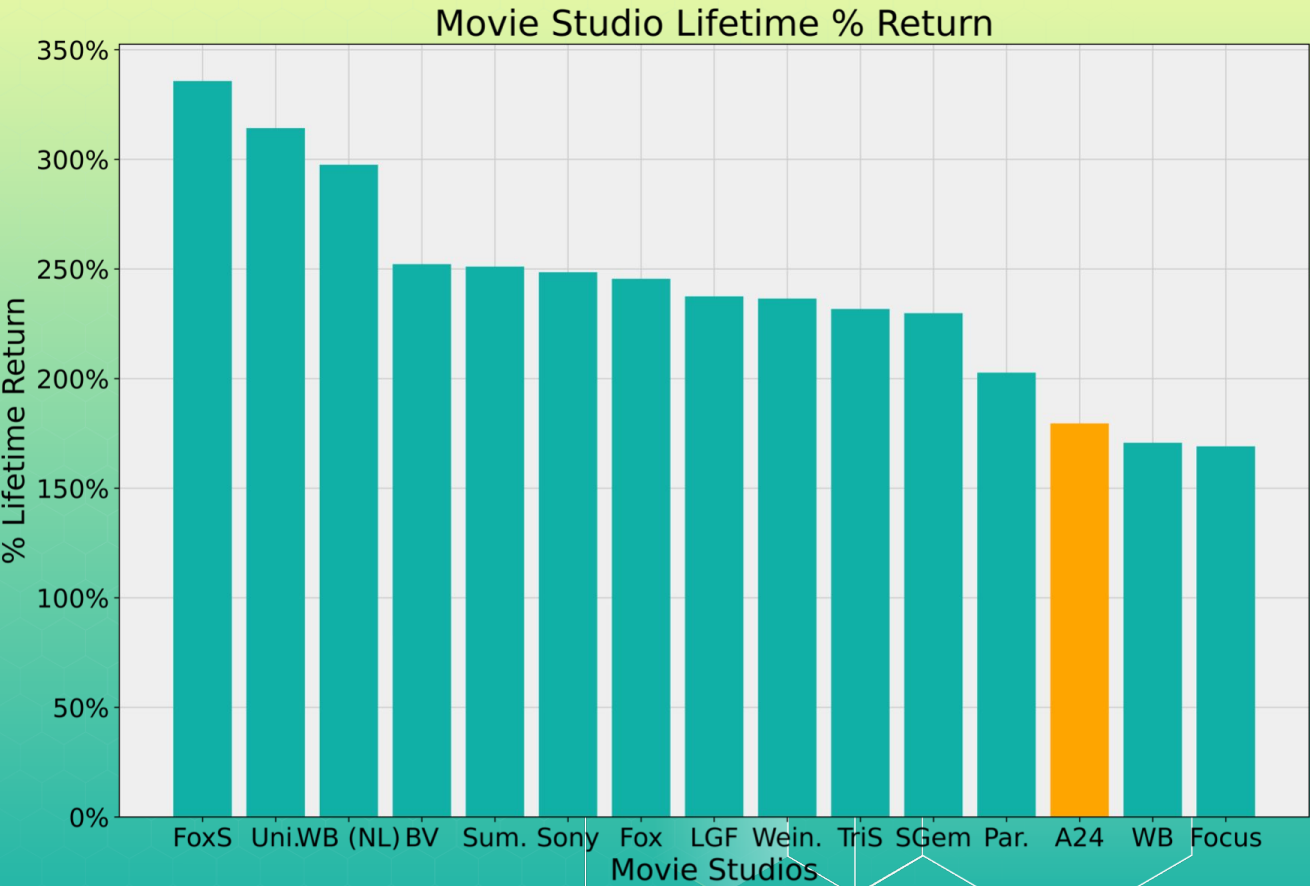
# 04 ACQUISITIONS

# POTENTIAL ACQUISITIONS



A24 Movies	Midsommar	Ex Machina
Hereditary	Everything Everywhere All At Once	Whale
X	Moonlight	Uncut Gems

A24 would be an optimal acquisition based on percentage lifetime return and critical acclaim for their past work throughout the industry.



# RECOMMENDATIONS

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## Casting

- Hire Cast & Crew with most popular history

## Genres

- Make Dramas and Drama variants

## Acquisitions

- Consider acquiring A24 to jumpstart production



# CONCLUSION

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Using big names will enable us to enter the industry with a bang, ensuring our studio is known as a place where great films are made.







**THANK YOU**

**ANY QUESTIONS?**

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[github.com/kmatk/Movie\\_Studio\\_P1\\_Project](https://github.com/kmatk/Movie_Studio_P1_Project)



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