

Helping Microsoft Take Over the Film Industry.

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Summary

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- Microsoft
- Ratings
- Ratings compared with:
 - Runtime
 - Genre
 - Production budget

Outline

- Business Problem
- Data
- Methods
- Results
- Conclusions

Business Problem

Overarching Question: How can Microsoft use our information to enter into the film industry?

- Following Questions:
 - Does a movie's runtime affect its ratings?
 - If a movie is greater than five hours, will it negatively impact its rating?
 - Do specific genres get better ratings?
 - Movies get greater than 6/10.
 - Is there a correlation between high production budgets and higher ratings?

Methods

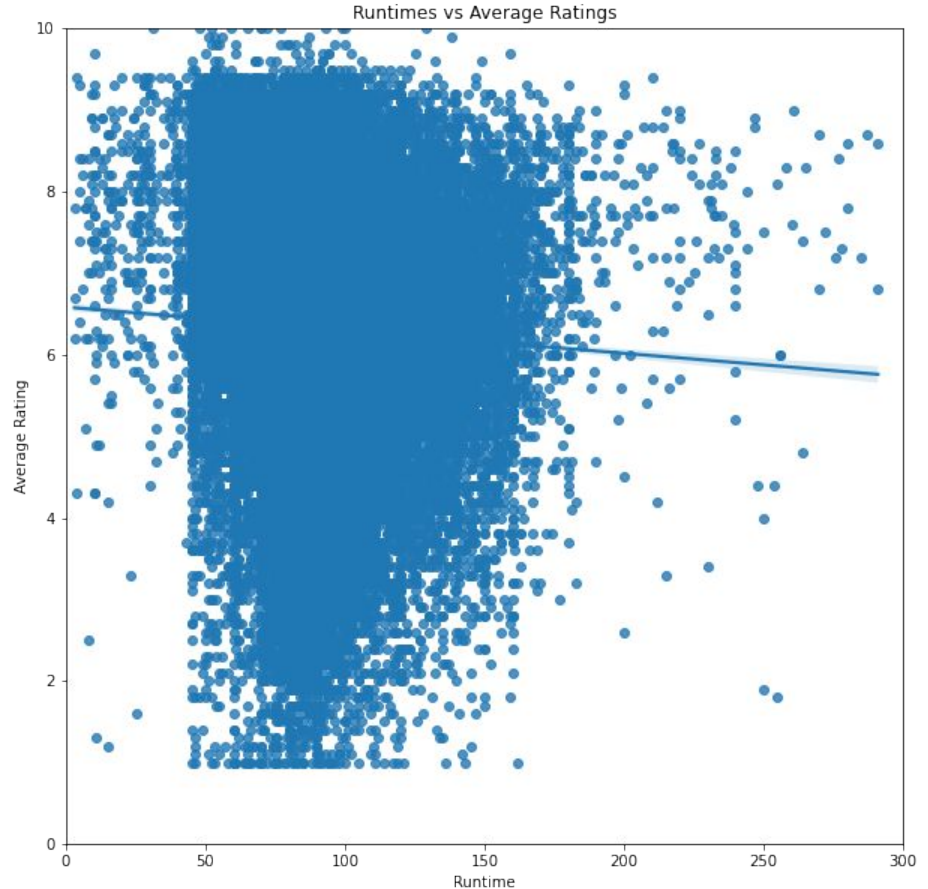
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- IMDB databases provided by Flatiron
- Data cleaning, isolating, merging
- Tables created provided data to visualize
- Seaborn visualizations used to show data

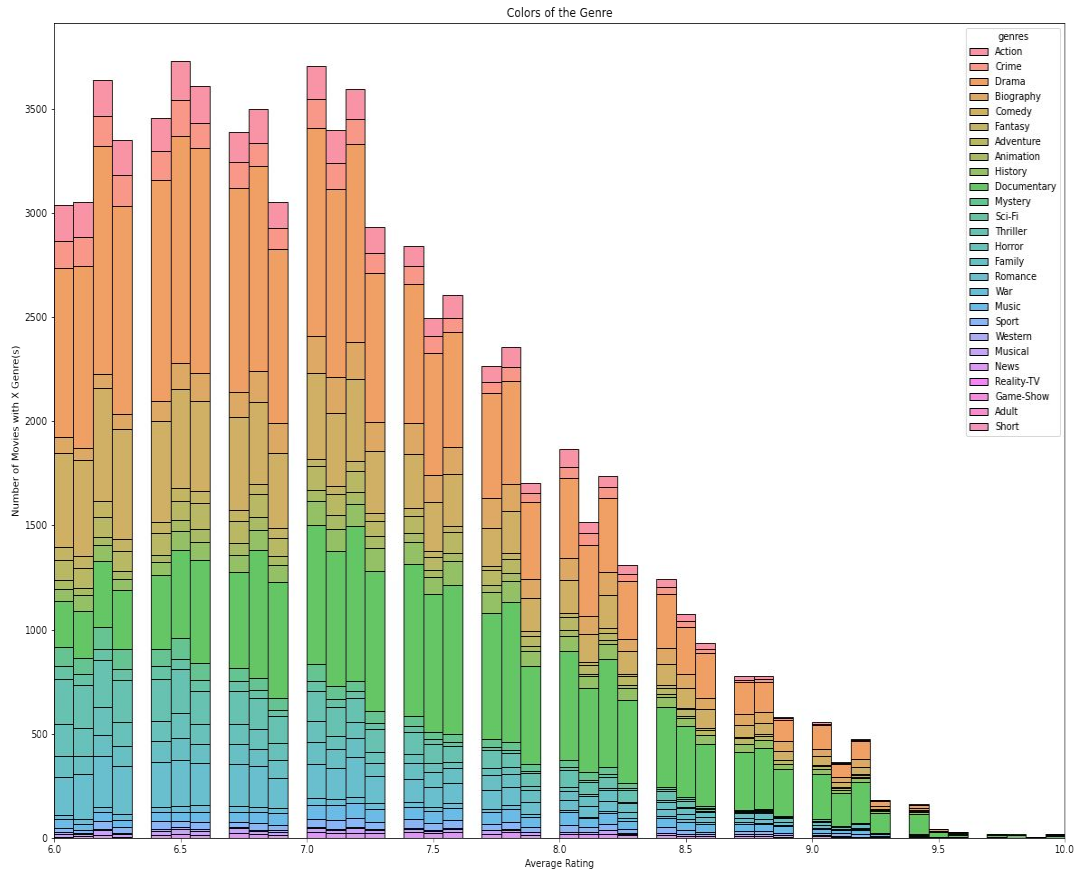
Data - Runtime

- Slight negative correlation
- -0.044 Pearson Correlation Coefficient

→ Runtime doesn't impact ratings



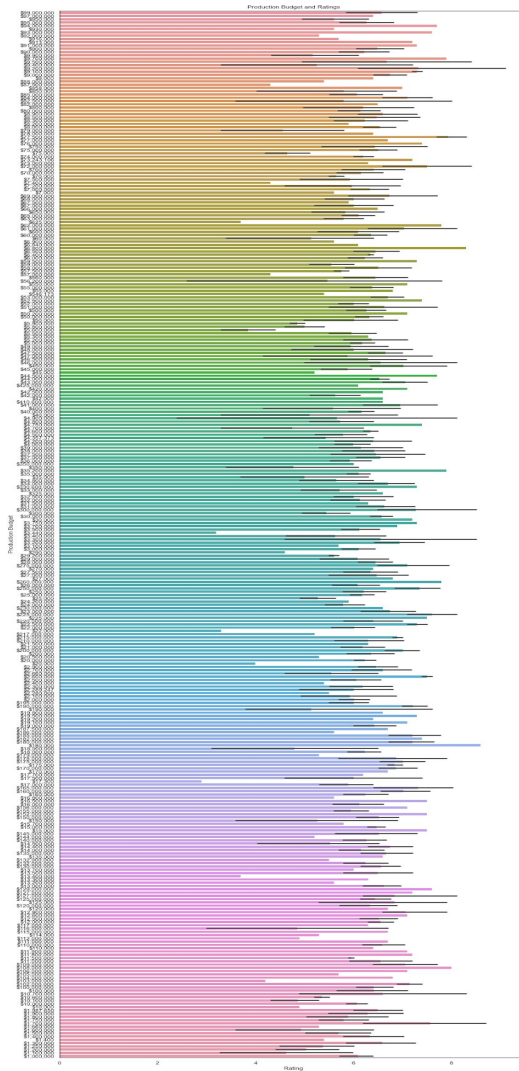
- It's best to focus on these genre



Data - Production Budget

- For the most part,
yes... generally
ranked higher
 - Y axis begins at 0
and ends with an 100
million

→ It's best to focus on
these genre



Results

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- No correlation between longer runtime and lower ratings
- Specific genres rated higher than others
- Sometimes production budget matters

Conclusions - What's next?

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- Review Findings
 - Focus on ratings and genre
- Weaknesses
 - Too much data
 - Deeper Analysis
- What's next?
 - Future recommendations
 - Ratings and Profits
 - Specific Crew?

Thank You!

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