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Microsoft Movie Studio

Movie Studio Launch:
A Recipe for Profit

Analysis for Microsoft

- Business Context
- Process & Methods
- Data
- Results
- Conclusions
- Future Considerations
- Contact Information

LETS GET STARTED

$26 Billion

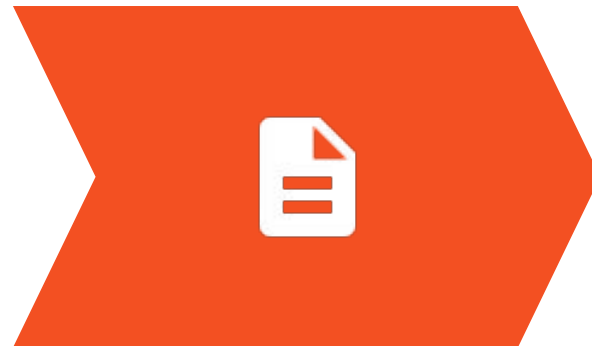## Recorded from Global Box Office in 2022

- Top revenue generating industries

- An industry reinventing itself post-pandemic

- Tech giants are now in the movie market

- Box office ticket sales: a recognized market evaluation

Process

STEP 1
Selecting the right data

Two sources
- The Numbers
- IMDb

STEP 2
Defining success metrics

Main metric
  1. Profit
  1.a. > $500 M
Variables
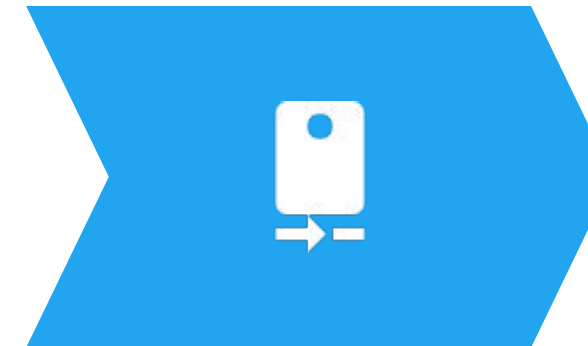 a- Genre
  b- Runtime
  c- Casting

STEP 3
Preparing data

- Combining data
- Turning numbers as numeric
- Cleaning text
- Removing unnecessary fields

STEP 4
Data Analysis & Methods

Methods
  - Histogram
  - Groupby
  - Median
  - Pearson's Correlation
  - Many to Many Relationship
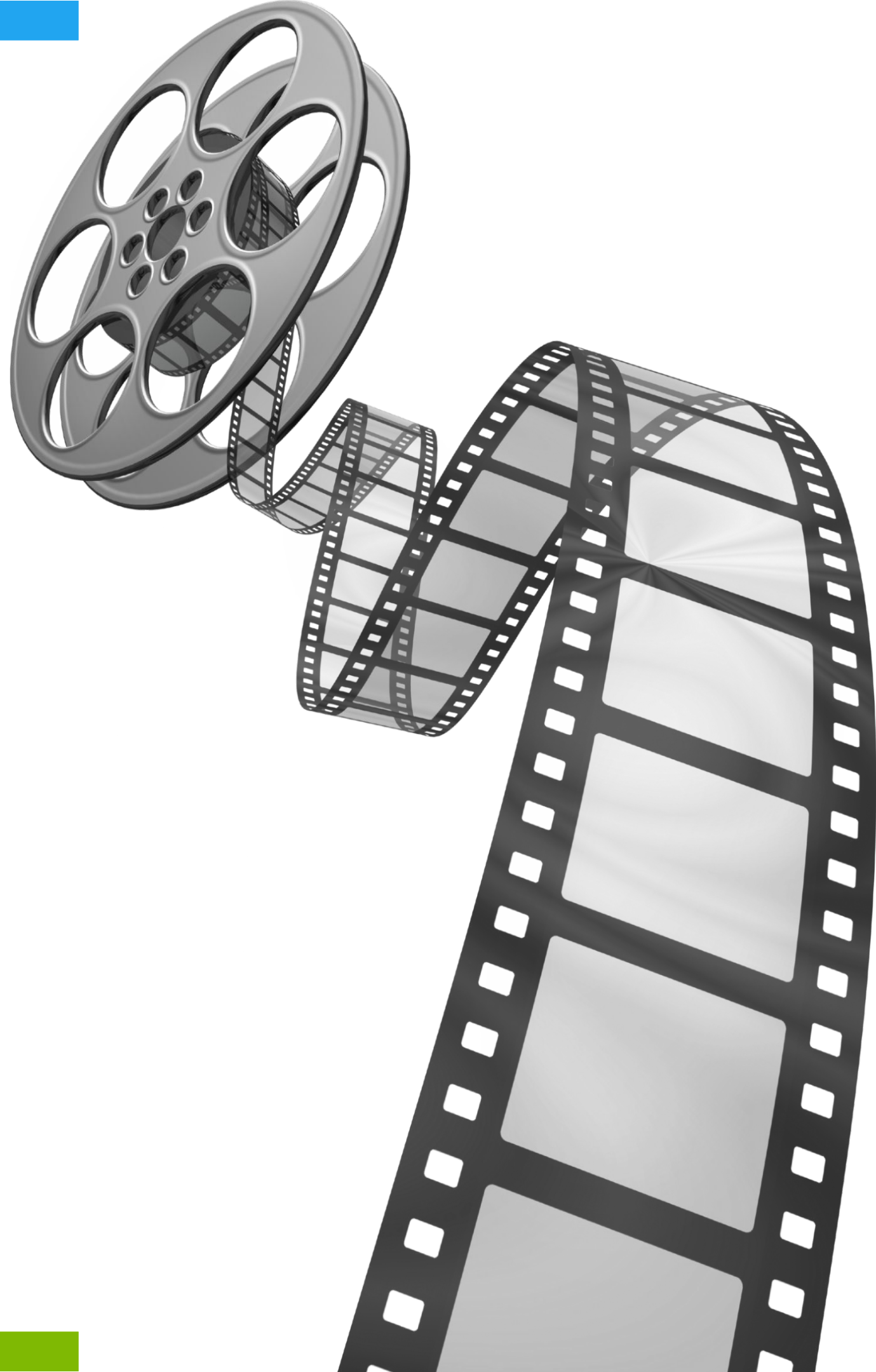 - Seaborn's Visualization

STEP 5
Results

Most profitable
- Genre
- Runtime
- Actors

Data

Two main sources of data were chosen:

1. **The Numbers**

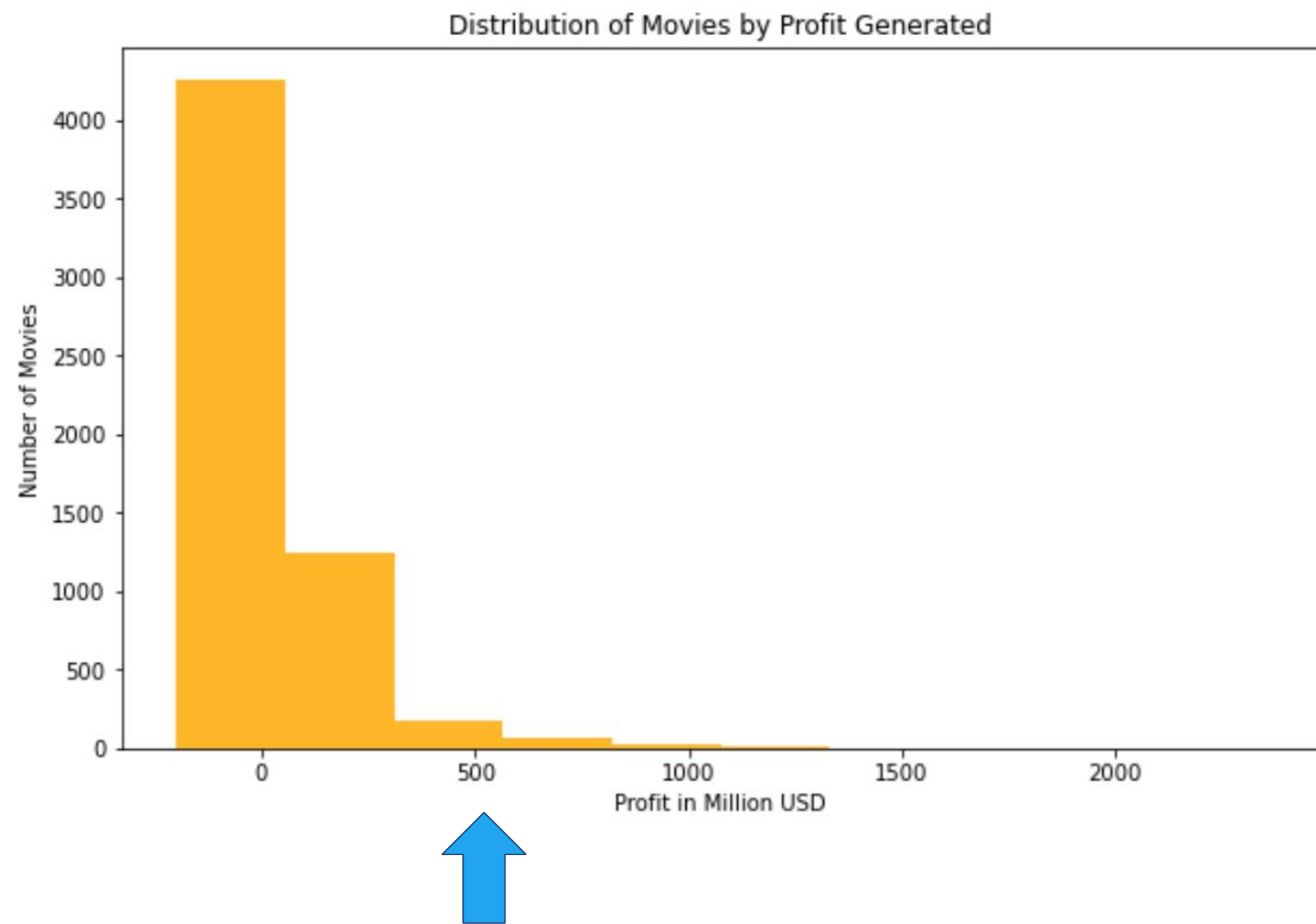   Movies' key metrics of performance and descriptions

2. **IMBd**

    a. Basic information

        i. movie title, genres, release dates, runtime

    b. Movies' stakeholders

    c. Stakeholders' names and professions

Targeted Profit:
$500 Million And Up

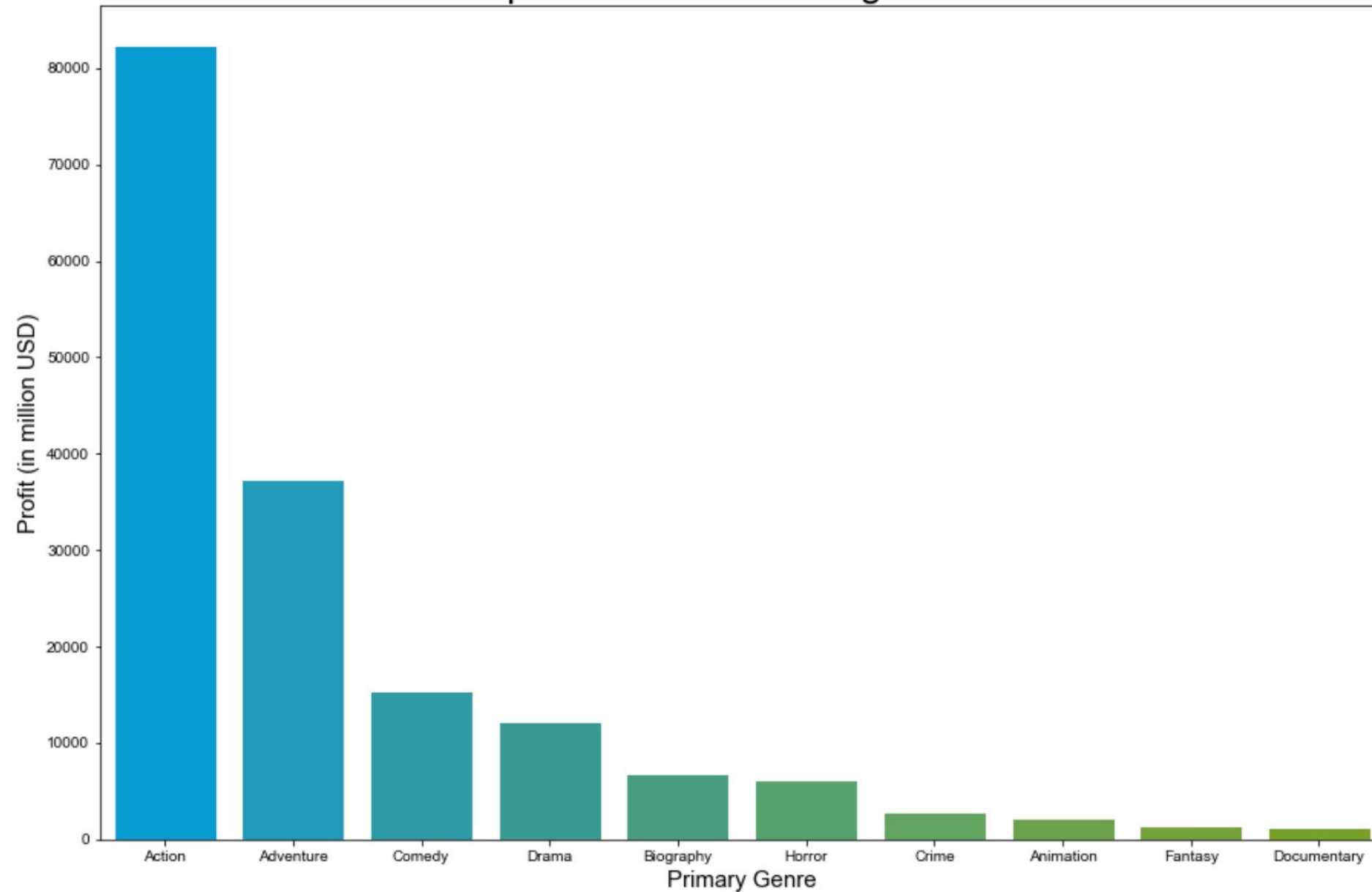Distribution of Movies by Profit Generated

$500 million is the threshold determining success

- The number of movies reaching this number is reduced
- The analysis was based on these movies
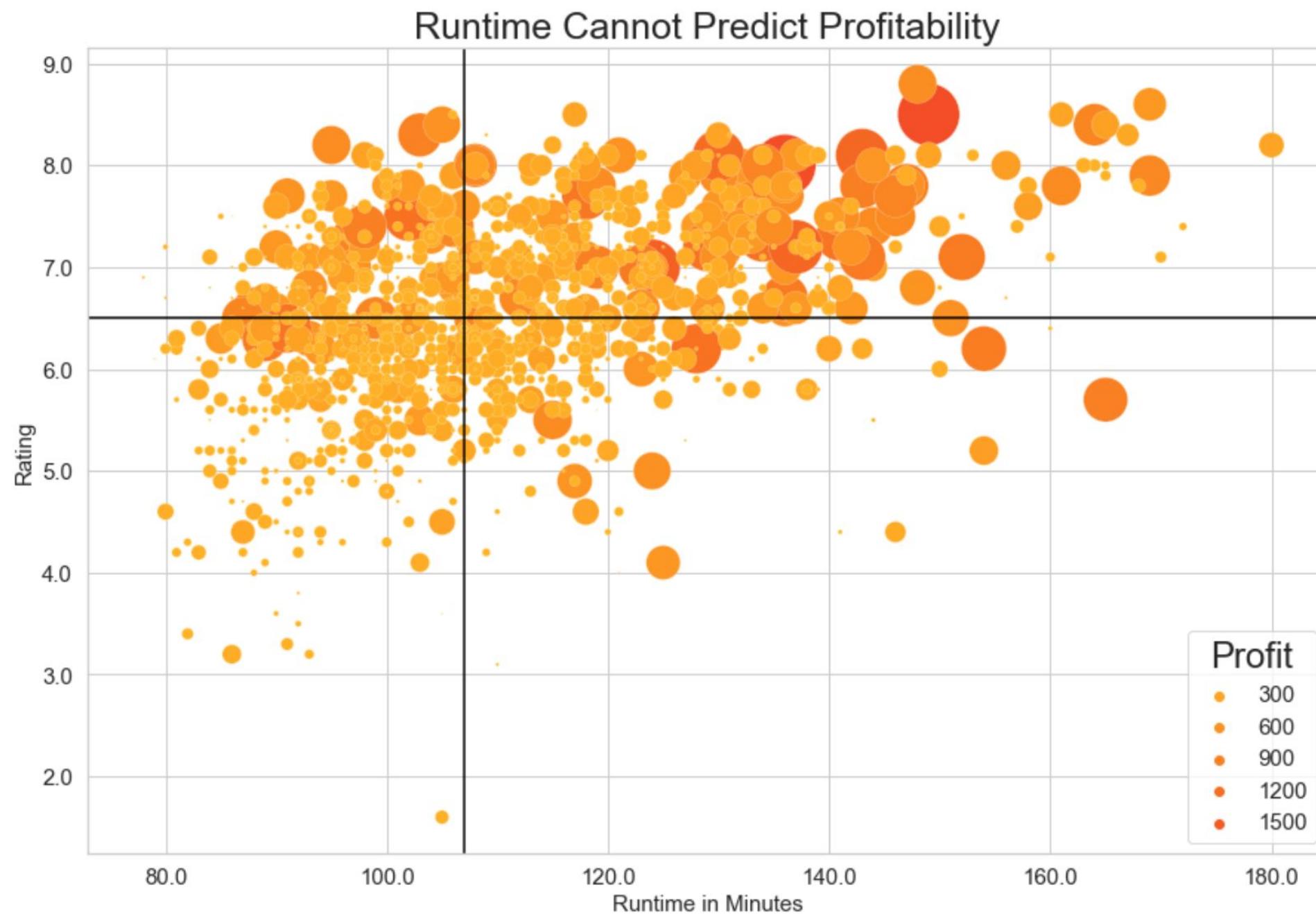
Action Movies Generated The Most Profit

Top 10 Profit Generating Genres

Action movies produced $82 billion in profit from 2010 to 2018

- $45 billion more than the next most profitable genre: Adventure
- $67 billion more than the 3rd most profitable genre:
- Comedy

Runtime Cannot Predict Profitability

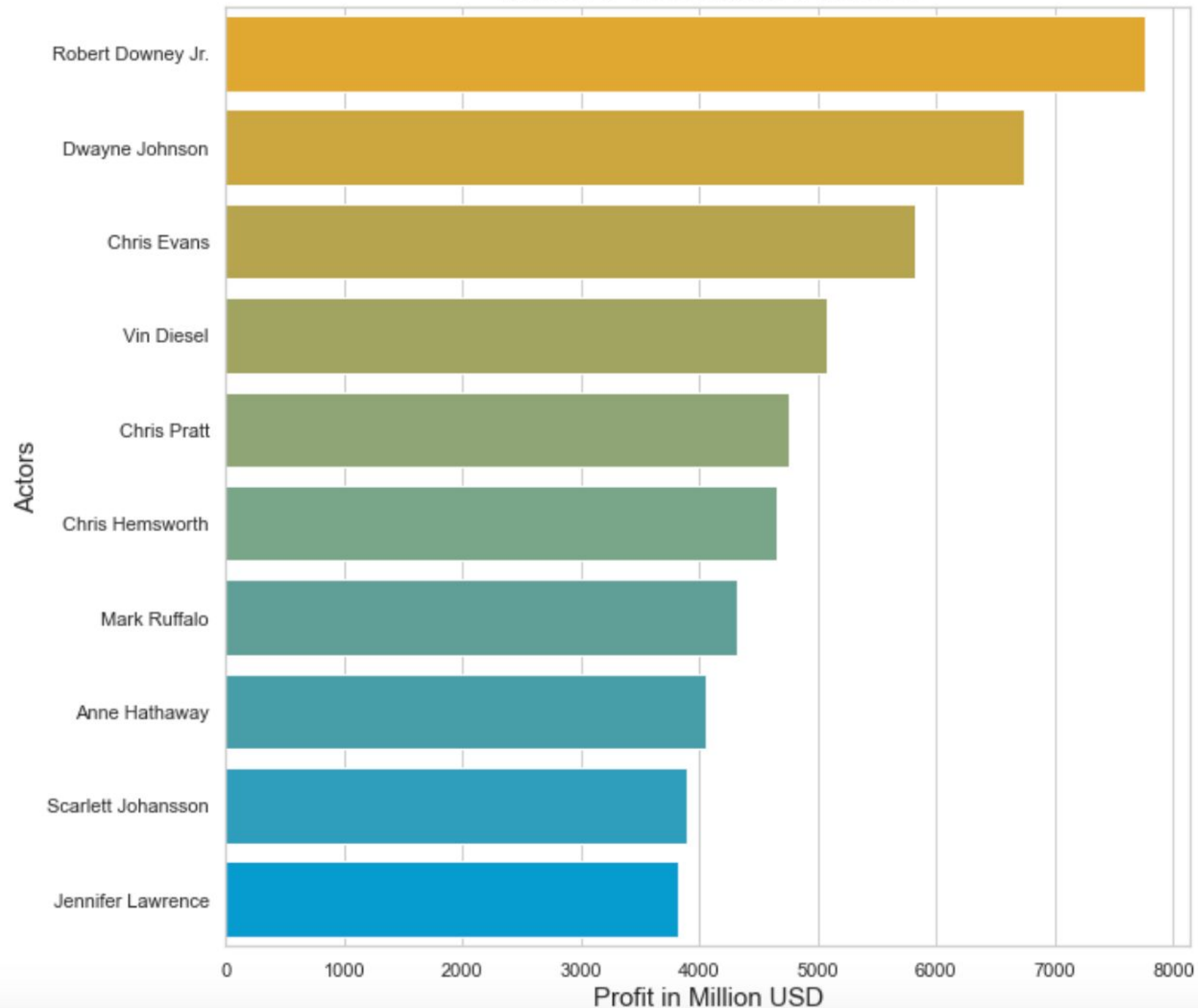Runtime Cannot Predict Profitability

But the median runtime is 107 minutes.

- No strong correlation was found between runtime and profit.
- Movies range from 80 to 170 minutes.

Some Actors Contributed To A Movie's Profit

Most Profitable Actors

Top 10 Actors from 2010 to 2018

- A profit of close to $4 billion and more associated to them

Use with care

- While these actors should be a safe choice to make a successful movie, ensure they star in a genre that fit their image.

Results

The foundation for a profitable movie
would include the following:

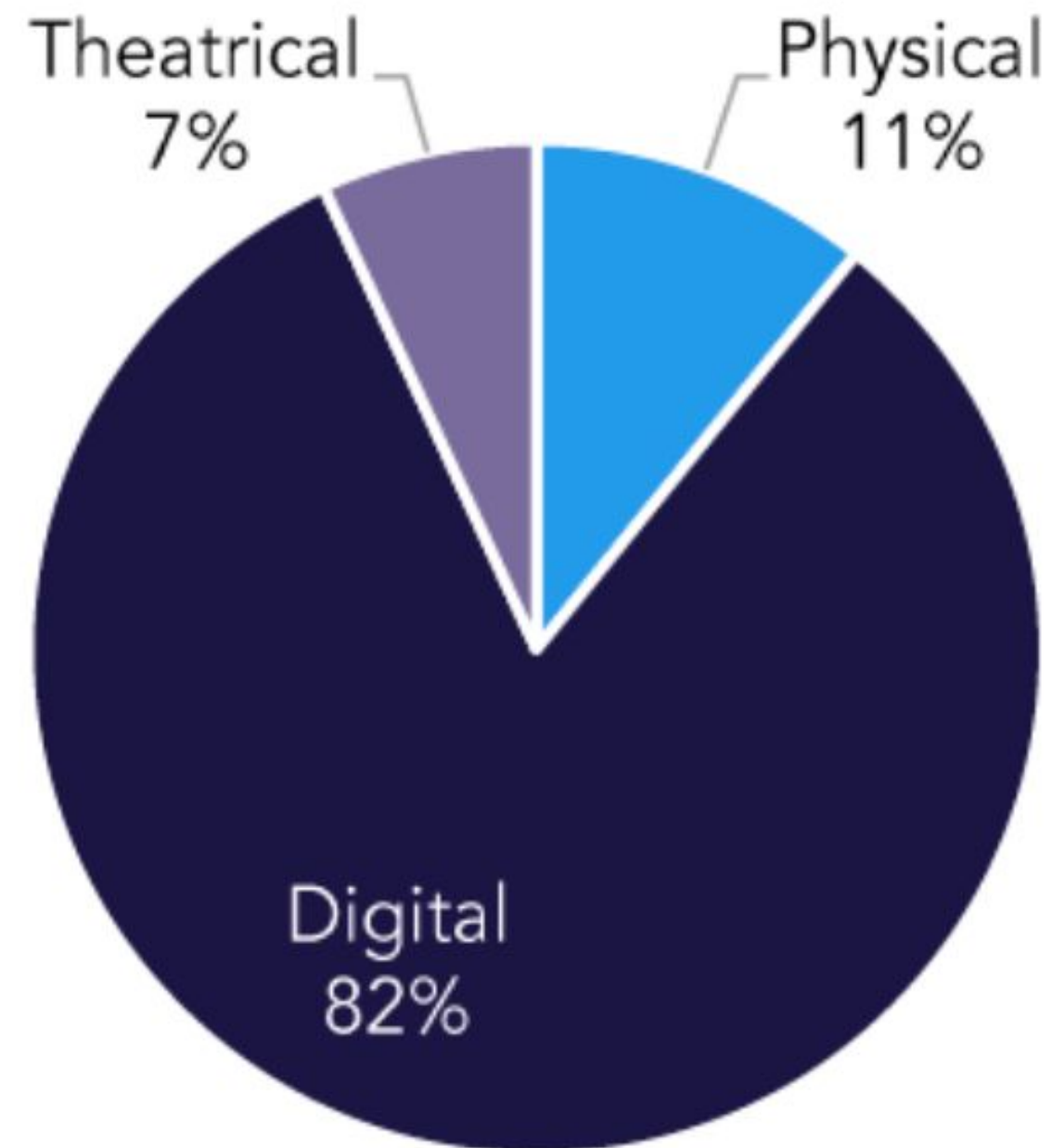| GENRE:

ACTION | RUNTIME:

FROM 80 TO 170 MIN. | CASTING:

ROBERT DOWNEY JR. | → | THE MAGIC MIX! |

Future Improvement Ideas

2020 U.S. Theatrical & Home/Mobile Entertainment Market (US$ Share)

DIGITALISATION & STREAMING

Have grown tremendously since 2020 and an analysis on this data would perfect this analysis

GENRE IDs

May be more precise to match movie titles to their genre to avoid larger, more manual merge

DATES ANALYZED: 2010 TO 2018

More recent box office data would be more precise

NOT THE ONLY REVENUE SOURCE

The analysis is based on box office profits while other source of revenue, even in theatres exist

Contact Information

FOR MORE DETAILS, CONTACT

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Thanks for watching