



The Movie Industry

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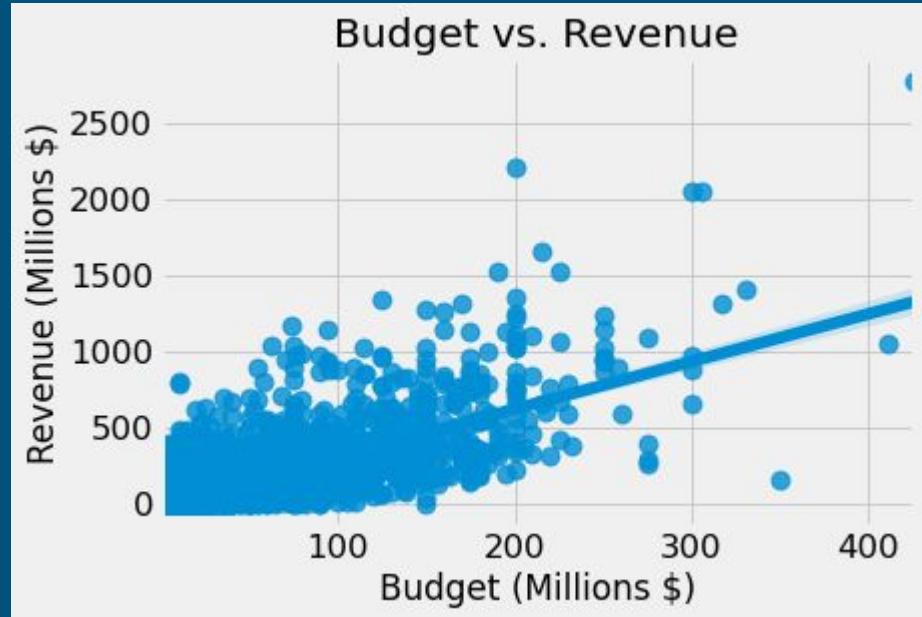
How can we best help Microsoft to enter the film industry?

- How long should the first movie be?
- How much money should be put into the movie?
- What should the movie be rated?
- What kind of movies had the highest ratings from viewers?
- What directors/movies should be studied?

Data Analysis (Flatiron Data)

Budget:

Don't be afraid to
spend money during
the production process

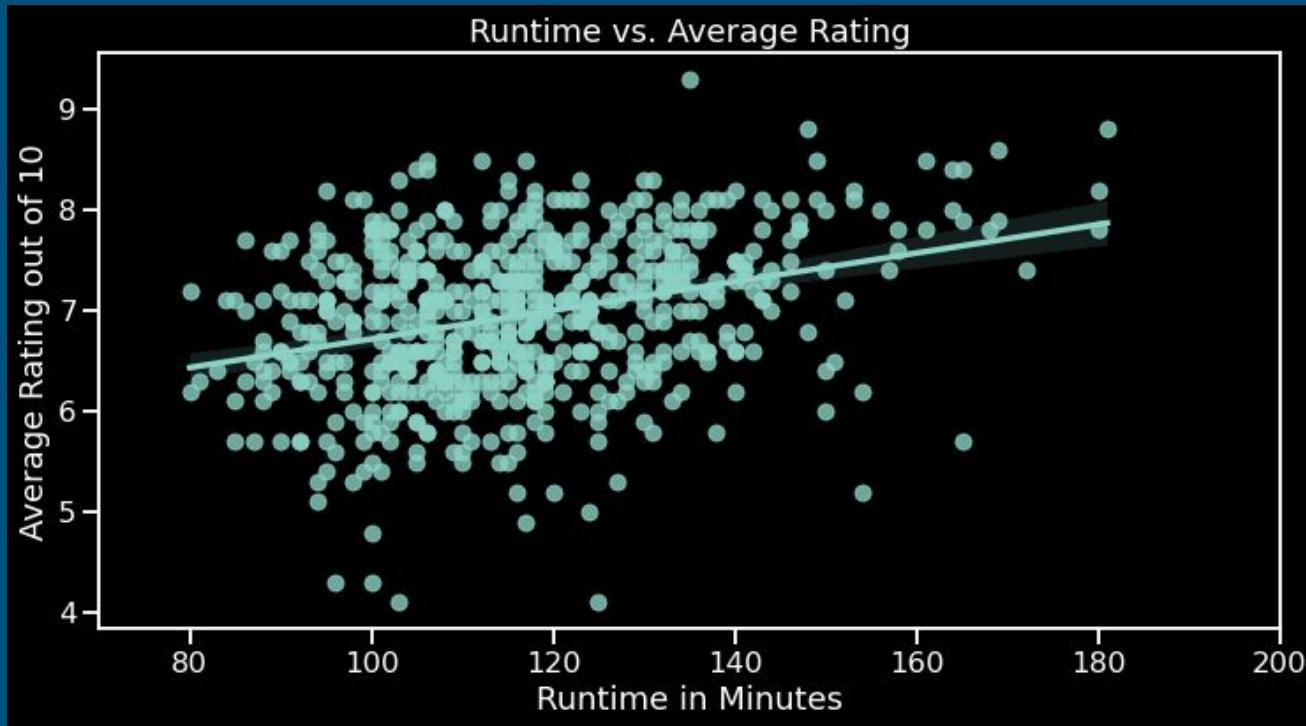


ROI

movie	<code>id</code>	<code>release_date</code>	<code>production_budget</code>	<code>worldwide_gross</code>	<code>ROI</code>
Mad Max	14	Mar 21, 1980	0.20	99.750000	498.750000
Paranormal Activity	93	Sep 25, 2009	0.45	194.183034	431.517853
The Gallows	80	Jul 10, 2015	0.10	41.656474	416.564740
The Blair Witch Project	7	Jul 14, 1999	0.60	248.300000	413.833333

Watch and study these movies, get in touch
with their directors and production crew

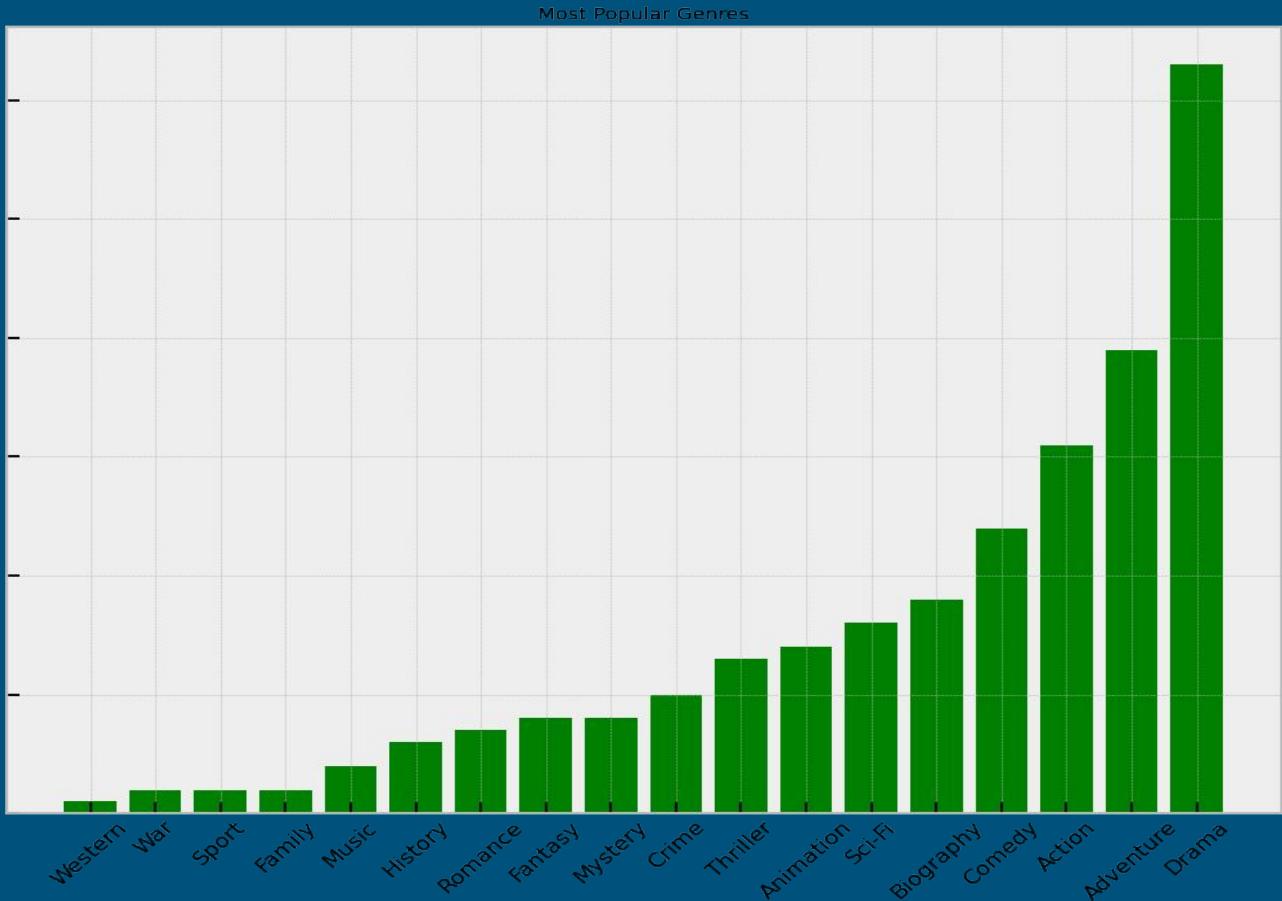
Runtime:



Genre:

Top 100 highest rated movies with over 100,000 total ratings:

Err on the side of Action, Adventure, and Drama

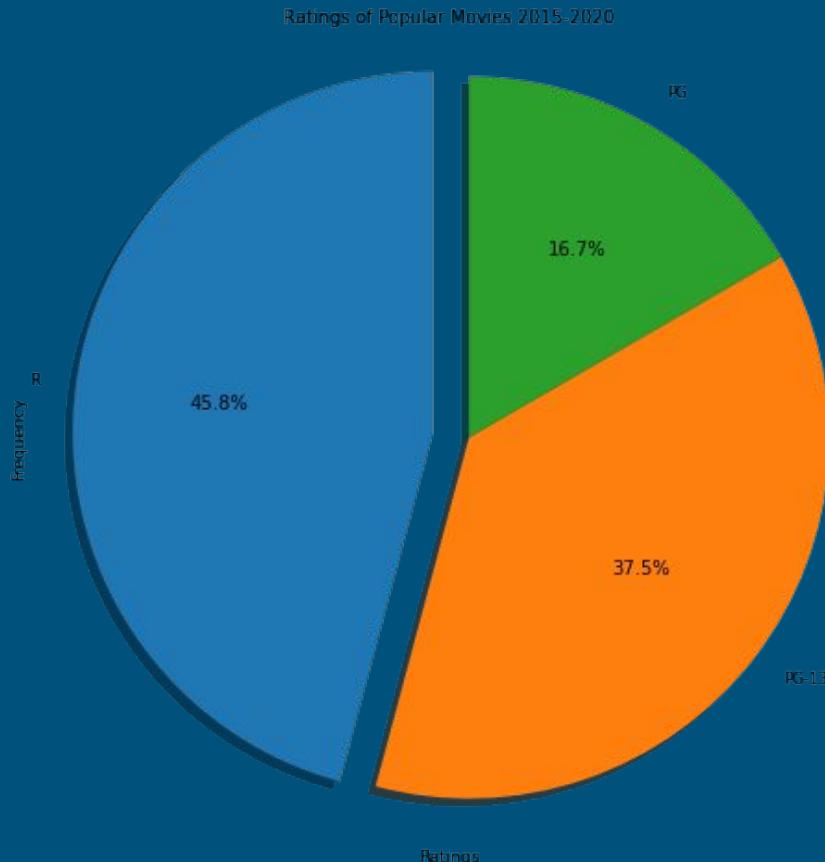


Data Analysis (imdb.com)

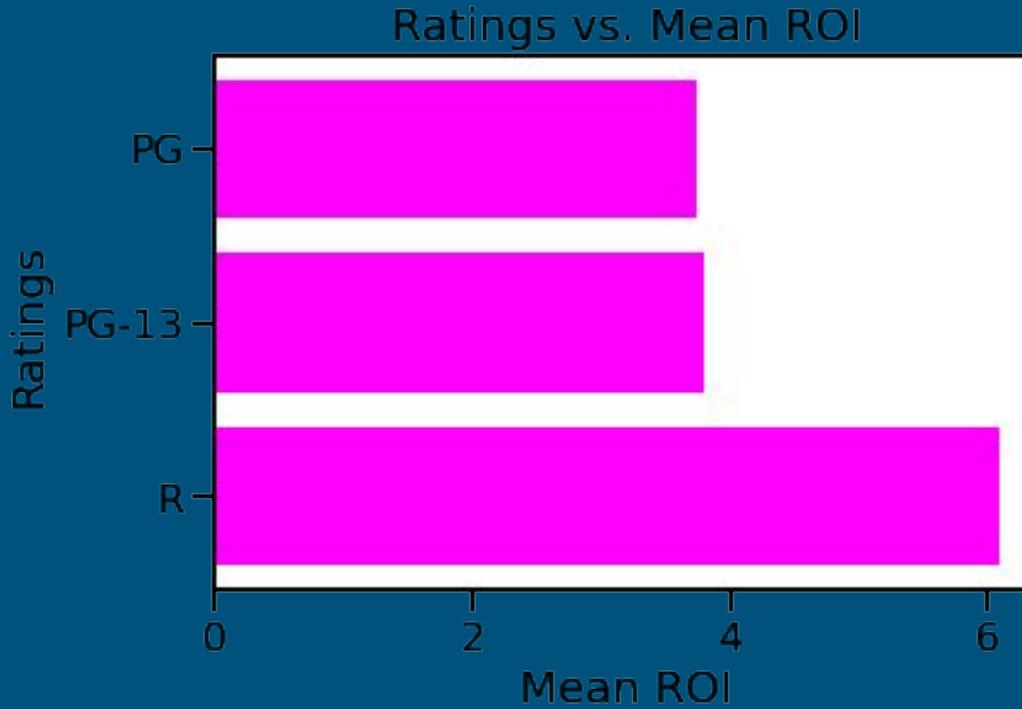
Ratings:

Out of most popular movies from 2015-2020

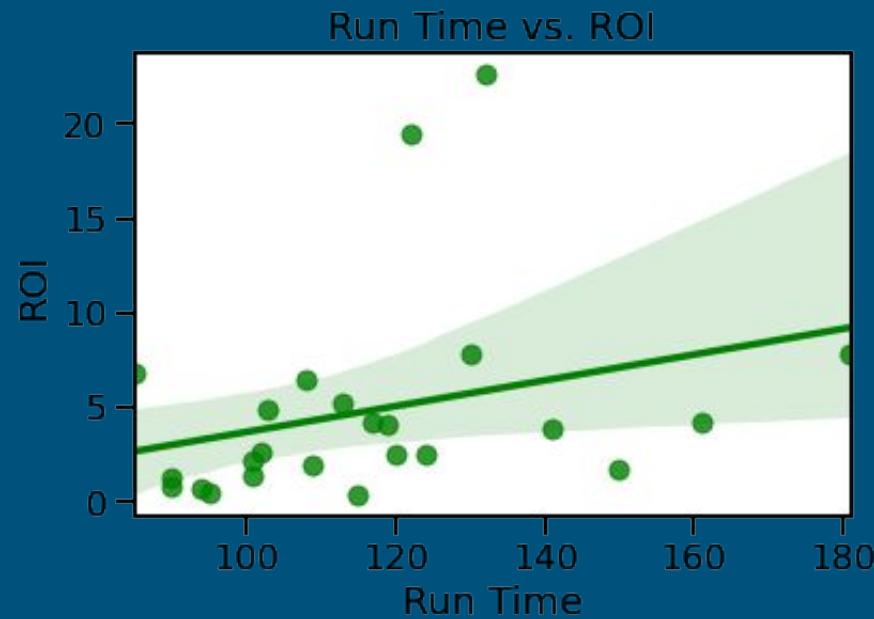
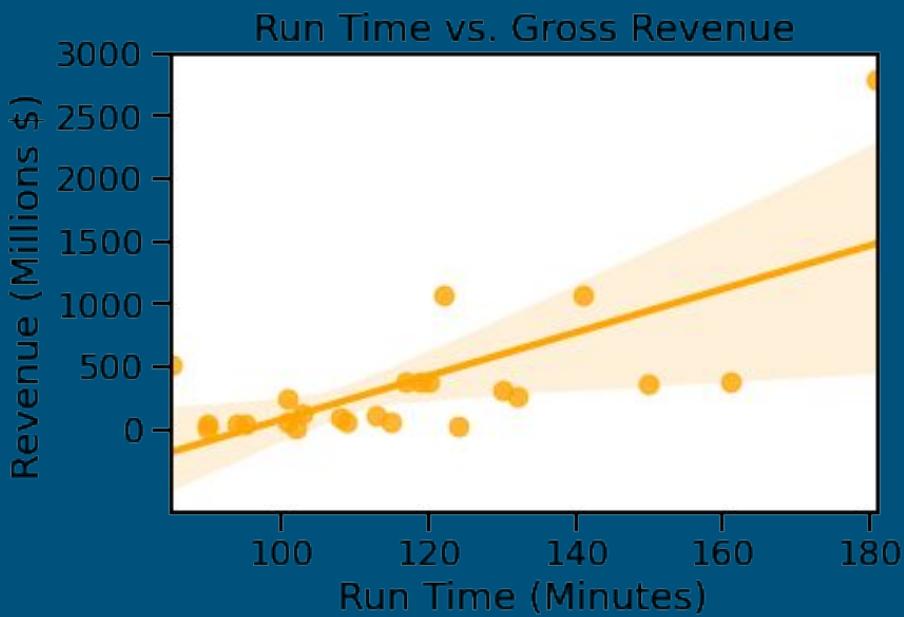
Strongly consider creating a PG-13 or R rated movie



Mean ROI vs. Rating

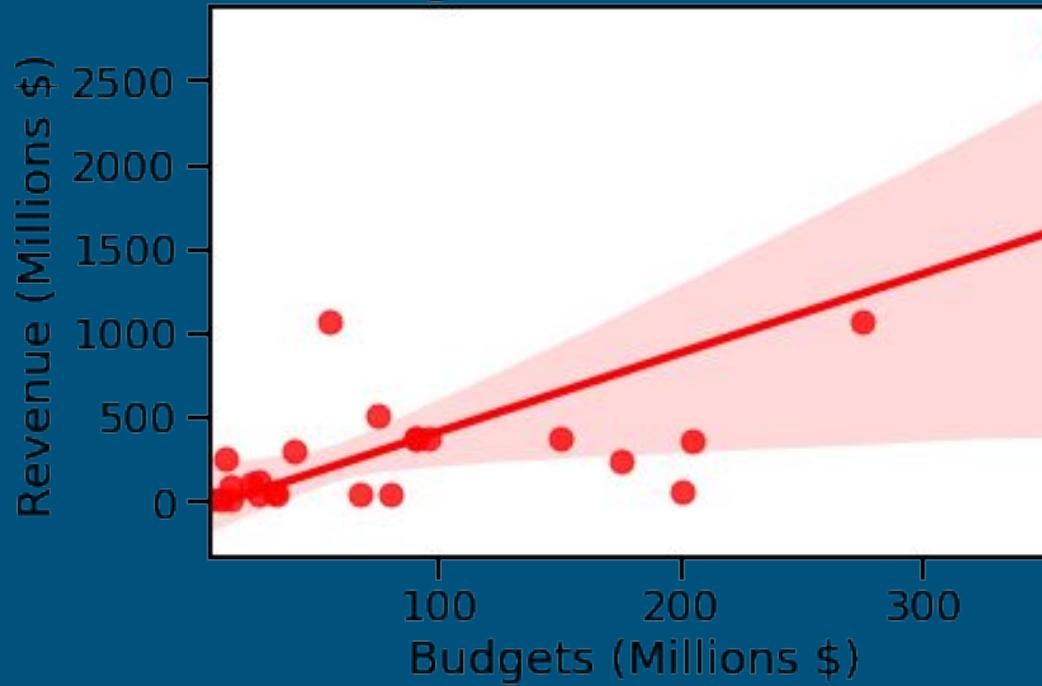


Run Time



Budget

Budget vs. Gross Revenue



Future work

- Investigate how each movie allocates the money set aside for their budget
- What do all the films with the highest ROIs have in common?
- How does having well-known actors affect average rating and revenue?
- Is there a similar effect for well-known directors?

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Thank you!