

Once Upon a Time in Microsoft



Matthew Gittings
DS Bootcamp: Project 1

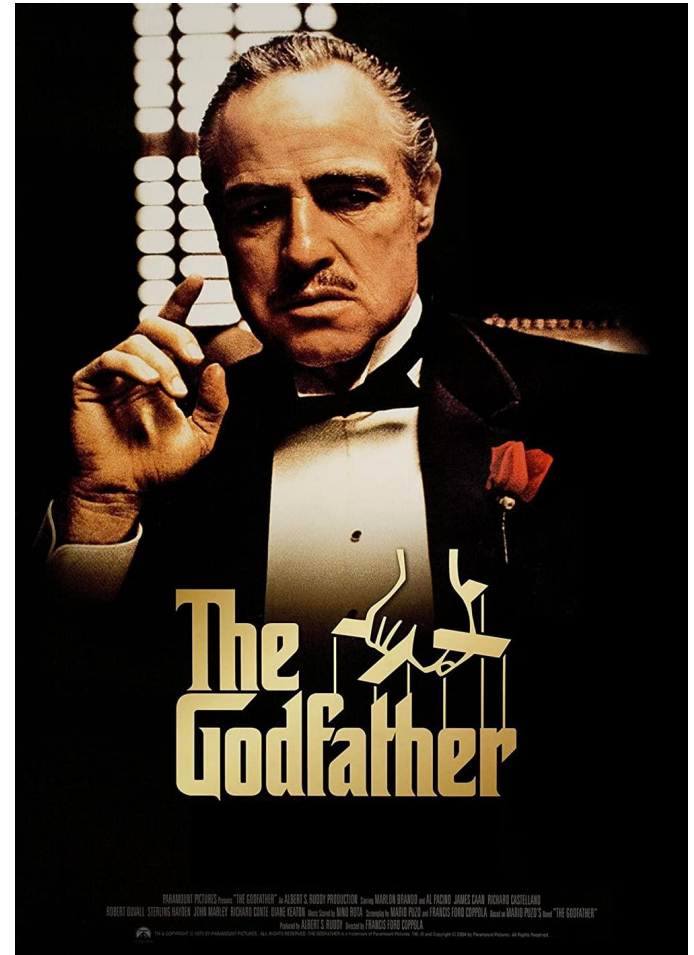
Business Problem

- Understand Popular Movies
- Meet consumer demands
- Create profitable movies!



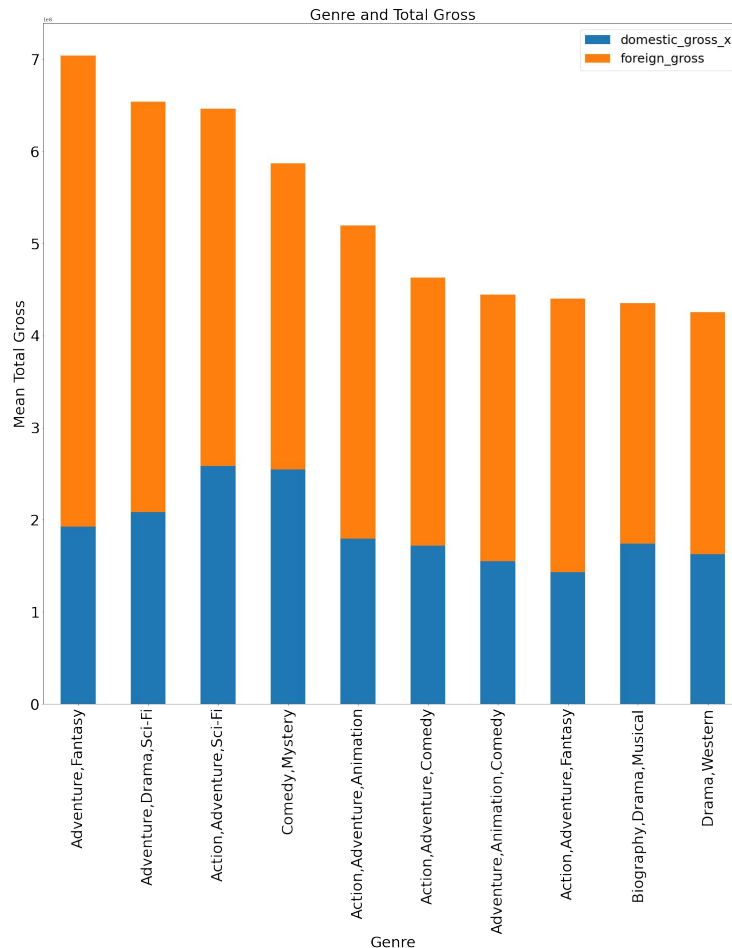
Summary

- Revenue by Movie Genre
- Return on Investment and User Rating
- Analysis of Return on Investment



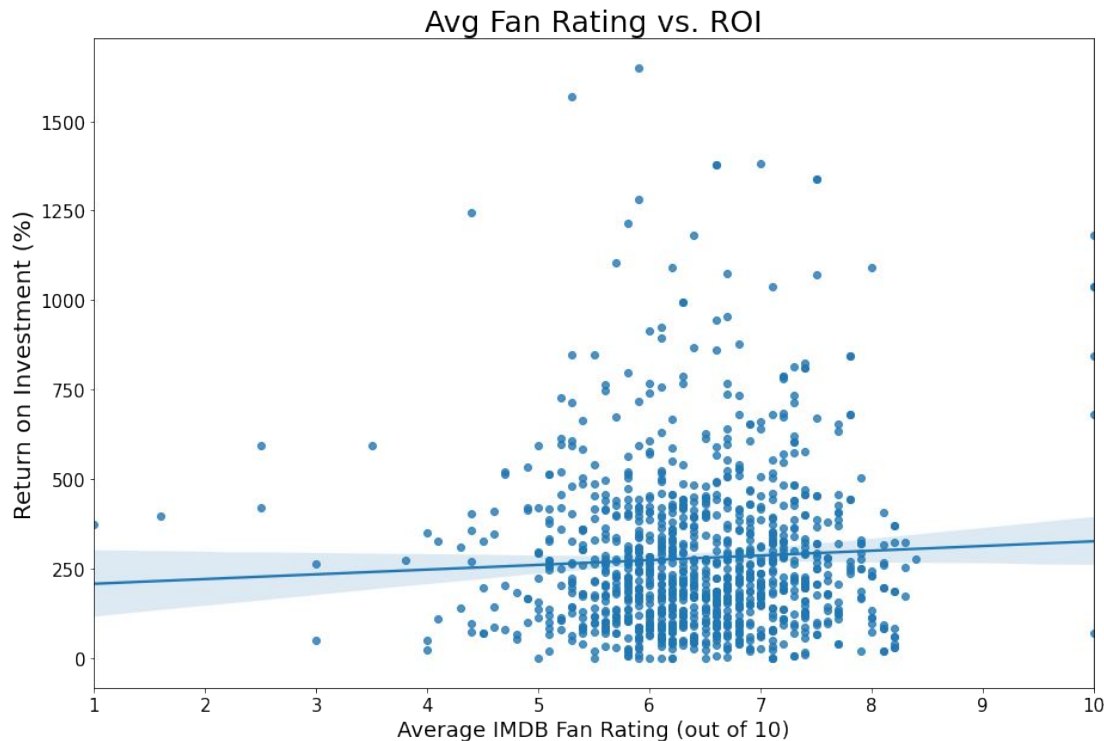
Data and Methods

- Total Gross is a combination of International and Domestic Growth
- Much of Total Gross comes from International Audiences
- The top three Genres all contain 'Adventure'



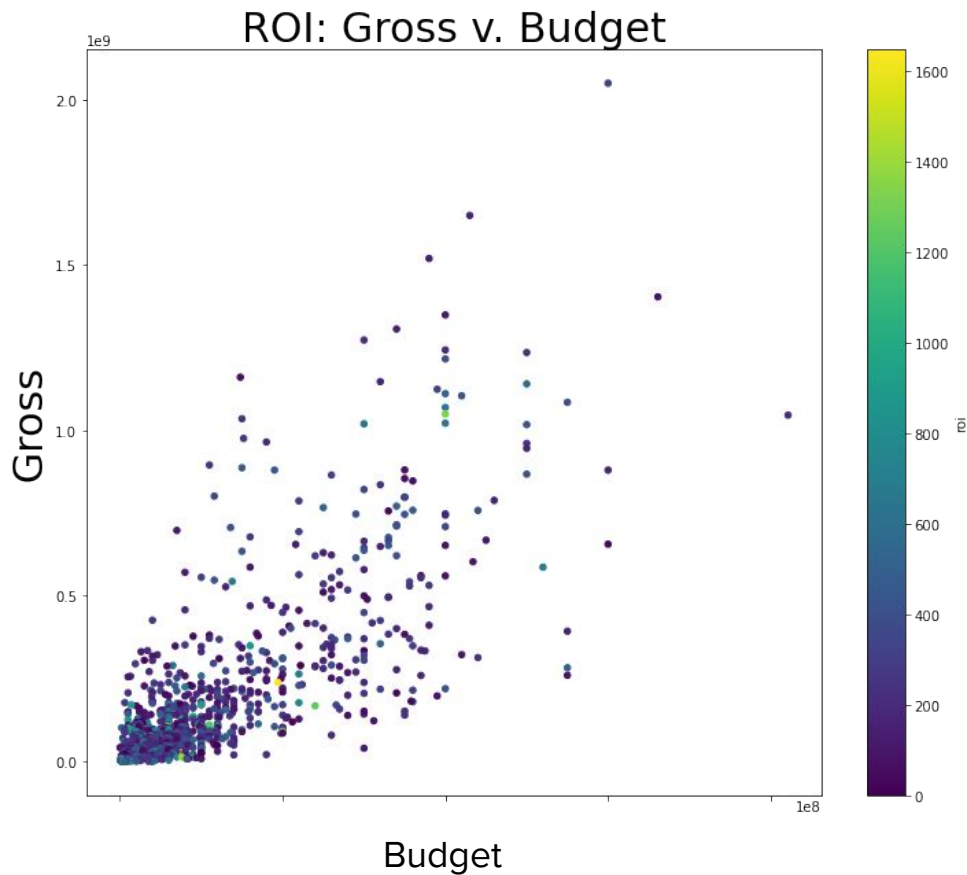
Results

- Using ROI
 - $\text{Total Gross/Budget} * 100$
- Movies that are poorly rated have a much lower ceiling for profit
- Movies with the highest ROI are not the highest rated
- Ratings are provided by general public



Results

- Shows which movies are the most profitable
- Positive correlation between budget and total gross
- We can see some large ROI with low budget films



Recommendation

- Focus on making movies with the highest chance of being profitable
- Be willing to commit more money to making a movie
- Be attentive to the audience
 - Genre
 - Country of Residence



Thank You!

Email: mgittings01@gmail.com

GitHub: [@mattiedg](#)