Microsoft Movie Analysis

Business Problem

What types of films should Microsoft produce based on what films are currently doing the best at the box office?

Analysis: What did we examine?

- Percent of titles by genre
- Ratings by genre
- Profit and profit margin by genre

Conclusions: What are our findings?

No relationship between profit and commonly produced genres

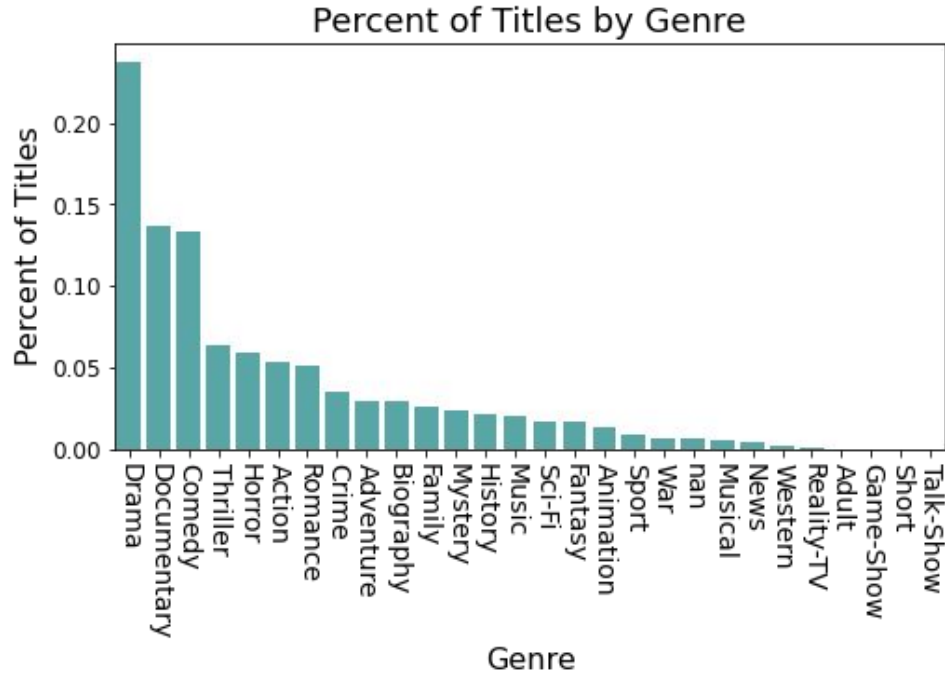No relationship between profit and viewer rating

- Genres with most global profit:

    1. Animation
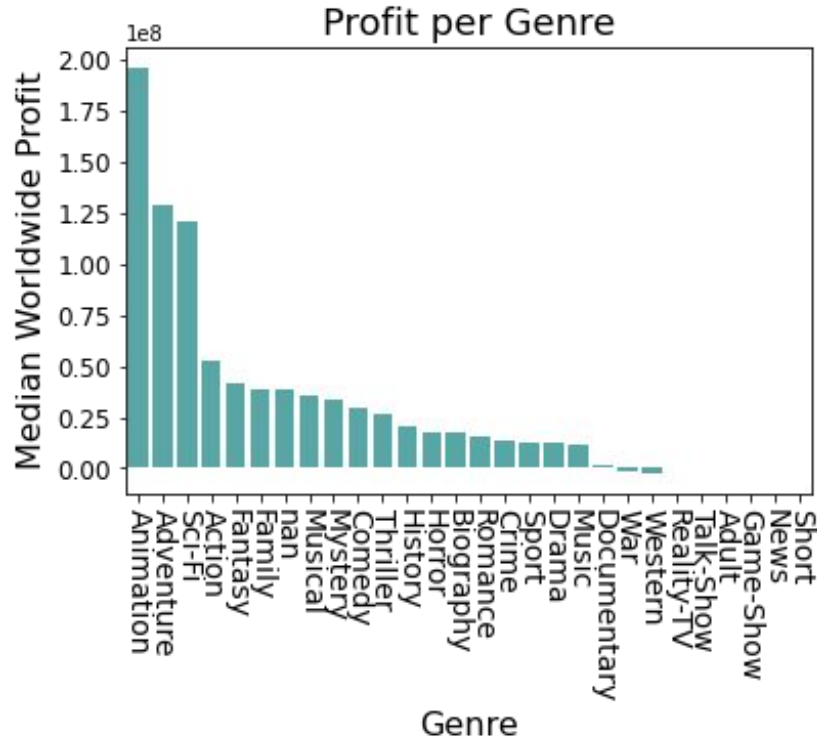
    2. Adventure

    3. Sci-Fi

Analysis & Findings: What type of films are other companies producing?

Percent of Titles by Genre

- Genres with most titles:

  1. Drama

  2. Documentary

  3. Comedy

Analysis & Findings: Do commonly produced genres earn higher profits?

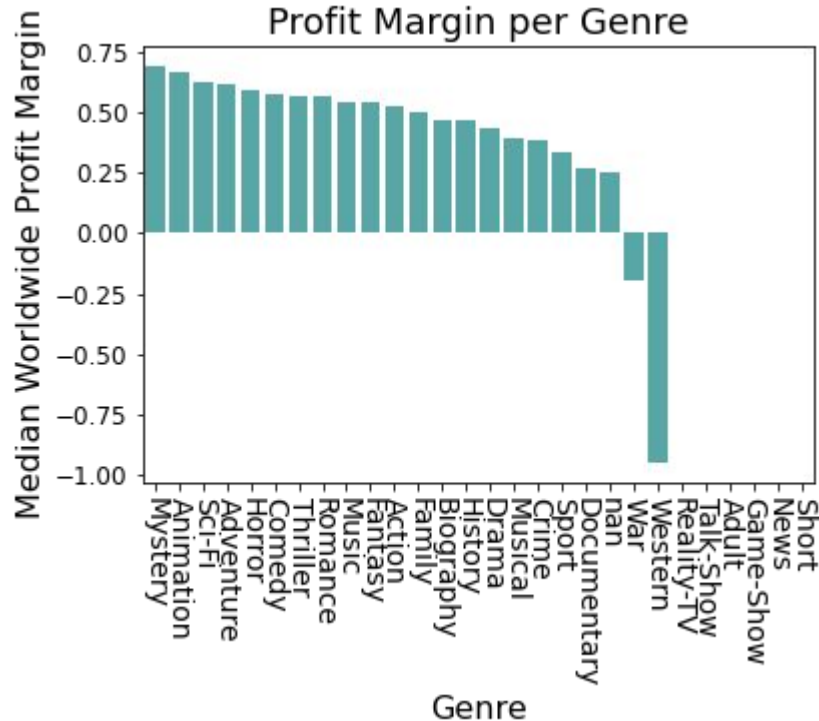Profit per Genre

- Genres with most titles:

  1. Drama

  2. Documentary

  3. Comedy

- Genres with most profit:

  1. Animation

  2. Adventure

  3. Sci-Fi

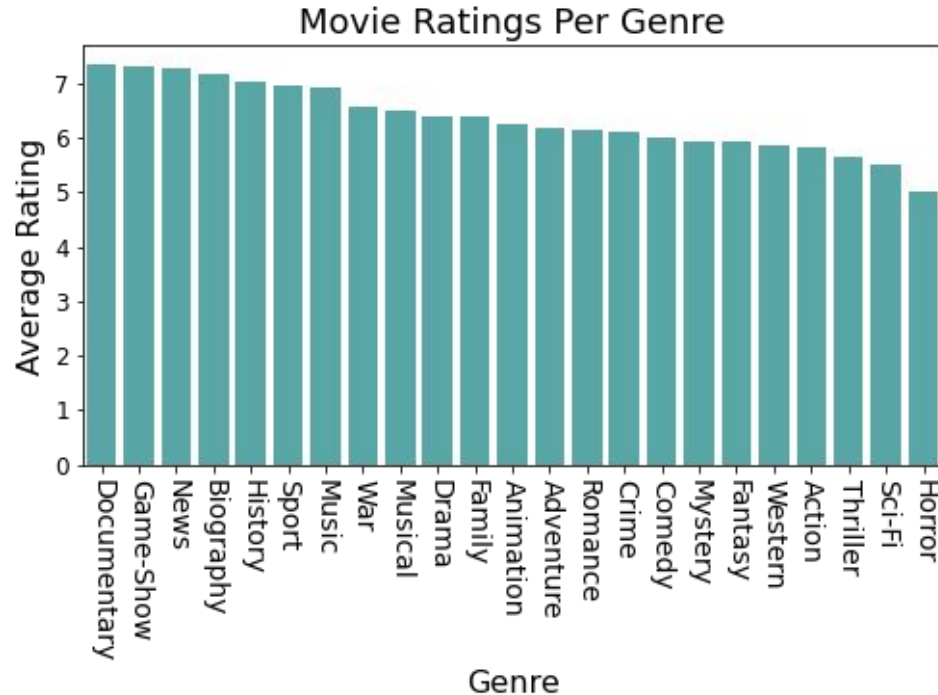# Analysis & Findings: Do commonly produced genres earn higher profits?

Profit Margin per Genre

- Genres with most titles:

  1. Drama

  2. Documentary

  3. Comedy

- Genres with most profit margin:

  1. Mystery

  2. Animation

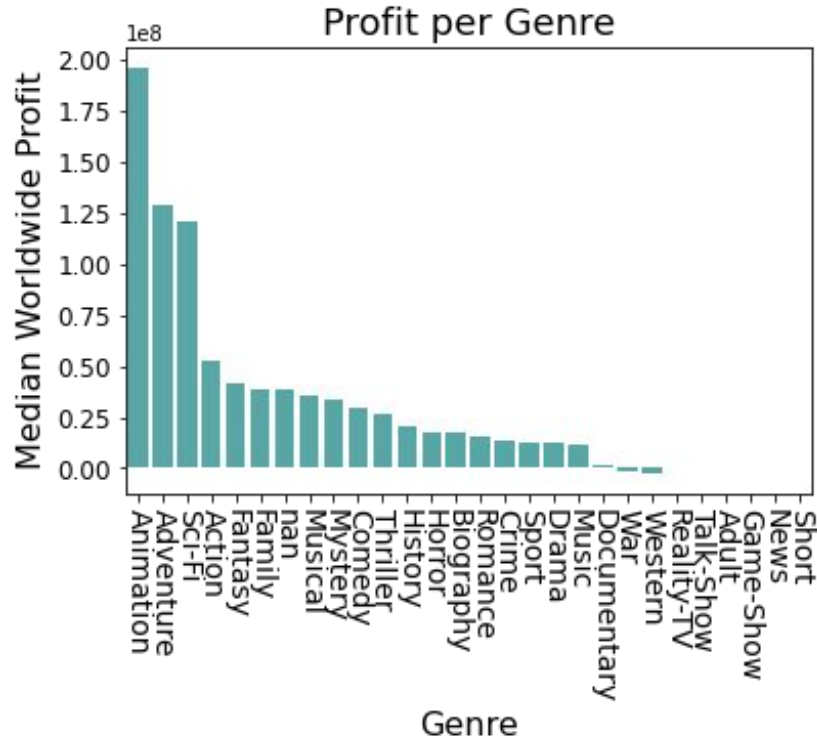 3. Sci-Fi

Analysis & Findings: What type of films are highly rated by viewers?

Movie Ratings Per Genre

- Genres with highest ratings:

  1. Documentary

  2. Game-show

  3. News

Analysis & Findings: Do highly rated genres earn higher profits?

Profit per Genre
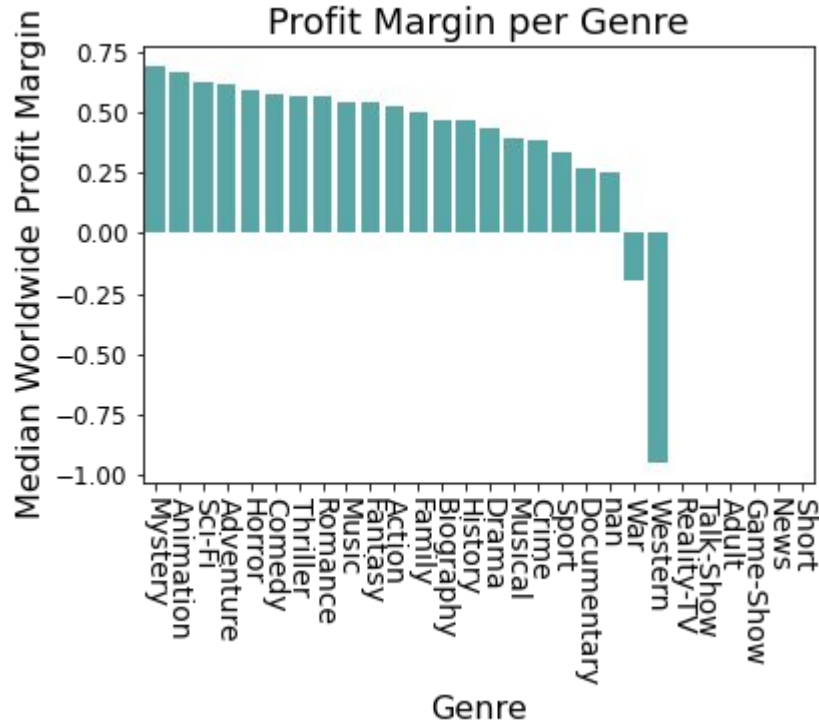
- Genres with highest ratings:

    1. Documentary

    2. Game-show

    3. News

- Genres with most profit:

    1. Animation

    2. Adventure

    3. Sci-Fi

Analysis & Findings: Do highly rated genres earn higher profits?

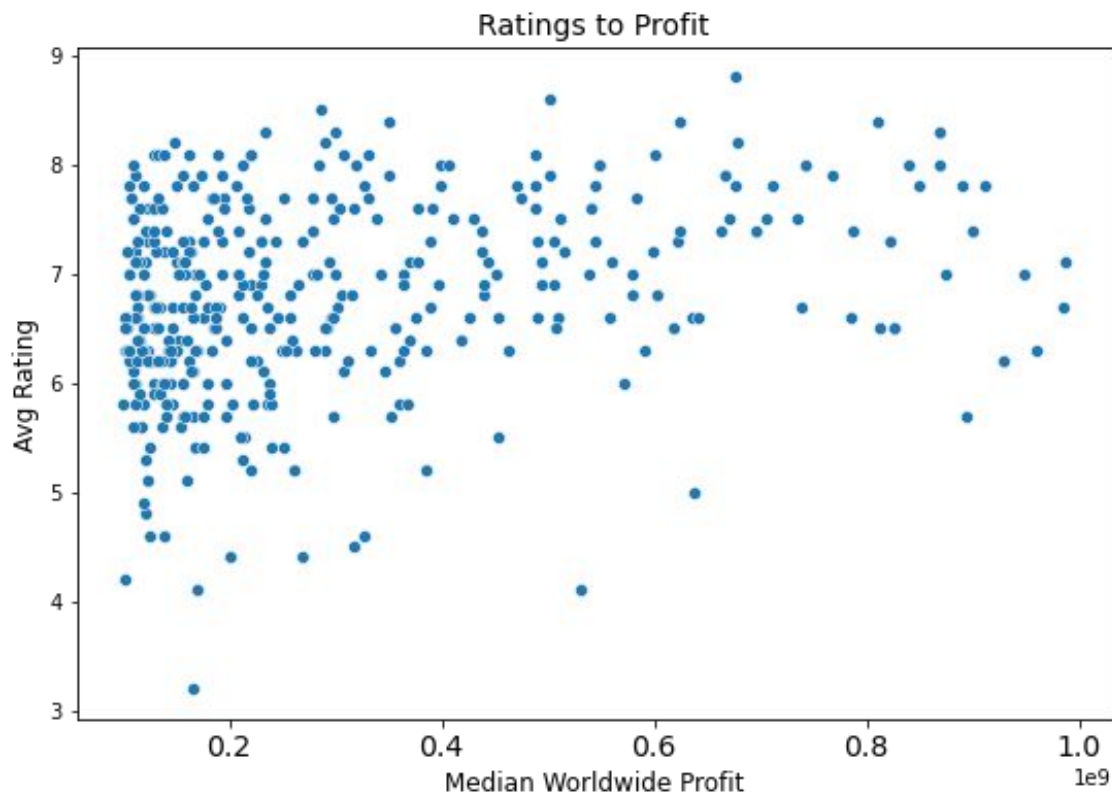Profit Margin per Genre

- Genres with highest ratings:
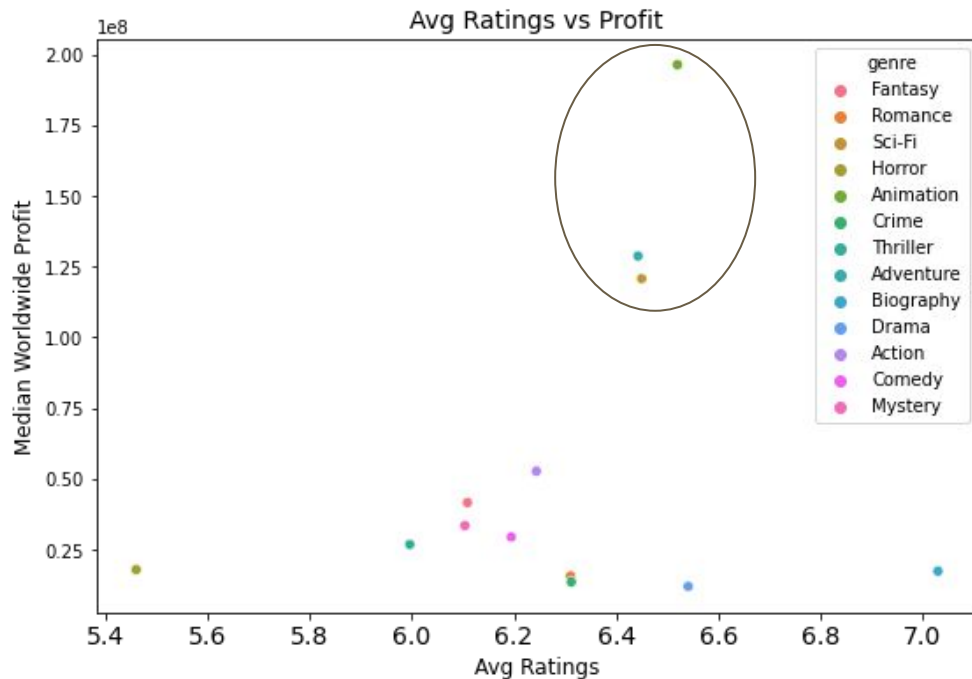   1. Documentary
    2. Game-show
    3. News
- Genres with most profit margin:
    1. Mystery
    2. Animation
    3. Sci-Fi

Profit not related to ratings

Ratings to Profit

Highest Profit Genres

Avg Ratings vs Profit

- Genres with most profit:

  1. Animation

  2. Adventure

  3. Sci-Fi

These three genres stand out in their profits far beyond other genres.

We can see ratings are not strongly related.

Data Limitations

- Ratings may not be a strong indicator of global profits however we need to investigate other sources of consumer ratings outside of imdb to confirm.
  - Age distribution of imdb users
  - Country of origin distribution of imdb users

- Percent of titles by genre may not be a strong indicator of global profits however we need to investigate other sources of movies produced outside of imdb to confirm.
  - Country of origin for movie production

Recommendation

According to our current findings, Microsoft should invest in producing animation films since they have the best success globally.