Data Analysis and Exploration of Movie Data For Business Recommendations to 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.
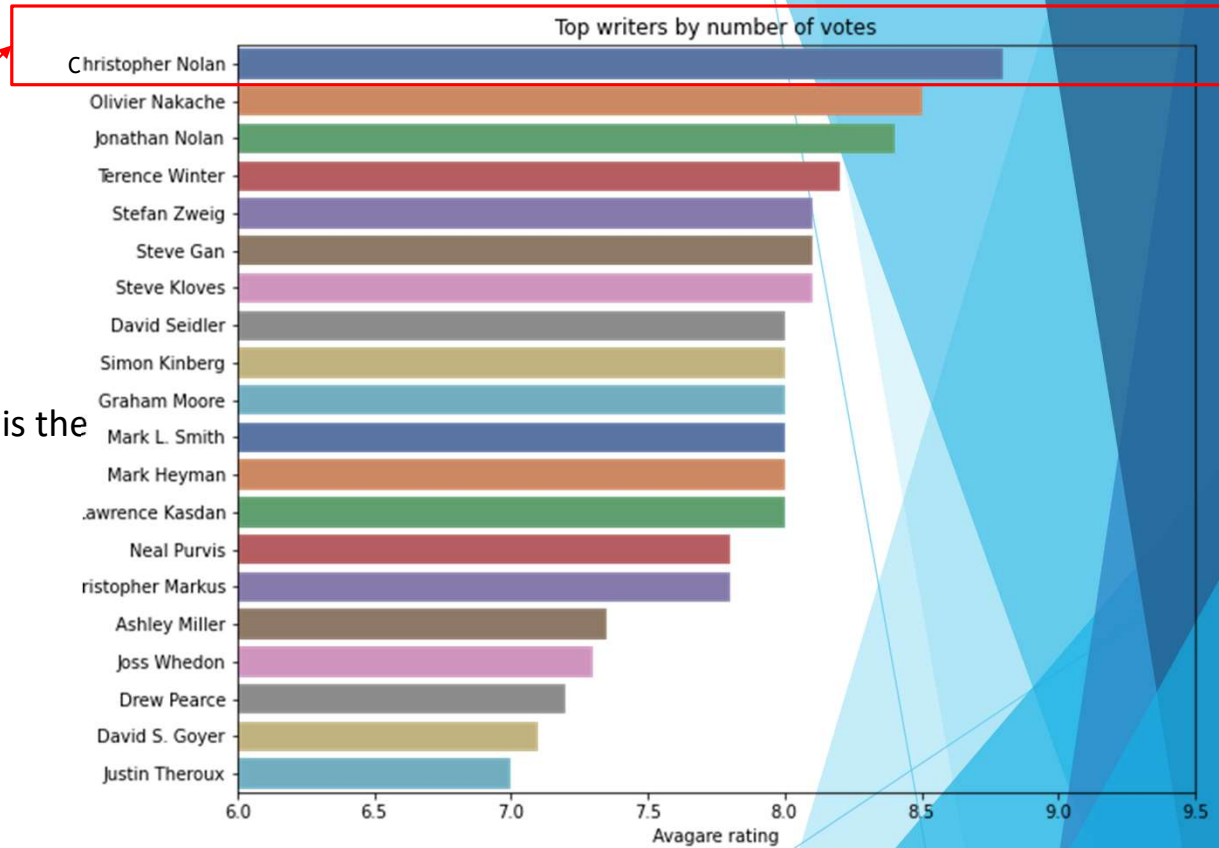
Data & Methods

My analysis utilized the PANDAS package within Python. It 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. The data was extended through the years () and encompassed these sources:

- Box Office Mojo
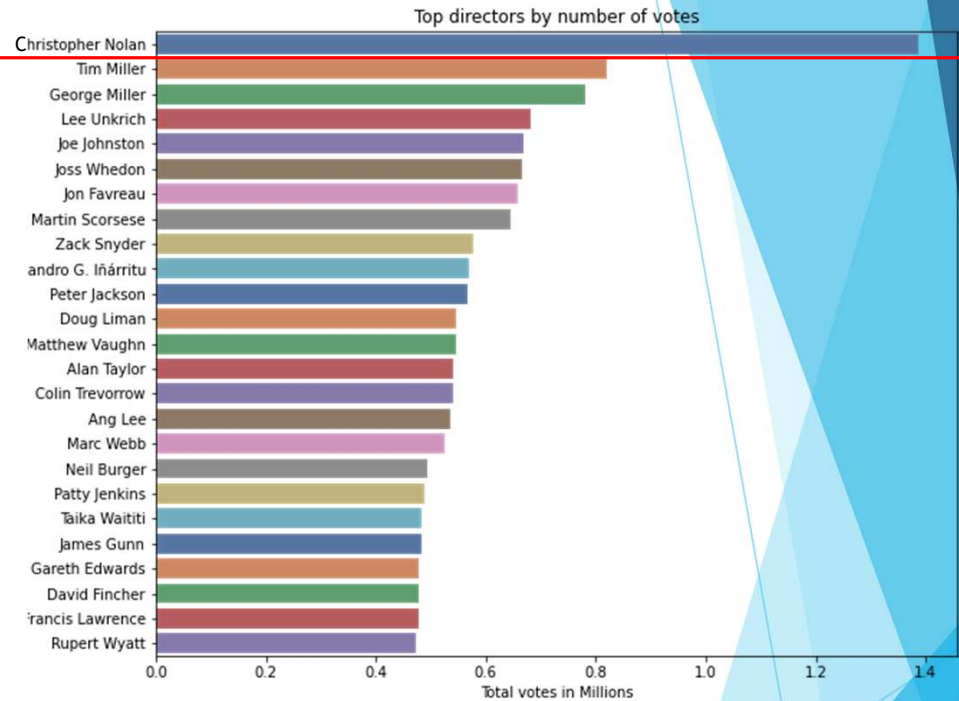- IMBD
- Rotten Tomatoes
- The MovieDB
- The Numbers

Results

Top writers by number of votes

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

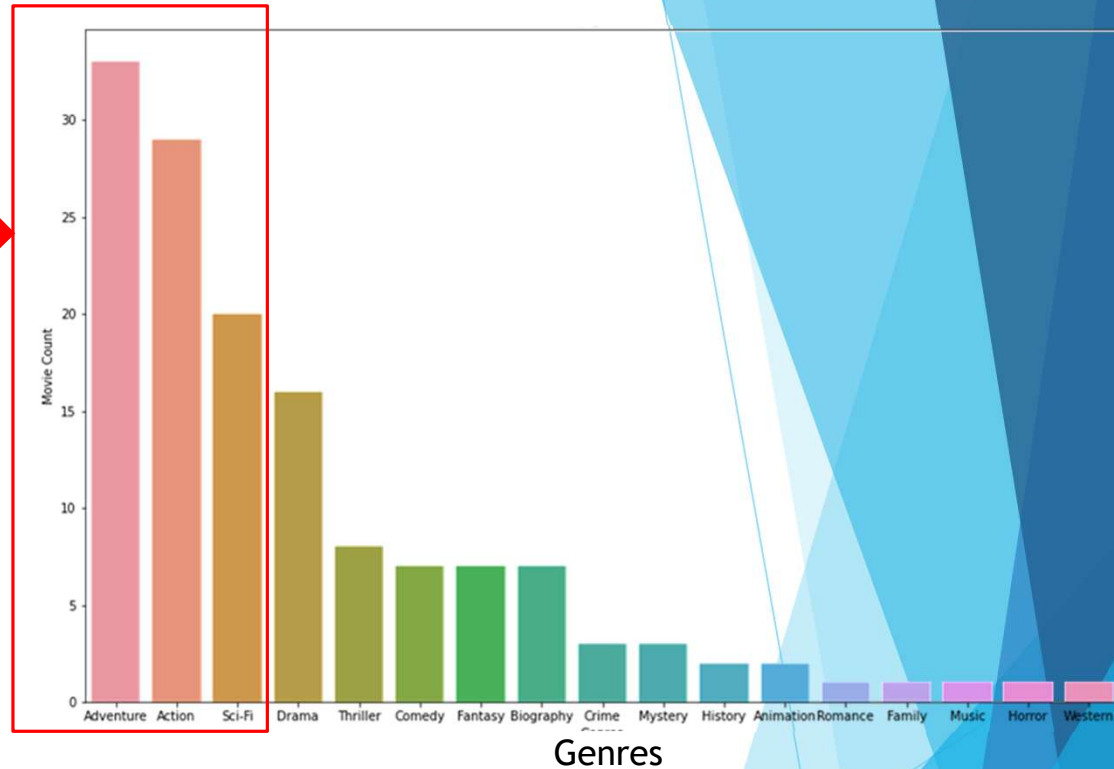- I would recommend Microsoft to work with Christopher Nolan

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
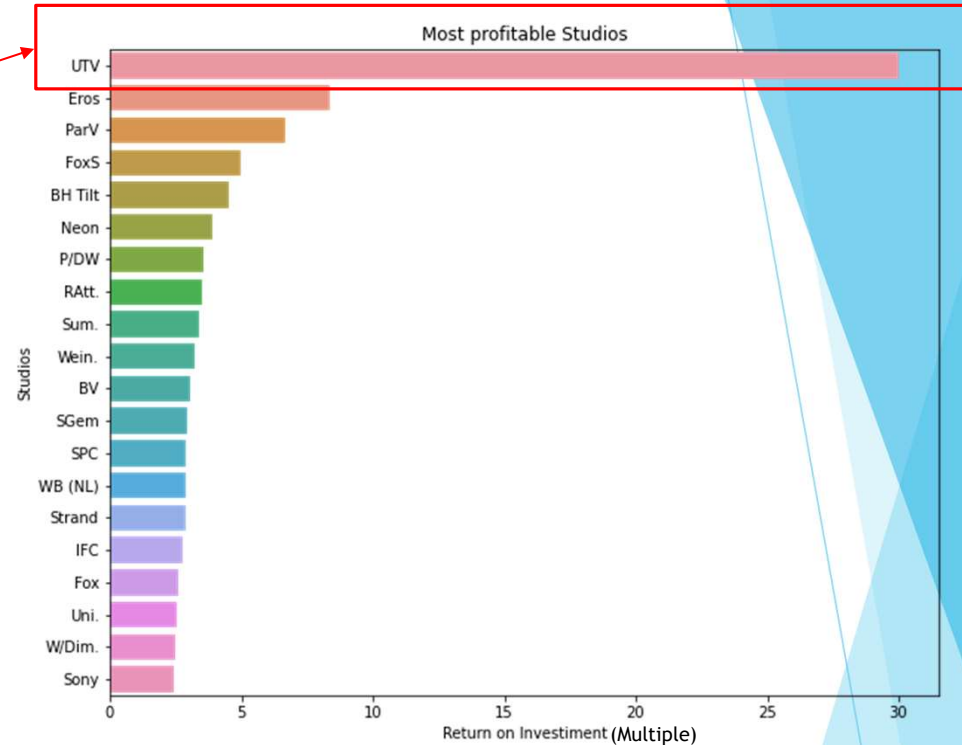
Results

Genres

- 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.

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 and utilize them to maximize profits as we enter the movie production business.

Most profitable Studios

Conclusion

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.