Microsoft

Movie Data Analysis

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MICROSOFT

Outline

- **Business Problem**
- **Data Understanding**
- **Analysis**
- **Conclusions**

Business Problem

Microsoft, a multinational technology corporation which produces computer software , consumers electronics, personal computers and related services, has decided to move forward into the movie industry.

Question arise: Where to start from?

We need these three main information:
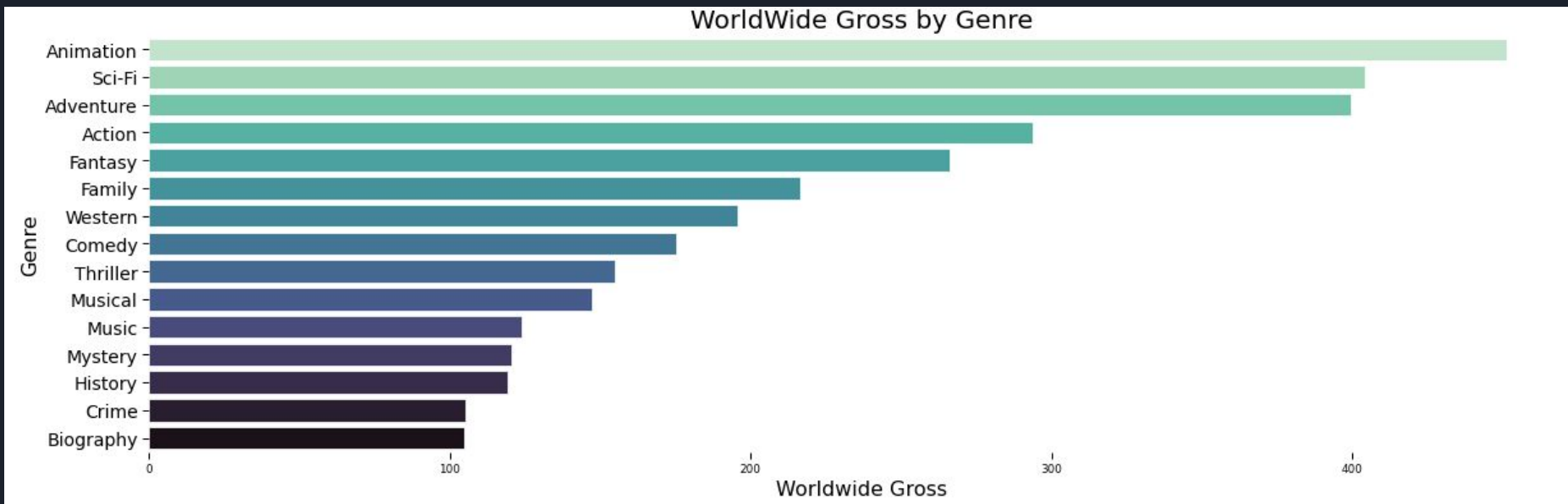
1. Type of the movie (Genre)

2. Studio

3. Director

Data Understanding

To find the best studio, genre and director we are going to use three main databases to make some analysis:
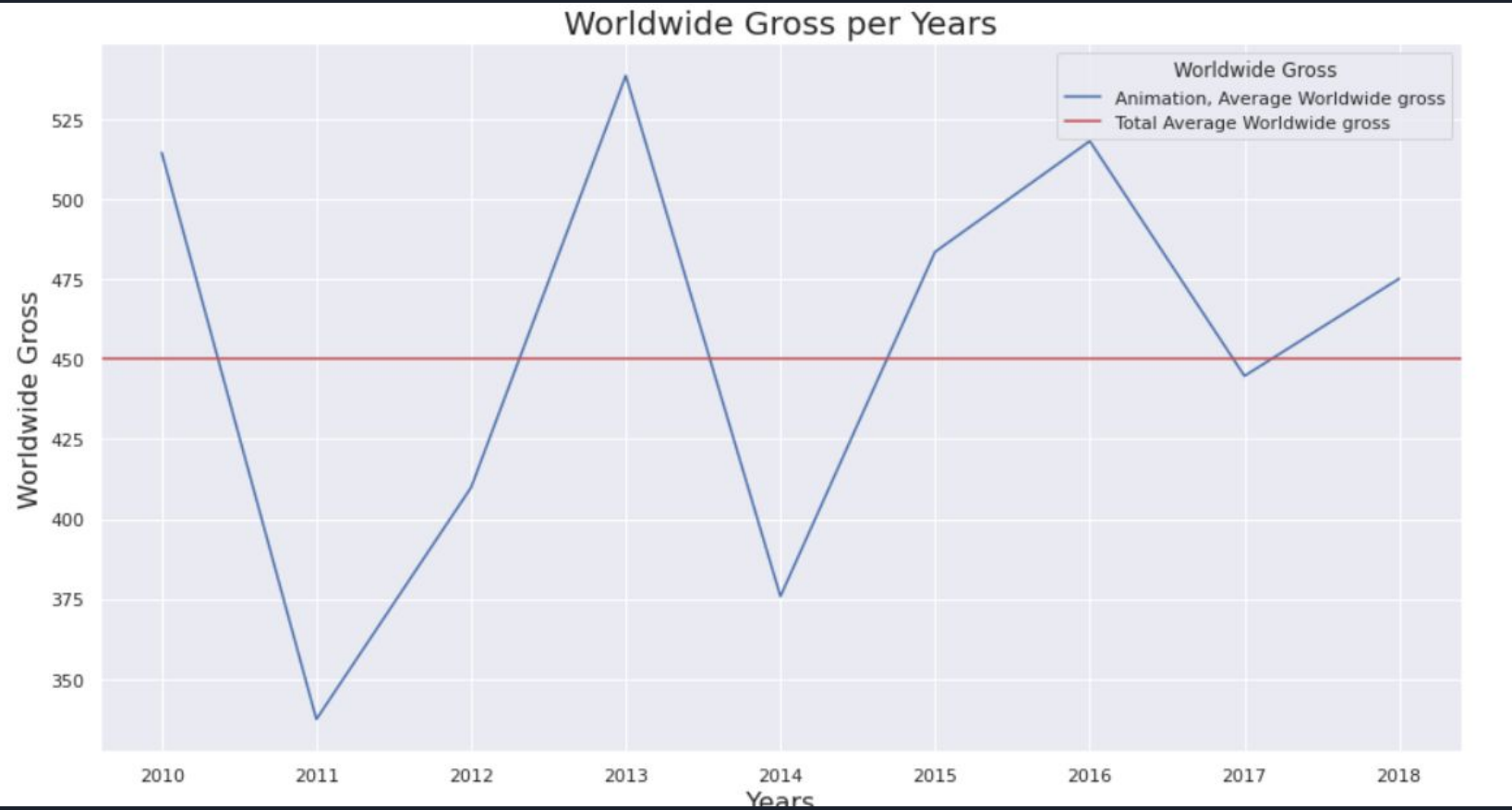
1. **IMDB** , online database of information related to movies and television series, including cast, production crew, ratings etc.

2. **The Numbers**, is a movie industry data website that tracks box office revenue in a systematic, algorithmic way.

3. **Box Office Mojo**, is an American website that tracks box-office revenue in a systematic, algorithmic way.
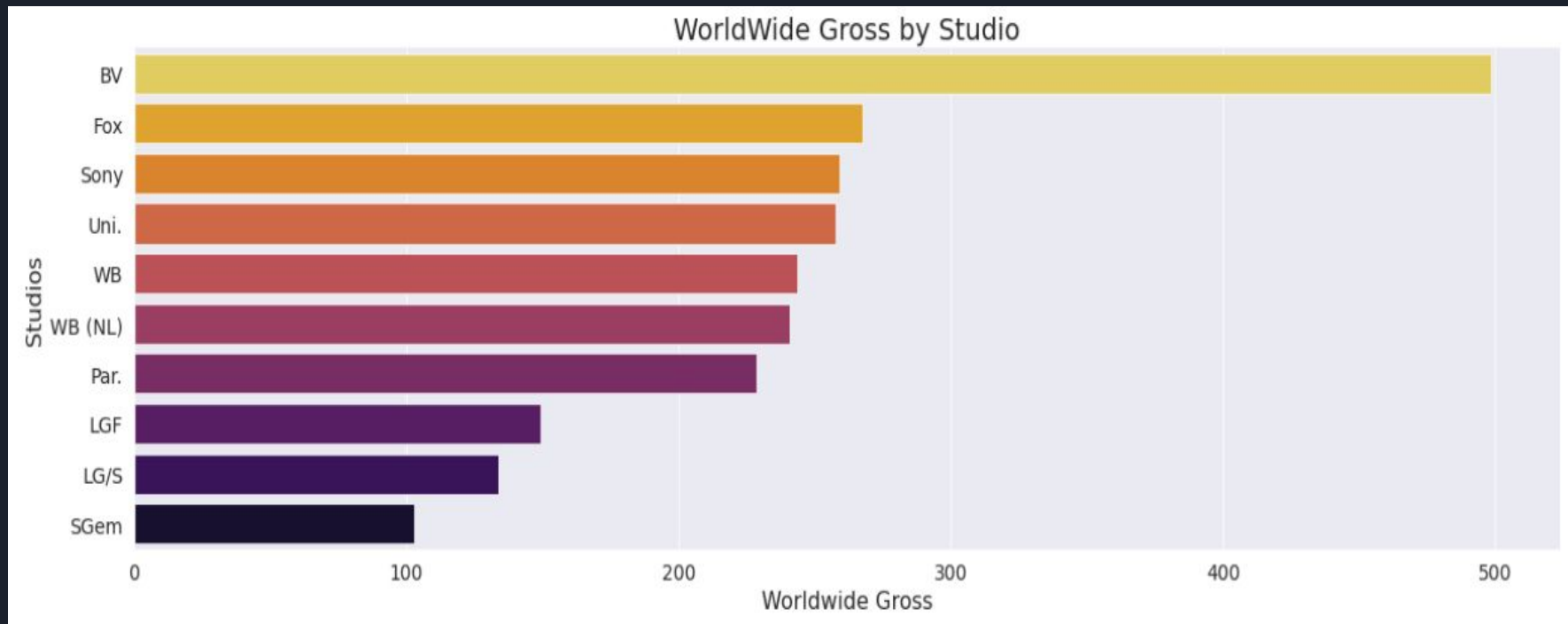
Genre Analysis

Most of my analysis are focused in the profit(worldwide gross) each elements has brought and will most likely bring to Microsoft.
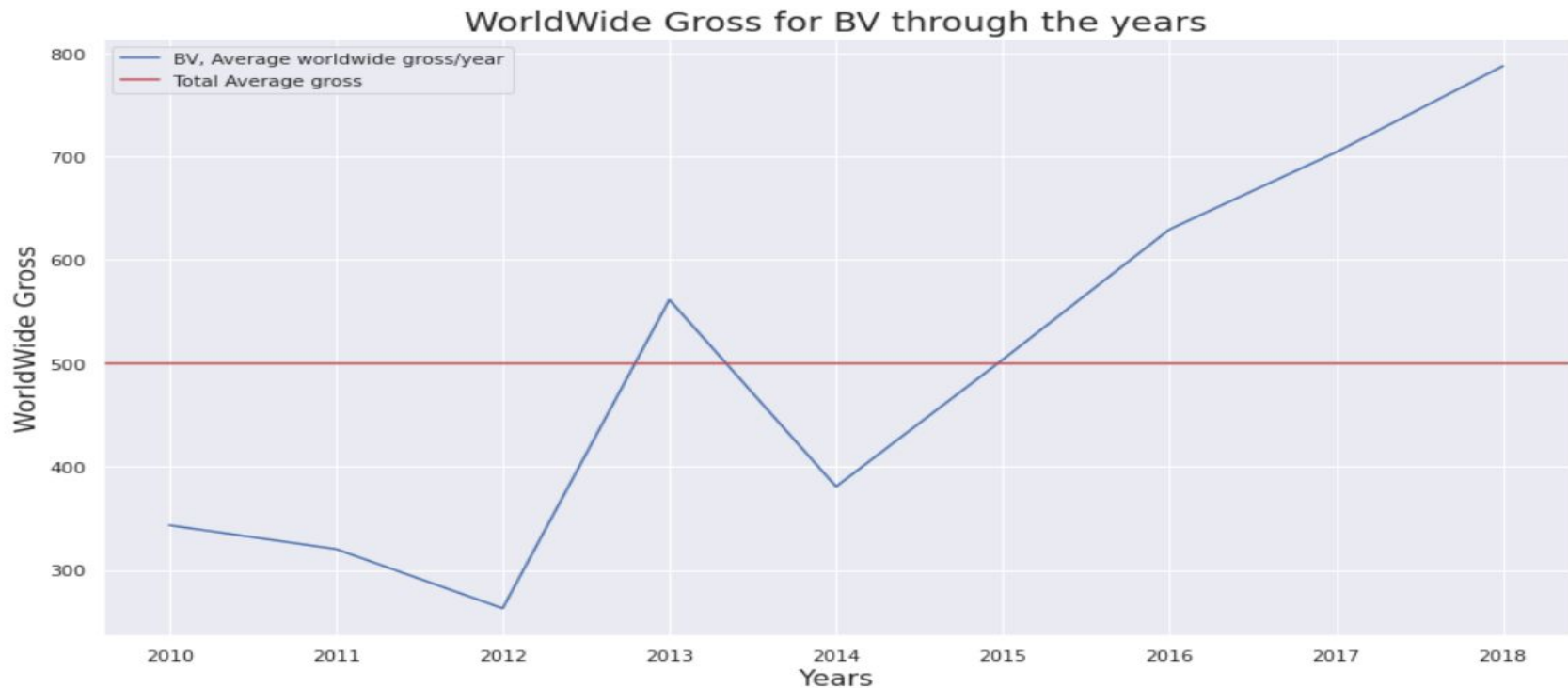
Genre Analysis

Worldwide Gross per Years

Studio Analysis

WorldWide Gross by Studio

Studio Analysis

WorldWide Gross for BV through the years
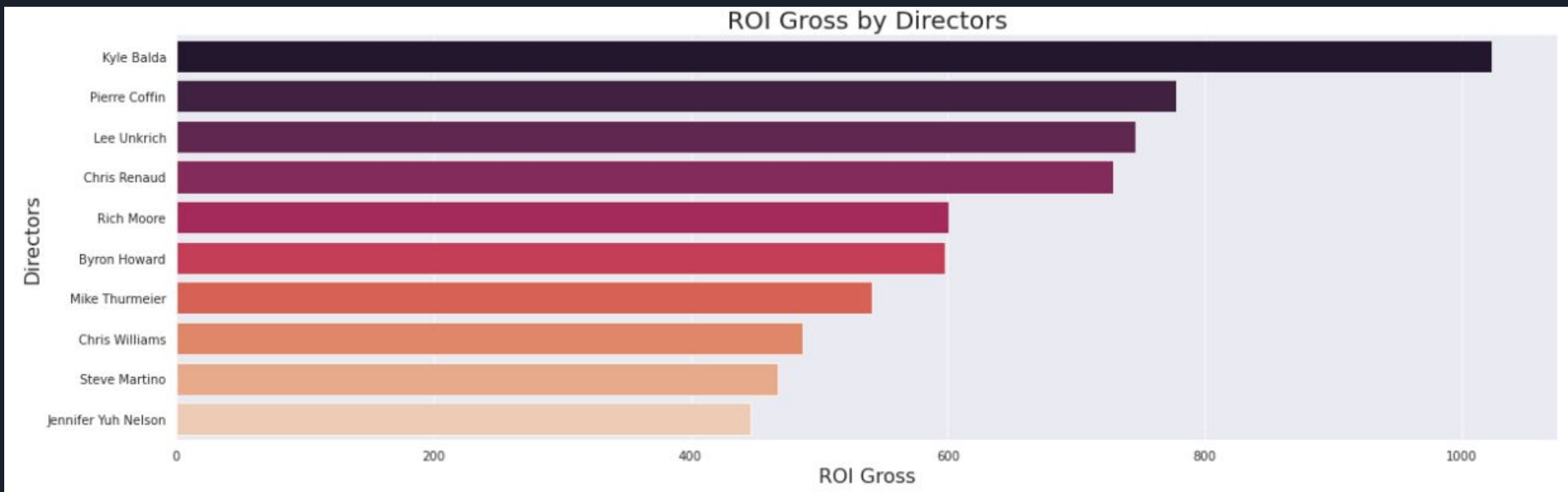
Director Analysis

For the directors I thought, Return on Investment (ROI), was the best metric to analyze the data.

Director Analysis

As we can see from this table, this director with a production budget of only $75 millions has collected an ROI of almost $ 1030 millions.

	movie_id	genres	averagerating	production_budget_mil	worldwide_gross_mil	roi_mil	primary_name	category
668	tt2293640	Adventure,Animation,Comedy	6.4	74.0	1160.336173	1086.336173	Kyle Balda	director
813	tt3469046	Adventure,Animation,Comedy	6.3	75.0	1034.727750	959.727750	Kyle Balda	director

Conclusion

Recommendation for Microsoft:
To create an Animation movie, with "BV" or "Buena Vista Animation" studio, and to hire as a director, Kyle Balda .

Thank You!