"REACH FOR THE SKY"

TAYLOR MORTON

(Young 2017)

Box office

Budget
$30,000,000 (estimated)

Opening weekend US & Canada
$29,140,617 · Nov 26, 1995

Gross US & Canada
$223,225,679

Gross worldwide
$394,436,586

(Mashable 2019)

TOY STORY (1995)

RESEARCH QUESTIONS

Which release dates (months of the year) would I recommend to Microsoft for their new films?

RESEARCH QUESTIONS

What genres of movies make the highest domestic gross income?
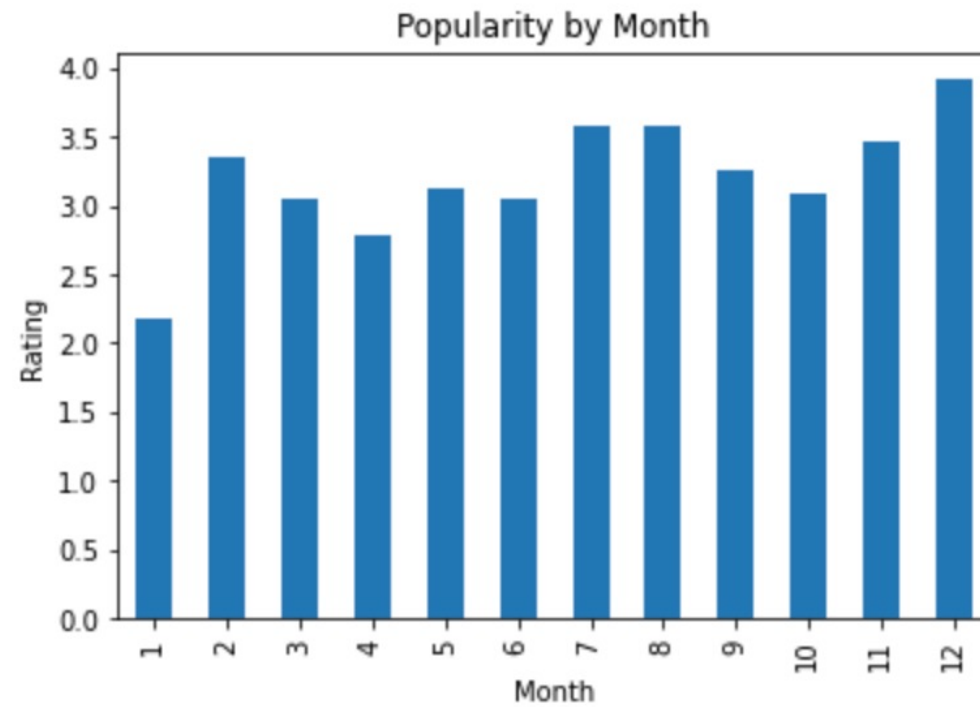
RESEARCH QUESTIONS

Which studios should Microsoft further study to get a better understanding of what movies to produce? (comparing studio to domestic gross income)

DATA UNDERSTANDING

- IMDB based csv files were used to narrow down four variables for upcoming movies: release dates, domestic gross, studios, and genres

- The data provided represents movie genres, gross, budgets, and titles, but includes many other csv files and variables
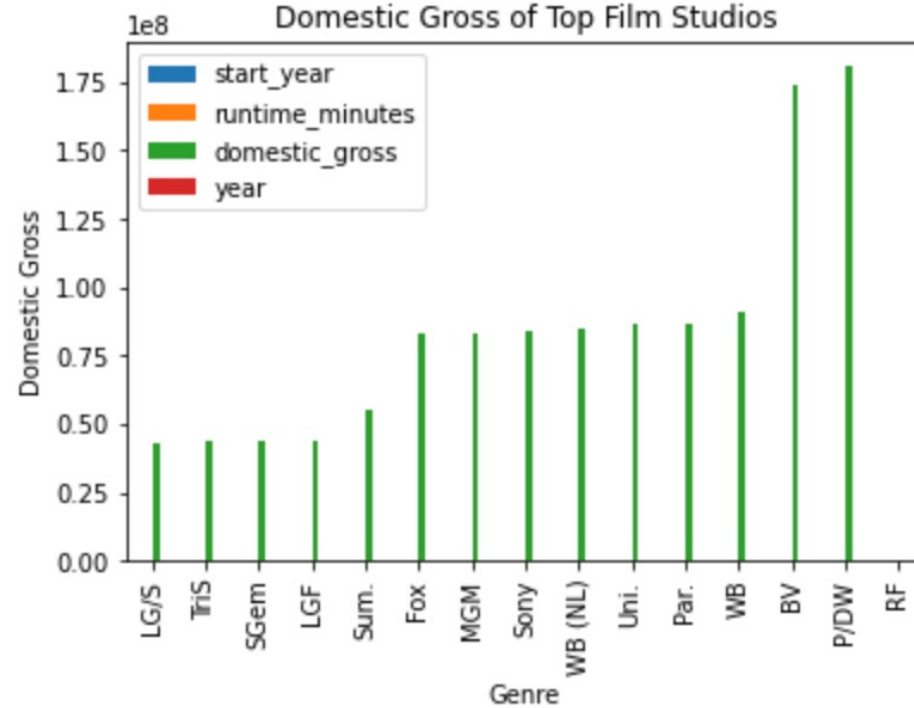
DATA ANALYSIS – RELEASE DATE AND POPULARITY

1. Retrieved information on what columns exist currently in the csv file

2. The 'release date' column was useful information considering that month of release is most useful to a production company

3. Retrieved the most frequent month that movies were released (January) using mode

4. Grouped my data by month, to get a clearer understanding of how the month of release date intersects with popularity

Popularity by Month

POPULARITY BY MONTH

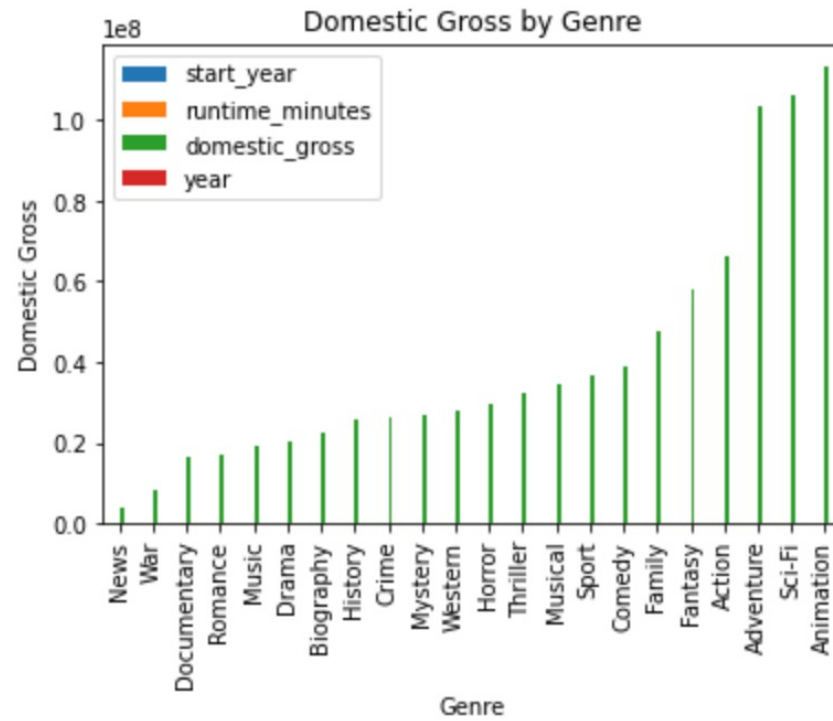# DATA ANALYSIS – STUDIOS AND DOMESTIC GROSS INCOME

1. Retrieved information on what information exist currently in the csv file

2. Imported the title basics csv

3. Joined the gross csv and title csv

4. Grouped the joined csv files by studio and sorted by domestic gross

DOMESTIC GROSS OF TOP FILM STUDIOS

DATA ANALYSIS – GENRE AND DOMESTIC GROSS INCOME

1. Retrieved information on what information exist currently in the csv file
2. Imported the title basics csv
3. Joined the gross csv and title csv
4. Grouped the joined csv files by genre and sorted by domestic gross

Domestic Gross by Genre

DOMESTIC GROSS BY GENRE

RECOMMENDATIONS

The Microsoft film release should take place in either **July, August, or December**.

RECOMMENDATIONS

Animation is the top genre recommendation for Microsoft's first film, however **sci-fi** and **adventure** could also be profitable.

RECOMMENDATIONS

Microsoft should follow a model similar to **Pixar/Walt Disney studios** who have brought in the highest domestic gross from their films

LIMITATIONS AND FUTURE ANALYSIS

- The limitations of this research center around not including the foreign gross from these films, and factoring in the production budget for these films.

- Future analysis should include a larger analysis on foreign gross, domestic gross, production budget, and return on income that each film in these data set has brought in.

THANK YOU

- Email: mortt802@newschool.edu
- GitHub: morty802
- LinkedIn: linkedin.com/in/taylormorton12/