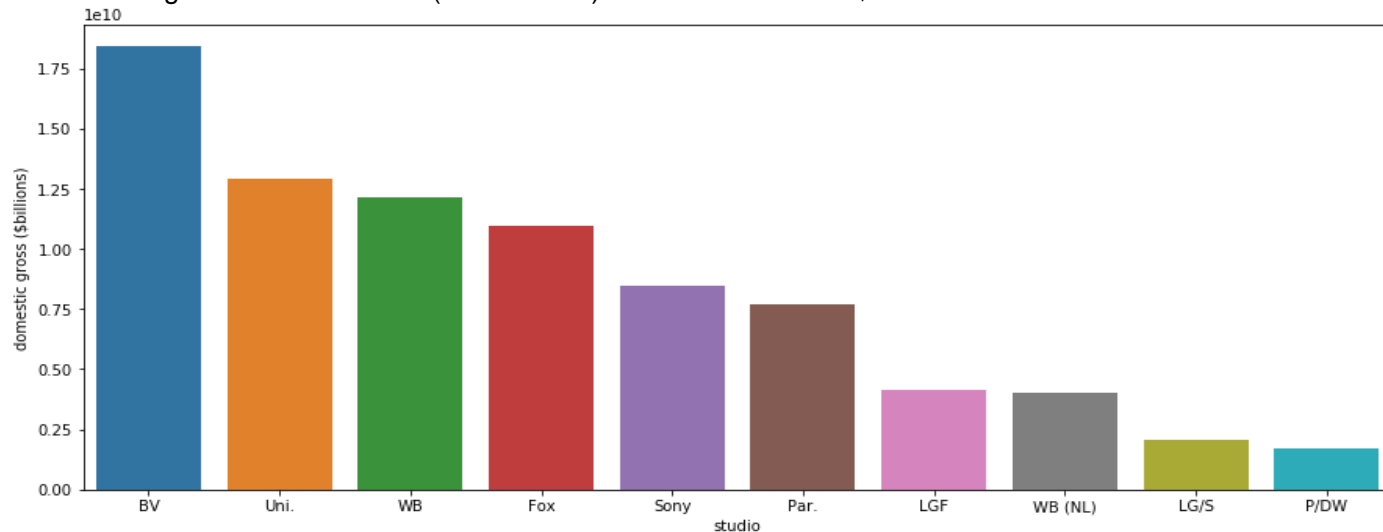


# PHASE 1 PROJECT

**Working with movie data for Microsoft**

# HIGHEST EARNING STUDIO

- The highest earner was BV (Buena Vista). This studio earned \$1.84 billion in domestic revenue in 2018!



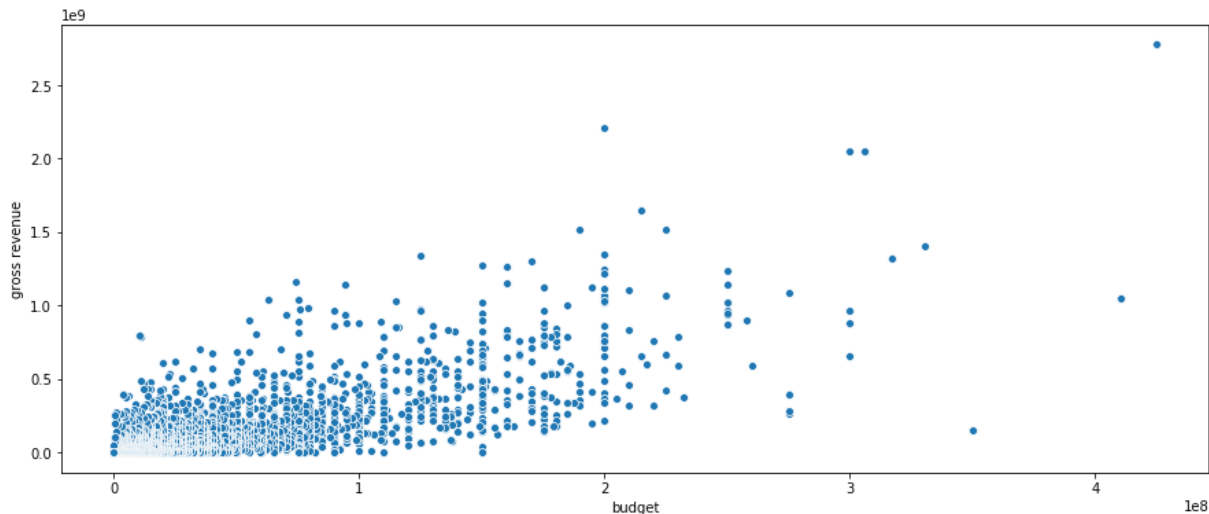
- How is this information valuable?
- Knowing which studios earn the most revenue on average can help Microsoft decide which studio to work with.

# BUDGET AND REVENUE CORRELATION

- As we expected, on average, the movies that had higher budgets earned more revenue. According to the correlation formula the correlation is 1.34, very positive, and according to sklearn linear regression the formula for revenue given budget is ...
- $\text{Revenue} = \text{budget} \times 3.13 - 7,285,667$



# BUDGET AND REVENUE GRAPH



- How is this valuable?
- This can help Microsoft see the value of investing in their films and expect what to make off of their films.

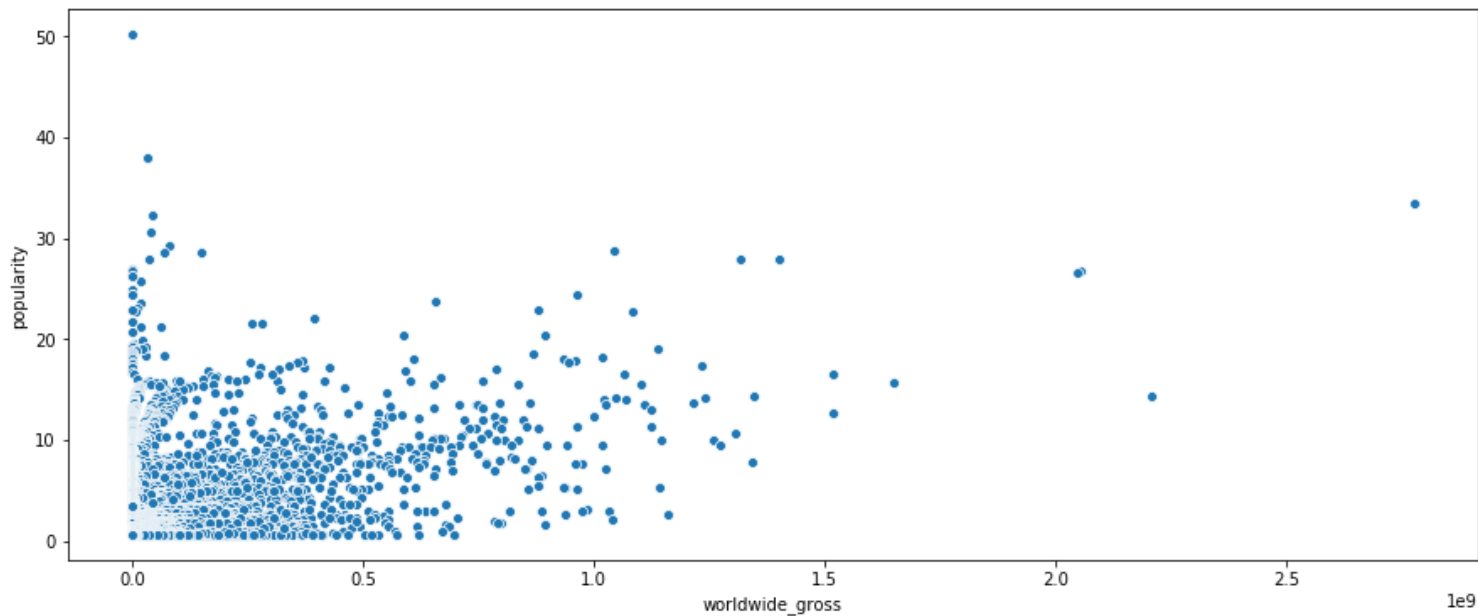
# HIGHEST EARNING MOVIE

- Star Wars Ep. VII: The Force Awakens earned \$936.7 million domestically and \$2.05 billion globally!



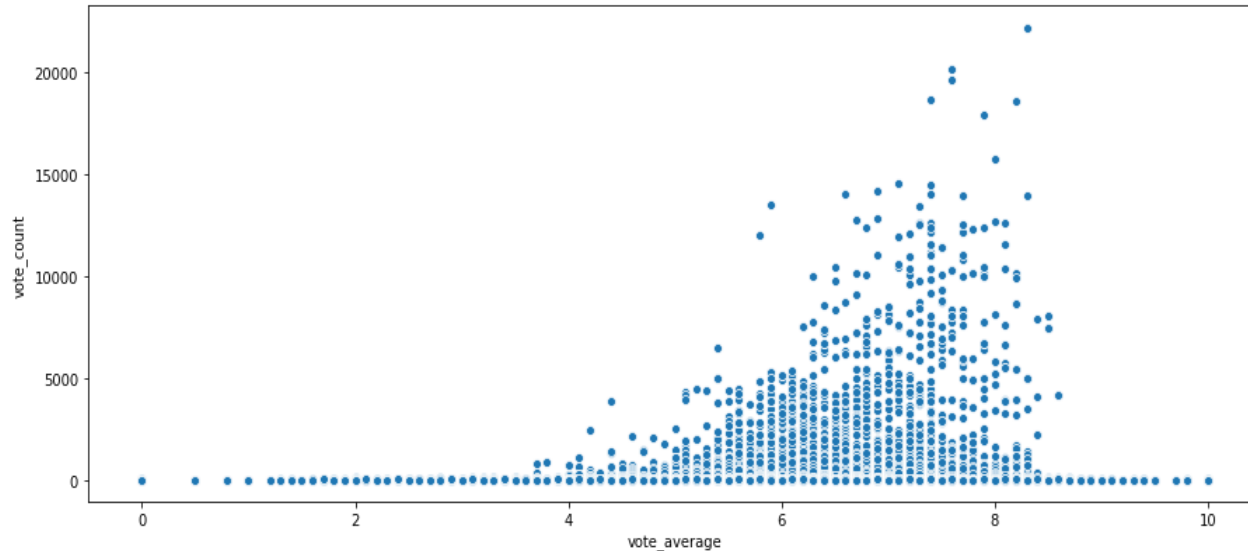
- This movie was a comedy and had a popularity of 26.69.

# POPULARITY SCORE & WORLDWIDE GROSS REVENUE IN BILLIONS



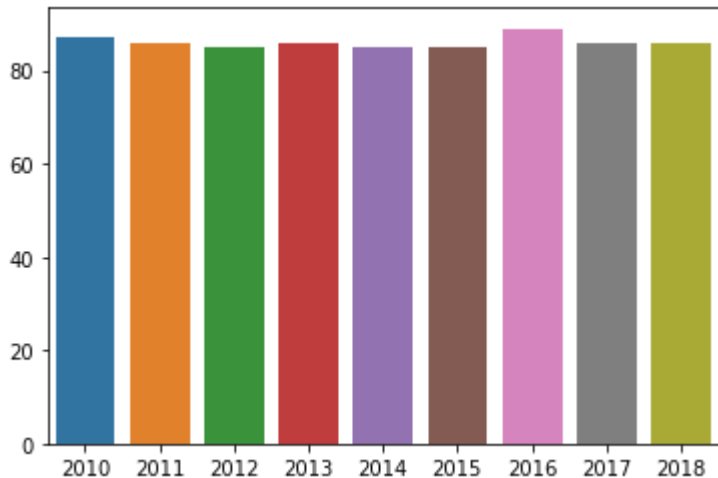
# VOTE COUNT AND VOTE AVERAGE

- In 2018 the average movie was voted 5.8 and had 405 votes. A decline from 2017 when the averages were 6.0 and 701 respectively.
- How is this valuable?
- Microsoft can have a benchmark to get a better idea of what a "good" vote is or how well their film did compared to average.



# YEAR AND AVERAGE RUNTIME

- We assumed that average runtime would have decreased over the years because of us having shorter attention spans but that turns out not to be the case. Throughout the years average runtime remained in the 80 to 90 minute mark.





THANK YOU

