Module 1 Final Project: State Of The Box Office

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How should Microsoft build their new film studio?

There are many questions that need to asked before a giant company splashes its funds into a new venture. This is the same problem facing Microsoft right now.

We will rely on our some of our pre-existing knowledge of the box-office and we need to study the different metrics that govern the industry such as worldwide gross, genre, budget, source material, profit etc.

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Objectives

Item 1

Is this even the right moment to be creating movie studio?

Item 2

Has the industry changed in the past decade?

Item 3

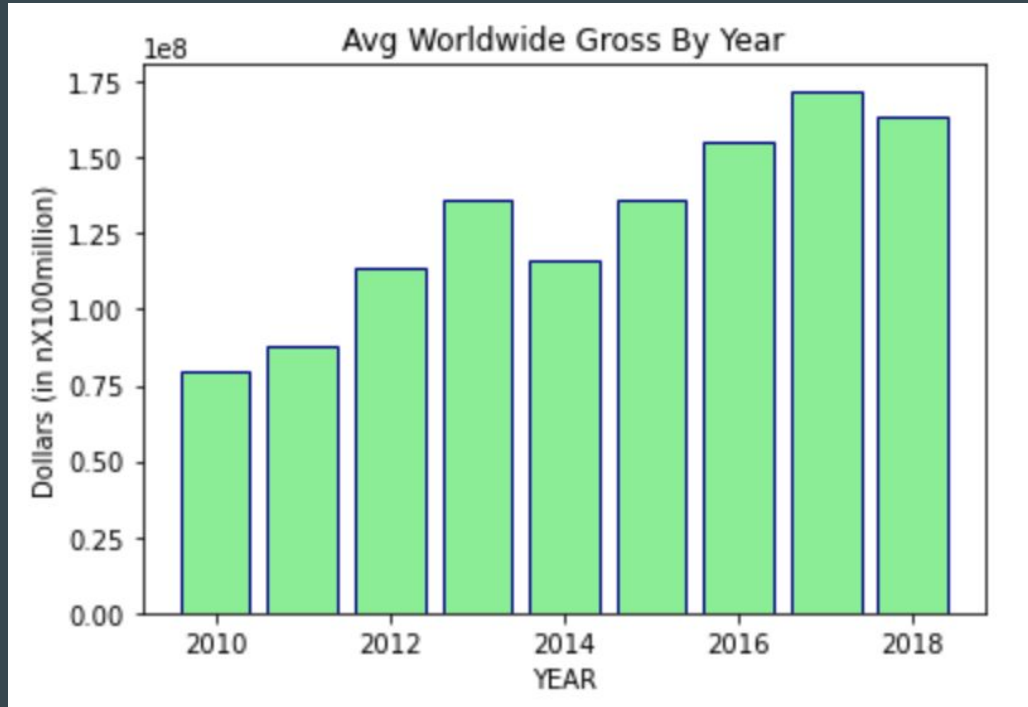Should Microsoft use its existing IP as source material?

Item 4

What time of the year is most profitable for a movie release?
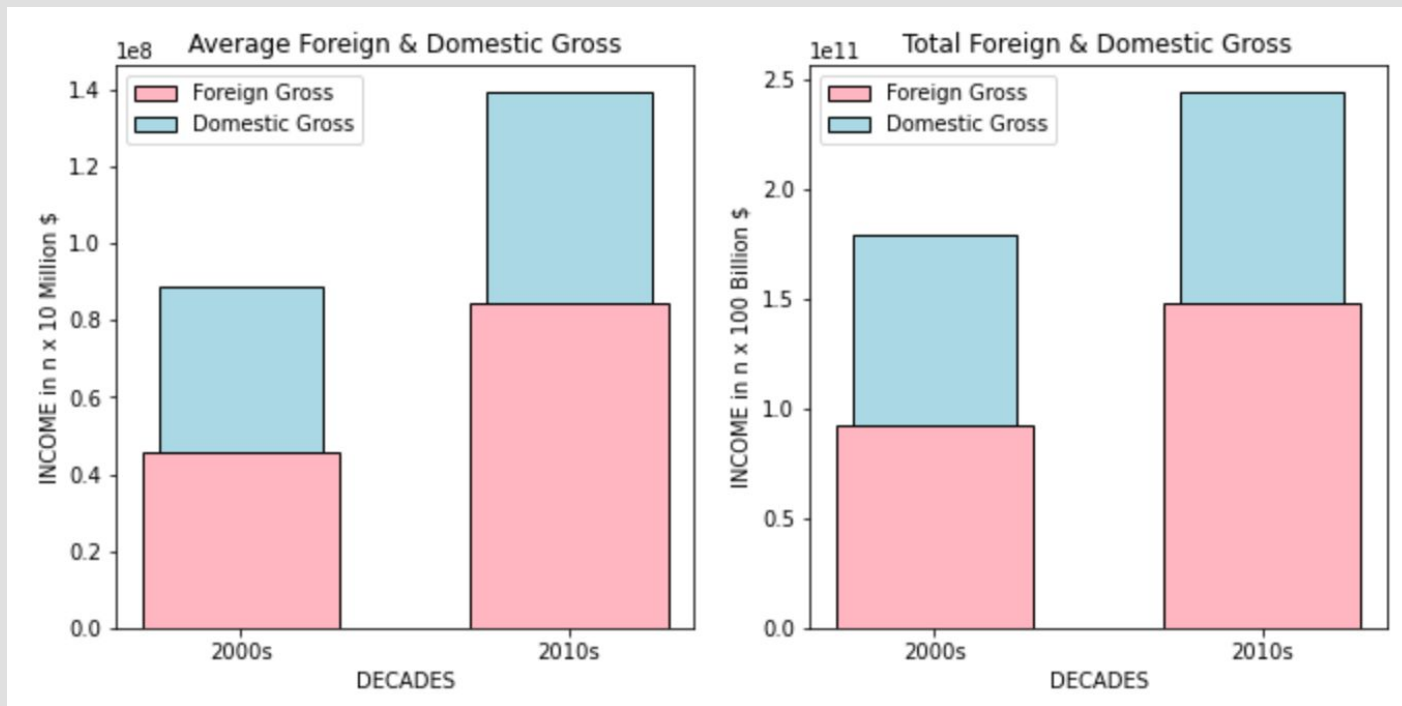
Item 5

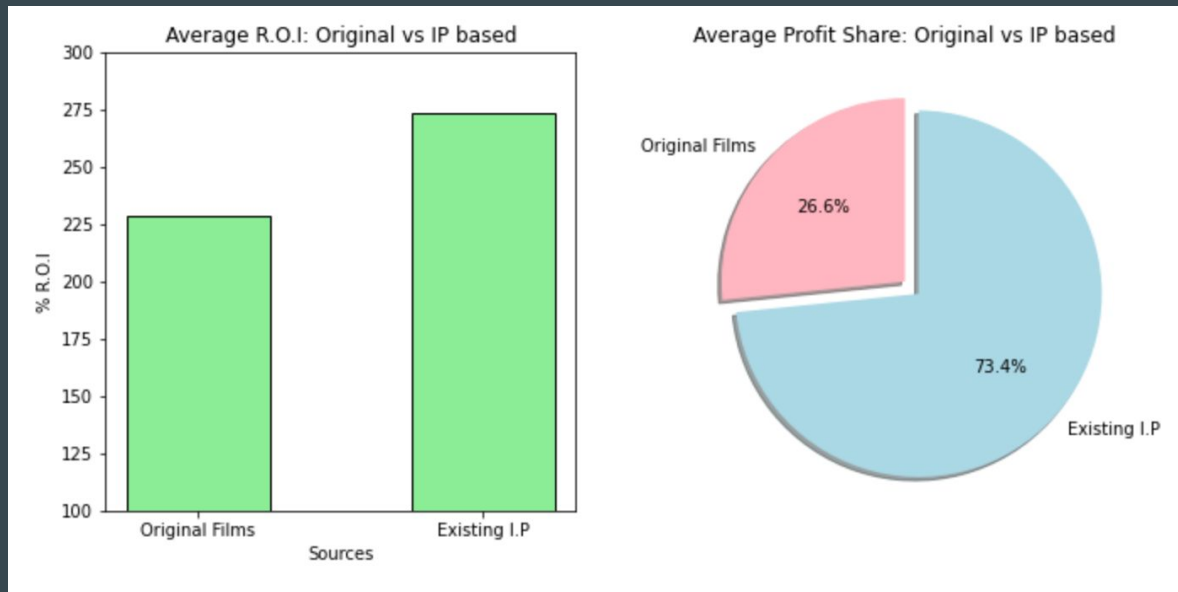What level of budget should be invested into a movie for highest return and profit?
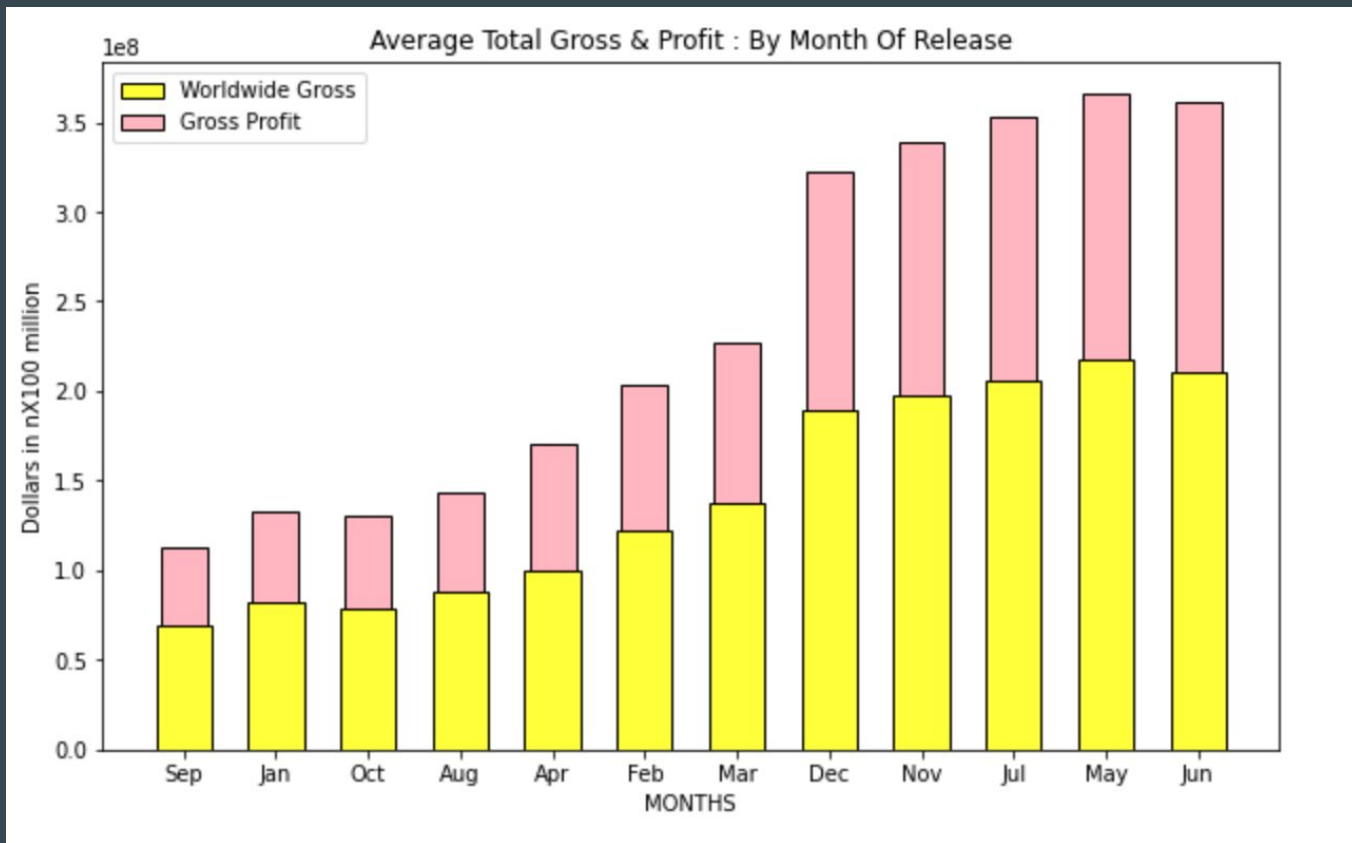
Should Microsoft Even Create A Film Division?

Has the industry changed in the past decade?

Should Microsoft use its extensive library of game ip?

What time of the year should the movie be released?

Average Total Gross & Profit : By Month Of Release

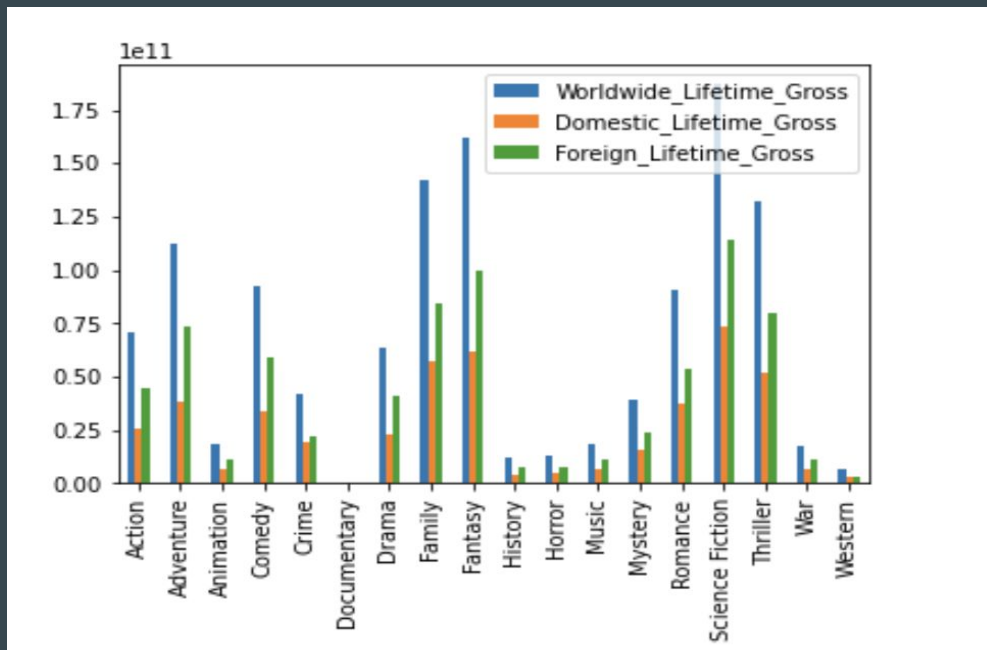What kind of information can we put together from our genre data?

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We can get an idea for what our budget will look like for each genre.
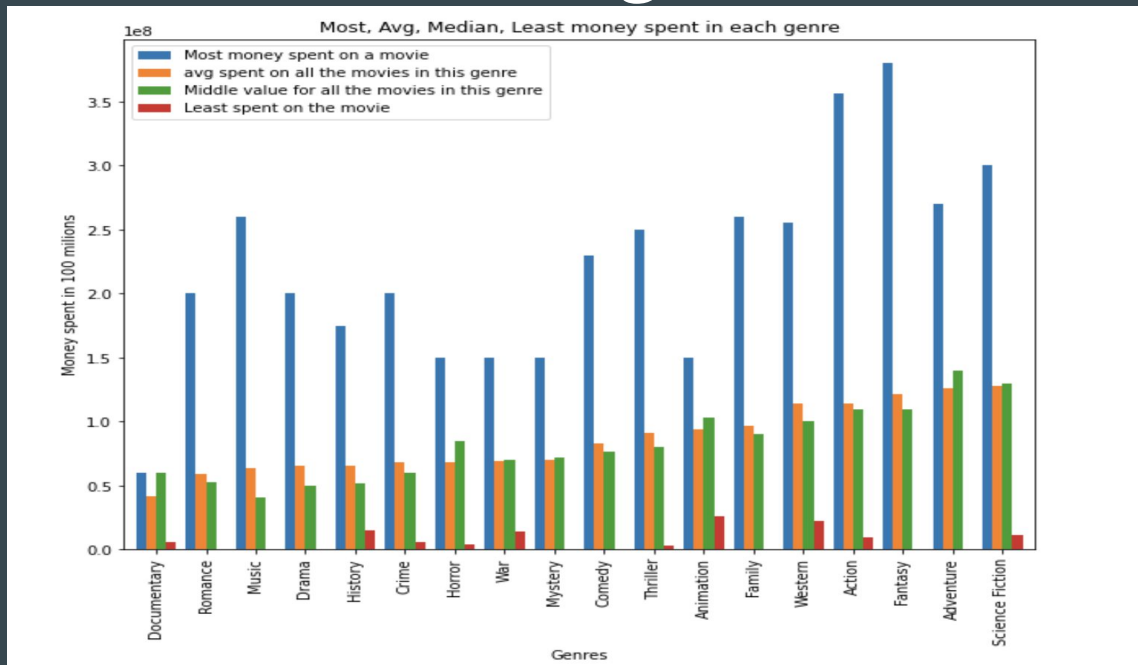
And

We can get an idea for the how the profit for each genre might look

How can we implement microsoft owned titles into our analysis?

We can make predictions on the safest picks for each genre.

	Name	Genre	Global_Sales
0	Project Gotham Racing (JP weekly sales)	Action	2.1
1	Kinect Star Wars	Action	1.8
2	Dead Rising 3	Action	1.5
3	Conker: Live And Reloaded	Adventure	0.7
4	Kinect Rush: A Disney Pixar Adventure	Adventure	0.6
5	Shenmue II	Adventure	0.3
6	Dead or Alive 3	Fighting	1.8
7	Kung Fu Chaos	Fighting	0.3
8	Tao Feng: Fist of the Lotus	Fighting	0.3
9	Kinect Adventures!	Misc	21.8
10	Minecraft	Misc	9.2
11	Minecraft	Misc	2.4
12	Banjo-Kazooie: Nuts & Bolts	Platform	0.8
13	Blinx: The Time Sweeper	Platform	0.6
14	Blinx 2: Masters of Time & Space	Platform	0.1
15	Sneakers	Puzzle	0.1
16	Forza Motorsport 3	Racing	5.5
17	Forza Motorsport 4	Racing	4.6
18	Forza Motorsport 2	Racing	4.1
19	Fable III	Role-Playing	5.1
20	Fable II	Role-Playing	4.3
21	Mass Effect	Role-Playing	2.9
22	Halo 3	Shooter	12.1
23	Halo: Reach	Shooter	9.9
24	Halo 4	Shooter	9.8
25	Microsoft Flight Simulator	Simulation	5.1
26	Kinectimals	Simulation	1.6

Using data for microsoft published games we can look at the top 3 performing games in global sales.

For example, after reviewing the rest of our data we decide the horror genre is best we can see the top 3 microsoft owned titles that are safes in horror.

Recommendations

Proposal 1	• Creating a movie studio is the right decision.
Proposal 2	• Microsoft should rightfully use its library of IP.
Proposal 3	• Avoid making mid budget films in order to gain more profit.
Proposal 4	• A Halo movie in the Action or Horror genre is suitable.
Proposals 5	• Release movies during the summer or holiday seasons.

Further Research:

- Strip our research on original films even further by removing sequels, remakes or reboots by considering them popular I.P.

- How much does the runtime affect its box office?

- Should microsoft create its own T.V division?

- Should we release our films on streaming services, if so, which genres are better suited for that platform?