Microsoft Movie Analysis

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Overview

- Business Problem
- Data & Methods
- Results
- Conclusions

Business Problem

- Microsoft would like to create a movie studio, but they lack industry knowledge.

- They need help to determine what kind of movies to make.

- In particular, what kinds of movies are successful at the box office.

Summary

- Movie length: **90 - 110 minutes**

- Movie Budgets: **Low**

- Genres: **Horror, Thriller, and Mystery**

Data & Methods

The Numbers

- Production Budget

- Worldwide Gross Box Office

IMDb

(Internet Movie Database)

- Movie Length

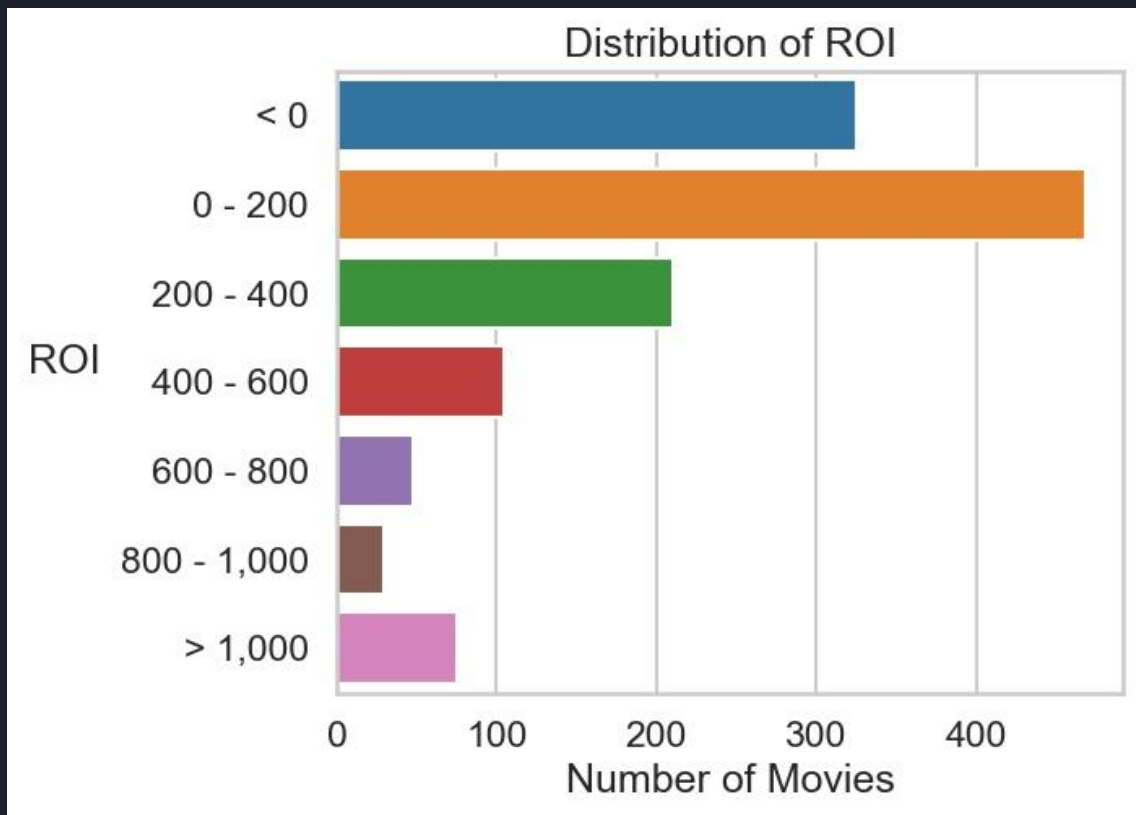- Producer(s)

- Associated Genres

Data & Methods

- Measure of Success
  - Return on Investment (ROI) > Profit

- Producers
  - Min 7 movies
  - Ranked by Median ROI

Data & Methods

- 1,262 Movies
- From 2010 - 2019

Distribution of ROI

Data & Methods

	# movies	median ROI
High ROI producers	51	1081
All movies in the dataset	1,262	103
Low ROI producers	45	27

Results

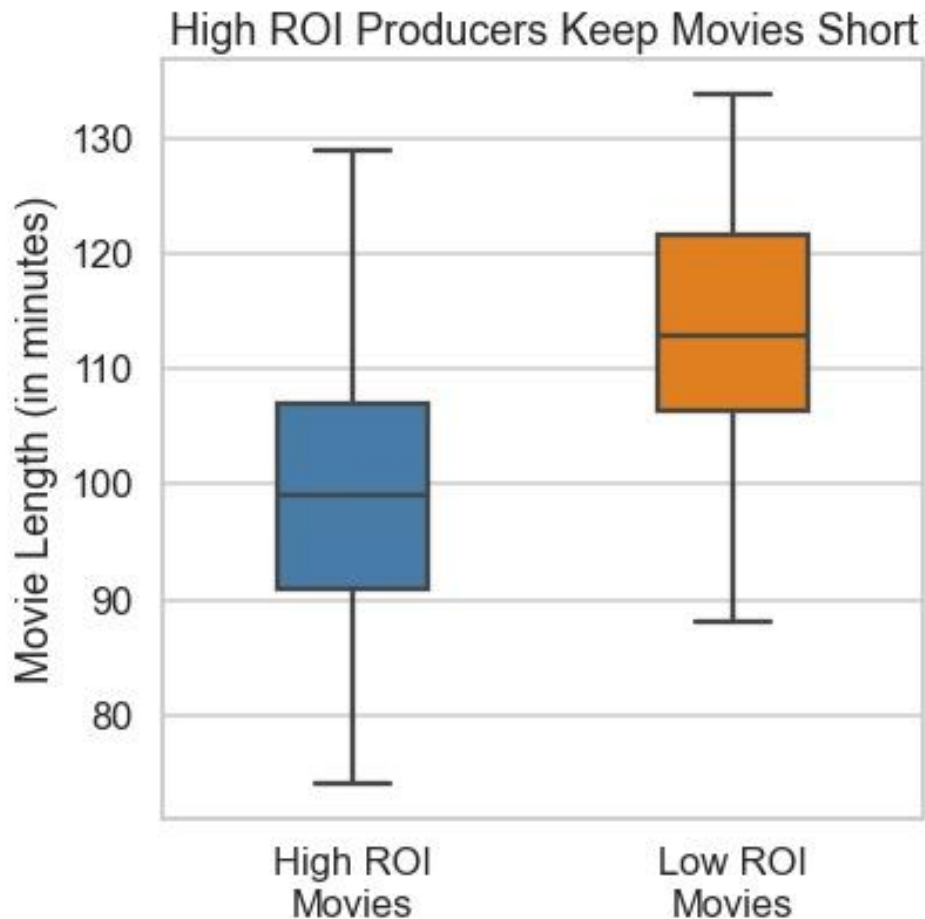Keep movie lengths between **90 - 110 minutes**

	Average Length
High ROI	99 min
Average	105 min
Low ROI	113 min

High ROI Producers Keep Movies Short

Results

Keep production
budgets **Low**

	Average Budget
High ROI	$5 mil
Average	$22 mil
Low ROI	$36 mil

High ROI Producers Keep Budgets Low
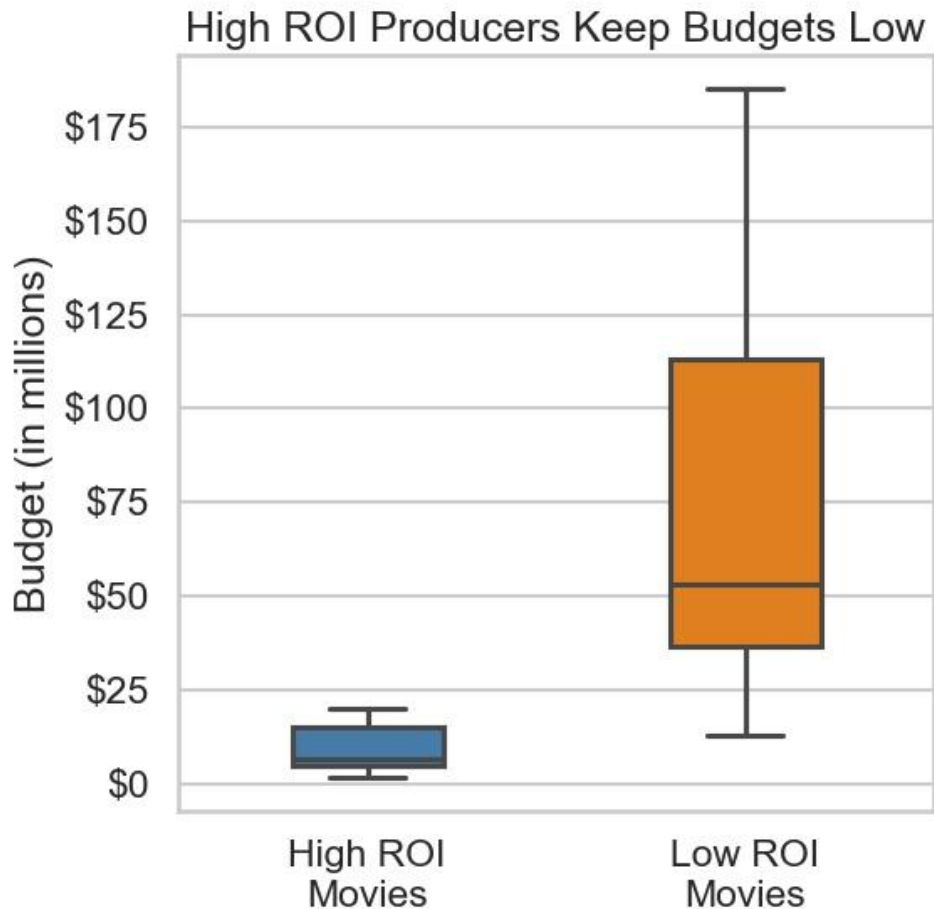
Results

Emphasize
- **Horror**
- **Thriller**
- **Mystery**

Most Frequently Occuring Genres by High ROI Movies
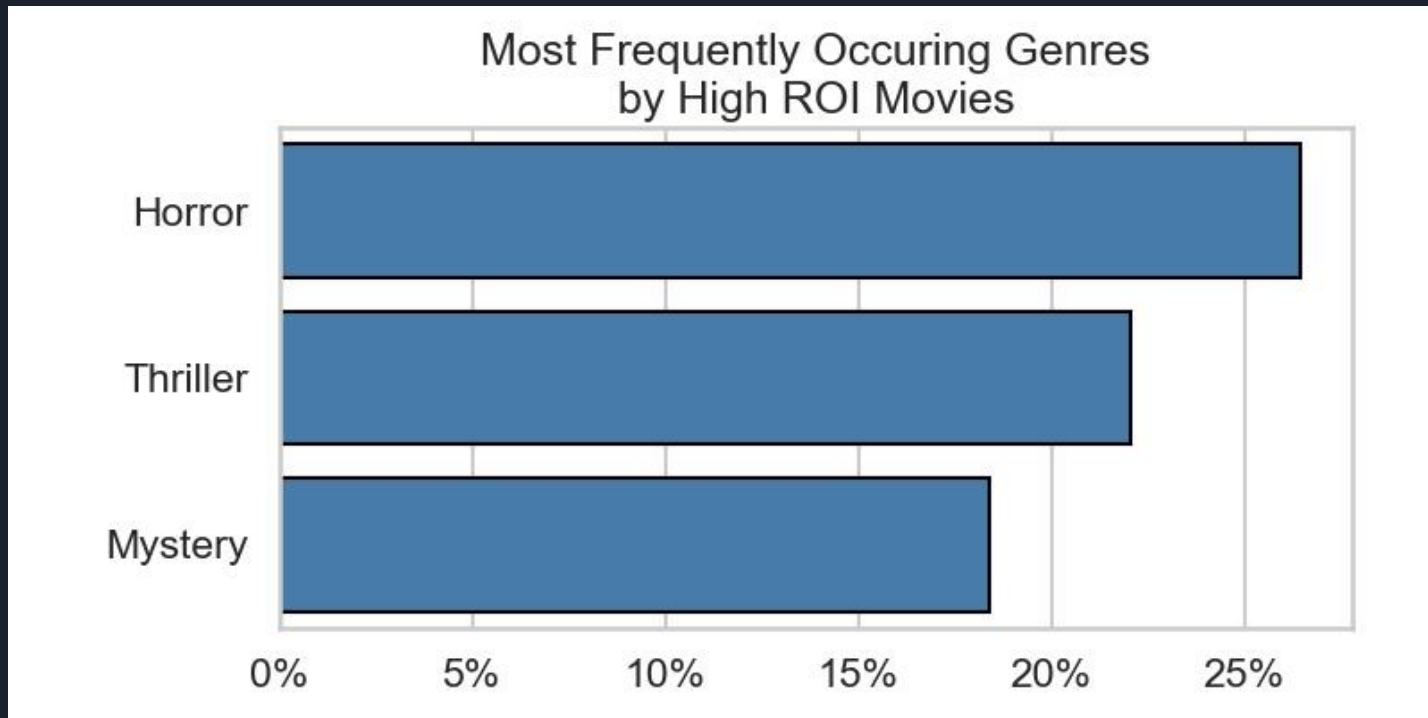
Conclusion

Recommendations

- Movie length: **90 - 110 minutes**

- Movie Budgets: **Low**

- Genres: **Horror, Thriller, and Mystery**

Conclusion

Limitations & Next steps

- Gather More Data

- Successful Movie Studios

- Streaming

See you at the movies!

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