

Microsoft Movie Analysis

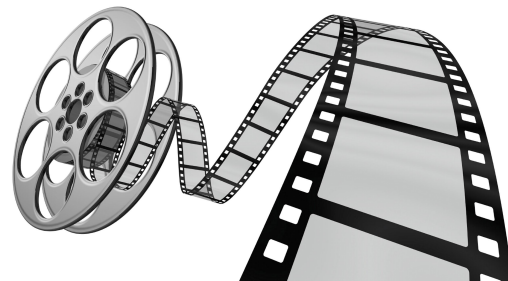
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Summary

Descriptive analysis of the following movie characteristics of budget, runtime and genre to see how they are correlated to success (total net gross earnings) at the box office.

- Budget
- Runtime
- Genres

Insight collected will be used to generate actionable recommendations for the stakeholder.



Outline

- Business Problem
- Data
- Methods
- Results
- Conclusions

Business Problem

Microsoft is planning to create a new movie studio and need assistance with determines what type of films to produce.

- What type of films do the best at the Box Office?
- Which characteristics of films correlate to success?
- What type of budget is needed?



Data & Method

The Numbers

- Budget and Net Gross
- Average Net Gross Earnings → \$66.7 million
- Correlation between Budget and Net Gross : 0.6055

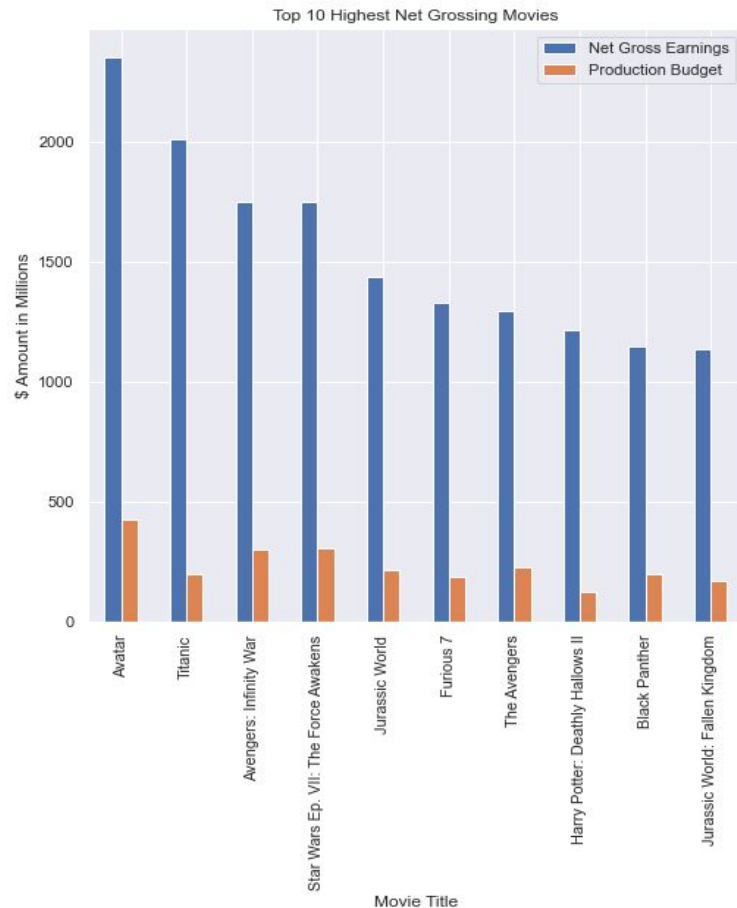
IMDB

- Run Time and Genre
- Average Runtime → 107 minutes
- Correlation between Runtime and Net Gross: 0.2572



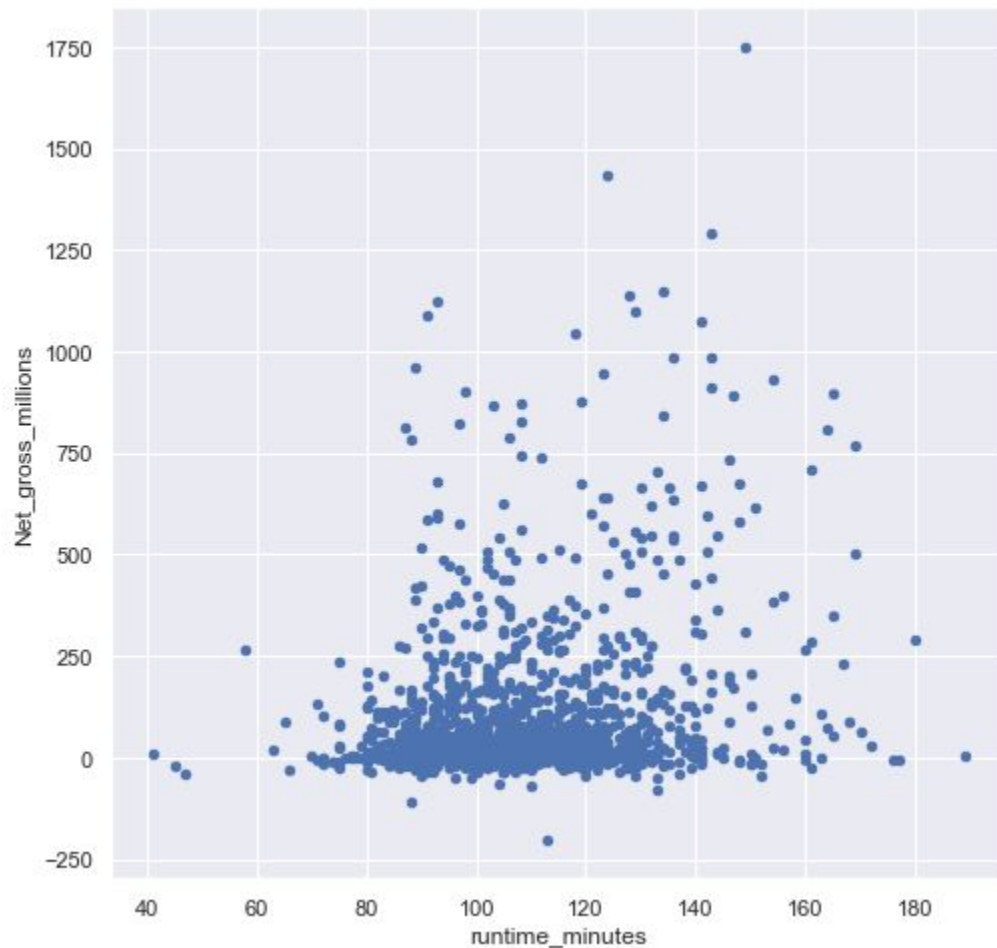
Results: Budget \$

- Budget has a positive correlation with total net gross
- Average budget = **\$ 34 million**
- Average budget of top 100 highest net grossing films = **\$159-160 million**



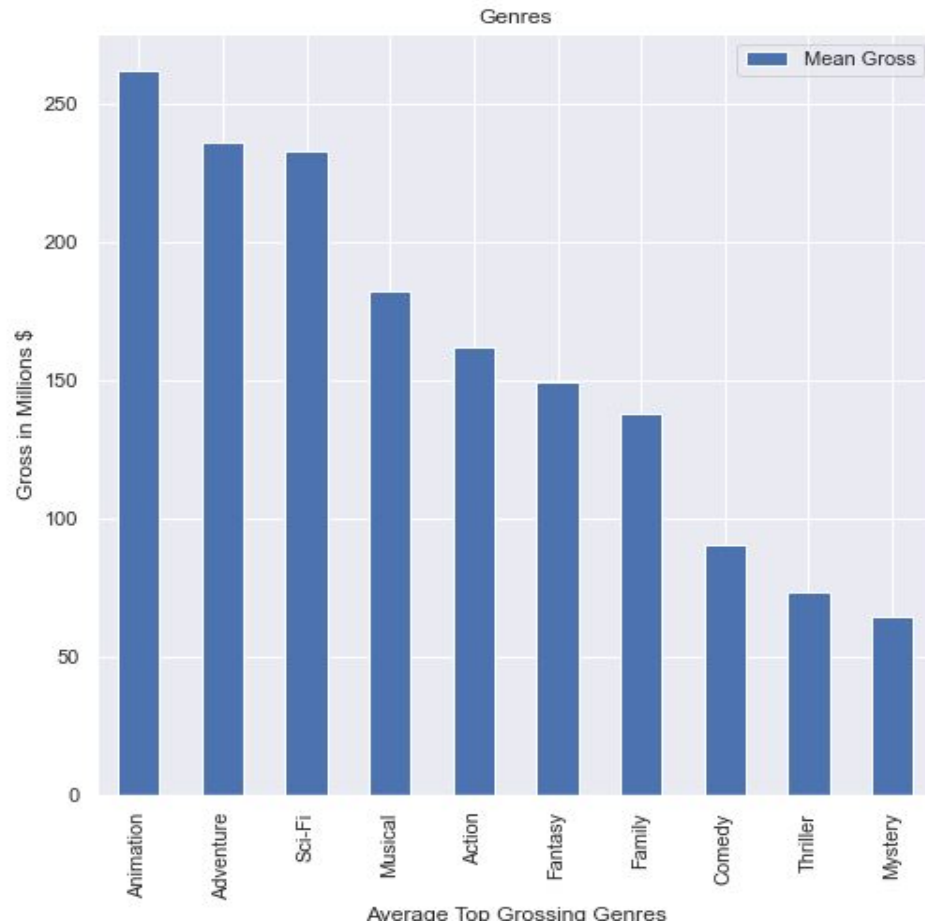
Results: Runtime

- Runtime showed a positive but weak correlation
- Average runtime = **107 minutes**
- Average runtime of the top 100 highest net gross films = **120-130 minutes**



Results: Genre

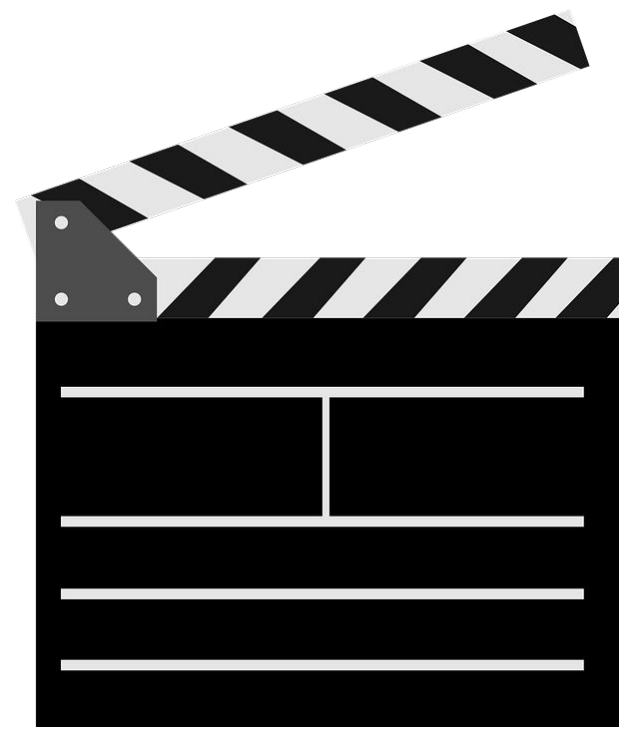
- Top average net grossing genres overall were:
 - **Animation**
 - **Adventure**
 - **Sci-Fi**



Conclusions

Film Recommendations:

- Production Budget:
 - **Plan for a production budget of ~160 million dollars**
- Runtime:
 - **Can vary but recommendation 120-130 minutes**
- Genre:
 - **Recommend producing films in the Animation, Sci-Fi and Adventure genres**



Thank You!

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