



Film analysis for possible Microsoft venture

By

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Introduction



- For as long as there have been movies, film producers, actors, directors and everyone else involved in bring movies to life have relied on huge scale productions to bring in the big bucks.
- Thus, for the last few decades, movies studios particularly Hollywood have continuously perfected the model to massively increase the cost and returns of movies. It is no wonder that companies want to venture into the business.

Business Context

- Microsoft sees all the big companies creating original video content and they want to get in on the fun. They have decided to create a new movie studio, but they don't know anything about creating movies. Different datasets need to be explored to find what types of films are currently doing the best at the box office. Those findings are then turned into actionable insights that the head of Microsoft's new movie studio can use to help decide what type of films to create.

Data Analysis Questions

The following are the questions to analyze in order to provide recommendations to Microsoft:

1. Are movies making money?
2. Which movie studios obtain the highest gross domestically?
3. What is the correlation between runtime minutes and production budget?

Data

The data was collected from the zippedData folder in the GitHub repository. It was extracted and the following movie datasets used:

- Rotten Tomatoes = rt.movie_info.tsv.gz
- The Numbers = tn.movie_budgets.csv.gz
- Box Office Mojo (BOM) datasets = bom.movie_gross.csv.gz

The data included in the datasets are: movie titles, release dates, production budget, domestic & foreign gross, studios, ratings, genres, directors, writers, runtime minutes, reviews, movie synopses among others.

Process Steps

1. Data Collection
2. Data Preparation
3. Data Cleaning
4. Modelling of the Data
5. Evaluation of the Data

Results & business application (recommendations)

Results

- Yes, movies are making money than losing money as seen by number of movies, production budget and domestic gross
- The highest grossing studio domestically is BV, followed by P/DW etc.
- There is a direct relationship between the runtime minutes and production budget.

Recommendations

1. Microsoft should venture into the movies making business
2. For optimal profits, Microsoft should emulate or have their movies produced by movie studios BV or P/DW.
3. Microsoft should keep their movies however long as long as they know the runtime minutes have a direct relationship with the production budget

Future Improvement Ideas

1. Genre: Analyze and determine the highest grossing genre domestically and internationally
2. Directors & Actors: Analyze and determine how the choice of directors, producers and/or actors affect the ratings and grossing of a movie.
3. American subscription streaming service: Look into ratings and reviews of different services such as Hulu, Amazon and Netflix to make recommendations to Microsoft that they would follow to increase their viewing rates and maximize profits.



Thank YOU!

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