

Microsoft Studios Movie Analysis

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Summary

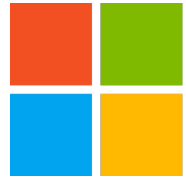
Descriptive analysis of movie data reveals features of movies that result in a greater return on investment (ROI).

- **Genre** selection is important
- **Timing** matters
- Relationship between ROI and **production budget** differ by genre

Outline

- Business Problem
- Data & Methods
- Results
- Conclusions
- Further Steps

Business Problem



Microsoft

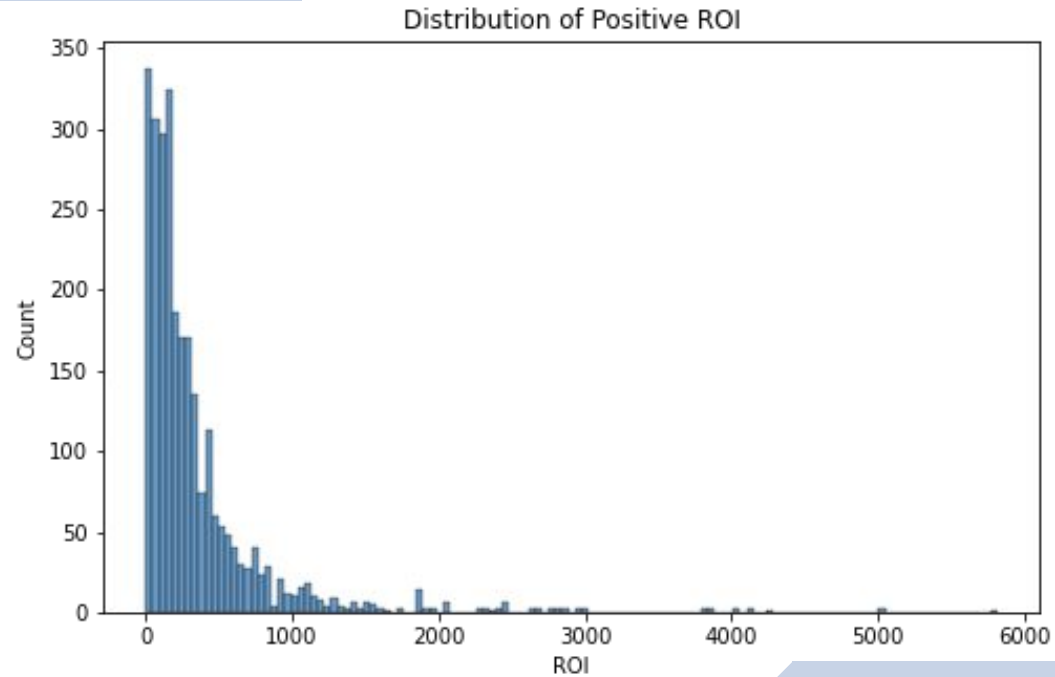
Purpose of Analysis: Provide actionable recommendations with respect to movie creation

Metric: Return on Investment (ROI)

Microsoft needs to consider various factors that can help increase ROI.

Return on Investment (ROI)

$$\frac{\text{Profit}}{\text{Production Budget}} \times 100$$

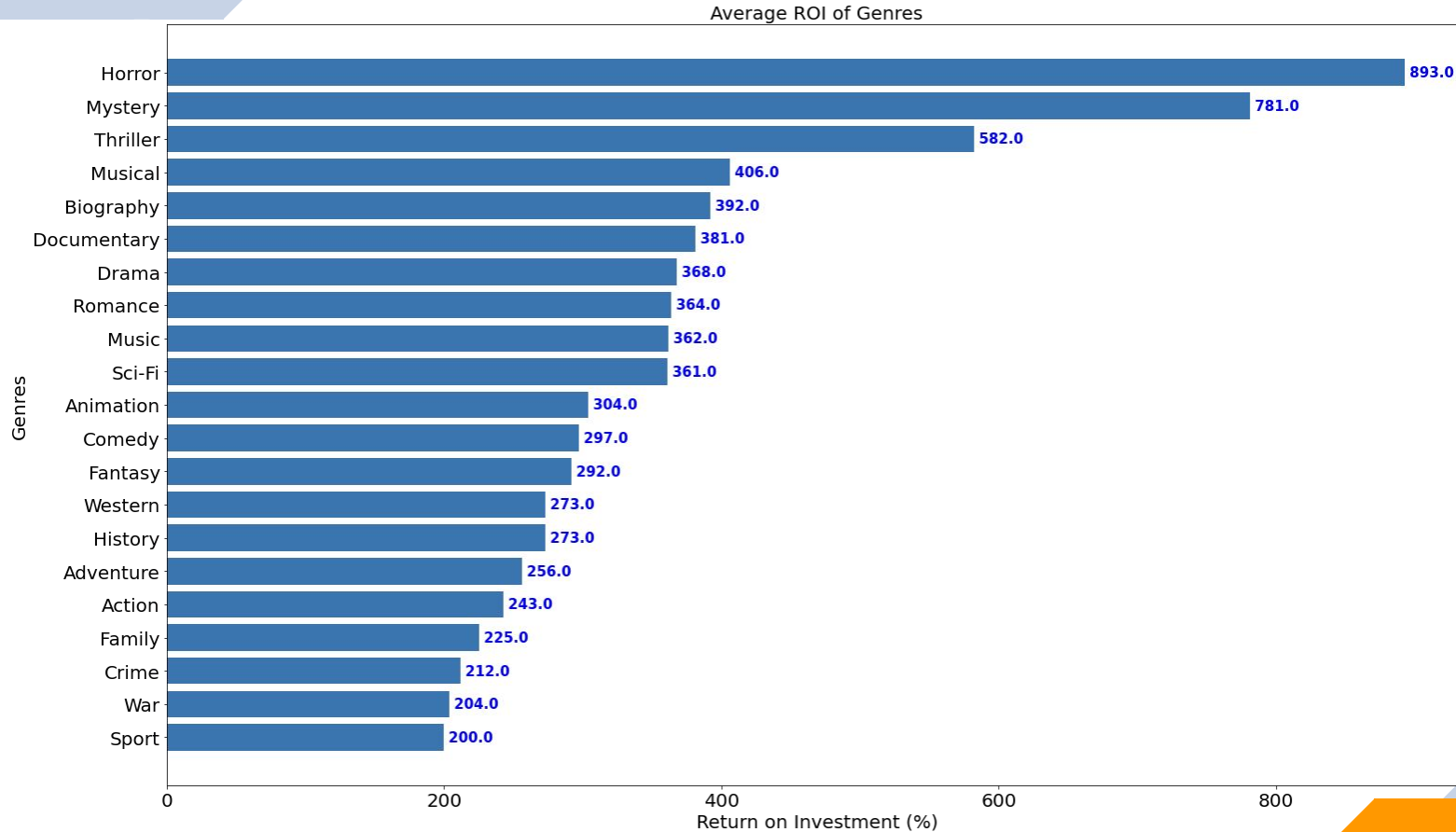


Data & Methods

- **Data source:** IMDb and the-numbers.com
- 3 datasets
- Merged dataset contains information on genres, production budget, release date, and worldwide gross.
- 1357 movies from 2010 to present.

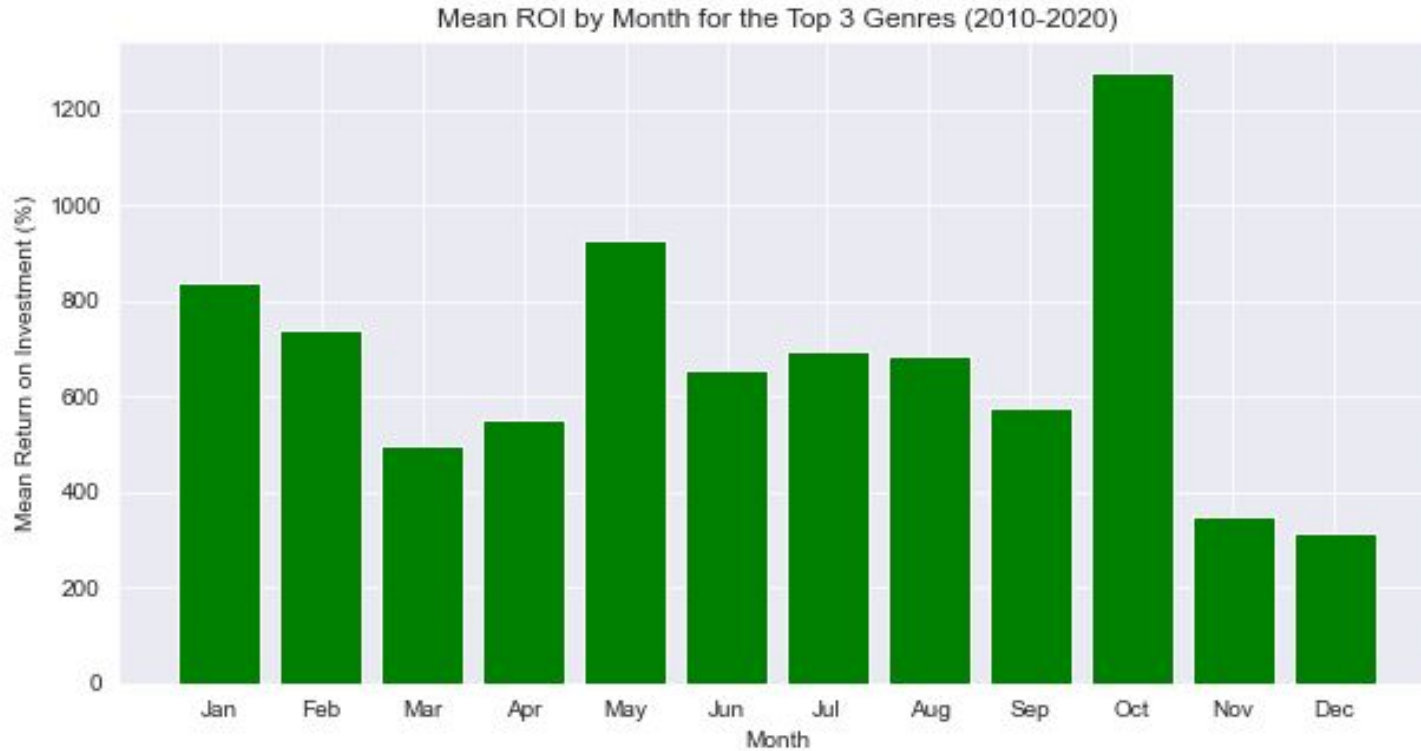
Results

Question 1: Which genres generate the highest average ROI?



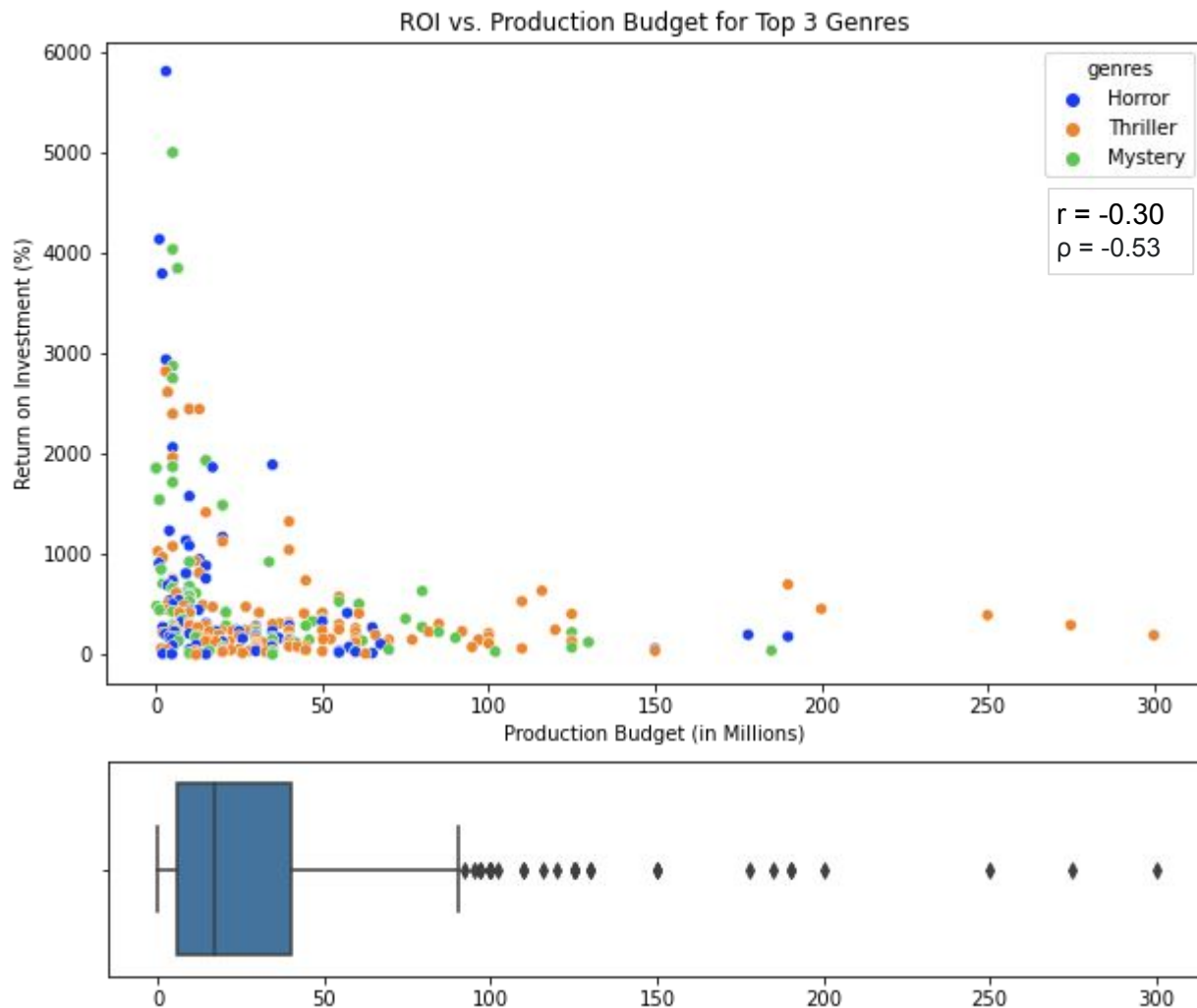
Results

Question 2: What time of year should a movie be released for the greatest mean ROI?



Results

Question 3: How much money should be spent on production budget to maximize ROI?



Conclusions

1. Produce a movie in the Horror, Mystery, or Thriller genre.
2. Release a movie in either October or May.
3. Budget can be limited between 6 and 40 million dollars.

Future Steps

1. Further analysis on budget allocation can provide insight on ways to increase ROI.
2. Analyzing movie rating to assess its accuracy as a predictor for ROI.

Thank You!

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