

# MICROSOFT COMPANY

FILM



STUDIO

MOVIE RECOMMENDATION ANALYSIS

# TABLE OF CONTENT

INTRODUCTION

PROBLEM STATEMENT

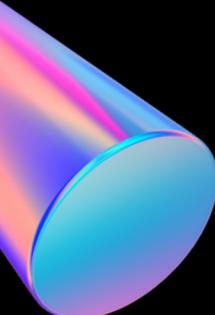
OBJECTIVE

PATTERNS AND  
FINDINGS

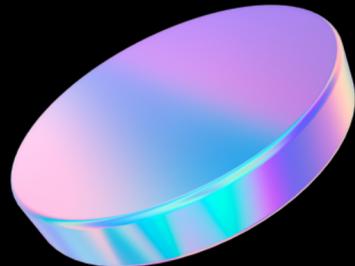
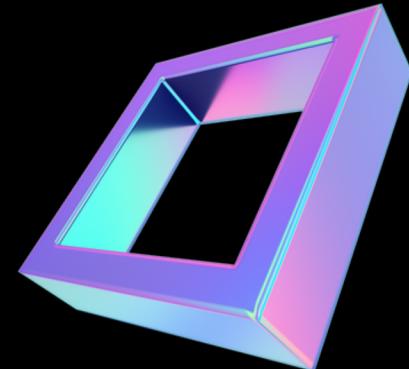
CONCLUSIONS

RECOMMENDATIONS

# INTRODUCTION

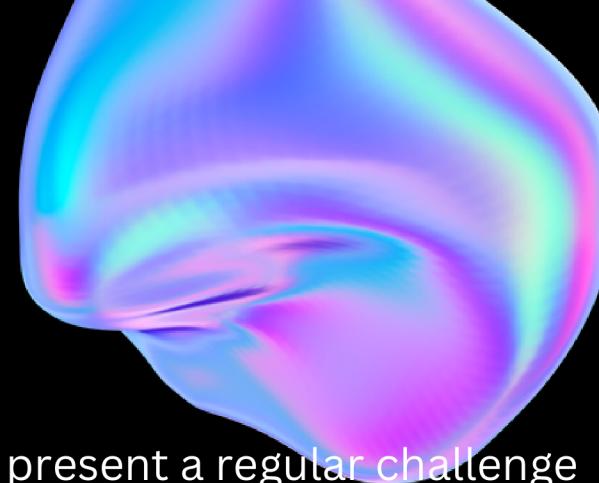
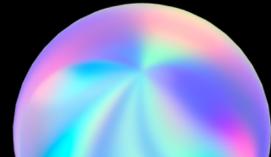


The majority of movie reviews aim to help readers decide which version of the movie to watch, rent, or buy. They give readers in this case businesses all the information they need to make an informed decision without giving away any important details, like the plot or any surprises. More than ever, businesses need a smart guide to help them navigate through complex terrain of the film industry.



## PROBLEM STATEMENT

Making wise decisions and navigating the film industry's options present a regular challenge for businesses. To determine what kinds of movies to make, Microsoft needs to know what kinds of movies are currently doing the best at the box office. IMDB and The Number data are analyzed to determine which genres are most popular in the home and international markets, which ones receive the most reviews, and which offer the best return on investment. This will enable Microsoft to profitably enter the film industry.





OBJECTIVE

MAIN OBJECTIVE

As part of its decision, microsoft  
intends to establish a lucrative  
film studio

# PATTERNS AND FINDINGS

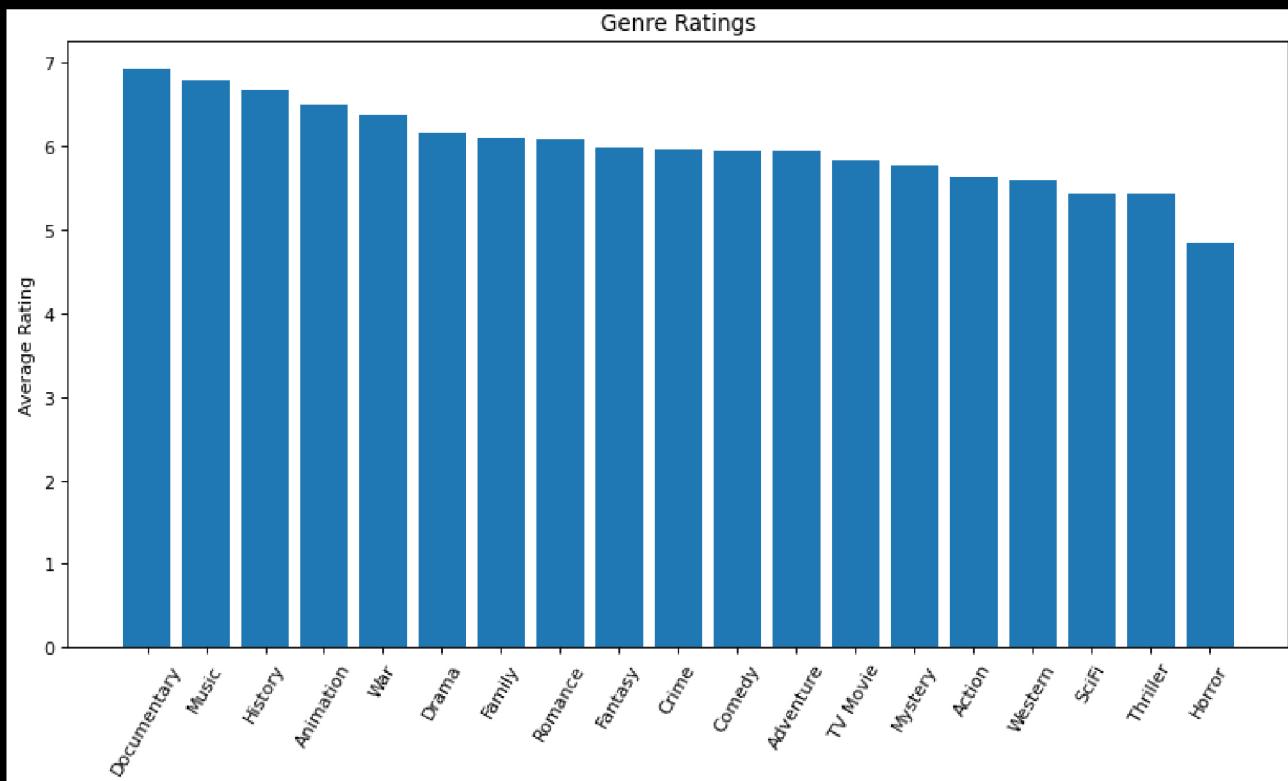
IMDB tracks movie titles, release year, length, and genres. They have several databases that link movies by ID. IMDB also allows users to rate movies, and keeps track of the average rating and number of reviewers per movie.

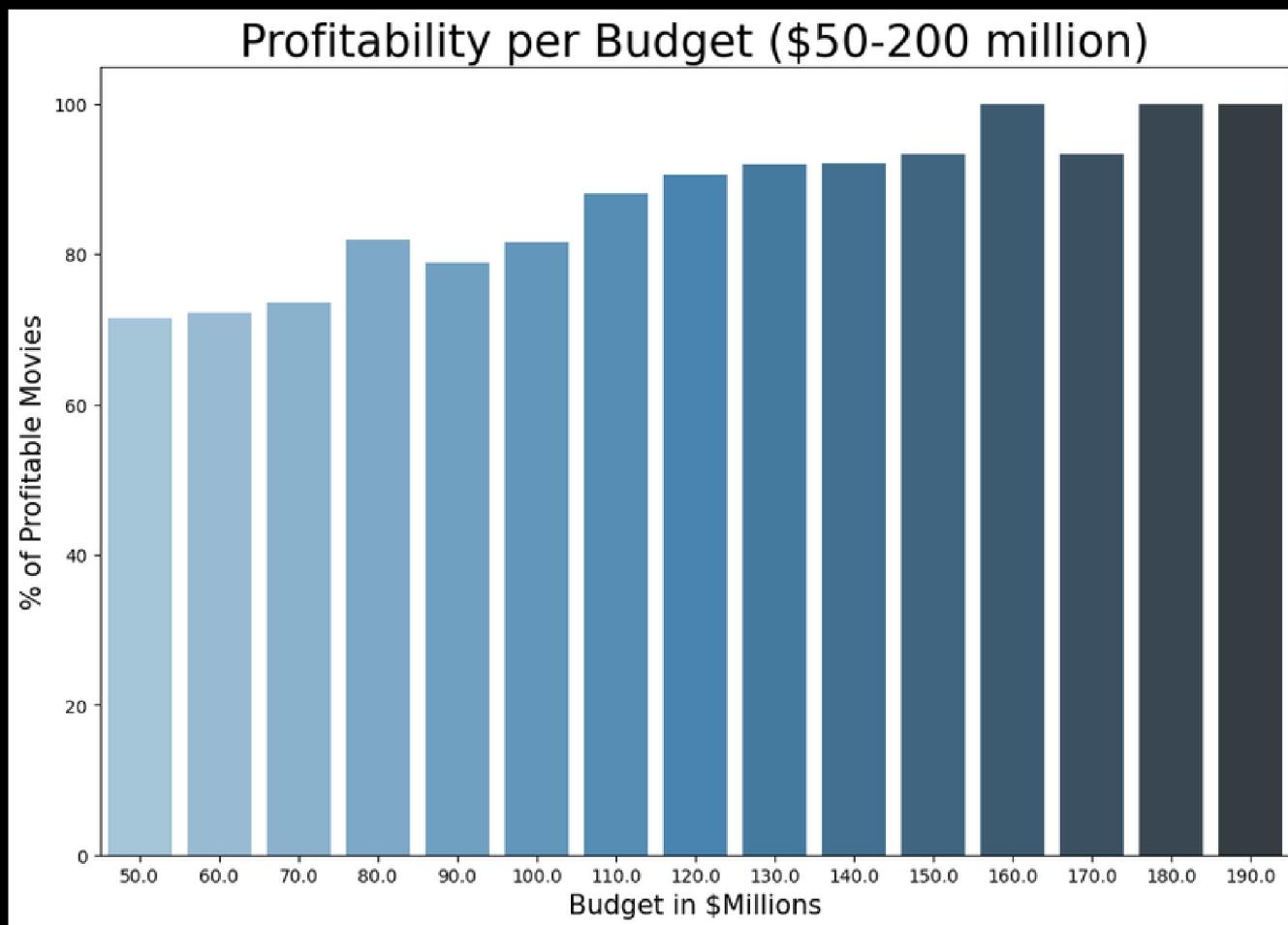
The Numbers tracks release date, production budget, domestic gross, and worldwide gross for movies.

This project uses descriptive analysis to explore which genres are doing well at the box office and with number of reviews.

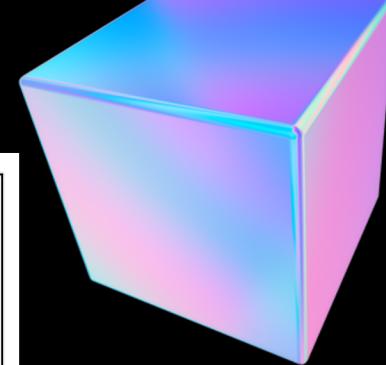
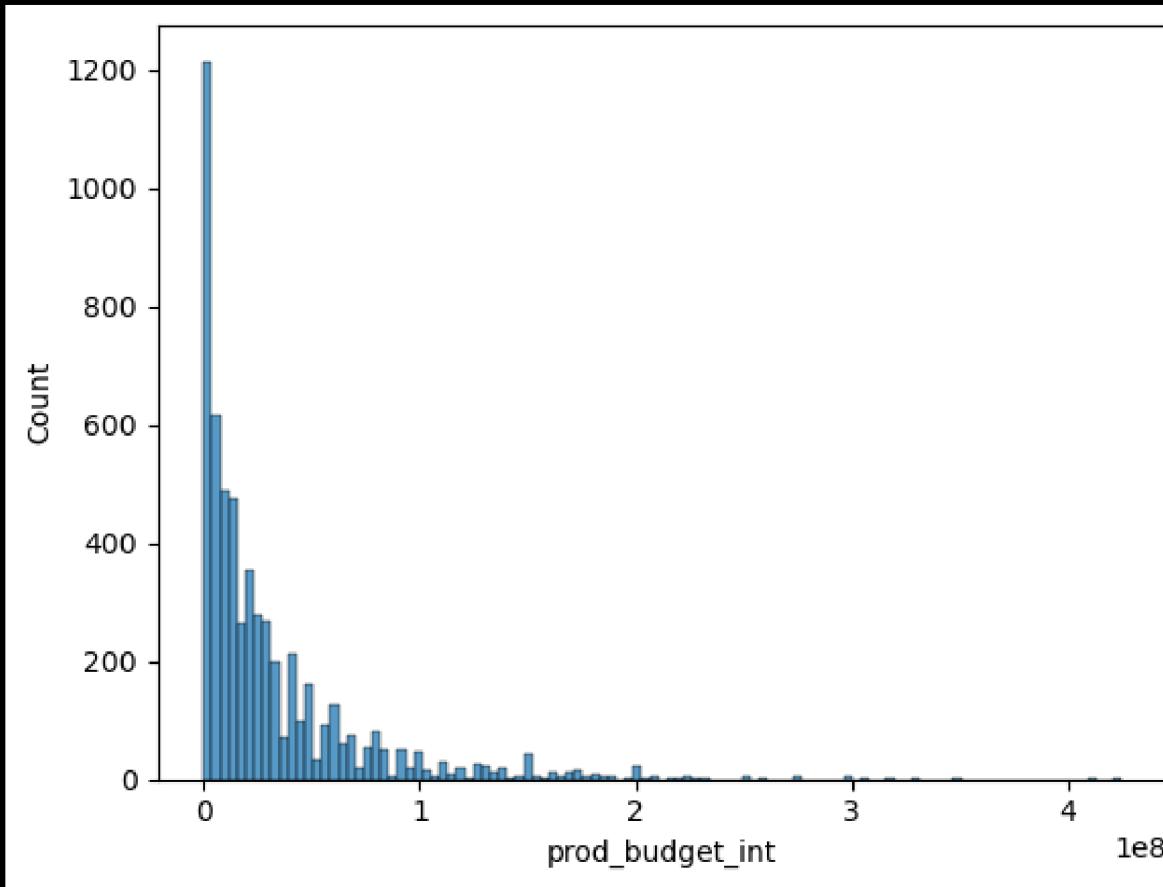
# C RATING DISTRIBUTION

From this IMDB dataset, it is evident that Documentaries have the highest average ratings of any type of movie with five or more ratings. Furthermore, this genre's lowest standard deviation among all others confirms its status as the best genre in this instance (most consistent), which is a very positive indicator. It's also important to note that the data suggests that it might be best to stay away from horror films, as this genre clearly stands out as the lowest-rated by a considerable margin.

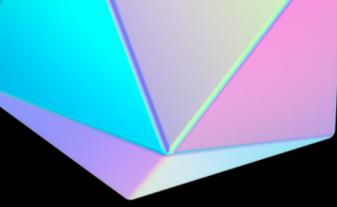




This is very good. This seems to be trending upward, which makes sense. Higher budgeted films are more likely to be profitable overall—to a certain extent. There is a falloff, with the peak located between 50 and 200 meters. As a result of the wide range, let us examine this particular range in more detail to see if we can use the data to determine the ideal budget range of \$10 million for our film.

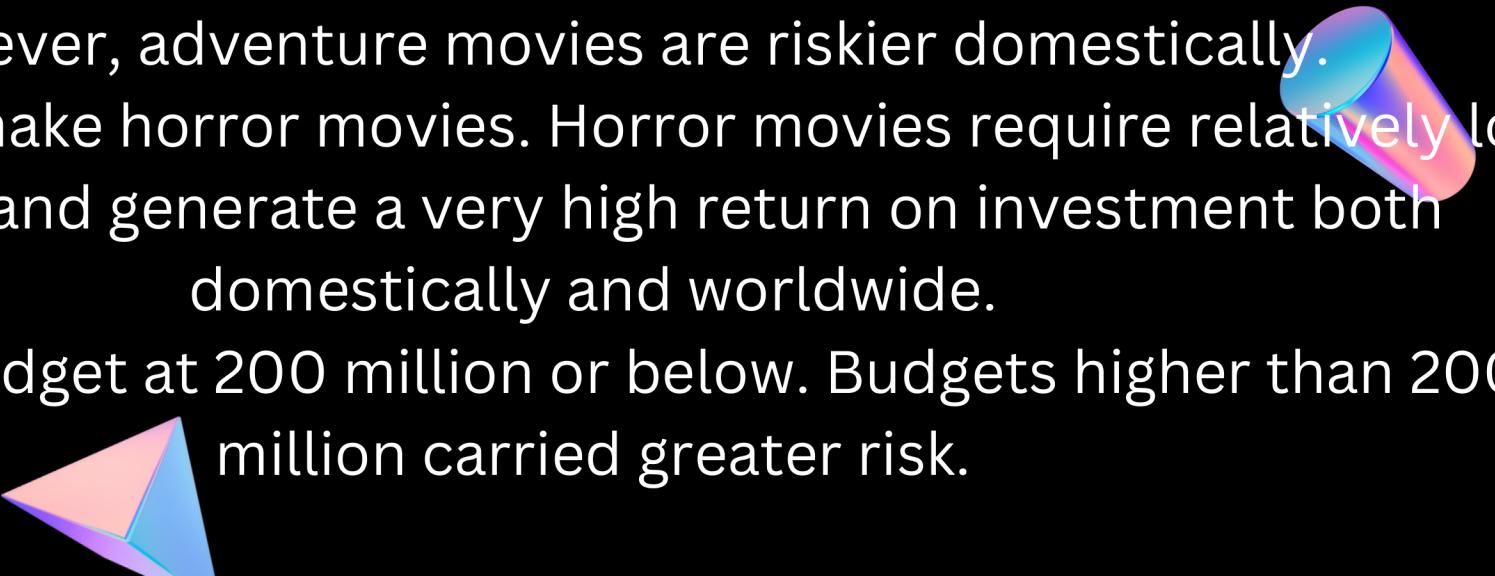


There seems to be a general positive correlation here; otherwise, there would be no incentive to make bigger, better films. It makes sense to do this. Keep in mind that there are quite a few values below the profit line (x axis).



# CONCLUSIONS

This analysis leads the following conclusions for entering the movie market:

- Focus on releasing movies to a worldwide audience instead of just domestically. Gross revenues were much higher worldwide. Domestic revenues were often just above production budget, or even below it.
  - Focus on creating animation, adventure, and sci-fi movies. These movies generate high box office revenue for the worldwide market. However, adventure movies are riskier domestically.
  - In addition, make horror movies. Horror movies require relatively low budgets and generate a very high return on investment both domestically and worldwide.
  - Keep the budget at 200 million or below. Budgets higher than 200 million carried greater risk.
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# RECOMMENDATION

The dataset I used for ratings was somewhat limited. Investigating another dataset, such as the IMDB, would provide another perspective that could potentially confirm this data. Different types of users browse, use, and rate different websites. There's no telling what the differences in preferences might be.

