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Microsoft Movie Studio

Movie Studio Launch: A Recipe for Profit

Analysis for Microsoft

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

LETS GET STARTED



\$26 Billion

Recorded from Global Box Office in 2022

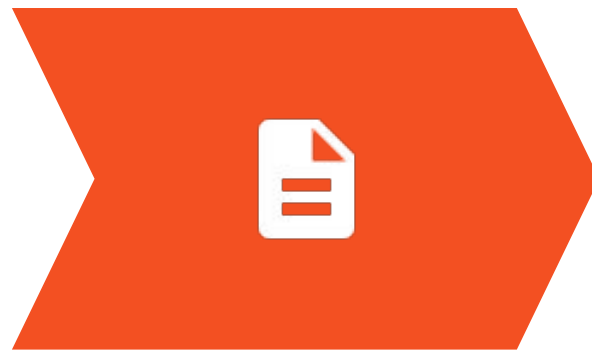
- Top revenue generating industries
- An industry reinventing itself post-pandemic
- Tech giants are now in the movie market
- Box office ticket sales: a recognized market evaluation



Process

STEP 1

Data



- The Numbers
- IMDb

STEP 2

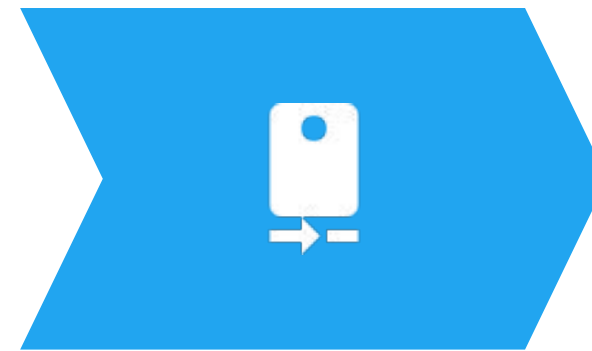
Metrics



- Profit
- Variables

STEP 3

Analysis



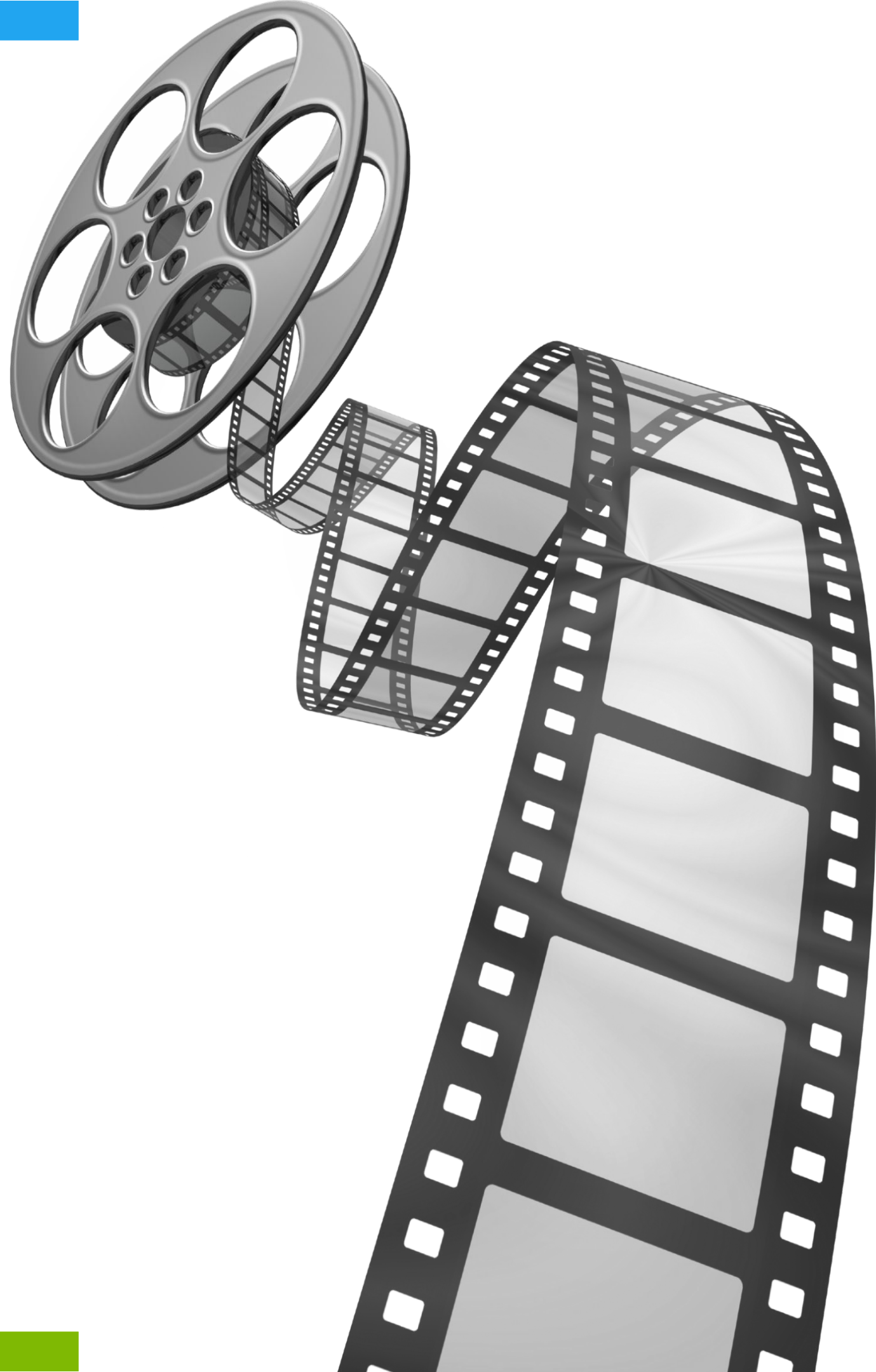
- Cleaning
- Transformation

STEP 4

Results



- Genre
- Budget
- Actors



Data

Two main sources of data were chosen:

1. The Numbers

Movies' key metrics of performance and descriptions

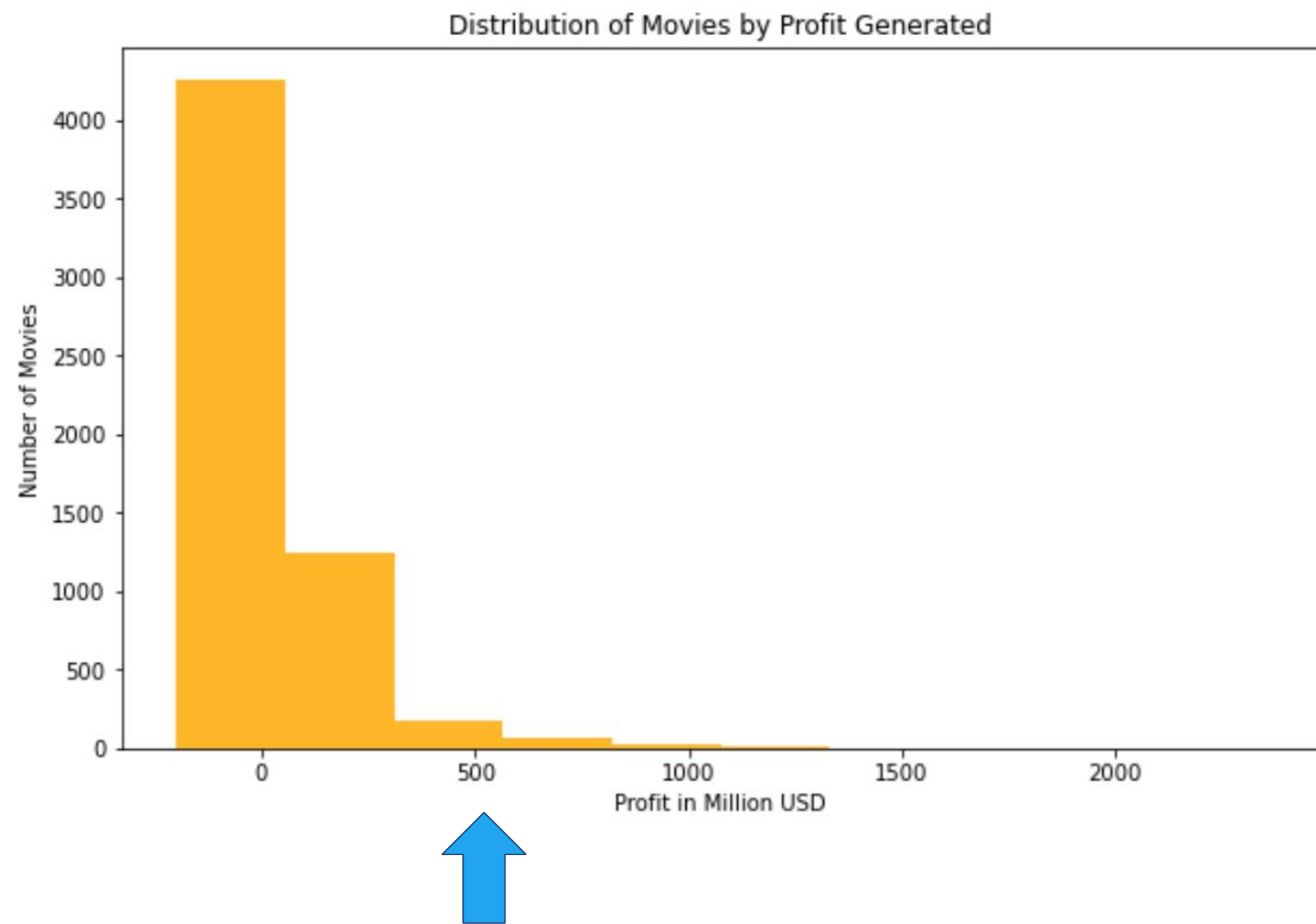
2. IMBd

- a. Basic information
 - i. movie title, genres, release dates, runtime
- b. Movies' stakeholders
- c. Stakeholders' names and professions

THE NUMBERS

IMDb

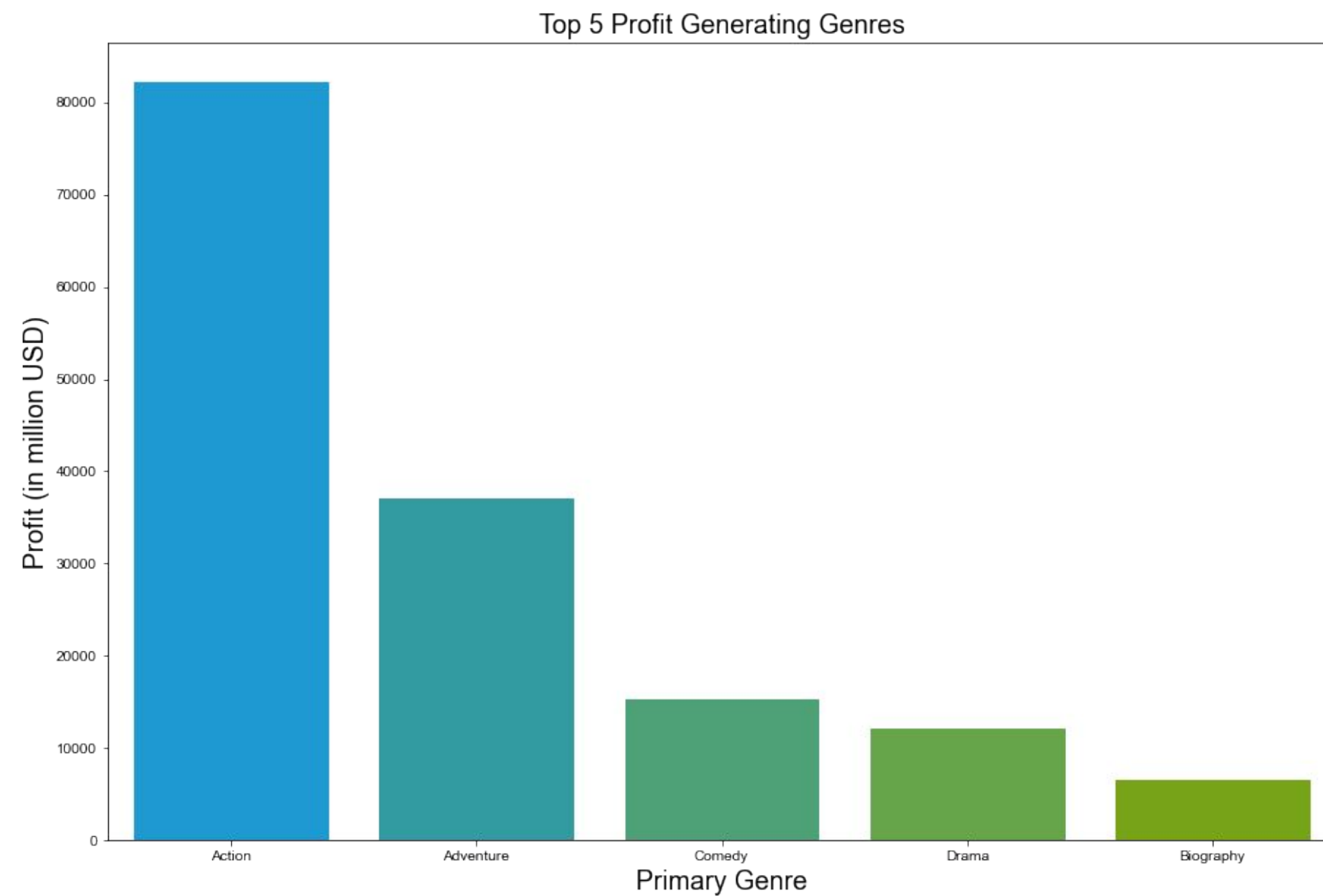
Targeted Profit: \$500 Million And Up



\$500 million is the threshold determining success

- The number of movies reaching this number is reduced
- The analysis was based on these movies

Focus on Action, Adventure and Comedy movies

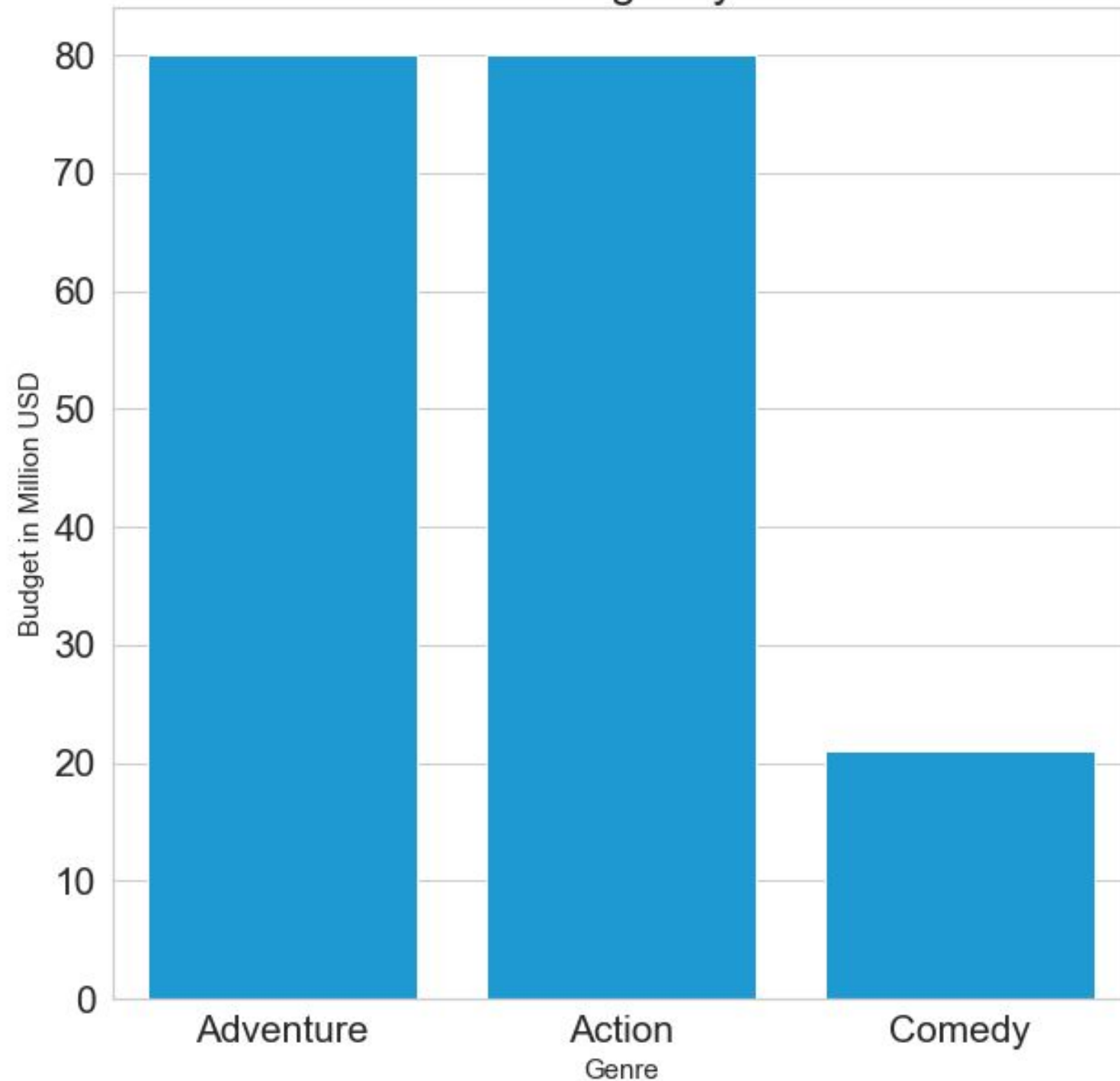


Using a combination of top 3 for highest results

- Action
- Adventure
- Comedy

High Investment, High Returns

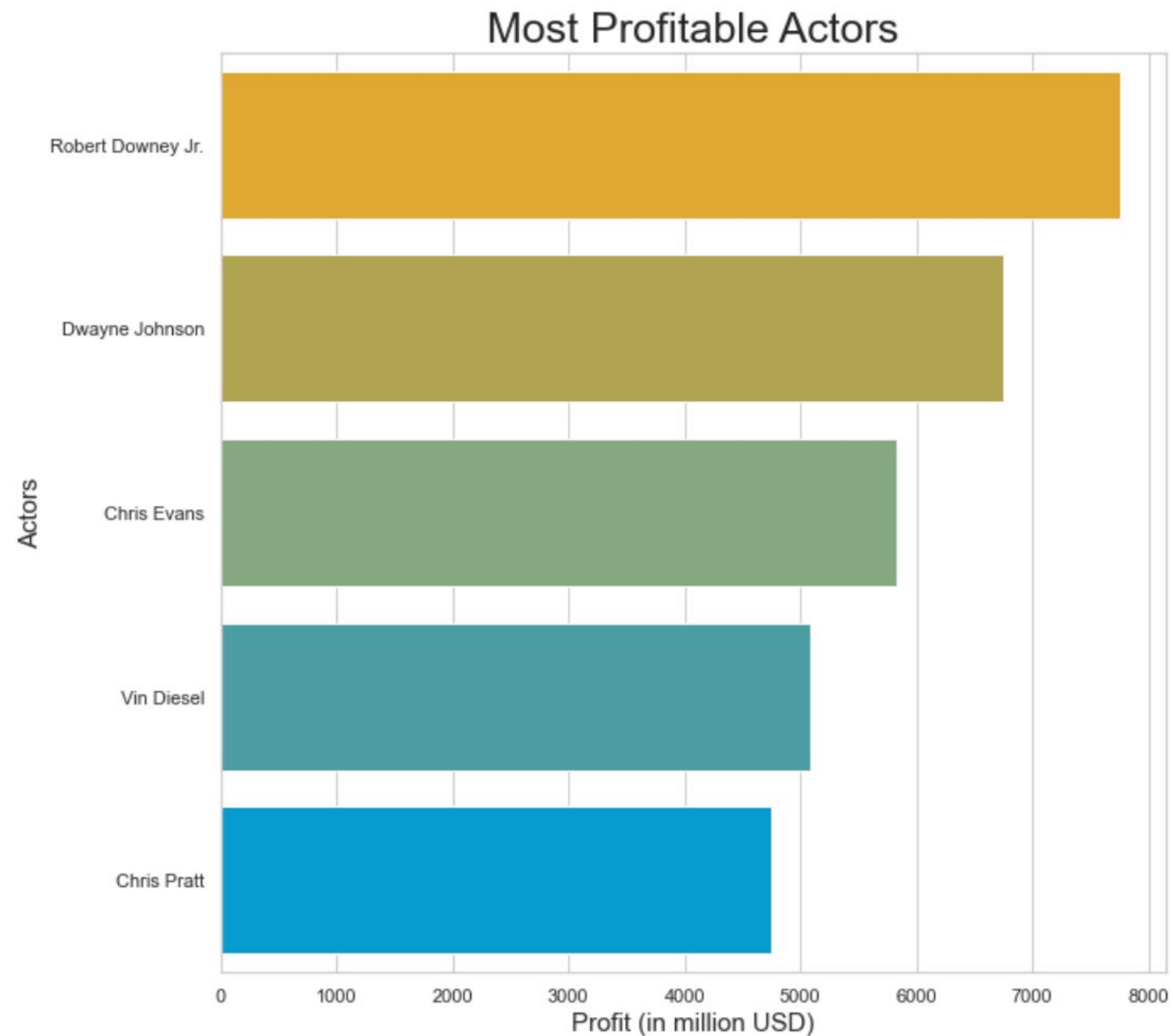
Median Budget by Genre



Invest in production costs to ensure high profitability

- High positive correlation on budget and profit
- Produce a couple Comedy movies to build funds
- Higher budget for higher profit for Action & Adventure

Top Actors Contributing To A Movie's Profit



Top 5 Actors from 2010 to 2018

- Robert Downey Jr.
- Dwayne Johnson
- Chris Evans
- Vin Diesel
- Chris Pratt

Use with care

- Caution to ensure genre fits actors' image

Results

The foundation for a profitable movie would include the following:



GENRE:

**ACTION,
ADVENTURE,
COMEDY**

BUDGET:

**ACTION = \$80 M.
ADVENTURE = \$80 M.
COMEDY = \$21 M.**

CASTING:

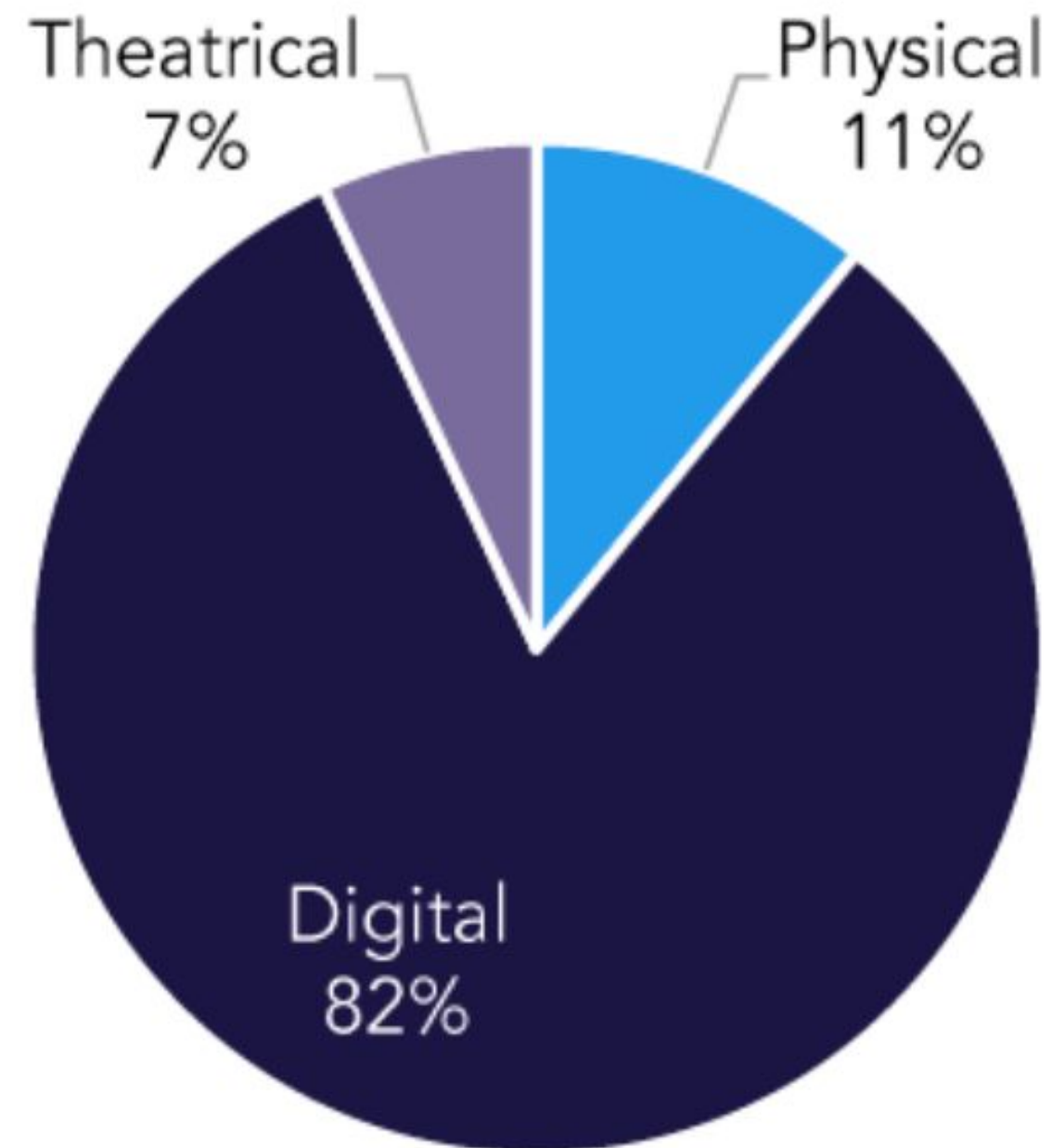
**ROBERT DOWNEY JR.,
DWAYNE JOHNSON,
CHRIS EVANS**



PROFIT

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

DATES ANALYZED:

2010 TO 2018

More recent box office data would be more precise

GENRE IDs

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

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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The End

**Thanks for
watching**