

Microsoft Movie Analysis

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Summary

This analysis was performed with the intent to give recommendations to Microsoft on key characteristics their new movie should have to be successful. The descriptive analysis found:

- The movie should last approximately 118 minutes
- The movie should be released in May
- It is expected the higher the production budget the higher the net profit will be.



Outline

- Business Problem
- Data
- Methods
- Results
- Conclusions

Business Problem

Microsoft has entered the movie industry and wants to make a movie that has the highest chance of success.

Improve chance of success by determining:

- Runtime
- Release Month
- Budget

Data

The data for this analysis is from IMDb and The Numbers (TN), two reputable online movie database websites.

Overlapping of the two data frames allowed for the databases to be combined for powerful analysis.



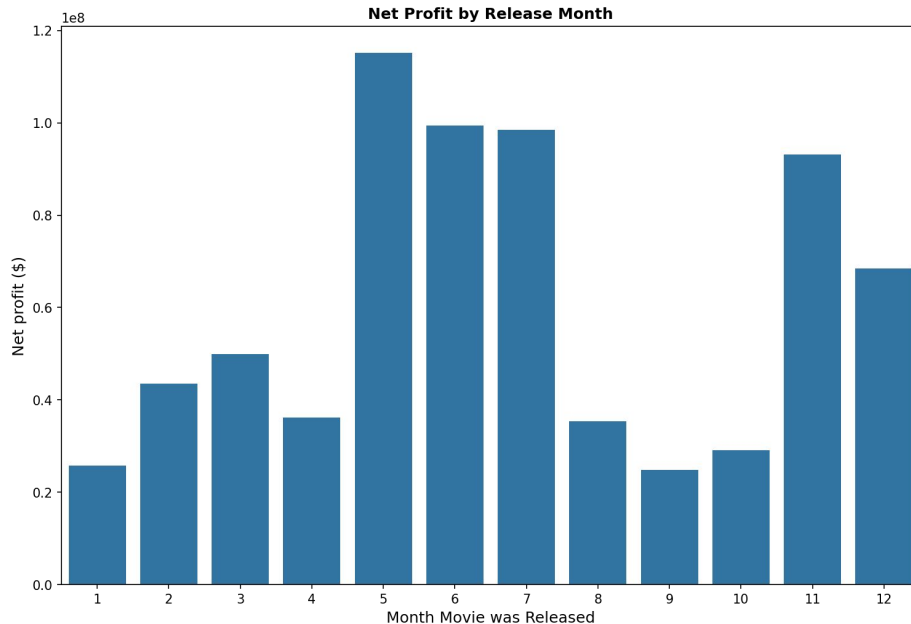
Methods

This project compared specific data to find trends among the top net profiting movies. The IMDb & TN data was normalized, adjusted for inflation, merged, and cleaned of unnecessary columns to prepare for data modeling.

The methods of analysis helped pinpoint common trends among the most successful movies.

Results

The probability density shows that most successful movies are released around May and June even though there is a higher count for December.



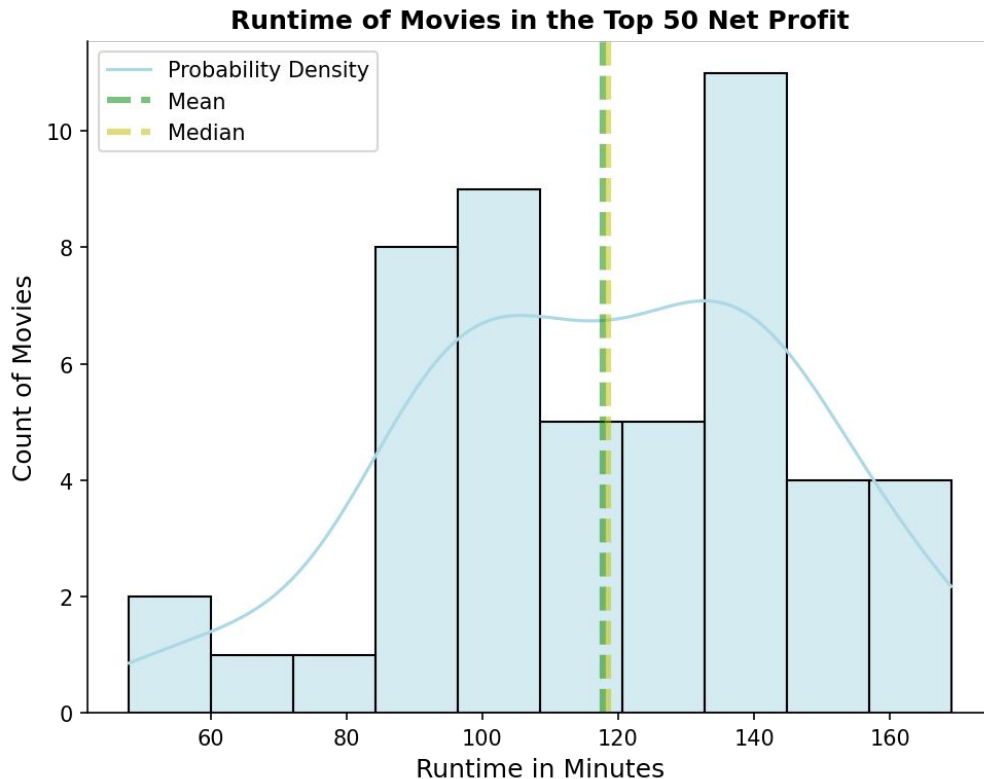
Mean of Net Profit by Release Month

release_month	Number of Movies	Mean of Net Profits (\$)
1	347	25720334.11
2	392	43498106.82
3	470	49851292.36
4	454	36117428.17
5	407	115132808.40
6	479	99423910.95
7	440	98417458.36
8	496	35422316.86
9	493	24880784.87
10	573	29071903.78
11	486	93141569.25
12	745	68441565.31

Results

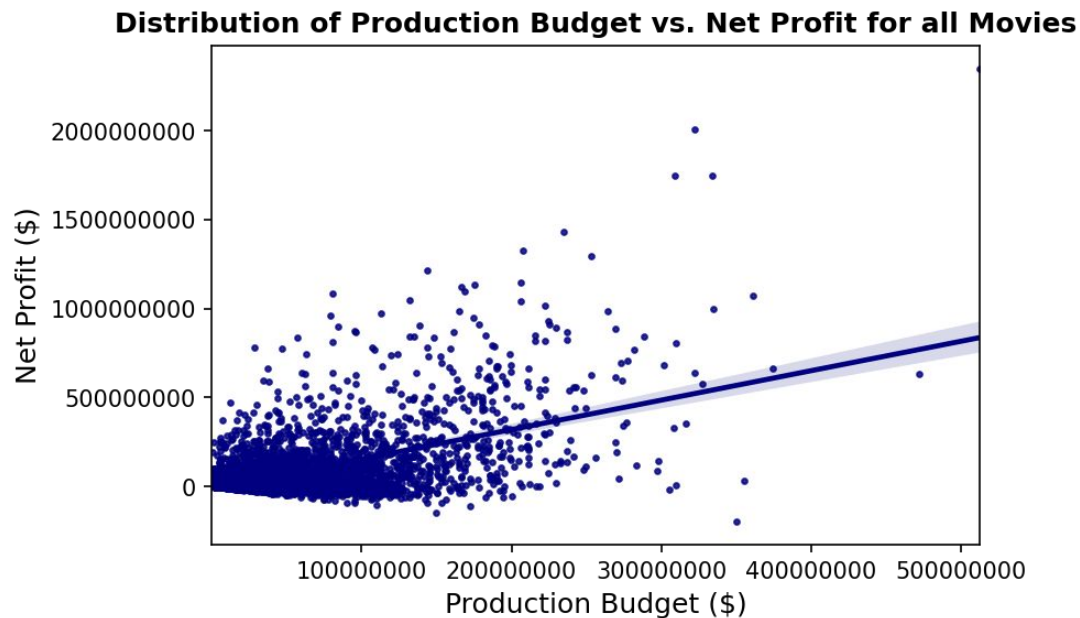
Both runtime and mean were around 118 minutes for the top profiting movies

75% of the top movies are longer than 93 minutes



Results

There is a positive correlation between Production Budget and Net Profit



Conclusions

1. The movie should last approximately 118 minutes
2. The movie should be released in June
3. It is expected the higher the production budget the higher the net profit will be.

Next steps:

- Deeper analysis into the production budget
- Analysis of genre

Thank You!

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