



Microsoft Film Venture

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Phase 1 Data Science project
Flatiron School

To the Microsoft BOD



Using Analysis and knowledge of the business to:

- Provide a comprehensive assessment of the film industry
- Helping Microsoft make an informed decision on how to enter this field
- Making recommendations on Film production

Exploring Databases and Tables

- Exploring data on movies
- Using Python and SQL

	name
0	movie_basics
1	directors
2	known_for
3	movie_akas
4	movie_ratings
5	persons
6	principals
7	writers

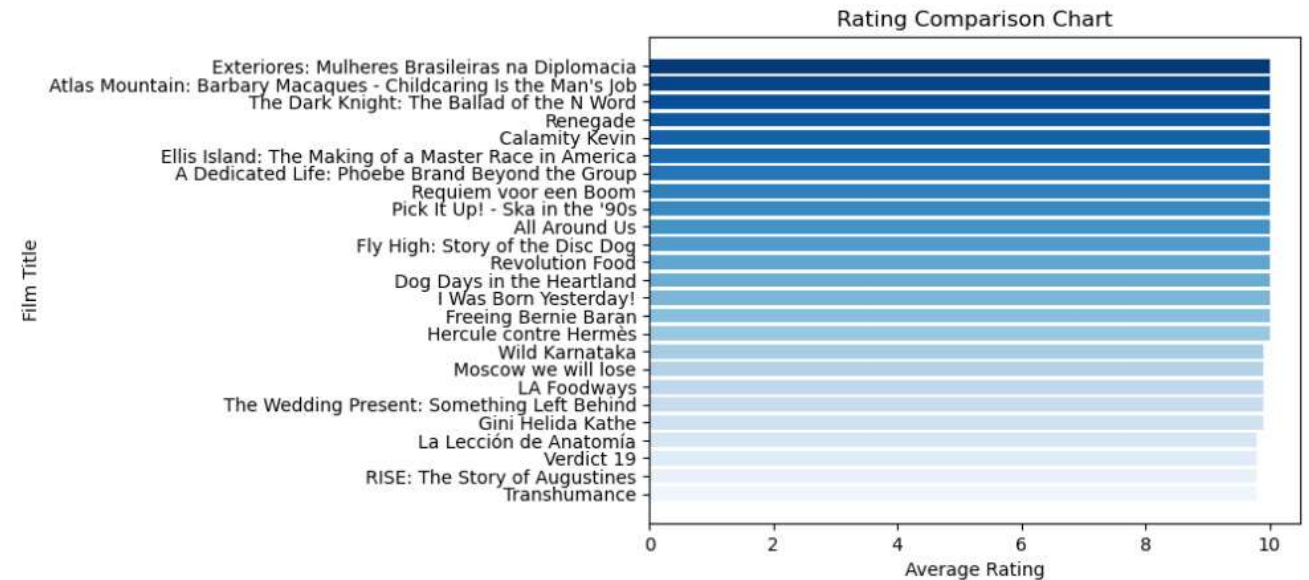
Exploring Database Tables

	name
0	movie_basics
1	directors
2	known_for
3	movie_akas
4	movie_ratings

Best Rated Movies

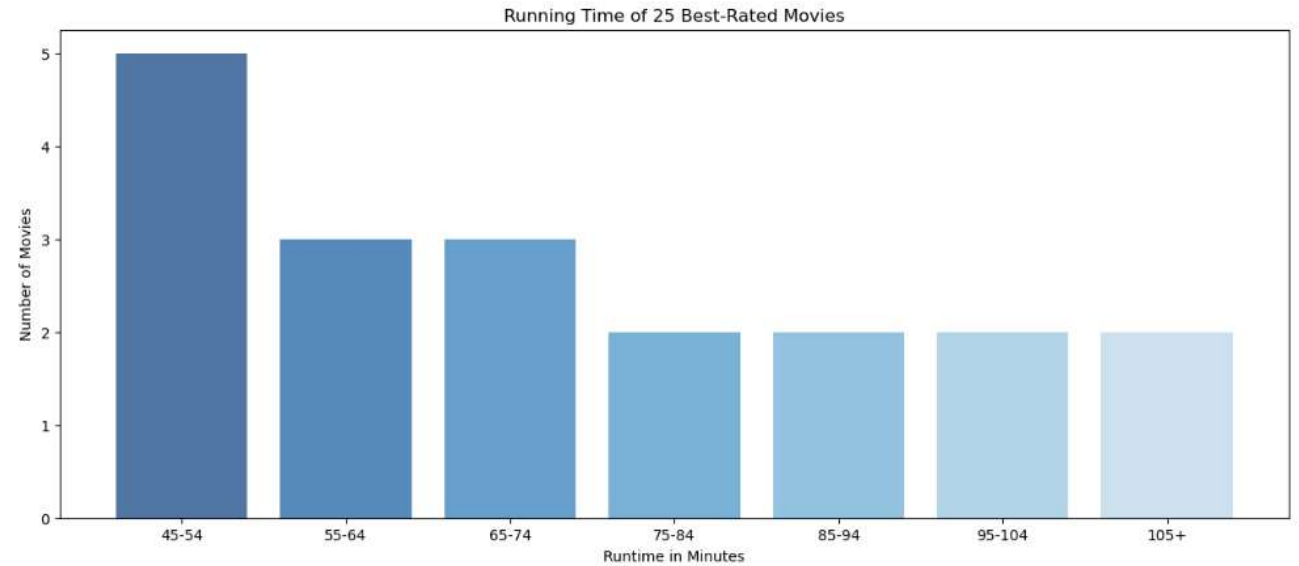
From the IMDb database

Highest **Rating** Movies



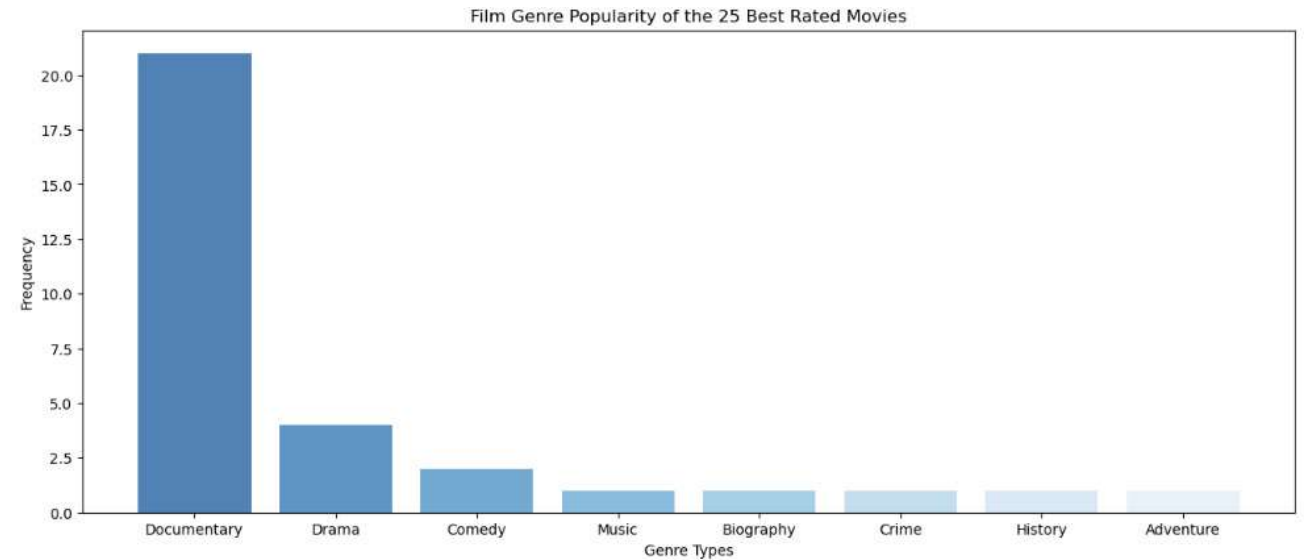
Runtime

- Length in minutes
- Top 25 best-rated



Breakdown by Genre

- Documentaries:
 - Best-Rated Genre



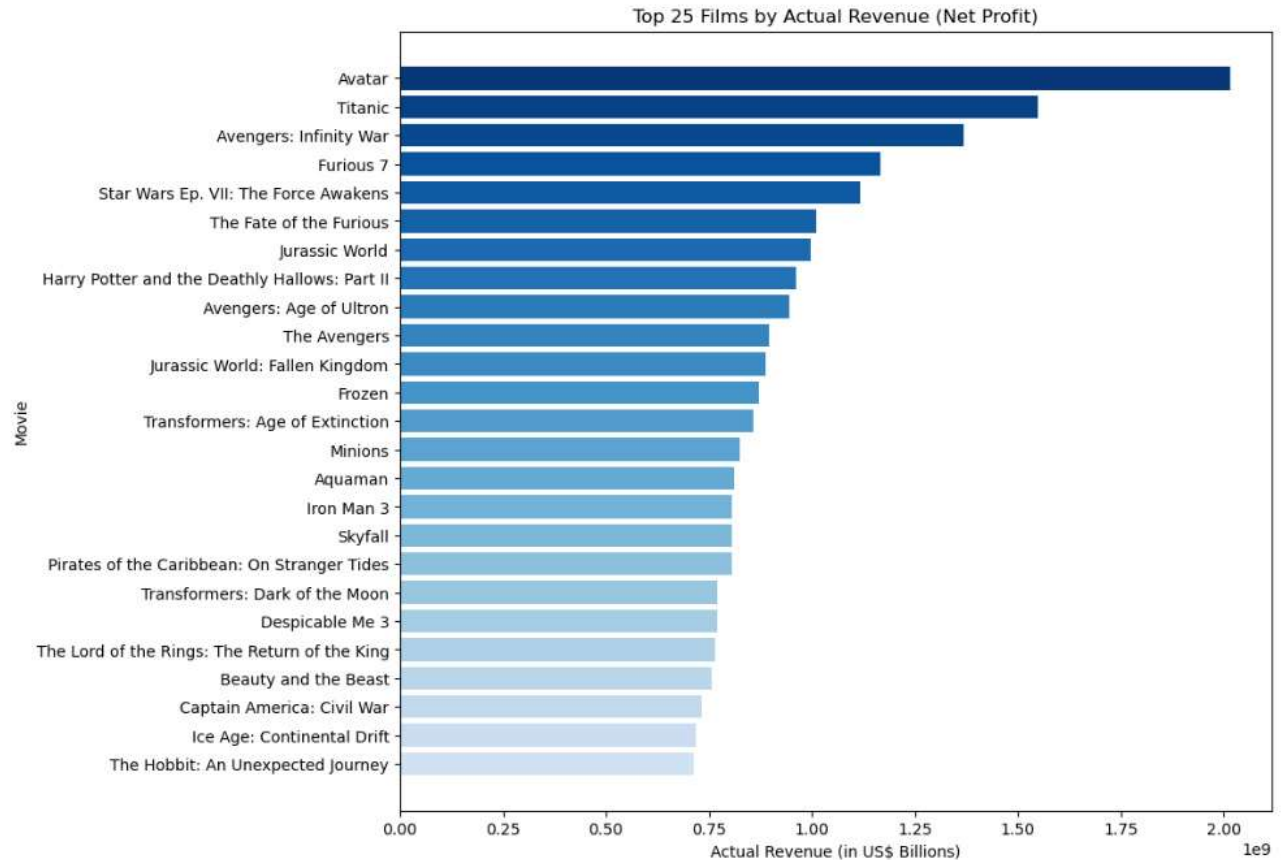
But, is this of use to
our stakeholders?



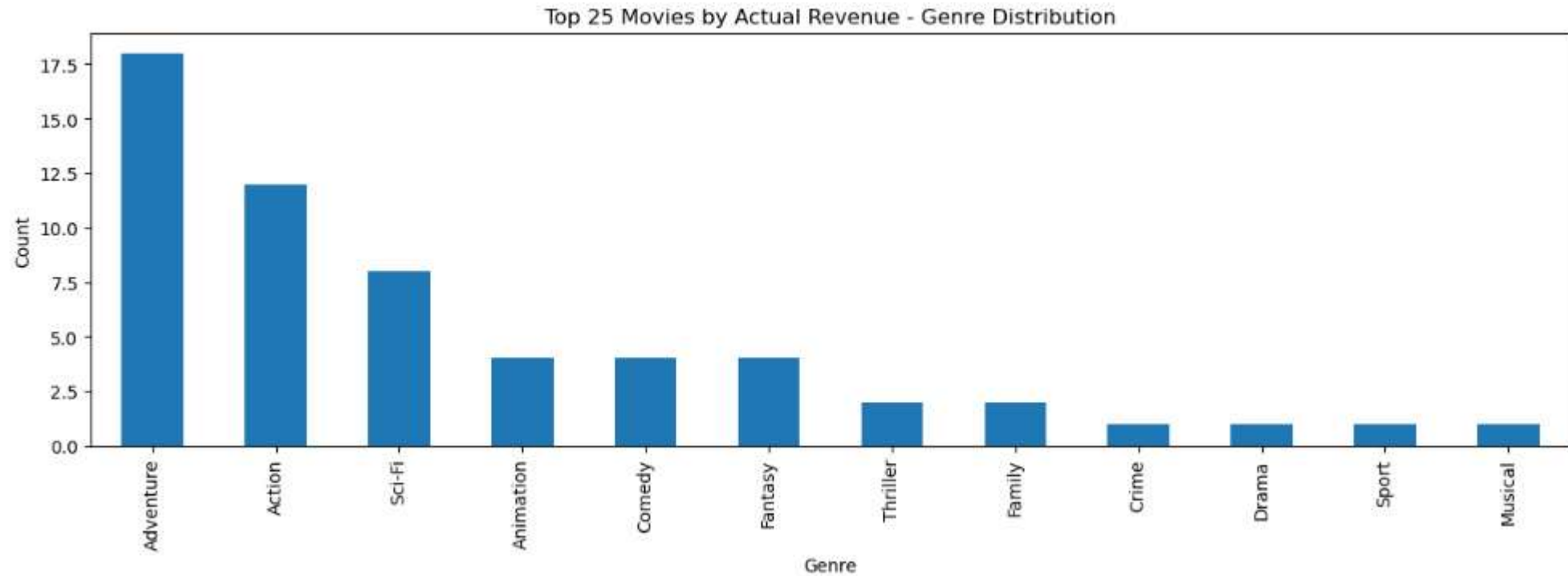
A better look

- A much greater audience
- (Total Revenue) minus
(Production Cost)

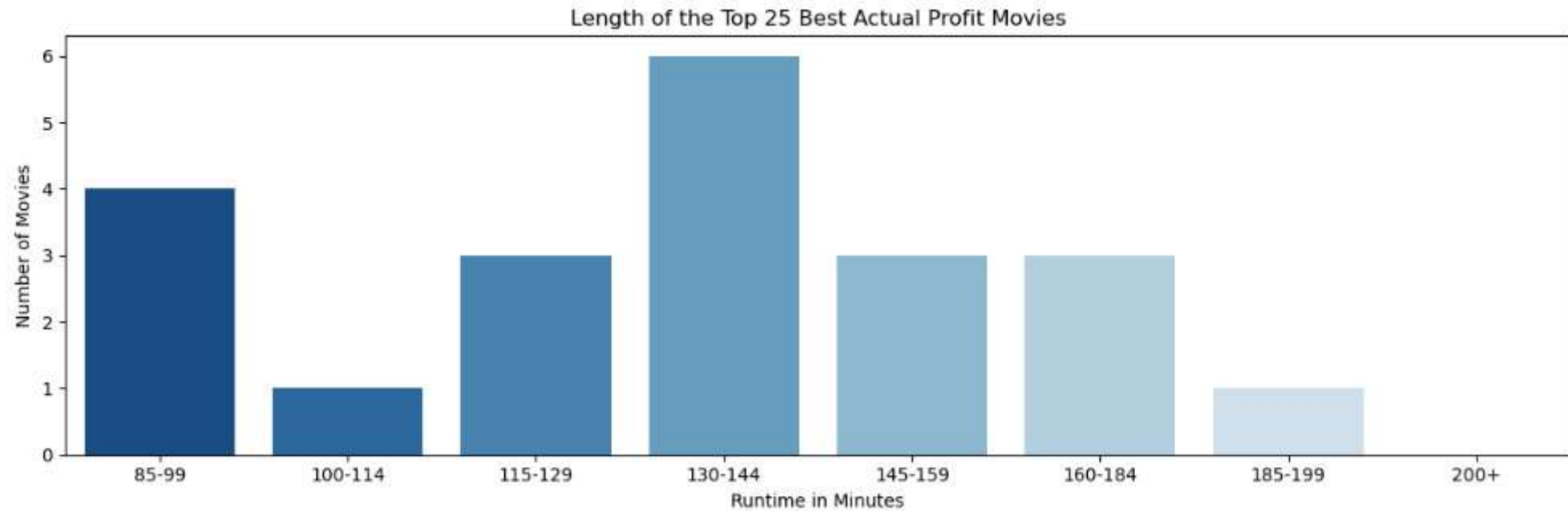
= Actual Revenue (Net Profit)
- Top 25 Actual Revenue Movies!



Genre Distribution



Runtime Length



Conclusion

- Most Profitable Genres:
 - Action
 - Adventure
 - SciFi
- Runtime: 130 minutes
- Best-liked genre:
 - Documentaries
- Runtime: 45 – 55 m

Recommendations

- **Invest first in Action, Adventure and Sci-Fiction Film**
- **Keep the runtime within 130 to 145 minutes**
- **Once financial goals are achieved:**
 - **Produce Documentaries**
 - **This make you likable by culture audiences**