Movie Studio Analysis

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Business Problem

Microsoft want to start a movie studio, but they don't know anything about creating movies.

I'm tasked with researching and exploring what types of movies are currently doing the best at the box office and determining profitability.

To determine Microsoft profitability?

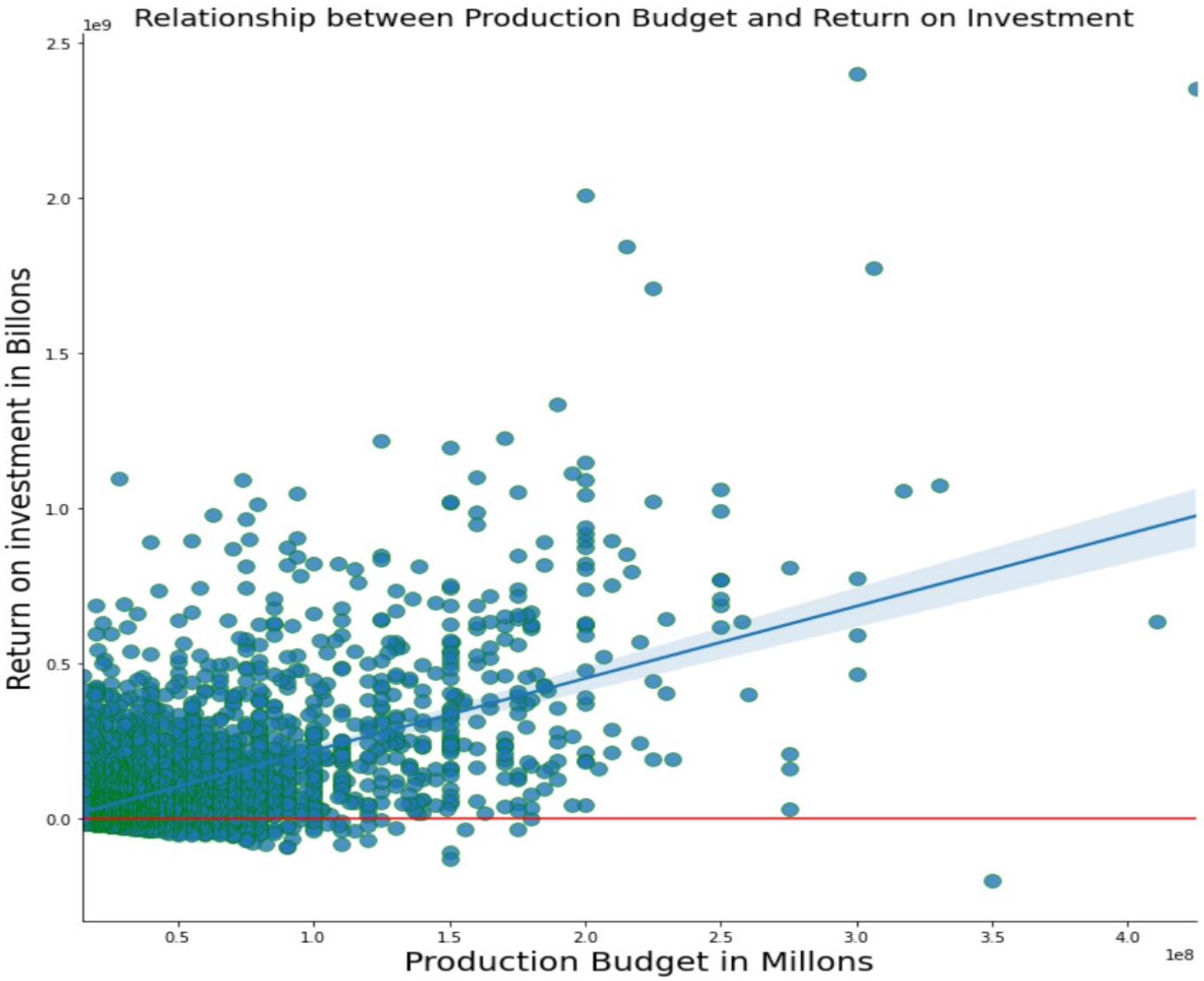
Q1: Will the relationship between production budget and return on investment be profitable.

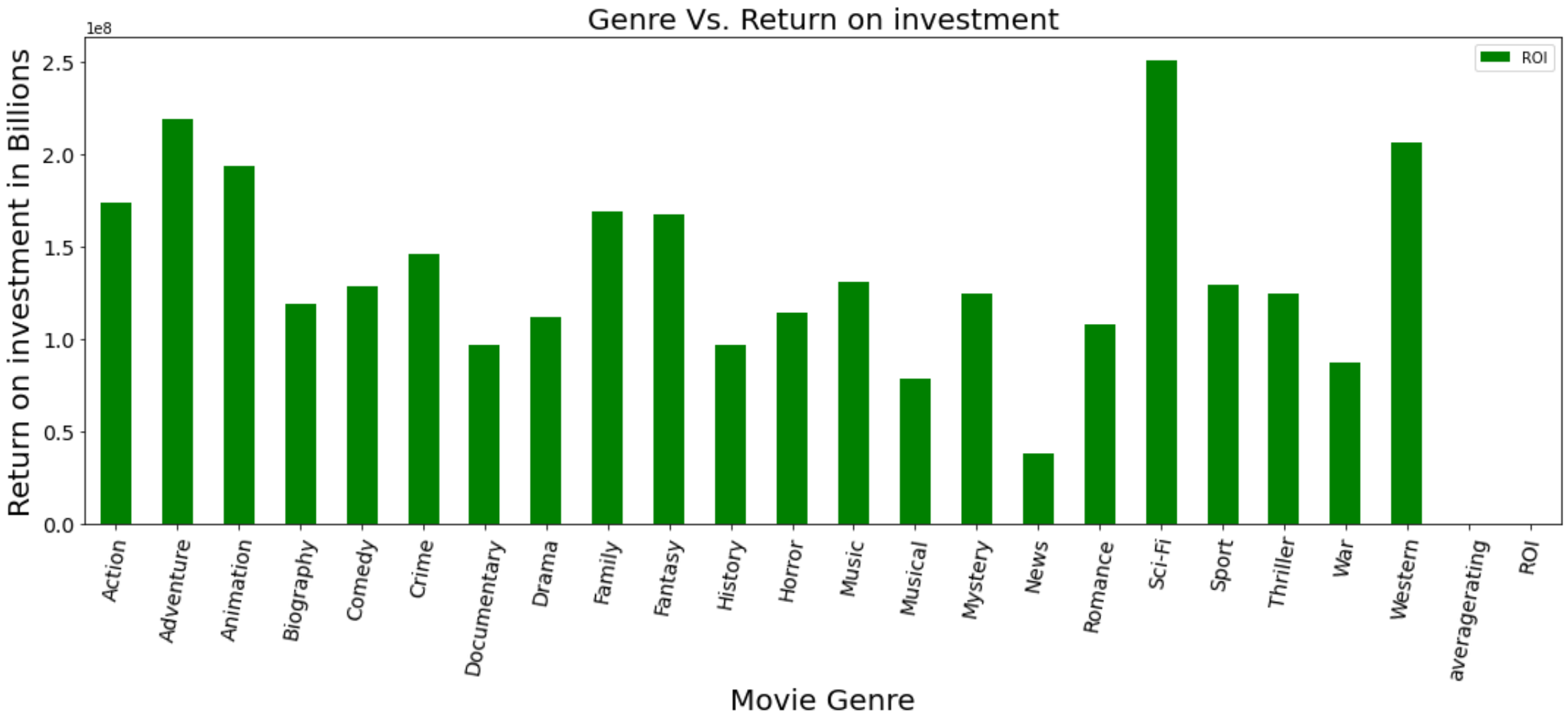
Q2: Will there be positive percentage change in profitability if movie is published worldwide?

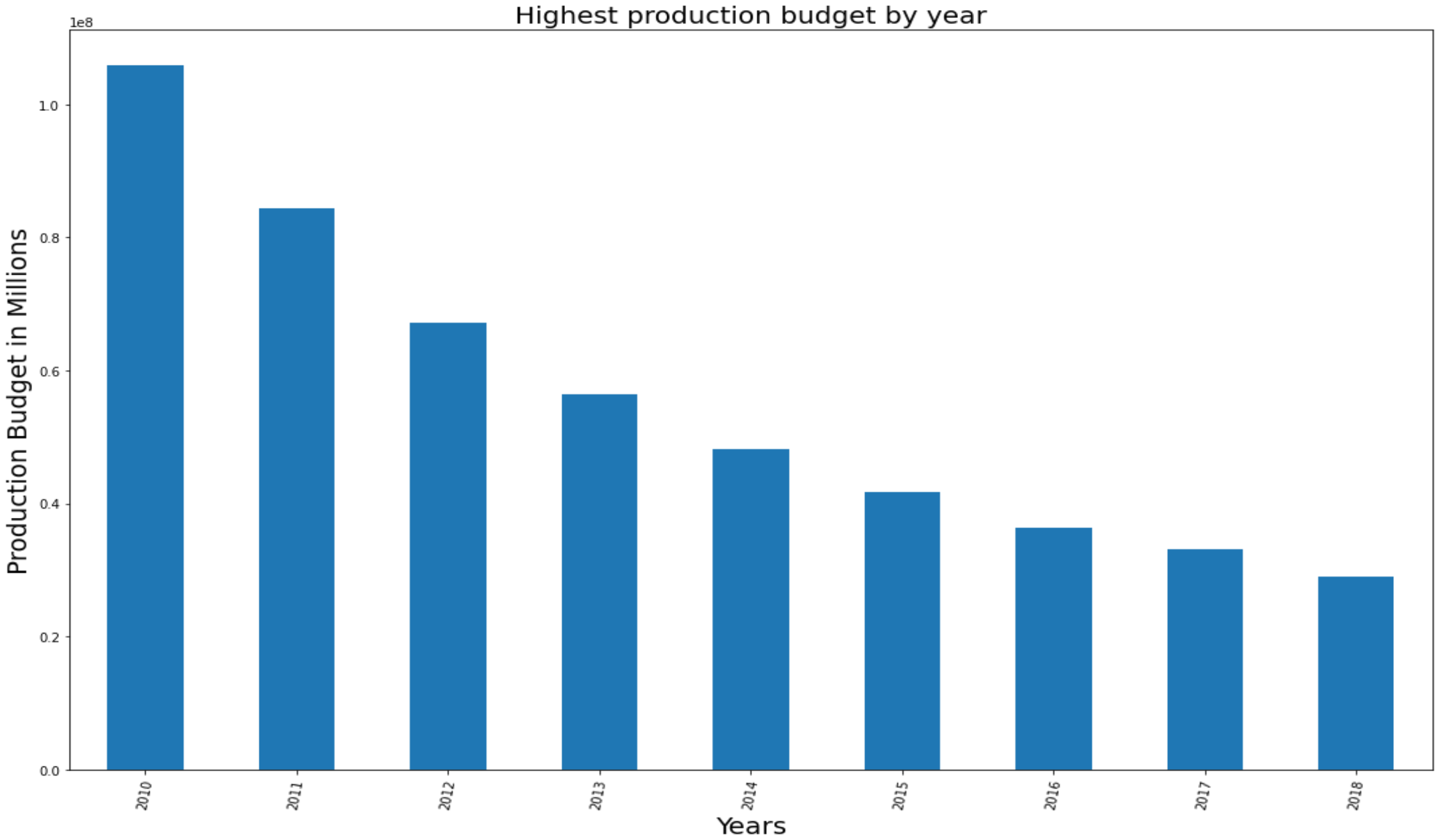
Q3: Will changes in the worldwide gross by return-on-investment affect profitability?

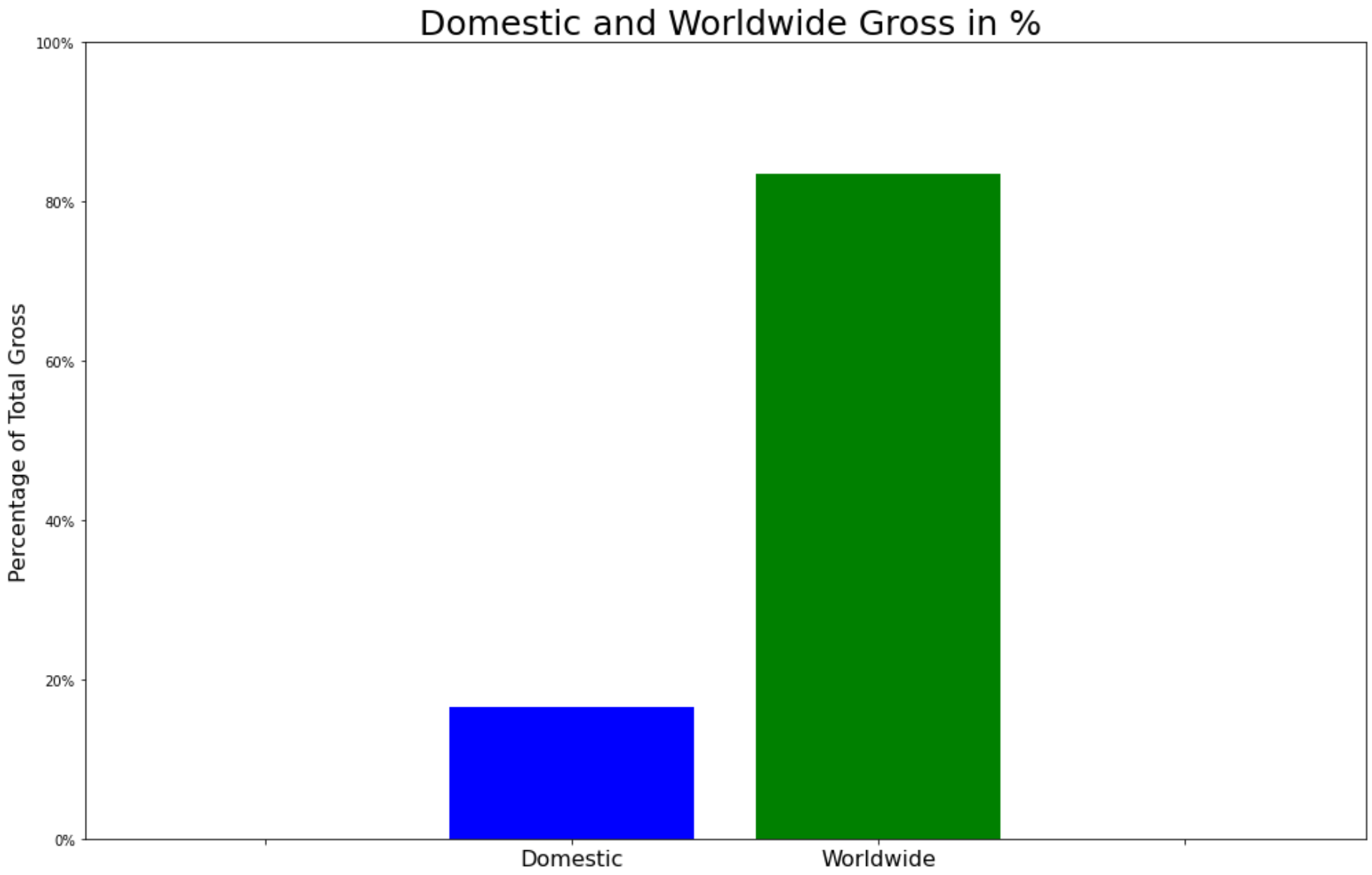
Q4: What type of genres has the highest return on investment?

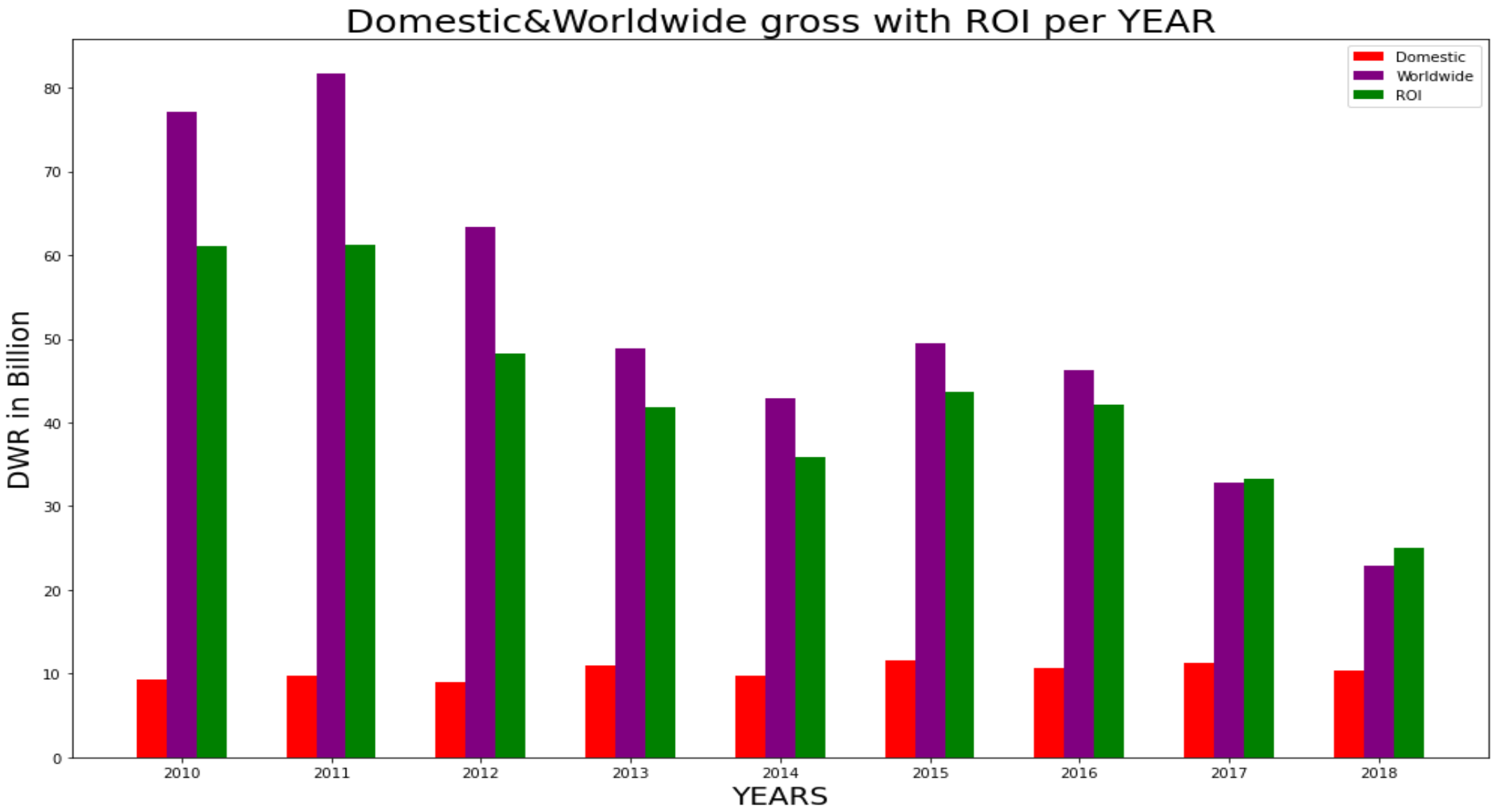
Analysis and Visualization


Relationship between Production Budget and Return on Investment
1e9
2.5
2.0
1.5
1.0
0.5
0.0
Return on investment in Billons
0.5
1.0
1.5
2.0
2.5
3.0
3.5
4.0
1e8
Production Budget in Millons


Genre Vs. Return on investment
1e8
Return on investment in Billions
2.5
2.0
1.5
1.0
0.5
0.0
ROI
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


Highest production budget by year
1e8
1.0
0.8
0.6
0.4
0.2
0.0
Production Budget in Millions
2010
2011
2012
2013
2014
2015
2016
2017
2018
Years


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
DWR in Billion
0
10
20
30
40
50
60
70
80
2010
2011
2012
2013
2014
2015
2016
2017
2018
YEARS

Recommendations

Production budget and ROI have a weak positive correlation of 0.5 , so as budget increases, so does profit. This finding is unreliable for Microsoft's profitability.

'Avengers: Infinity War' has the highest return on investment with "Action, Adventure, Sci-Fi" category at $2.4 billion. As can be seen, the "Sci-Fi" genre is likely to be profitable. Microsoft Inc. can explore genres within those areas for its movie studio.

There was a 60% increase in overall gross between 2010 and 2019 if global gross grows by 60%I'm hoping Microsoft will start making international movies as well as pu blishing American ones.

We see an increase in return on investment only after the movies were released internationally. Microsoft can't determine profitability from domestic sales alone.

Next step

My next step that could be explored;

- genres and directors that publish high grossing movies in further analysis.

Thank you

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