

MICROSOFT NEW MOVIE STUDIO

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OVERVIEW

Task assigned is to advise Microsoft on their launch of a new movie studio. They need to know what type of movies to produce and be successful at the box office. There are several elements to consider when deciding on the making of a movie - total budget, genre of movie, staff (directors, writers, actors), run length, release date, etc.

OUTLINE

- Business Problem
- Data
- Methods
- Results
- Conclusions

BUSINESS PROBLEM

Microsoft sees all the big companies creating original video content and they want to get in on the fun. They have decided to create a new movie studio, but they don't know anything about creating movies. You are charged with exploring what types of films are currently doing the best at the box office. You must then translate those findings into actionable insights that the head of Microsoft's new movie studio can use to help decide what type of films to create.

DATA

1. Box office movies
2. IMDB database
3. Movie Budgets
4. TMDB database
5. Top movie budgets

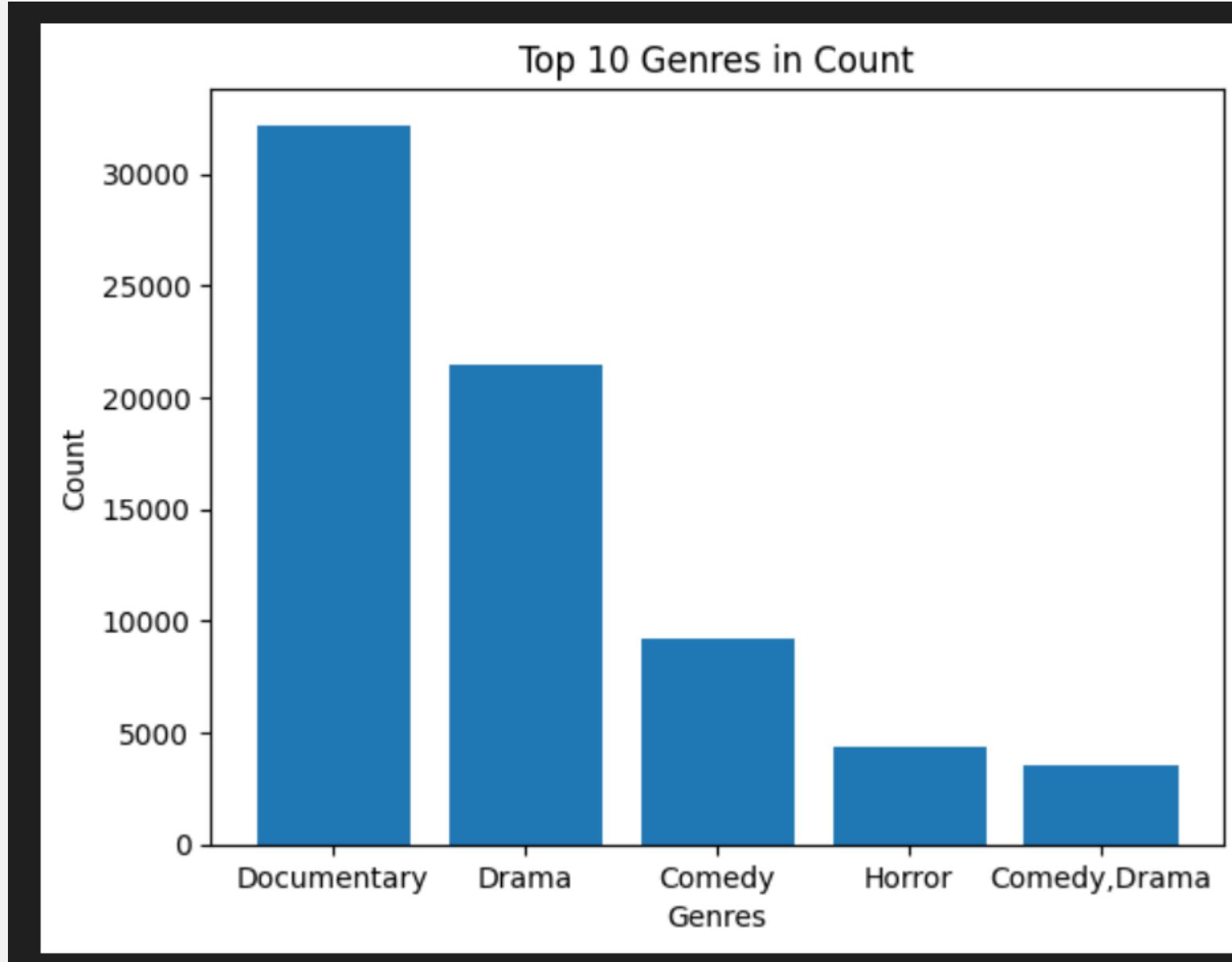
BUSINESS UNDERSTANDING

We need to define optimal choices for the various inputs that we control as decision makers.

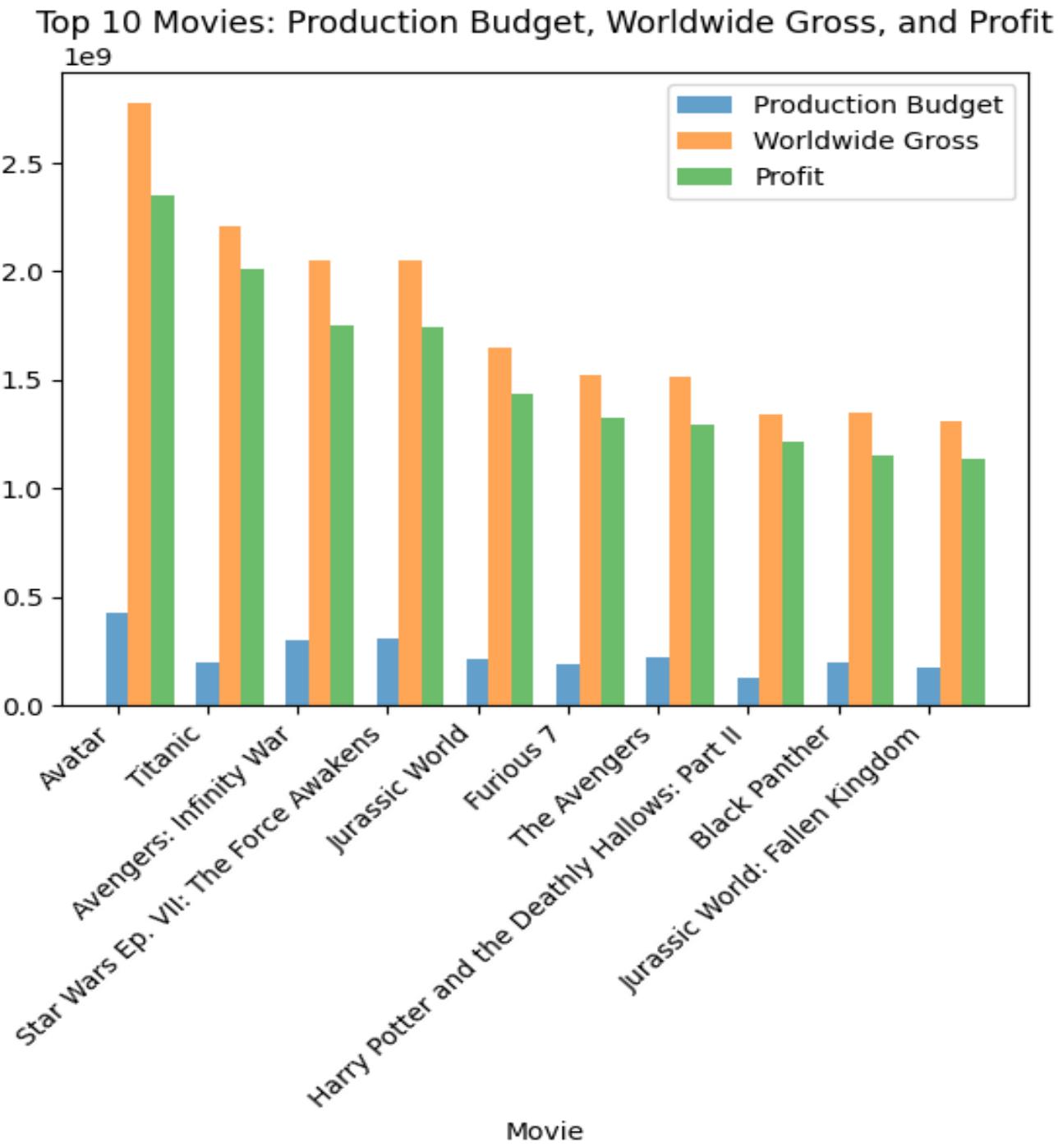
The inputs we do control - Budget, Genre, Staffing, Scheduling, Run length, and more.

Results

Popularity
does not
always mean
profitability



Correlation between Production Budget and Worldwide income to understand profit of top worldwide grossing movies.



movie_id

primary_title

genres

0 tt4154756 Avengers: Infinity War Action, Adventure, Sci-Fi

movie_id

primary_title

genres

0 tt4633694 Spider-Man: Into the Spider-Verse Action, Adventure, Animation

Top Genres based on high Worldwide income gains

- Action
- Adventure
- Animation
- Sci-Fi

CONCLUSIONS

Top Genres based on high Worldwide income gains

Action

Adventure

Animation

Sci-Fi

Recommendation

Would recommend investing in Action, Adventure and Animation genres. This is based on profitability.

Limitations

The analysis is limited to data provided.

To improve on data analysis, need to source more data.