

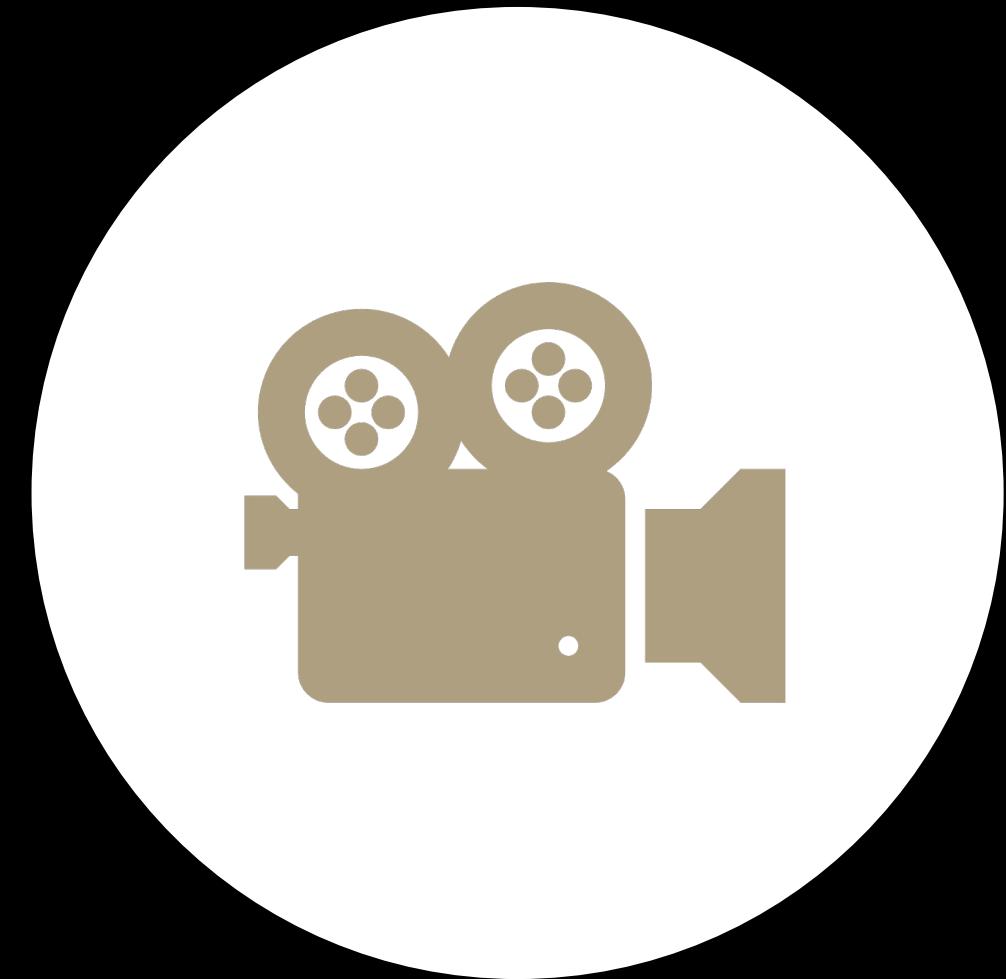


MOVIE ANALYSIS

For Microsoft

S U M M A R Y

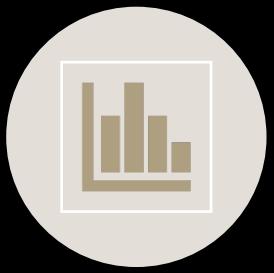
- Microsoft seeing success of other big tech companies in the movie industry is starting its own movie studio.
- The objective of this analysis is to provide a high-level overview of movie industry with insights and actionable suggestions in four categories:
 - Releases
 - Popularity
 - Rating
 - Gross Income and ROI



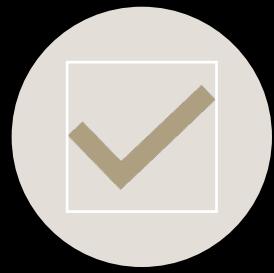
OUTLINE



BUSINESS
PROBLEM



DATA &
METHODS



RESULTS



CONCLUSIONS



BUSINESS PROBLEM

- Entering an industry that it doesn't have experience in.
- Relying on data from other sources due to the lack of its own data.
- Established and recently emerged competitors.

DATA SOURCES:

[Box Office Mojo](#)

[IMDB](#)

[The Numbers](#)

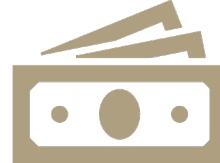
DATA & METHODS



Over 140K data entries for movie titles, genres, and release dates from 2010-2020.

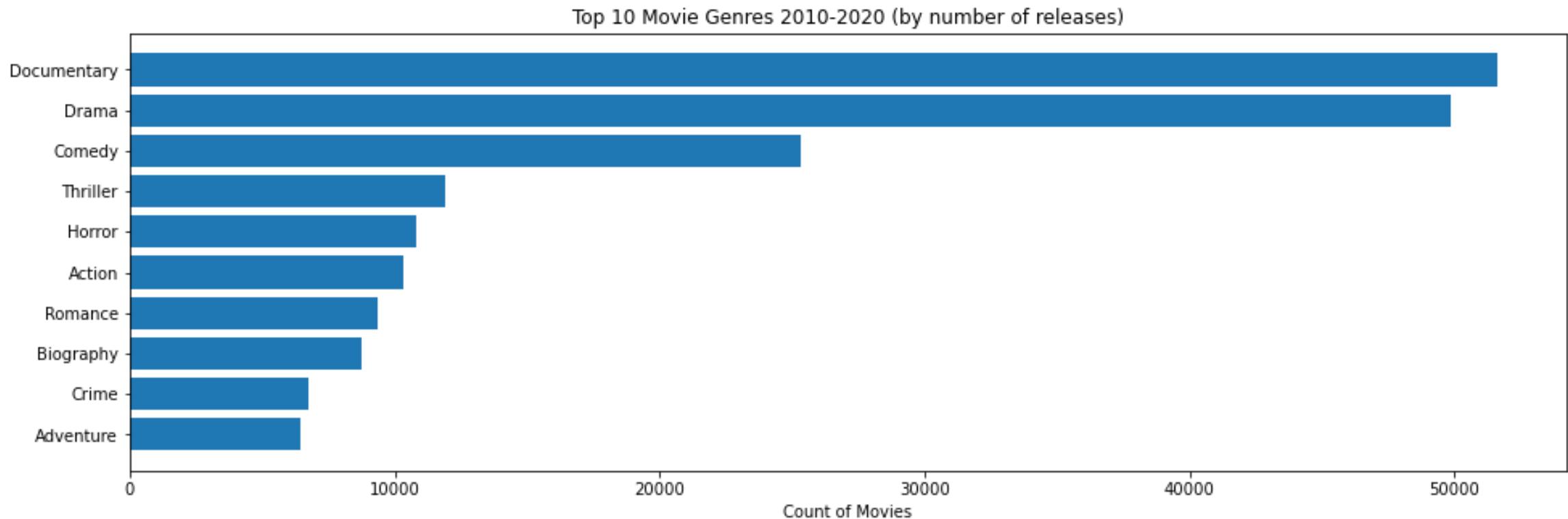


Over 72K data entries for average ratings and number of votes.



Over 1525 & 2636 data entries from two DBs for movie budgets, domestic/foreign/worldwide gross.

RESULTS: RELEASES



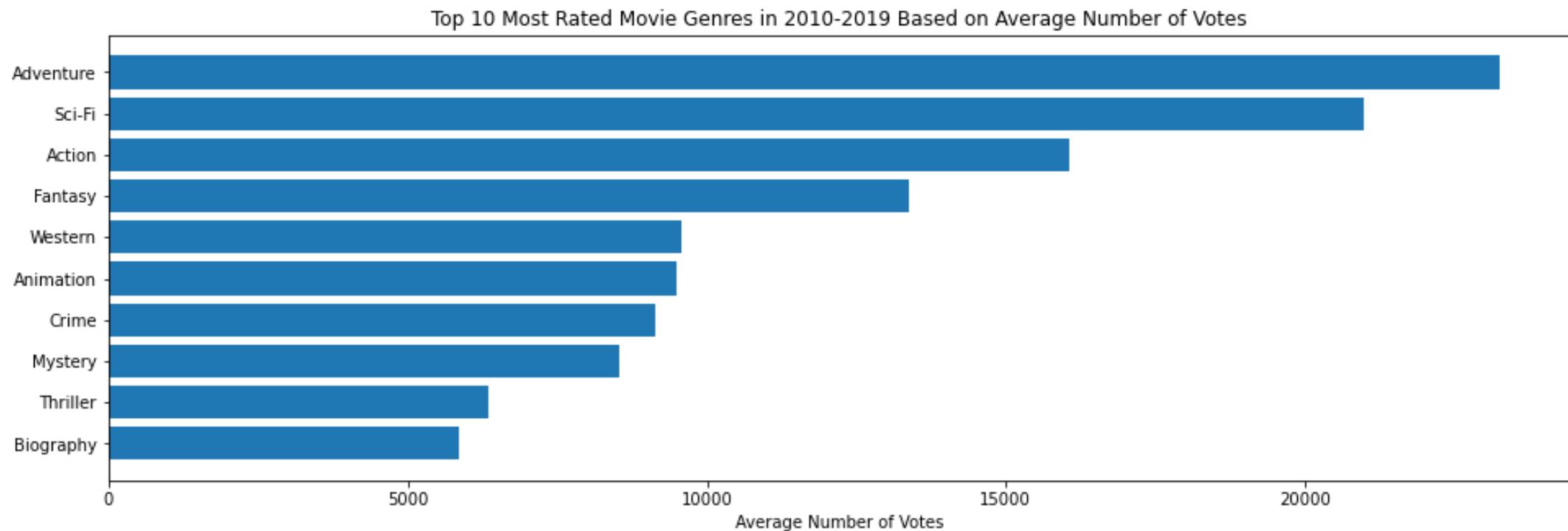
For this analysis we used data of over 140,734 movies.

Documentary and Drama have been the most released movie genres in the past decade.

RESULTS: RELEASES

start_year	Genre	
2010	Documentary	4393
	Drama	4297
2011	Documentary	4754
	Drama	4526
2012	Documentary	5221
	Drama	4800
2013	Documentary	5575
	Drama	5356
2014	Documentary	5972
	Drama	5478
2015	Documentary	6028
	Drama	5492
2016	Documentary	6066
	Drama	5593
2017	Documentary	6133
	Drama	5615
2018	Drama	5626
	Documentary	5302
2019	Drama	2762
	Documentary	2112
2020	Drama	309
	Comedy	165

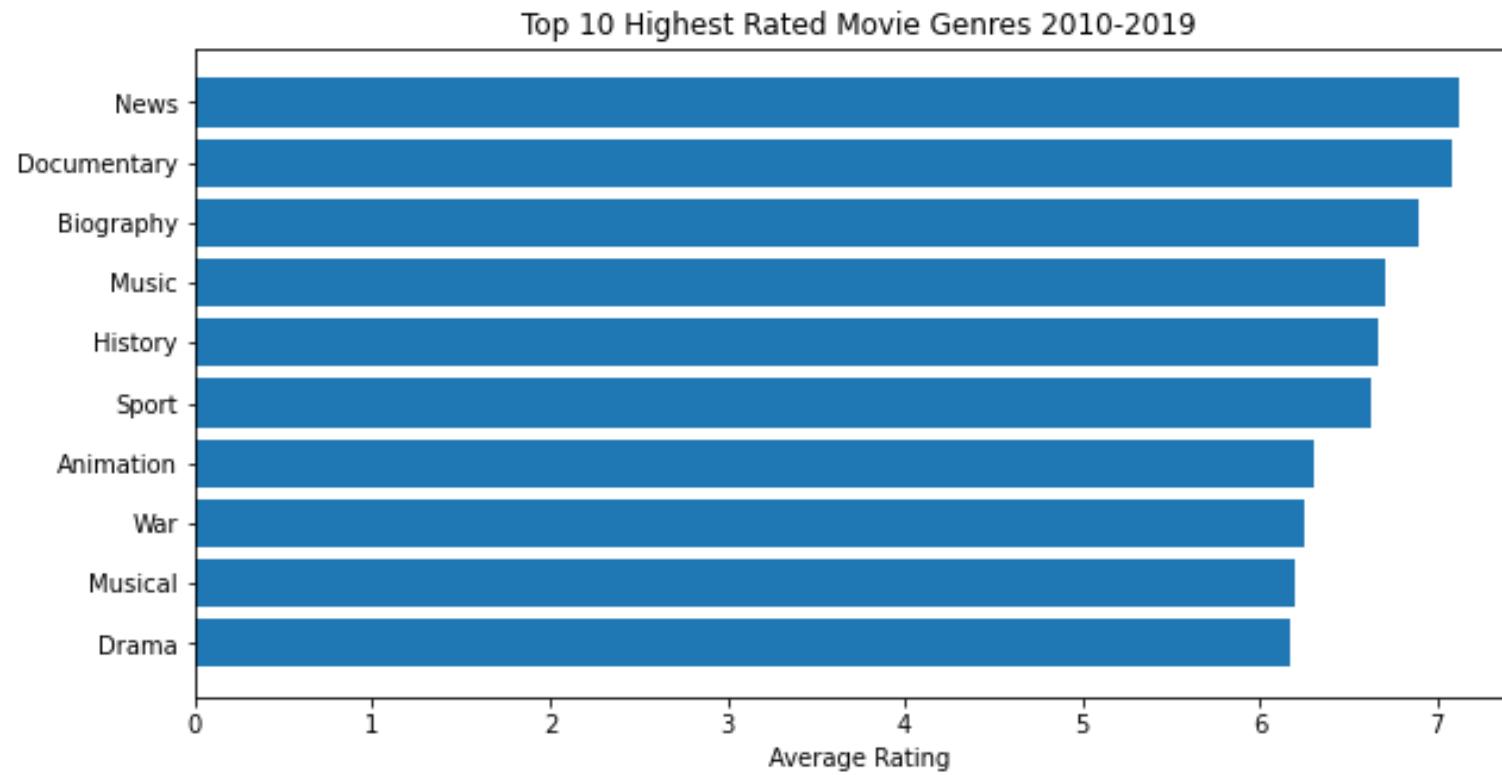
RESULTS: POPULARITY



For this analysis we used data of 72,480 movies.

Adventure, Sci-Fi, Action, and Fantasy have been the most popular movie genres in the past decade.

RESULTS: RATING



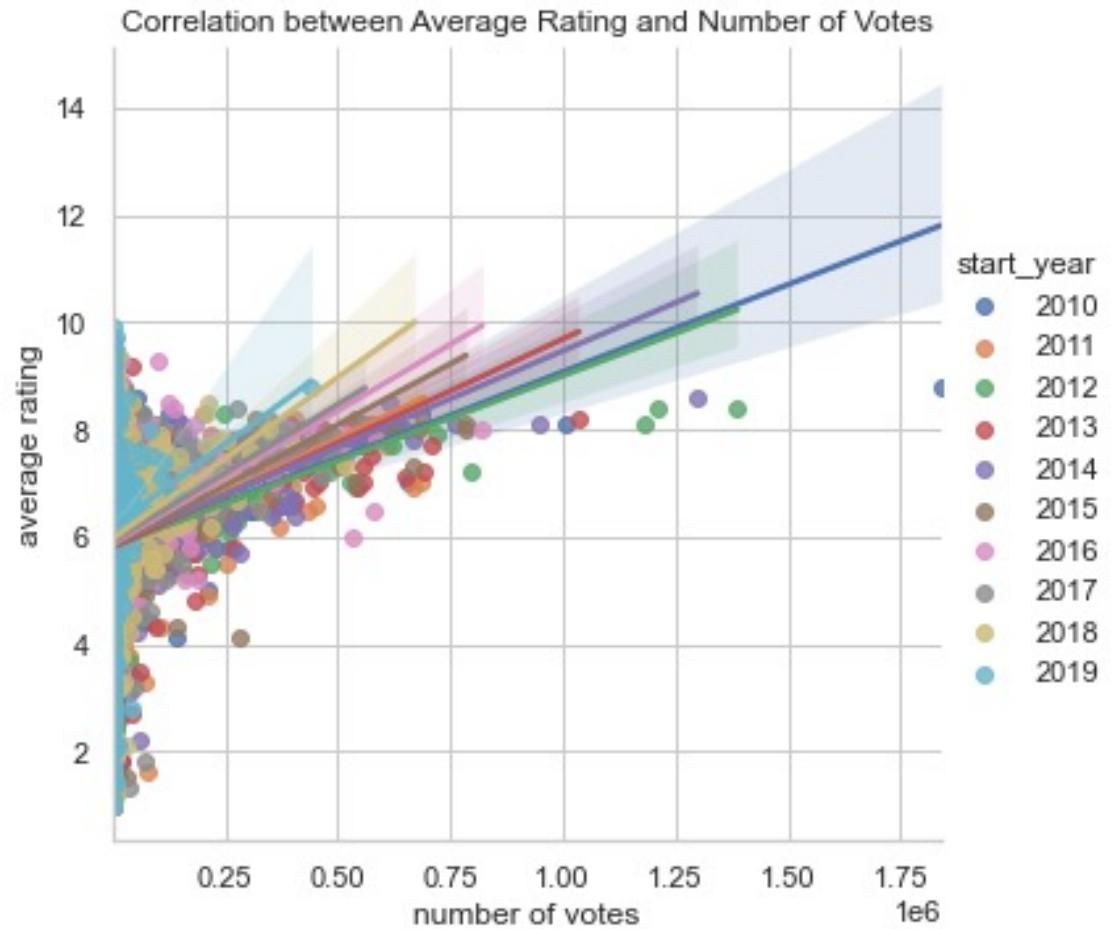
For this analysis we used data of 28,628 movies with over 100 votes.

Documentary, Music, War, Adventure, and Drama have been the highest rated movie genres in the past decade. Their average rating is 8.9. However other 10 genres are not far behind and rated around 8.

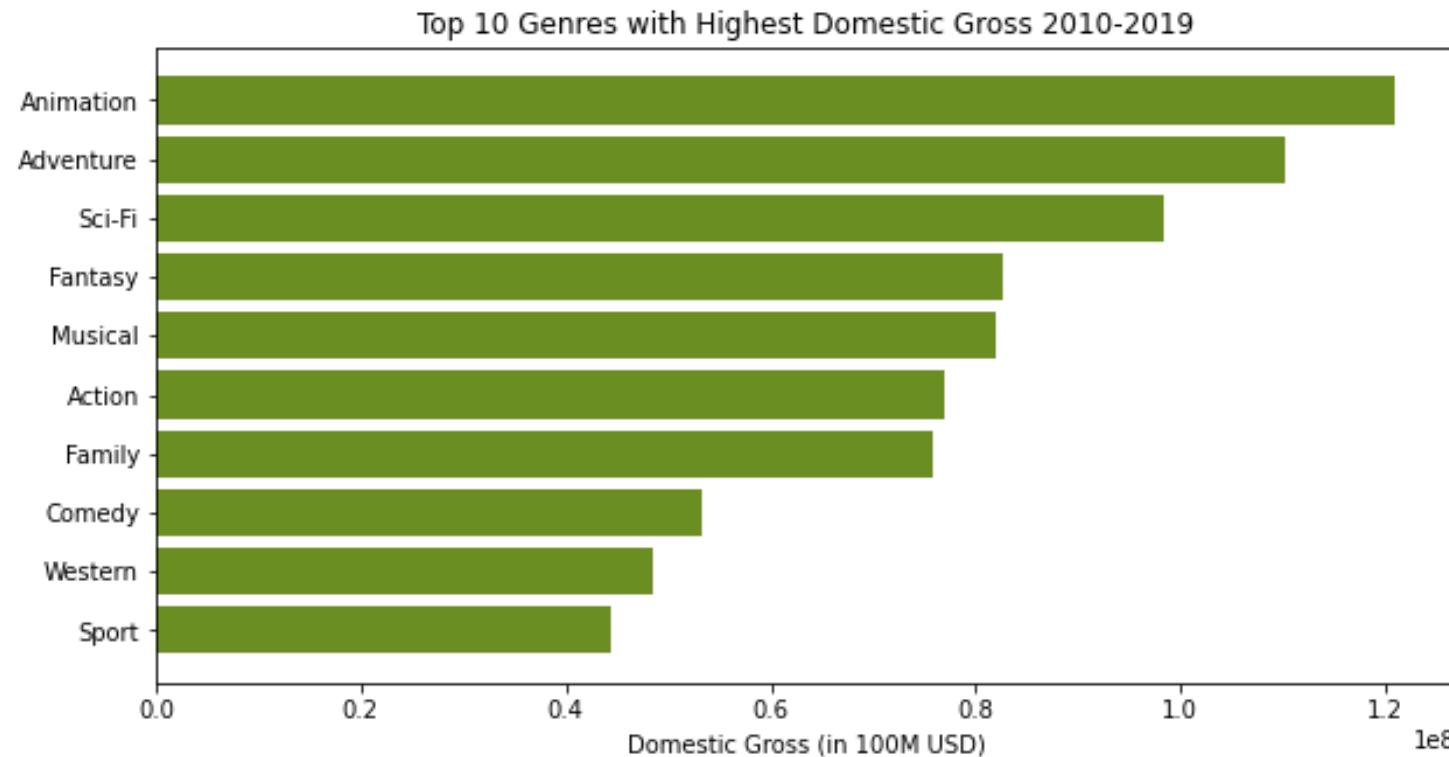
CORRELATION BETWEEN RATING AND POPULARITY

0.16

There is a little positive correlation between rating and popularity indicating that these two variables have to be considered independently.

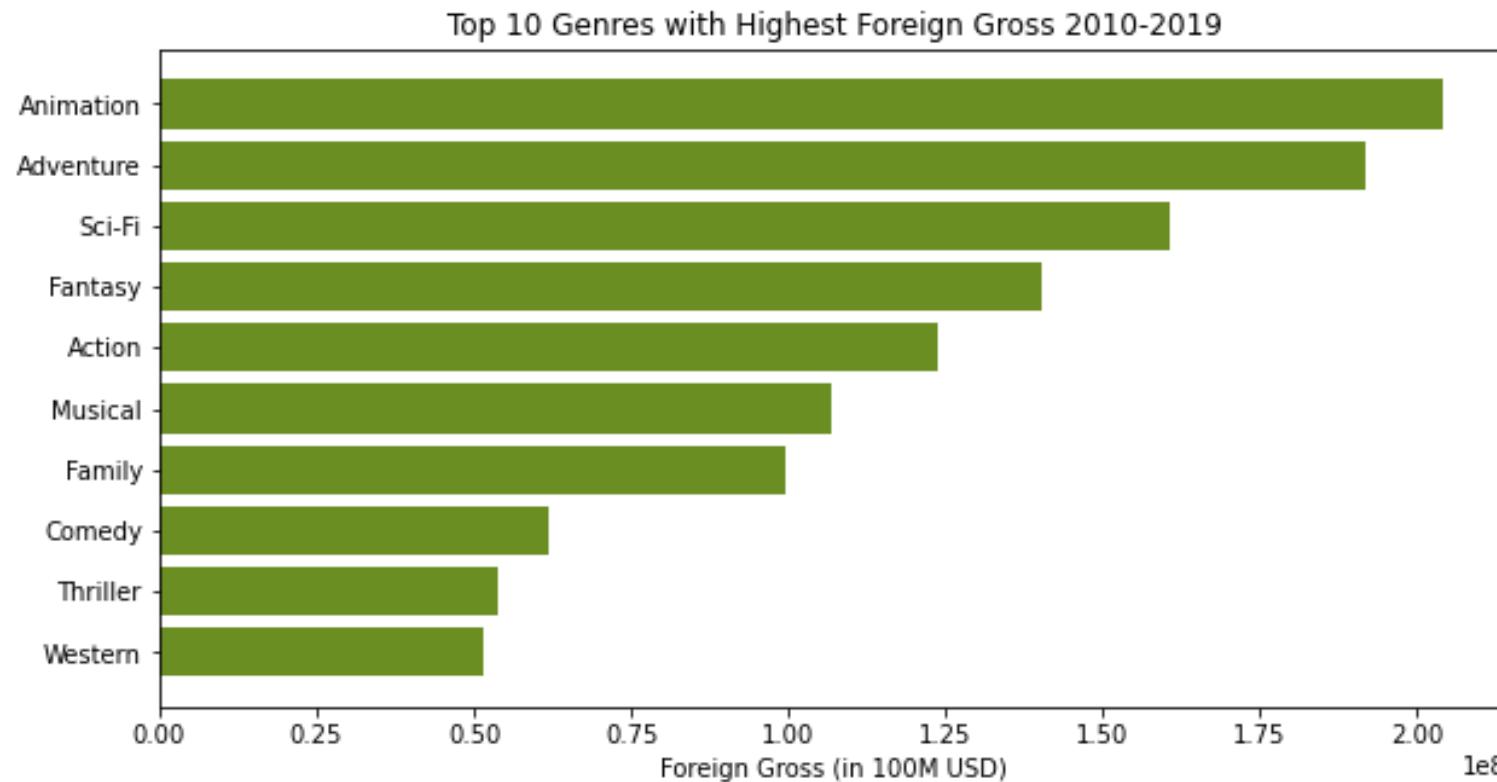


RESULTS: DOMESTIC GROSS



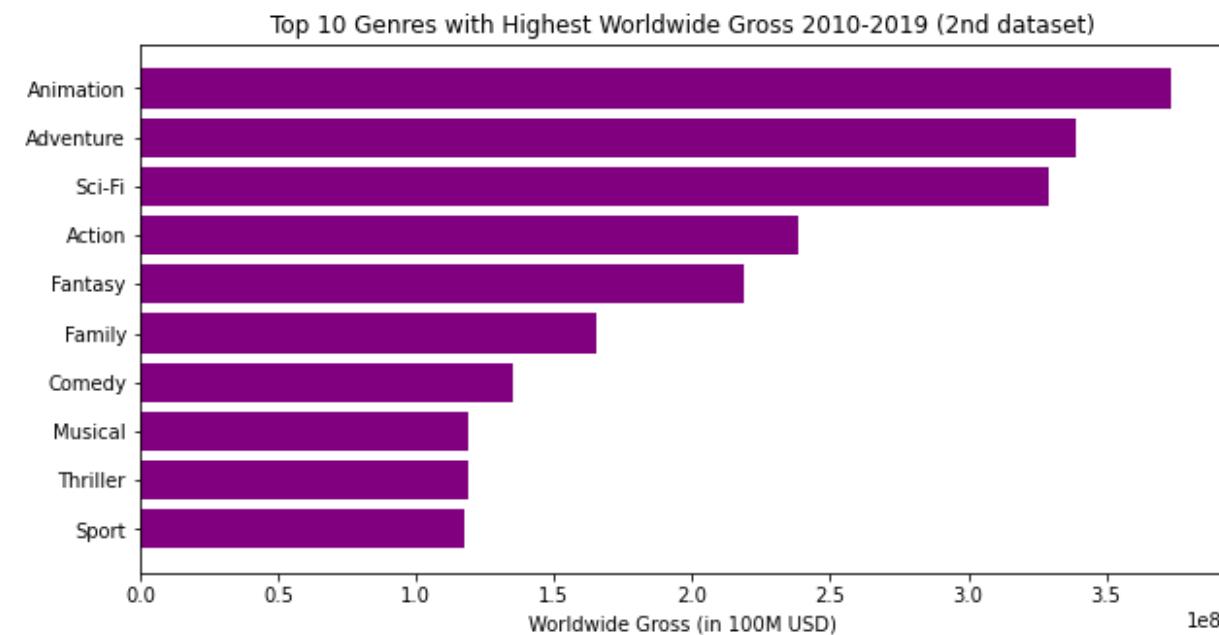
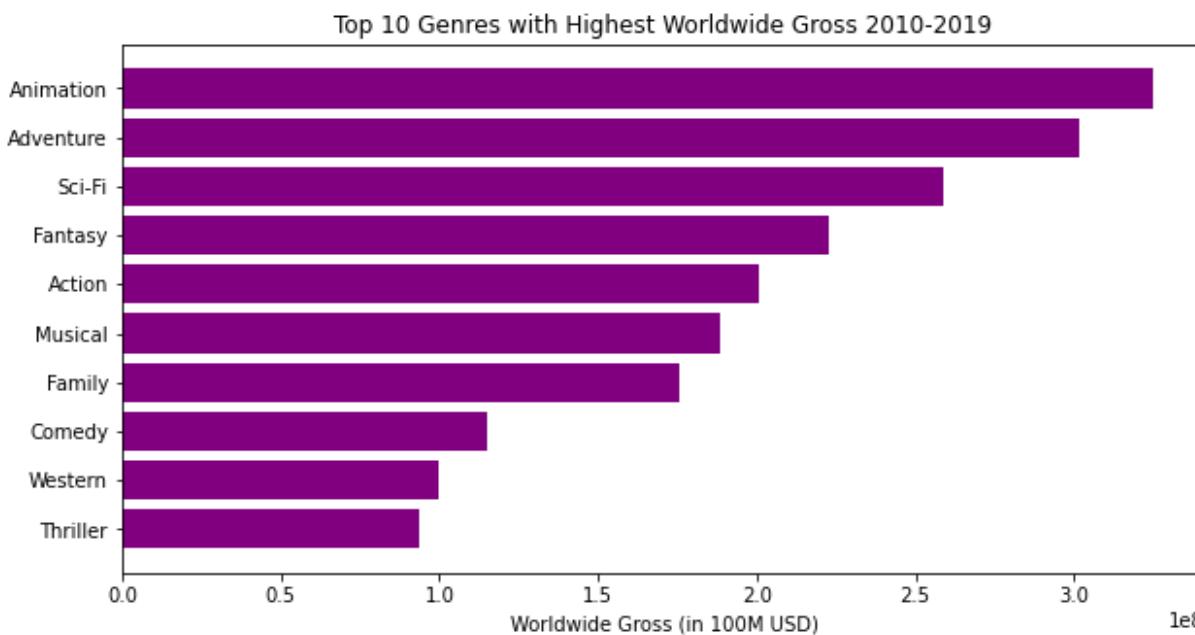
Animation, Adventure, and Sci-Fi are performing best financially in domestic market with at or over \$100M gross.

RESULTS: FOREIGN GROSS



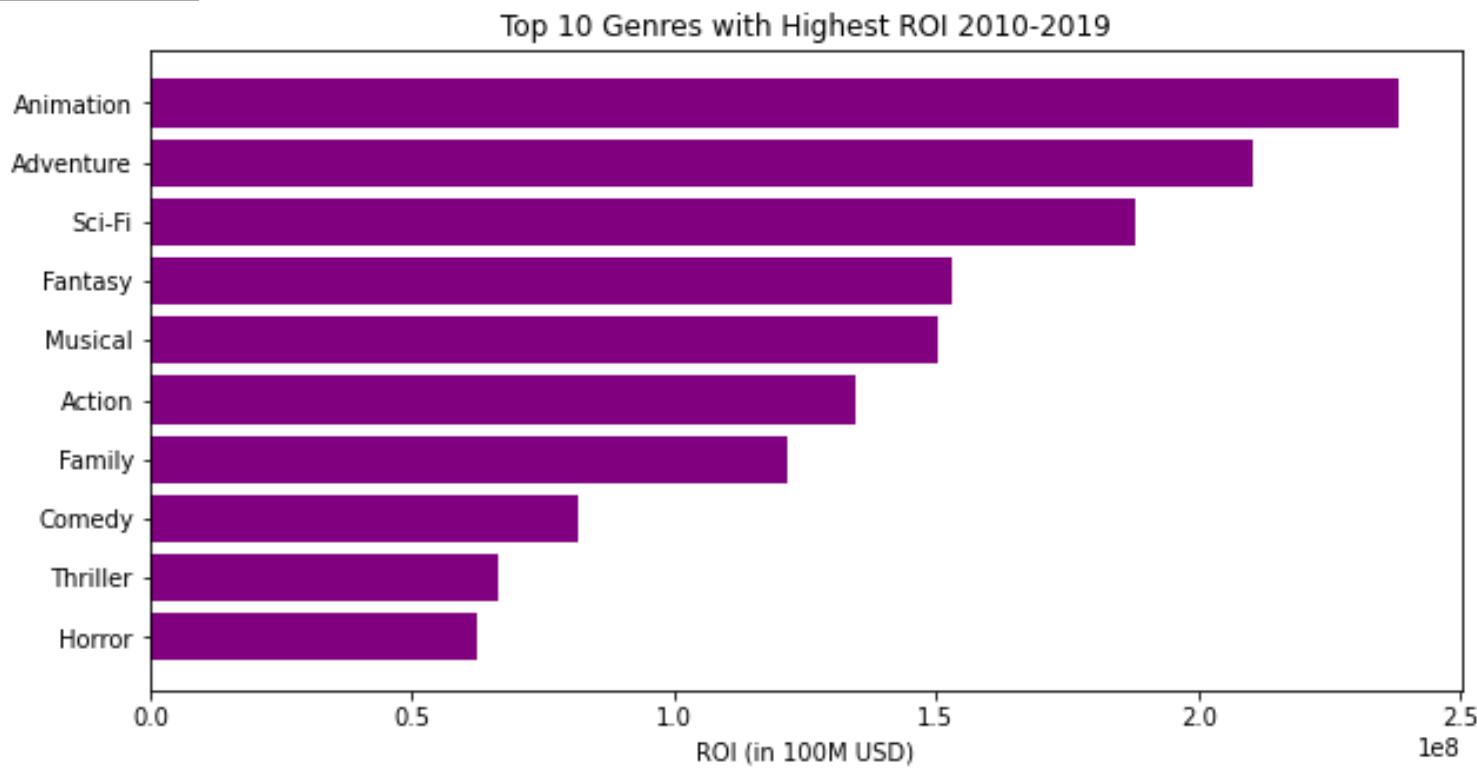
Animation, Adventure, Sci-Fi are performing best financially with over \$150M foreign gross.

RESULTS: WORLDWIDE GROSS



For this analysis we used data from two datasets: Box Office Mojo and The Numbers. We are getting very similar results per genre. This is an indication that the outcome is correct.
Animation, Adventure, and Sci-Fi are the top three genres with over \$250M worldwide gross.

RESULTS: ROI

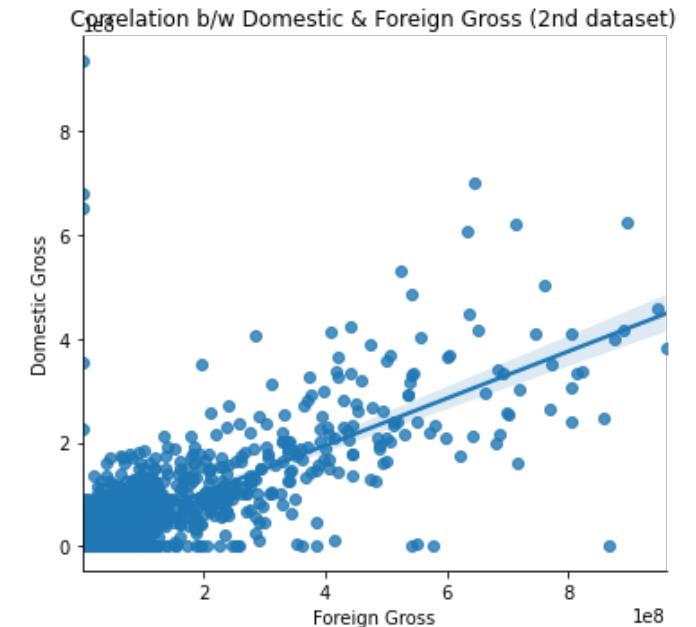
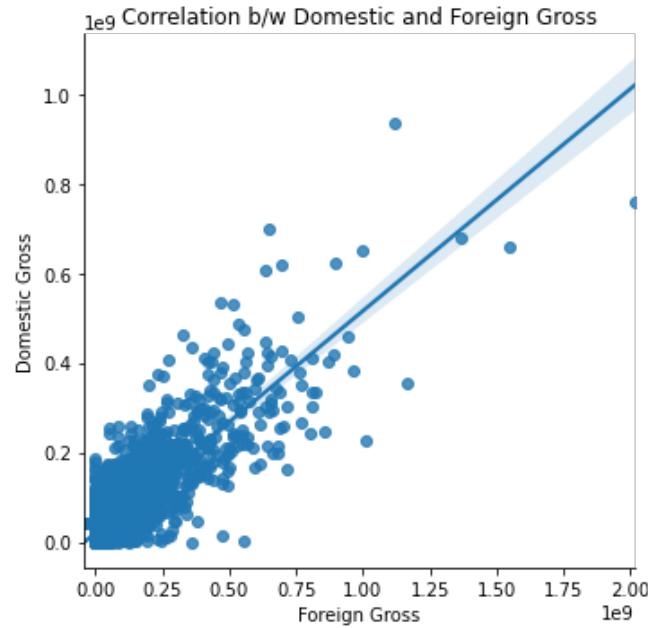


Animation, Adventure, Sci-Fi are the most profitable genres. On average each of these genres is responsible for around \$200M in ROI.

CORRELATION BETWEEN DOMESTIC AND FOREIGN GROSS

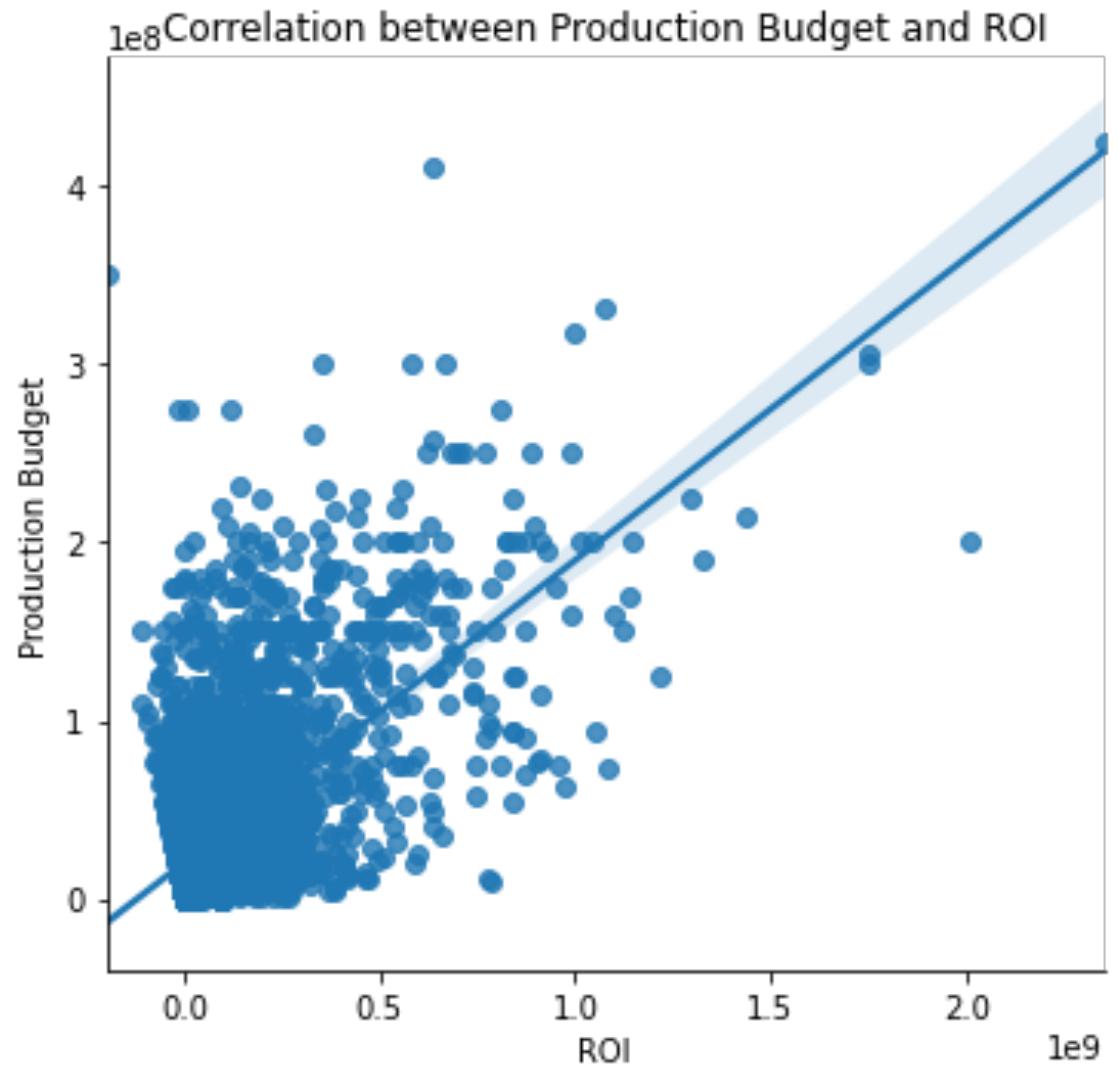
0.76 - 0.83

After analyzing two dataset with financial data: The Numbers and Box Office Mojo, we discovered that there is a strong positive correlation between domestic and foreign gross. Domestic gross is responsible for 47% of worldwide gross when Foreign gross is responsible for 53%.



CORRELATION BETWEEN PRODUCTION BUDGET AND ROI

0 . 58



Positive correlation between Production Budget and ROI of 0.58 suggests that investing into a quality production will lead to a higher Return on Investment.

RECOMMENDATIONS/CONCLUSIONS

Genre:

Produce movies in genres:
Animation, Adventure, & Sci-Fi.

They are not only the most
profitable genres, but also ranking
highest in popularity.

Gross:

Release a movie in both domestic
and foreign markets to get the
maximum gross. Foreign gross is
responsible for over half of
worldwide income (~53%).

Budget and ROI :

Invest into a quality production as
it leads to higher returns.

NEXT STEPS:

To analyze the trends in genres
over the years.

To get more recent data through
APIs to see how pandemic has
shaped a movie industry.

To perform more in-depth
analysis on ROI per genre.

To look into a cast and directors
whose movies are the most
popular and profitable.