Microsoft Movie Analysis

Student name: Myrna Grace Calip

Student pace: Part-Time

Scheduled project review date/time: 9/3/21

Instructor name: Claude Fried
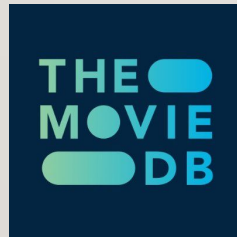
Business Problem

- **What variables of a film should Microsoft consider to create a profitable and successful movie?**

- **What are three recommendations can we provide?**

Data

Microsoft is looking to create a movie studio using movie datasets from:

- Box Office Mojo
- IMDB
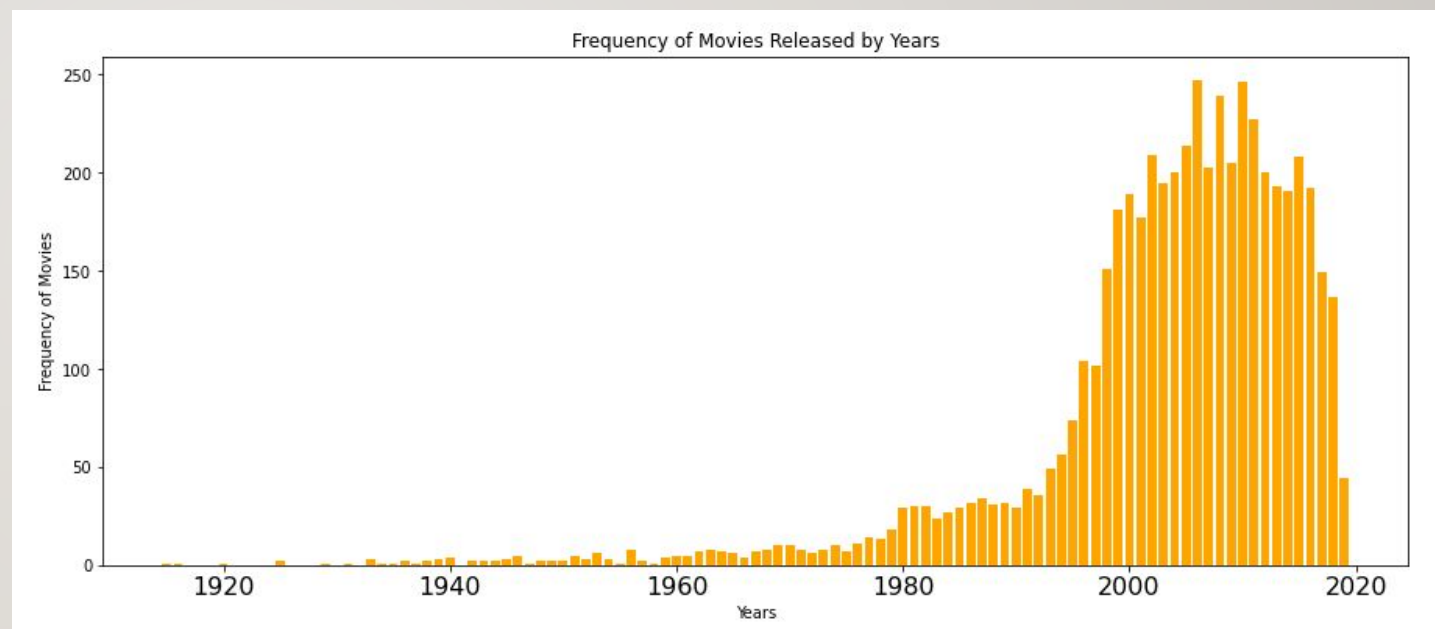- Rotten Tomatoes
- TheMovieDB
- The Numbers

Our Focus

- When is the best time to release movie?

- Which genre generates the most profit?

- Does production budget correlate profitable movie?

When is the best time to release movie?
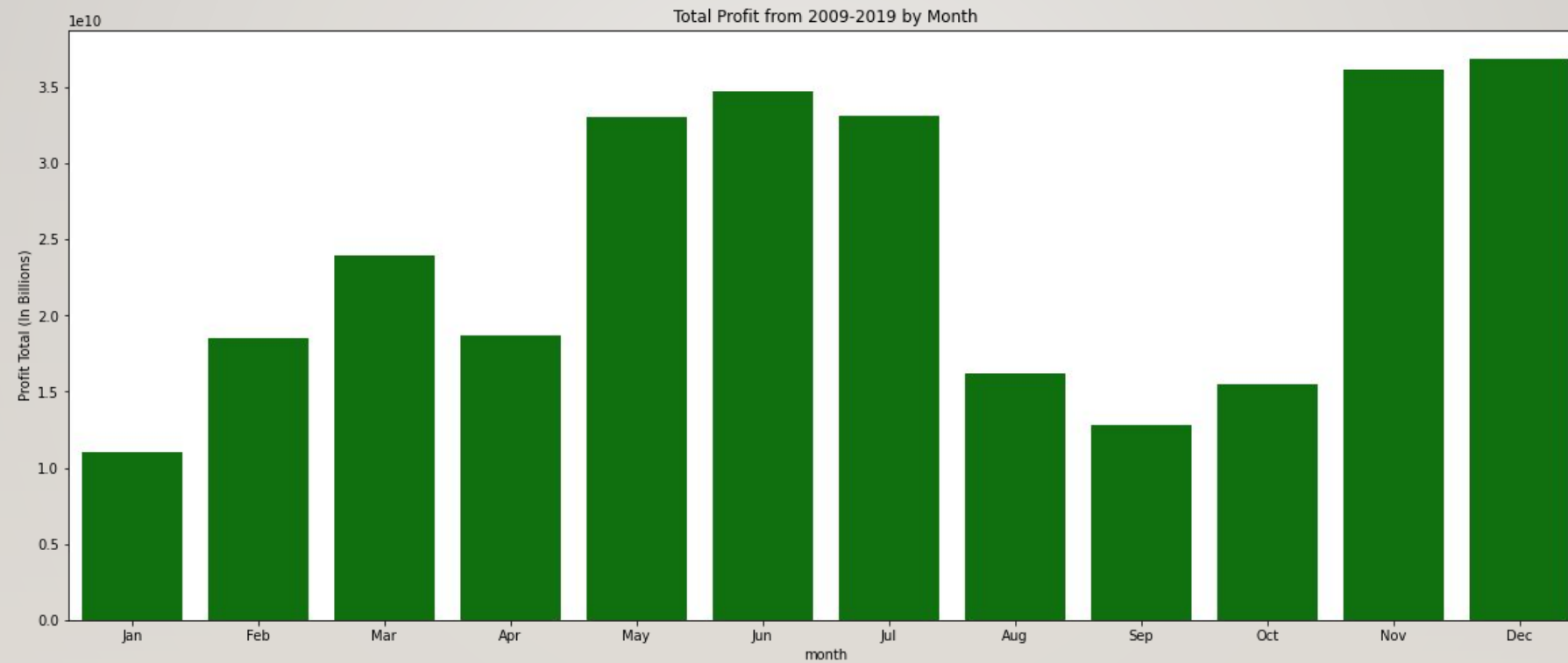
Approach → Frequency of Released Movies from The Numbers
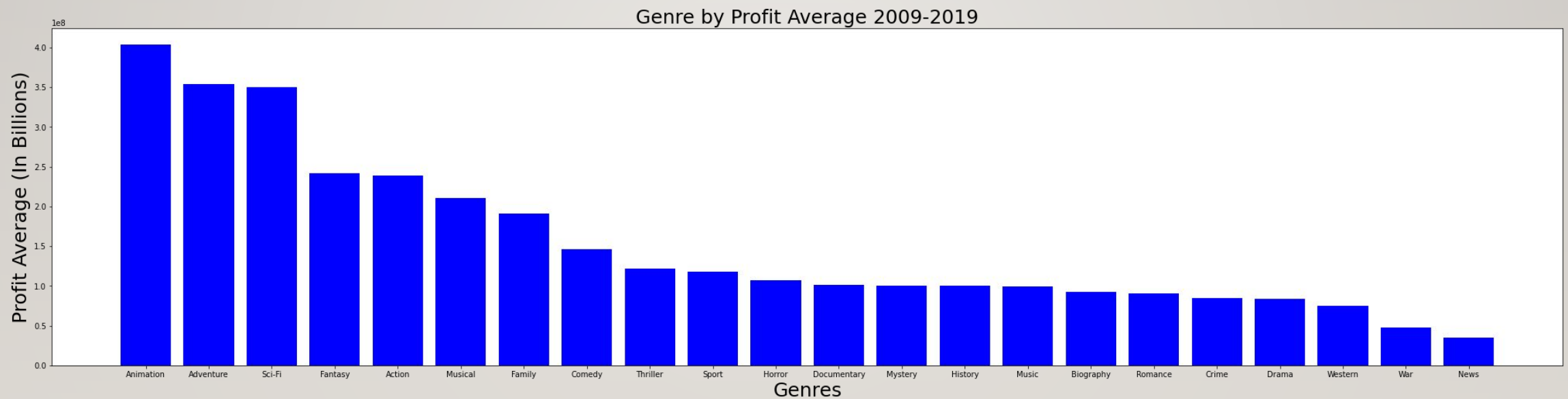
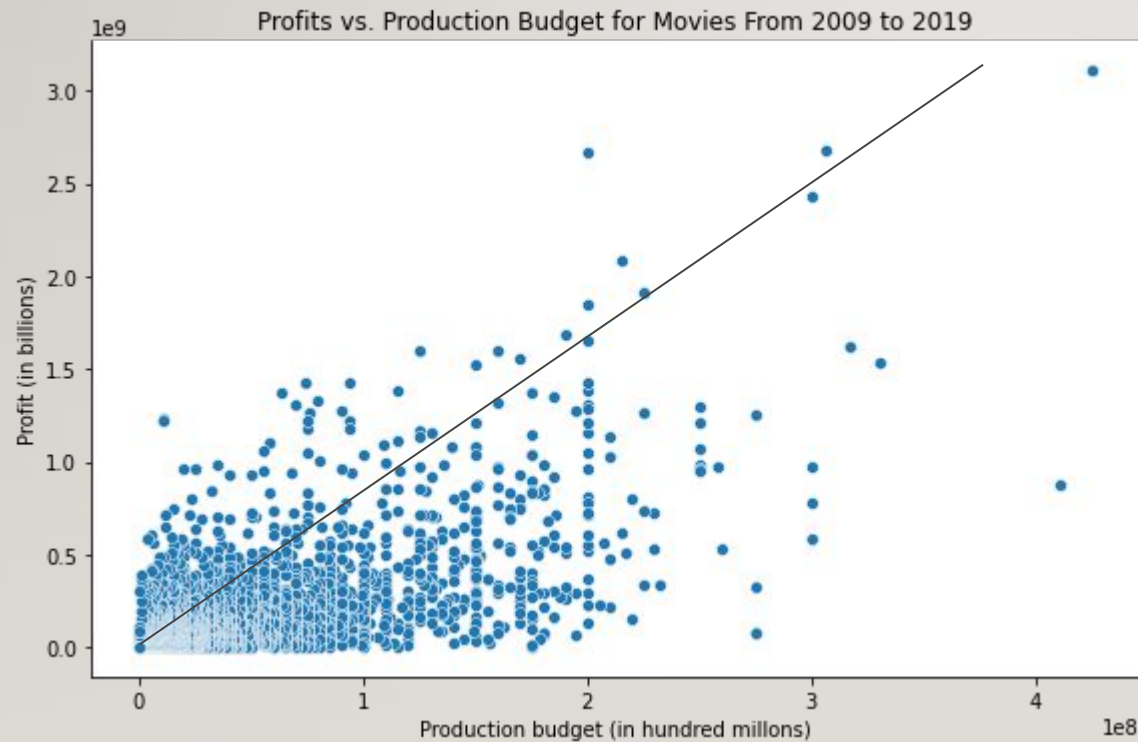Our Findings → Highest Released Movies 2009-2019

Our Findings

Total Profit from 2009-2019 by Month

What genre generates the most profit by Average?

Genre by Profit Average 2009-2019

Does high production budget lead to a profitable movie?

Profits vs. Production Budget for Movies From 2009 to 2019

r = .702 - medium positive correlation

- Budget at least 200M - 300M will result in a range of 2 - 2.5 billion dollars in profit

Overview of our Recommendations

- Release the movie in the months of May, June, July, November, December

- We have the choices of creating an Animated Movie, Adventure, Sci-fi, Fantasy and Action

- 20M-30M budget will lead to good profitable movie.

Future Insights If Given More Time

- Profits of the movies from streaming platforms

- Highly Rated Directors

- Production Budget Ranges and Profitability Percentages

- Highly Rated Movie Studios

- How Does Popularity Correlate to Most Frequently Watched Genres

Thank You!

Email: myrnaa.grace@gmail.com

Github: @myrnagrace