

MICROSOFT MOVIE ANALYSIS

**Assisting Microsoft's venture into the
movie industry**

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OUTLINE

- Business Problem
- Data
- Methods
- Results
- Recommendations
- Future Work



BUSINESS PROBLEM

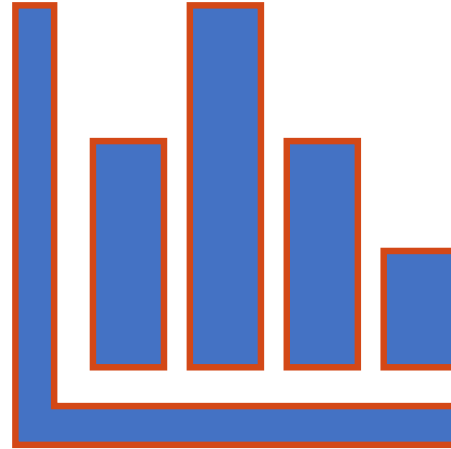
Questions

1. How was the movie industry market over the past few years?
2. What were the top 10 most popular movie genres over the past years? How did film genres change over the time?
3. What are the top 10 most profitable movies in the history? What is the ROI for each of them?
4. What is the relationship between movie's profit and audience rating scores?



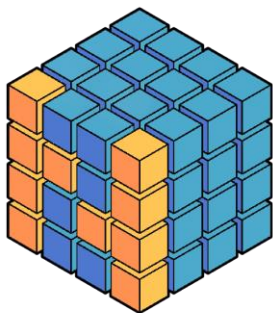
DATA

- Imdb. Title.basics
- Bom.movie.gross
- Tn.movie.budgets
- Tmdb.movies



METHODS

Pandas



NumPy



matplotlib

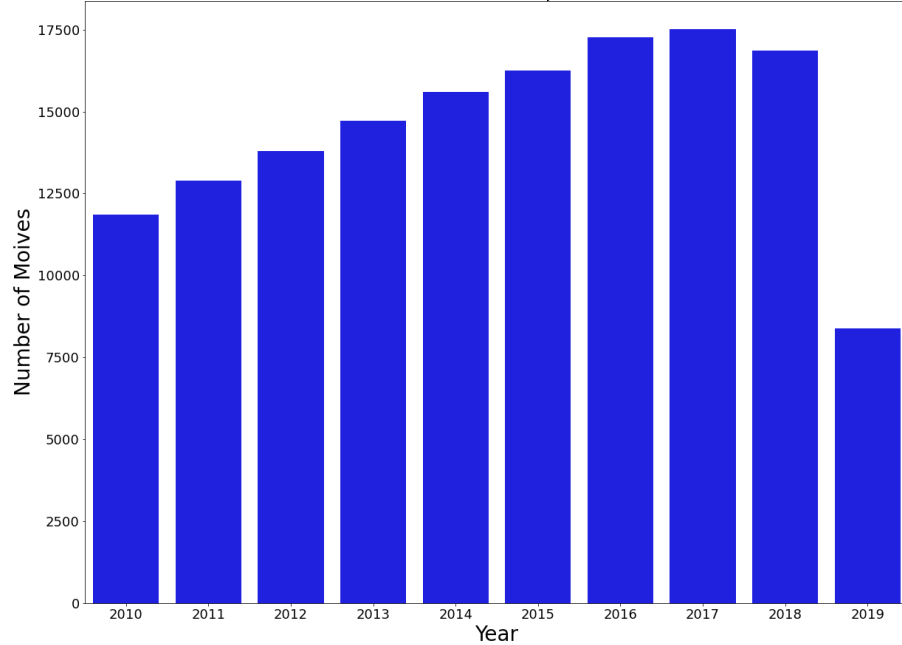


seaborn

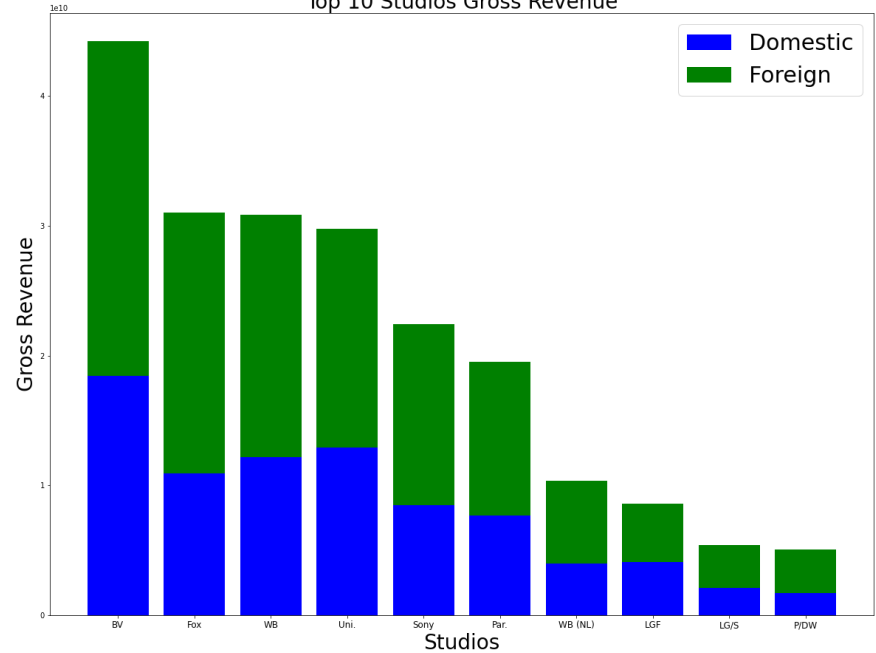


RESULTS: QUESTION 1

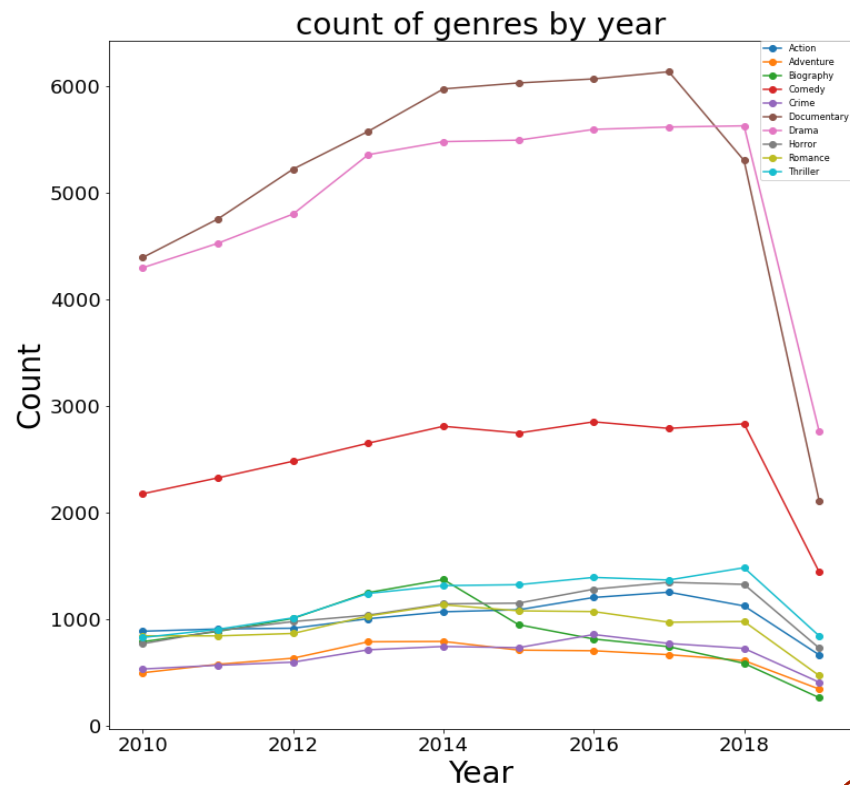
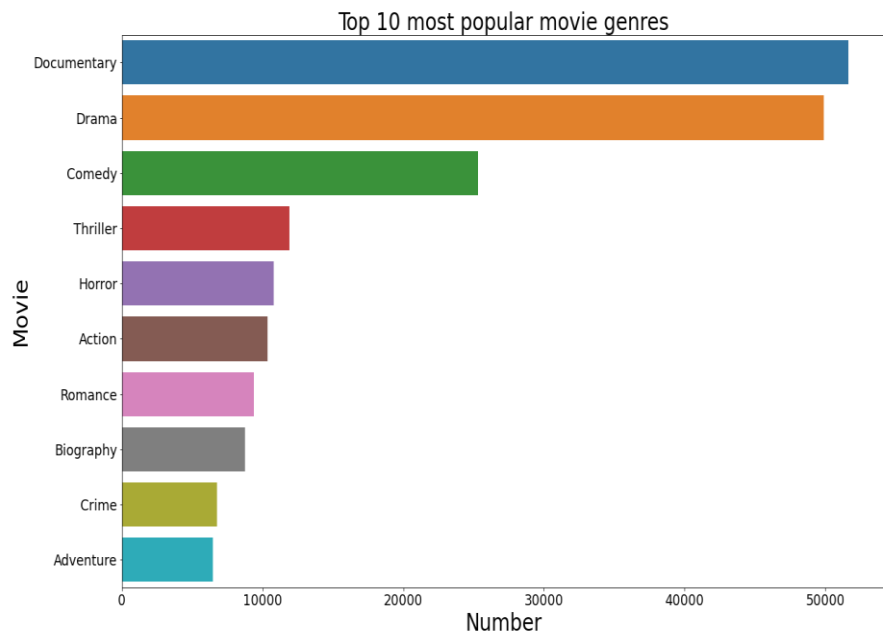
Year trend of movie production



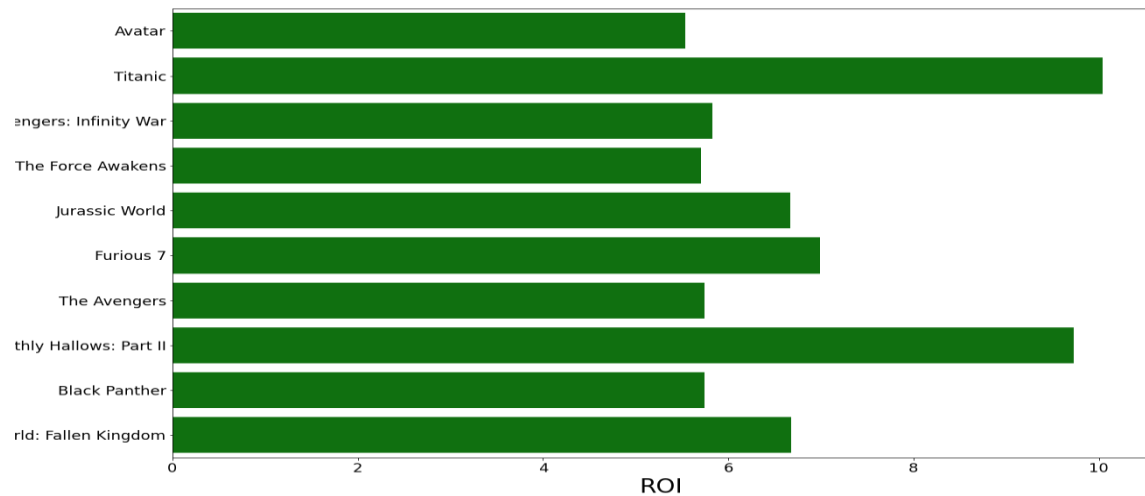
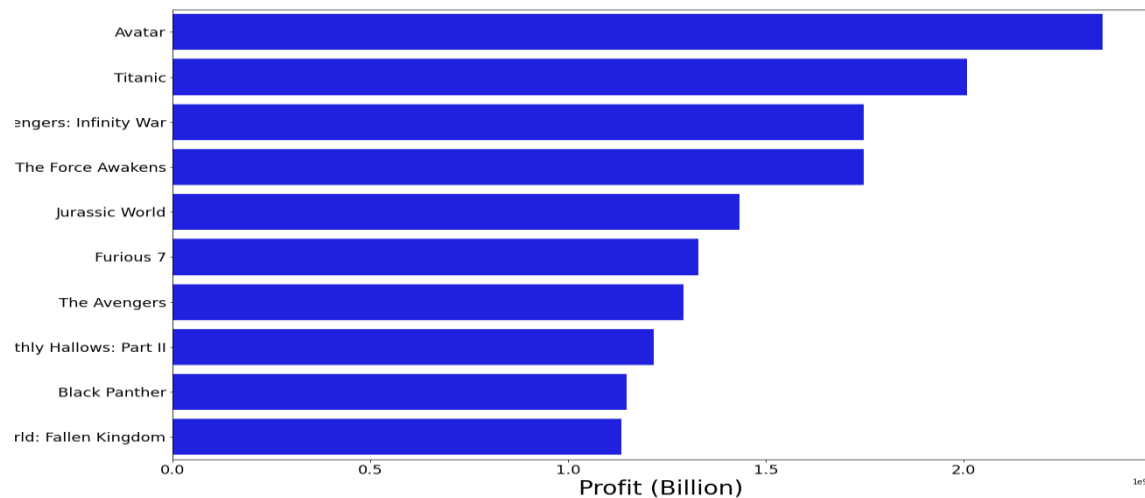
Top 10 Studios Gross Revenue



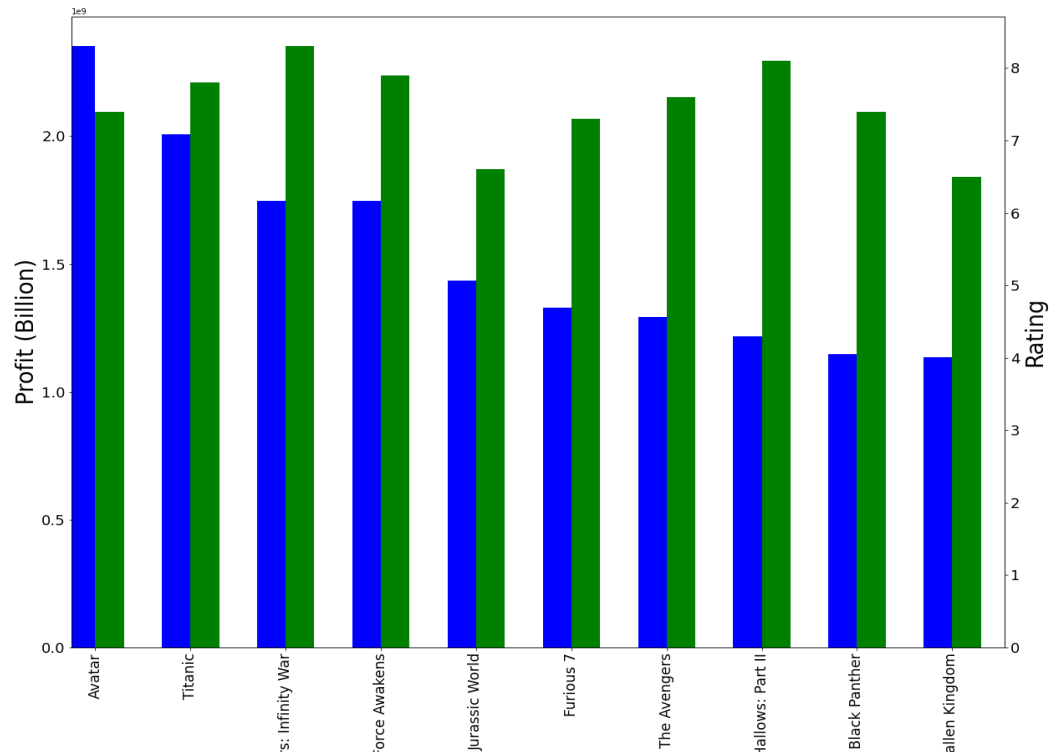
RESULTS: QUESTION 2



RESULTS: QUESTION 3



RESULTS: QUESTION 4



RECOMMENDATION

- Based on the past few years of data, it shows that investing movie industry should be a good recipe for success. The only limitation is that we are in a global pandemic. However, more and more people are joining streaming platforms, I believe that the film industry will be back on track.
- Choosing right genres for a movie is significantly important. More and more people are no longer satisfied with a single movie genre. A good combination of different movie genres like drama, comedy, action, adventure and fantasy is the key factor in the success of a movie at the box office.
- Superhero movies were super successful in the past few years. Although they all required huge investment, the return on investment is very impressive.
- A high score of audience rating is not a necessary factor for the success of a movie in box office. However, if you want to ensure a spectacular box office success, the baseline of the audience rating score should reach 6.5 or above that.



FUTURE WORK

- One of the future research areas would be to see how much money can make if the movies are released on a streaming platform like Netflix. With the pandemic, movie theaters may not be as profitable as before. It would be a good idea to look at investing movies for streaming audience.
- Another research area would be to see any correlation between those most profitable movies and movie production staff, including directors and actors.
- I would also be interested in exploring the relationship between movie run time and movie profit for different movie genres.



THANK YOU!

FOR ANY QUESTIONS OR COMMENTS, PLEASE FEEL FREE TO REACH OUT!

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The logo for Flatiron School, featuring two parallel blue slanted lines to the left of the text "FLATIRON SCHOOL" in a bold, dark blue, sans-serif font.

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