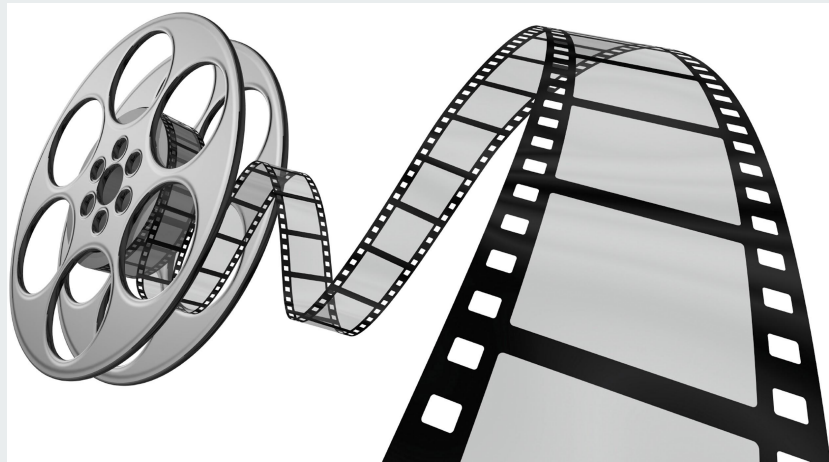

Microsoft Studios Movie Analysis

Exploring the IMDB Movies Database



Data

The dataset for this exploration was found on [Kaggle](#)

Contains an extensive dataset for over 75,000 movies from IMDB





Business Problem

- What makes a movie successful?
- Success defined as a movies that are highly profitable and also have high user and critic reviews.
- Focus on movies released in the United States after the year 2000.

Features of successful movies

- Movie length
- Movie release month
- Production budget
- Genres
- Directors
- Actors



Methods

Compare features of successful movies to the average of our variables:

- Profit
- User Ratings
- Critic Ratings
- ROI, in some cases

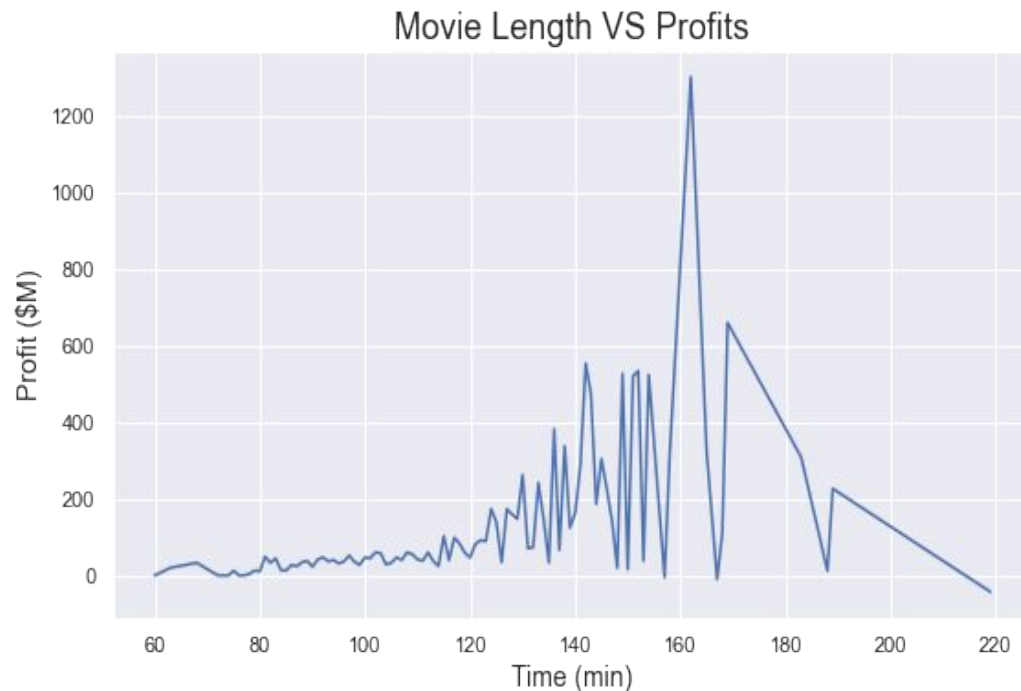




Movie length

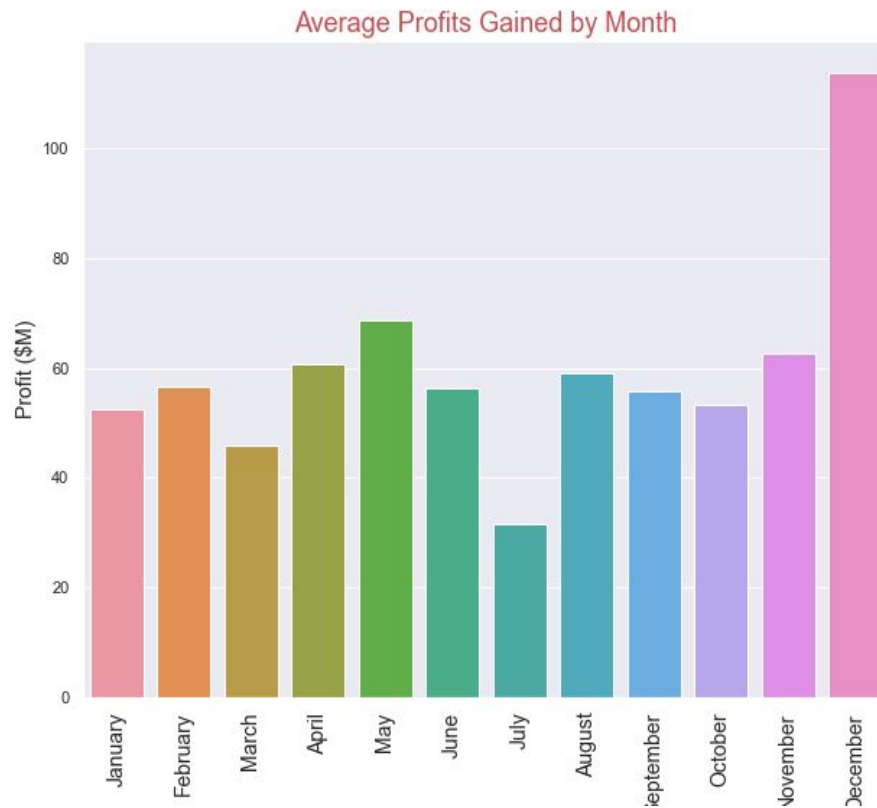
- Maximum profits : 162 minutes
- Maximum User Reviews: 152 minutes
- Maximum Critic Reviews: 165 minutes

Movie length between 152 - 165 minutes recommended



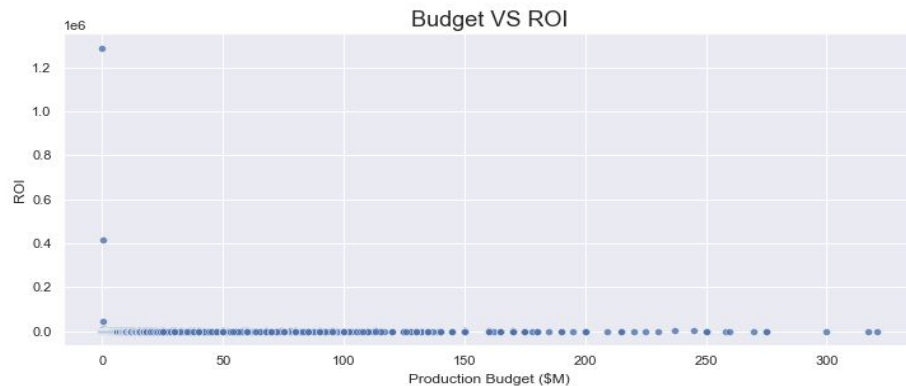
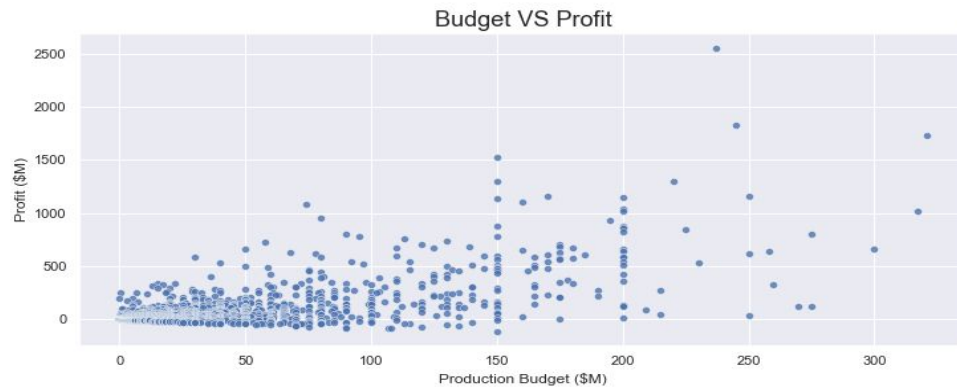
Release Month

Films released in December outperform releases other times of the year



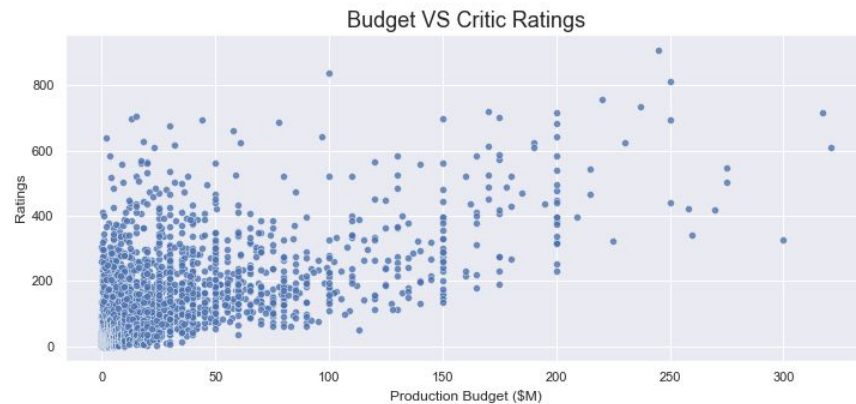
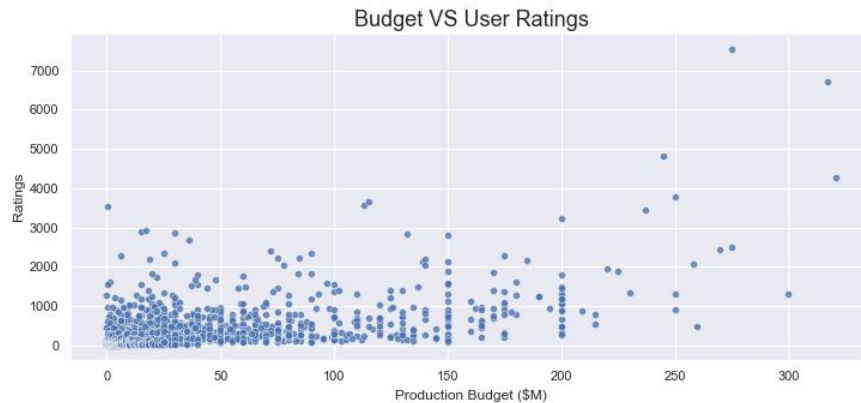
Production budget

- There is a moderate positive relationship between production budget and profit.
- No relationship between production budget and ROI



Production budget

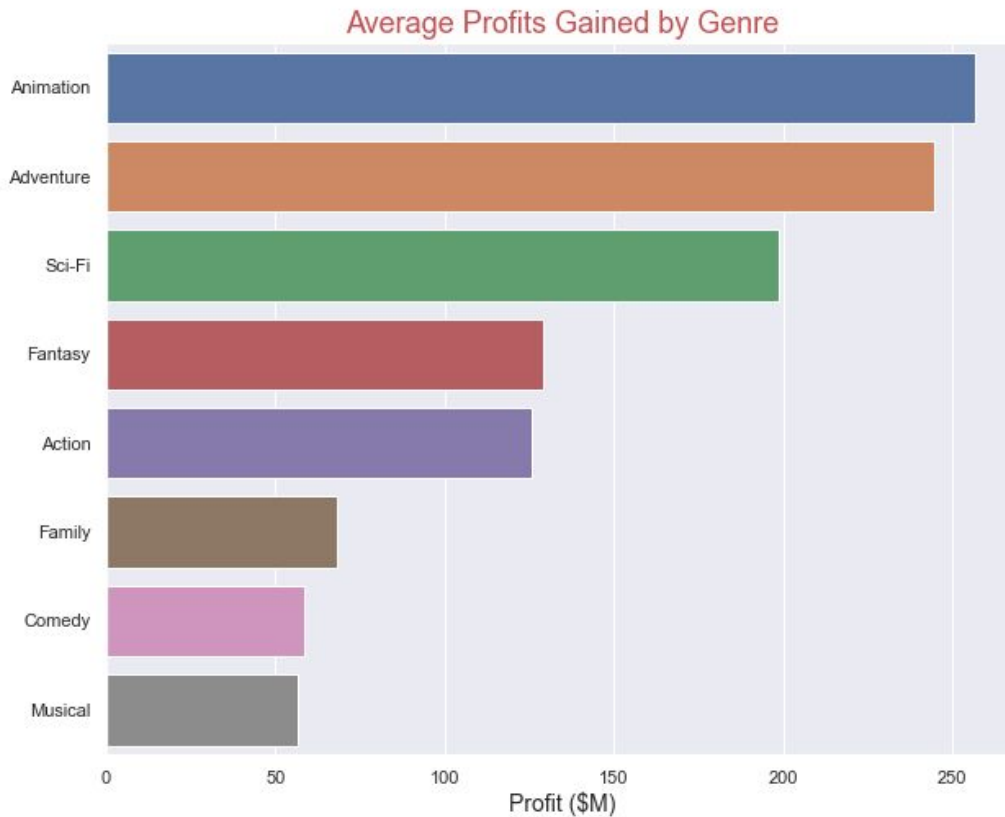
- There is a moderate positive relationship between production budget and ratings.
- High production budget films yield higher profits and ratings.



Genres

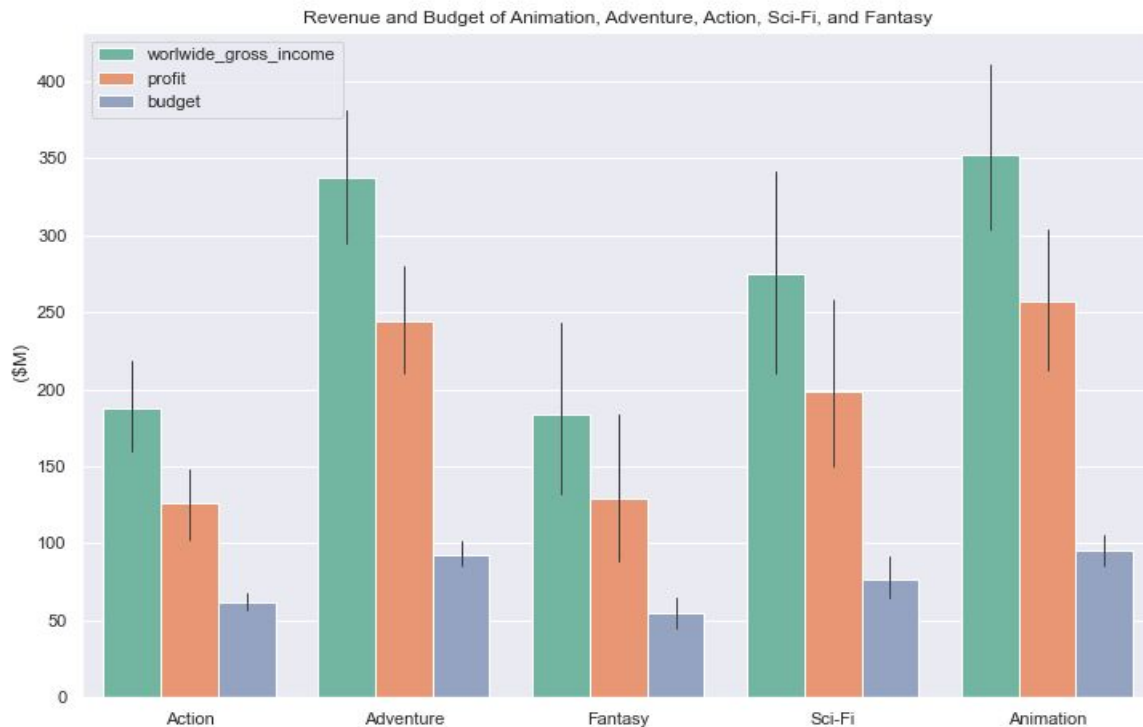
Animation and Adventure are the most profitable genres

Adventure is rated high among users and critics

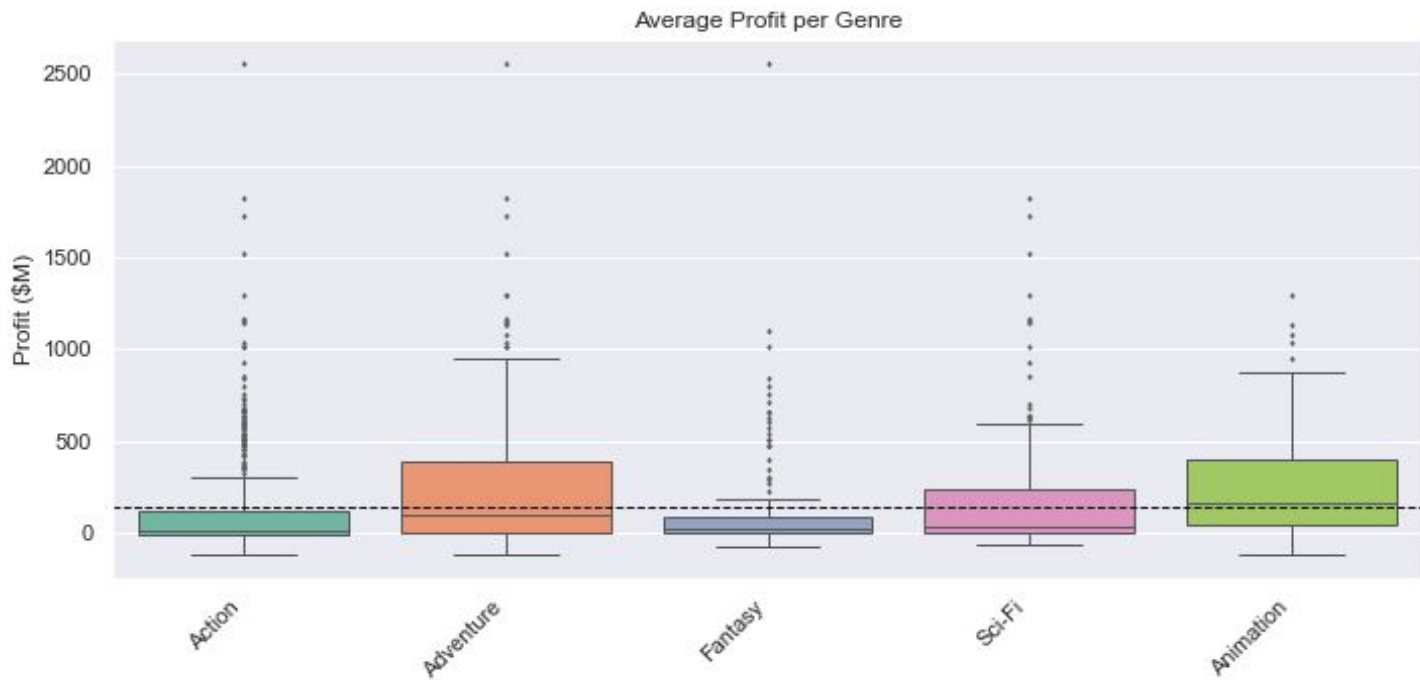


Genres

Animation and Adventure have the highest budget, profit and gross income



Genres

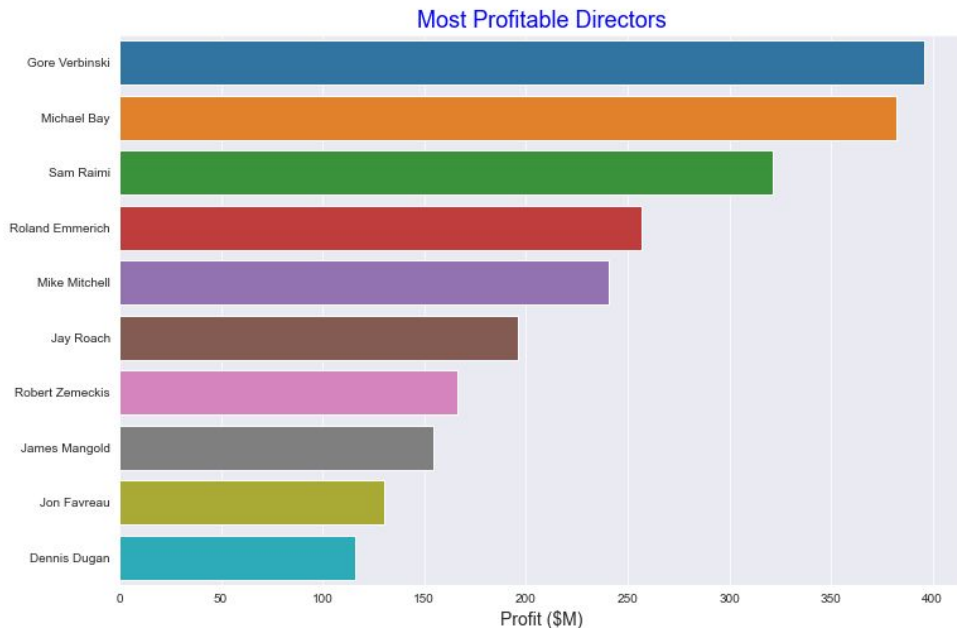


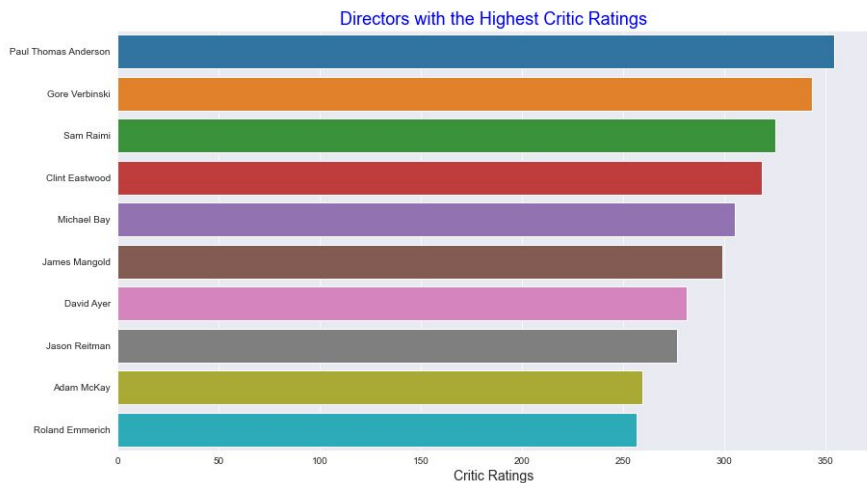


Directors

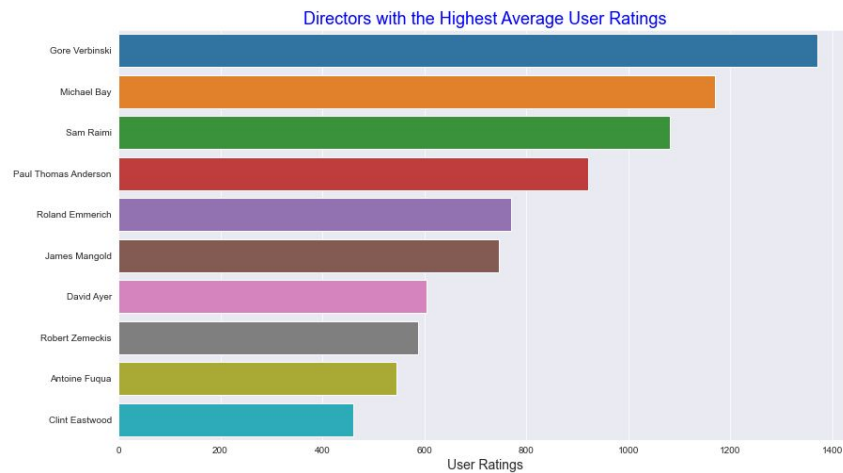
Directed more than 5 movies

- Gore Verbinski
- Michael Bay
- Sam Raimi





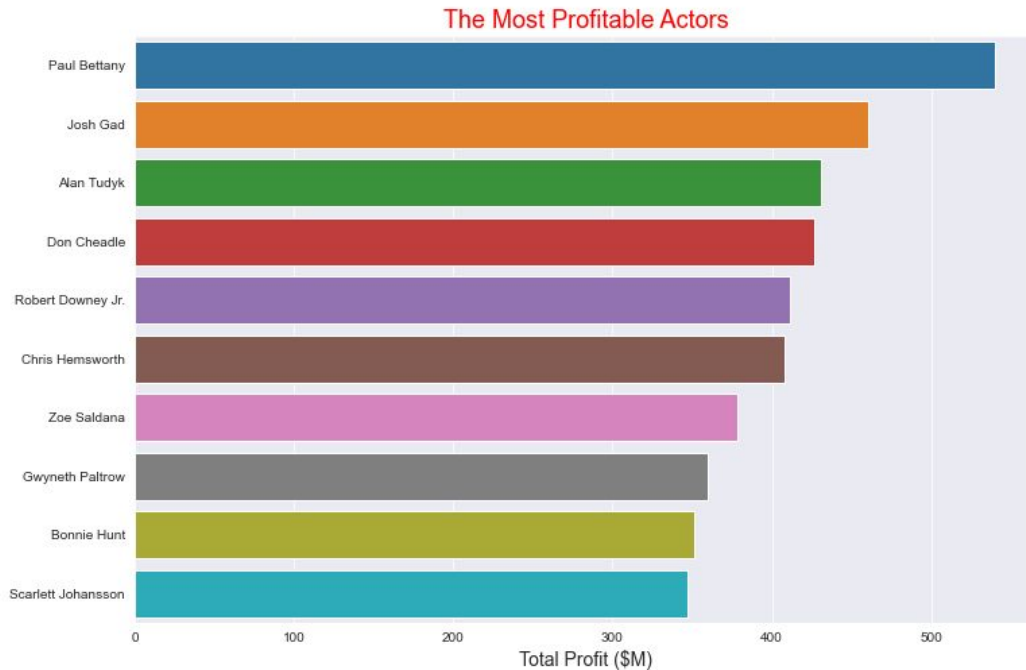
Gore Verbinski and Sam Raimi are top overall directors



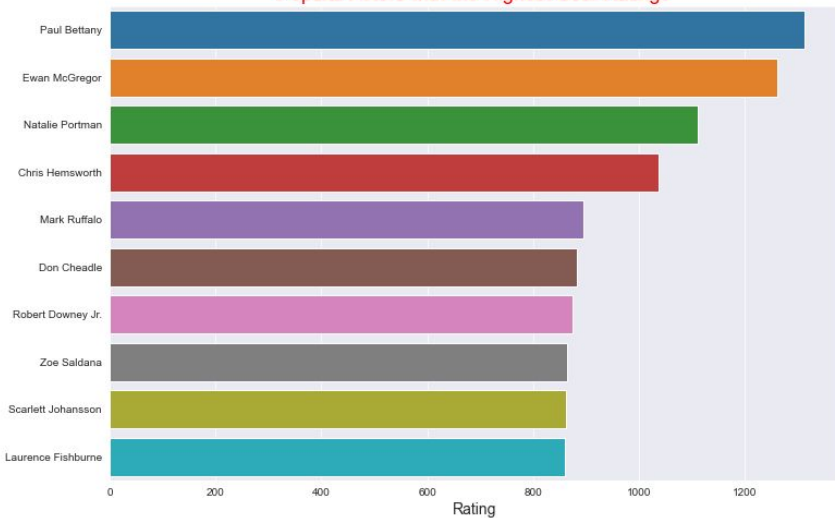
Actors

Appeared in more than 10 films

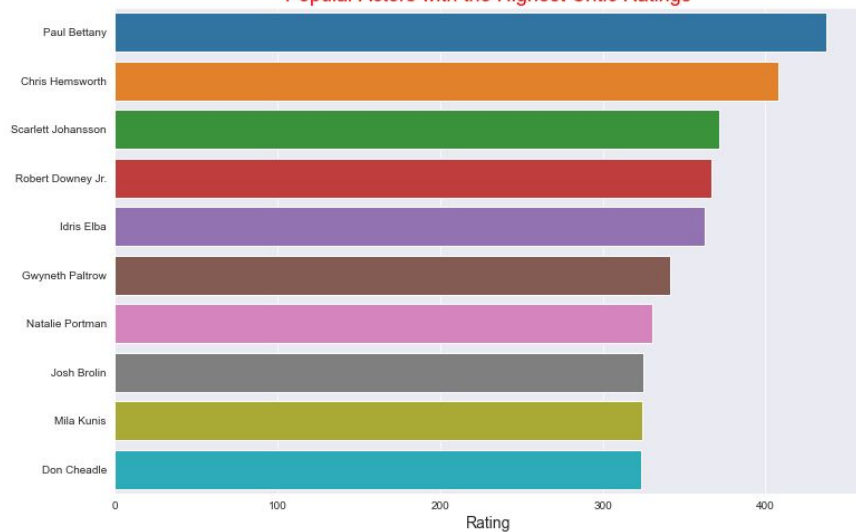
- Paul Bettany
- Josh Gad
- Alan Tudyk
- Don Cheadle
- Robert Downey Jr
- Chris Hemsworth



Popular Actors with the Highest User Ratings



Popular Actors with the Highest Critic Ratings



Paul Bettany, Robert Downy Jr, and Chris Hemsworth are top overall actors



Conclusions

- Create high budget films that are 152 - 165 minutes long and release these films in December.
- Make Animation or Adventure films.
 - Adventure - more risk/ reward
 - Animation - less risk
- Seek directors and actors with high profits and ratings
 - Gore Verbinski and Sam Raimi.
 - Paul Thomas Anderson and Clint Eastwood are good choices for director if looking to make critically acclaimed films.
 - Paul Bettany, Robert Downy Jr and Chris Hemsworth.
 - Natalie Portman and Gwyneth Paltrow if interested in making critically acclaimed films.

Next Steps



- Determine top directors and actors by genre.
- Evolving to new world where streaming services are the new box office
- Explore the effect streaming services and changes to how studios are premiering on the performance of films.

Thank you for your time and attention!

Email: meljoy1099@gmail.com

GitHub repository: [Github Link](#)

