
Movie Analysis:

A Module 1 group project

**Creating Actionable Insight for
Microsoft's New Film Studio**

By Taylor, Orin and Kieu



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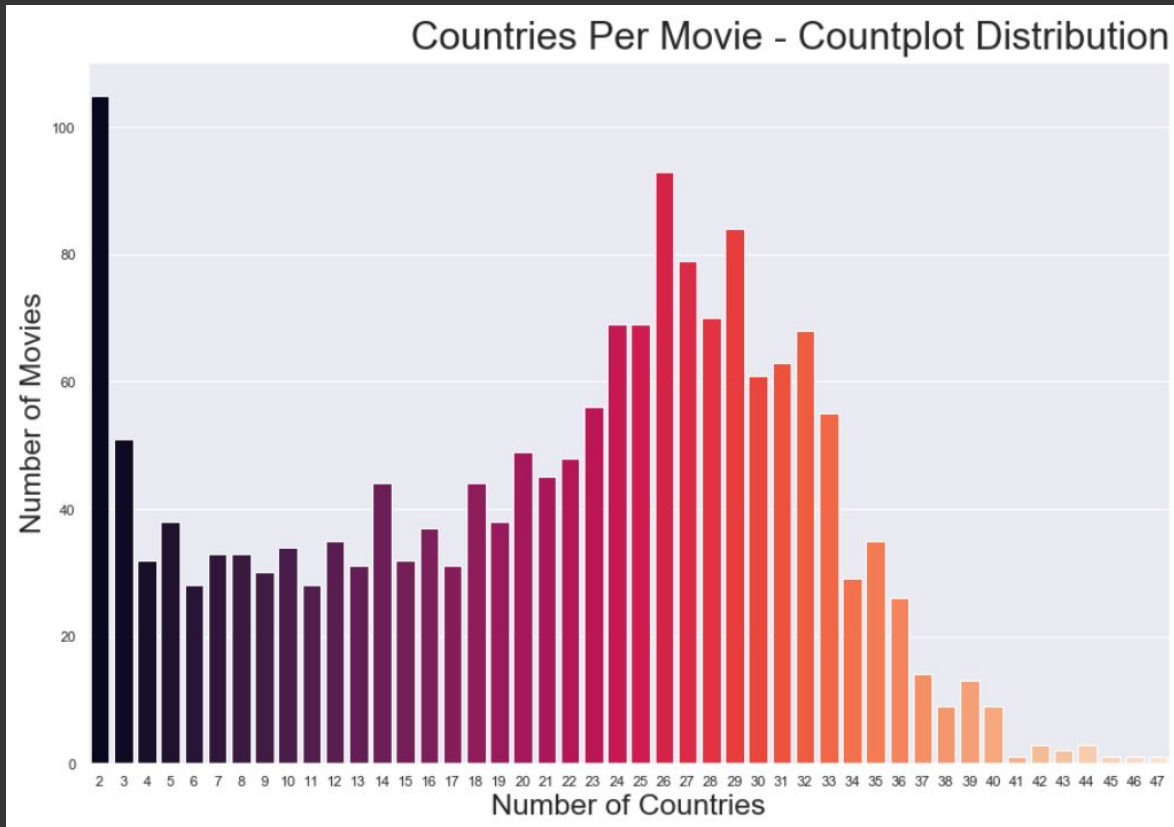
Novel Exploration and Analysis of Movie Data:

IMDb, TMBD (The Movie Data Base), Box Office Mojo, Wikipedia

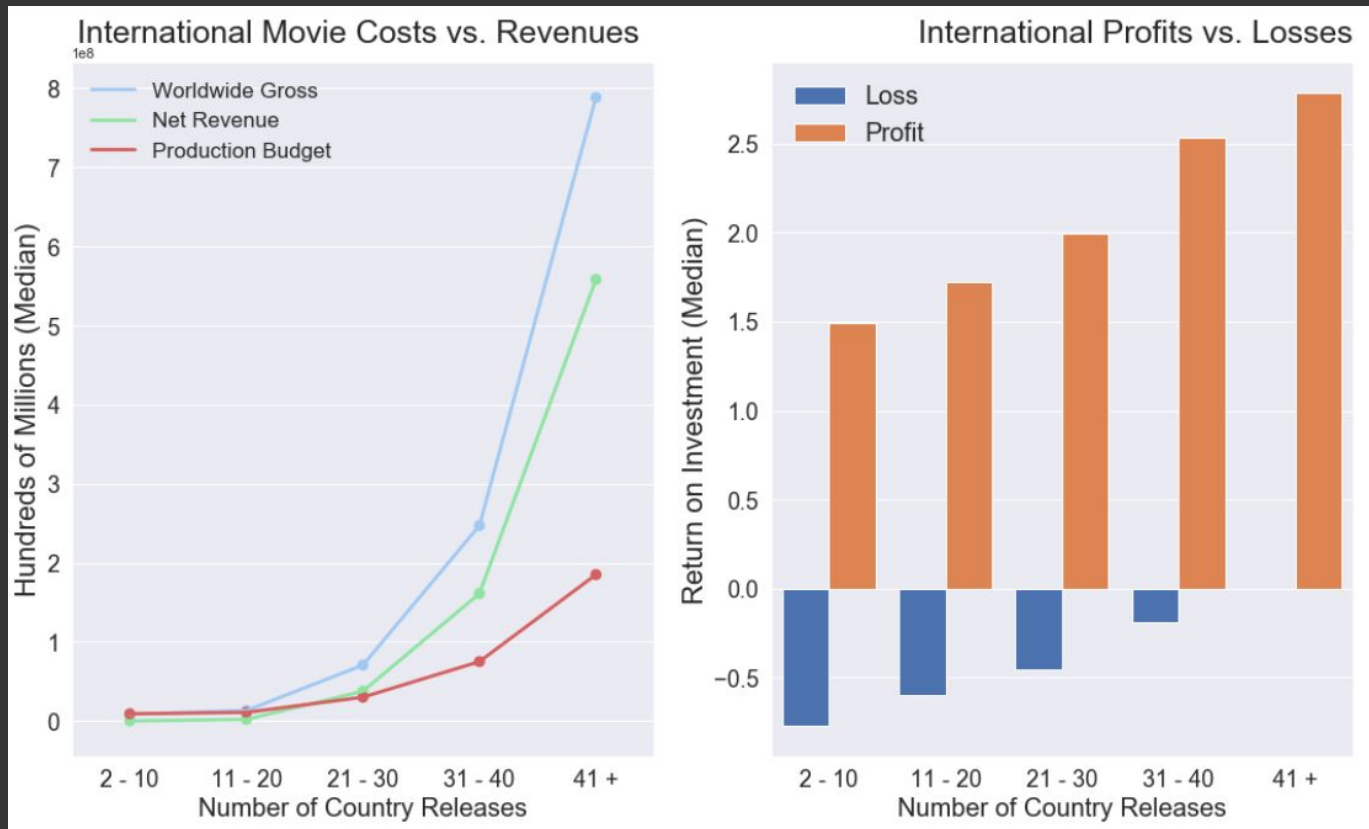
- Production Budget, Worldwide Gross
- Worldwide profit
- Number of Countries Released In
- Films which won Academy Awards ([Scraped](#))
- Genres



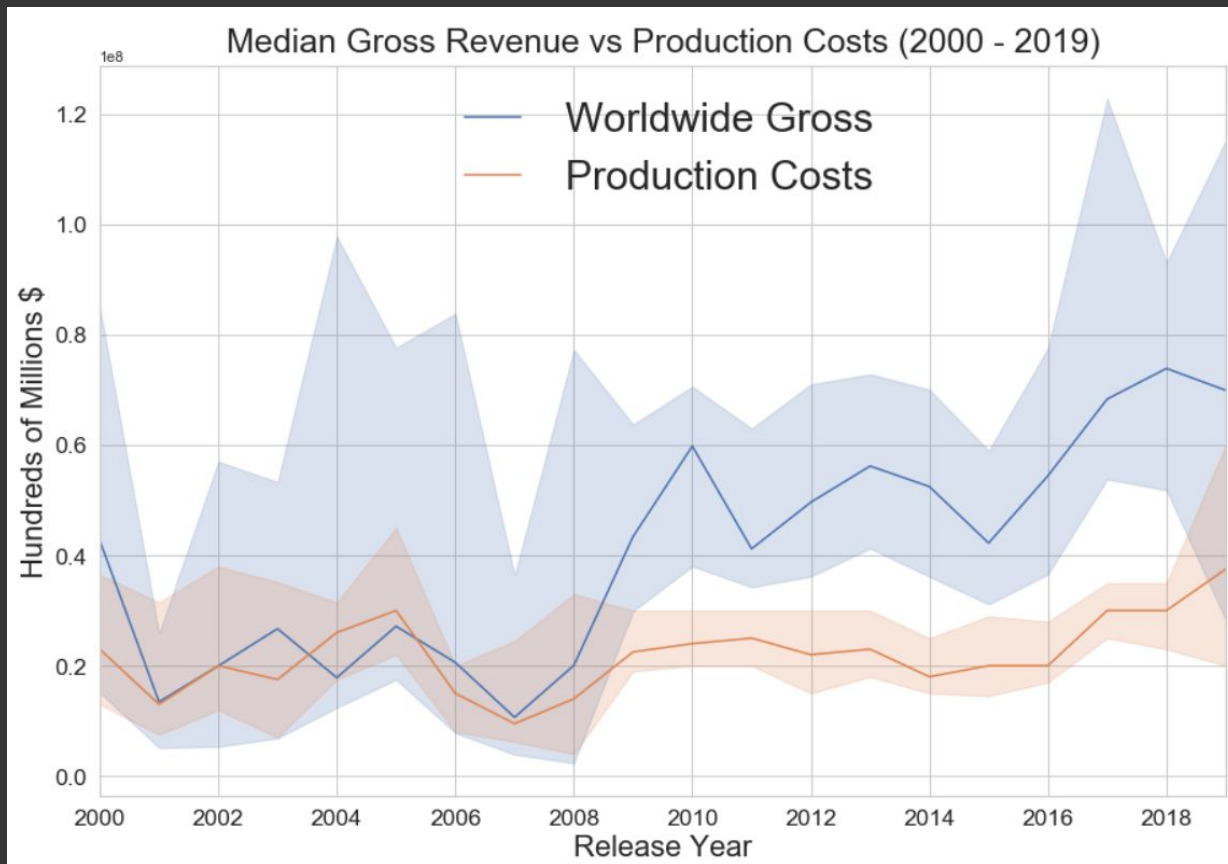
Distribution of Movies with Number of Countries Released



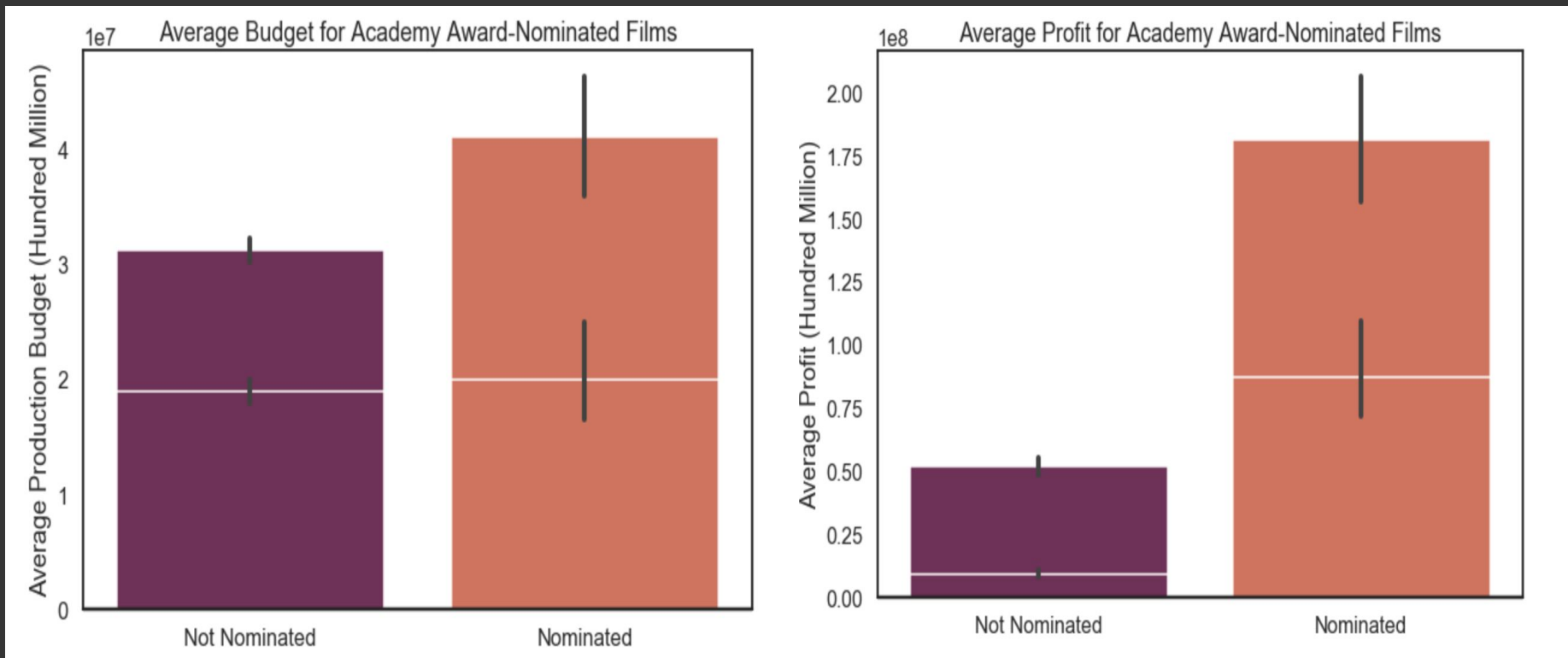
Are movies more profitable if they are released in more countries?



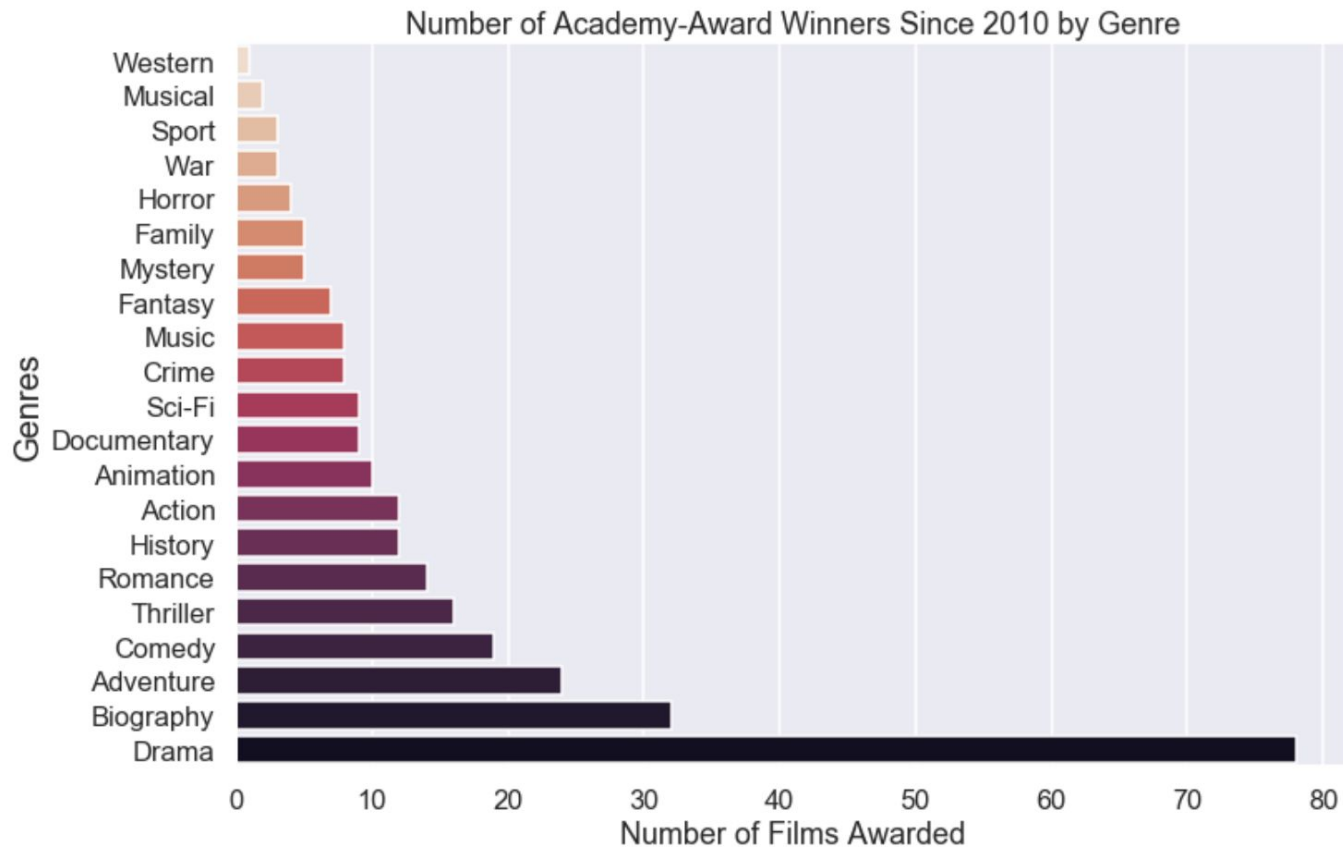
Why do some international movies flop?



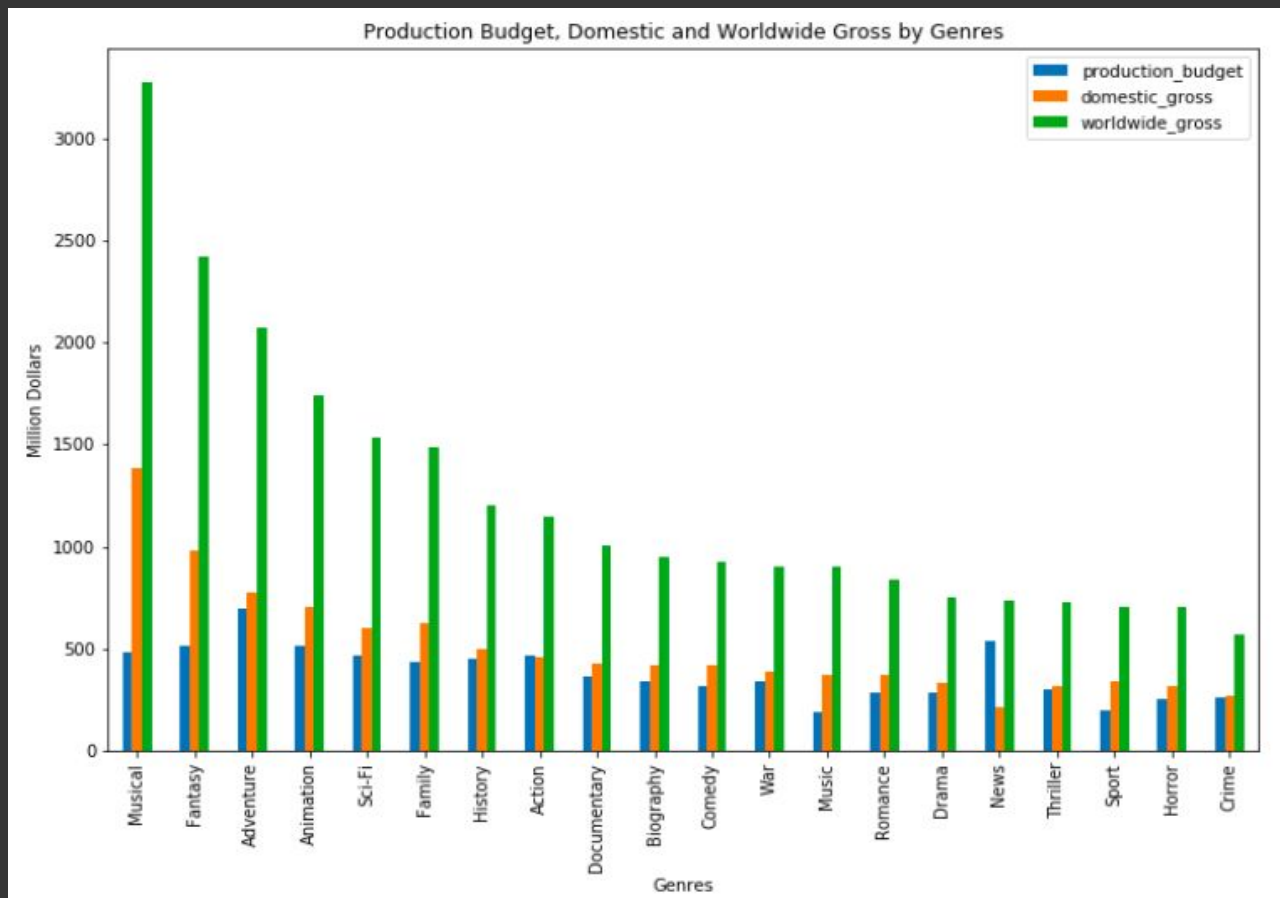
Does an Academy Award require a certain budget?



Which genres are awarded most?



Which genres gross the highest?



Results Review:

- More countries released = More Profit
- Median Budget not determinant of Nomination
- Nomination = More Profit
- Lower Median Budget = Lower Gross Revenue
- Drama Genres = Most Awarded
- Adventure, Fantasy, and Musicals = Highest Worldwide Gross Revenue

Future Exploration:

- Further insight into Budget vs Nomination, need more accurate distribution
- Explore more financial info for international markets and country count
- Explore further ratings and info on what viewers look for, and why they enjoy Adventure and Fantasy genres

Thank You!
