



Microsoft Movie Analysis

Flatiron School: Module 1 Project

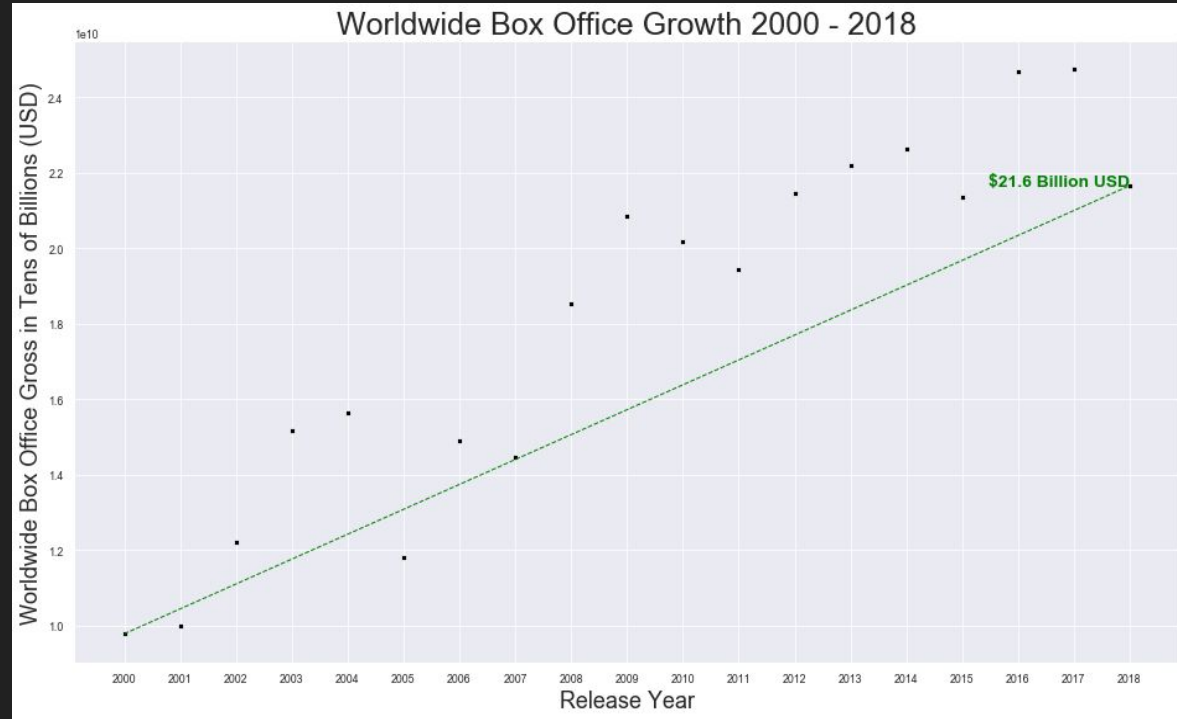
By: William Newton

Data & Methodology

- Obtained Box Office Gross data from [TheNumbers.com](https://www.the-numbers.com/)
- Obtained Movie Crew and Genre Information from [IMDB.com/datasets](https://www.imdb.com/datasets)
- Focused my attention to data that met this criteria
 - Movies released in the last 20 years (2000 - 2018)
 - Excluded 2019, because data was incomplete
 - Movies made in the US
- Focused on the movie businesses' ROI
 - Money in and money out for Microsoft

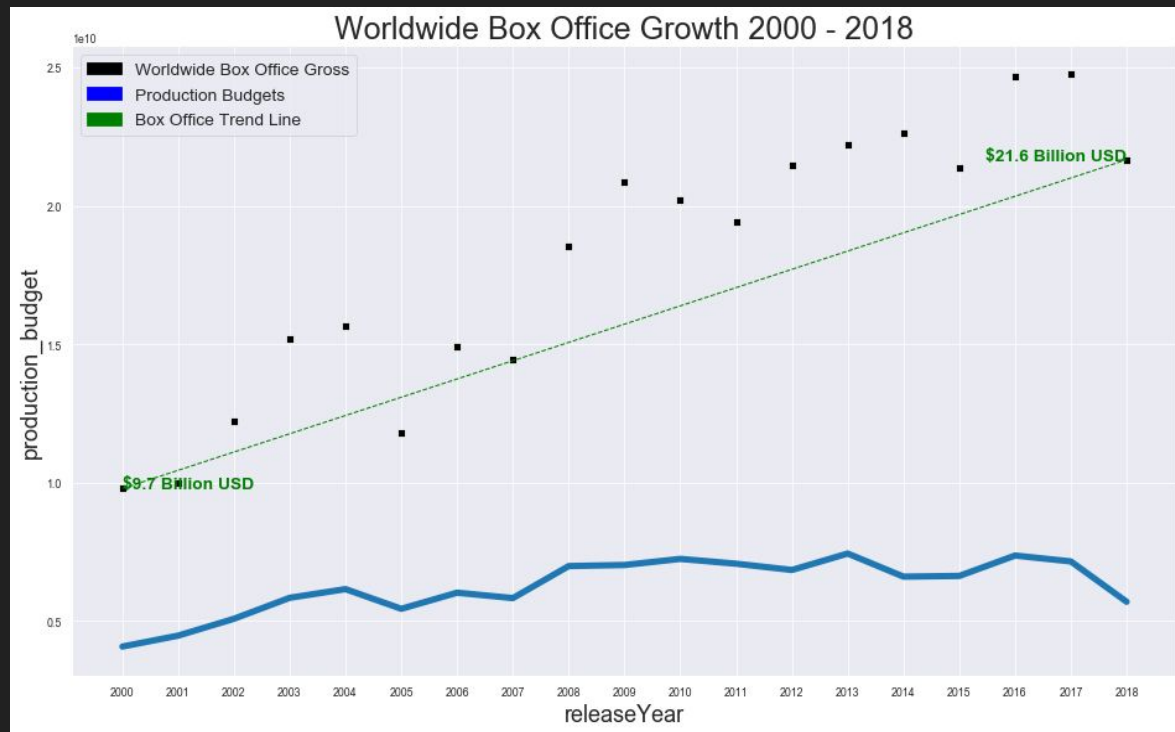
The Current State of Movies

- The global box office has grown **121%** from 2000 - 2018



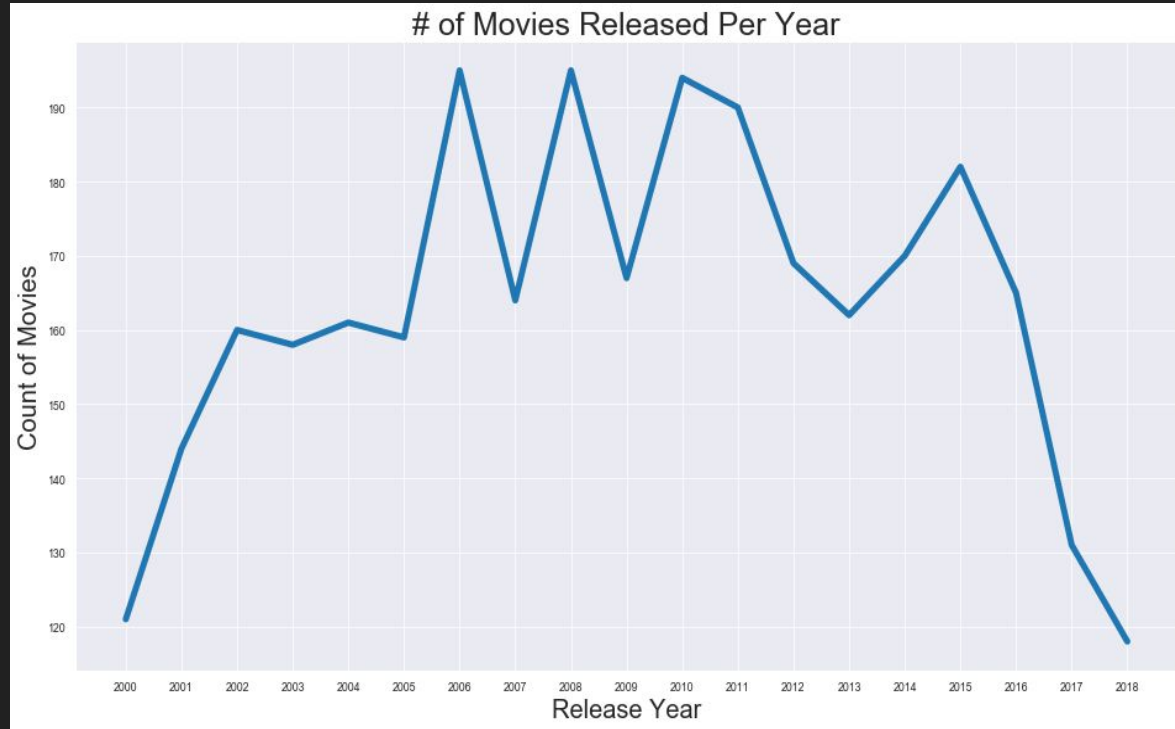
The Current State of Movies

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- Despite this rise, production budget totals have not increased at the same rate: 40%



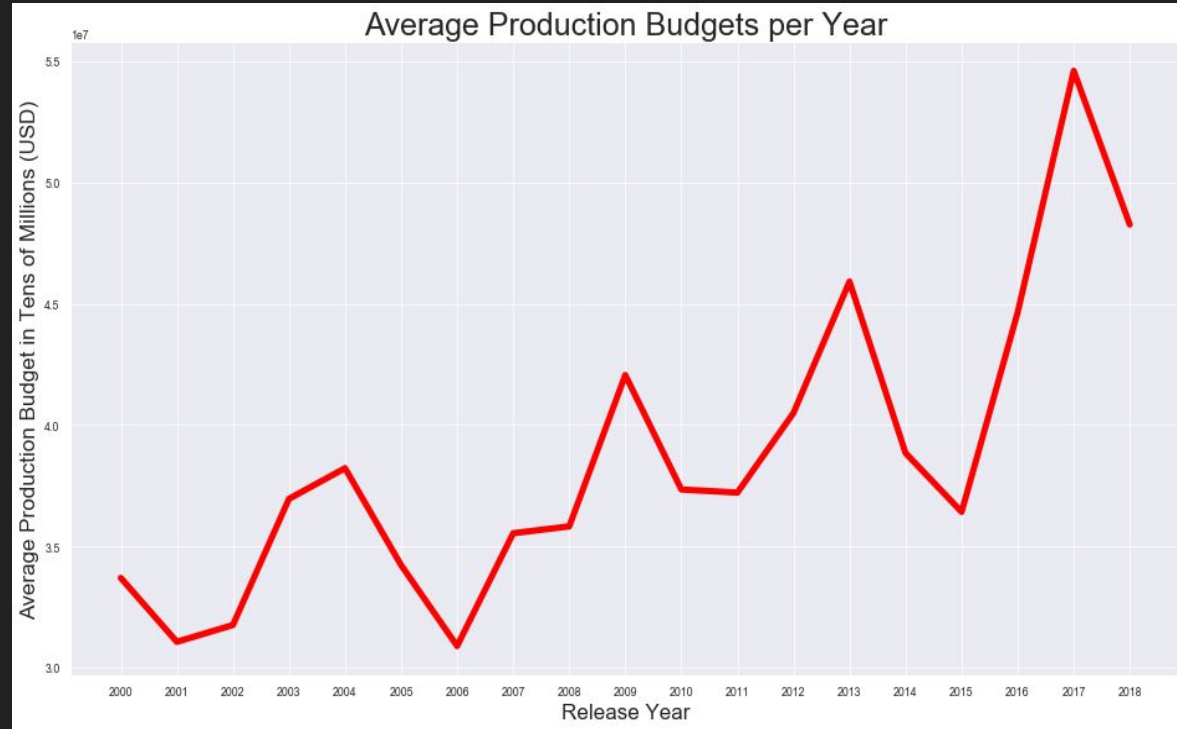
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The Current State of Movies

- The global box office has grown **121%** from 2000 - 2018
- Despite this rise, production budget totals have not increased at the same rate: 40%
- Change has occurred in the decrease of movies released -2%
- And in the increase in average amount spent per movie: 43%



Why is this?

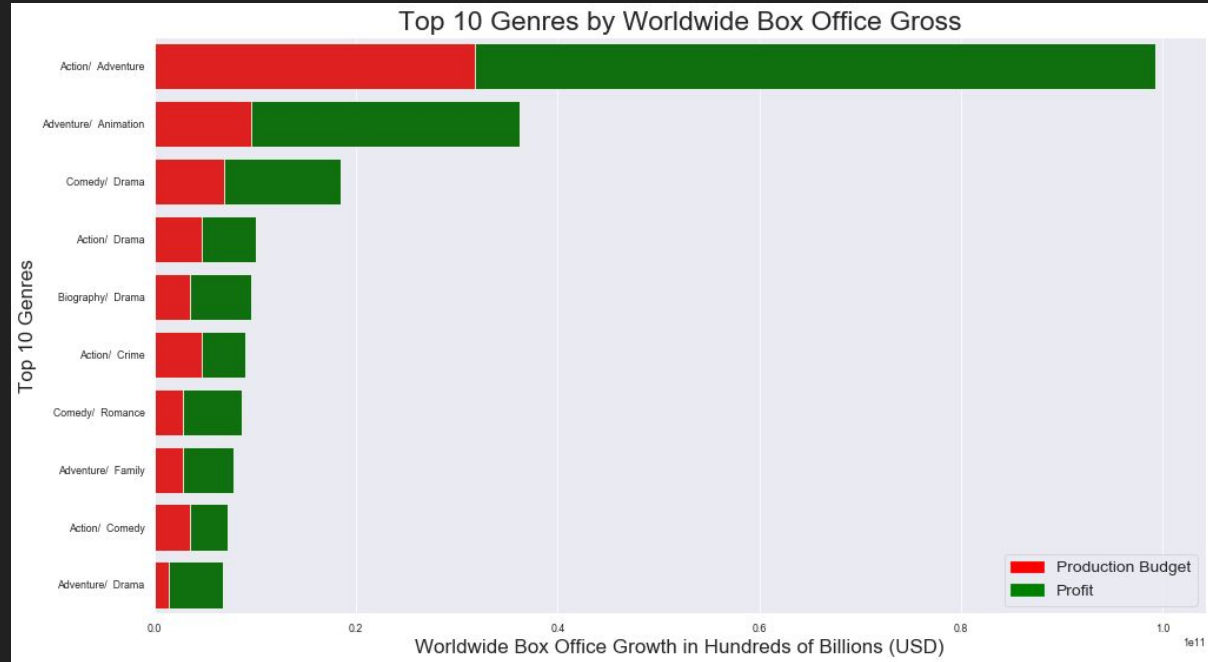
Movie studios are making fewer movies that are targeted at making the most amount of money

How can you benefit from this knowledge?

Learn from the successes and mistakes of others

Make One of Two Types of Movies

- Action/Adventure and Adventure/Animated films account for 40% of the total box office gross from 2000 - 2018
- Same films accounted for 35% of the total money spent on production budgets

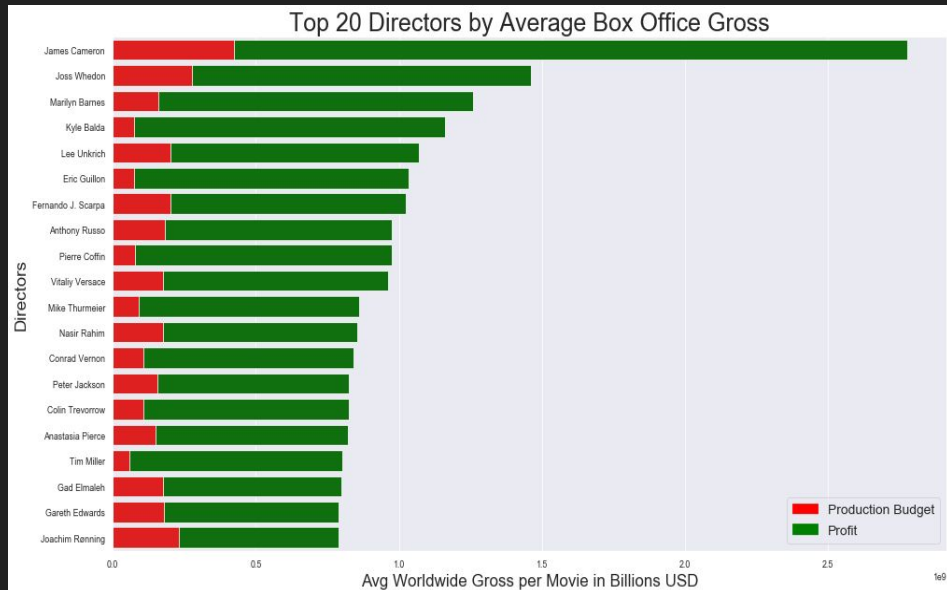


Work with Proven and Consistent Directors

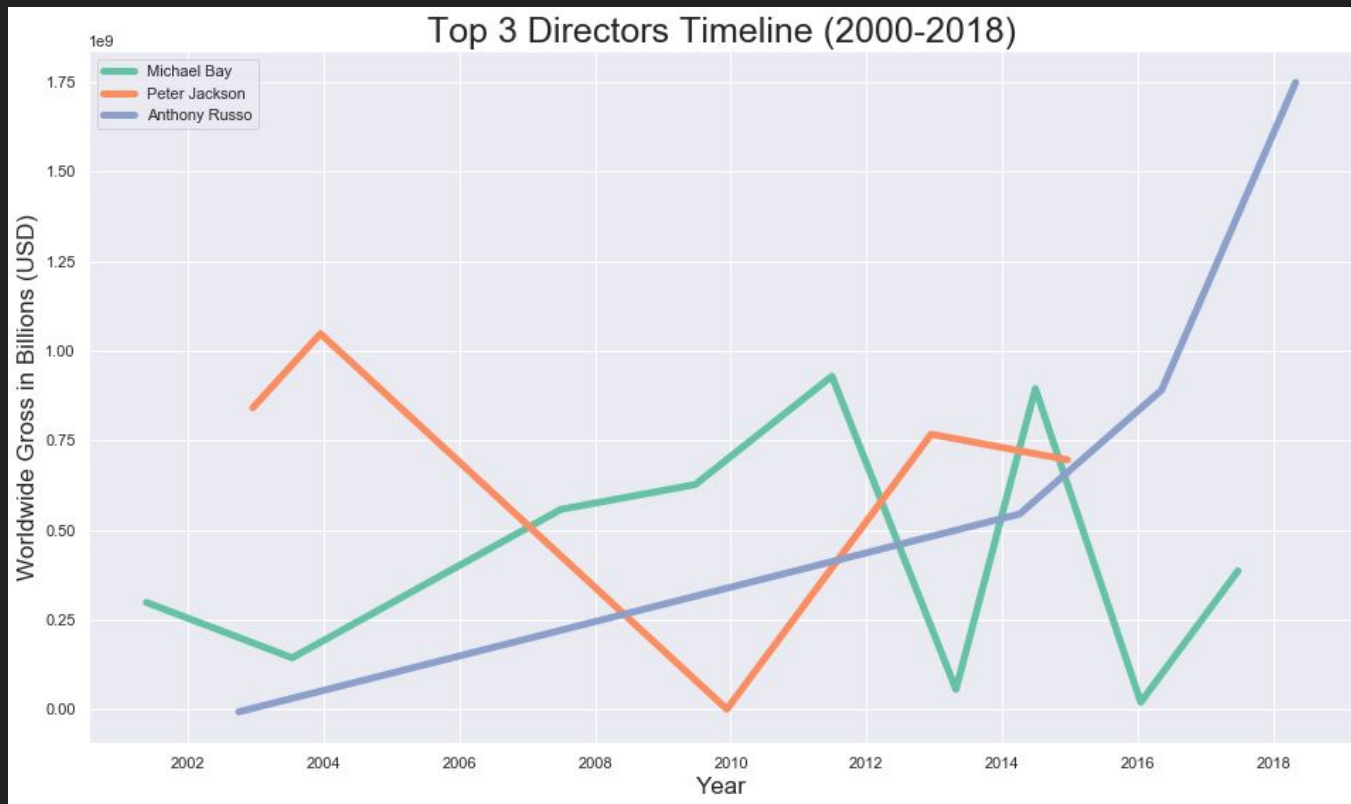
Top 20 Directors by Worldwide Box Office Gross



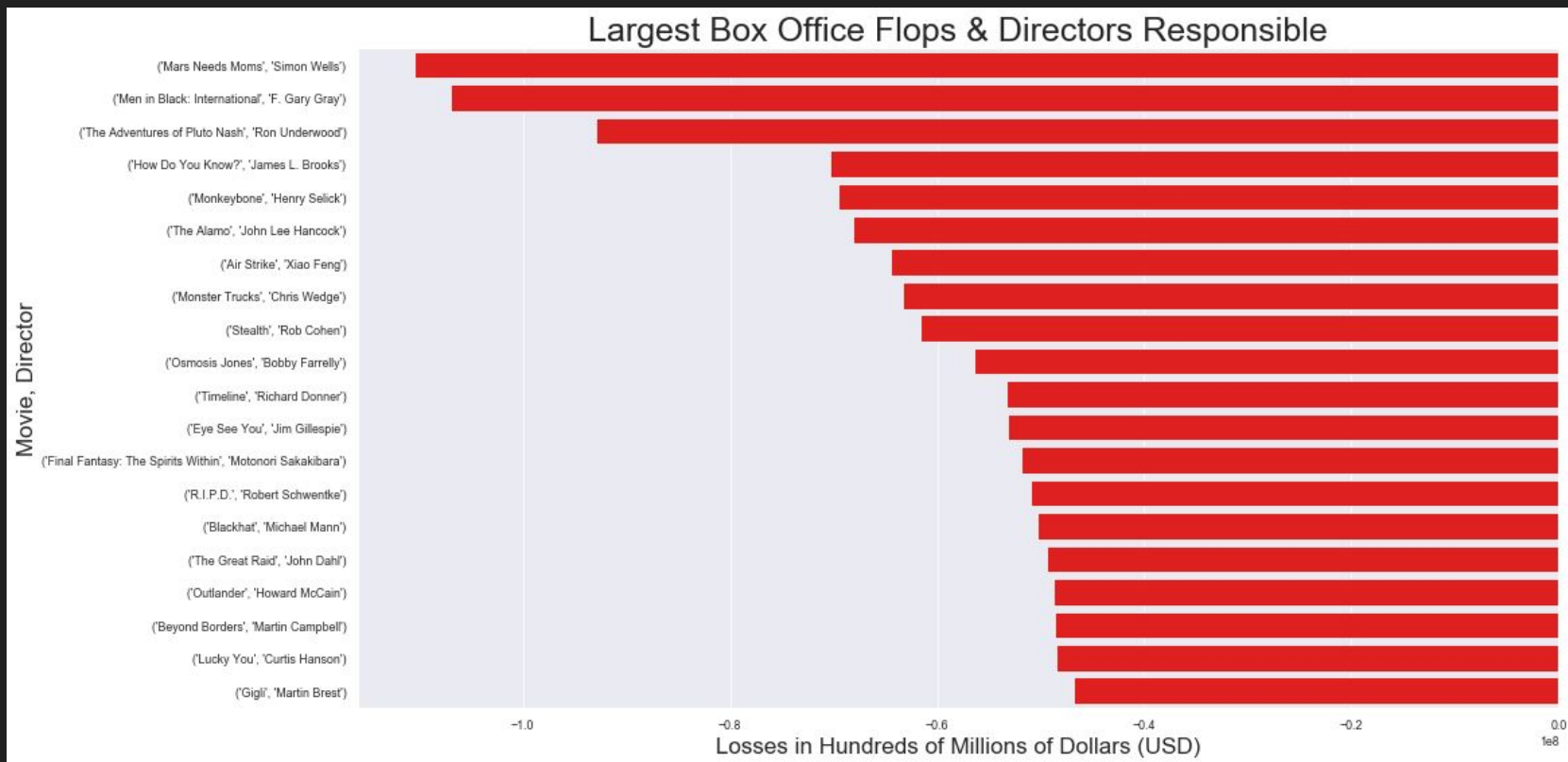
Top 20 Directors by Average Box Office Gross



Hire Directors Who's Careers are on the Upswing

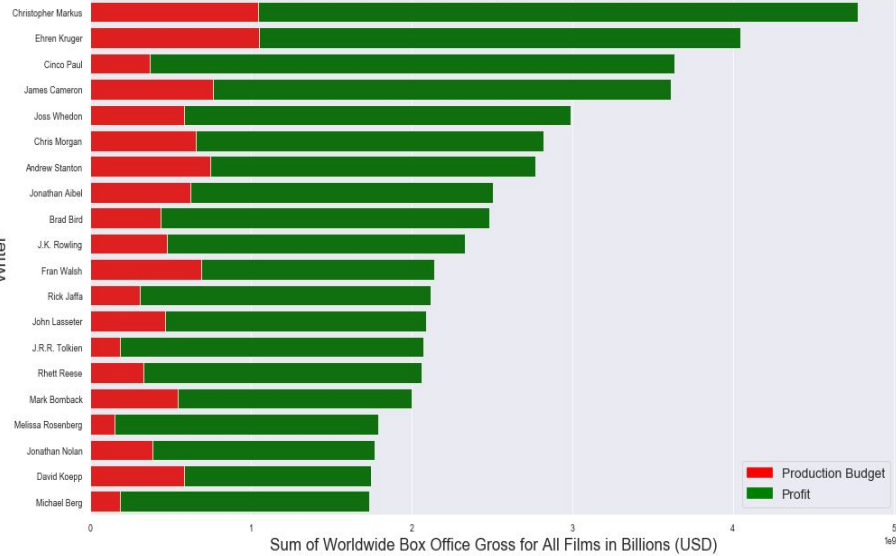


Avoid Working with Directors Whose Movies Flop

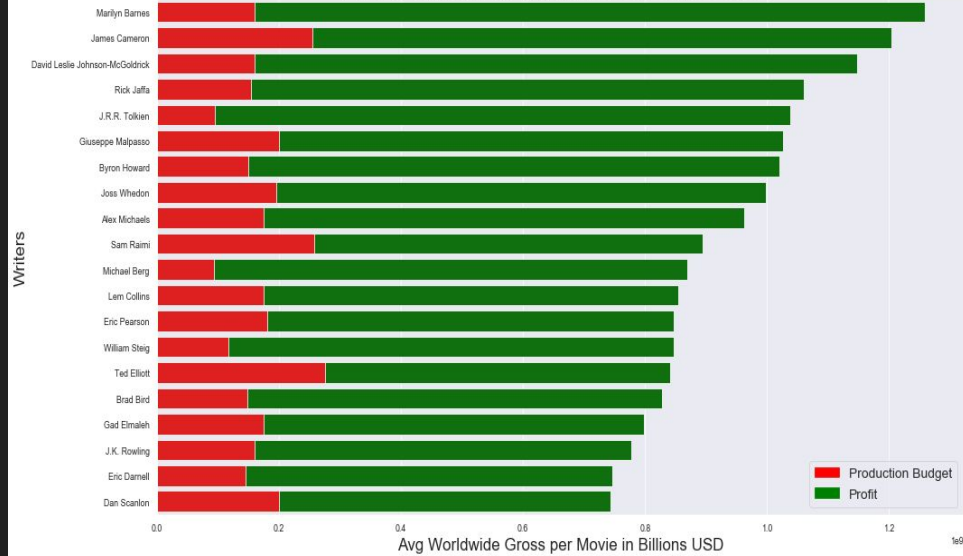


Work with Proven and Consistent Writers

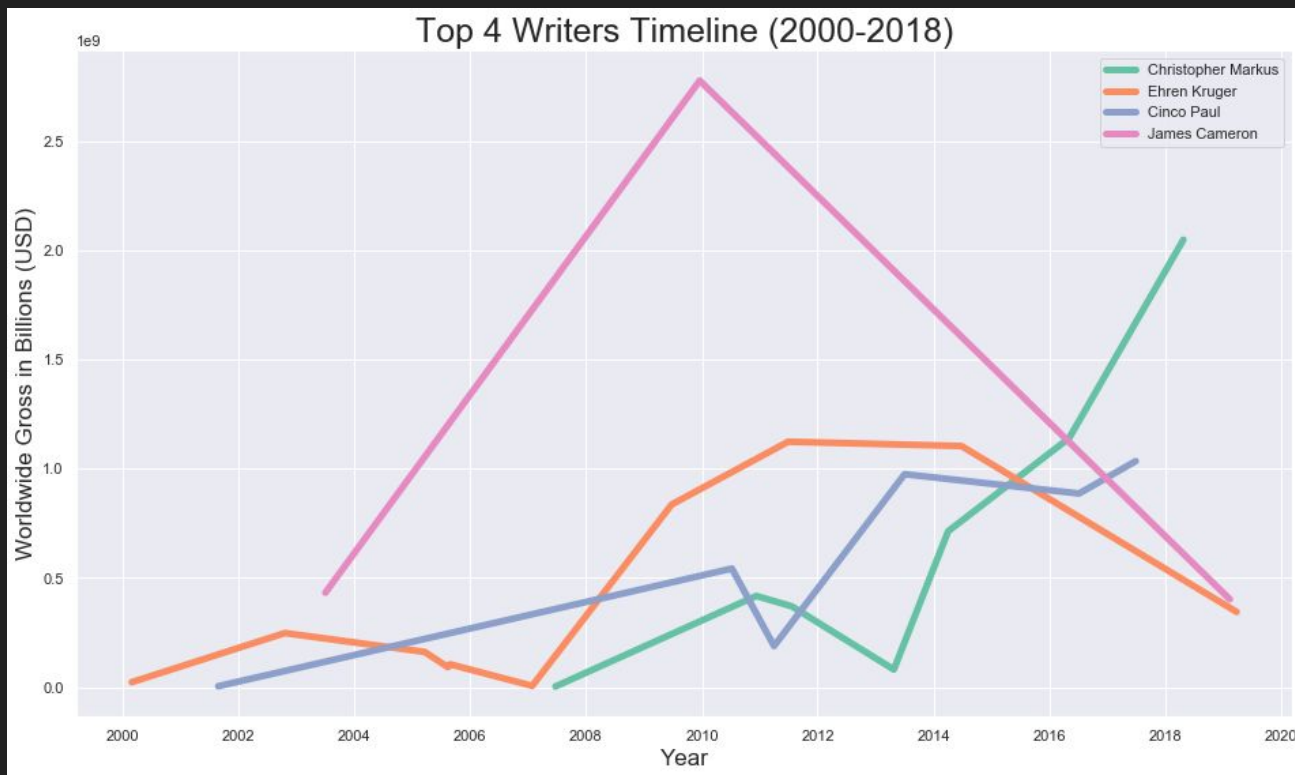
Top 20 Writers by Worldwide Box Office Gross



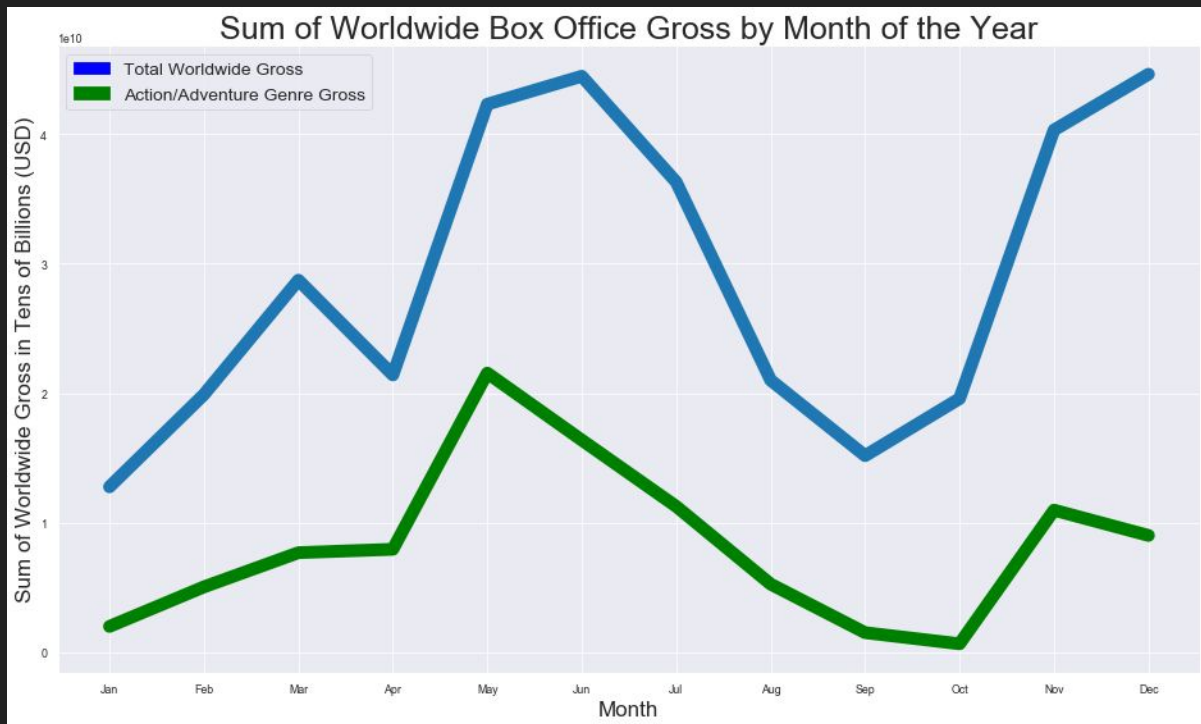
Top 20 Writers by Average Box Office Gross



Hire Writers Whose Careers are on the Upswing



Release Your Movie in the Right Month



Future Work

There is never enough time to explore all aspects of a data set. Below are some additional things I wish I was able to do for this project

- Incorporate streaming titles on Netflix, Amazon Prime, etc. to look into the home streaming market
- Add data from review score aggregator sites like RottenTomatoes and Metacritic
- Get more granular with the datetime analysis to suss out the exact right weeks to release films
- Incorporate statistical modeling that I will learn in the future for this project
- Do more research into how the current studio system operates

This additional information could have added additional value and insights into business problem proposed by the prompt.

Thank you for your time and I look forward to working with you in the future!