

Assisting Microsoft to Enter Movie Industry

Flatiron School, Data Science, Flex Program

by

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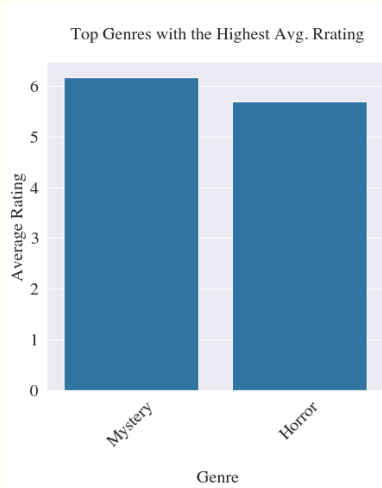
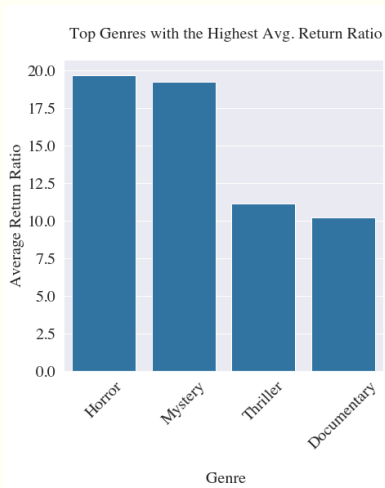
Project Overview

1. The goal of this project is helping Microsoft to enter the movie industry
2. Data is coming from IMDB and Rotten Tomatoes
3. We use highest mean of return ratio as the metric
4. By using data and the metric we will pick
 - ❖ Genre
 - ❖ Director
 - ❖ Studio
 - ❖ Release Month

Data

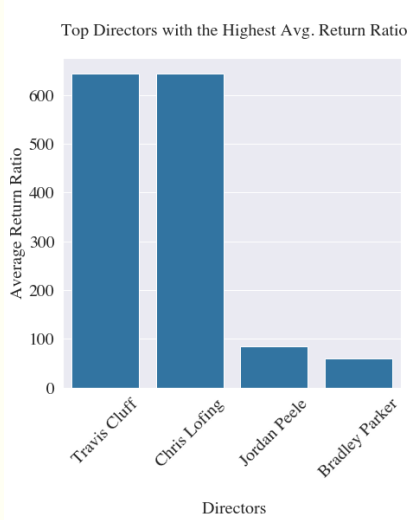
- ❖ Data is from IMDB and Rotten Tomatoes and it contains information about movies such as:
 1. name of movies, genres, and directors
 2. release data, average rating
 3. production budget, domestic and worldwide grosses.
- ❖ We prepare data by cleaning missing values, picking the information we need and by merging different tables to have all information in a single table.

Genre



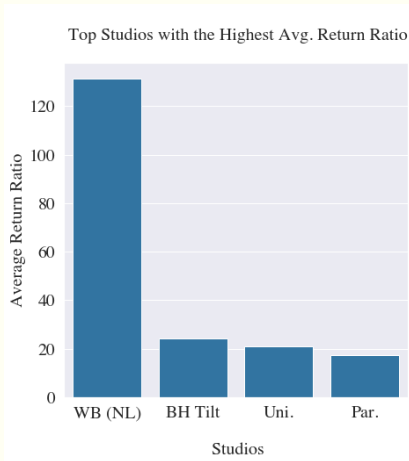
We suggest **Mystery** as the genre to Microsoft in order to enter movie industry

Directors



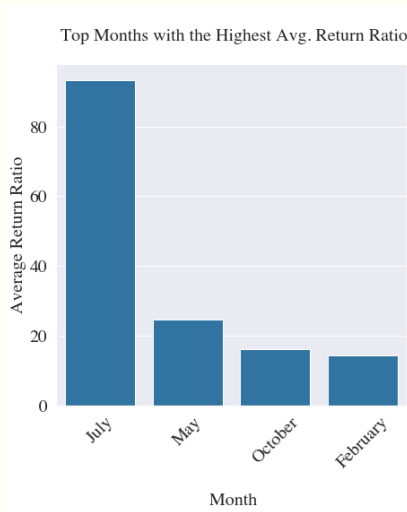
We recommend either **T. Cluff** or **C. Lofing** to Microsoft in order to enter movie industry.

Studio



We recommend **WB (NL)** as the Studio to Microsoft in order to enter movie industry.

Release Month



We recommend **July** as the release month to Microsoft in order to enter movie industry.

Conclusion

- ❖ Project goal is to assist Microsoft in entering the movie industry.
- ❖ We picked highest mean of return ratio as the metric.
- ❖ We suggest the followings to Microsoft in order for them to enter the movie industry
 1. **Recommended Genre:** Mystery
 2. **Recommended Directors:** Chris Lofing or Travis Cluff
 3. **Recommended Month of Release:** July
 4. **Recommended Studio:** WB (NL)

Next Steps

1. **Selecting Writers and Actors and Actresses**
2. **Selecting Production Budget**

*Thank
You!*