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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

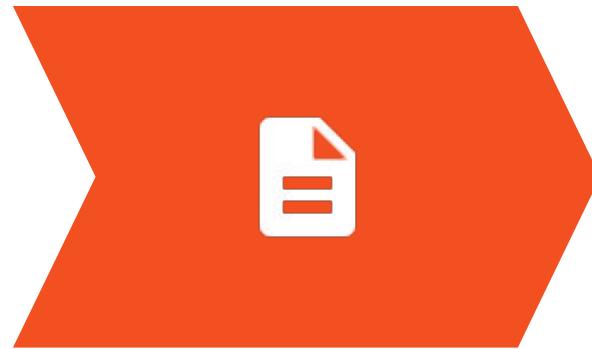
- Top revenue generating industries
- An industry reinventing itself post-pandemic
- Tech giants are now in the movie market
- Box office ticket sales: a recognized market evaluation



# 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

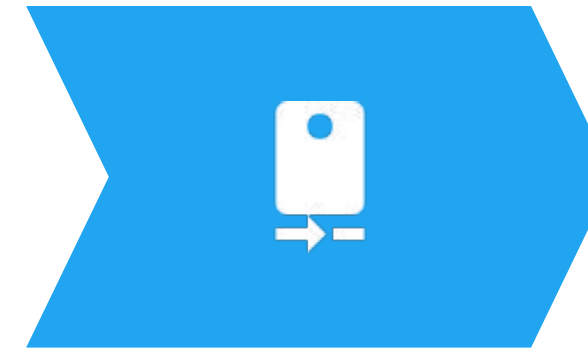
Preparing data



- 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

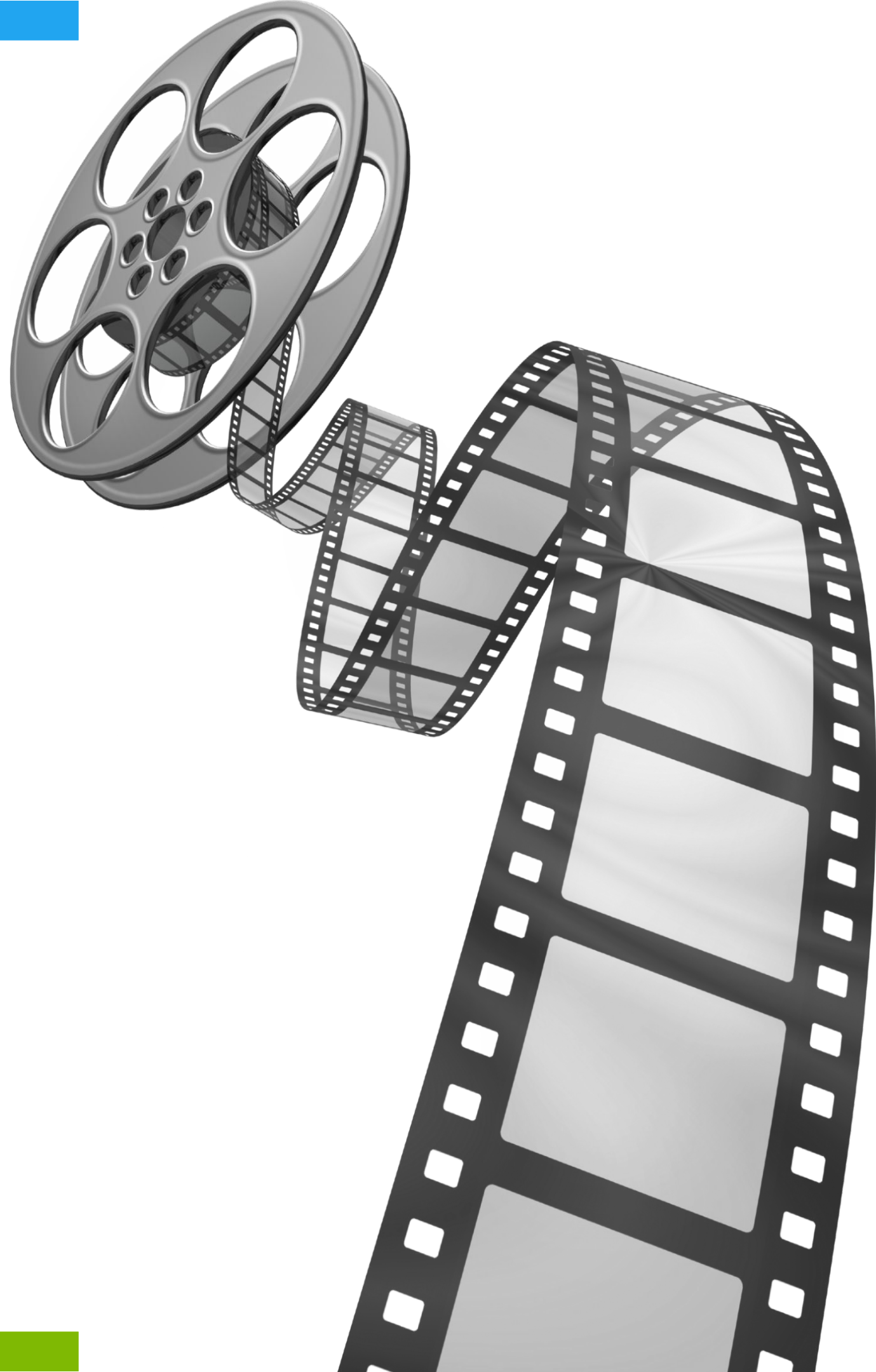
Results



### Most profitable

- Genre
- Runtime
- Actors





# Data

Two main sources of data were chosen:

## 1. The Numbers

Movies' key metrics of performance and descriptions

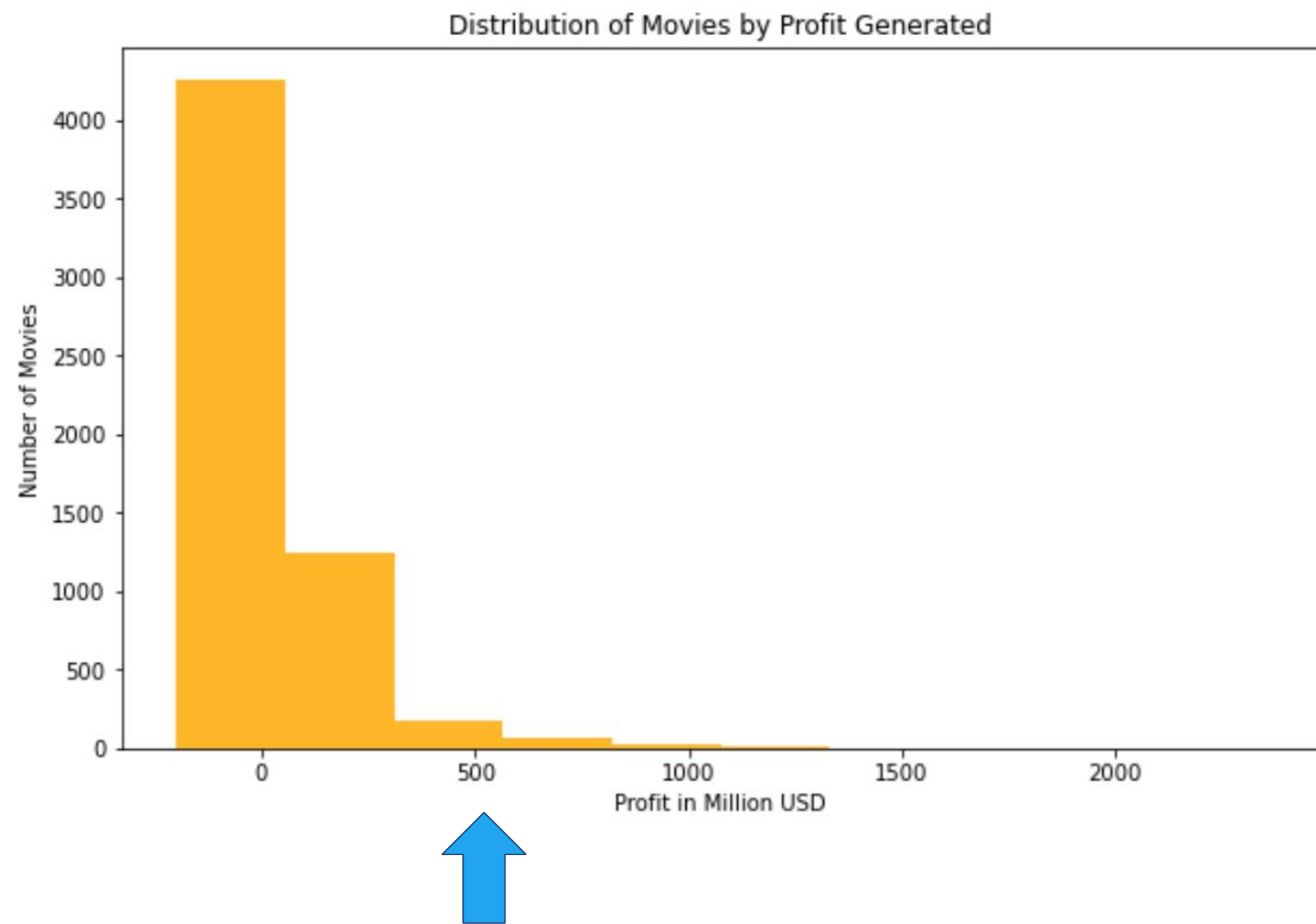
## 2. IMBd

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

**THE NUMBERS**

**IMDb**

# Targeted Profit: \$500 Million And Up

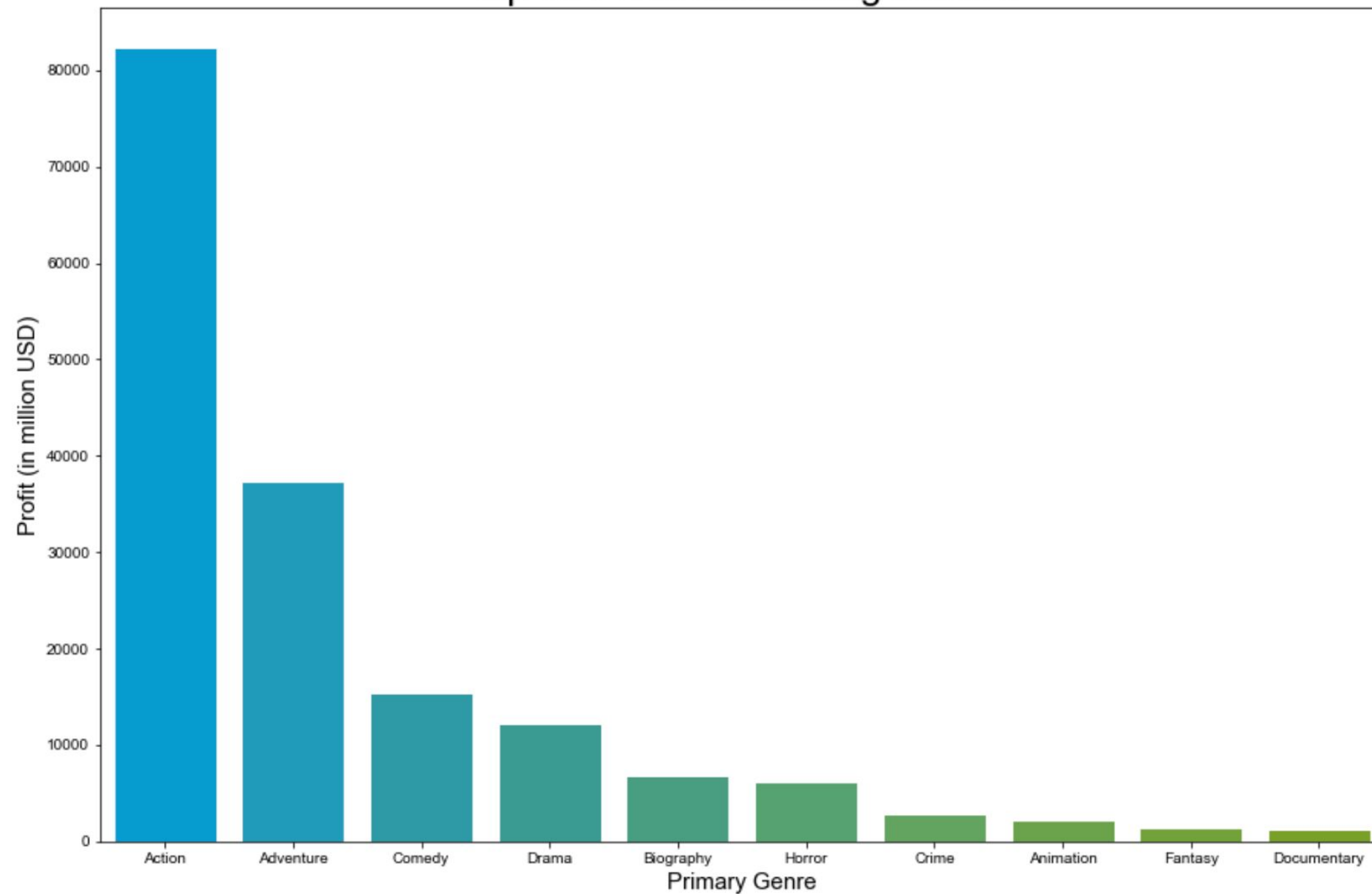


\$500 million is the threshold determining success

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

# Action Movies Generated The Most Profit

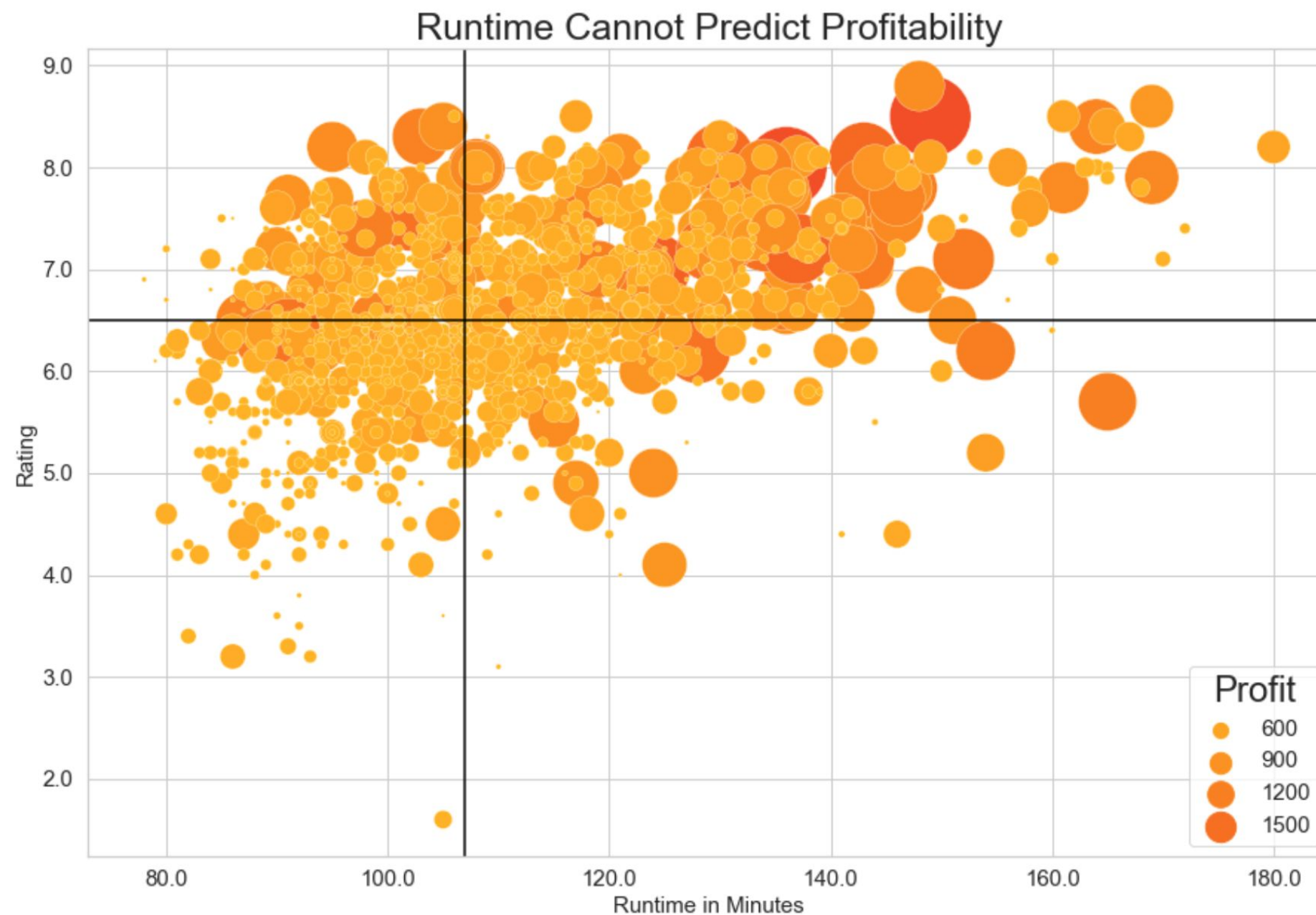
Top 10 Profit Generating Genres



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
- Comedy

# Runtime Cannot Predict Profitability



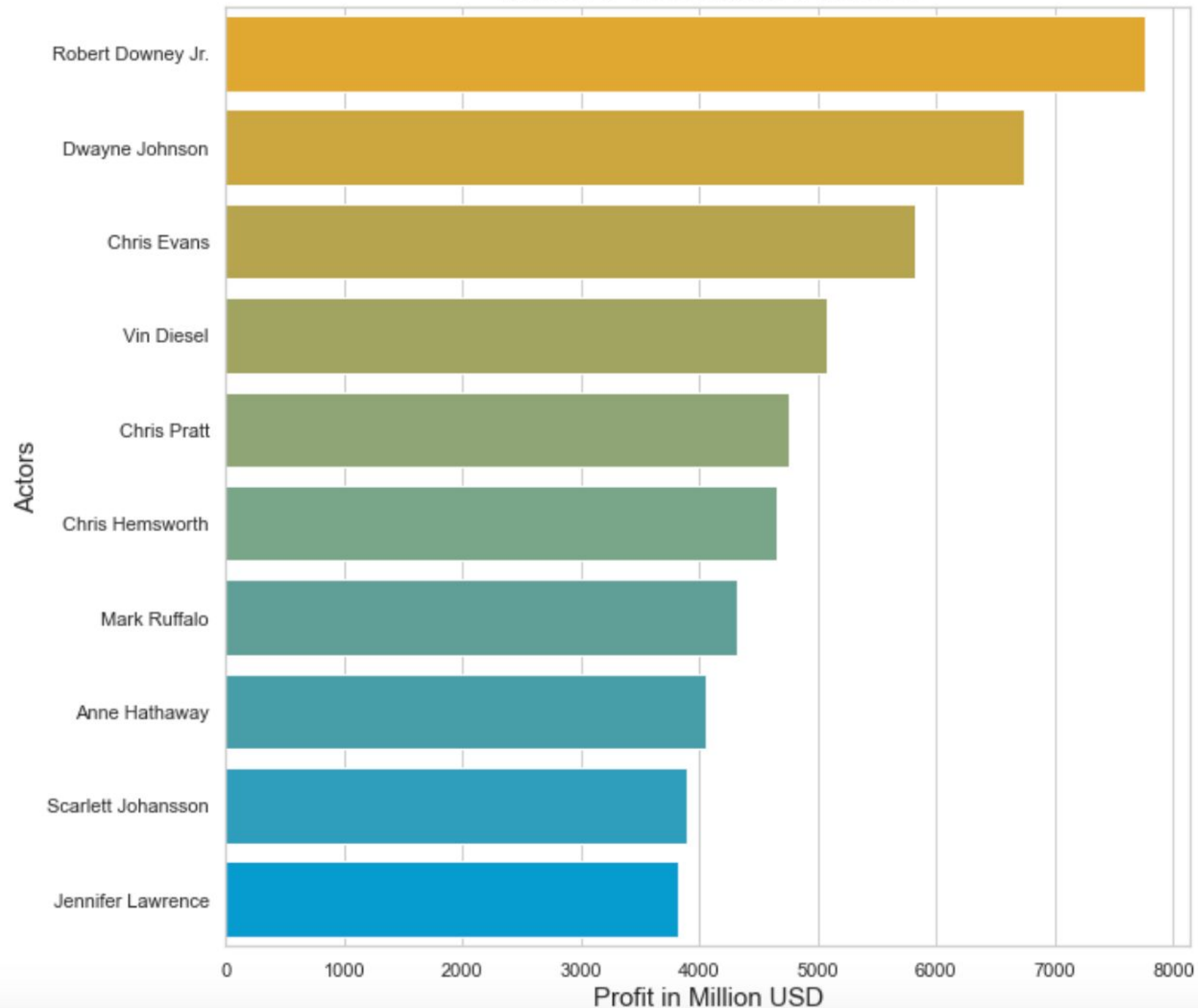
But the median runtime is 107 minutes.

- 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:

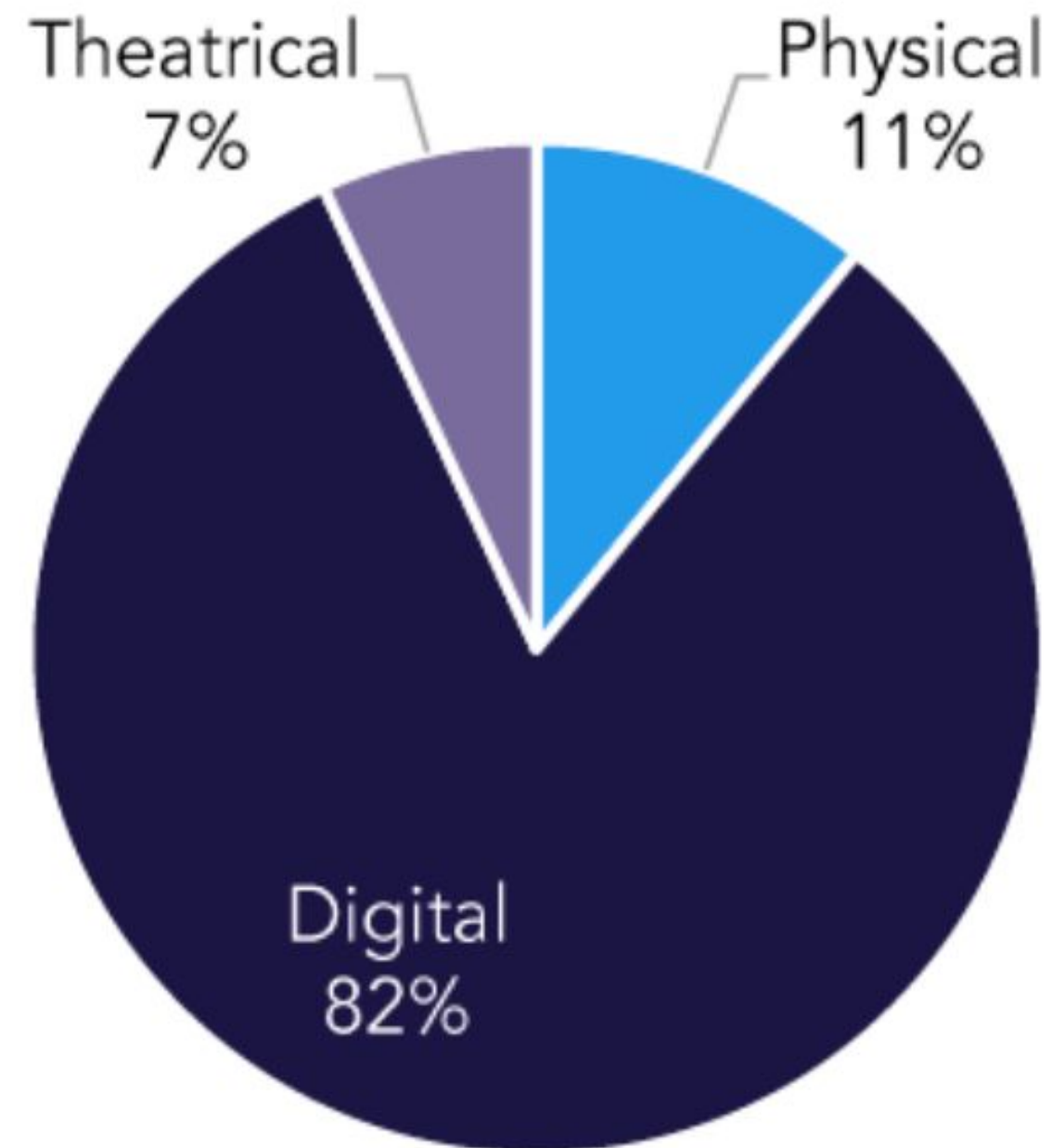
**ROBERT DOWNEY JR.**



**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

## 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**