MOVIE STUDIO ANALYSIS

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Overview

Welcome to this exploration of movies!

I will be sifting through movie dataset in order to discover various relationships between variables such as production budget, domestic gross , worldwide gross, total gross and profitability to generate insight for Microsoft stakeholders.

Project Outline

- Business Problem
- Year with Production Budget
- Production budget and Return on investment
- Domestic and Worldwide gross with ROI per YEAR
- Rating and Genre
- Most profitable by Genre

Business Problem

Microsoft sees all the big companies creating original video content and they want to get in on the fun. They have decided to create a new movie studio, but they don't know anything about creating movies. I am charged with exploring what types of films are currently doing the best at the box office.

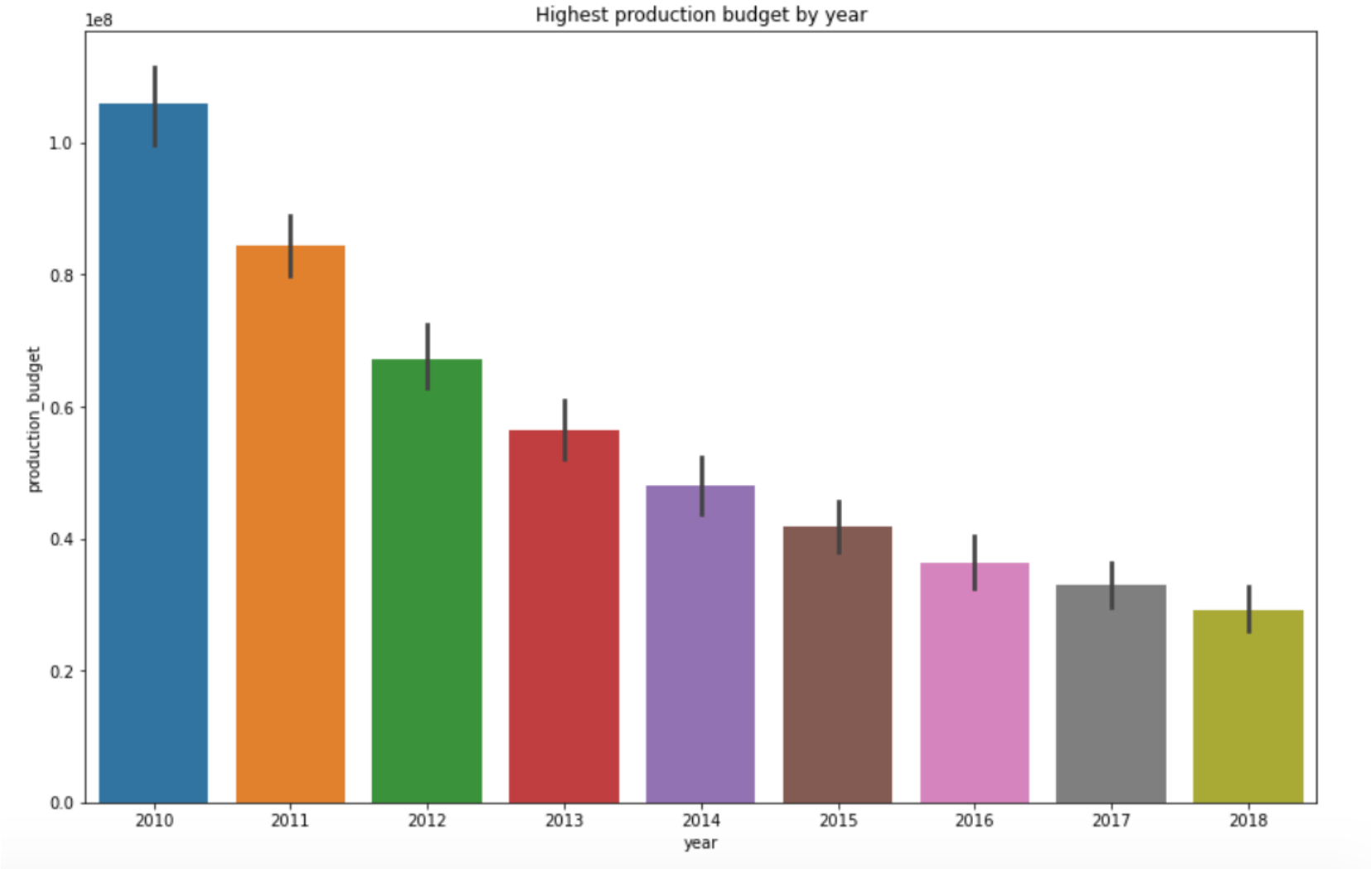
Q1: Will the relationship between production budget and return on investment be profitable.

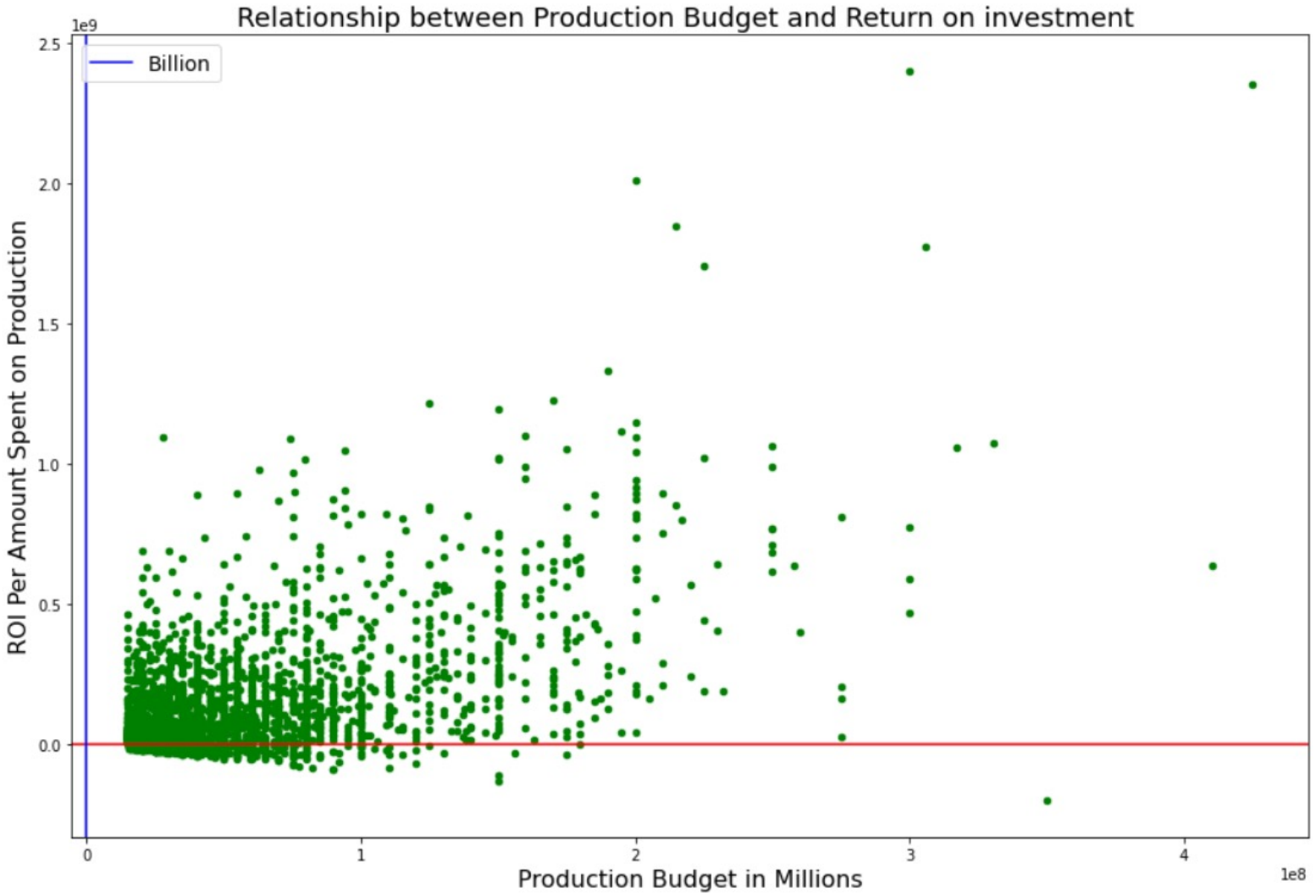
Q2: Will there be positive percentage change in profitability if movie is published worldwide?

Q3: Will changes in the worldwide gross by return-on-investment affect profitability?

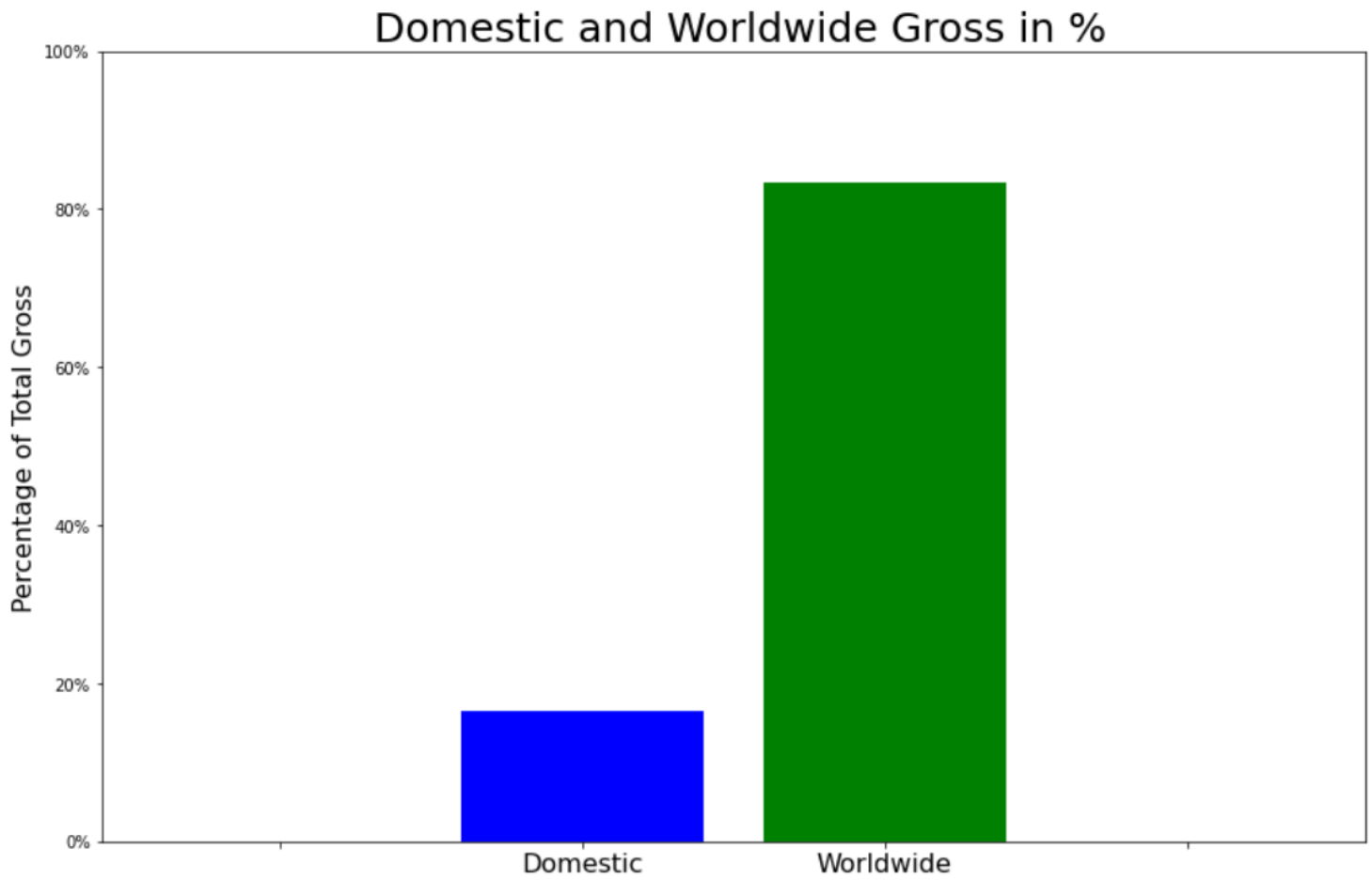
Q4: What type of genres has high Return on investment?

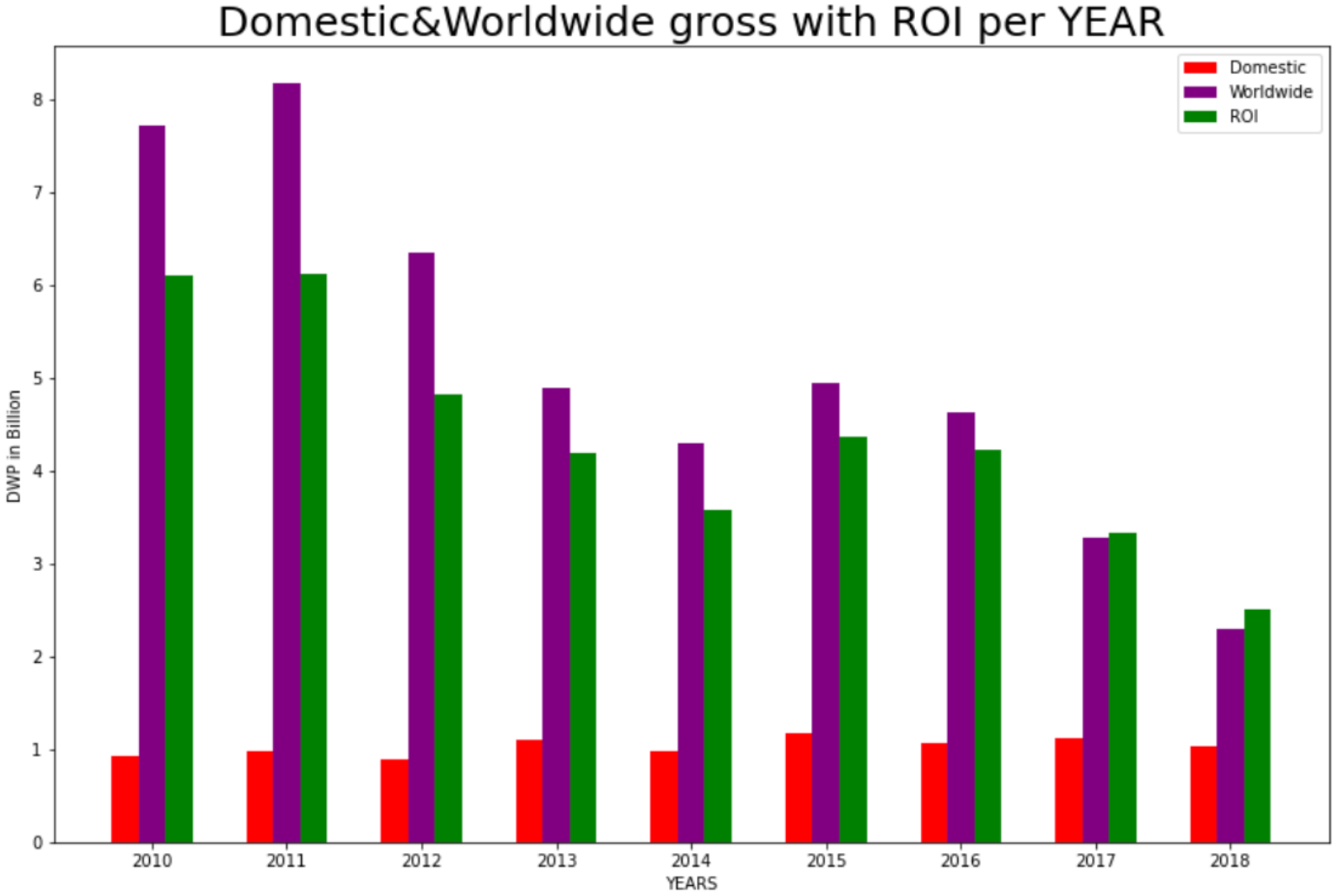
To understand the data better, the following questions was asked:

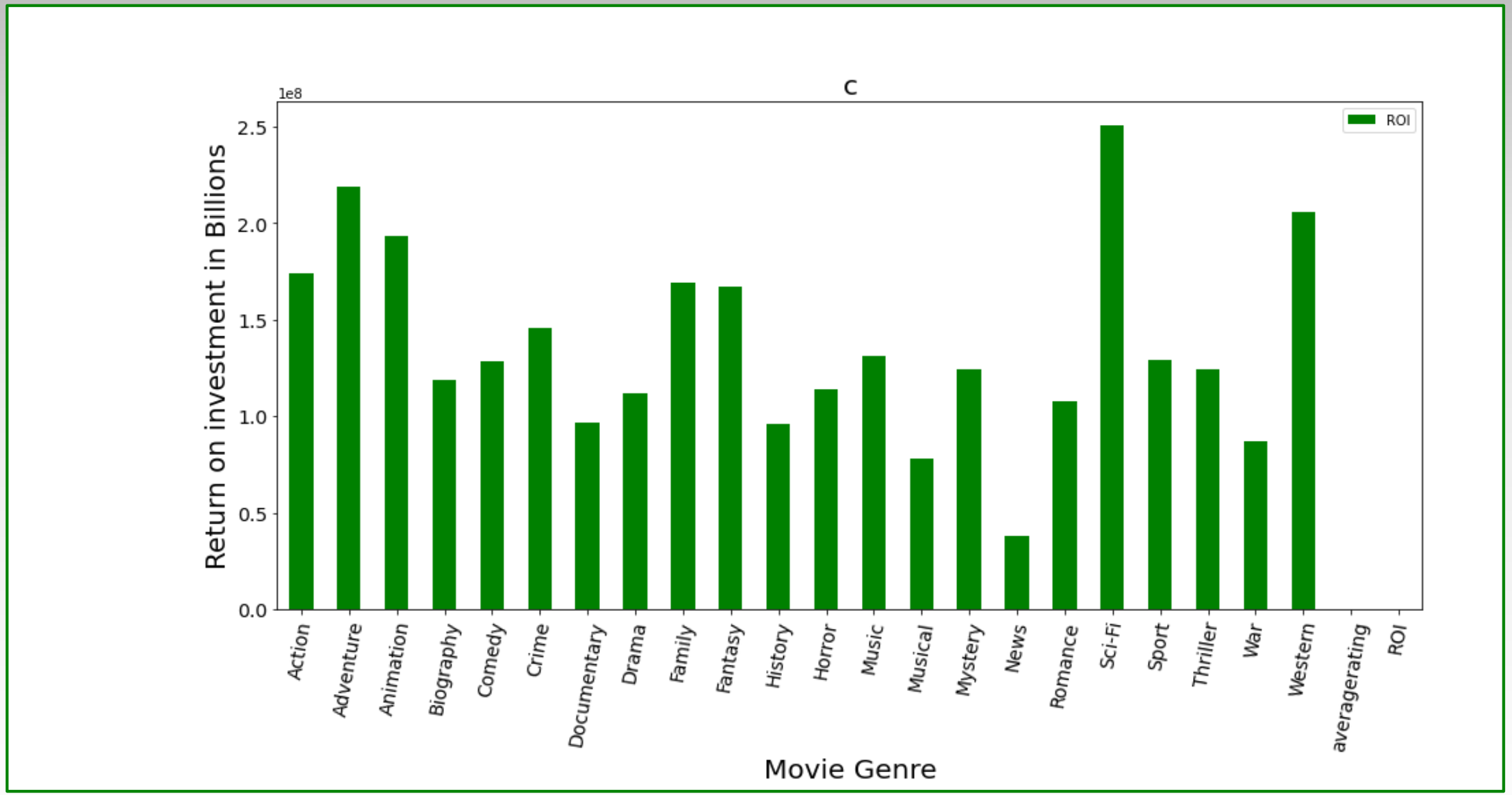

Highest production budget by year
1e8
1.0
0.8
0.6
0.4
0.2
0.0
production_budget
2010
2011
2012
2013
2014
2015
2016
2017
2018
year


Relationship between Production Budget and Return on investment
1e9
Billion
ROI Per Amount Spent on Production
2.5
2.0
1.5
1.0
0.5
0.0
0
1
2
3
4
1e8
Production Budget in Millions

(0.0, 100.0)


Domestic and Worldwide Gross in %
100%
80%
60%
40%
20%
0%
Percentage of Total Gross
Domestic
Worldwide


Domestic&Worldwide gross with ROI per YEAR
Domestic
Worldwide
ROI
DWP in Billion
0
1
2
3
4
5
6
7
8
2010
2011
2012
2013
2014
2015
2016
2017
2018
YEARS


C
1e8
ROI
Return on investment in Billions
2.5
2.0
1.5
1.0
0.5
0.0
Action
Adventure
Animation
Biography
Comedy
Crime
Documentary
Drama
Family
Fantasy
History
Horror
Music
Musical
Mystery
News
Romance
Sci-Fi
Sport
Thriller
War
Western
averagerating
ROI
Movie Genre

Recommendations

This illustrates the relationship between the production budget and the return on investment. it shows production budget and return on investment has a weak positive correlation meaning when production budget increase, the profit increases as well. Microsoft cannot achieve profitability based on this result because it is weak and unreliable.

From the bar plot above between 2010 to 2019 we can see a positive value change of 60% in the worldwide gross bring about more positive increase in total gross as well. I can encourage Microsoft to not only publish movies only domestically but look into producing movies that will be viewed across world.

From the bar plot above we see return on investment were made significantly increased only when the movies were published internationally. 2010 recorded the highest profit, Highest production budget with the Highest number of votes even those the Ratings from 2010-2019 did not impact the profitability. Microsoft can't determine profitability on rating only domestically and internationally.

In the exploratory section, from my findings 'Avengers: Infinity War' has the highest return on investment was 2.4 Billion with "Action, Adventure, Sci-Fi" genre, in the findings above we can "Sci-Fi" genres a likely to bring to profitable, Microsoft inc. can look into such genres in that categories

Next step

My next step could be to explore;

- movie genres and directors that publish high grossing movies and
- analyze and visualize the result on total gross in further analysis.

THANK YOU

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