

Advice For Microsoft's New Movie Studio



OVERVIEW

Aim: Provide advice to Microsoft (hypothetically) on which types of movies to create for their new movie studio.

Methodology: Using exploratory data analysis, I tried to understand what are some important factors for being successful in the industry.

Summary of Results:

- Best movie genres for profit and ratings seem to be a mix in of adventure and drama.
- Best people to work with for a new movie to get the highest profit are Michael Crichton, Joe Robert Cole and Rafe Spall.
- Interestingly, IMDB and TMDB ratings offer different genres and people.

Data

- Data Source: Box Office Mojo, IMDB, Rotten Tomatoes, and TheMovieDB.org. (The data is provided by Flatiron school and collected from the respective websites.)
- Data is about: movie titles, genres, directors, actors, profits, release year etc..
- Data size: 16,184 movies (when merged on common columns)
- Target variables: ratings and profit
- Some columns are dropped from analysis.
- Profit is calculated using worldwide gross and production budget.
- NaN values are omitted (not filled).

Summary of Results

- Best movie genres for the highest profit:

1. Adventure, Drama, Sport
2. Biography, Documentary, History
3. Sci-Fi

- Best people to work with for the highest profit:

1. Michael Crichton
2. Joe Robert Cole
3. Rafe Spall

- Best movie genres by average votes on TMDB:

1. Documentary, History
2. Mystery, Thriller
3. Biography, Drama, Musical

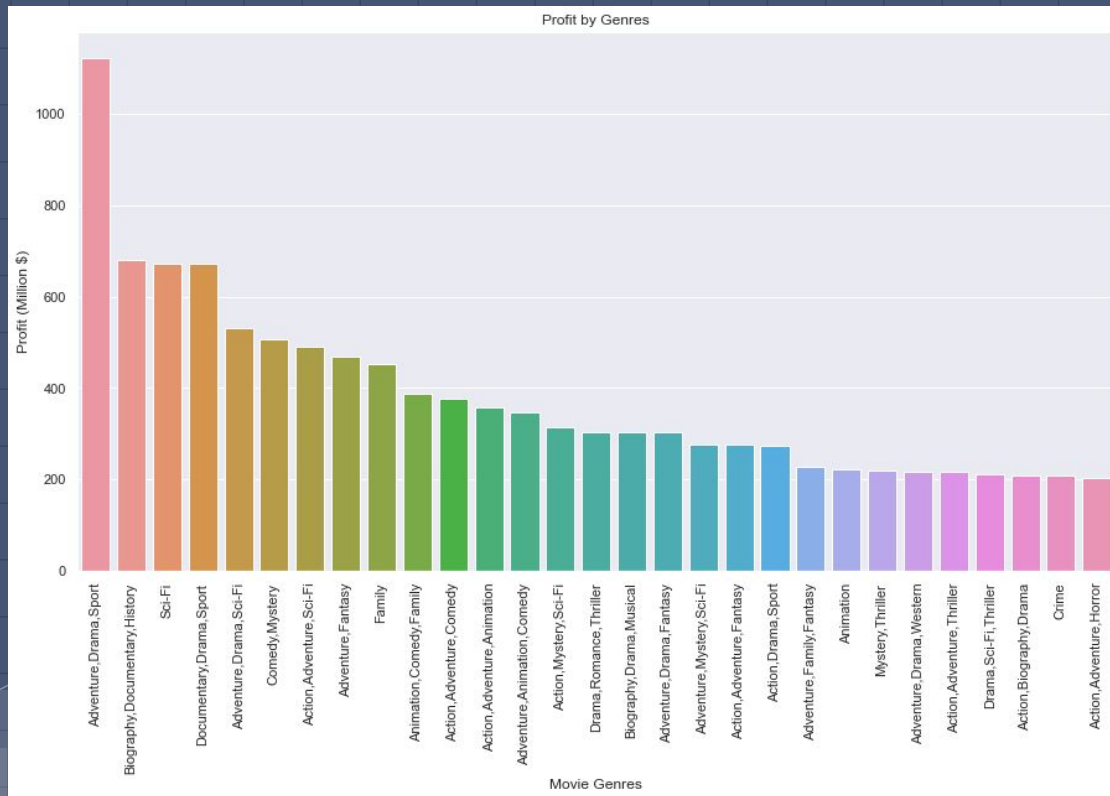
- Best movie genres by ratings on IMDB:

1. Adventure
2. Action, Sport
3. Crime, Documentary



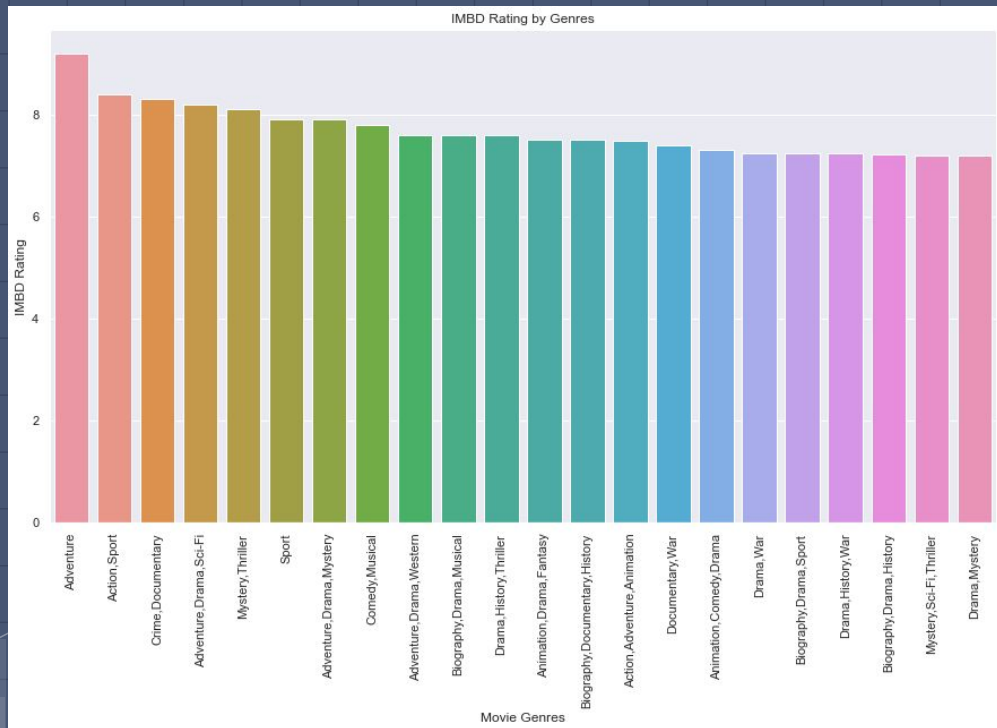
Analysis

BEST PROFIT BY MOVIE GENRE



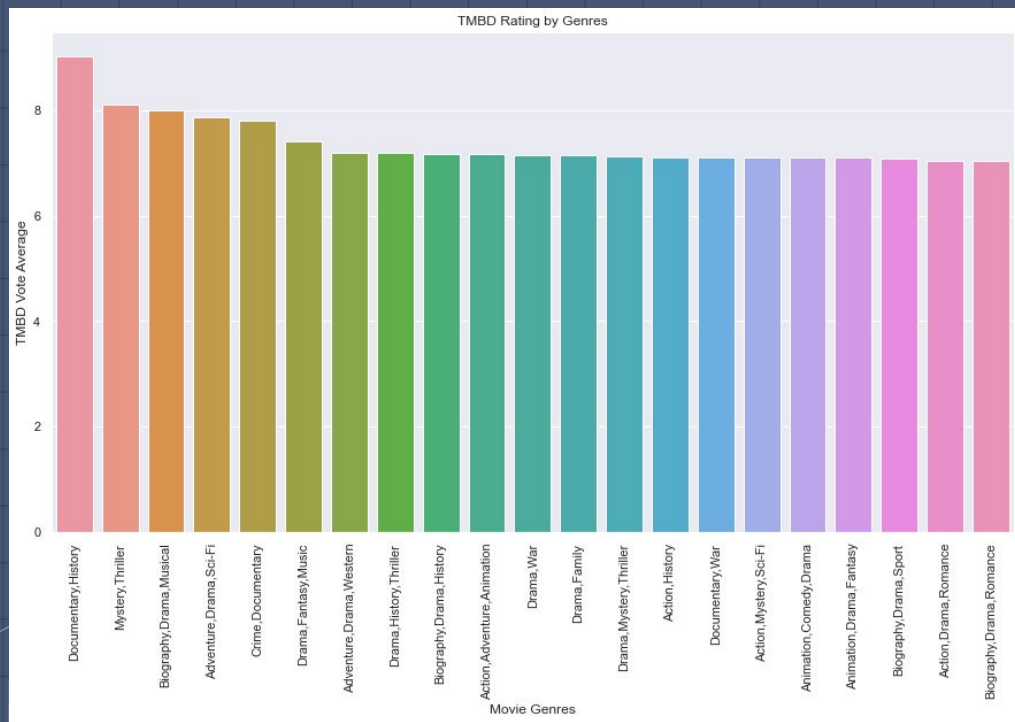
1. Adventure, Drama, Sport
2. Biography, Documentary, History
3. Sci-Fi
4. Documentary, Drama, Sport
5. Adventure, Drama, Sci-Fi
6. Comedy, Mystery
7. Action, Adventure, Sci-Fi
8. Adventure, Fantasy
9. Family
10. Animation, Comedy, Family

BEST IMDB RATINGS BY MOVIE GENRE



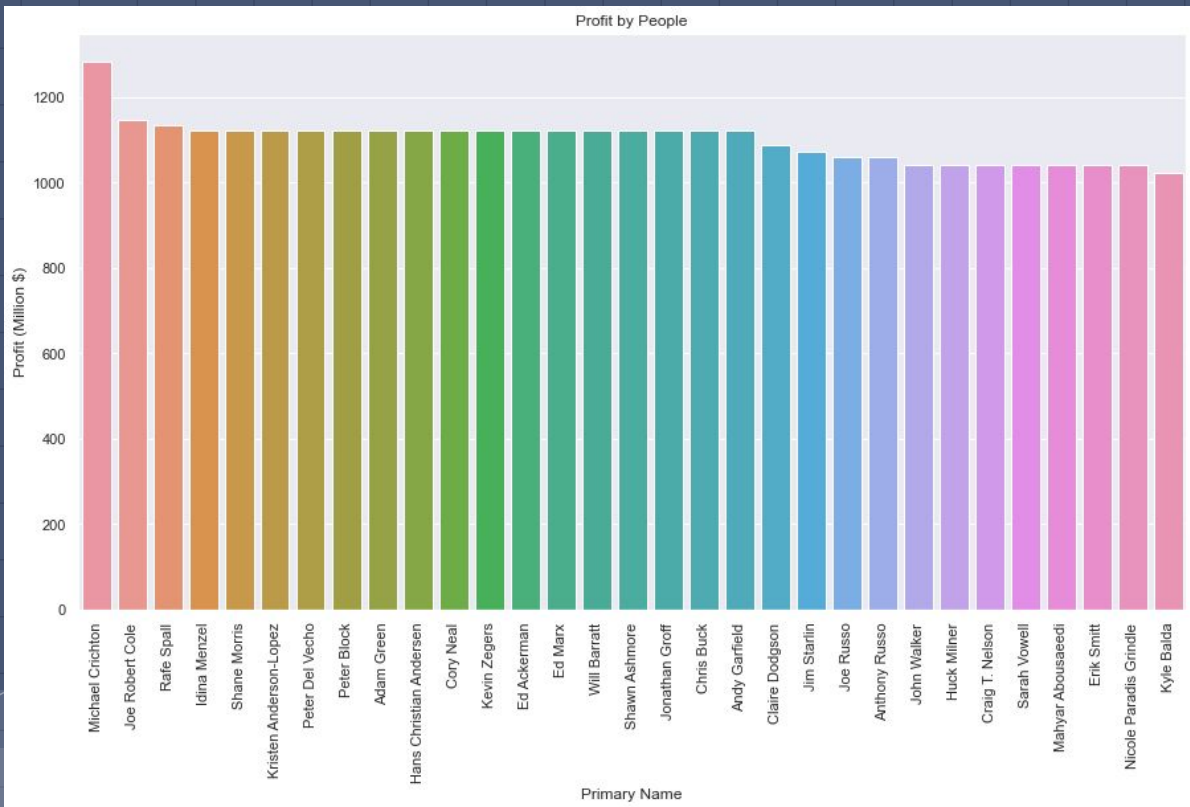
1. Adventure
2. Action, Sport
3. Crime, Documentary
4. Adventure, Drama, Sci-Fi
5. Mystery, Thriller
6. Sport
7. Adventure, Drama, Mystery
8. Comedy, Musical
9. Adventure, Drama, Western
10. Biography, Drama, Musical

BEST TMDB RATINGS BY MOVIE GENRE



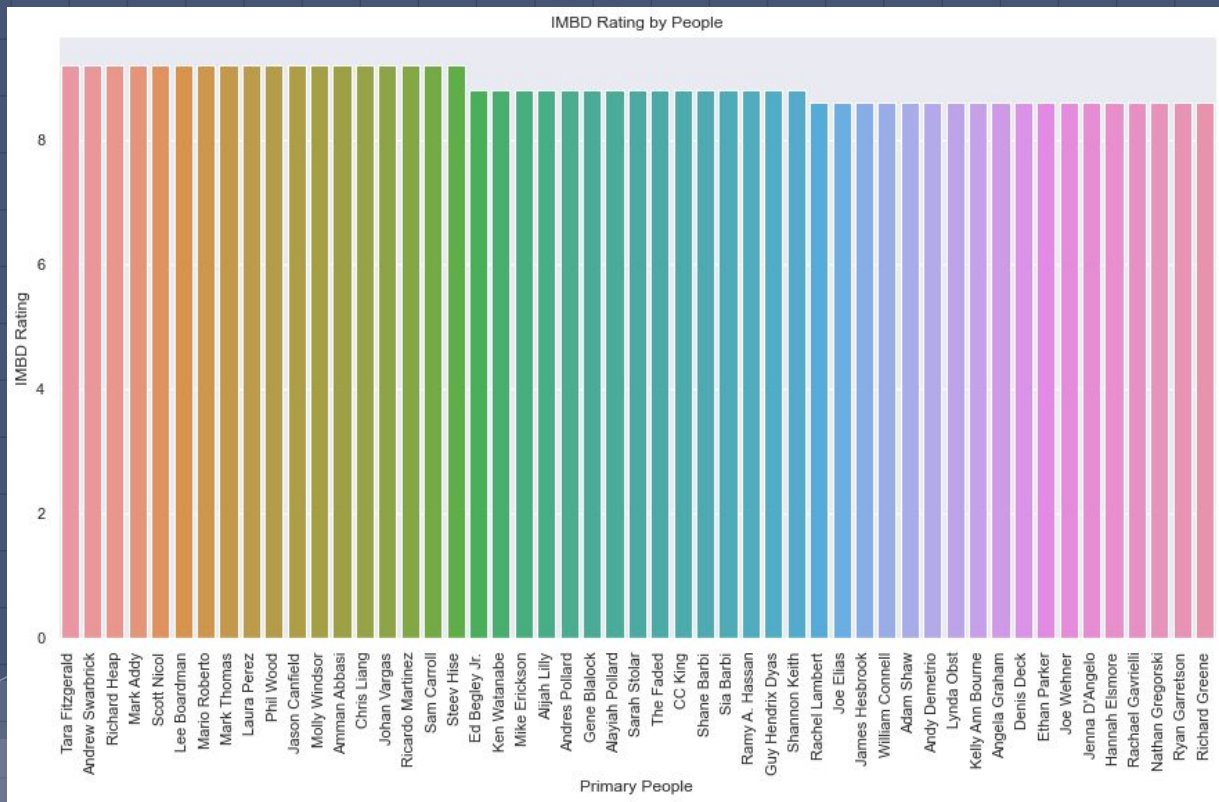
1. Documentary, History
2. Mystery, Thriller
3. Biography, Drama, Musical
4. Adventure, Drama, Sci-Fi
5. Crime, Documentary
6. Drama, Fantasy, Music
7. Adventure, Drama, Western
8. Drama, History, Thriller
9. Biography, Drama, History
10. Action, Adventure, Animation

BEST PROFIT BY PEOPLE



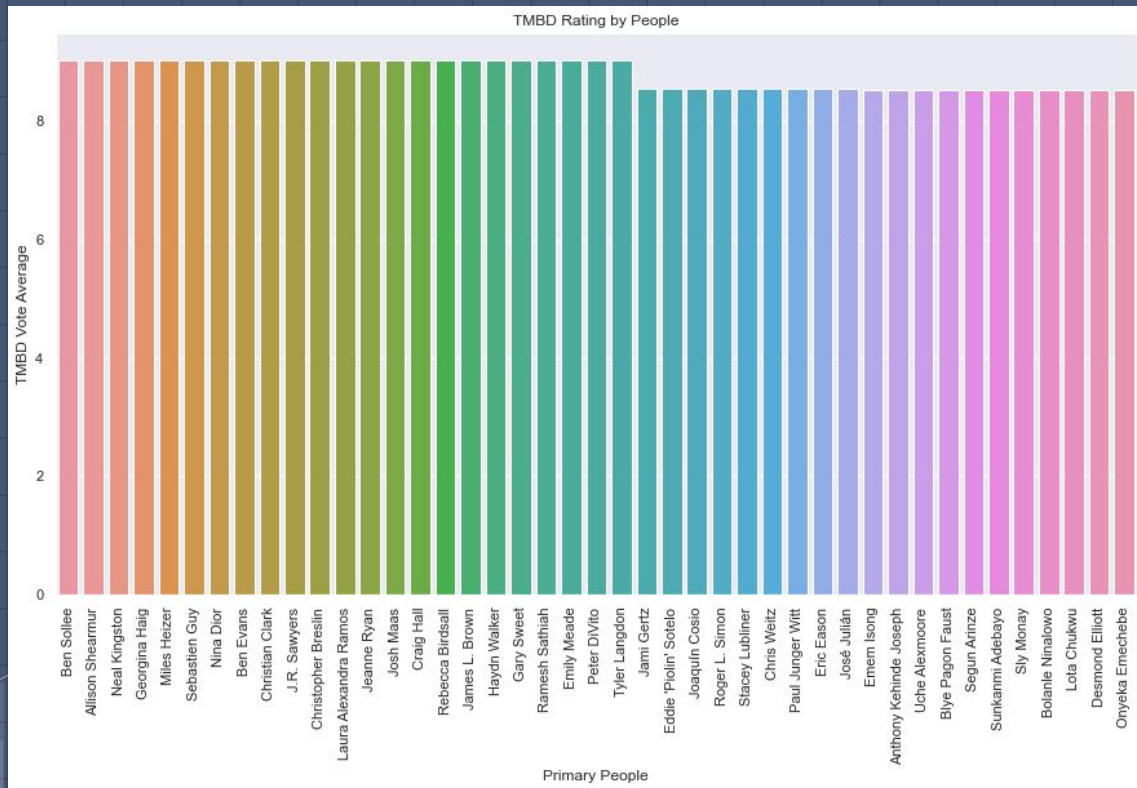
1. Michael Crichton
2. Joe Robert Cole
3. Rafe Spall
4. Idina Menzel
5. Shane Morris
6. Kristen Anderson-Lopez
7. Peter Del Vecchio
8. Peter Block
9. Adam Green
10. Hans Christian Andersen

BEST IMDB RATINGS BY PEOPLE



1. Tara Fitzgerald
2. Andrew Swarbrick
3. Richard Heap
4. Mark Addy
5. Scott Nicol
6. Lee Boardman
7. Mario Roberto
8. Mark Thomas
9. Laura Perez
10. Phil Wood

BEST TMDB RATINGS BY MOVIE GENRE



1. Ben Sollee
2. Allison Shearmur
3. Neal Kingston
4. Georgina Haig
5. Miles Heizer
6. Sebastien Guy
7. Nina Dior
8. Ben Evans
9. Christian Clark
10. J.R. Sawyers

Conclusion

▫ Results

- This primary analysis gives a general idea about where to start, but more analysis should be done for better understanding of the industry.

▫ Improvements

- Other factors to consider: the time of the year, the economy or any crisis going on, that are not included in analysis.
- Focus on directors, or actors in specific instead of people in general.
- Separate genre categories and do a more comprehensive analysis.