Microsoft Film Analysis Based On ROI

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Summary

This study analyzes movie data to recommend the best types of films to create for your studio's initial content.

The main focus behind the analysis is seeing which films are best to begin creating by calculating and comparing the worldwide returns on investment (ROI), and then analyzing production budgets and runtime data.

According to the analysis:

- Adventure films are the best genre to begin creating.

- A budget plan of $100-140 million will be necessary.

- A runtime between 95-110 minutes would be best for the first film.

Outline

- Business Problem
- Data
- Methods
- Results
- Conclusions

Business Problem

- Determine which film genre would be best to create for the new studio's initial content based on ROI data

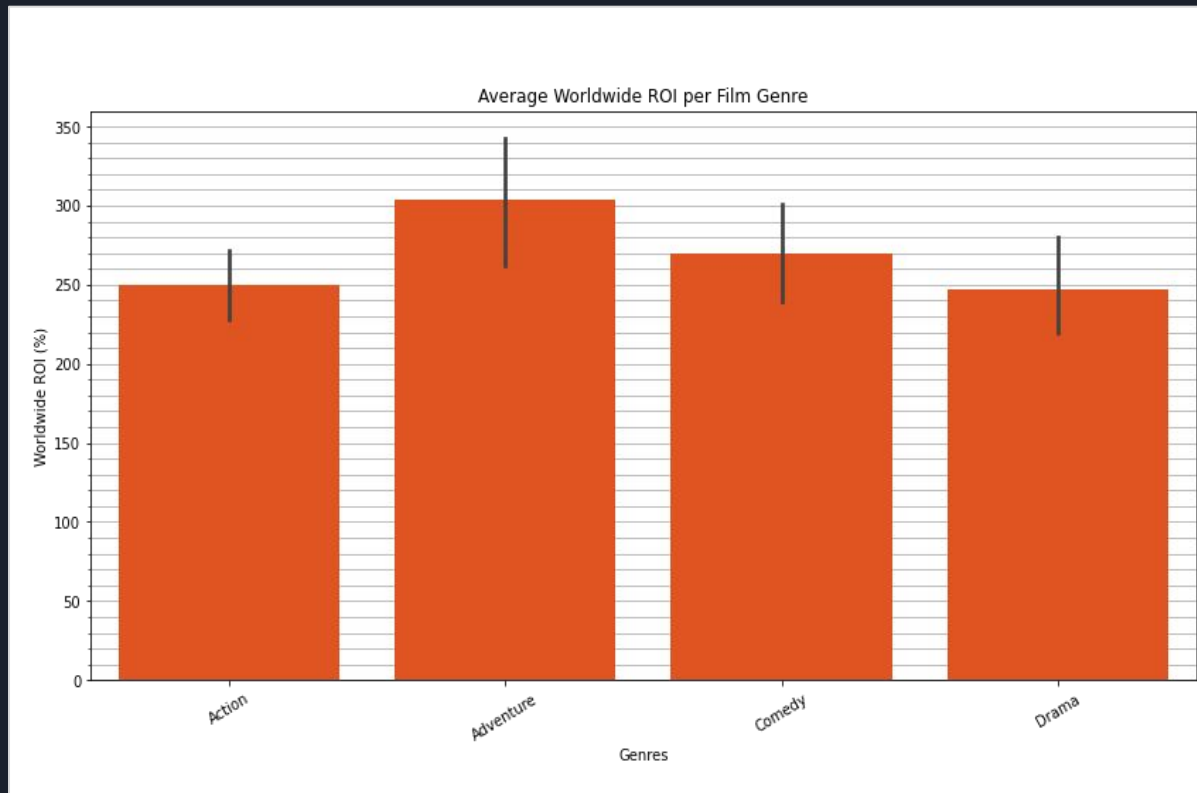- Estimate production costs
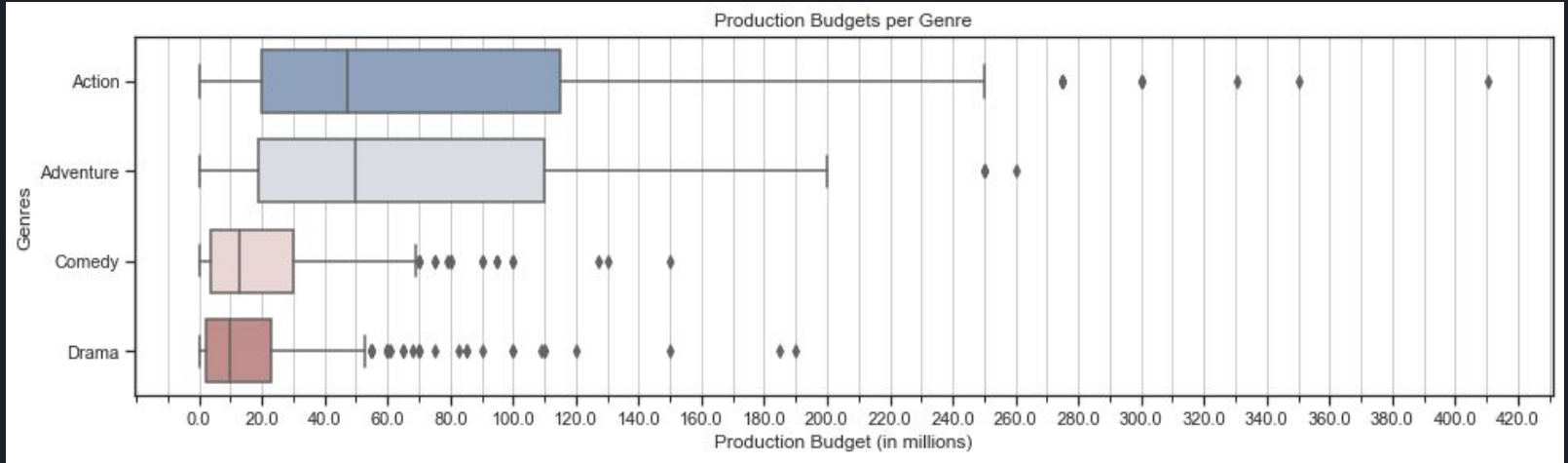
- Estimate runtime minutes

Data & Methods

- The dataset contains production budgets, worldwide gross sales, runtime and the movies' genres.

- Drop any missing values and duplicates based on the movie title.

- Include a feature labeled "Worldwide ROI (%)"

- We refocus our analysis within the top 4 genres on a worldwide scope.

Results

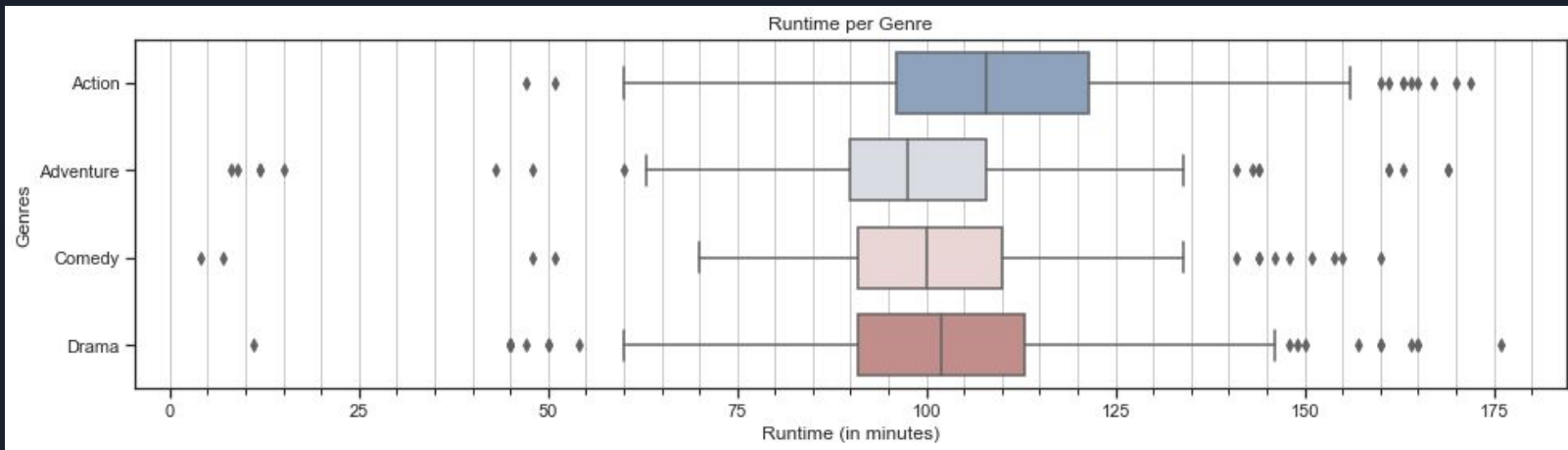- Adventure films have the highest worldwide ROI, on average.

Average Worldwide ROI per Film Genre

Results (cont.)

Production Budgets per Genre

- Adventure films have the highest median budget at $55 million

- The budget plan will start close to the 75th percentile and is capped below the maximum.

- Take a look at the notebook, additional statistical visuals will further explain the projected gross from the suggested budget plan.

Results (cont.)

- Runtime breakdown of all four genres

- A runtime range of 95-110 minutes encompasses the median for Adventure films and the 75th percentile of Comedy films.

Conclusions

Here are my recommendations based on my analysis:

1. **START WITH ADVENTURE-COMEDY FILMS!**

2. **BUDGET PLAN: $100-140 MILLION!**

3. **RUNTIME: 95-110 MINUTES!**

Thank You!

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