Microsoft Movies Needs Analysis

-Jonathan Roman-
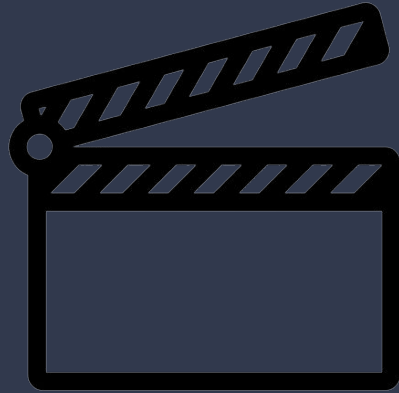
Agenda

- Business Problem

- Data and Methods

- Results

- Conclusions

Business Problem

Microsoft movies is looking to create original movie content that will see box office success. The main question that we're looking to answer this is:

What kind of movies should they create?

Data and Methods

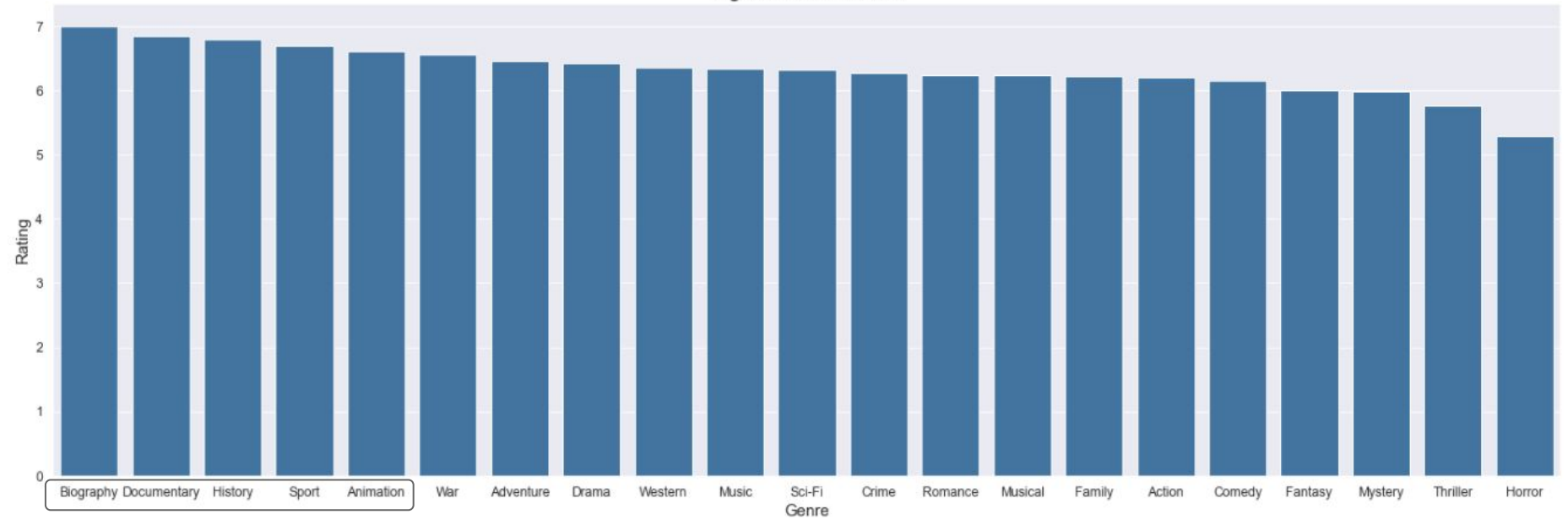There were two main datasets that were worked with which was:

- IMDb movie database that included movie titles, genres, ratings, and directors

- TheNumbers csv included information on movie titles and production budgets, as well as an assortment of other pieces of data

The key metric that was a primary focus was rating

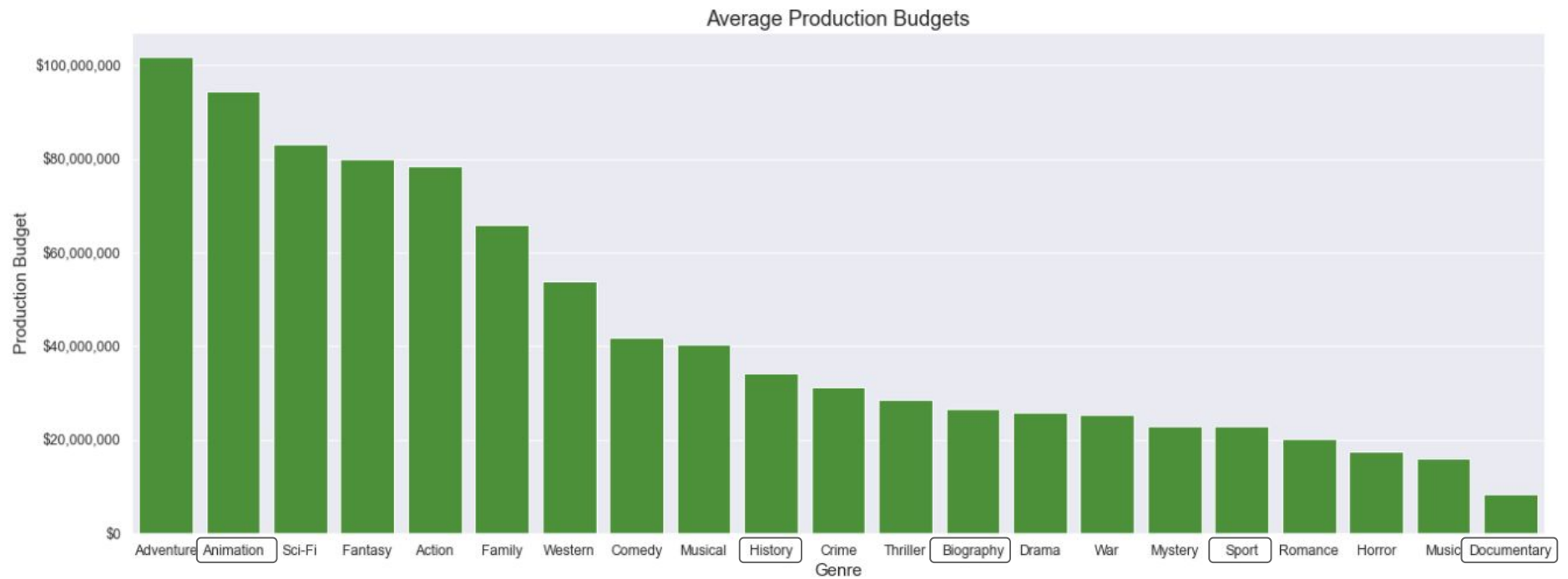|	original_title	genres	averagerating	person_id	primary_name	id	release_date	movie	production_budget
0	Inception	Action,Adventure,Sci-Fi	8.8	nm0634240	Christopher Nolan	38	Jul 16, 2010	Inception	$160,000,000
1	Inception	Action,Adventure,Sci-Fi	8.8	nm0634240	Christopher Nolan	38	Jul 16, 2010	Inception	$160,000,000
2	Inception	Action,Adventure,Sci-Fi	8.8	nm0634240	Christopher Nolan	38	Jul 16, 2010	Inception	$160,000,000
3	Inception	Action,Adventure,Sci-Fi	8.8	nm0634240	Christopher Nolan	38	Jul 16, 2010	Inception	$160,000,000
4	Interstellar	Adventure,Drama,Sci-Fi	8.6	nm0634240	Christopher Nolan	32	Nov 5, 2014	Interstellar	$165,000,000
...	...	...	...	...	...	...	...	...	...
11633	Foodfightl	Action,Animation,Comedy	1.9	nm0440415	Lawrence Kasanoff	26	Dec 31, 2012	Foodfightl	$45,000,000
11634	Foodfightl	Action,Animation,Comedy	1.9	nm0440415	Lawrence Kasanoff	26	Dec 31, 2012	Foodfightl	$45,000,000
11635	Justin Bieber: Never Say Never	Documentary,Music	1.6	nm0160840	Jon M. Chu	48	Feb 11, 2011	Justin Bieber: Never Say Never	$13,000,000
11636	Justin Bieber: Never Say Never	Documentary,Music	1.6	nm0160840	Jon M. Chu	48	Feb 11, 2011	Justin Bieber: Never Say Never	$13,000,000
11637	Justin Bieber: Never Say Never	Documentary,Music	1.6	nm0160840	Jon M. Chu	48	Feb 11, 2011	Justin Bieber: Never Say Never	$13,000,000

Results

Highest Rated Genres

Results

Top Directors by Genre

Genre	Director
Adventure	Christopher Nolan
Sci-Fi	Christopher Nolan
Action	Nitesh Tiwari
Music	Ron Fricke
Documentary	Ron Fricke
Biography	Nitesh Tiwari
Drama	Nitesh Tiwari
Thriller	Adrian Molina
Western	Marius A. Markevicius
Animation	Christopher Nolan
Sport	Adrian Molina
Comedy	Quentin Tarantino
Crime	Charles Ferguson
War	Denis Villeneuve
Mystery	Martin Scorsese
History	Mel Gibson
Romance	Spike Jonze
Family	Stephen Chbosky
Fantasy	Ang Lee
Horror	John Krasinski
Musical	Michael Gracey

Results

Average Production Budgets
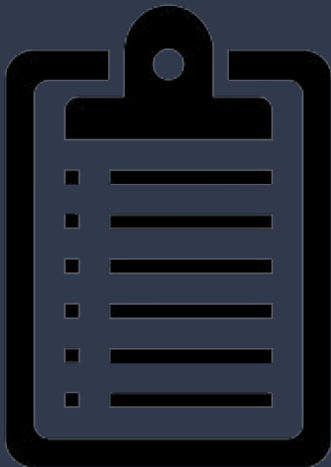
Conclusion

This analysis leads to three recommendations for the movies that should be created for Microsoft to do well in the original content space:

- **Start with creating movies with the highest rated movie genres**. If Microsoft starts with the top 5 highest rated genres, it would be: Biography, Documentary, History, Sport, and Animation.

- **Choose the highest rated directors per genre.** While there are a lot of different directors, some directors specialize in a particular genre.

- **The highest budget does not always mean higher rated movies.** It is better to know how much budget a particular genre spends as to not over exceed budgets too greatly or undercut budgets too harshly.

Next Steps

Further analyses could yield additional insights to growth:

- **Better budget projections**

- **Specified combinations in genres**

- **Budget / ratings ratios**

Thank you

Email: jonathan.roman1213@gmail.com

Github: @jonathanr1212

LinkedIn: linkedin.com/in/jonathan-roman1/