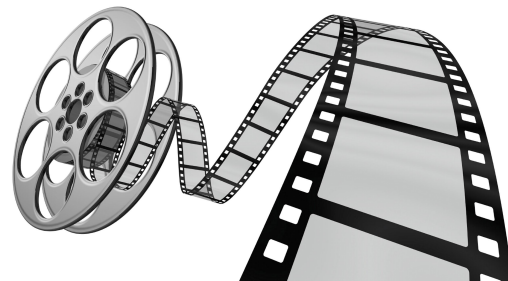# Microsoft Movie Analysis

Lucas Wilkerson

Summary

Descriptive analysis of the following movie characteristics 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

- Runtime and Genre
- Average Runtime ➜ **107 minutes**
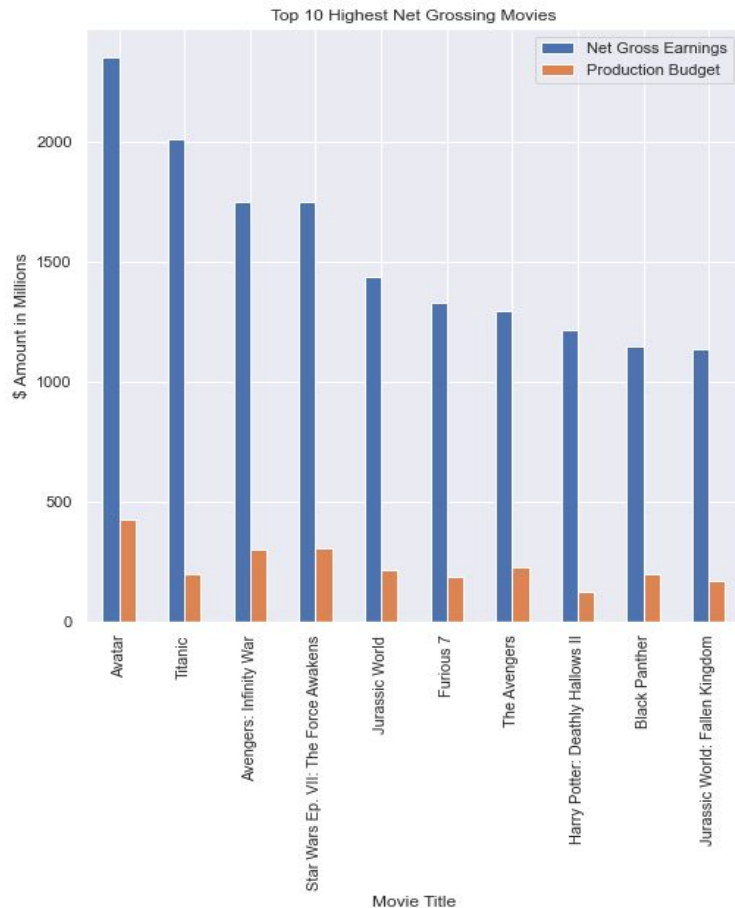- Correlation between Runtime and Net Gross: 0.2572

Results: Budget $

Across all films:

- Average budget = **$ 34 million**
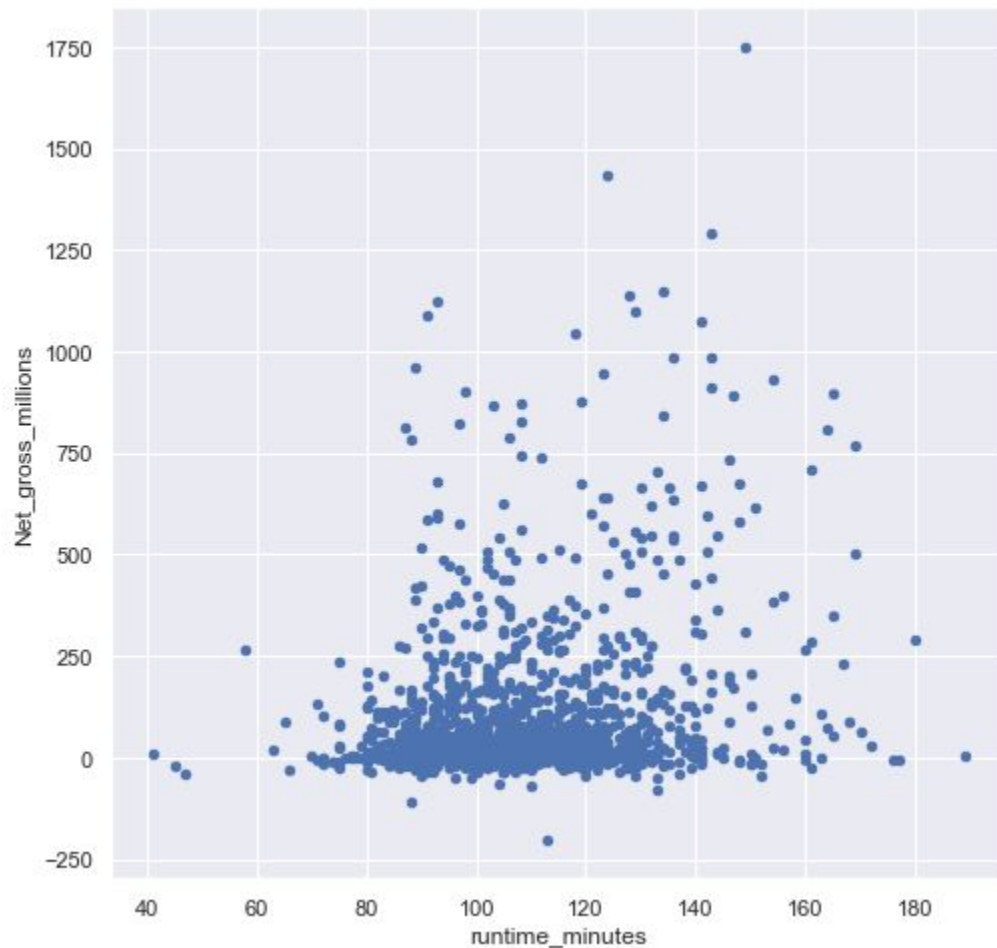- Average net gross = **$ 66-67 million**

Top 100 highest net grossing films:

- Average budget = **$159-160 million**
- Average net gross = **$ 850 million**
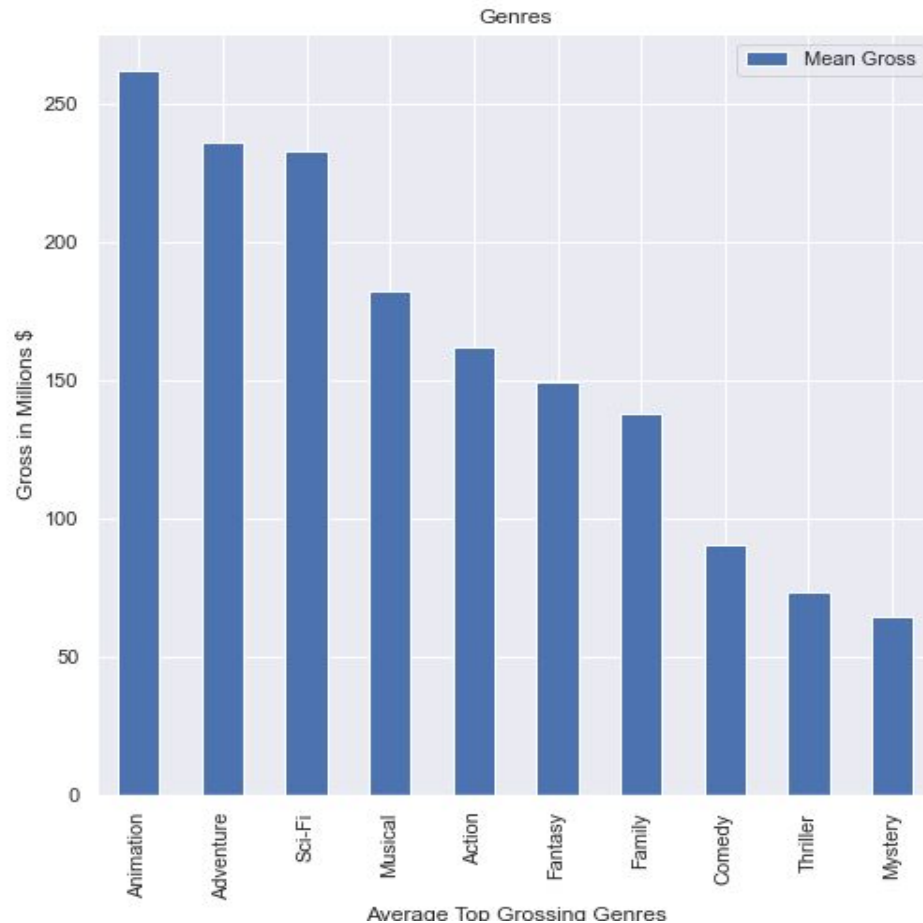

Top 10 Highest Net Grossing Movies

Results: Runtime

- Average runtime = **107 minutes**
- Average runtime: top 100 highest net gross films = **120-130 minutes**
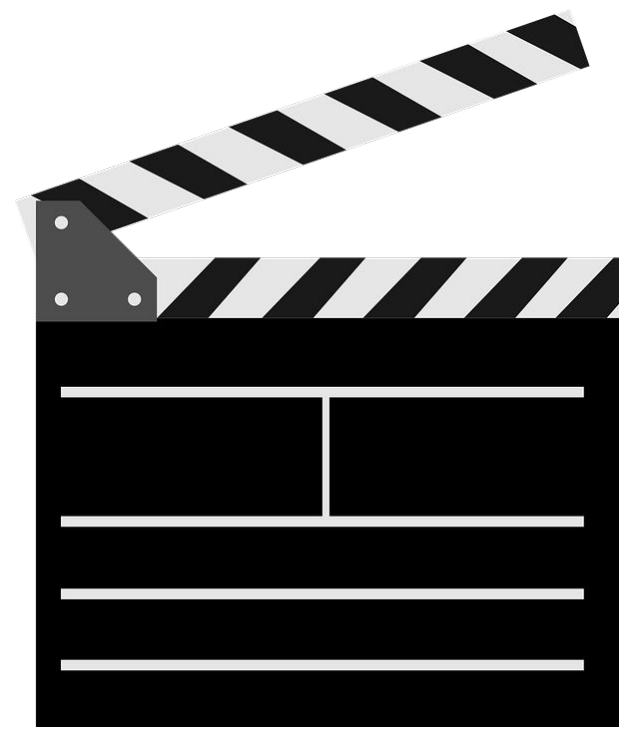- Positive but weak correlation

Results: Genre

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

Genres

Average Top Grossing Genres

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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