



Microsoft Movie Analysis

Ron Lodetti Jr.
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Summary



Analysis of the movie landscape result in the following recommendations:

- Keep movie lengths between **91 - 106 minutes**
- Keep production budgets **low**
- Emphasize production of **horror, thriller, and mystery** movies.
Limit production of drama, comedy, and crime movies.

Overview



- Business Problem
- Data & Methods
- Results
- Conclusions



Business Problem

- New Movie Studio
- Improve Industry knowledge
- Box office performance



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

	# movies	median ROI
High ROI producers	51	1081
All movies in the dataset	1,369	103
Low ROI producers	45	27

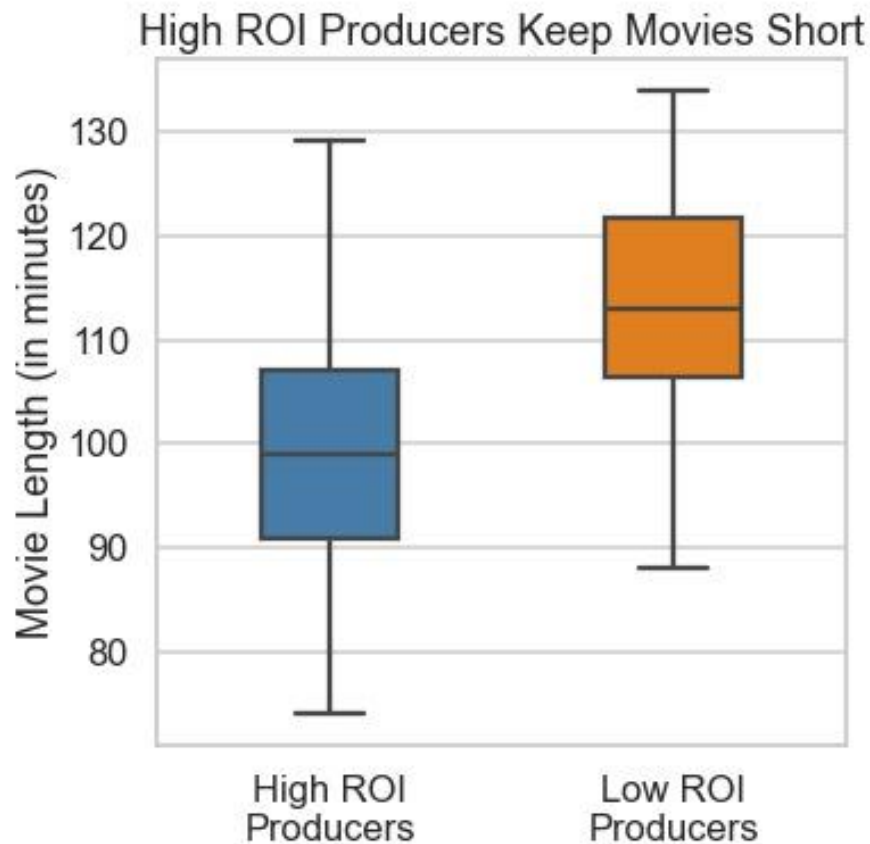
Results

Keep movie lengths
between **91 - 106 minutes**

	Average Length
High ROI	99 min

Average	105 min
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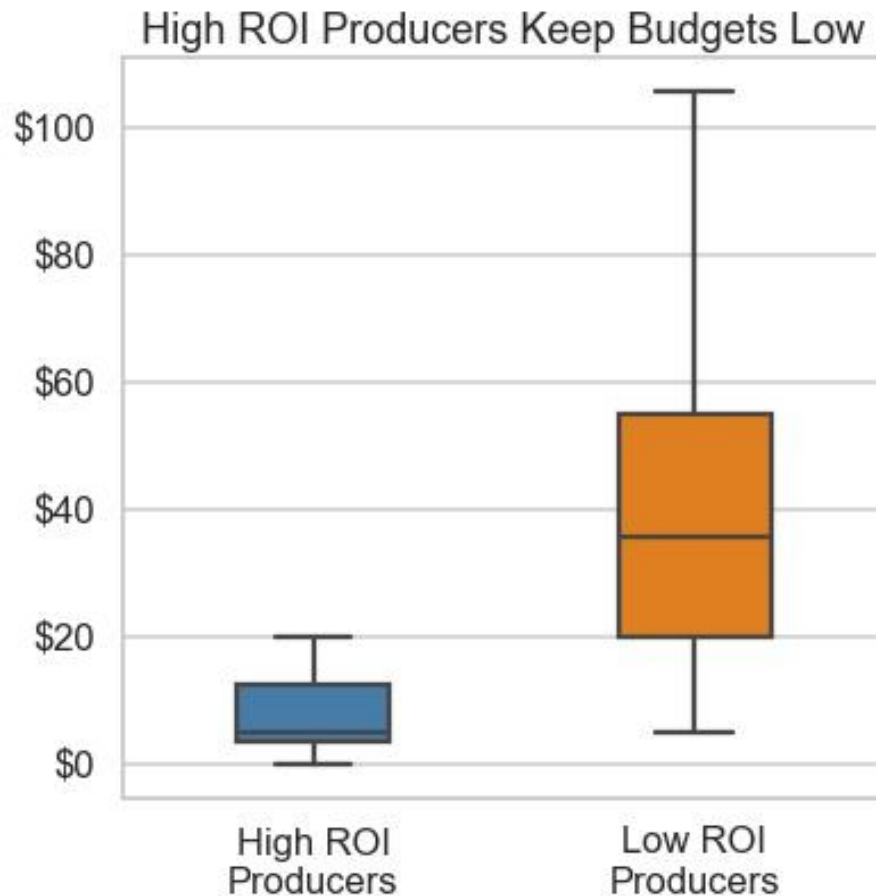
Low ROI	113 min
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Results

Keep production
budgets **low**

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



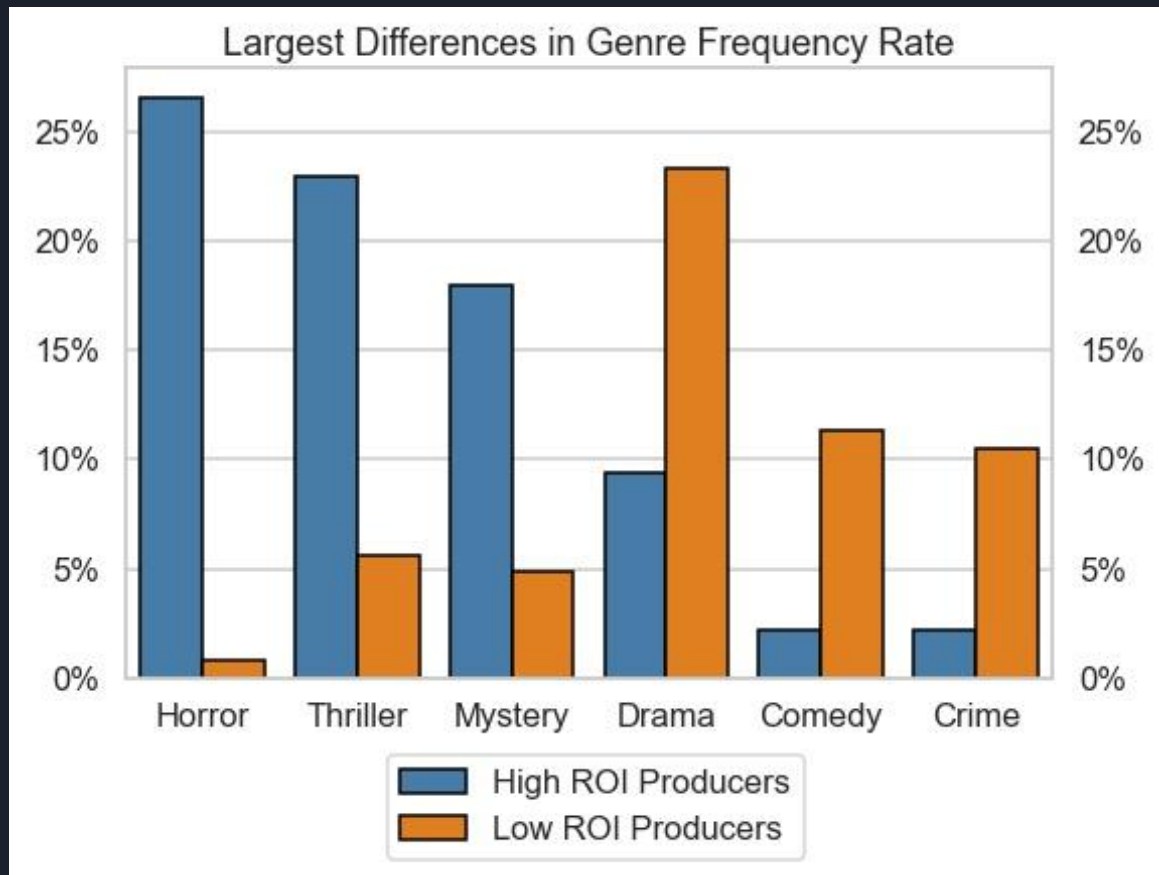
Results

Emphasize

horror, thriller,
and mystery

Limit

drama, comedy,
and crime movies.





Conclusion

Recommendations

- Keep movie lengths between **91 - 106 minutes**.
- Keep production budgets **low**.
- Emphasize production of **horror, thriller, and mystery** movies.

Limit production of drama, comedy, and crime movies.



Conclusion

Limitations & Next steps

- Increase size of dataset
 - Include, smaller, less successful movies
 - Include current data
- Analyze movie trends by studio
- Effect of pandemic on box office
- Research profitability of streaming service.

See you at the movies!

Email:

ron.lodetti@gmail.com

Github:

[@rlodetti](https://github.com/rlodetti)

Linkedin:

[@ronlodetti](https://www.linkedin.com/in/ronlodetti)

