MOVIES ANALYSIS AND EXPLORATION FOR MICROSOFT

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SUMMARY

I conducted exploratory data analysis on several movie database datasets to provide recommendations to Microsoft on how best to enter the movie production business.

- I make recommendations on which:
- Writers and directors to work with,
- Popular movie genres to focus on,
- Movie studios to work with based on popularity or overall profitability.

OUTLINE

- Business Problem;

- Data & Methods;

- Results;

- Conclusions.

BUSINESS PROBLEM

The goal of this investigation is to provide guidance in how best to enter the movie production business to make movies in the US region.
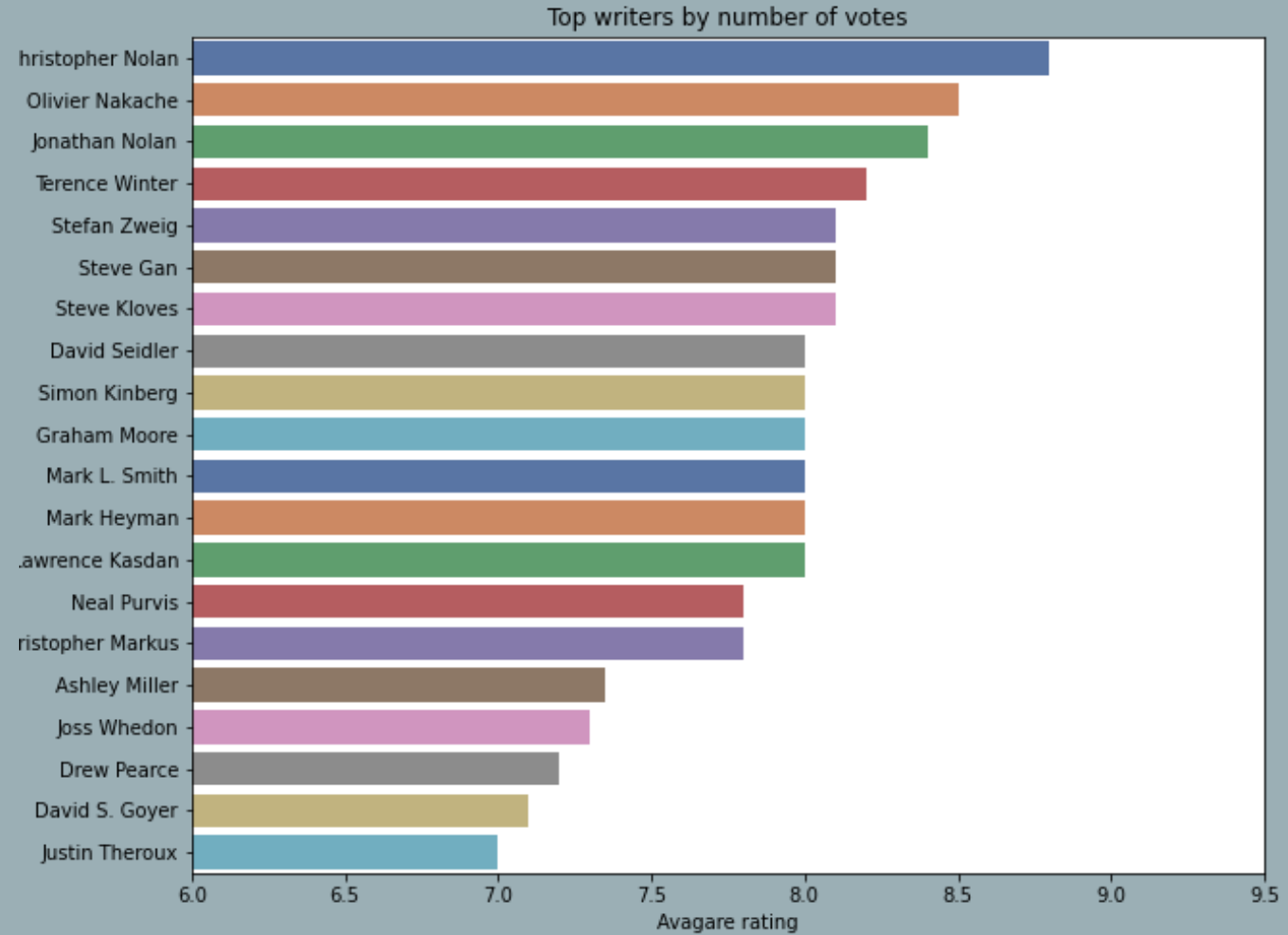
DATA & METHODS

- Box Office Mojo;

- IMBD;

- Rotten Tomatoes;

- TheMovieDB;

- The numbers;

My analysis was based on ratings, titles, movie gross, profits. I analyzed US region only, and I excluded bottom 50% of movies based on number of reviews
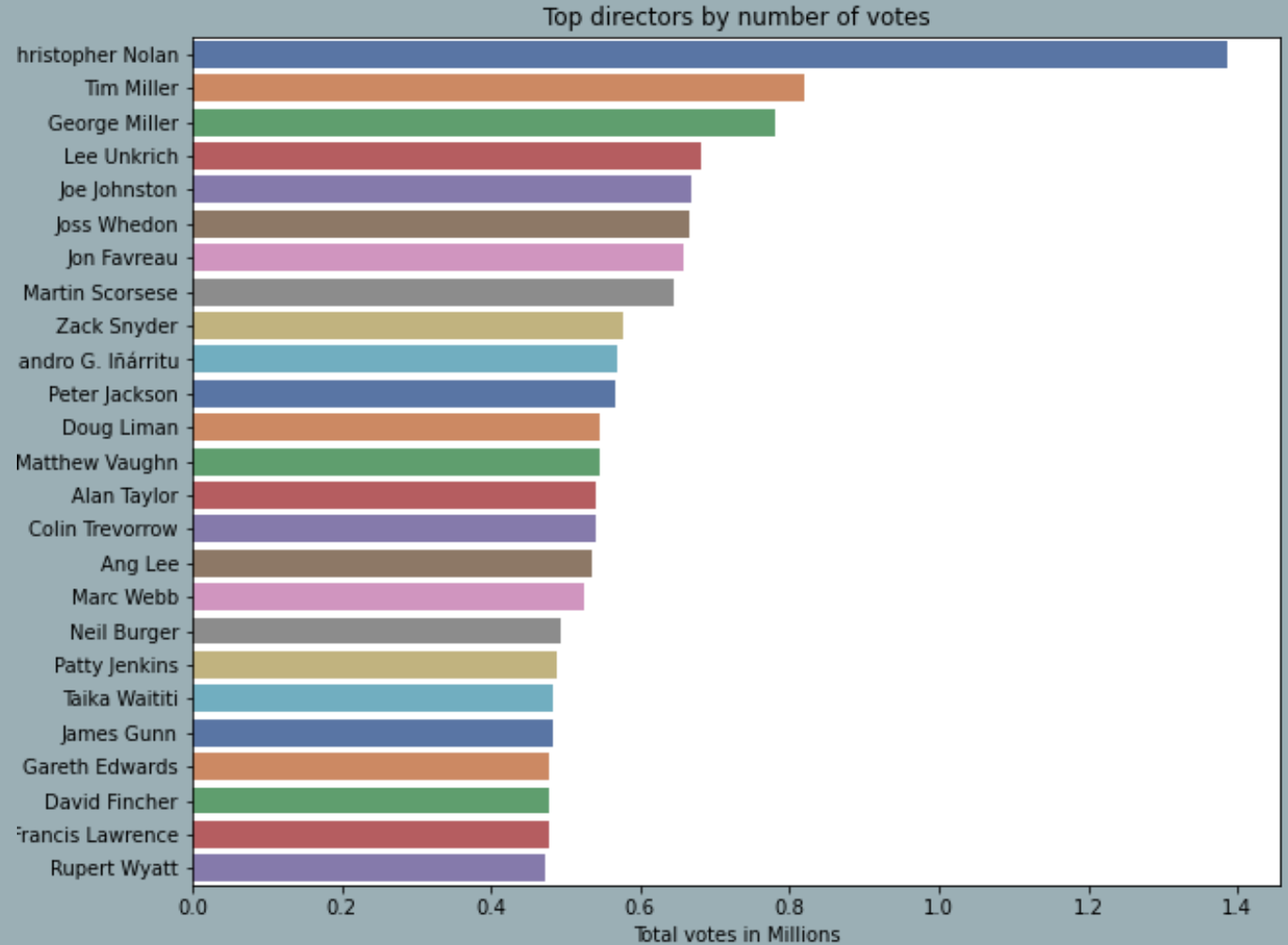
RESULTS

- My analysis indicates that Christopher Nolan is the most popular writer

- I would recommend Microsoft to work with Christopher Nolan

Top writers by number of votes

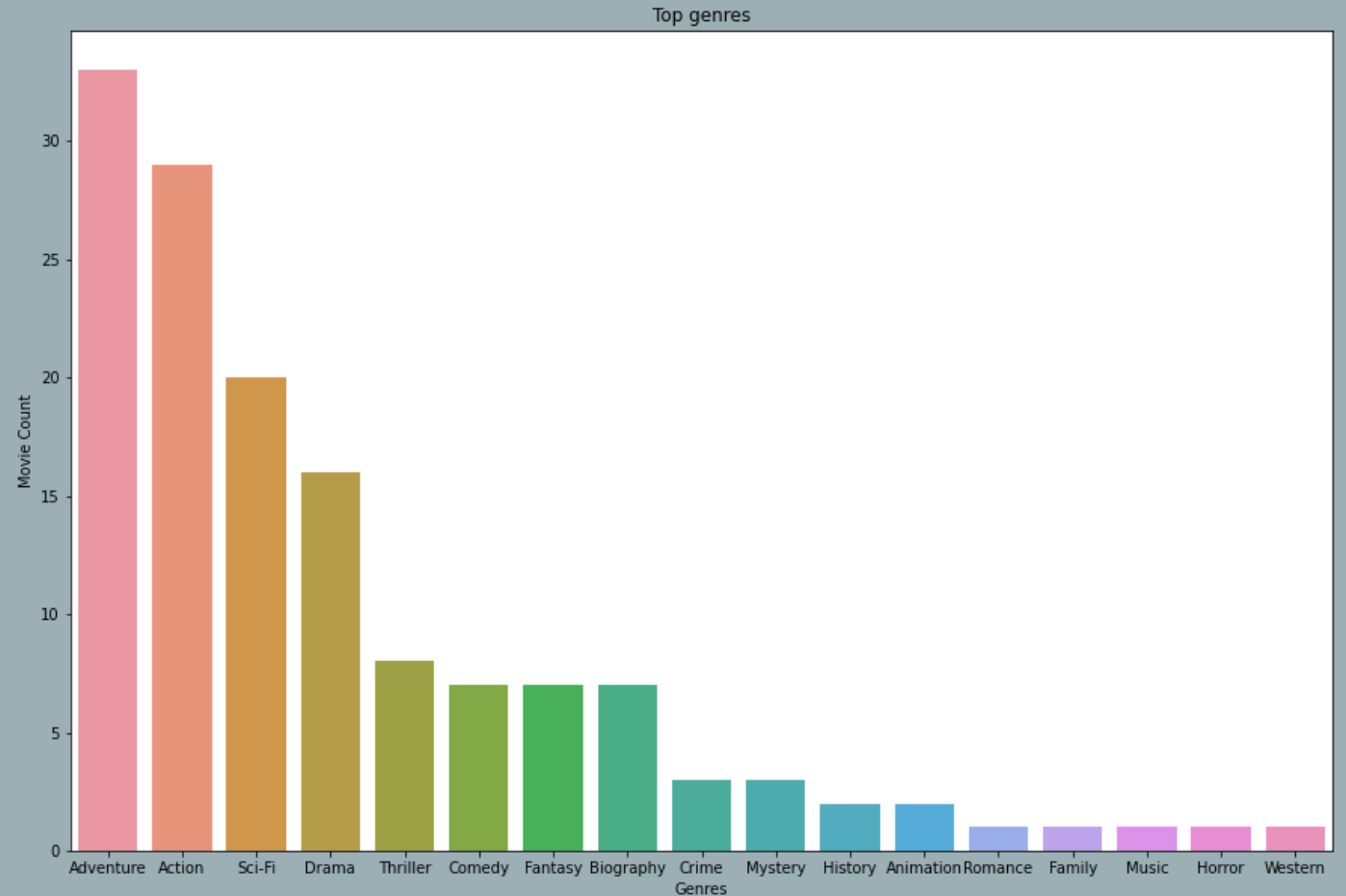| Writer	Avagare rating
hristopher Nolan	
Olivier Nakache	
Jonathan Nolan	
Terence Winter	
Stefan Zweig	
Steve Gan	
Steve Kloves	
David Seidler	
Simon Kinberg	
Graham Moore	
Mark L. Smith	
Mark Heyman	
.awrence Kasdan	
Neal Purvis	
ristopher Markus	
Ashley Miller	
Joss Whedon	
Drew Pearce	
David S. Goyer	
Justin Theroux	

RESULTS

- My analysis also indicates that Christopher Nolan knows how to direct the movies as well.

- I would recommend Microsoft to work with Christopher Nolan and fill both roles as writer and director.
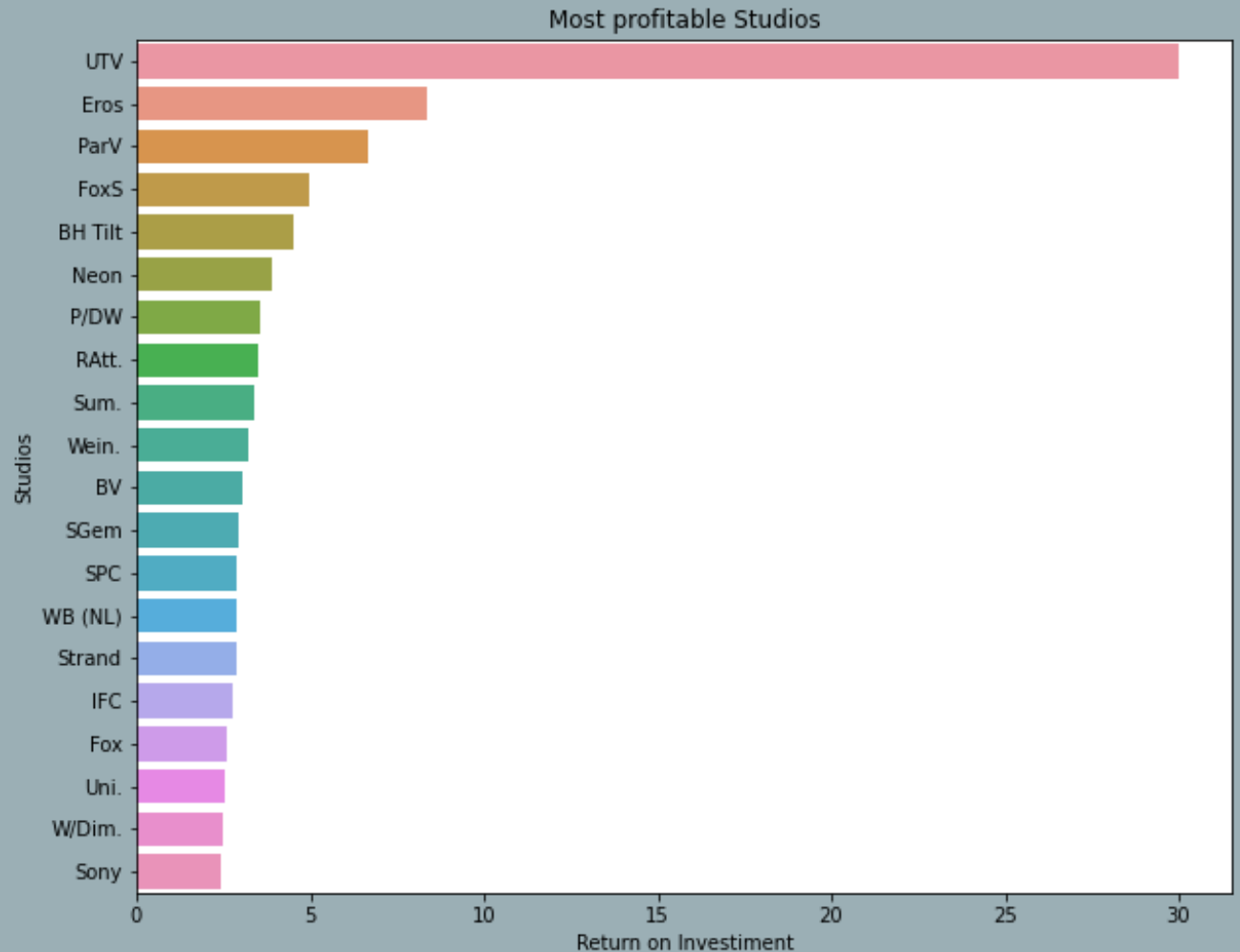

Top directors by number of votes

RESULTS

- From my research, the most popular movie Genre by far is Adventure, followed closely by action and Sci-Fi.

- It would furthermore, this Christopher Nolan has prior movie experience in this genre. We recommend pursuing movie production in these three genres.

Top genres

RESULTS

- UTV has managed to maximize it's return on investment in movies by minimizing the movie budget while still releasing the film in the US to warm ticket sales.

- I would recommend Microsoft to analyze the methods employed by this studio to maximize profits as we enter the movie production business.

Most profitable Studios

CONCLUSIONS

The analysis of these movie data indicates that Microsoft should work with Christopher Nolan as the writer and director of a future movie. I advise that the genre should be adventure, action, and sci-fi. I also suggest that Microsoft analyze the production styles of UTV studio to further assess how to maximize profitability as they enter the movie production business.