

FLATIRON DATA SCIENCE PROGRAM

MODULE 1 PROJECT

MICROSOFT VIDEO CONTENT

MOVIE VS TV SHOW?

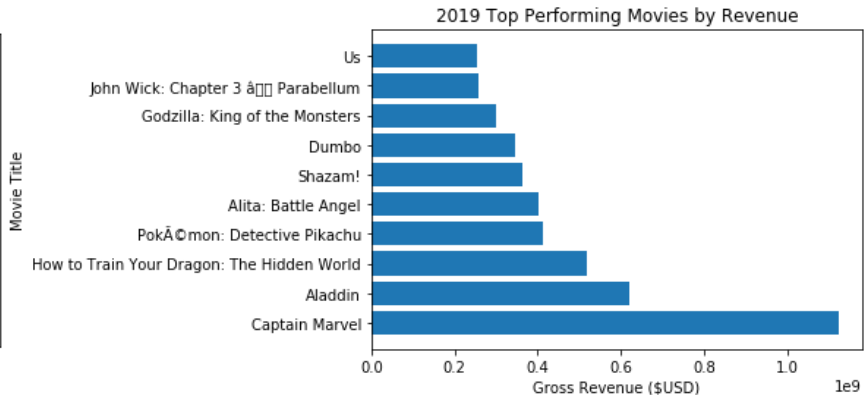
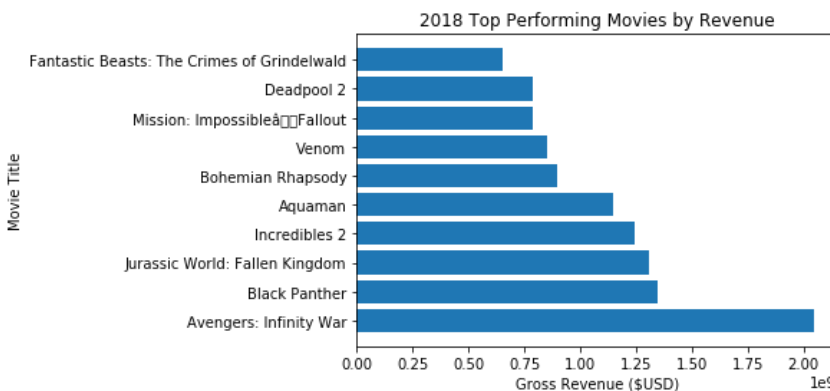
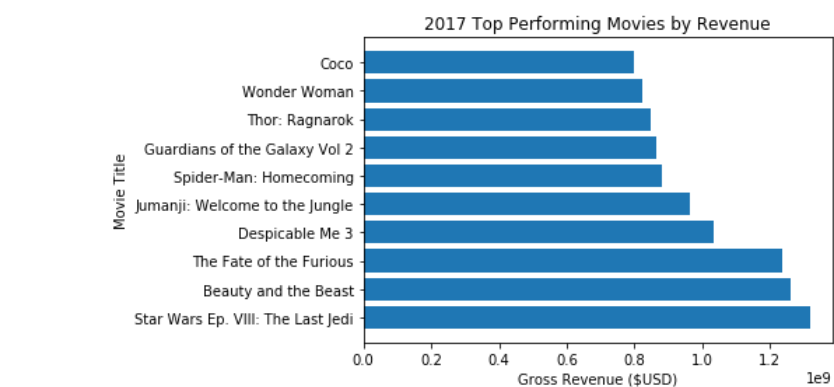
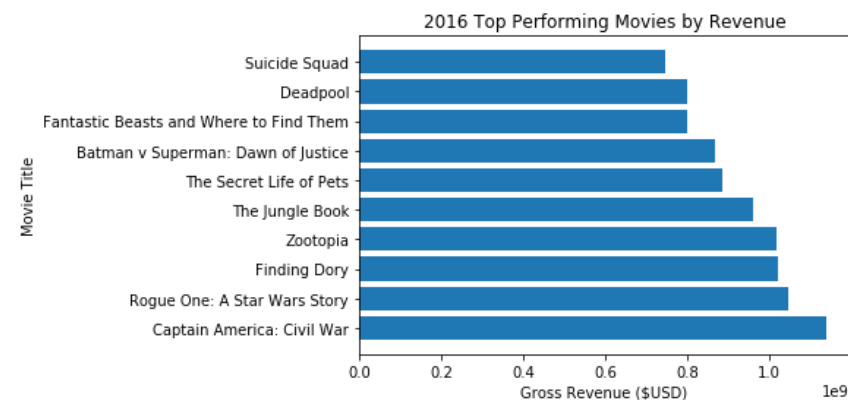
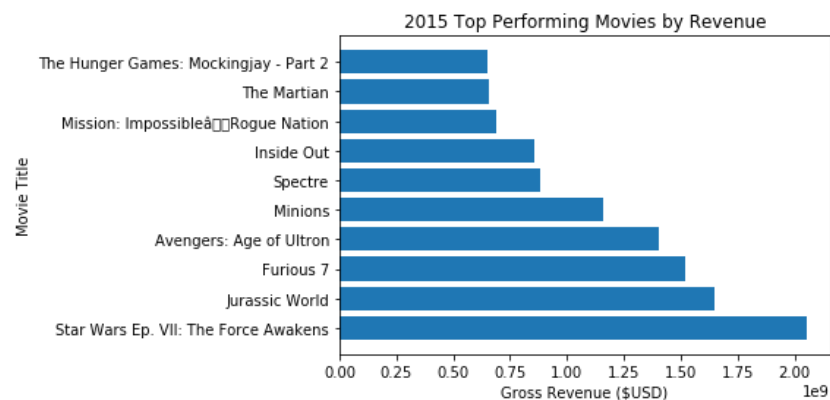
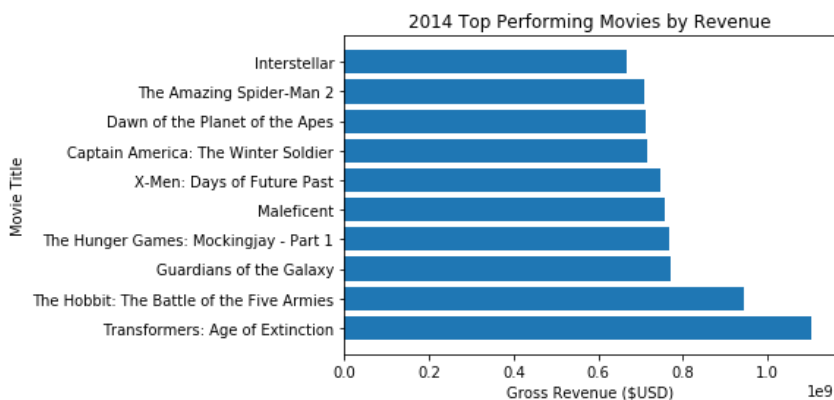
Movie

- High production cost
- Breakeven in a weekend (quick return on capital)
- Large international footprint
- High gross revenue
- Do we need to release in theaters?

TV Series

- Low production cost
- Must run long term to become profitable
- Doesn't always pan out internationally (eg: Sienfeld)
- More awareness during todays environment
- Easy to release to the public

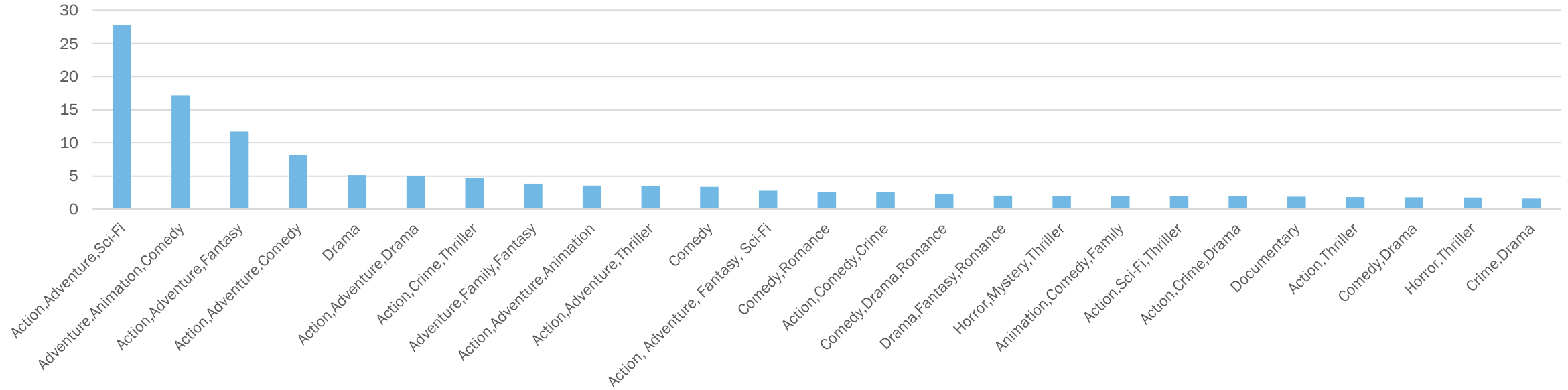
6 YEARS OF MOVIES



TOP 20 MOVIES FROM 2008- 2018 BY GROSS REVENUE

	id	release_date	movie	production_budget	domestic_gross	worldwide_gross	year
0	1	2009-12-18	Avatar	425000000	760507625	2776345279	2009
1	2	2011-05-20	Pirates of the Caribbean: On Stranger Tides	410600000	241063875	1045663875	2011
2	3	2019-06-07	Dark Phoenix	350000000	42762350	149762350	2019
3	4	2015-05-01	Avengers: Age of Ultron	330600000	459005868	1403013963	2015
4	5	2017-12-15	Star Wars Ep. VIII: The Last Jedi	317000000	620181382	1316721747	2017
5	6	2015-12-18	Star Wars Ep. VII: The Force Awakens	306000000	936662225	2053311220	2015
6	7	2018-04-27	Avengers: Infinity War	300000000	678815482	2048134200	2018
7	8	2007-05-24	Pirates of the Caribbean: At World's End	300000000	309420425	963420425	2007
8	9	2017-11-17	Justice League	300000000	229024295	655945209	2017
9	10	2015-11-06	Spectre	300000000	200074175	879620923	2015
10	11	2012-07-20	The Dark Knight Rises	275000000	448139099	1084439099	2012
11	12	2018-05-25	Solo: A Star Wars Story	275000000	213767512	393151347	2018
12	13	2013-07-02	The Lone Ranger	275000000	89302115	260002115	2013
13	14	2012-03-09	John Carter	275000000	73058679	282778100	2012
14	15	2010-11-24	Tangled	260000000	200821936	586477240	2010
15	16	2007-05-04	Spider-Man 3	258000000	336530303	894860230	2007
16	17	2016-05-06	Captain America: Civil War	250000000	408084349	1140069413	2016
17	18	2016-03-25	Batman v Superman: Dawn of Justice	250000000	330360194	867500281	2016
18	19	2012-12-14	The Hobbit: An Unexpected Journey	250000000	303003568	1017003568	2012
19	20	2009-07-15	Harry Potter and the Half-Blood Prince	250000000	302089278	935213767	2009

International Gross Revenue (\$B) by Genre



WE NEED MORE ACTION & ADVENTURE

PRODUCTION BUDGET MATTERS BUT RUNTIME DOES NOT

Correlations



0.78

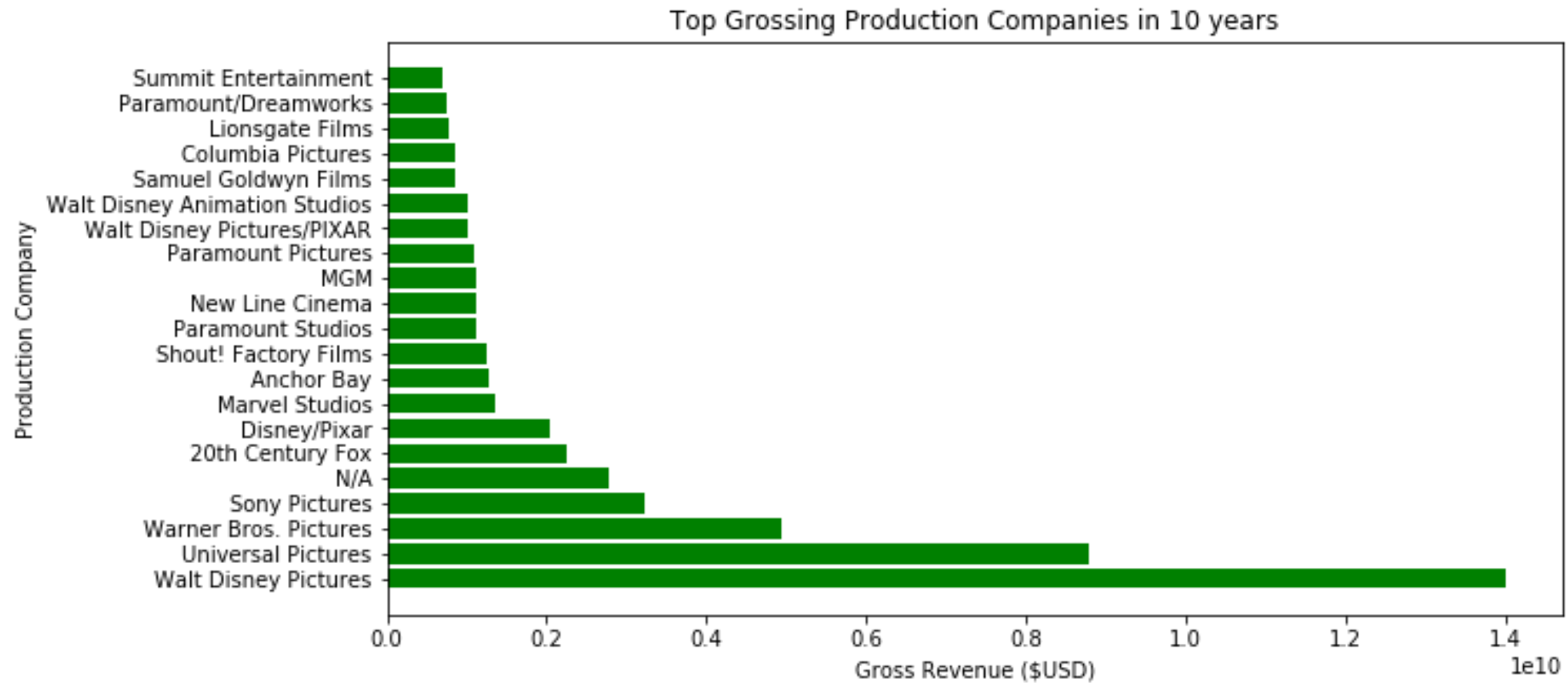
Production Budget



0.25

Runtime in Minutes

COMPETITION





THE WINNER!



THE STORY?

Katniss and Harry: What Makes a Millennial Hero?

