

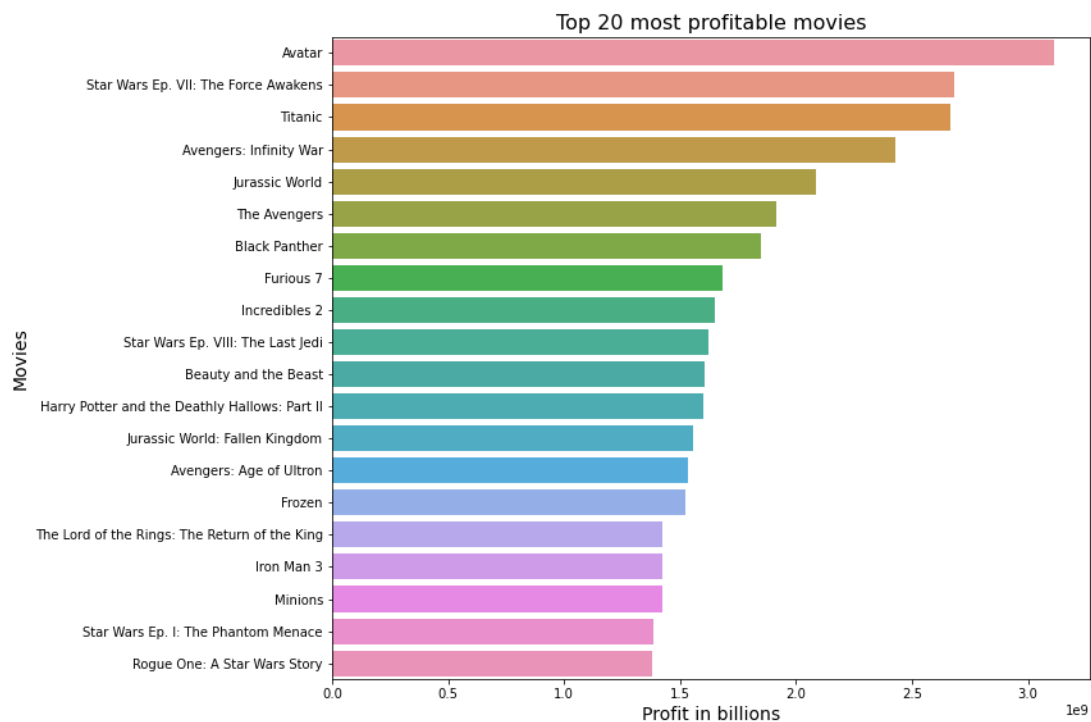


Business Problem

Helping Microsoft explore the types of films doing the best at the box office, find insights that help the company to create a profitable new movie studio

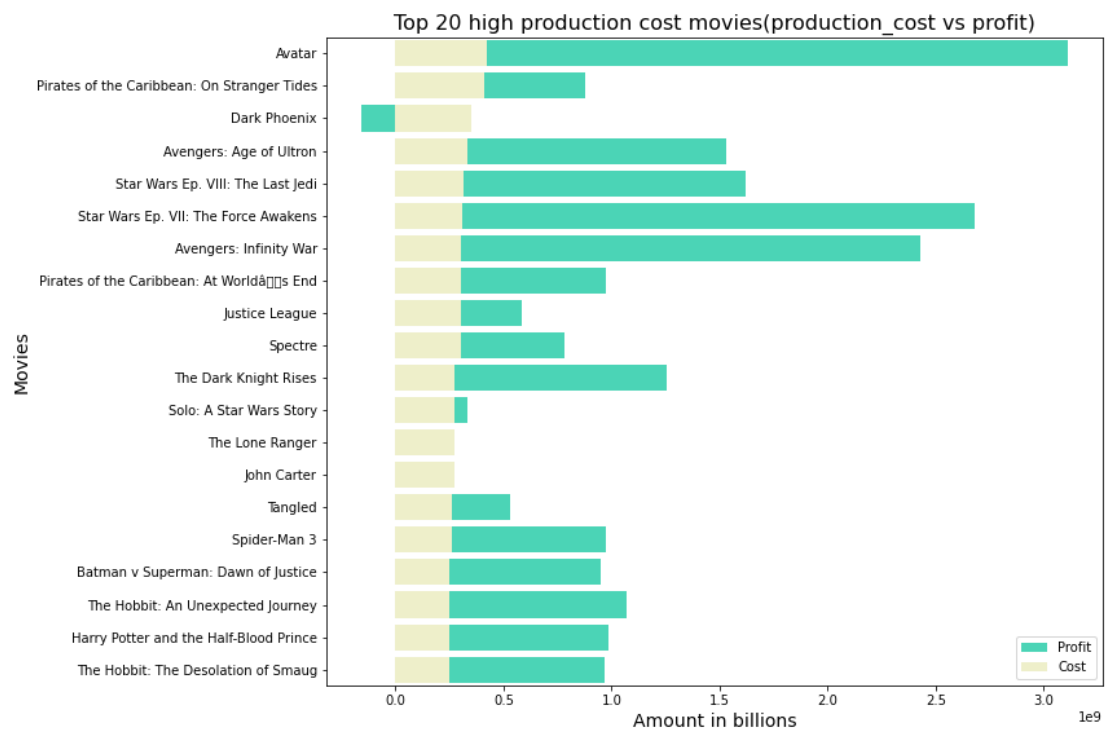
1. Check Top Movies(profitability)

The company needs to look at the movies that have the highest profitability and check what genre they were, the directors and actors in that movie. Depending on their budgets, a deeper analysis can be conducted on which type of movies can better suit them.

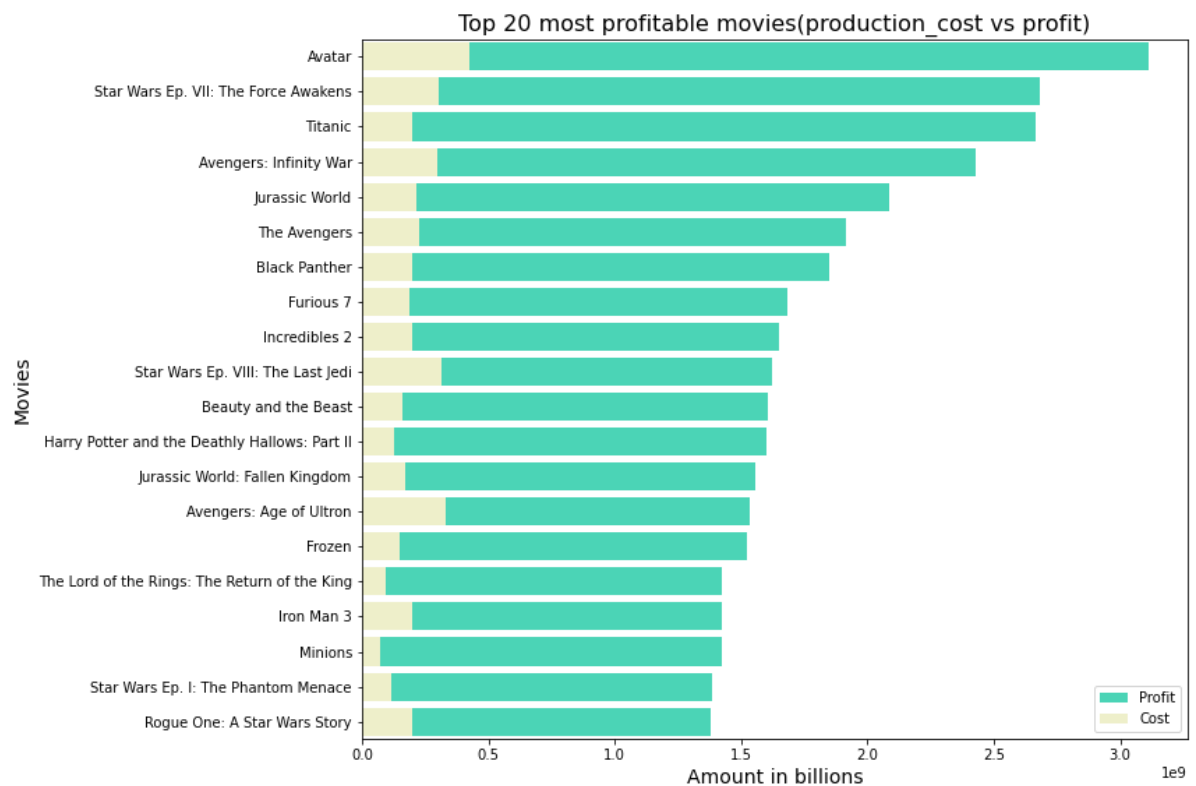


However, higher production budgets don't necessarily translate to higher profits as can be seen from the following:

- **Top 20 highest production budget movies with their profits**



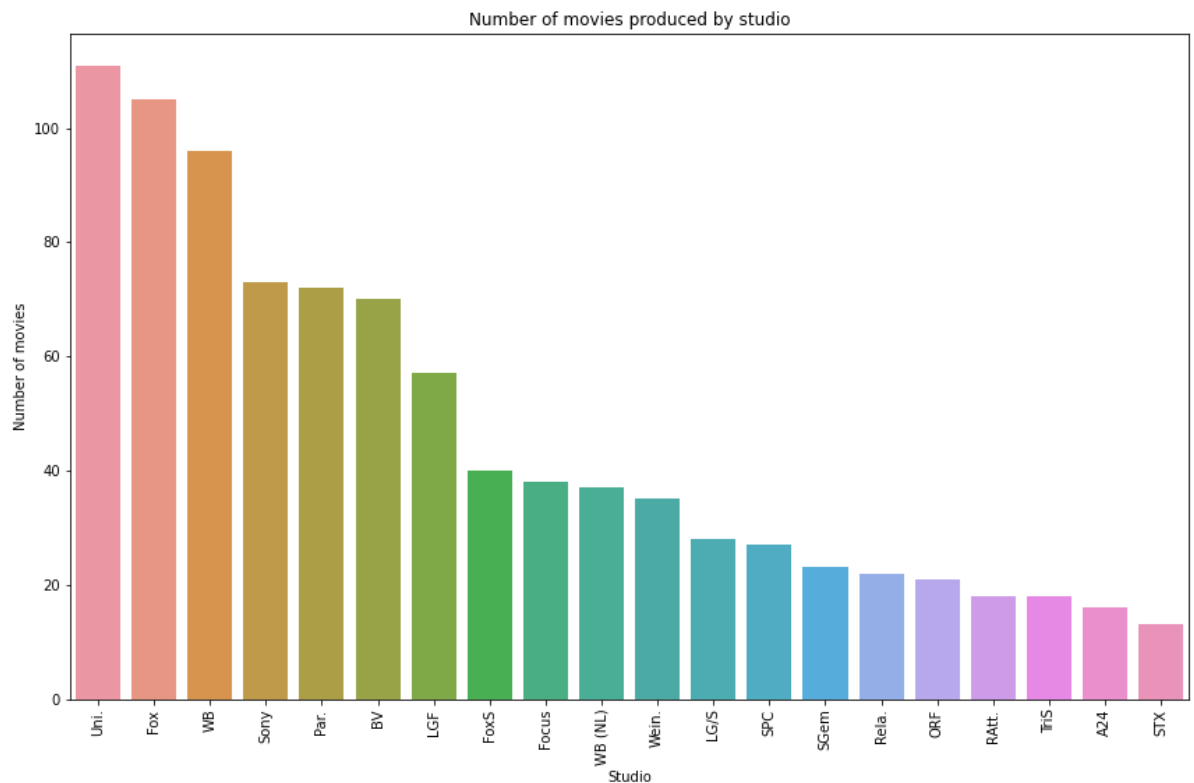
- **Top 20 profitable movies with their production budget**



Only 5 movies-Avatar, Avenger: Age of Ultron, Infinity Wars, Stars Wars: The Last Jedi, The Force Awakens, appear in the list of high production budgets and most profitable.

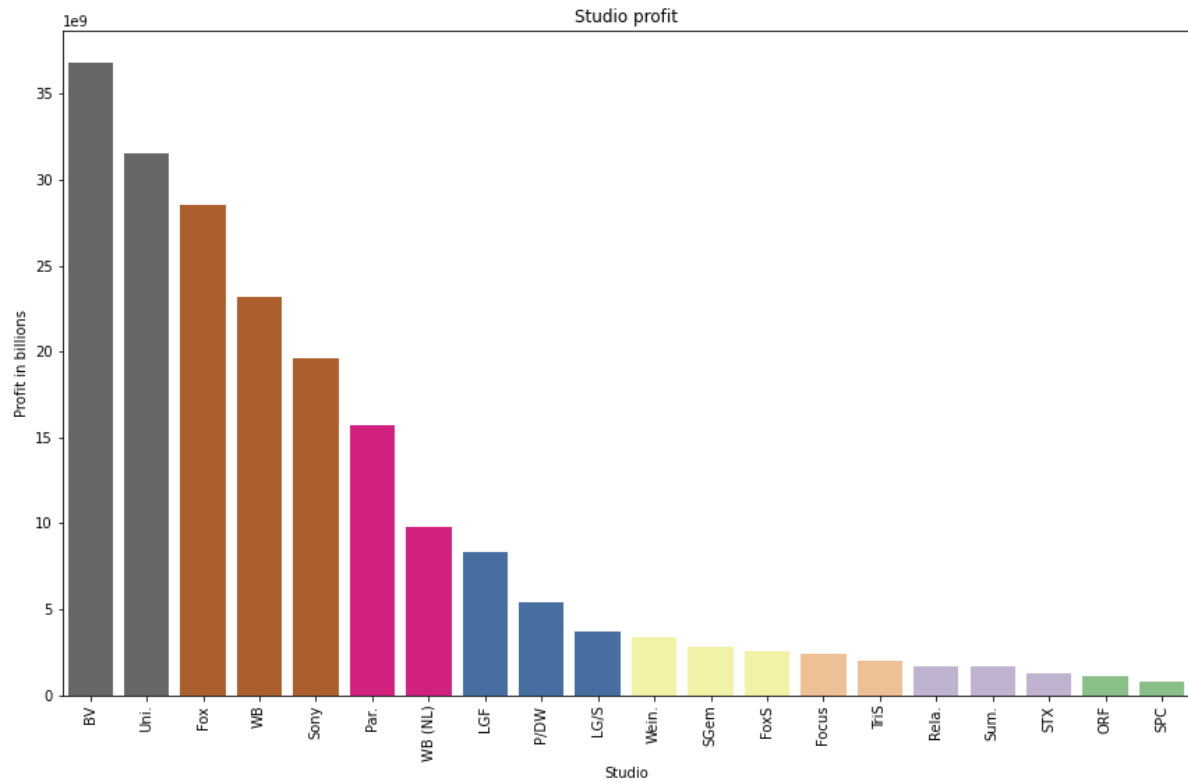
2. Check out existing studios(competitors)

- **Top studios by movie numbers**



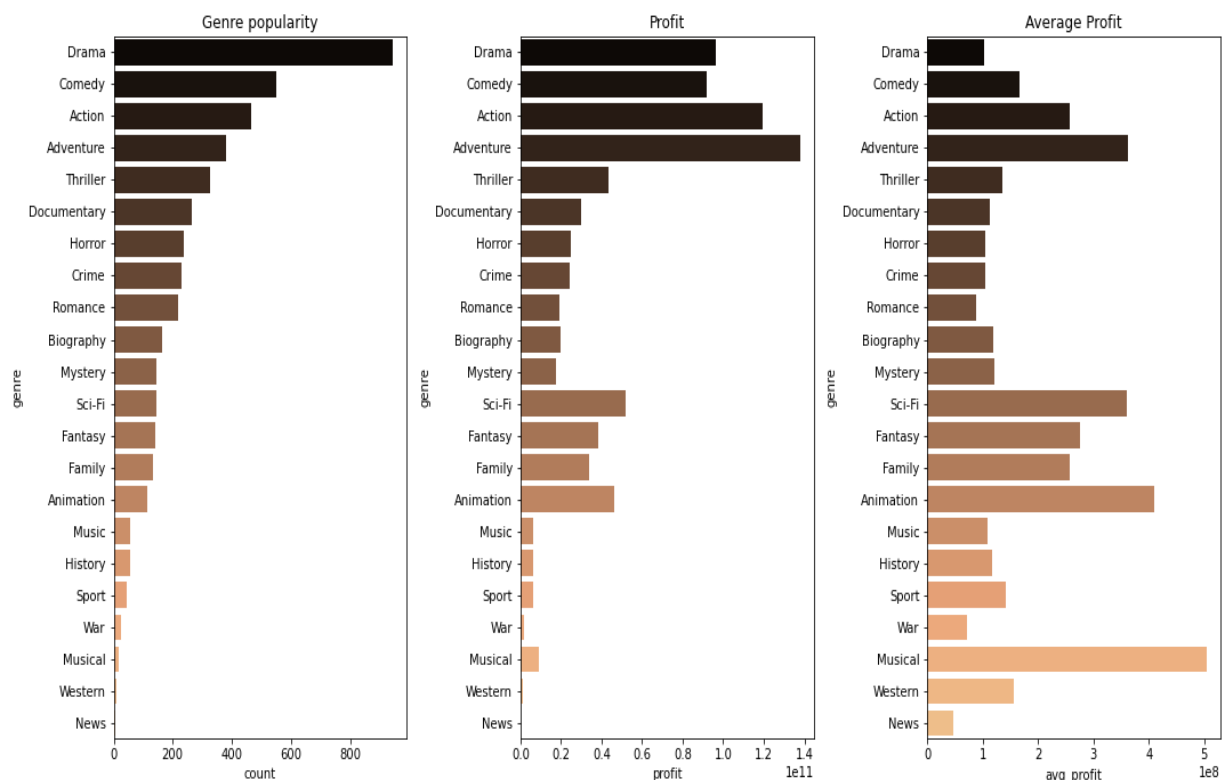
Top 5 studios by movie numbers-Universal, Fox ,Warner Bros, Sony, Paramount . Those are the top competing studios

- **Top studios by profitability**



Surprising, BV studios are highest in profit considering they are not among five highest in movie numbers. That is a point of interest

3. Which genres to concentrate on

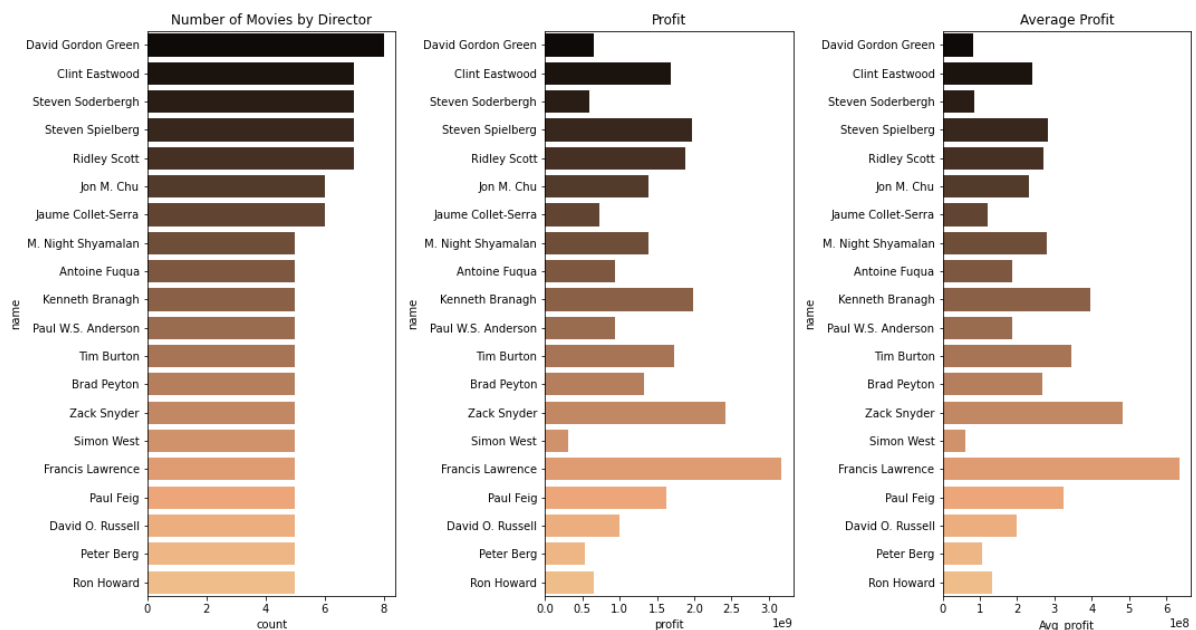


Adventure and Action have higher profits despite them being not as popular as Drama and Comedy. Also Animation, Musical and Sci-fi seem to have high average profits too. So a combination of Adventure, Action, Animation and Sci-fi with some bit of Drama, Musicals and Comedy would make good profits if well directed.

Further analysis can be conducted on the change in profitability of the top 5 genres over time

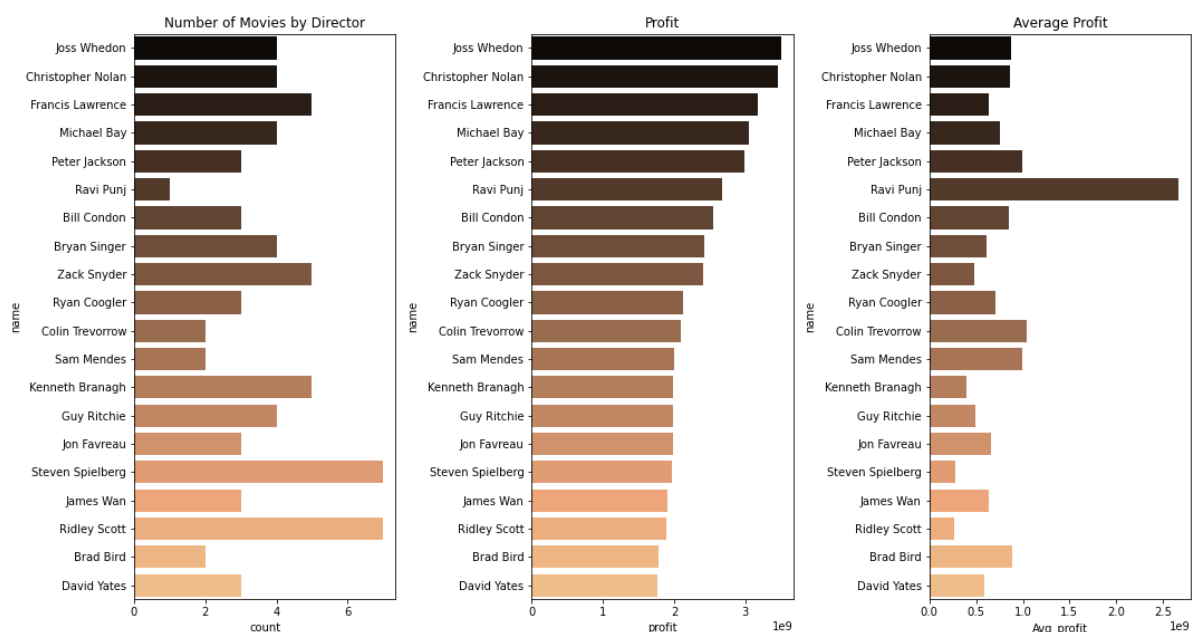
4. Who are the top movie directors

- Top directors by movie numbers and their profits



Directing many movies does not necessarily translate to making highest profits as can be seen from the charts, the first and third directors have high number of movies but less profits. Likewise, from the 8th director onwards, they have same number of movies but different profits some with higher and others lower. Directors Francis Lawrence and Zack Snyder are a point of interest due to their high profits

- Top directors by profitability



As the chart shows, top most high profit directors have directed ≤ 5 movies. Top recommended directors are Joss Weldon, Christopher Nolan, Francis Lawrence, Michael Bay, Peter Jackson. Ravi only has 1 movie so it is not enough to determine his probability of making high profits given more movies