

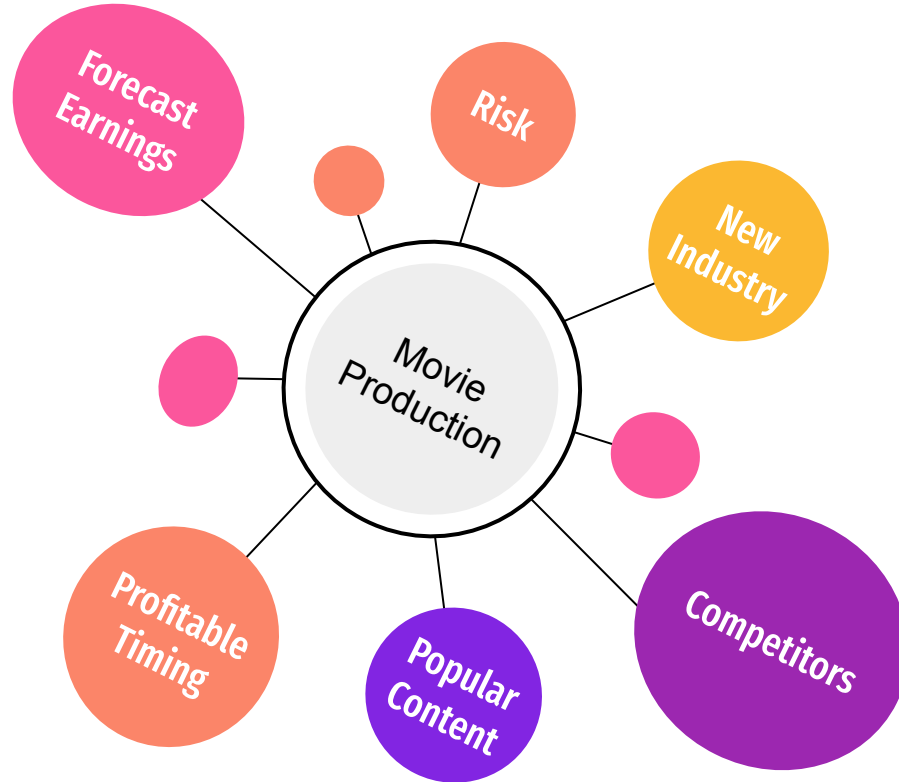
# Module 1 Project

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Reviewer: Coach Jeff Herman

# Introduction

## (Business Case)

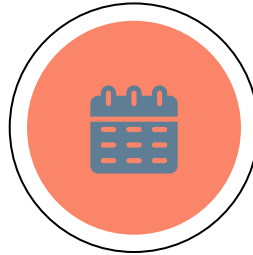


# Discussion Topics



## Movie Genre

Genre Trends over the years



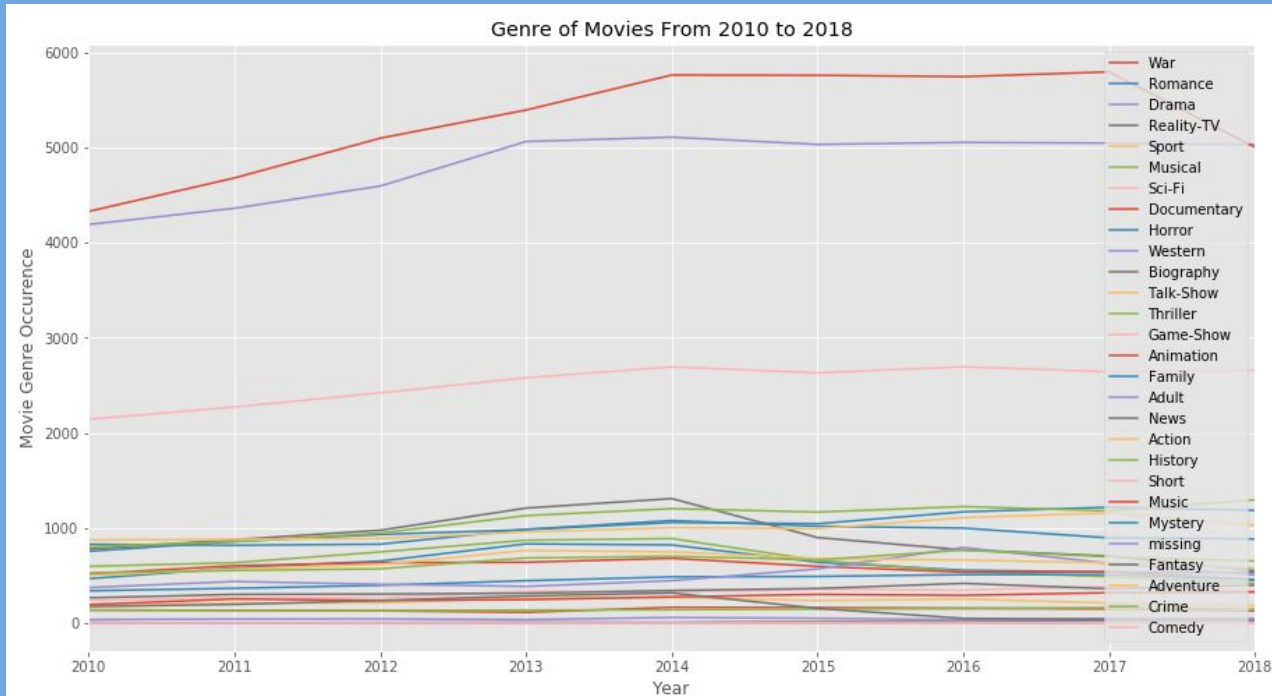
## Release Date

Best time to release Movies



## Budget

Forecast spendings and net profits



Total of 28 uniques genres

2 genres above 4000 yearly

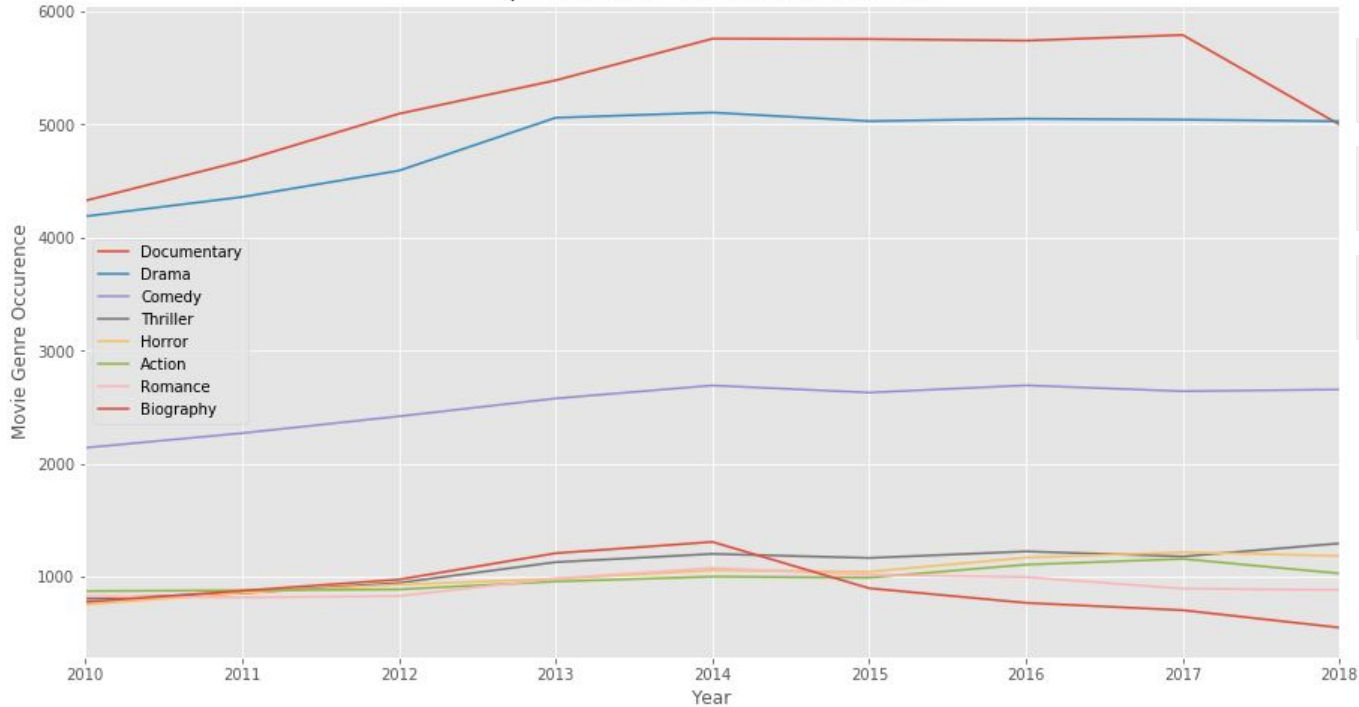
1 genre above 2000 yearly

Others are <1000 yearly



Movie  
Genre

Top 8 Genre of Movies From 2010 to 2018



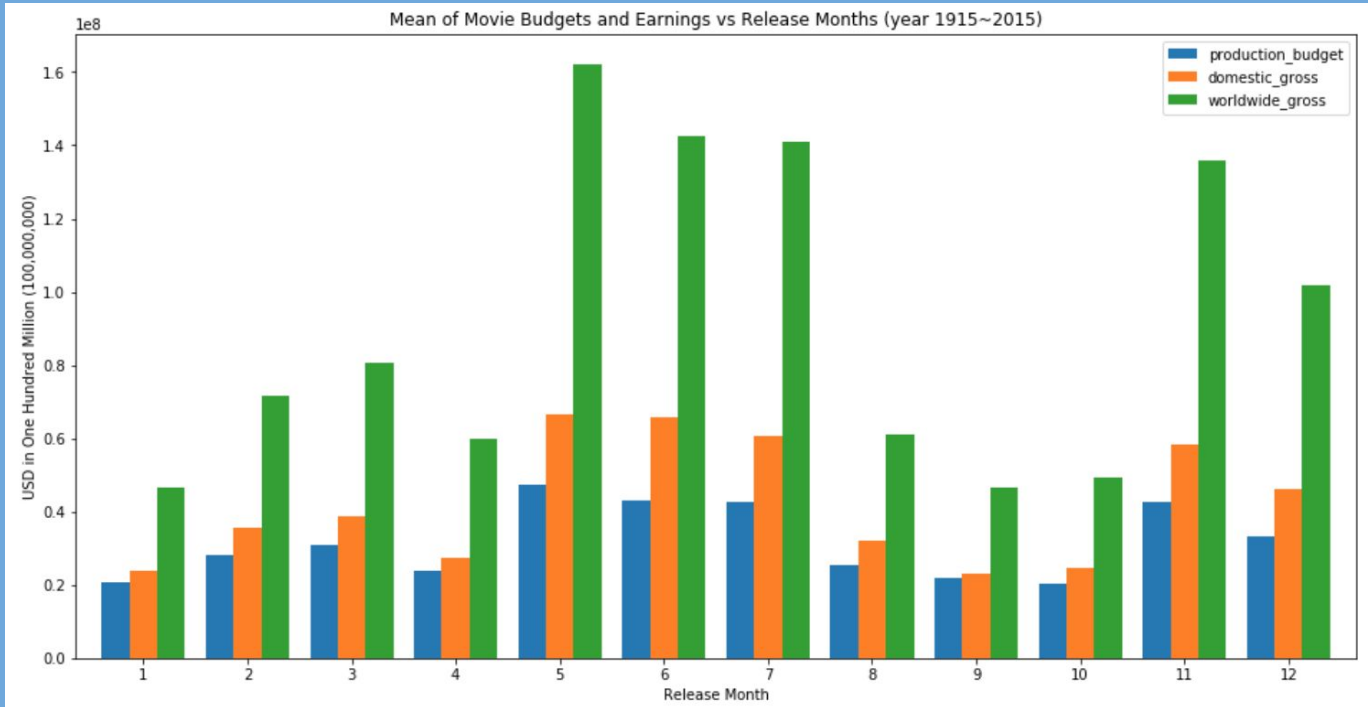
Documentary, Drama, Comedy  
increasing in trend

Biography declining

The rest are in steady demand



Movie  
Genre



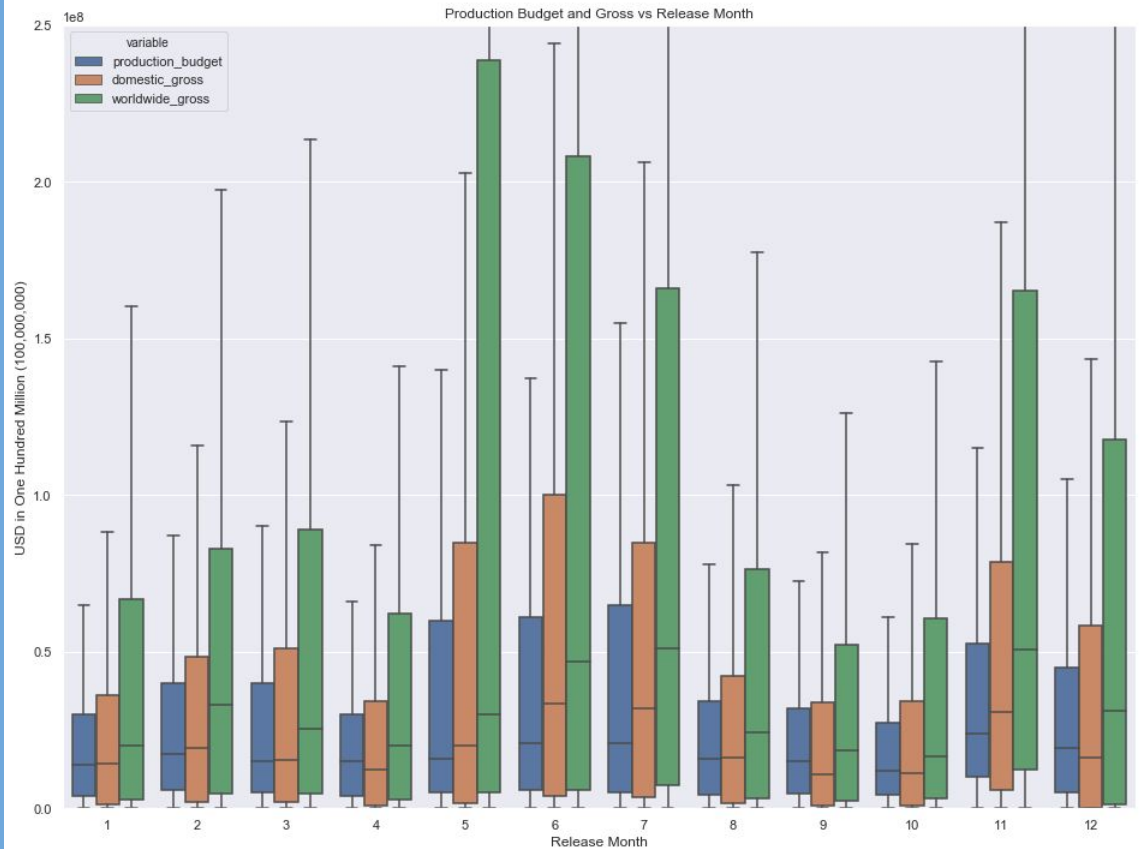
The mean of the movies shows higher gross on **Summer and Winter Months**

Most movies break even from domestic gross

Mean Bar graph do not address outliers and variance



Release Date



Outliers was taken out from the boxplot

Movies in the summer and winter months has higher mean budget and gross

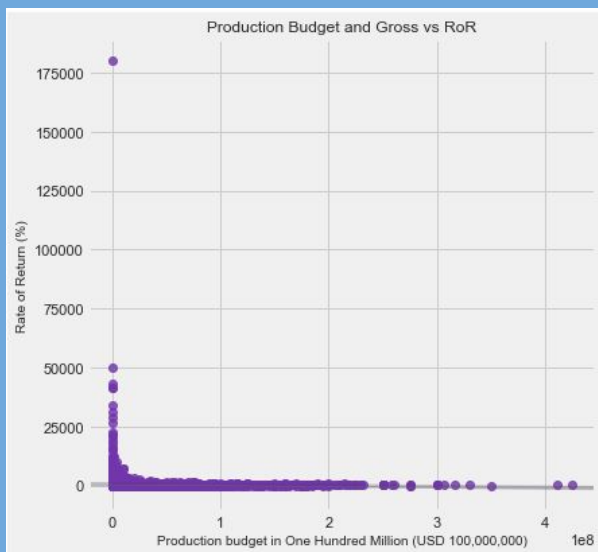
Bigger variance for summer and winter months, especially worldwide gross profit margins



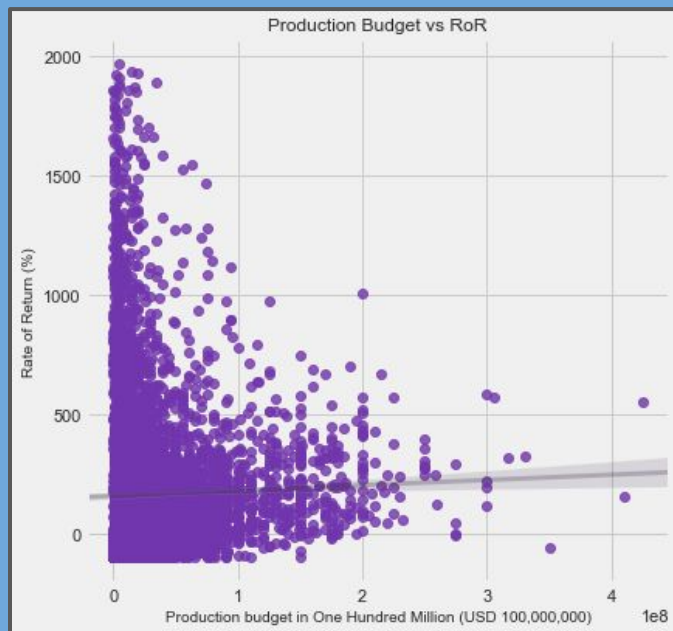
Budget



Release Date



Lower production budget shows extreme Rate of Return Percentage



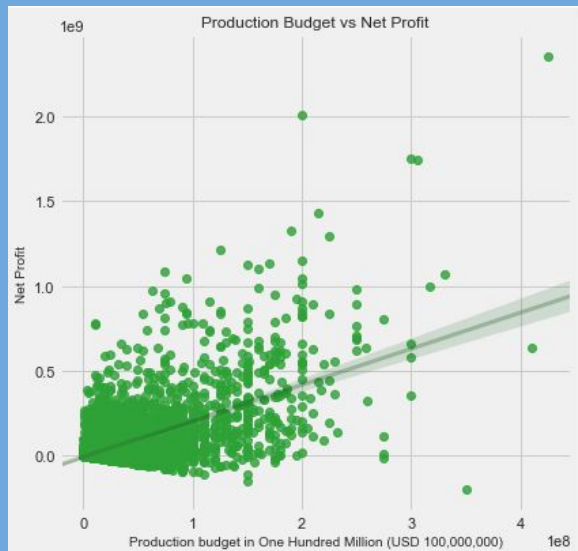
When trimming data to under 2000% rate of return, we see 250% as an average return rate.

The spectrum thins out as the production budget increases from 100 Million

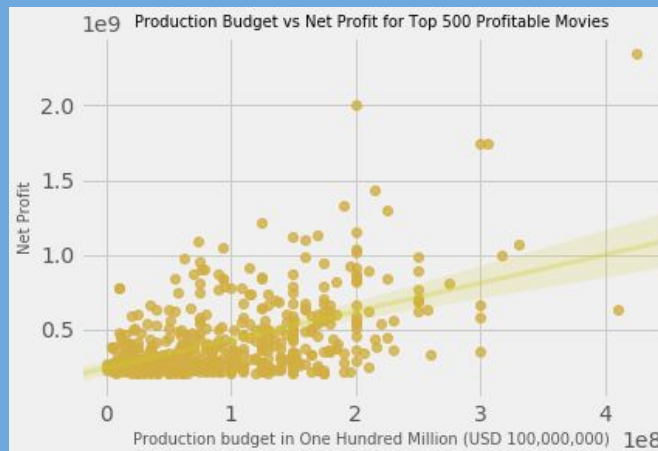


Budget



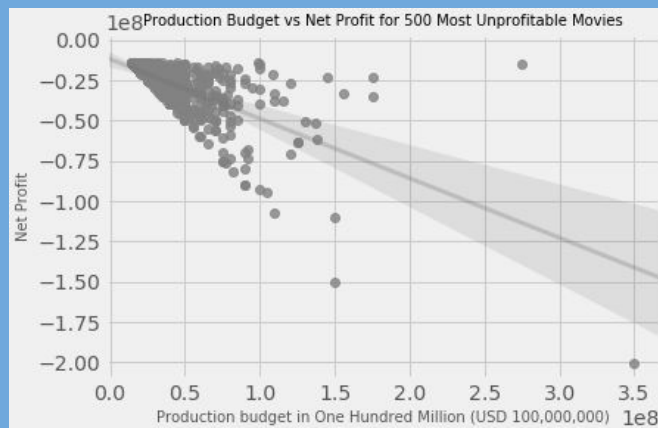


Production budget vs net profit has a slight upwards trend



500 most profitable movies makes .25 Billion onwards.

Recordings are denser from 0 to 2.5 hundred million



500 least profitable movies spends budget from zero to 1.5 hundred million

Recordings are mostly from 0 to 1 hundred million



Budget

# Summary



## Movie Genre

Microsoft should focus on the top 8 genre movie. Either focusing on 1 of it or 2 to 3 appropriate combination. Documentary, drama, action are favored.



## Release Date

The release date should focus mostly on Summer or Winter Holidays. The domestic box office sale is a tale-tale sign if a movie is doing well.



## Budget

There are certain risk with bigger budget. However, a budget in between 100 million to 250 million is recommended. Expect 200% return rate as benchmark.

## Future Work



### GENRE

Among top 8, there is a decline in Biography movies. Need more research if this is due to lack of demand or lack of content.



### GENRE & BUDGET

What are the average budget and earnings of each unique genre over the years?



### RELEASE DATE

Instead of 1915 to 2015 data from moviedb.org, what would it be like looking into more recent data. What about most streamed movies and streamed times since 2020 pandemic?



### COMPETITION

Movies industries are all fighting for portion of viewers' attention span. How much budget did the top producers put in yearly and what are their earnings?

# Thanks!

**Does anyone have any questions?**

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credit

