




# Microsoft Movie Analysis

Mengwen Tu  
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# Summary

Descriptive analysis of data from IMDb and The Numbers provides Microsoft some recommendations on movie investment:

- Movie production budget and the net profit has a positive correlation, which means the higher budget tend to get a higher profit
- Animation, Adventure, Sci-Fi, Fantasy, Action are the 5 most profitable movie genres.
- Director with more experience tend to make a more profitable movie.

# Outline

- Business Problem
- Data & Methods
- Results
- Conclusions

# Business Problem

- Discover what parameters will affect the movie profit
- Maximize the profit or ROI

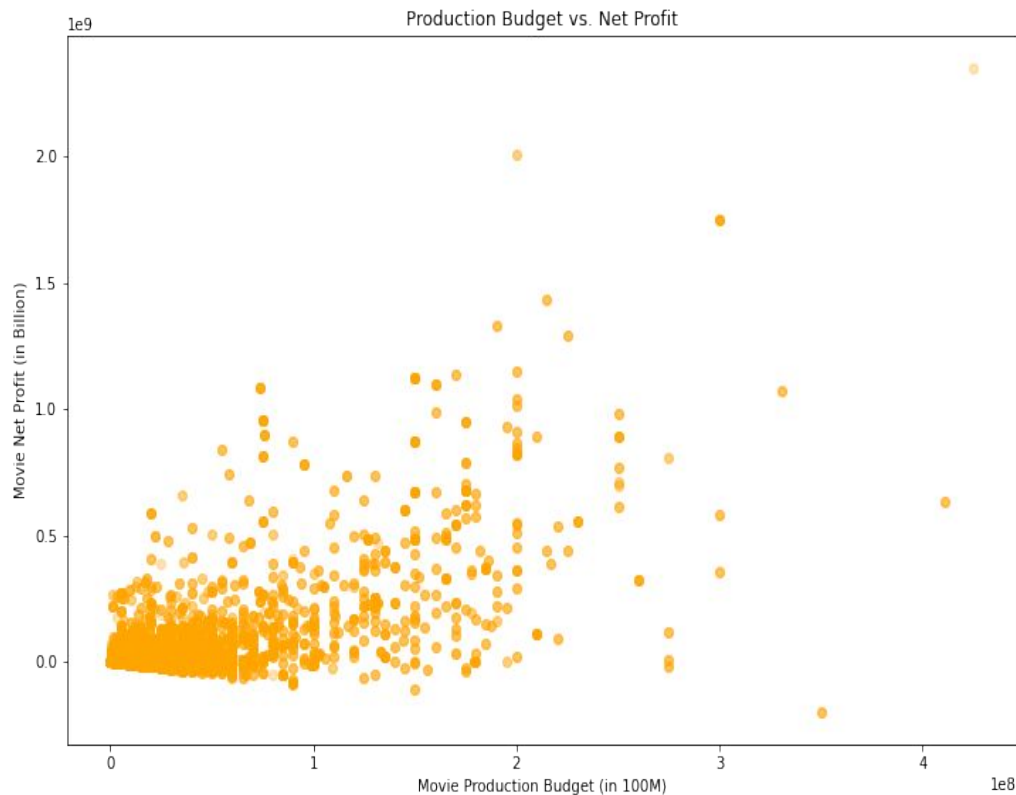
# Data & Methods

- The Numbers: Data of movie production budget and world-wide gross
- IMDb: Data of movie genres, director information

By combining information of both, we can study the relationship between genres, budget, production crew with the movie profit and ROI.

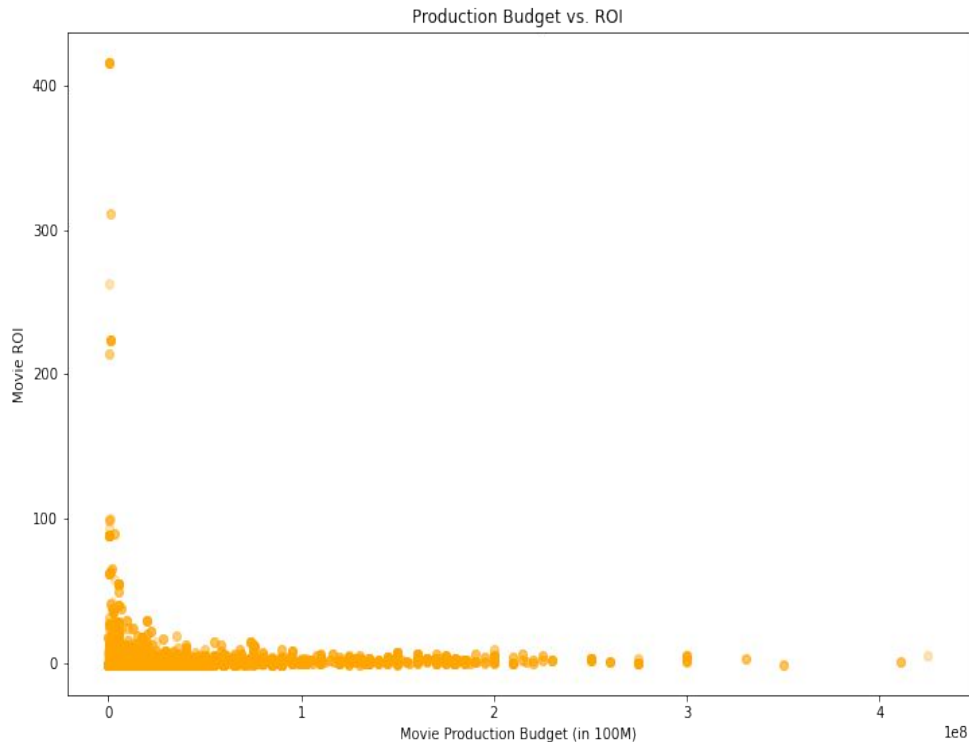
# Results

- Higher budget tend to gain higher profit.

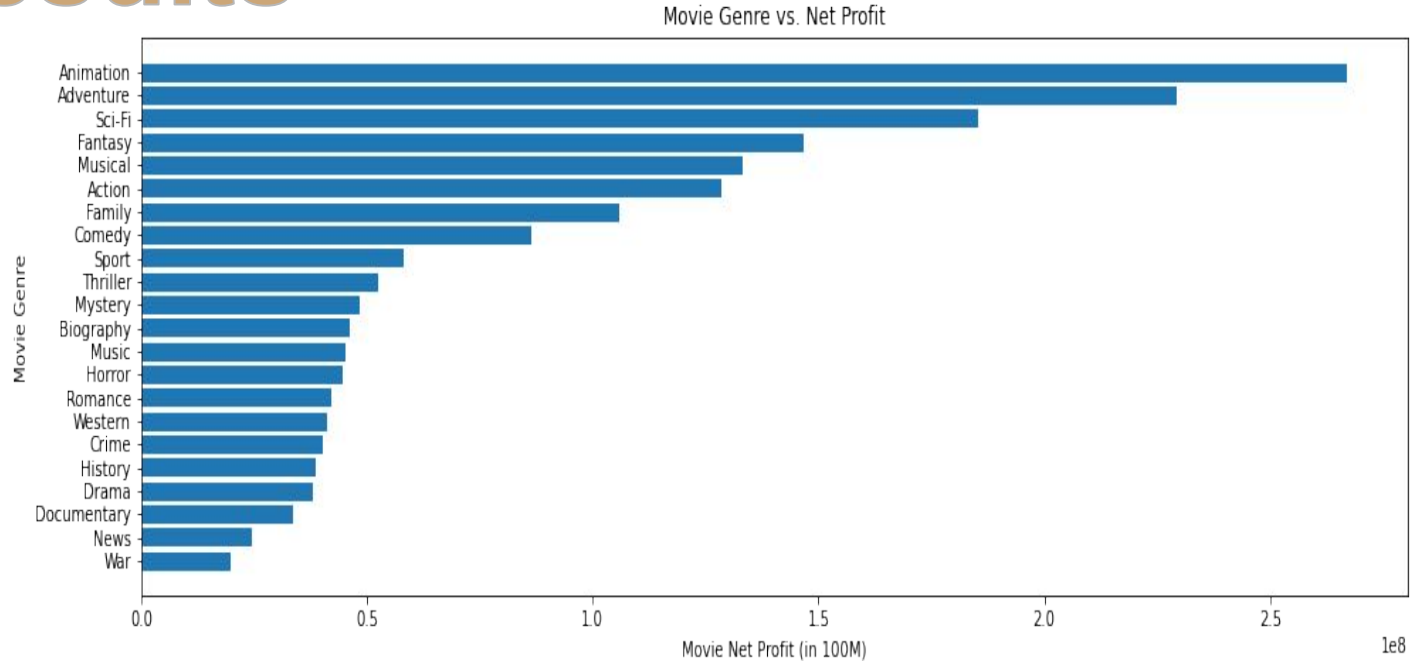


# Results

- Many low budget movies tend to get high return on investment.



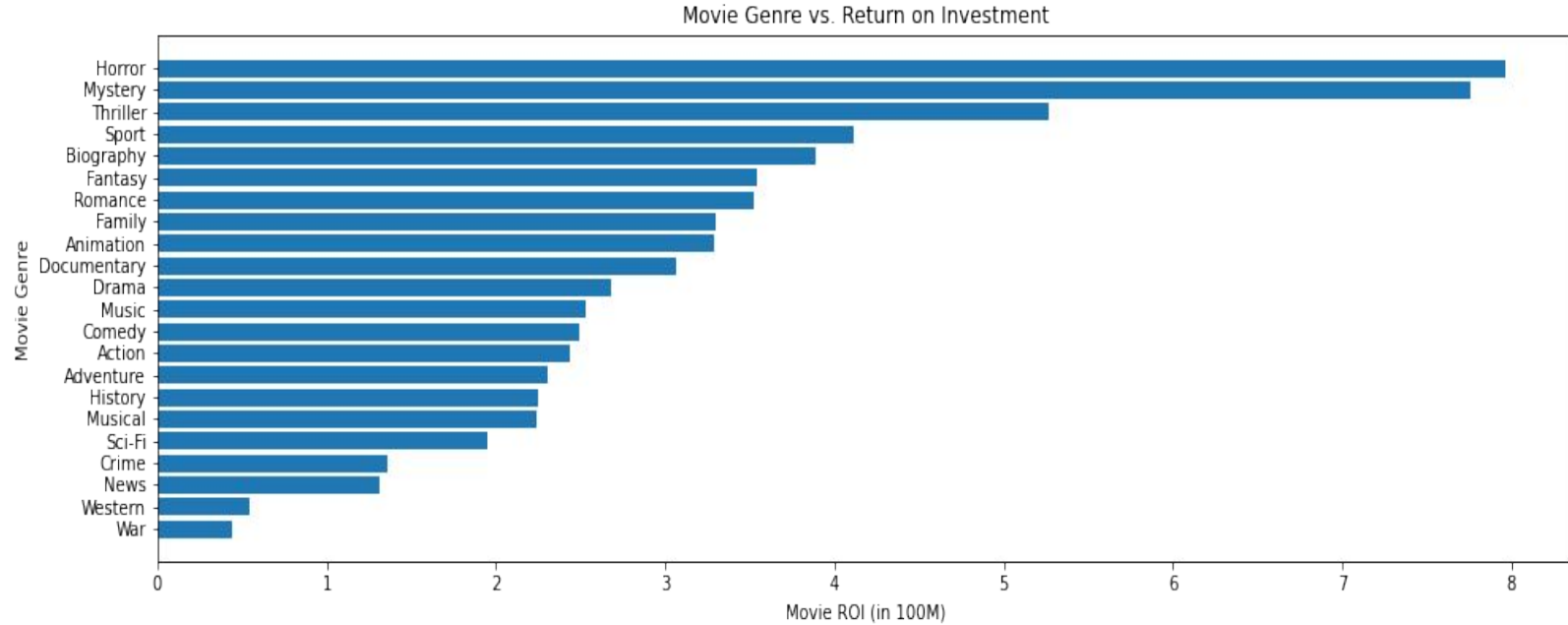
# Results



- The most 5 profitable movie genres are Animation, Adventure, Science-Fiction, Fantasy and Action.

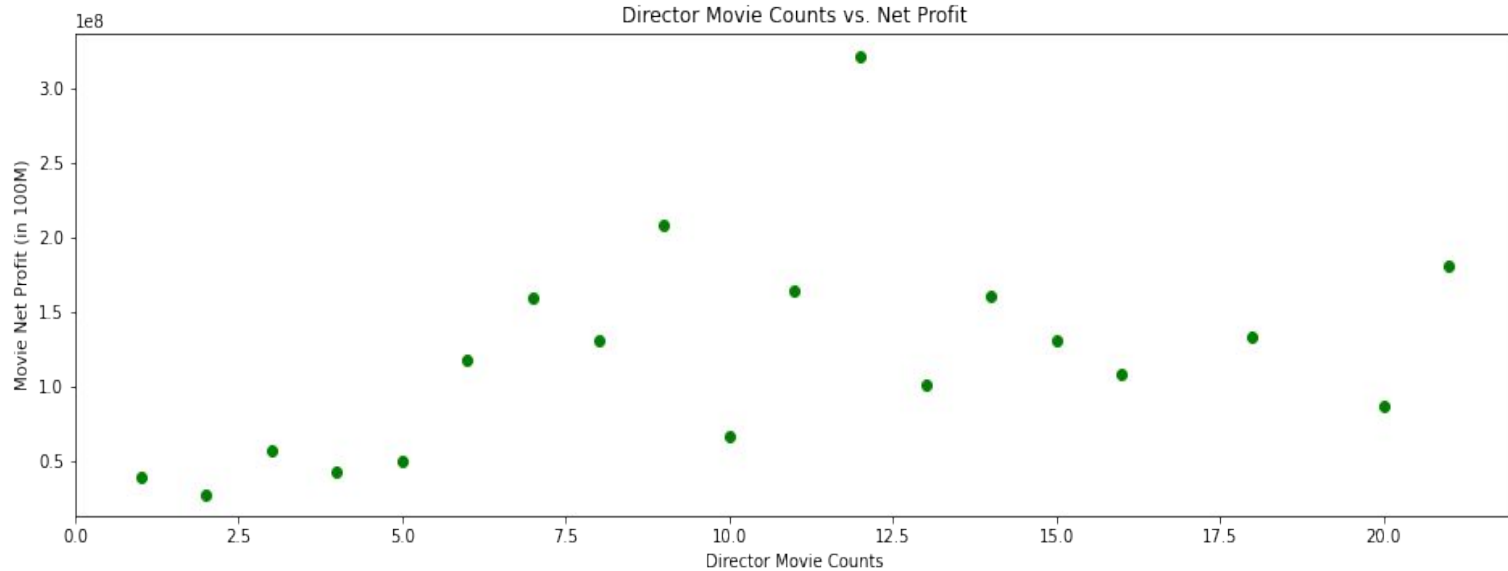


# Results



- The top 5 ROI movie genres are Horror, Mystery, Thriller, Sport and Biography.

# Results



- Directors who had made more than 5 movies gained higher average profit on the movie they made.

# Conclusions

- Invest higher budget will likely to gain higher profit, while low budget turns to get high ROI
- Consider making movie in genres that are more profitable (Animation, adventure, Sci-Fi, Fantasy, Action)
- Consider using more experienced directors (movie count > 5)

# Thank You!

Email : [cherryt0417@gmail.com](mailto:cherryt0417@gmail.com)

Github: tiancaitutu1234

LinkedIn: <https://www.linkedin.com/in/mengwen-tu-11137383/>