

MICROSOFT MOVIE STUDIO

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Data Science
Module 1 Final project



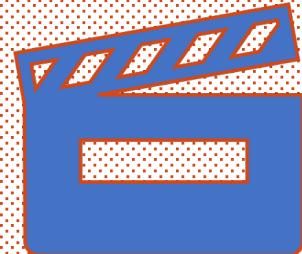
CHOOSING A SUCCESSFUL MOVIE GENRE

Most common genres produced.

Highest rating, popularity, and profit.

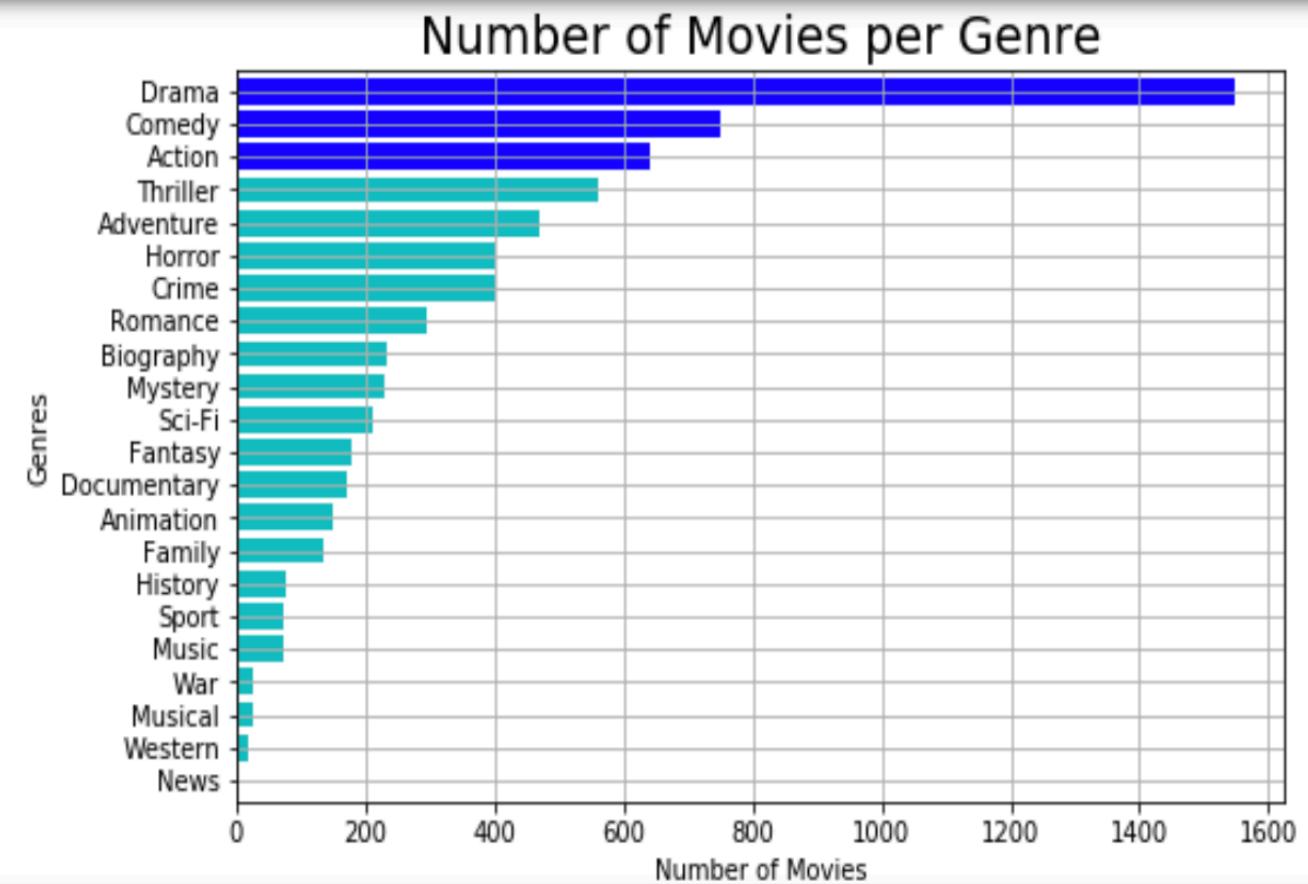
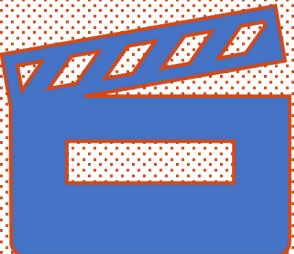
Effect on profit-rating, popularity, length of a movie, and budget.

- Two datasets
- Started with over 146,000 movies
- Ended with 6671 (1758 movies)
- 22 genres
- All movies produced after 2010



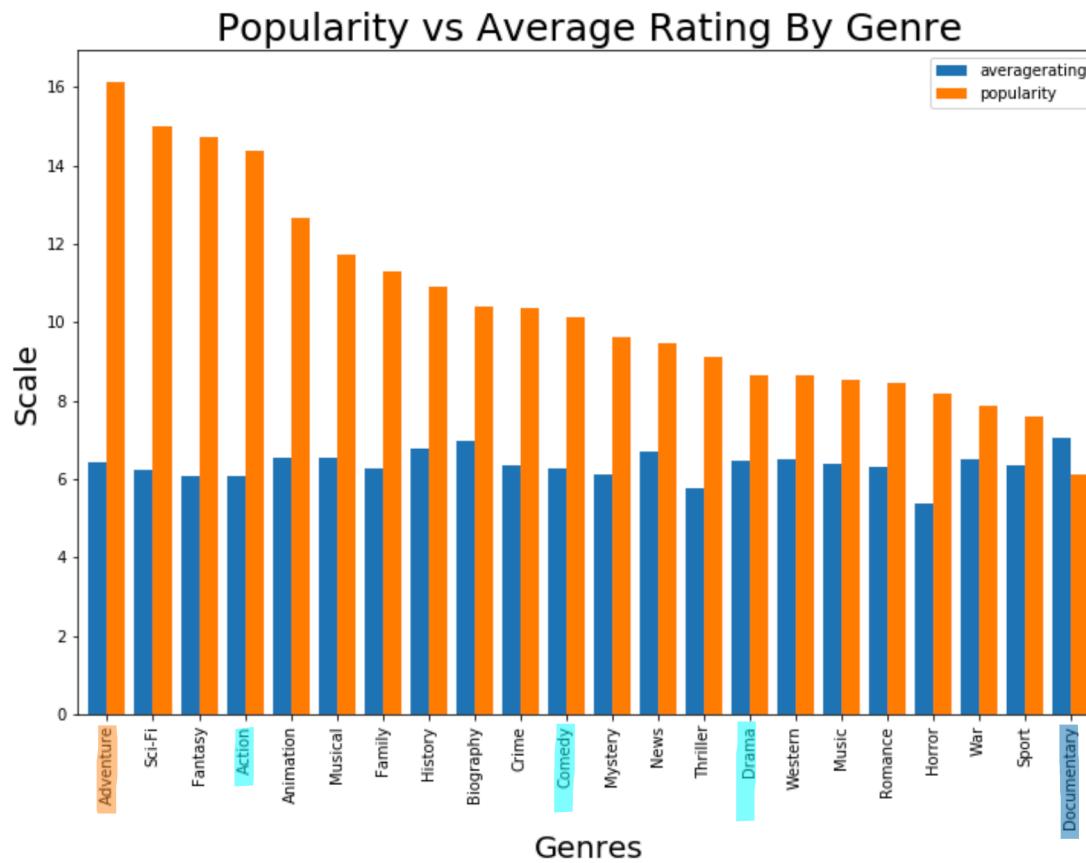
Number of movies produced by other studios

1. Drama
2. Comedy
3. Action



Highest popularity:

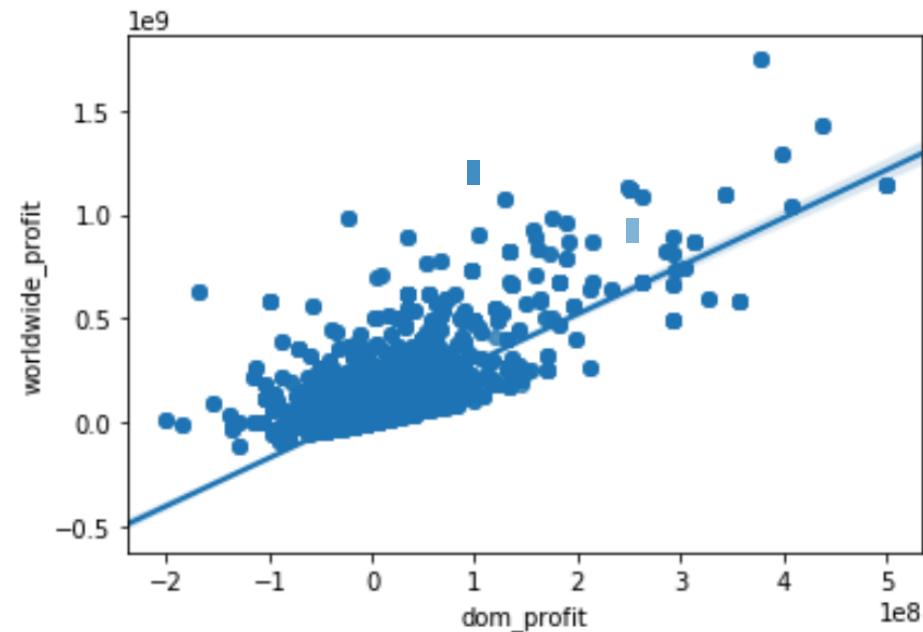
- Adventure



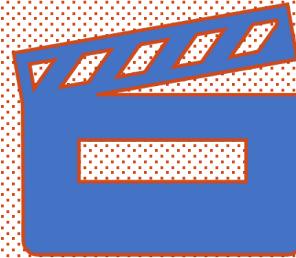
Highest average rating:

- Documentary

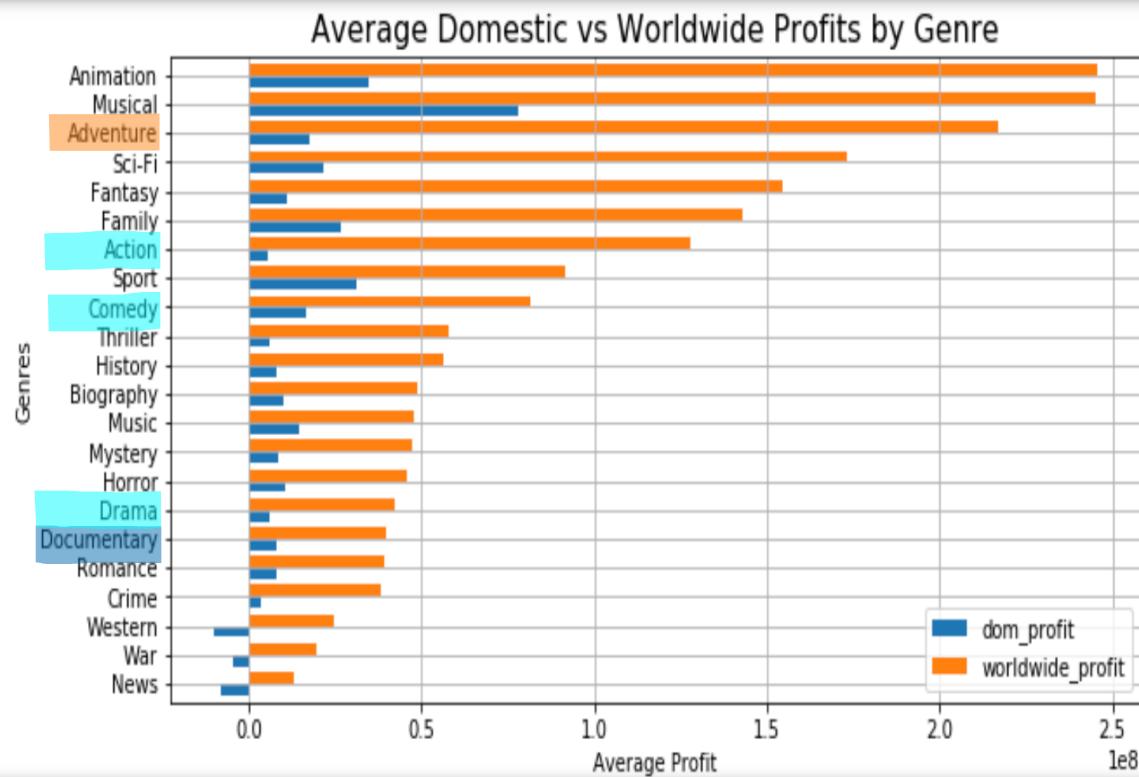
COMPARING THE DOMESTIC VS WORLDWIDE PROFIT



Positive correlation between the domestic and worldwide profit.



HIGHEST AVERAGE PROFIT PER GENRE



1. Animation.
2. Musical.
3. Adventure- also the most popular genre.

TOP 10 MOVIES WITH HIGHEST PROFIT

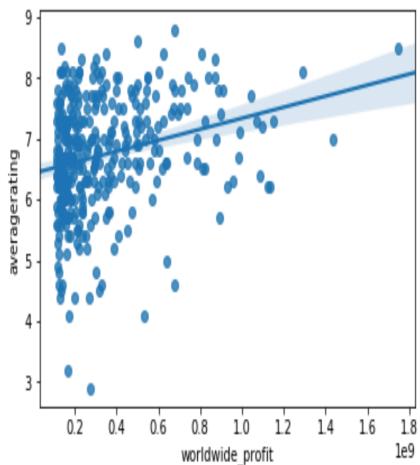
index	Movie	Rating	Popularity	Genres	Length	Budget	Profit
1	Avengers: Infinity War	8.5	81	Action	149 min	300M	1.7B
2	Jurassic World	7	21	Action	124 min	215M	1.4B
3	The Avengers	8.1	50	Action	143 min	225M	1.3B
4	Black Panther	7.3	2	Action	134 min	200M	1.1B
5	Jurassic World: Fallen Kingdom	6.2	35	Action	128 min	170M	1.1B
6	Frozen	6.2	10	Adventure	93 min	150M	1.1B
7	Beauty and the Beast	7.2	27	Family	129 min	160M	1.1B
8	Minions	6.4	9	Adventure	91 min	74M	1.1B
9	Avengers: Age of Ultron	7.3	44	Action	141 min	330M	1.1B
10	Incredibles 2	7.7	36	Action	118 min	200M	1.0B

MEAN

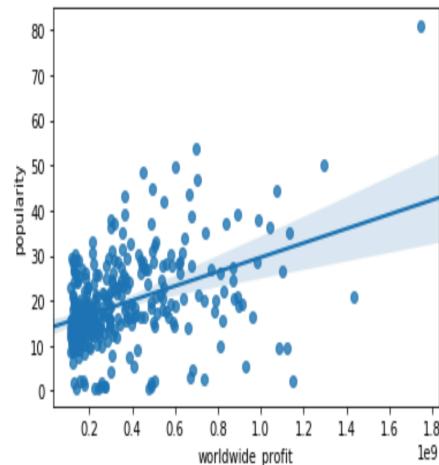
- Rating: 6.2
- Popularity: 11
- Length: 105min
- Budget: 39M



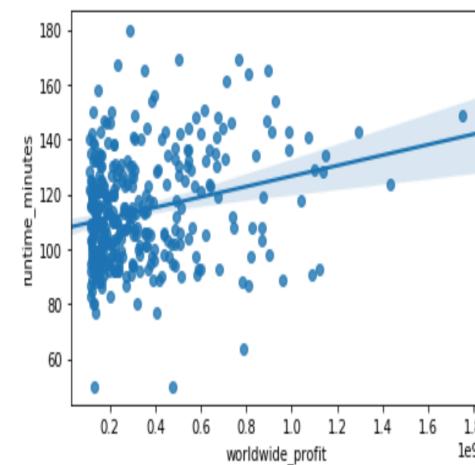
Avg Rating



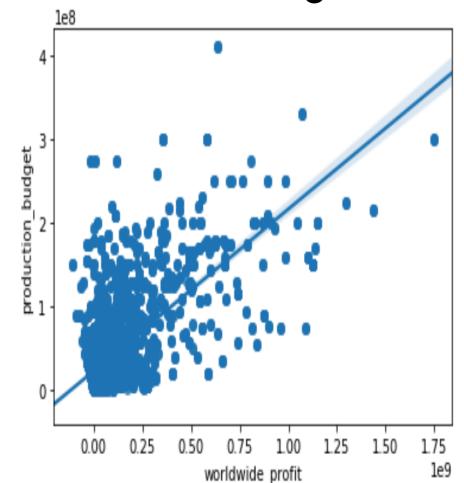
Popularity



Length of a Movie



Budget



IS PROFIT AFFECTED BY

(Top 20% highest profit movies)

- Average Rating
- Popularity
- Length of a Movie
- Budget



CONCLUSION

- higher budget = higher profit
- Profit does not depend on:
 - high rating
 - high popularity
 - the length of a movie



*Top 2 genres with
the highest
popularity rating
and profit are:*

- Action
- Adventure