FILM ANALYSIS
PROJECT FOR MICROSOFT CORPORATION

SIERRA STANTON, 01/2021

SUMMARY

Overview of Project

We have been charged with helping Microsoft determine which types of films do best at the box office and what to keep in mind as they begin a new movie studio. We'll use two datasets to compare film attributes, garnered profits, and the people behind our most beloved films. Microsoft can use the following descriptive analysis to determine what genres of original content they'd like to focus on, which competing studios are the most revered, and who they'll want on their team.

OUTLINE

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- Microsoft's Business Problem

- Data Analyzed

- Methodology

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MICROSOFT'S BUSINESS PROBLEM

Microsoft has decided to start a new movie studio, but needs to know how to create movies and what makes a film stand out from the pack.

DATA ANALYZED

- **The Numbers' Film Budgets** - shows us monetary numbers worth considering when planning to produce a film from The Numbers.

- **IMDB's Top 250 Films** - shows us the 250 most popular films on IMDB.com (according to user ratings) and many of the film's attributes.

METHODOLOGY

We extracted and cleaned attribute data across the world's top 250 films to find trend lines and learnings Microsoft must keep in mind in their new endeavor. We also calculated worldwide return on investment and merged this data with our top films and their attributes to generate unique findings. Lastly, we identified the very top storytellers based on their frequency in top films and determined the studios behind the scenes.
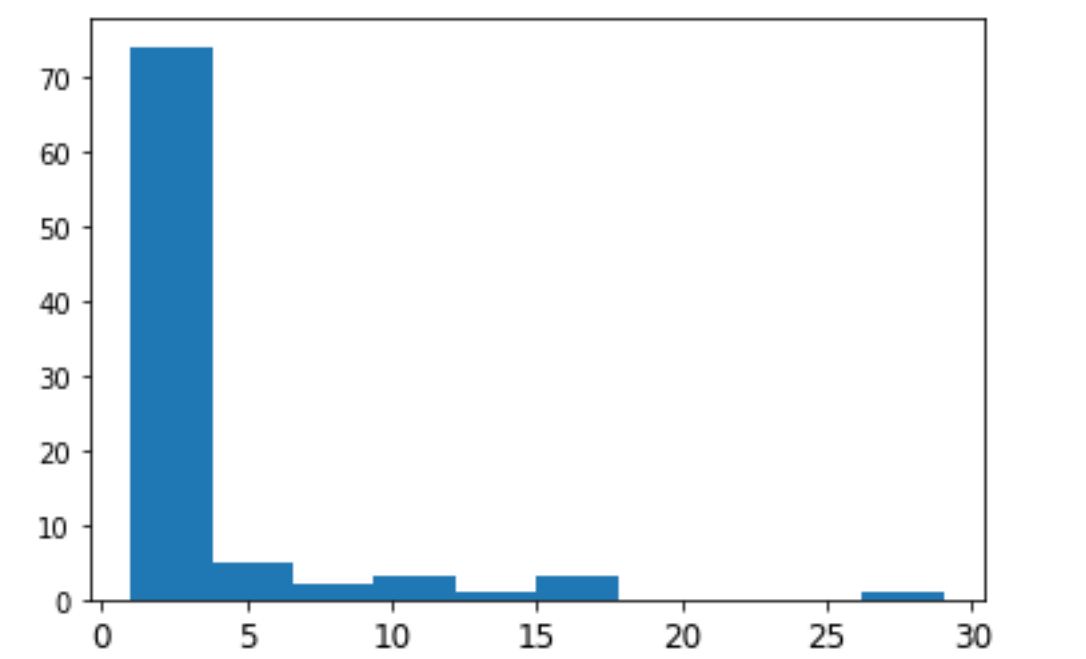
RESULTS

When going through our results, it's very important to highlight there tend to be clear winners across film attributes and personnel.
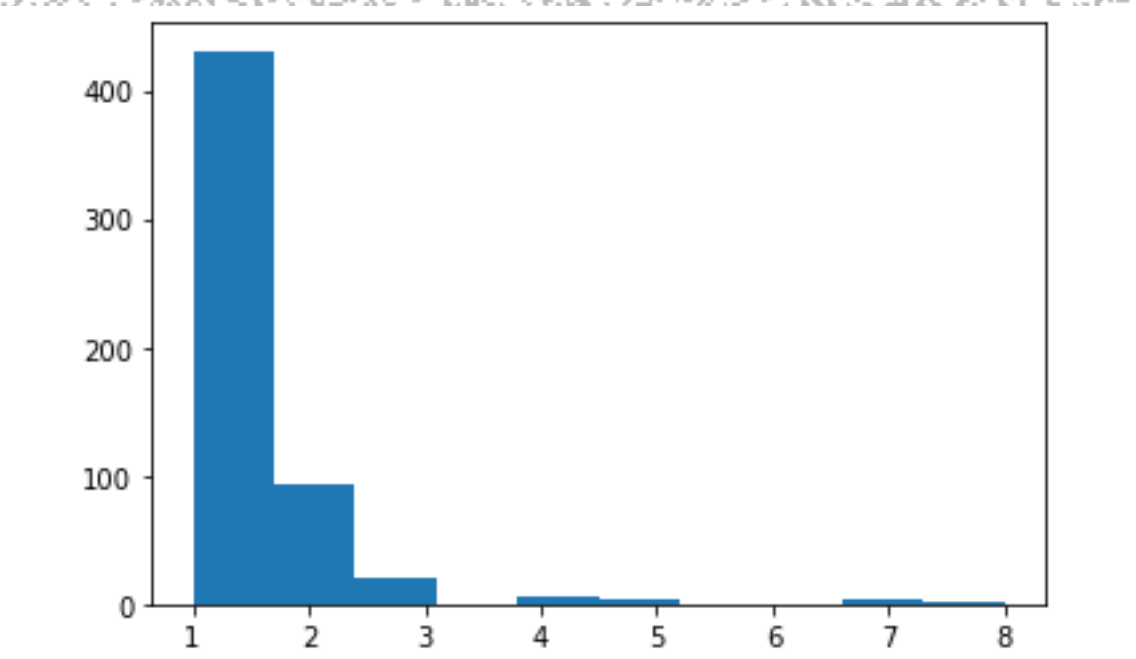
Distribution of Primary Film Genres
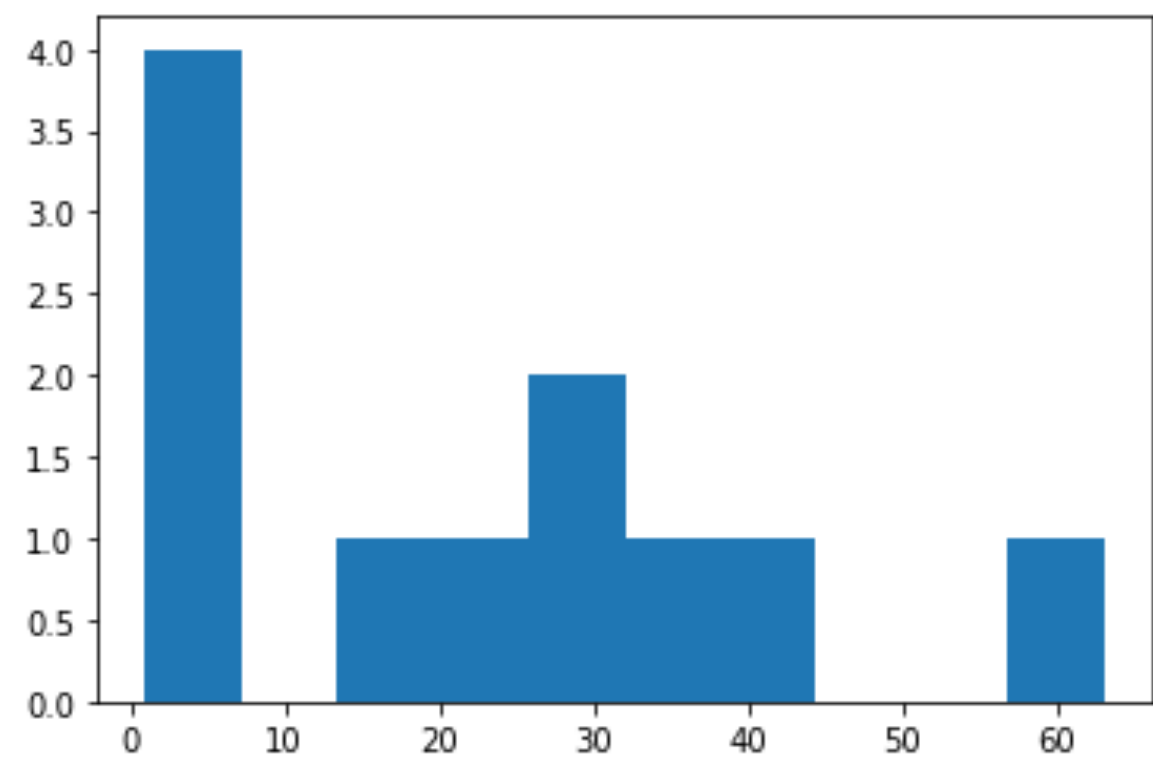
	Genre1	Genre2	Genre3
count	250	227	149
unique	11	20	17
top	Drama	Drama	Thriller
freq	63	90	29

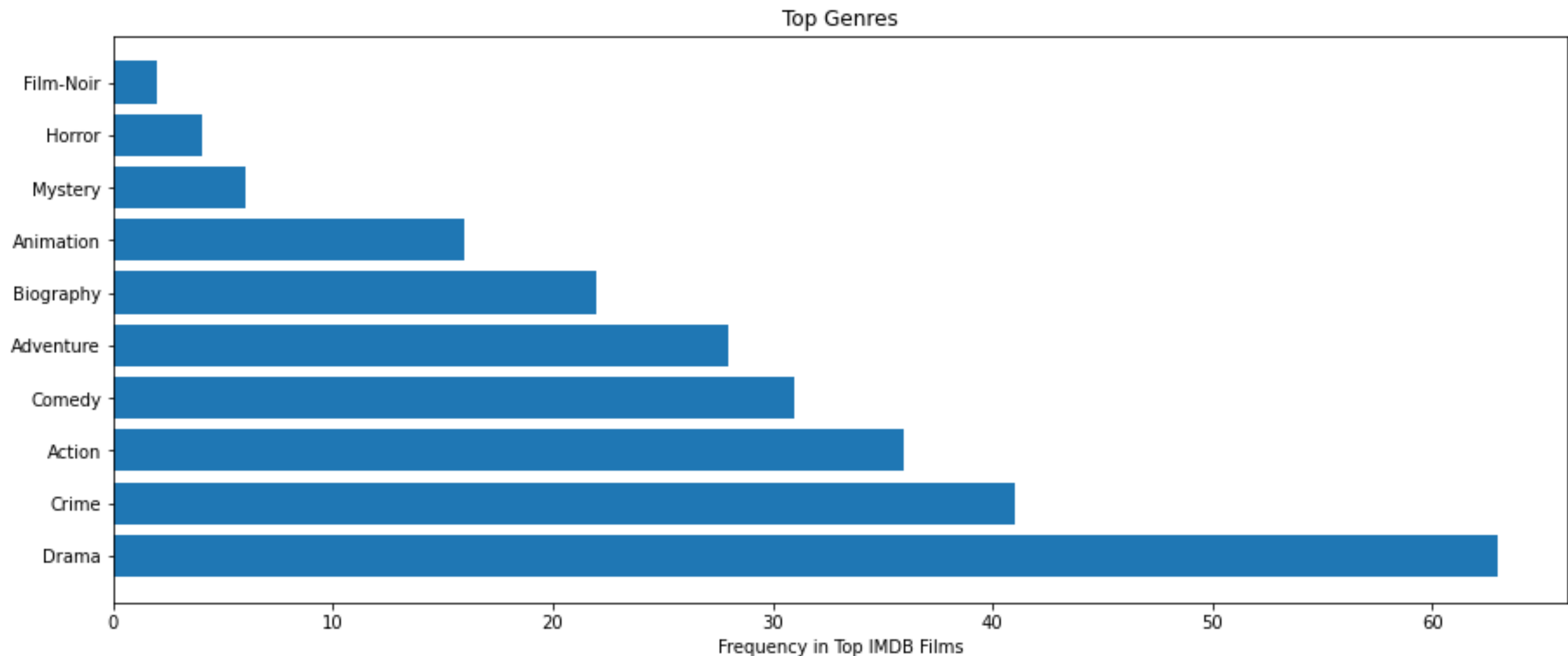Distribution of Production Studios

Distribution of Writers Across Top Films

RESULTS

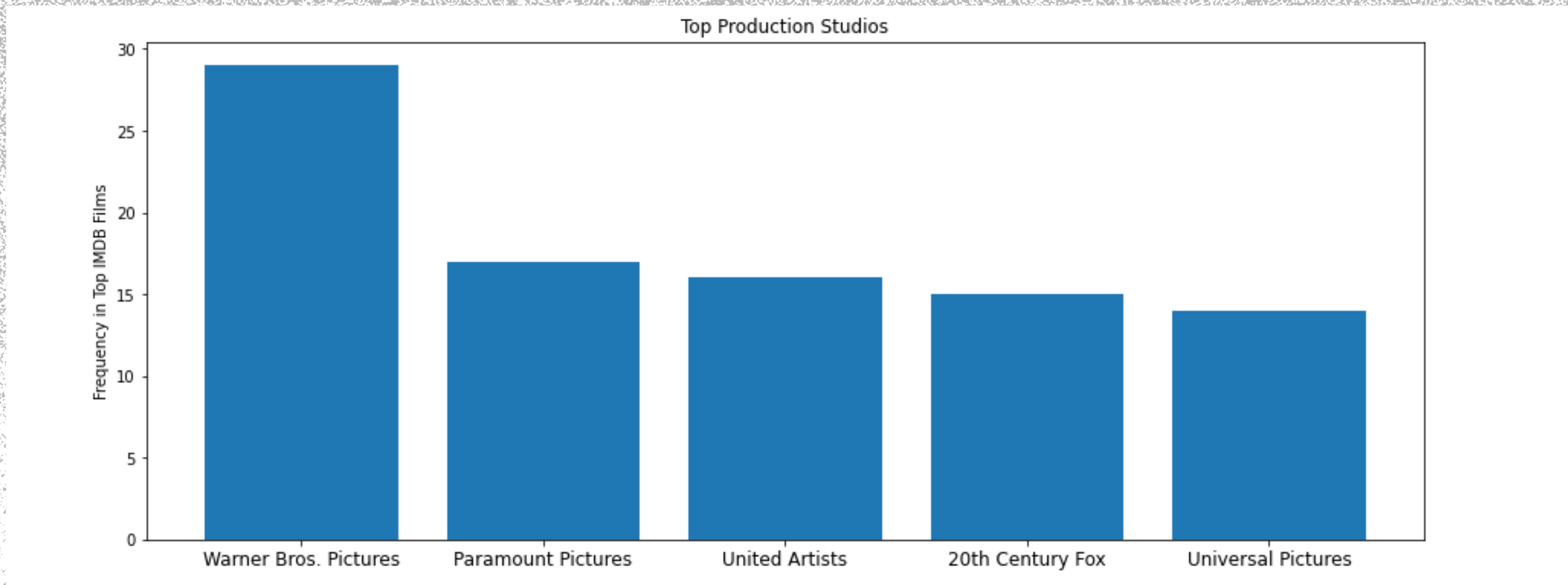**What genre do audiences hold in the highest regard?**

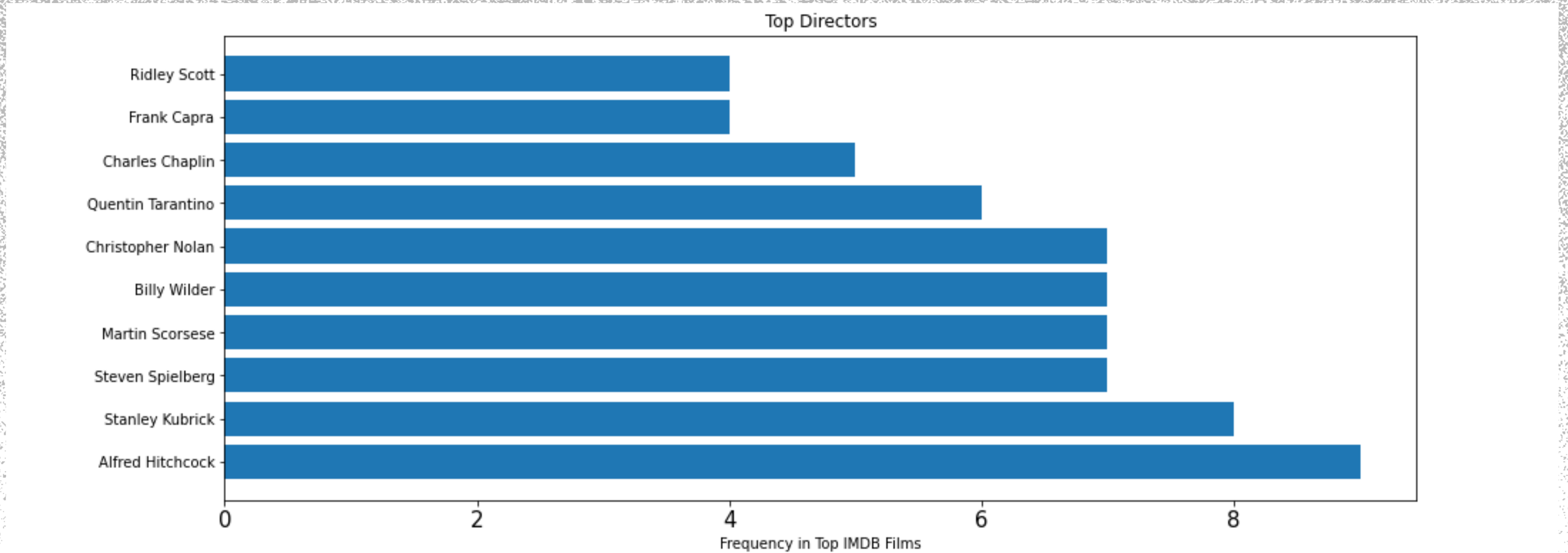Top Genres

RESULTS

What type of film excels at the box office?

Average ROI Across Genre
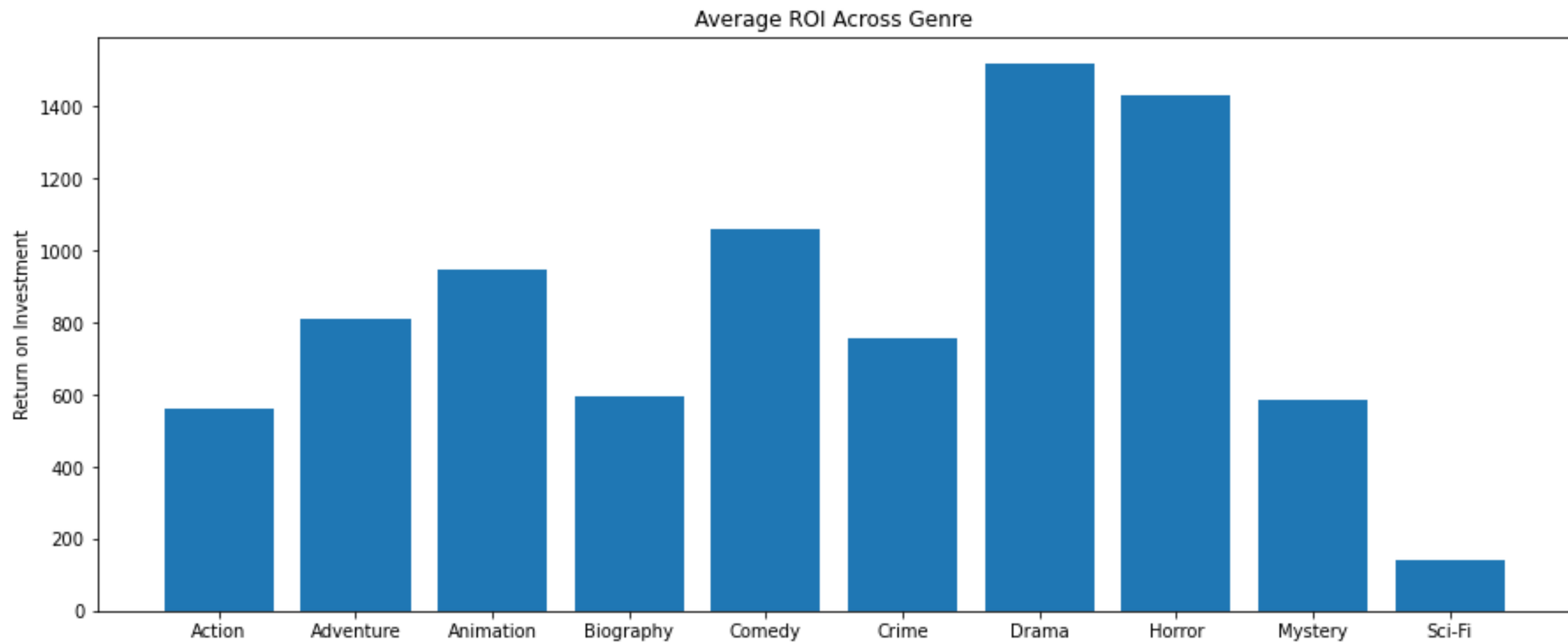
RESULTS
What studios produce the best films?

Top Production Studios

RESULTS

Which *directors* are most present in the top films?

Top Directors

Frequency in Top IMDB Films

RESULTS

Which *writers* are most present in the top films?

Top Writers

Frequency in Top IMDB Films
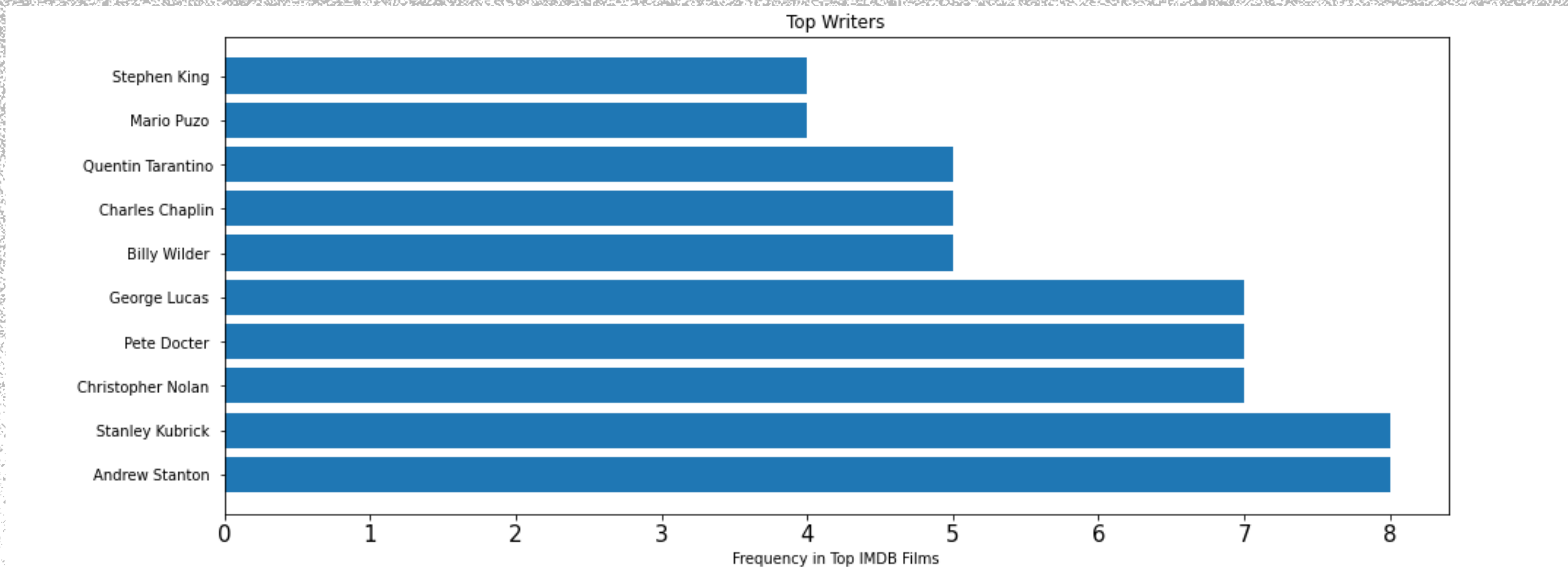
RESULTS

Which *actors* are most present in the top films?

Top Actors
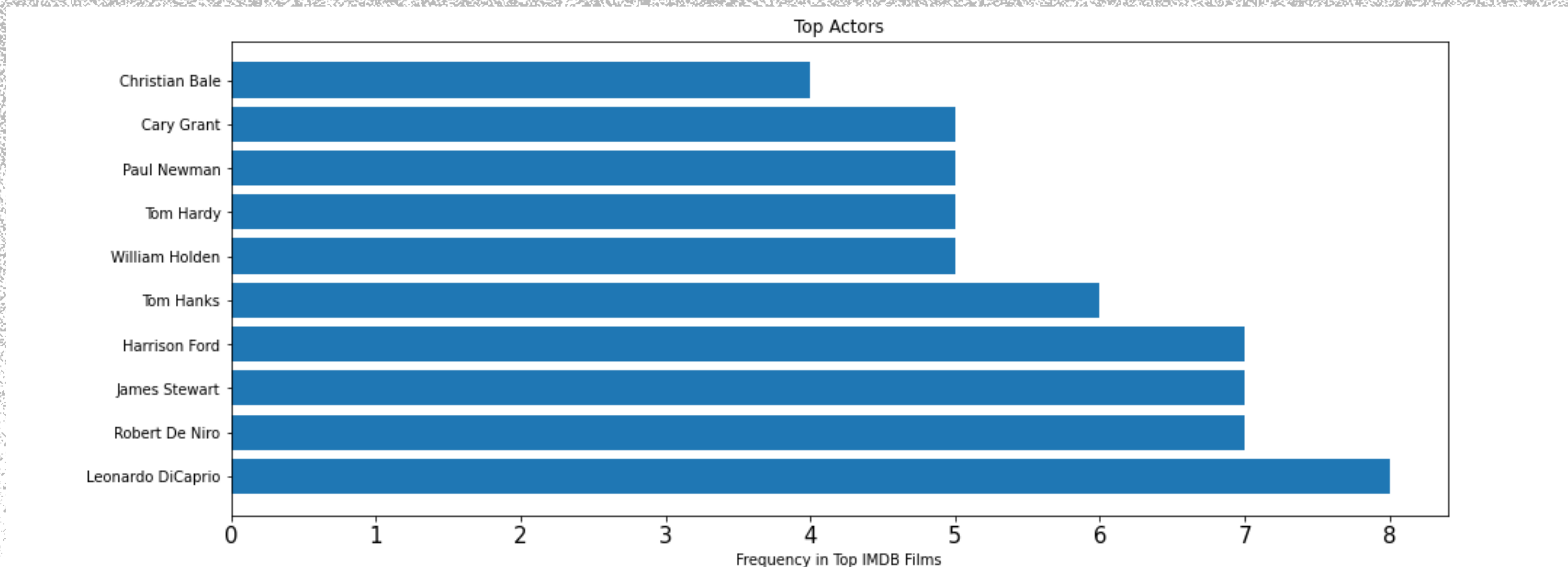
CONCLUSIONS

- FOCUS ON DRAMA WITH YOUR CONTENT AND YOUR WALLET

- HIRE REVERED STORYTELLERS

- POACH AND/OR COLLABORATE WITH EXECUTIVES AT THE TOP STUDIOS

- BUDGET FOR MULTIPLE WRITERS PER FILM

THANK YOU!

- EMAIL: stanton.sierraerin@gmail.com
- GITHUB: @sierrafromcalifornia
- LINKEDIN: linkedin.com/in/stantonsierra