MOVIE MAKING WITH MICROSOFT

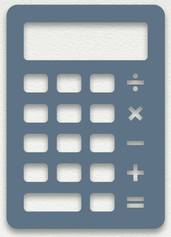
USING EXPLORATORY DATA ANALYSIS

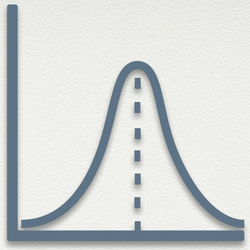
OBJECTIVE

For Microsoft's new movie studio:

- ✓ Identify which films are performing well
- ✓ Investigate the features of high performing movies
  1. Genre
  2. Run-time
- ✓ Identify the movie production industry leaders/potential competitors
- ✓ Provide action points to aid with business decisions

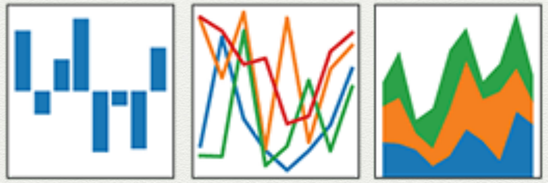
METHODOLOGY





pandas

$$y_{it} = \beta' x_{it} + \mu_i + \epsilon_{it}$$



seaborn

It's all in the data!

RESULTS & ACTION

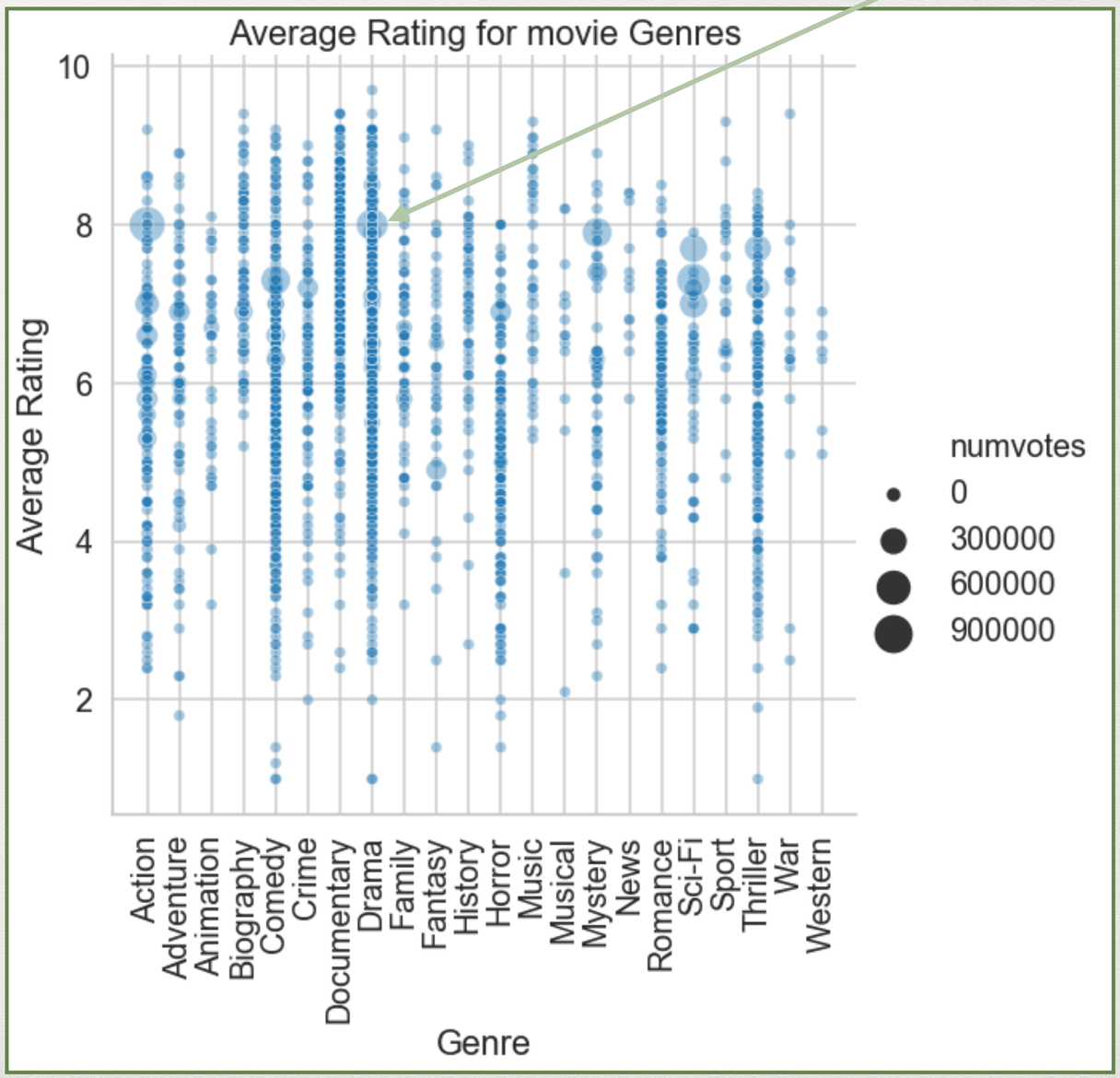
TOP RATED GENRES

..and the award for the best genre goes to:

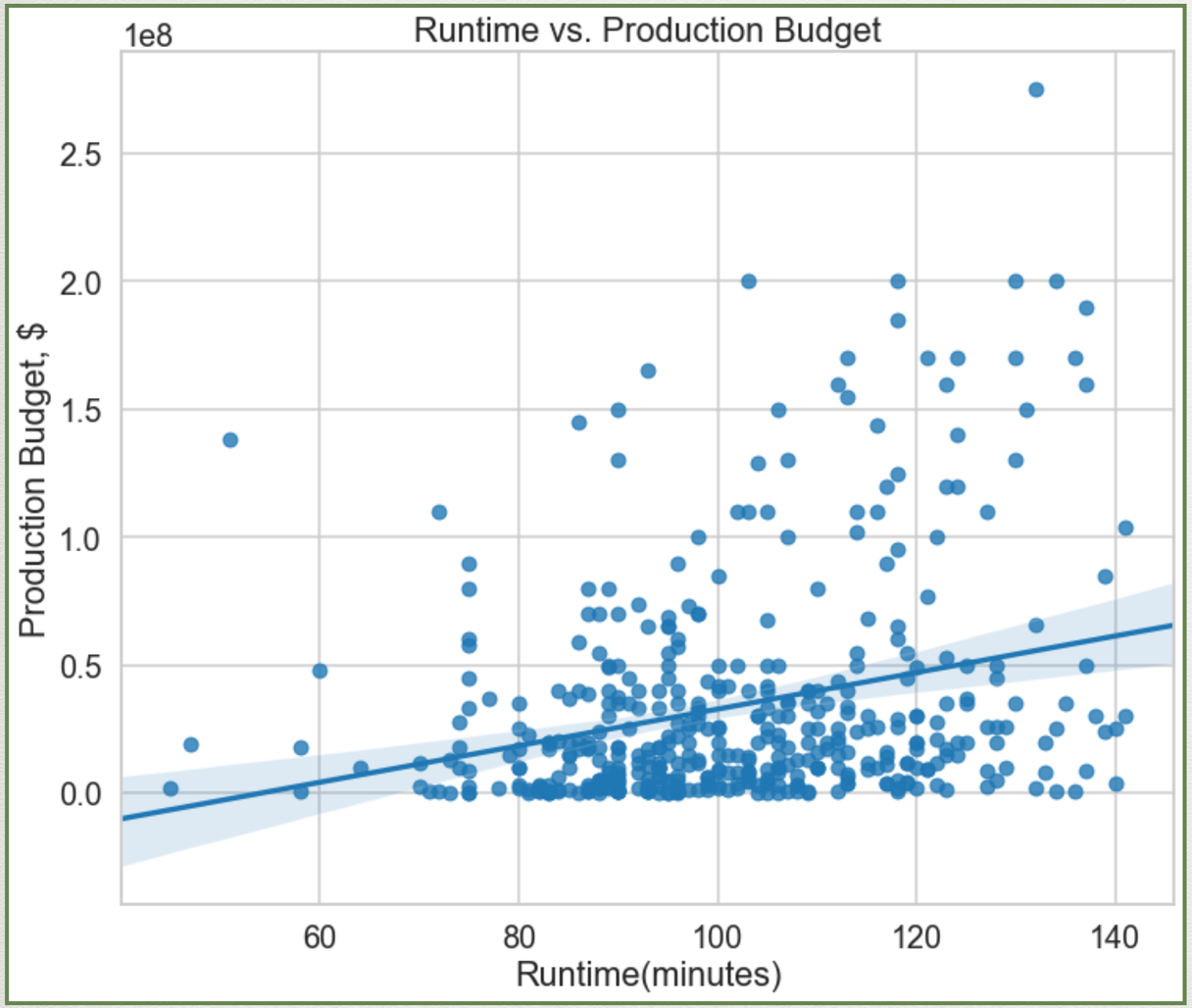
- **DRAMA**
- **DOCUMENTARY**
- **THRILLER**

Bonus Combination: average rating (8-10) from a significant number of votes

A MUST SEE : 1.3 million people voted 8.6(on average) for 'Interstellar'!

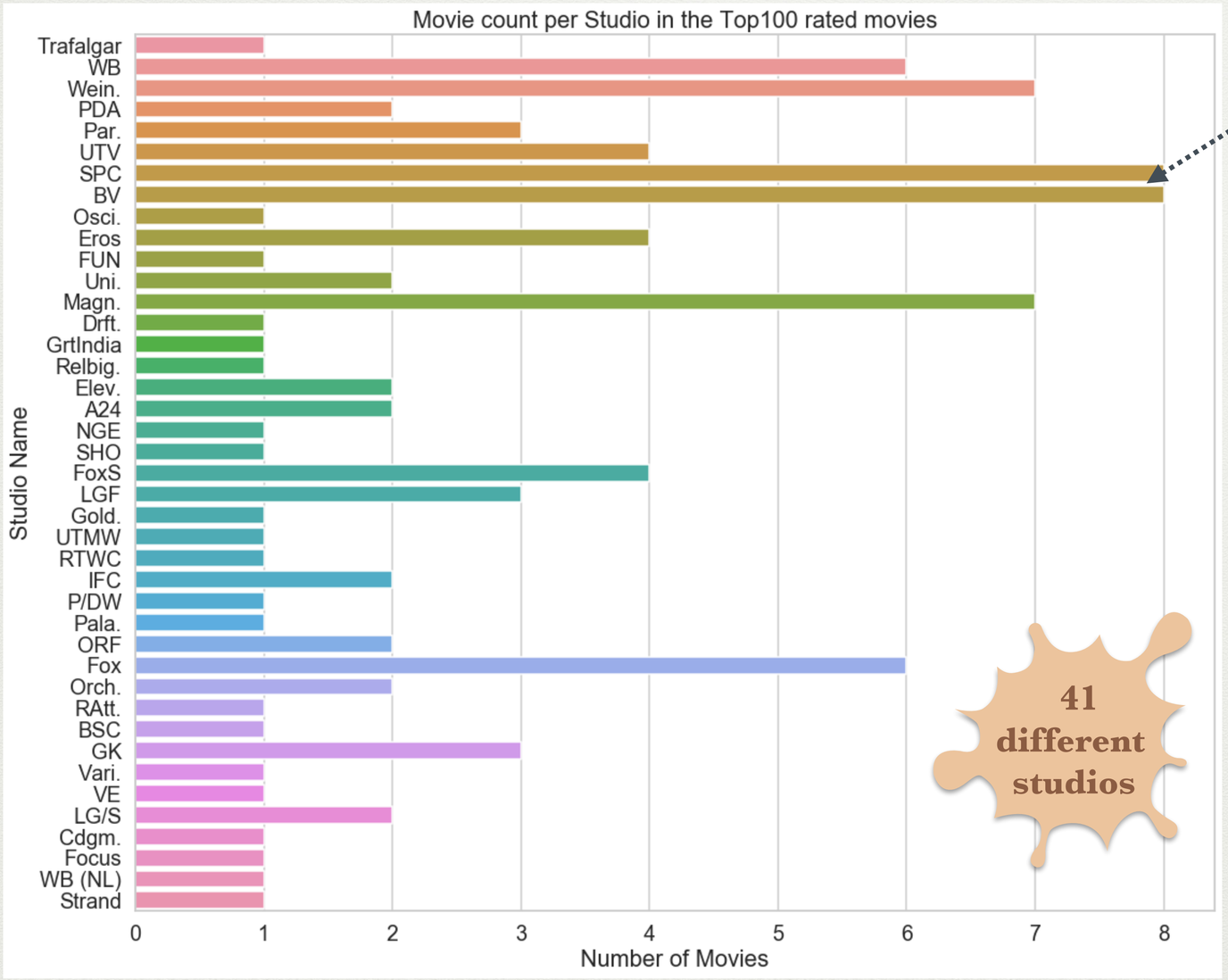


MOVIE RUNTIME



Mean	85 minutes
r	0.276 (weak +ve correlation)

STUDIO ANALYIS

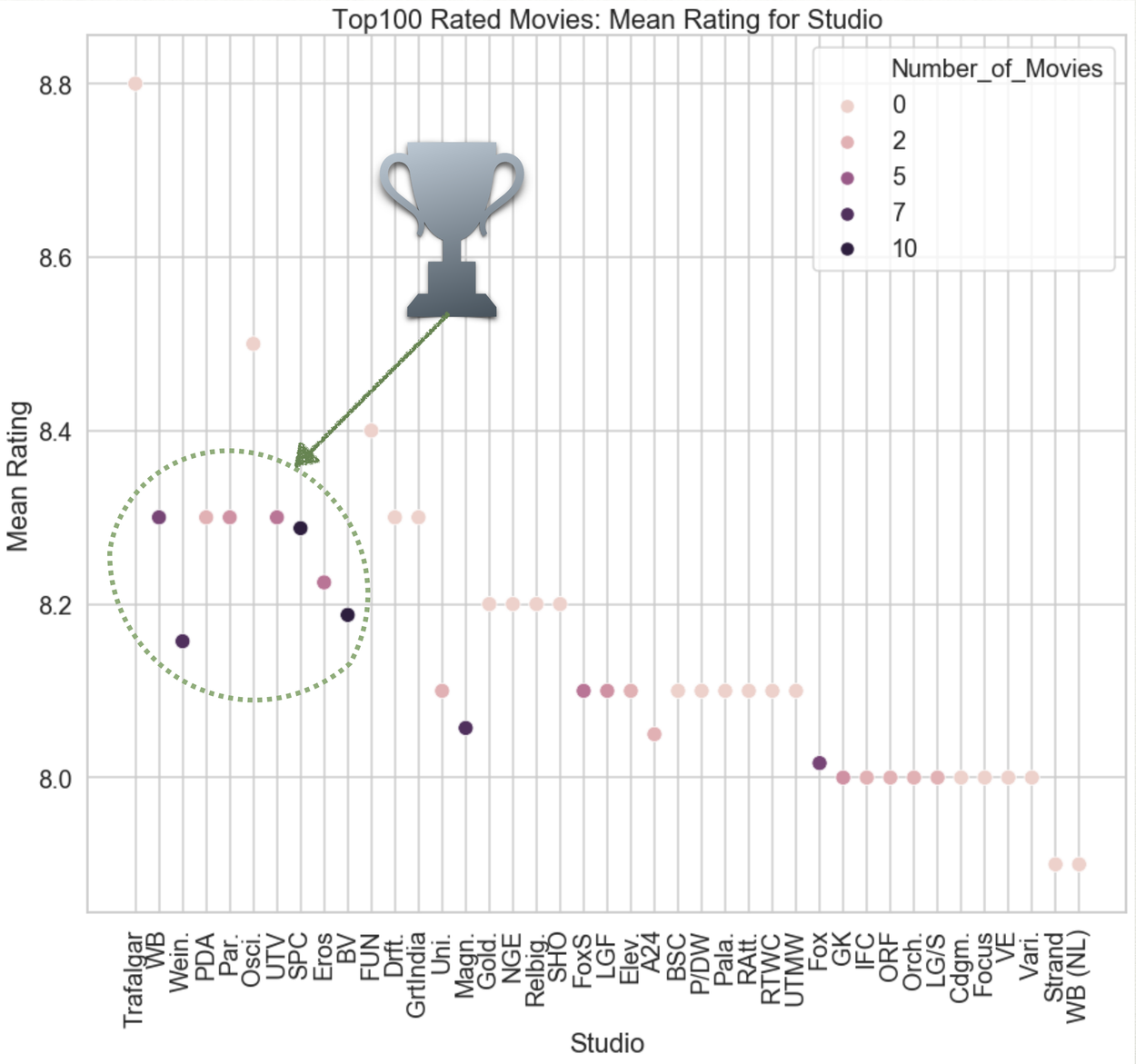


Sony & Disney top the movie count!

41 different studios

Studio	Max Rating
Trafalgar	8.8
WB	8.8
Wein.	8.7
PDA	8.6
Par.	8.6
Osci.	8.5
UTV	8.5
SPC	8.5
Eros	8.5
BV	8.5

…CONTINUED



Measures:

1. Mean rating
2. Number of Movies
3. Distribution of rating

★ Sony

★ Disney

★ Warner Bros

FUTURE ANALYSIS

Production team/Cast members - who should Microsoft hire to maximise revenue and profits?

Optimal movie release time (month/day of week) and how this differs across the genres

Relationship between production budget and gross revenue

…FOR NOW

LIGHTS,

CAMERA,

ACTION!