Flatiron Phase 1 Project

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June, 2022

Project objective:
Analyze and deliver recommendations to Microsoft on what makes past blockbuster hits successful.

Understanding the problem

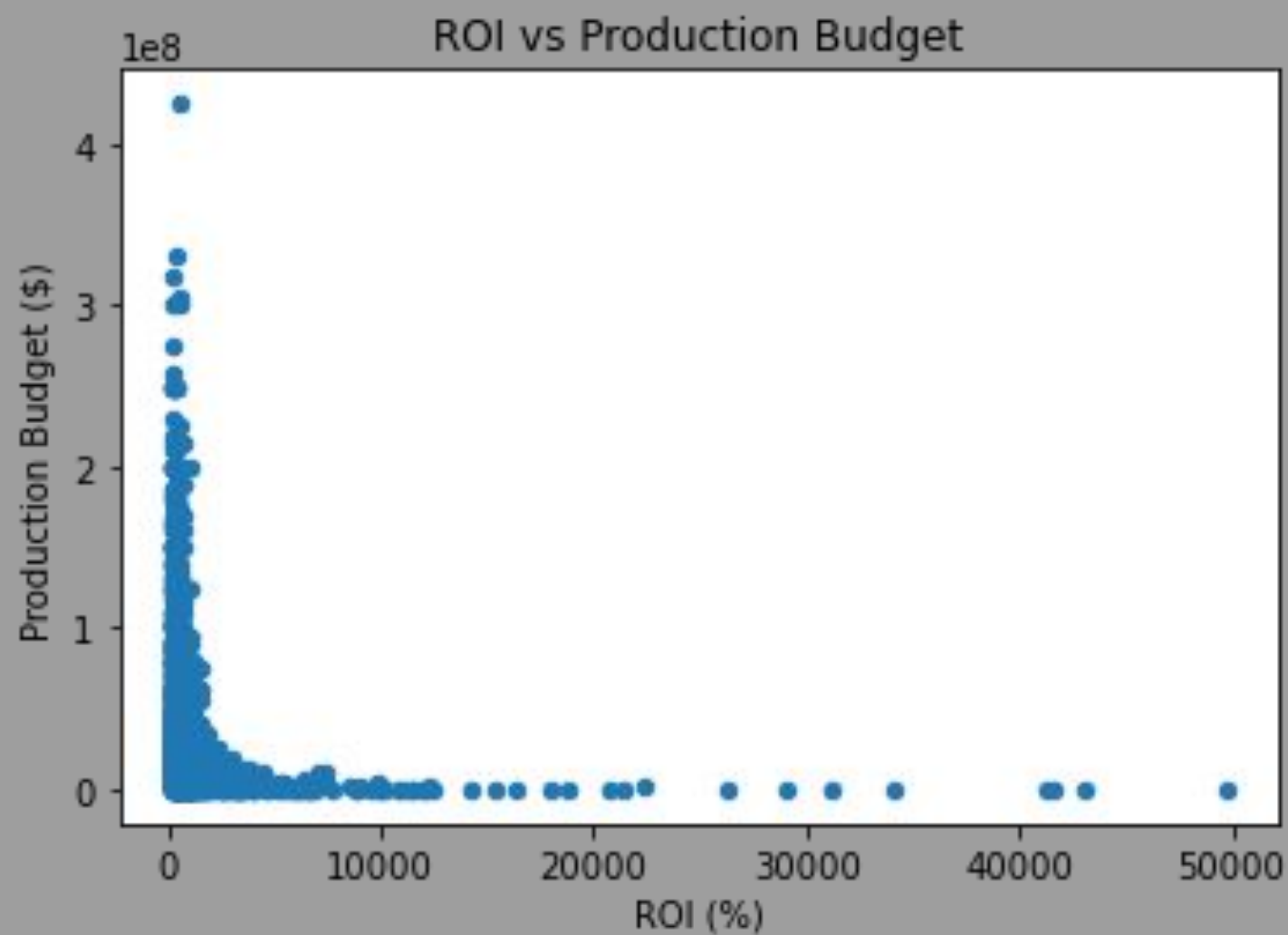| Budget	Profit	Types
How much money should be allocated to a movie production budget?	What kind of profit can microsoft intend to see from this endeavour?	What types of movies will be most successful in providing a high return on investment?

Understanding the problem

Budget

- Average Budget
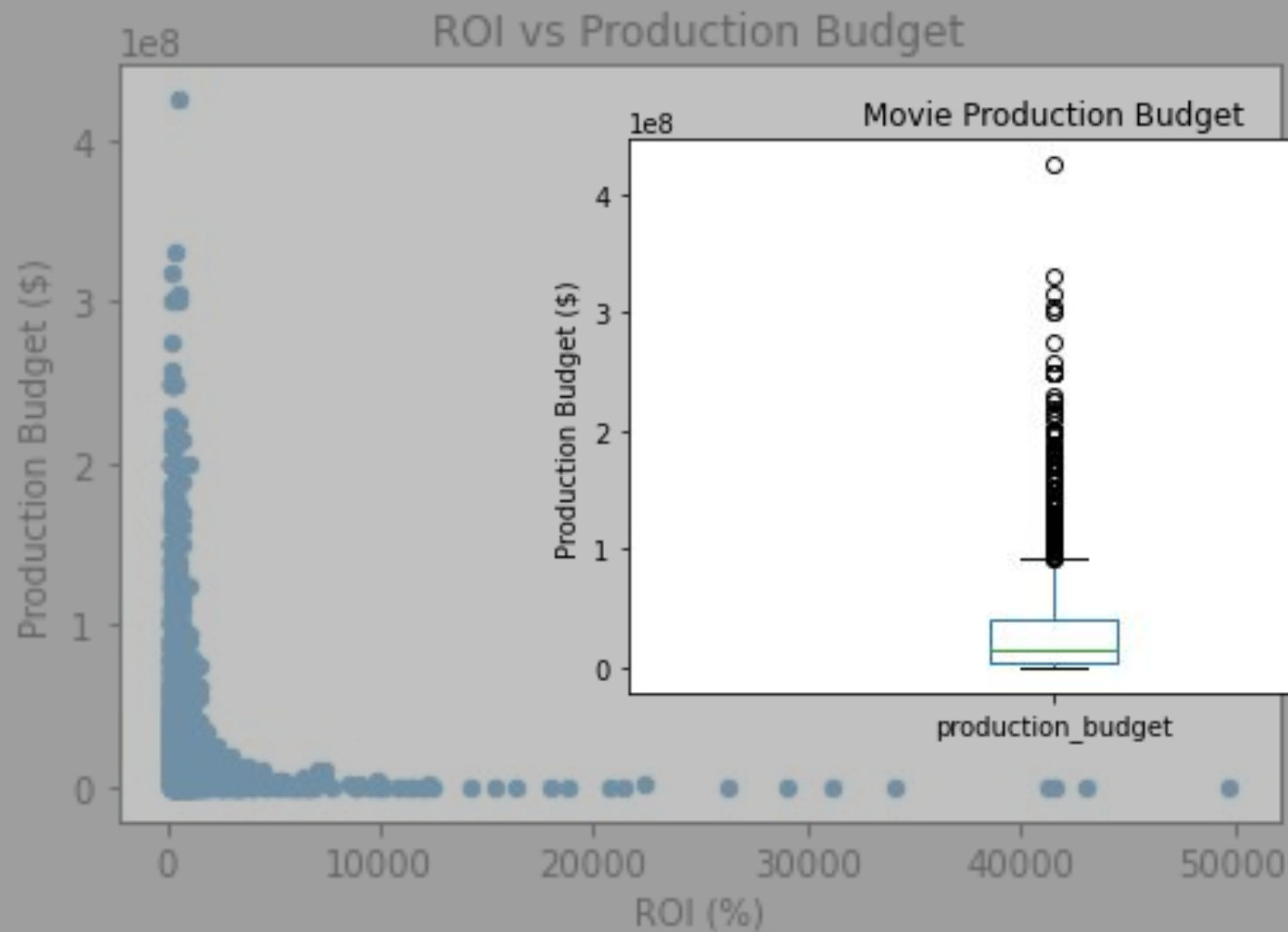- Typical Budget range (from 25% to 75% quartile with more than 200% ROI)
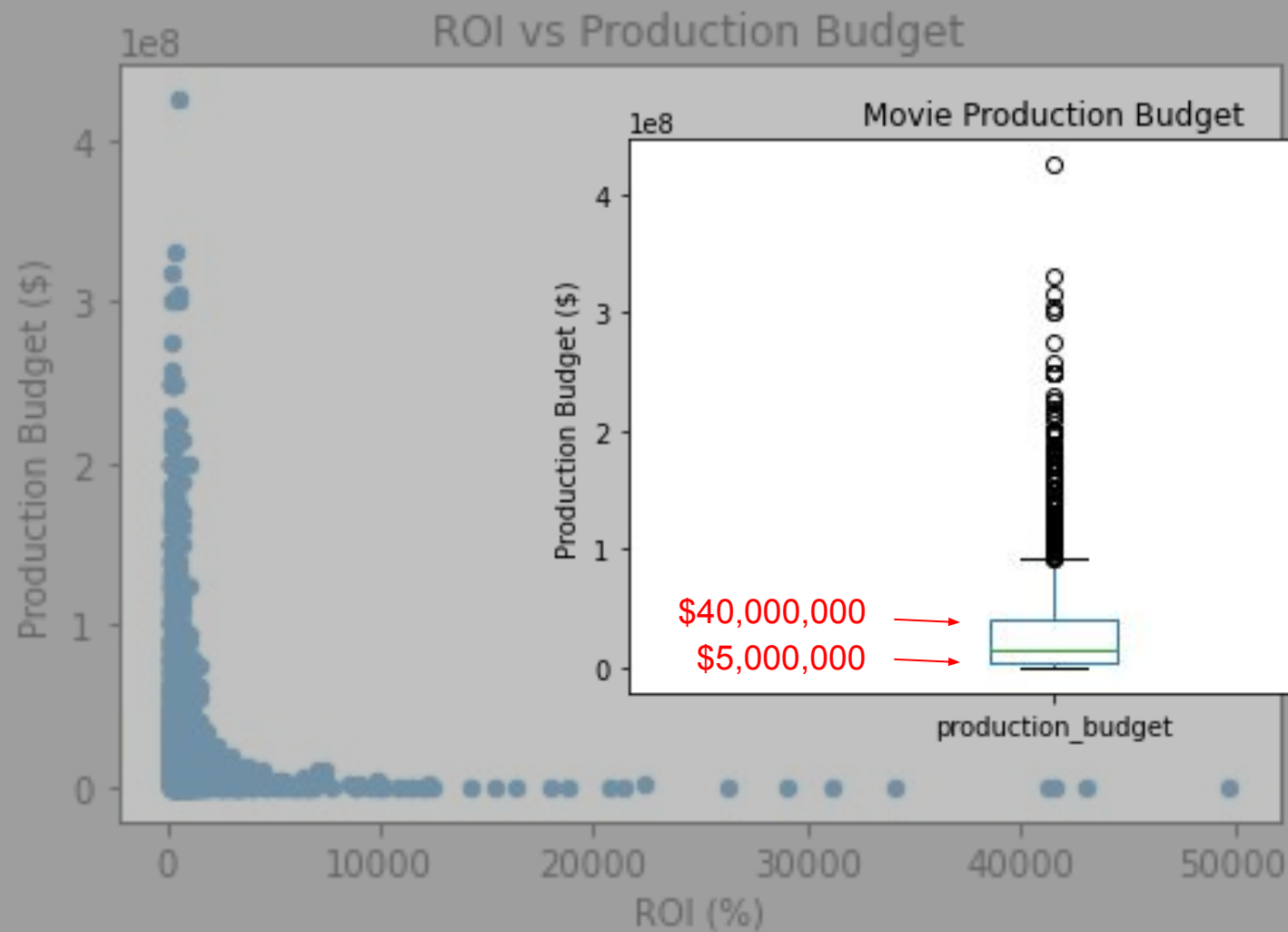
Profit

- Average Profit
- Typical Profit range (from 25% to 75% quartile with more than 200% ROI)
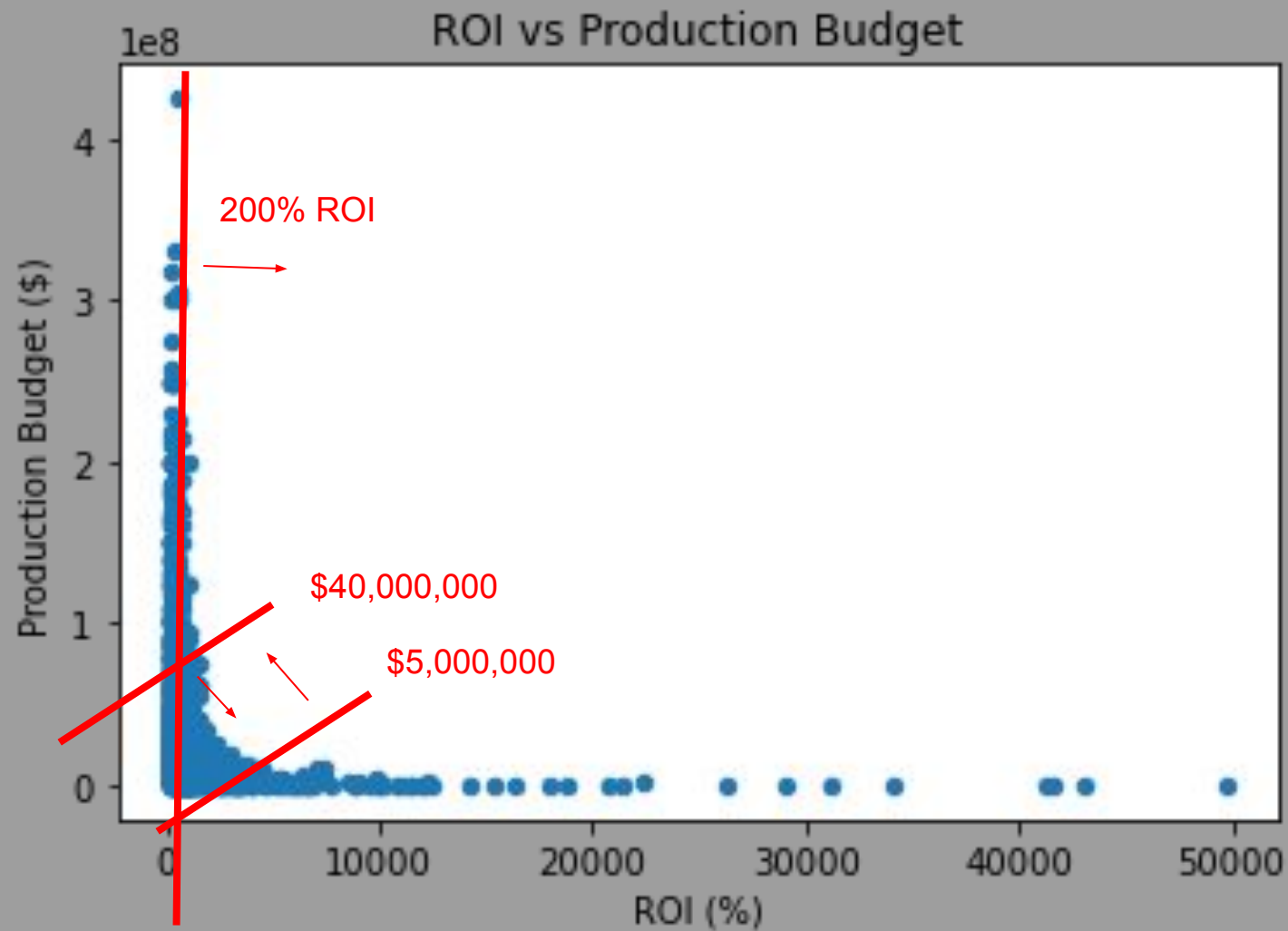
Movie Types

- Hard recommendation on Runtime, Genre from previous data
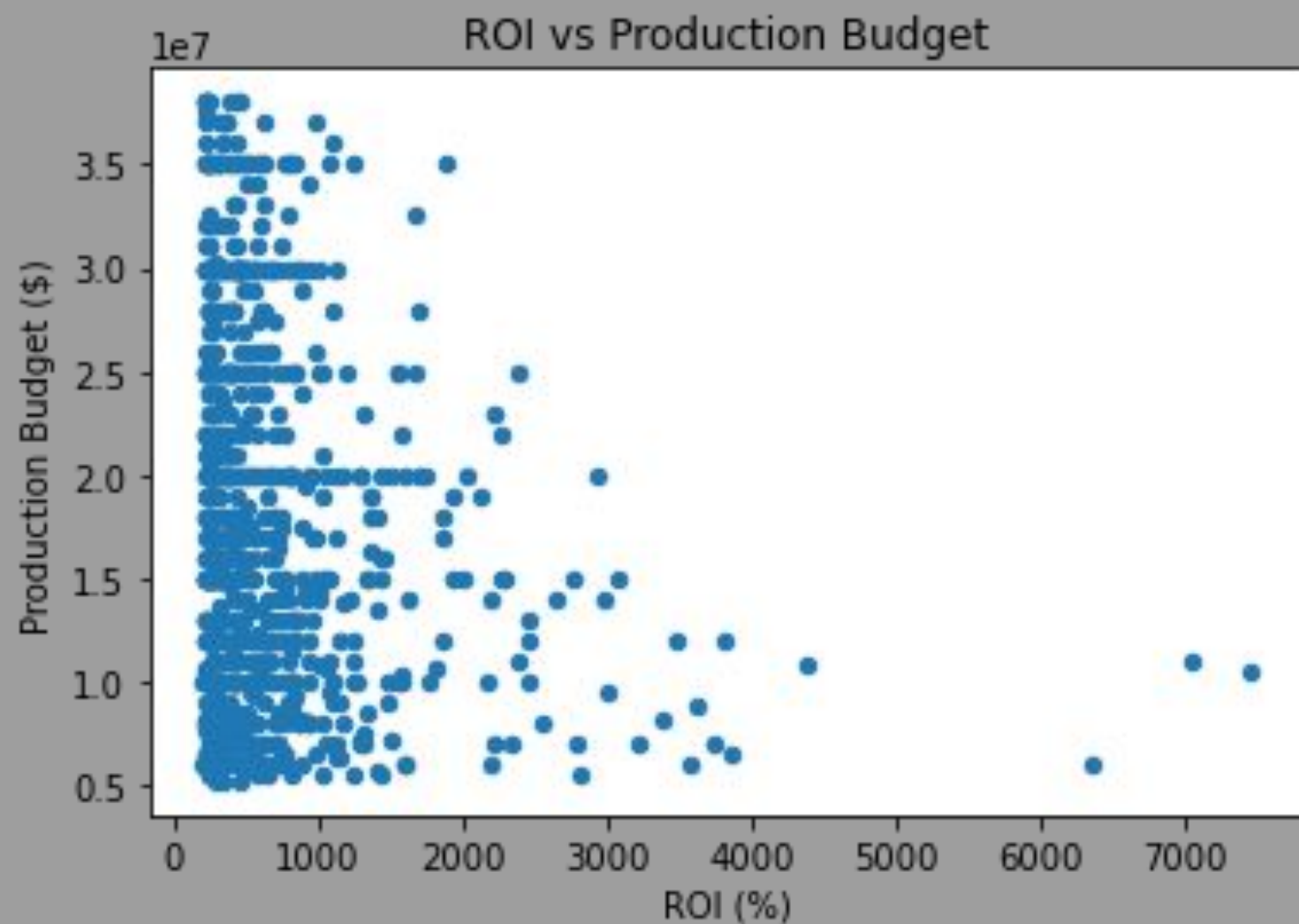- Soft recommendation on Director and Movie Rating based on viewer rating
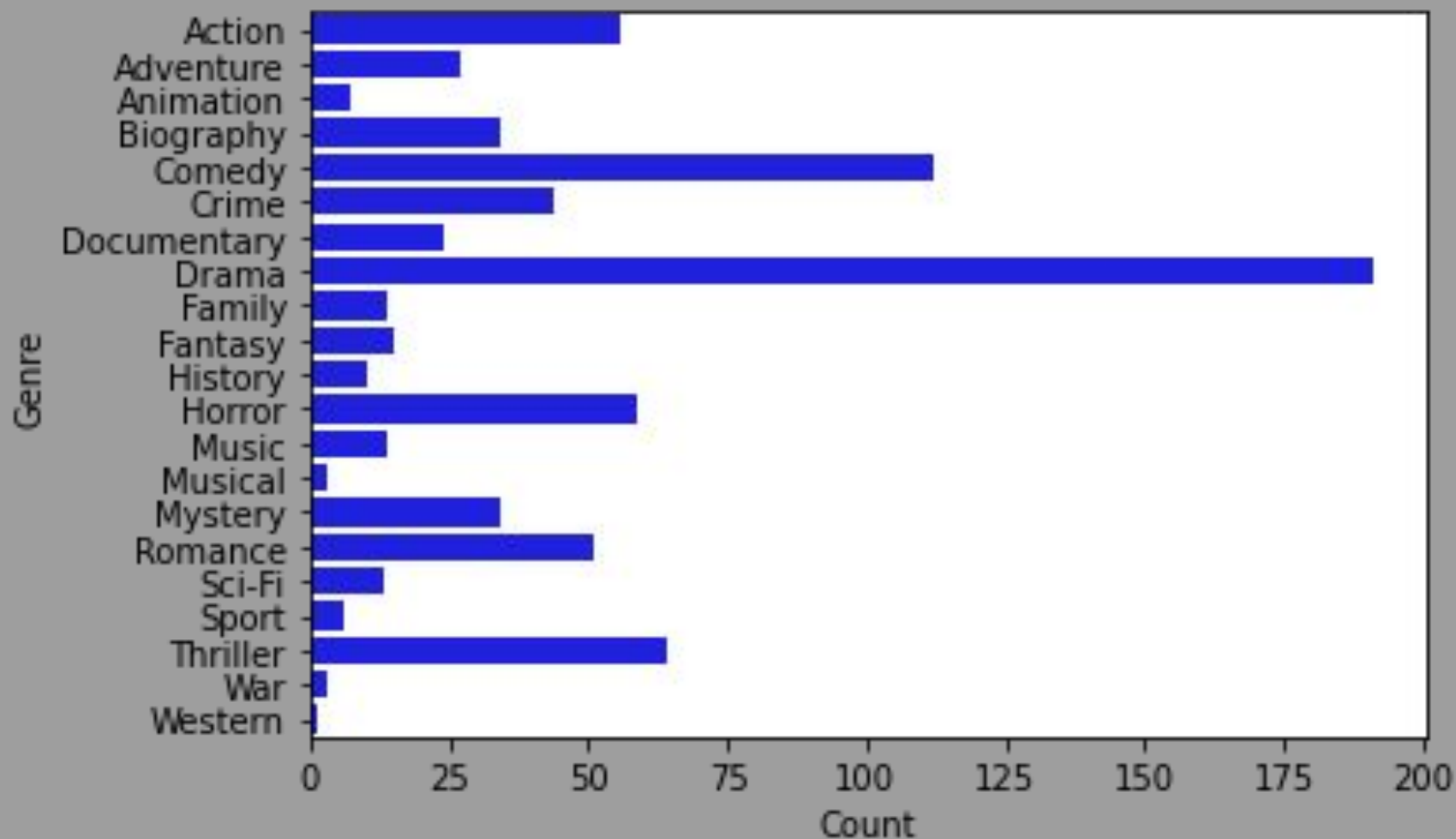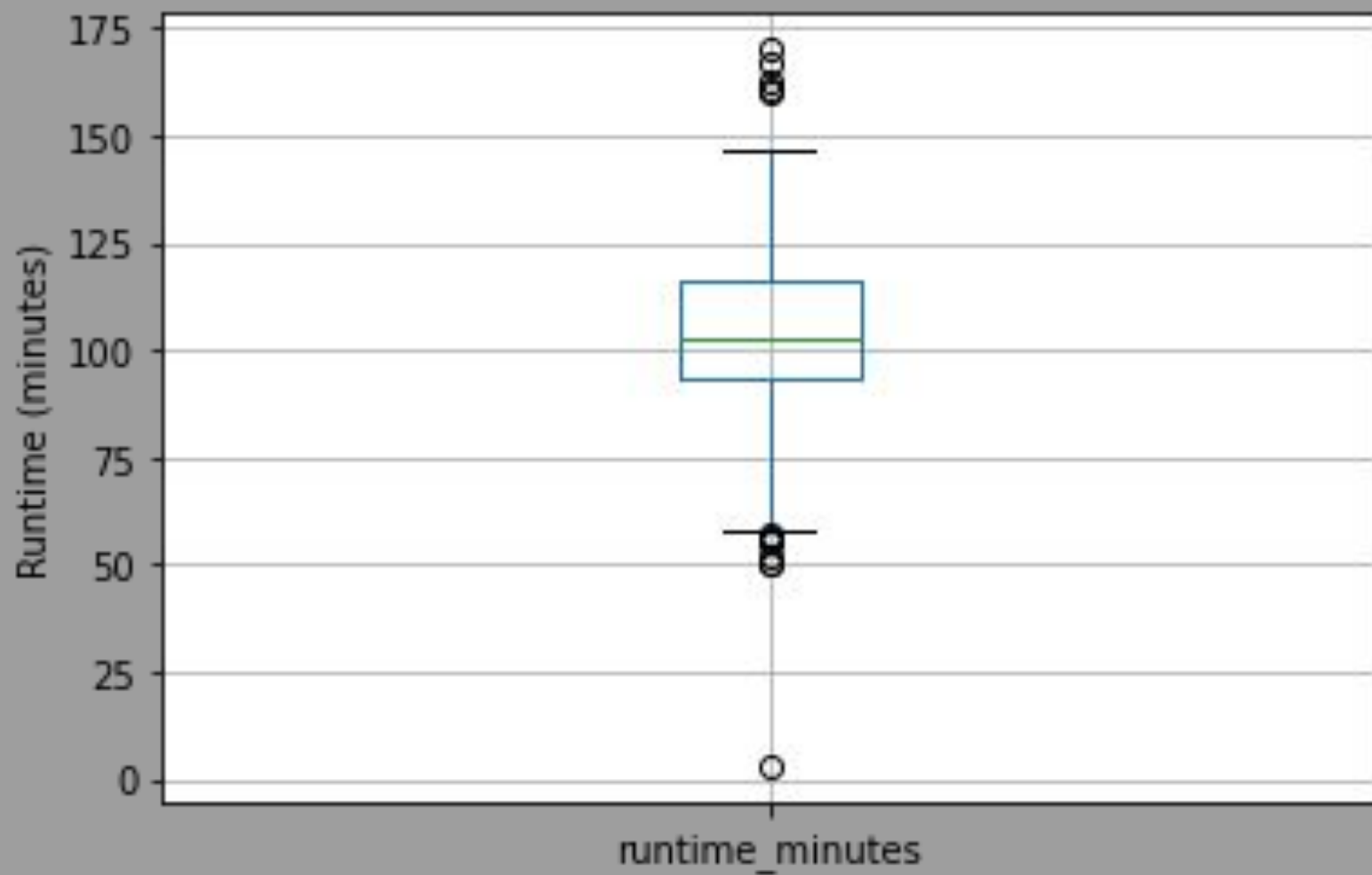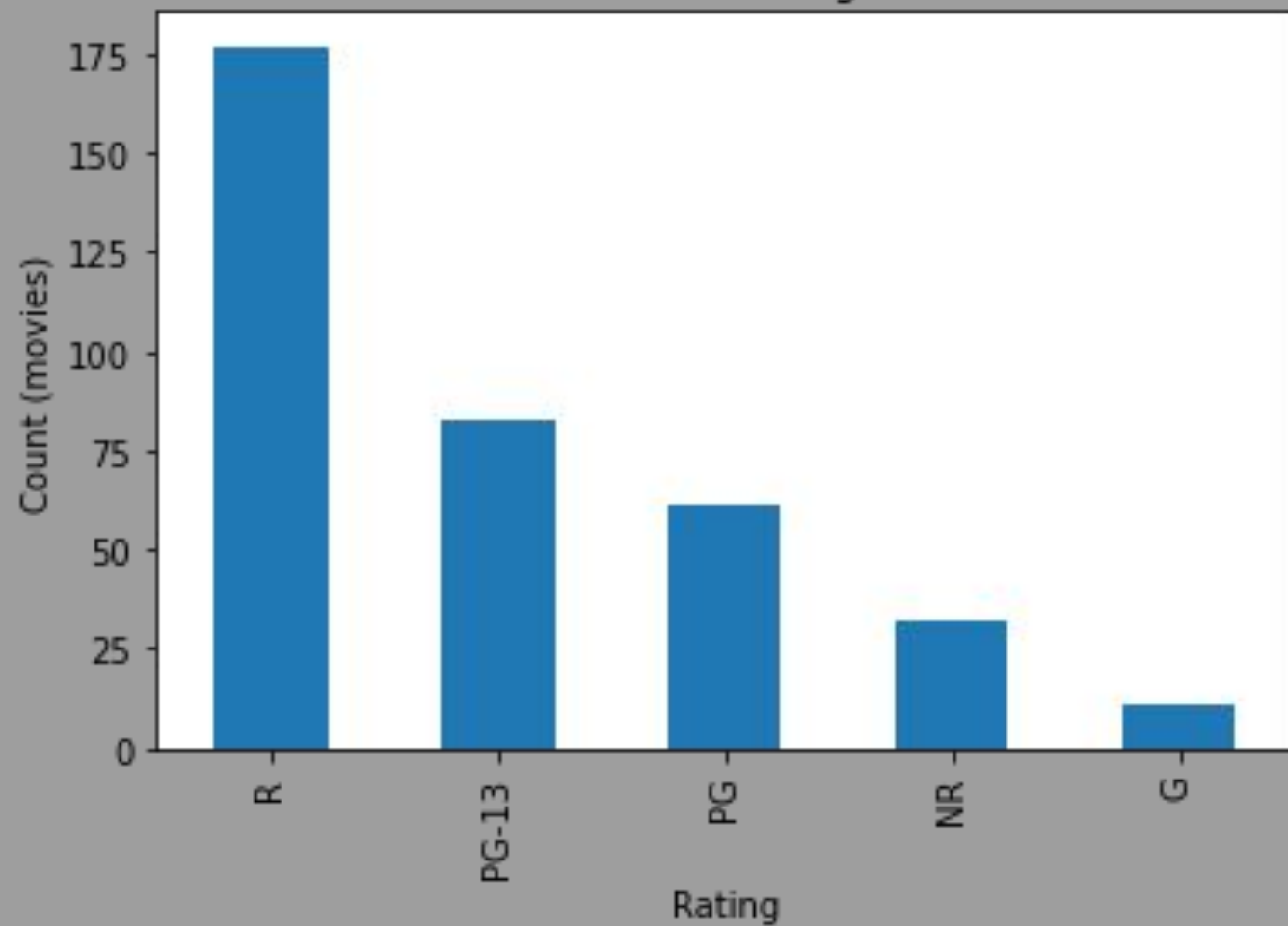
ROI vs Production Budget

ROI vs Production Budget

Movie Production Budget

ROI vs Production Budget

Movie Production Budget

$40,000,000

$5,000,000

production_budget

ROI vs Production Budget

ROI vs Production Budget

Movie Genres

Genre	Count
Action	~55
Adventure	~27
Animation	~7
Biography	~34
Comedy	~112
Crime	~44
Documentary	~23
Drama	~191
Family	~14
Fantasy	~15
History	~10
Horror	~58
Music	~14
Musical	~3
Mystery	~34
Romance	~51
Sci-Fi	~13
Sport	~6
Thriller	~64
War	~3
Western	~1

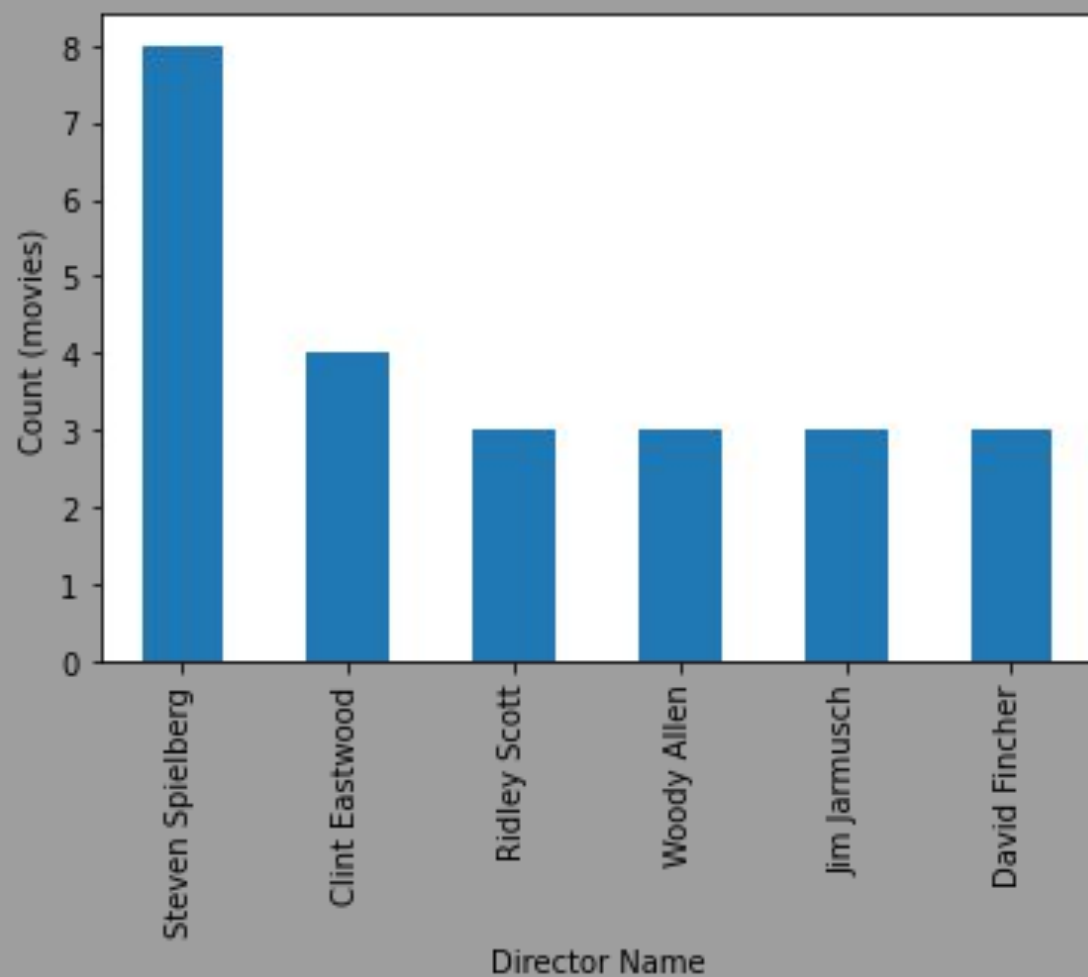# Movie Runtime

Movie Rating

Movie Director

RESULTS

Financial

- Budget between
  5 to 40 million dollars
- Profit to be
  12 to 130 million dollars

Types of Movies to pursue

- Genre
  1. Drama
  2. Comedy
  3. Thriller

- Runtime
  - Between 93 to 116.5 minutes.
  - 104 minutes on average

- Movie Rating
  1. R
  2. PG-13
  3. PG

- Director
  1. Steven Spielberg
  2. Clint Eastwood, Ridley Scott, Jim Jamusch, David Fincher