

Microsoft Studios

Nathan Venos & Max Tingle
Flatiron School
Mod 1 Project

Methodology

Engagement Metrics

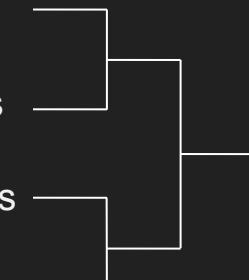
- Worldwide Revenue
- Rating * Votes

Research Questions

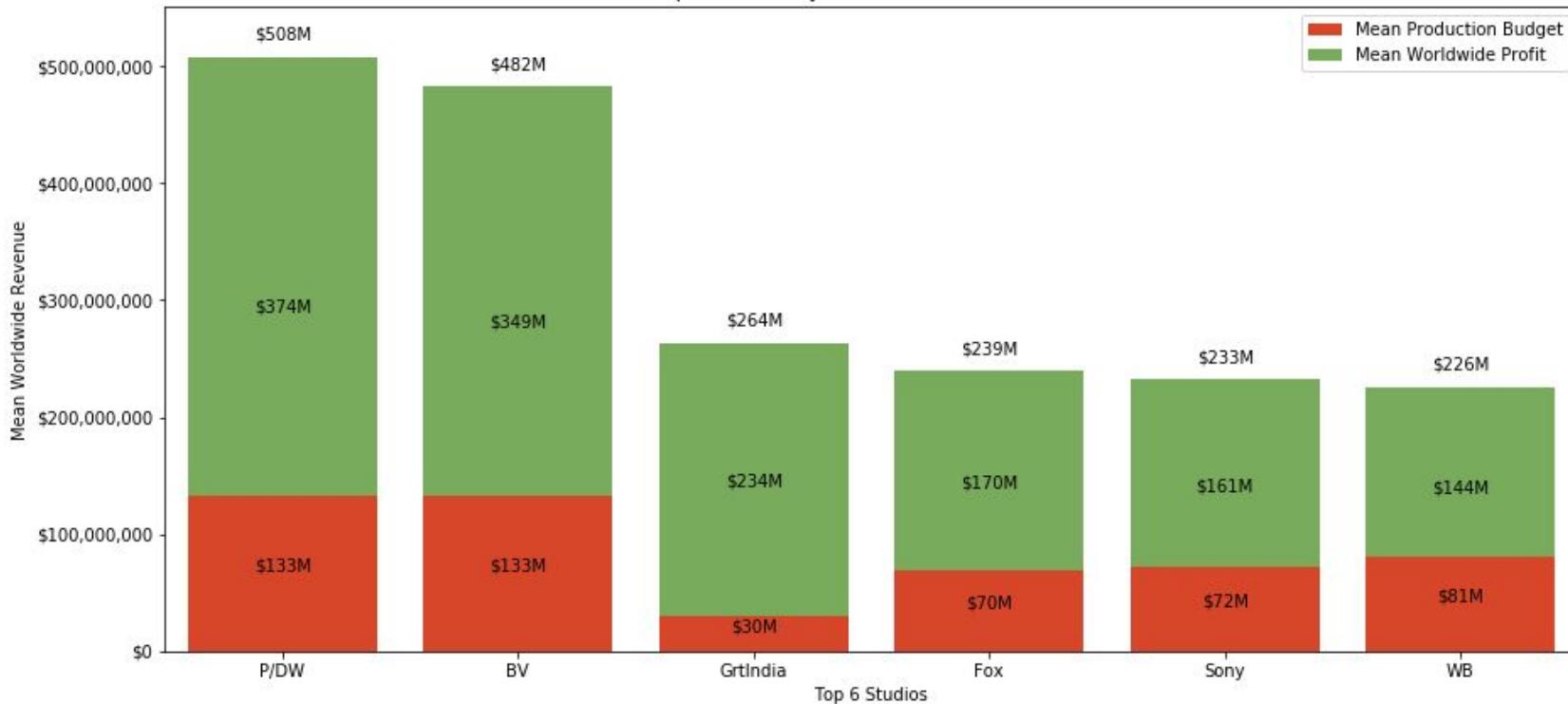
- Which studios are the top studios by our metrics?
- What is the top genre at the top studios?
- How does the top genre perform by our metrics?

Datasets

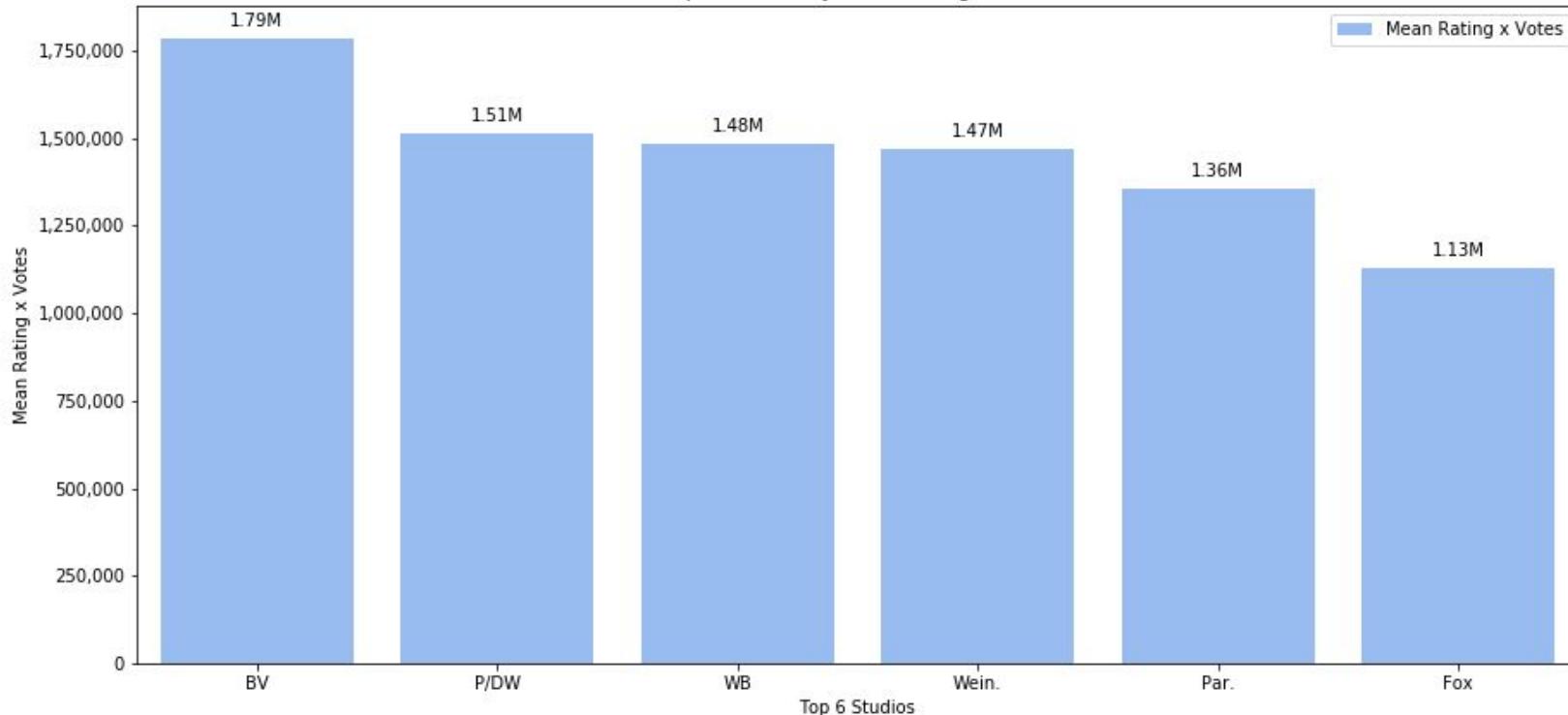
- imdb_title_basics
- imdb_title_ratings
- bom_movie_gross
- tn_movie_budgets
- Final Sample = 1,226 Movies

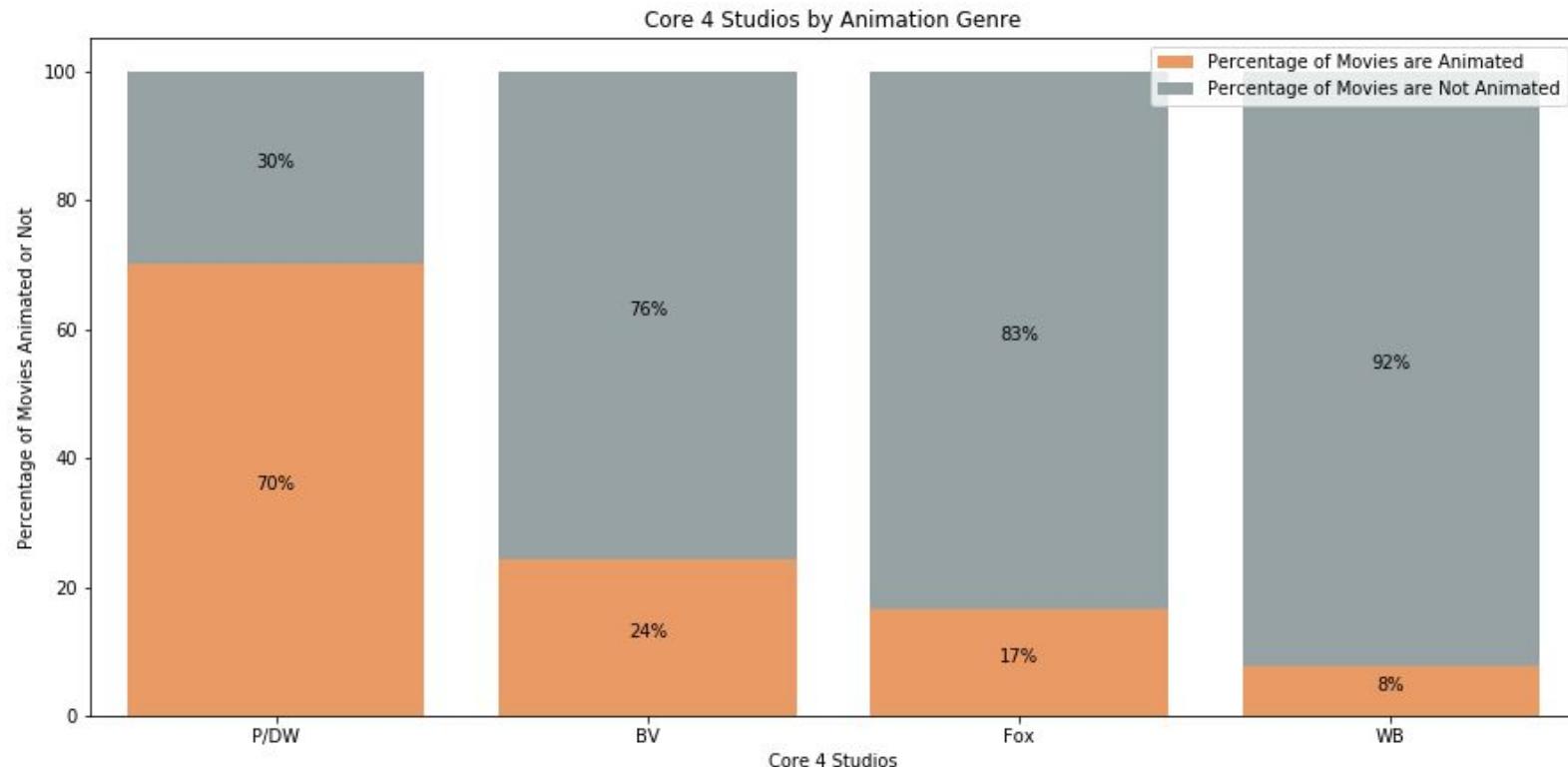


Top 6 Studios by Mean Worldwide Revenue

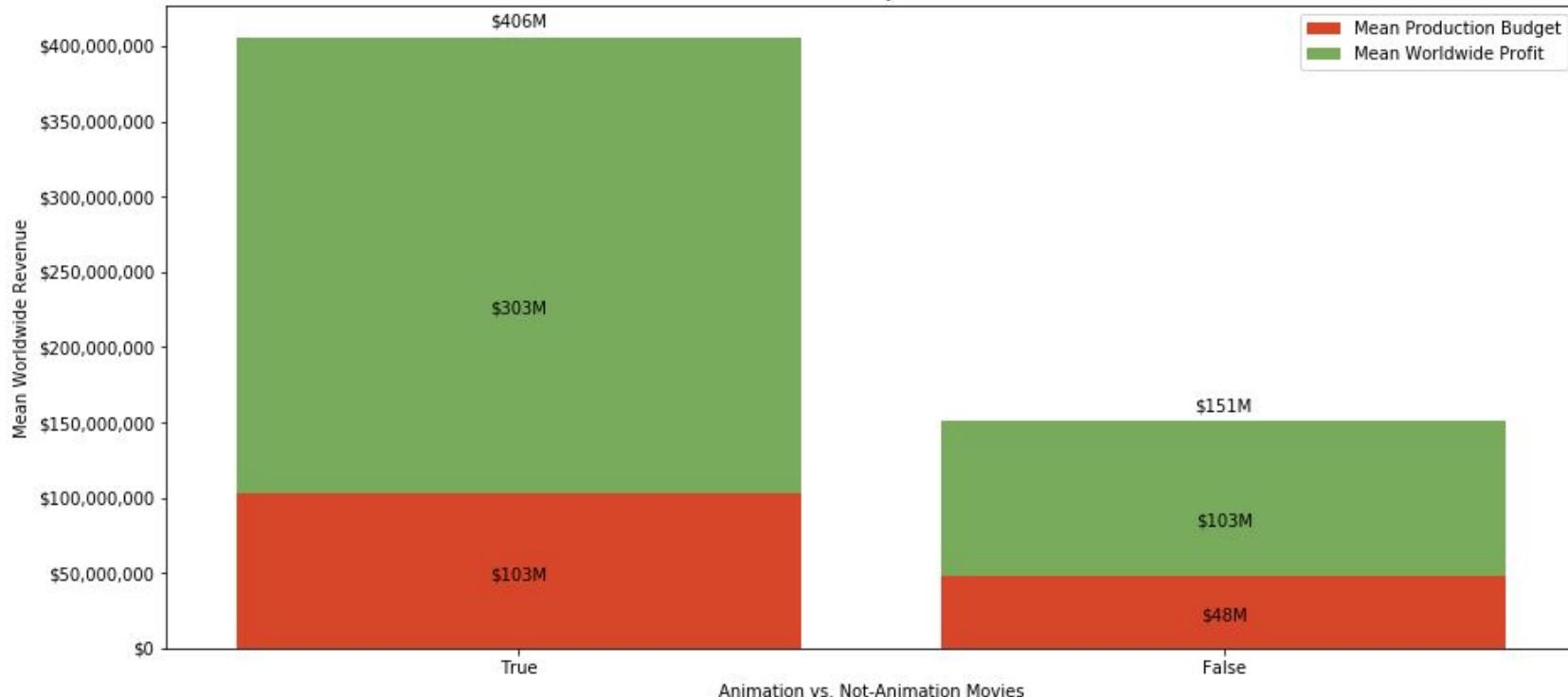


Top 6 Studios by Mean Rating x Votes

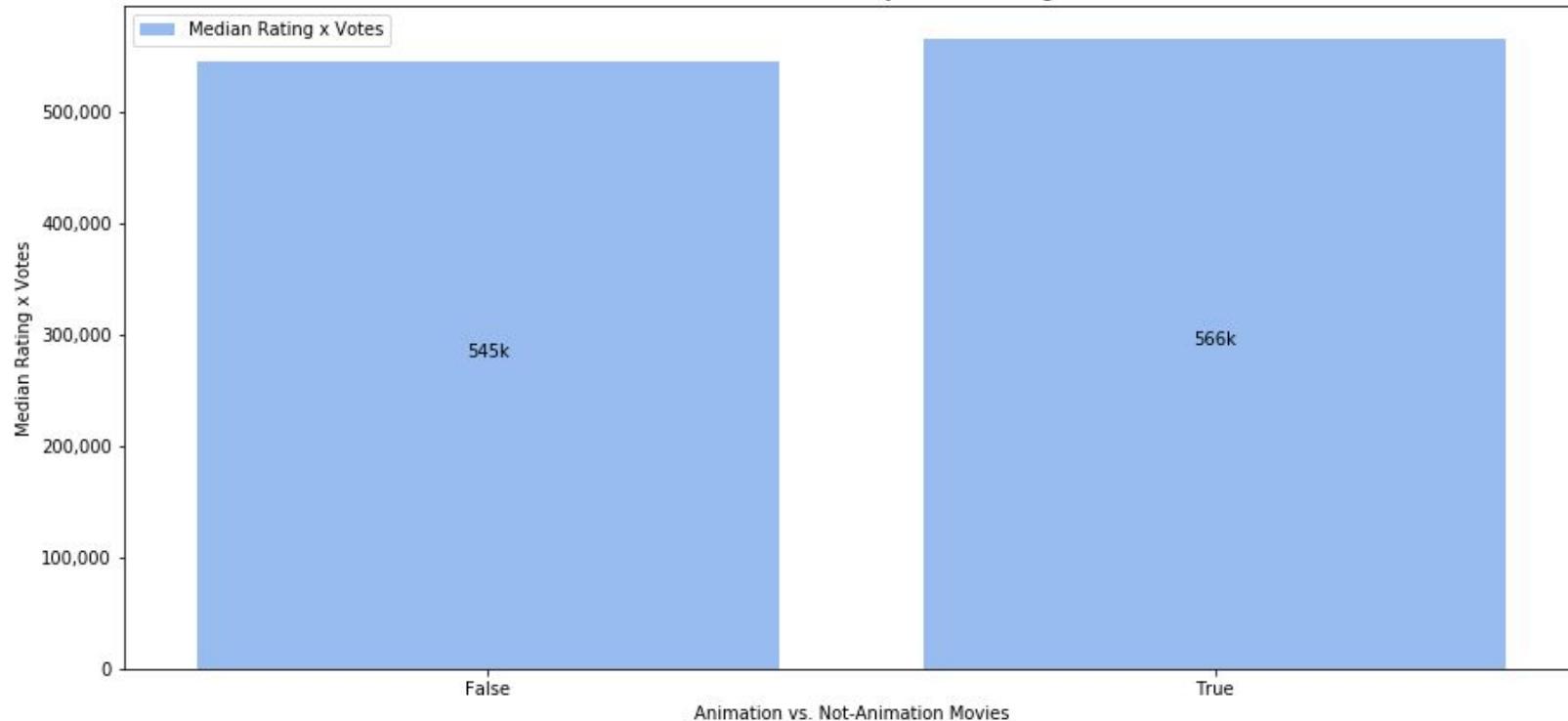




Animation vs. Not-Animation by Mean Worldwide Revenue



Animation vs. Not-Animation by Median Rating x Votes



Recommendations

- Animated
- Family-Friendly
- Top Quality
- Original Franchise

