

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 directors to work with for a new movie to get the highest profit are Adam Green, Chris, Buck and Joss Whedon.
- Interestingly, IMDB and TMDB ratings offer different genres and directors.

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 directors to work with for the highest profit:

1. Adam Green
2. Chris Buck
3. Joss Whedon

- Best movie genres by average votes on TMDB:

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

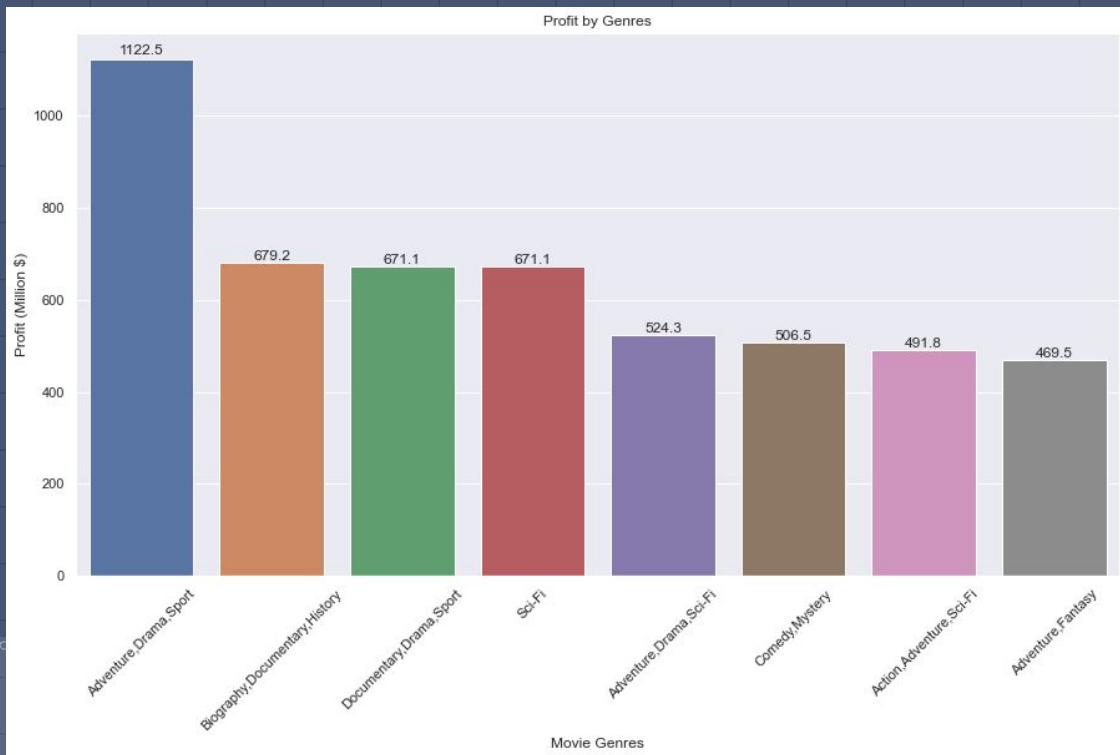
- Best movie genres by ratings on IMDB:

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



Analysis

BEST PROFIT BY MOVIE GENRE



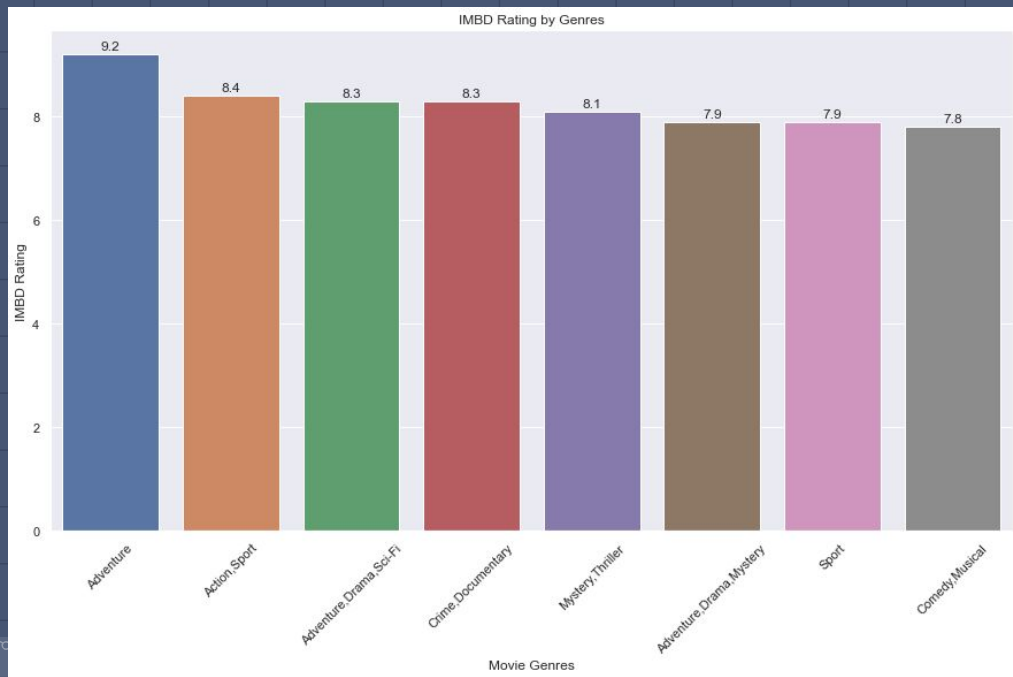
TOP 5 MOVIE GENRES FOR THE BEST PROFIT

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

Number of movies produced per genre:

- * Action, adventure, sci-fi: 43
- * Adventure, fantasy: 3
- * Comedy, mystery: 1
- * All other genres: 2

BEST IMDB RATINGS BY MOVIE GENRE



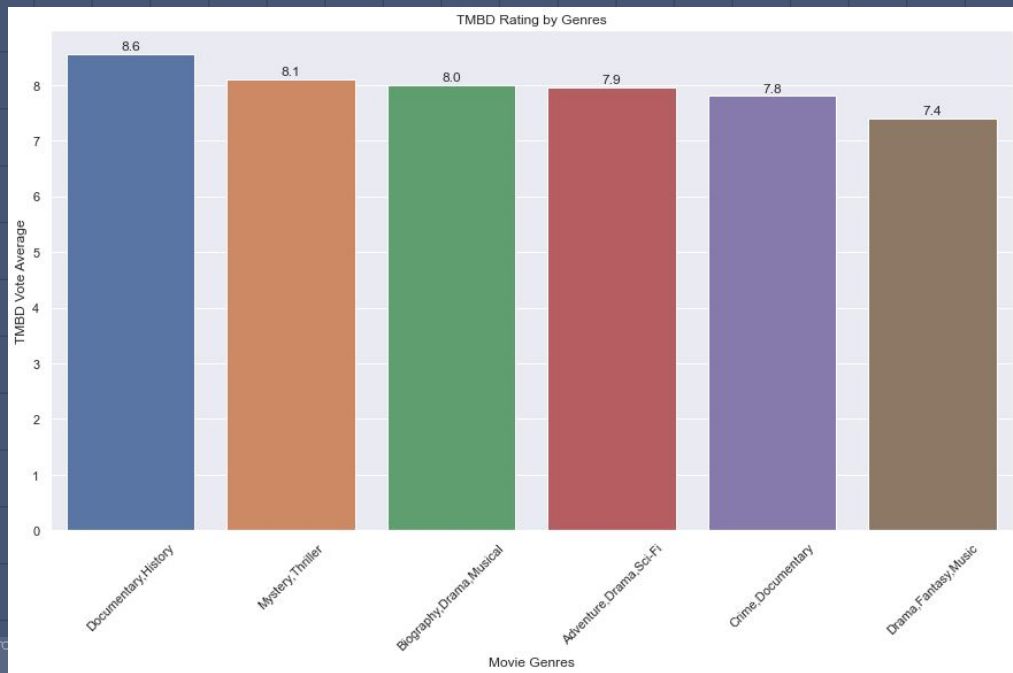
TOP 5 MOVIE GENRES FOR THE BEST IMDB RATINGS

1. Adventure
2. Action, Sport
3. Crime, Documentary
4. Adventure, Drama, Sci-Fi
5. Mystery, Thriller

Number of movies produced per genre:

- * Sport: 2
- * Adventure, drama, sci-fi: 2
- * All other genres: 1

BEST TMDB RATINGS BY MOVIE GENRE



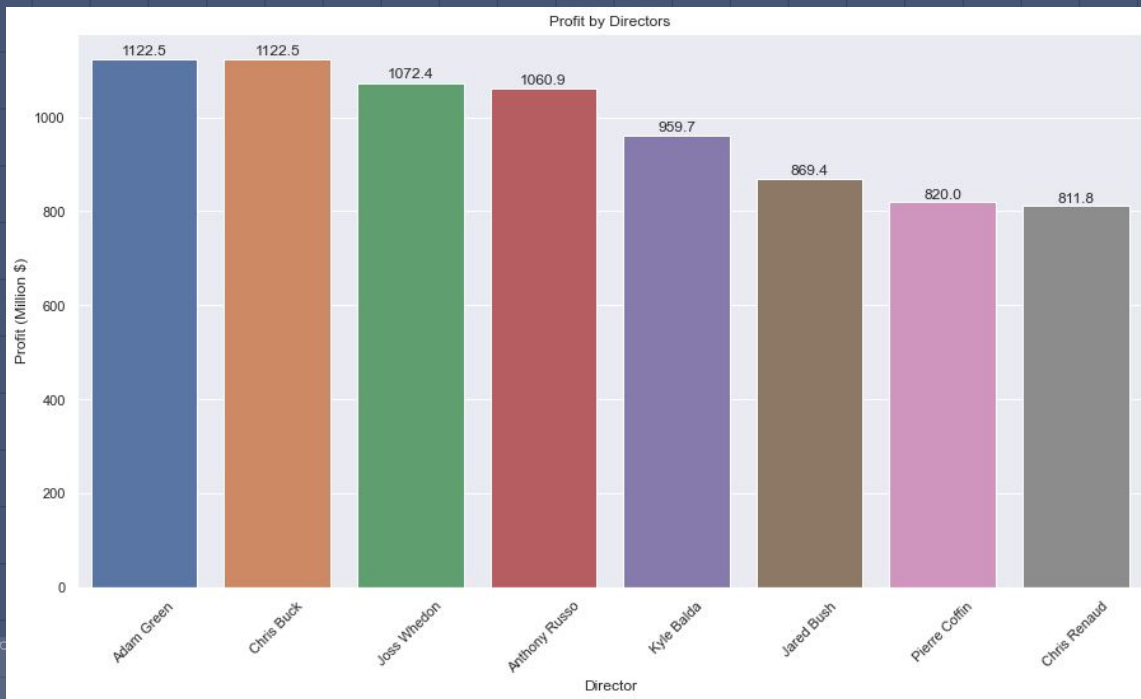
TOP 5 MOVIE GENRES FOR THE BEST TMDB RATINGS

1. Documentary, History
2. Mystery, Thriller
3. Biography, Drama, Musical
4. Adventure, Drama, Sci-Fi
5. Crime, Documentary

Number of movies produced per genre:

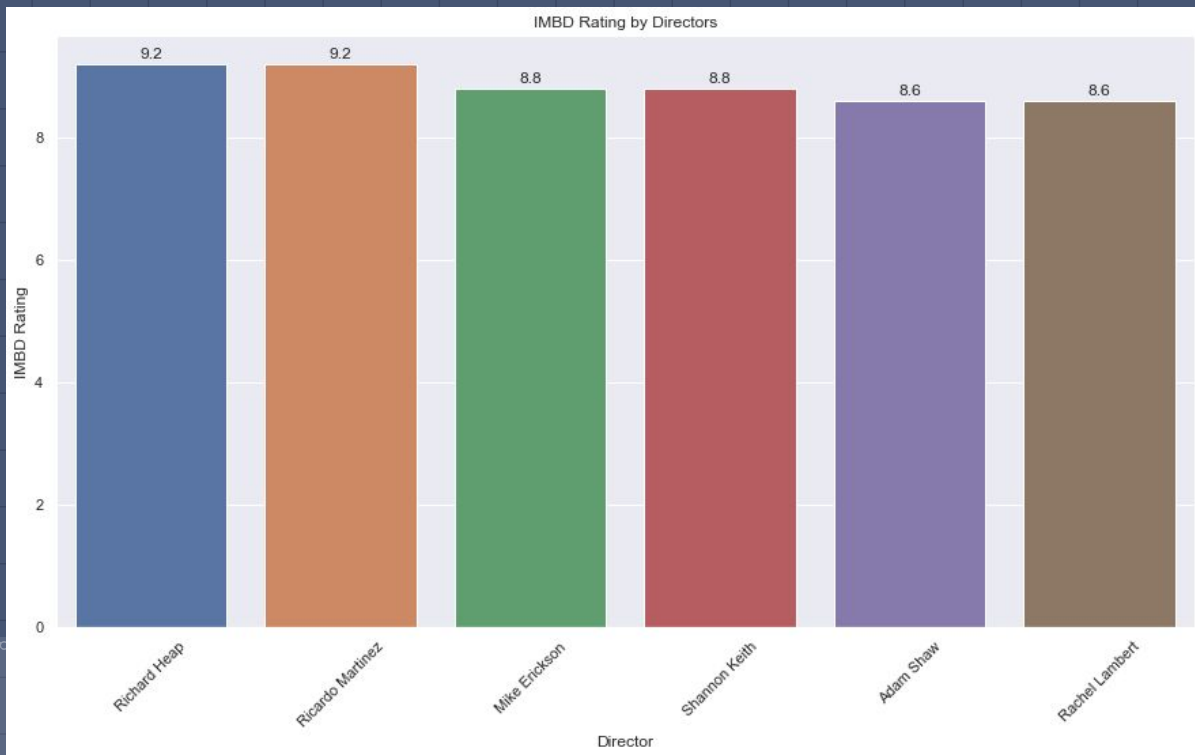
- * Document, history: 2
- * Adventure, drama, sci-fi: 2
- * All other genres: 1

BEST PROFIT BY DIRECTORS



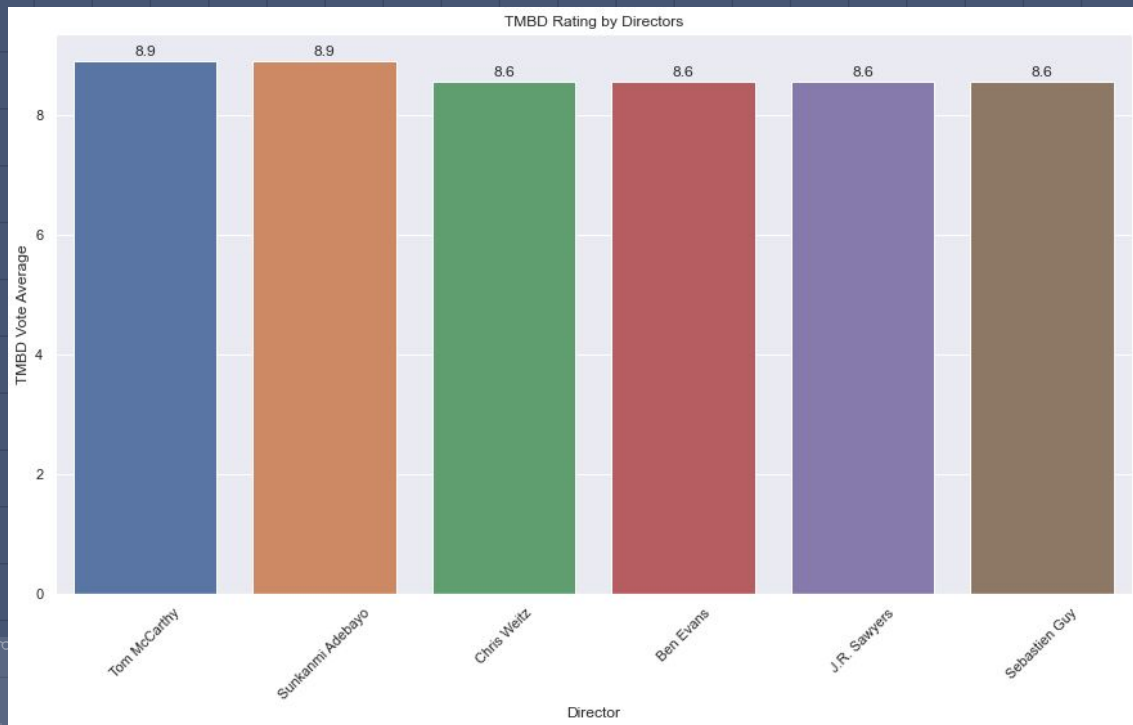
1. Adam Green
2. Chris Buck
3. Joss Whedon
4. Anthony Russo
5. Kyle Balda

BEST IMDB RATINGS BY DIRECTORS



1. Richard Heap
2. Ricardo Martinez
3. Mike Erickson
4. Shannon Keith
5. Adam Shaw

BEST TMDB RATINGS BY DIRECTORS



1. Tom McCarthy
2. Sunkanmi Adebayo
3. Chris Weitz
4. Ben Evans
5. 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 writers or actors for more information.
- Separate genre categories and do a more comprehensive analysis.



Liked this presentation? Please visit my github for more details of the project:

<https://github.com/nxbisgin/MovieStudio>