Phase 1 Project
Leah Pope

Flatiron Cohort: 81720-ONL-DS-FT
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The (Beginner) Data Scientist

Leah Pope

About Me

- ❖ Full Time, Online, Flatiron DS Student
- ❖ Alabama native
- ❖ Software Engineering professional
- ❖ Likes <u>software, data,</u> books, and cats

The Business Problem

Microsoft has decided to create a new movie studio

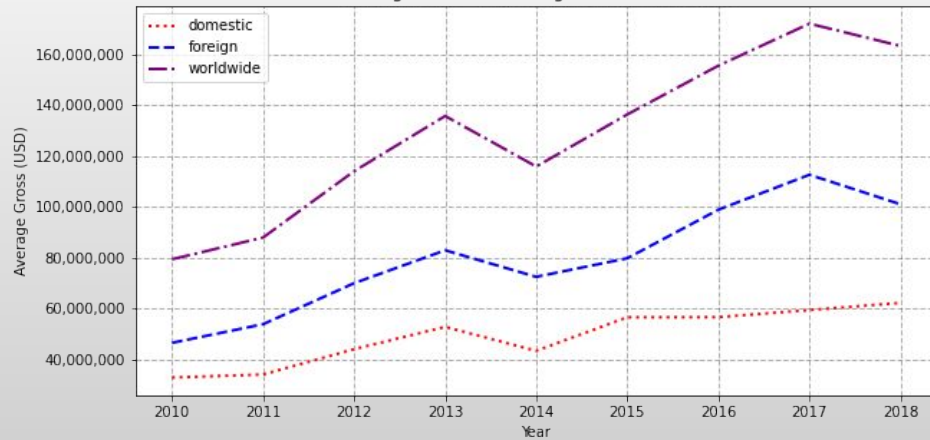*Microsoft Movie Studio* (MMS) desires actionable insights into what types of films to create

Use data from three major movie info services:

★ Box Office Mojo
★ IMDb
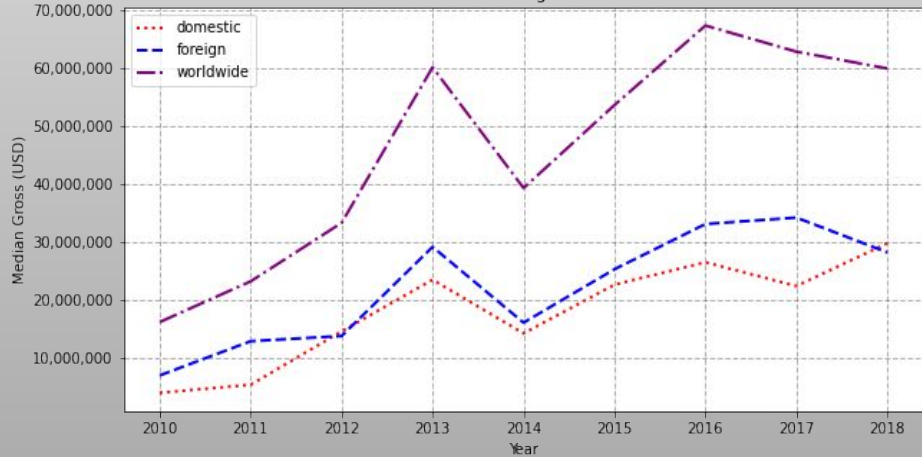★ Rotten Tomatoes

Question 1

What insights can we gain from gross amount?
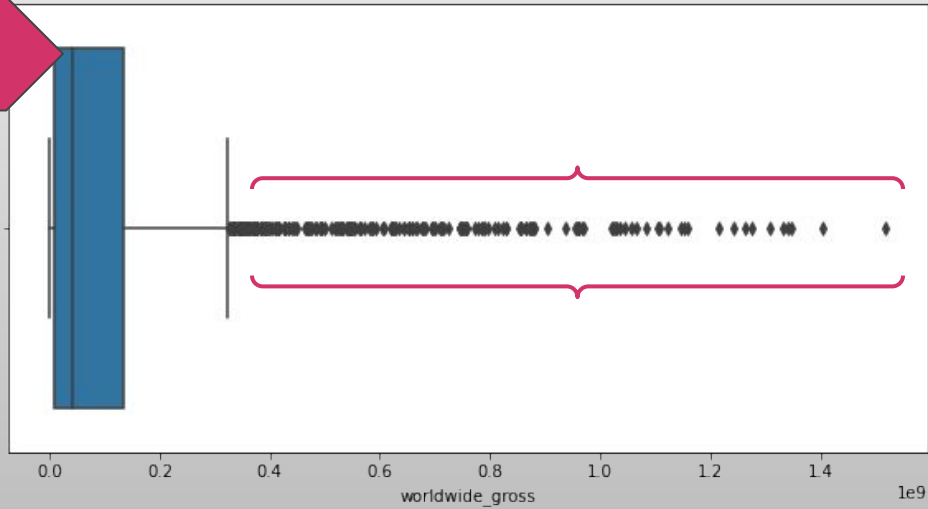
Average Domestic, Foreign, Worldwide Gross

Goals for MMS Blockbuster movies

Median Domestic, Foreign, Worldwide Gross

Goals for MMS to be competitive in movie industry
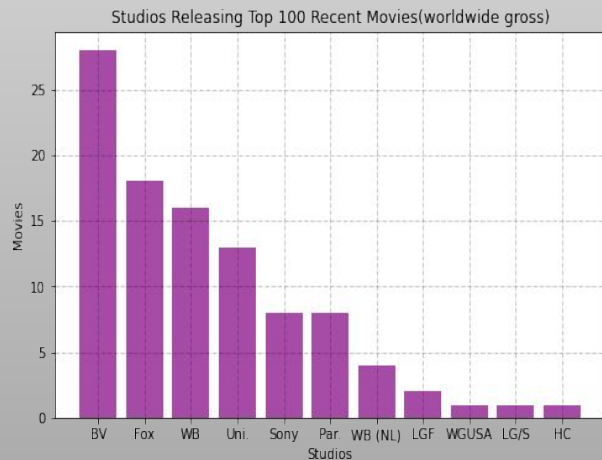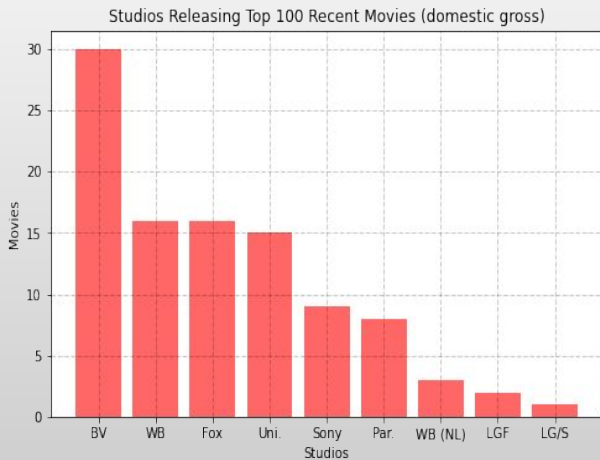
Median Gross better represents the "middle of pack"

Blockbuster gross values bust out of the distribution and are included in *Average Gross*

worldwide_gross

Question 2

Which studios are <u>Worthy Rivals</u>?

Thank you, Simon Sinek!
<u>https://ideas.ted.com/how-having-the-right-kind-of-rival-can-help-you-thrive-in-a-changing-world/</u>

Studios Releasing Top 100 Recent Movies (domestic gross)

Studios Releasing Top 100 Recent Movies(worldwide gross)

Worthy Rivals for MMS

Buena Vista (BV)
Warner Brothers (WB)
Fox
Universal (Uni.)
Sony
Paramount (Par.)
Warner Brothers/New Line (NL)
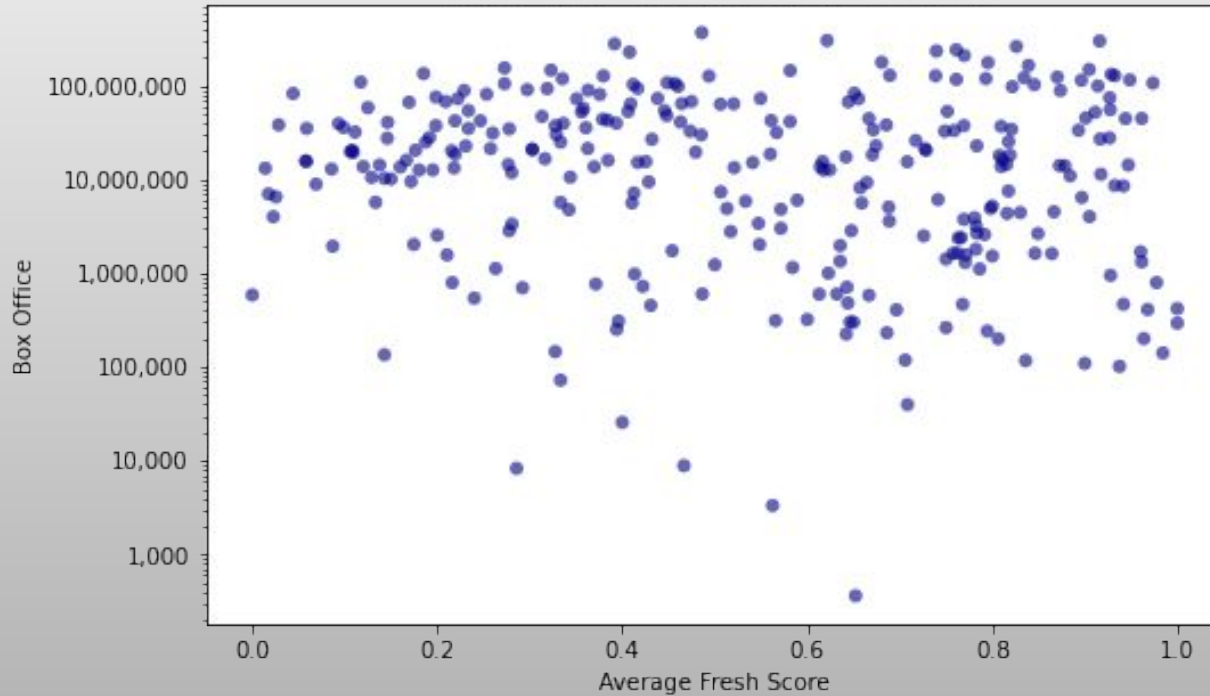Lions Gate Films (LGF)
LG/S
HC
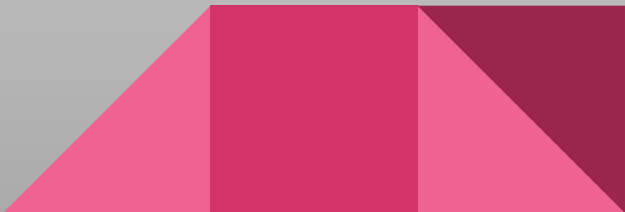Well Go USA Entertainment (WGUSA)

Question 3

Do critics __really__ count?

Avg Fresh Score and Box Office Amounts

No visible trend correlation coefficient .0542

Recommendations Review

★ To be competitive, *MMS* box office goals should match **median** gross

★ To play big, *MMS* box office goals should match **average** gross

★ Focus competition analysis on those **11** top studios

★ Ratings and Box Office? No conclusive relationship

Future Work

Gross to Meet or Beat - Explore International Box Office amount by Regions

Worthy Rivals - Run again with more data

Do Critics Really Count? - Clean up "messy" critics' ratings

Fresh Ideas - Genre analysis,   Explore "Star Power"

Thank You!

I'd also like to thank ...
- *Fellow Flatiron Cohort members*
- *Instructor Rafael Carrasco & Ed Coach Talia Salzberg Horowitz*
- *My Family*

Questions? Ask! Explore my GitHub

Appendix

❖ Complete Data Analysis on my [GitHub](#)

❖ WIP on [GitHub](#)

 ➢ Top Movie Genres analysis

 ➢ *Do Critics Count?* analysis using IMDb user-provided ratings