

# Movie Data Analysis for Microsoft Recommendations

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# Summary

Descriptive analysis of IMDb and The Numbers data reveal certain movies that will likely receive higher ratings and greater return on production costs:

- Prioritize News, Documentary, and Biography movies for higher average ratings
- Consider runtime when producing specific type of movie
- Leverage movies in Horror, Mystery, and Thriller to make a greater return on investment

# Outline

- Business Problem
- Data & Methods
- Results
- Conclusions



# Business Problem



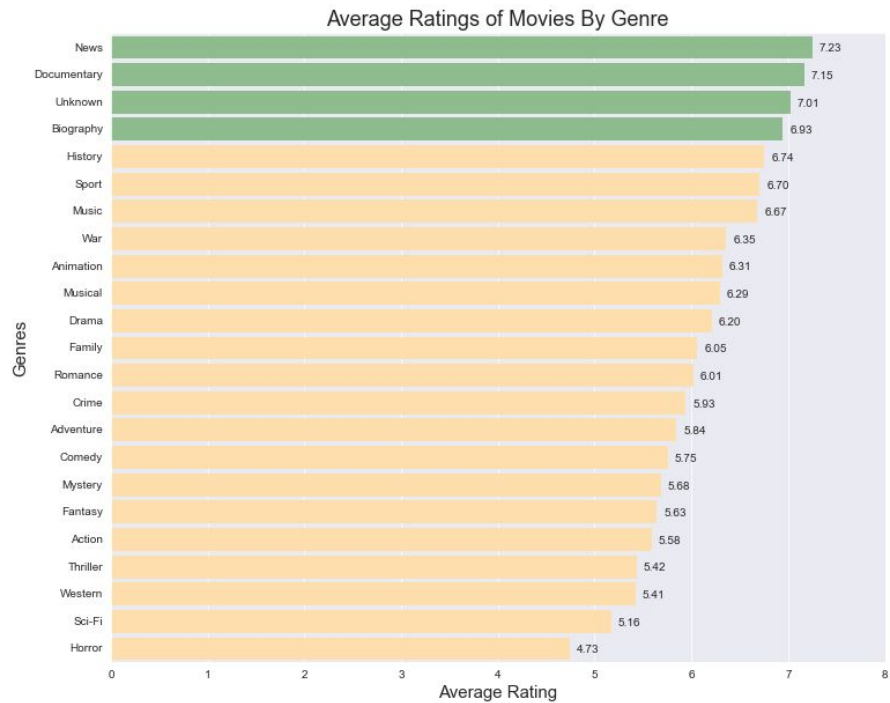
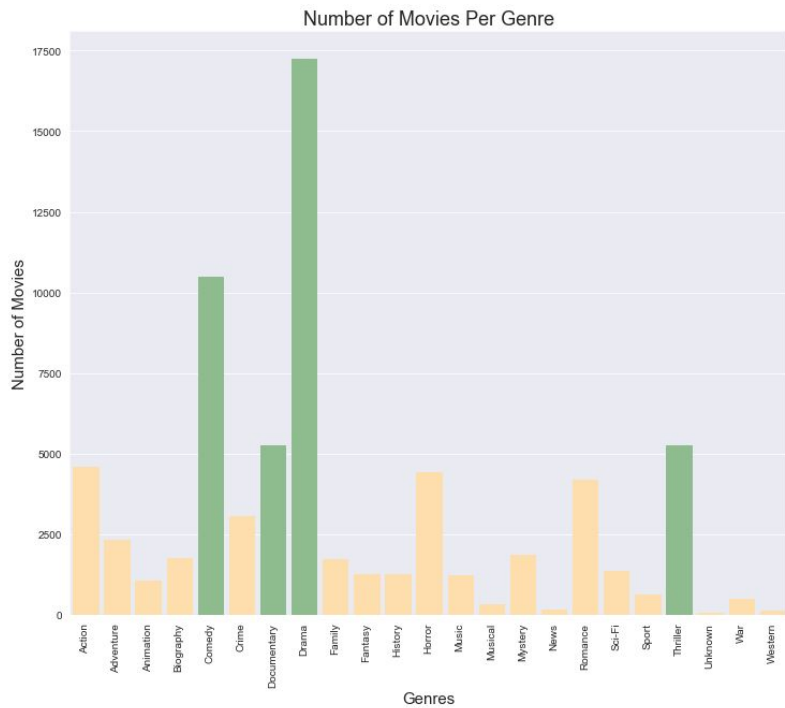
- Microsoft's new movie studio
- Want to know what films will perform well
- Decide what types of films to produce

# Data & Methods

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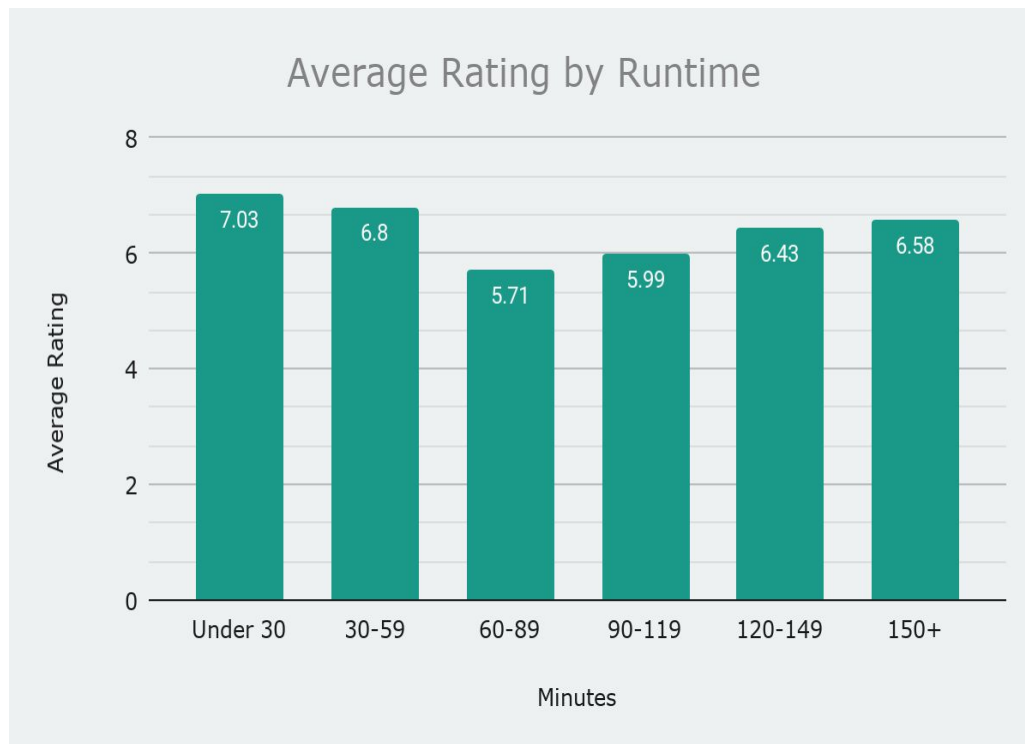
- IMDb data includes movie titles with information on genres, year, runtime, genres, average ratings and the number of votes
- The Numbers data includes production budget, domestic and worldwide gross

# Results

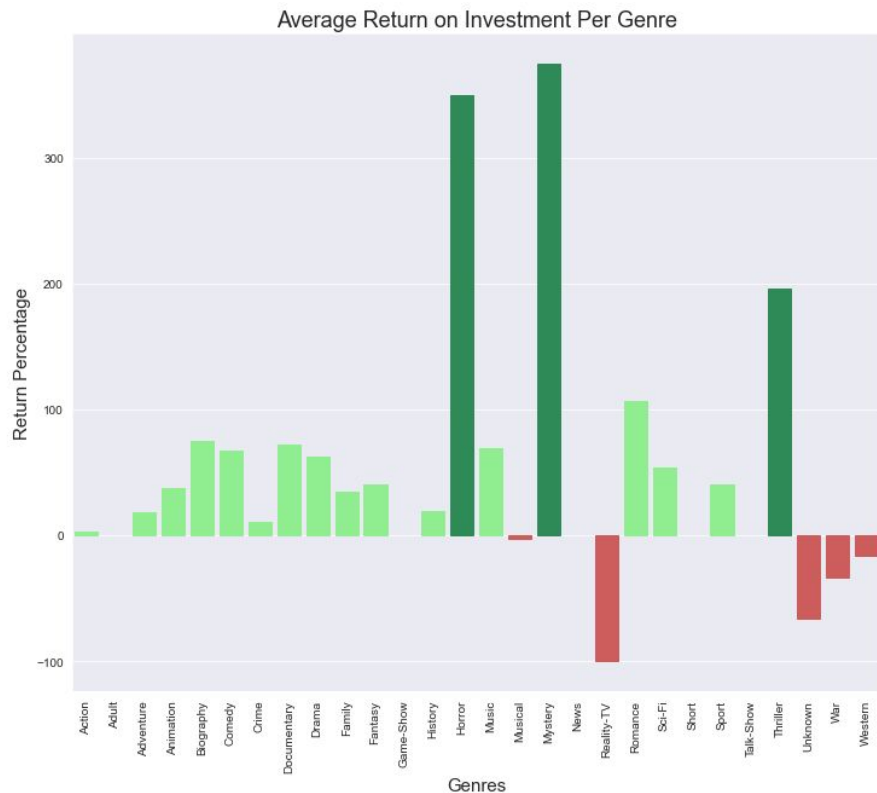


# Results

- Very short, above average/longer runtimes have higher ratings



# Results



- Movies in Horror, Mystery and Thriller genres have the highest overall ROI on average
- Reality-TV has the greatest overall loss on average



# Conclusions

- Prioritize News, Documentary, and Biography movies for higher average ratings
- Consider runtime when producing specific type of movie
- Leverage movies in Horror, Mystery, and Thriller to make a greater return on investment

## Next Steps

- Additional data on demographics of audience for movies that are highly rated
- Better prediction of ratings in correlation to runtime
- Predicting success of movies based on different markets

# Thank you!

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