



Microsoft Movie Studio Analysis

By Ashley Eakland

The background of the slide features a light gray, semi-transparent illustration of movie-making equipment. On the left, there are two film reels, one slightly behind the other. A film strip extends from the reels, looping across the right side of the slide. The overall aesthetic is clean and professional, with a focus on the film industry theme.

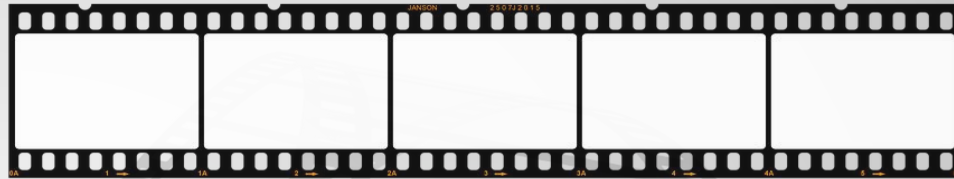
Summary

Microsoft is considering opening a movie studio and is seeking input on how best to achieve success in this venture.

My completed analysis will provide insight to promote a successful launch into this new industry.

Outline

- Business Problem
 - *How I see it...*
- Data
 - *What I used...*
- Methods
 - *How I used it...*
- Results
 - *What I found from it...*
- Conclusions
 - *What I am recommending...*



The background of the slide features a large, light gray film reel on the left and a film strip that winds across the right side. The text is overlaid on this background.

Business Problem

So you want a piece of the movie-making pie, but you don't know where to start... Who could blame you!

Here are the things you should be considering:

- **Genre**
- **Movie Length**
- **Ratings**

Data

IMDB - well known source for film information

- Title Basics dataset of 146,144 titles
- Title Ratings dataset of 73,856 title numbers

Box Office Mojo - IMDB company, dedicated to tracking box office revenue in an algorithmic manner

- Gross Profit Data for 3387 titles both domestic and foreign markets

Methods

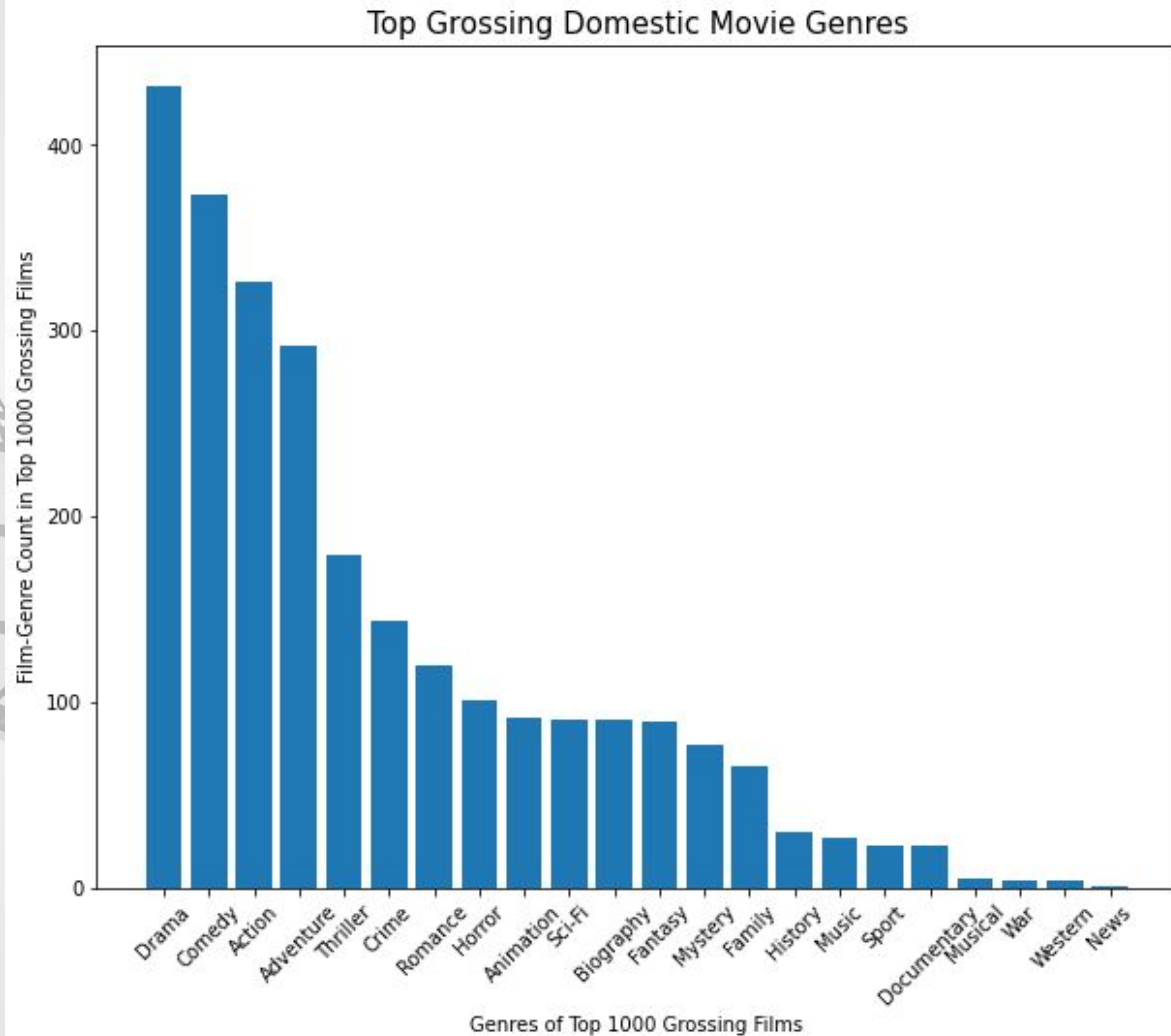


Using exploratory data analysis, statistics, and data visualization, I identified what I believe to be important factors in a film's success rate.

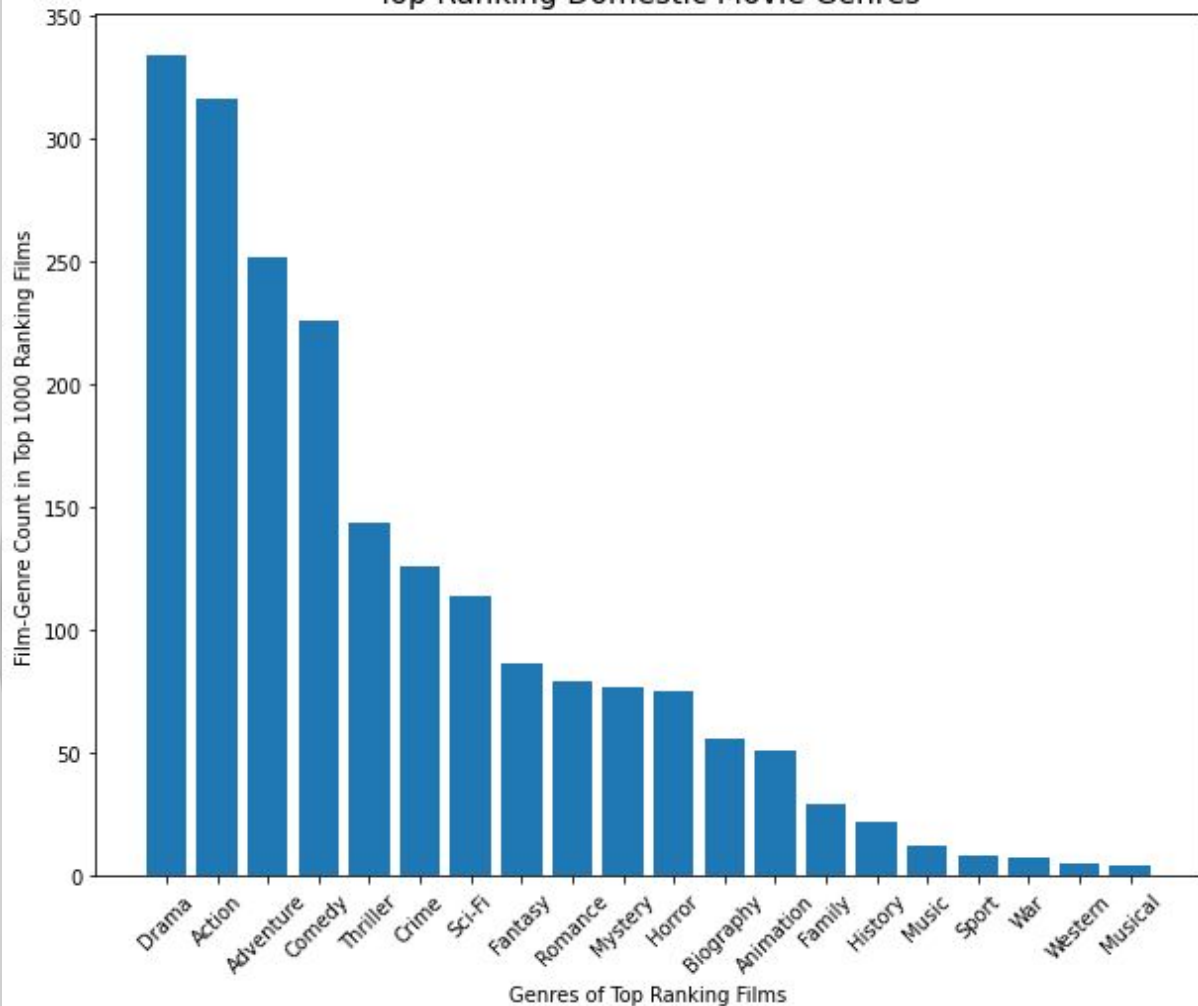
Results

Genres

As shown here, and on the following slide, top performing genres include Adventure, Action, Comedy, Sci-Fi, Animation, Drama, Thriller, Fantasy, and Biography.



Top Ranking Domestic Movie Genres



Results

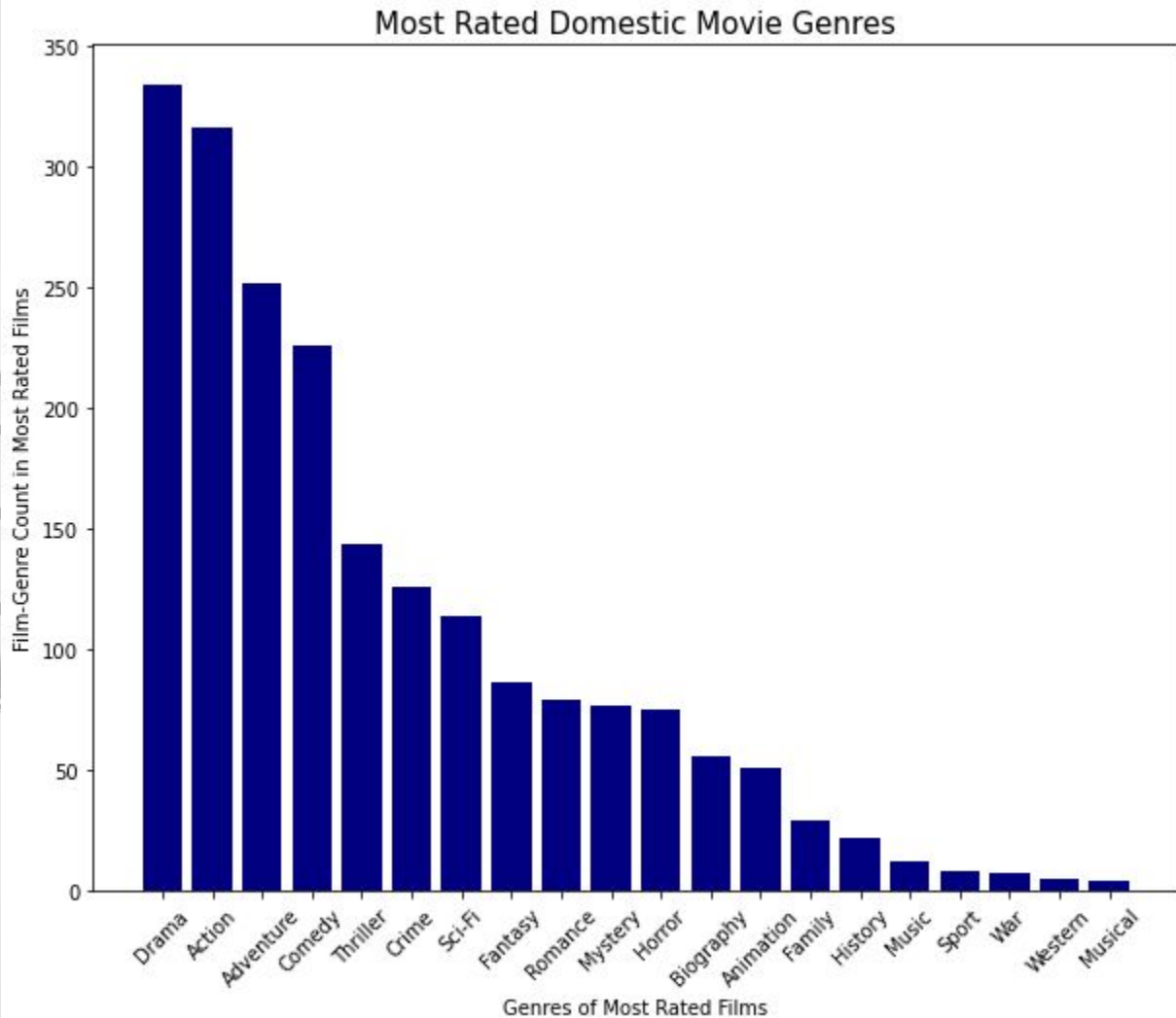
Genres cont.

Top Ranking genres
closely match top
grossing genres.

Results

Genres cont.

Most Rated Genres follow this trend with Drama, Comedy, Adventure, Action and Thriller rounding out the top 5 most ranked film genres.

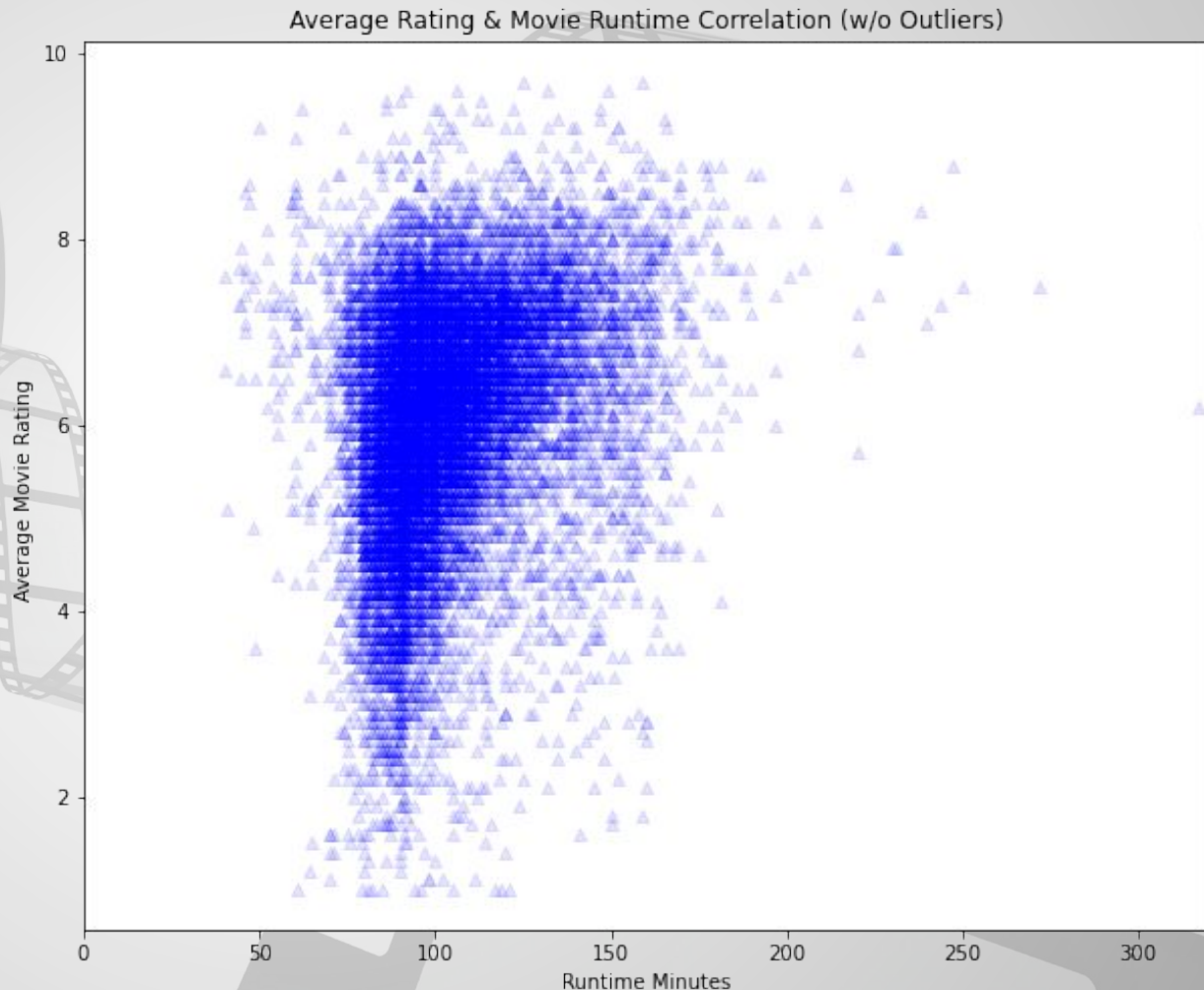


Results

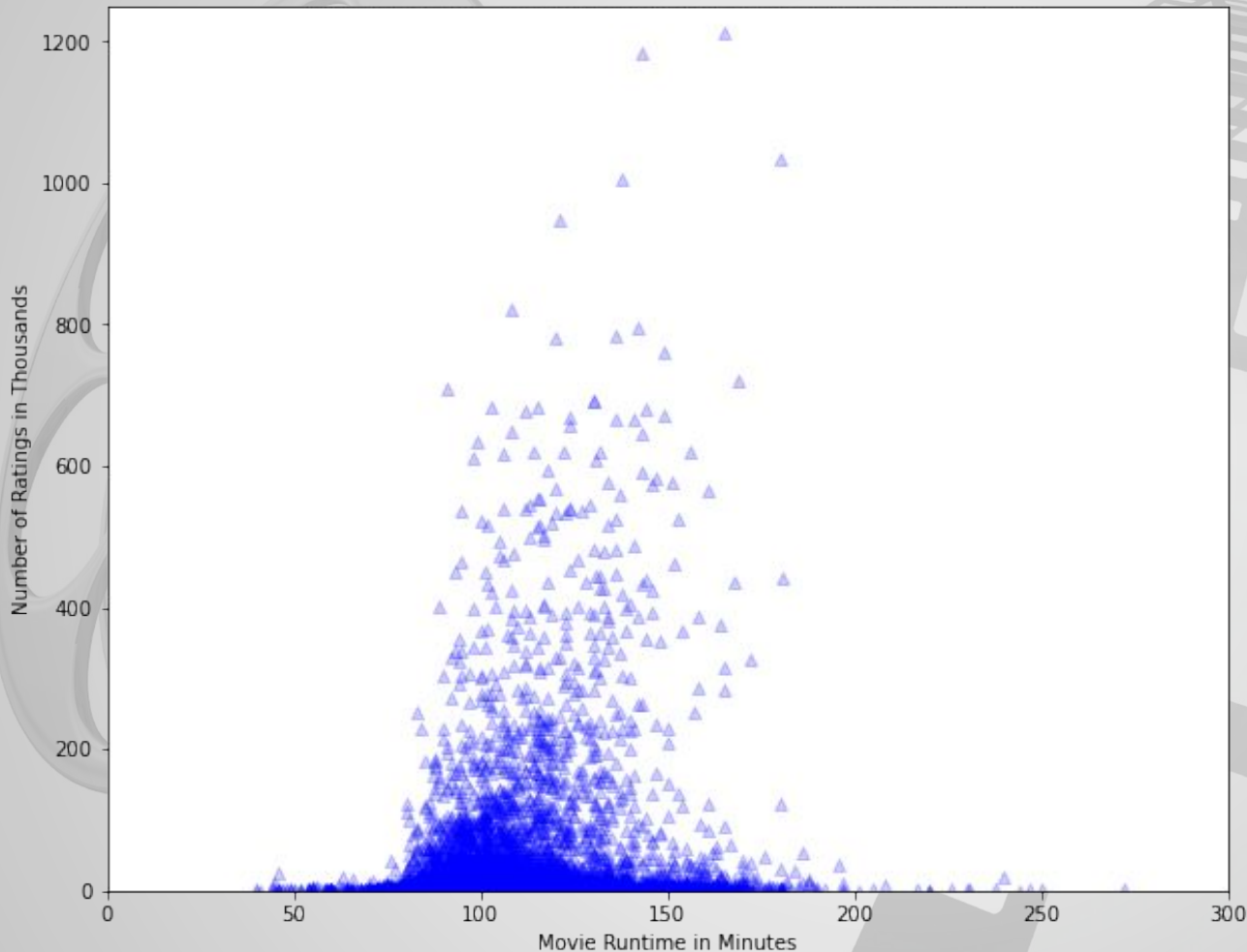
Movie Length

How long should the movie be?

The scatter plot here shows a runtime range for optimal average rating.



Number of Votes & Movie Runtime Correlation (w/o Outliers)



Results

Movie Length cont.

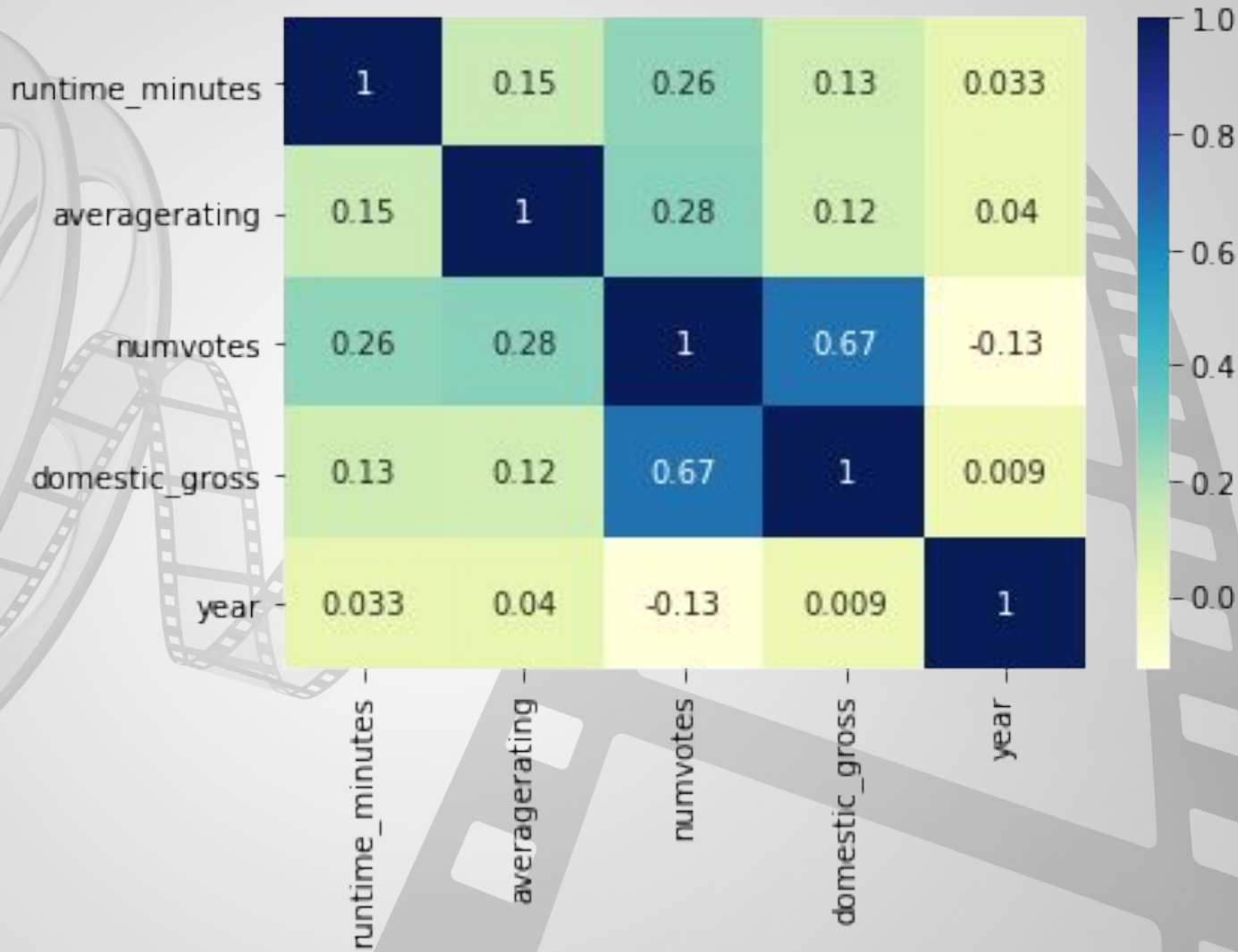
Inline with the average rating correlation, we see clustering around the 100-120 minute mark for overall number of ratings as well.



Results

Rating importance

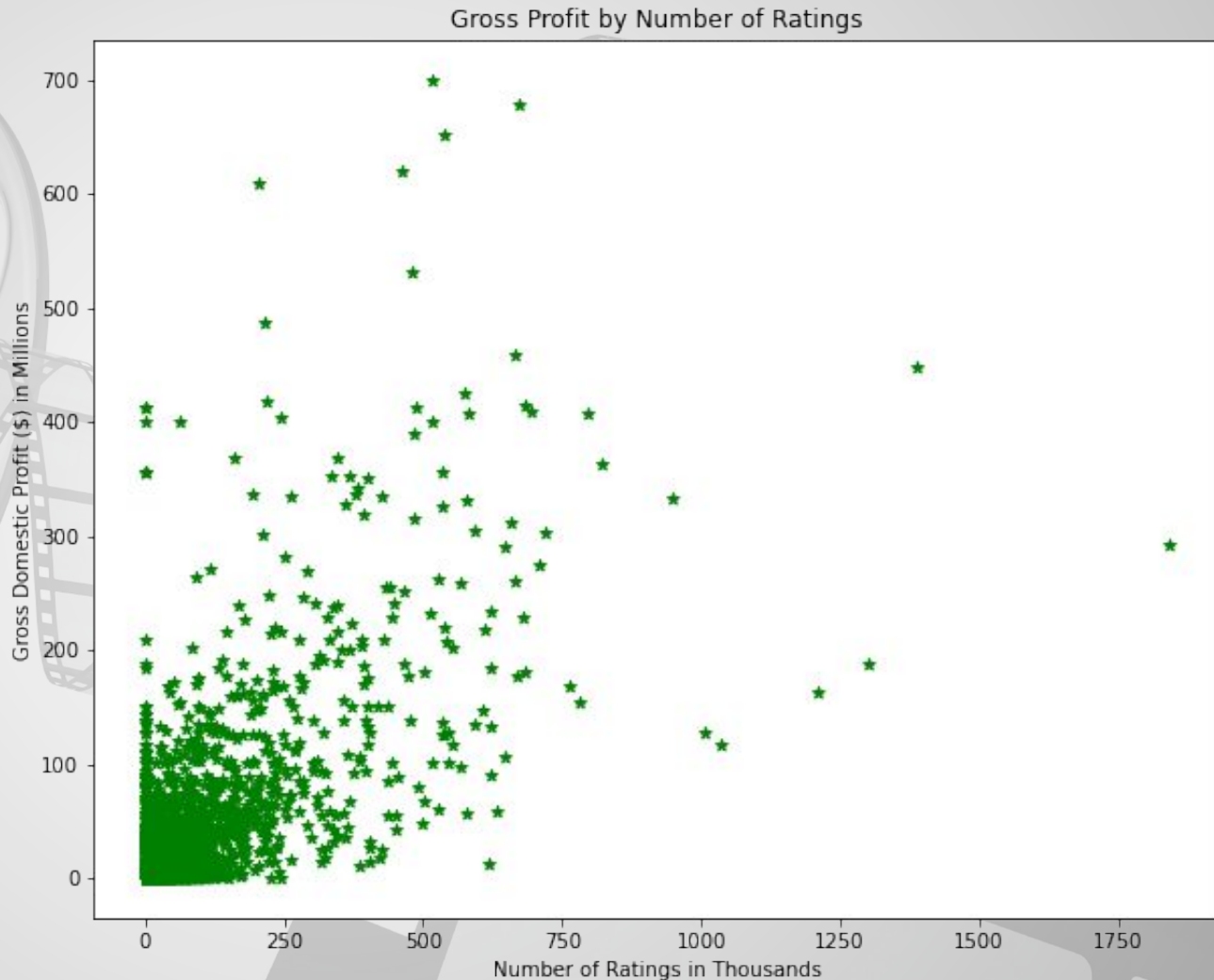
With a correlation of .67 in the heatmap here, we see a pretty strong positive correlation between the number of ratings and the domestic gross profit.



Results

Rating importance cont.

Scatter plot
representation of the
heatmap previously
shown.



In Conclusion...

- Target Adventure, Action, Comedy and Drama genres.
- To maximize ratings, stay around 120 minutes.
- Go for volume.

Limitations of this analysis include the lack of in depth insight into genres and their relationships with gross profit due to lack of time. Coming soon to a data science student near you...

Limitations of this analysis include:

- *lack of in depth insight into individual genres and their relationships due to code complications causing skewed data*
- *lack of analysis into crew and timing of release due to time constraints - these would be variables worth analysis at a later date*





Thank You!

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