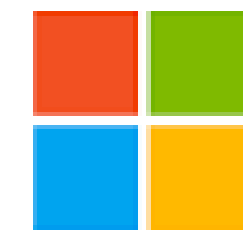# MOVIE PRODUCTION

MICROSOFT

PRESENTAION BY AMOS KIBET

DATA GOAT

Bussiness understanding

- Companies in both the media and tech sectors are increasingly producing a lot of original video content.
- Microsoft have launched its own film studio after deciding they too wanted to produce original content.
- Unfortunately, Microsoft has no past experience in the film industry and has no idea how to proceed with content creation.
- In this presentation, we'll look into the habits that a successful business must have.

Analysis

- Analyze past movie data to make recommendationsto Microsoft on how to be successful in the movie industry

- Some of the topics we will explore:

  - Budgets for high profits
  - Best time to release a movie
  - How to divide budget between genres
  - Which ratings are most profitable by genre
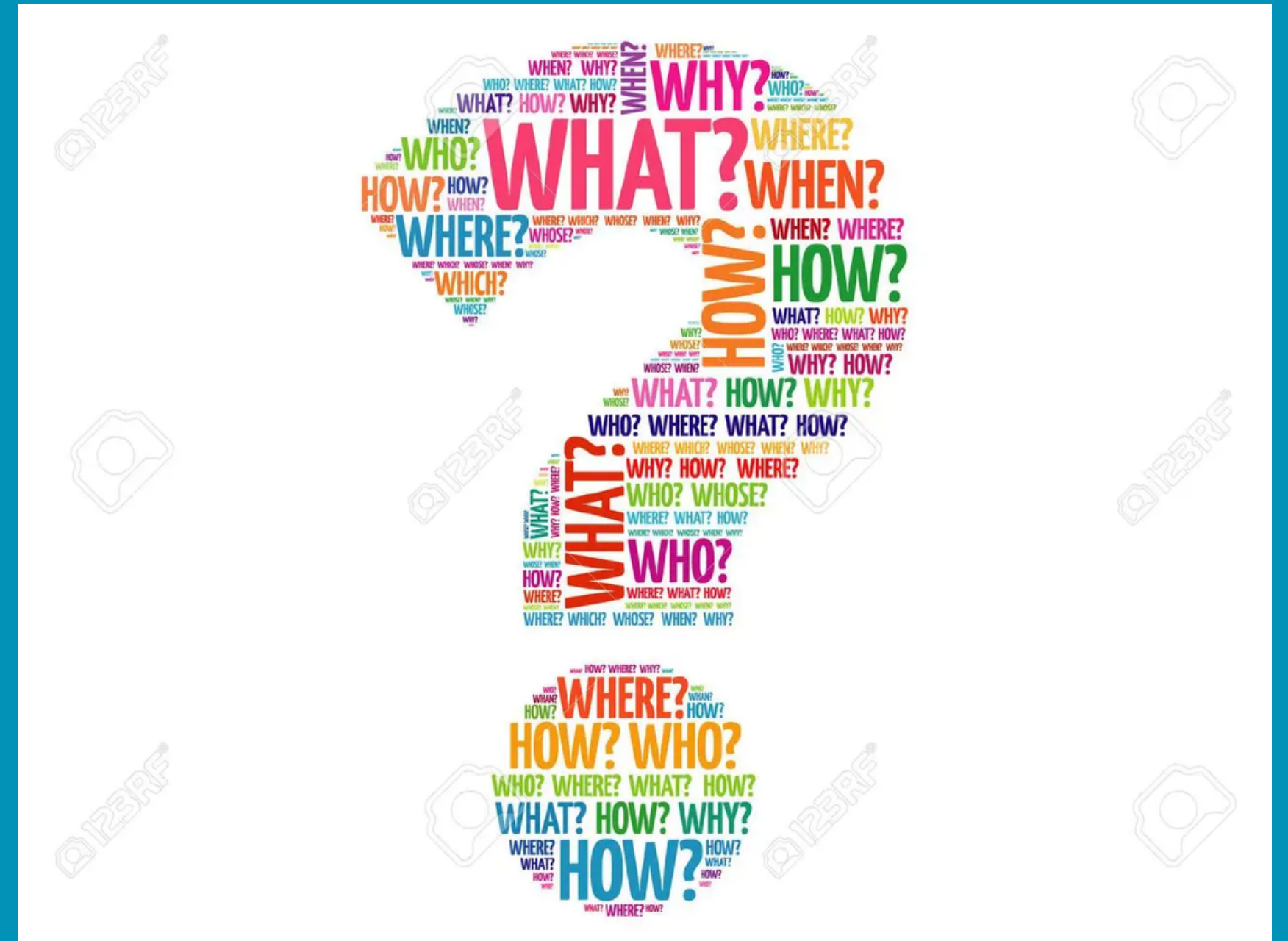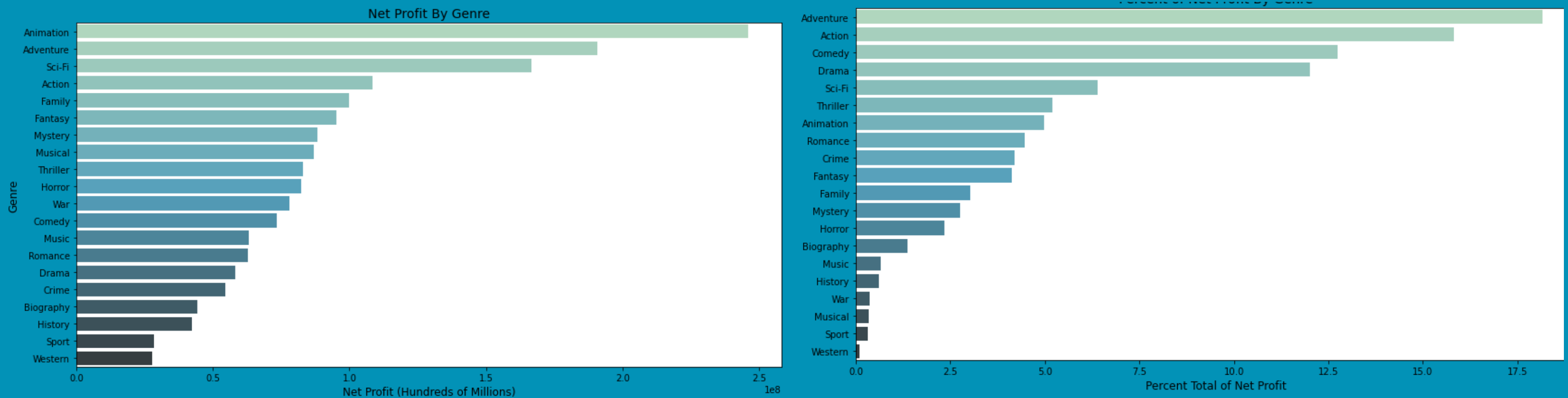
Reccommendation 1:

- Our analys is shows that median profit margin for all profitable movies is 60%.

- We recommend a budget of $47,000,000 which correlates with an 82% profit margin and lessens therisk of reducing the profit margin by spending too much.

- The top 25 most profitable movies ever only have a slightly higher median profit margin of 85% so 80% makes Microsoft competitive.

Adjusted Budget vs Profit Margin

Adjusted Budget vs Adjusted Profit for Profitable Movies
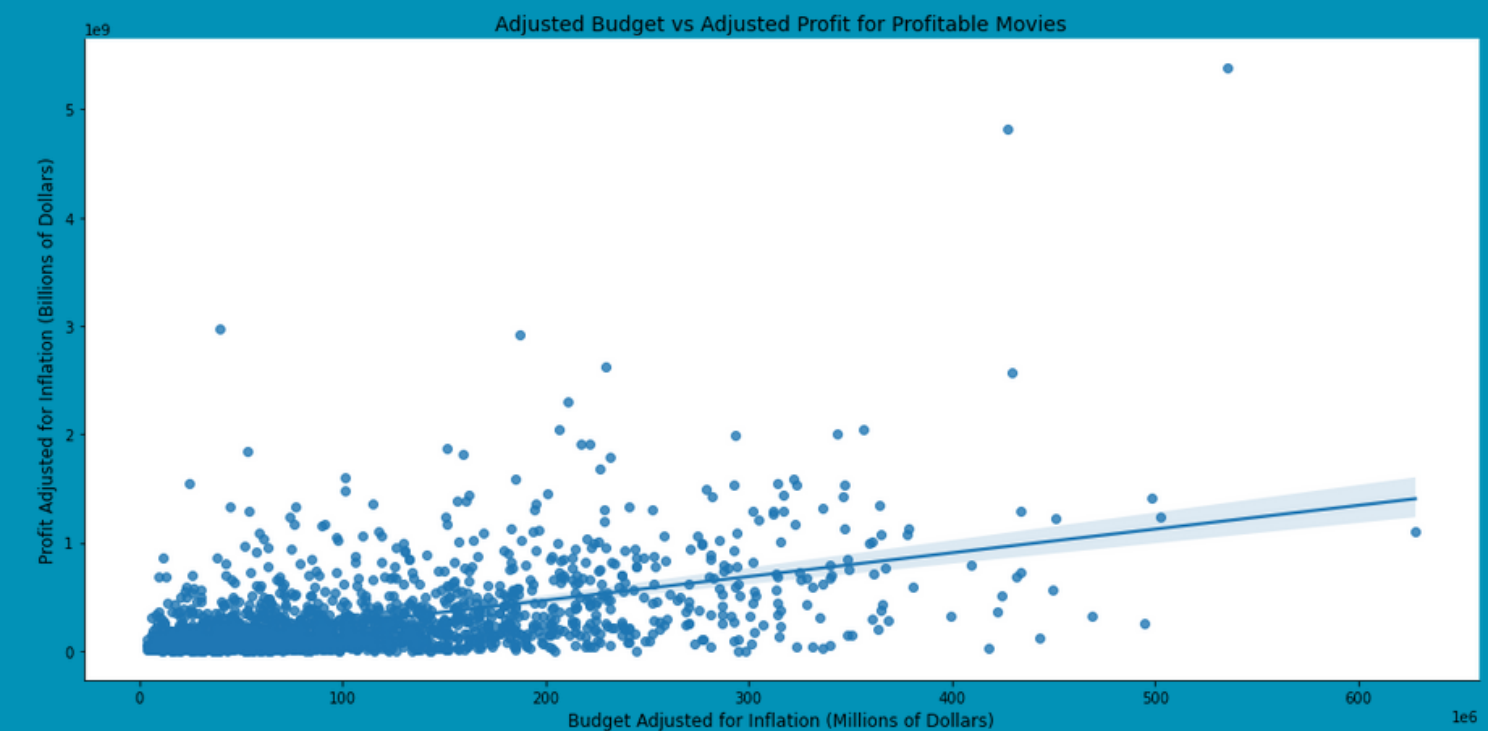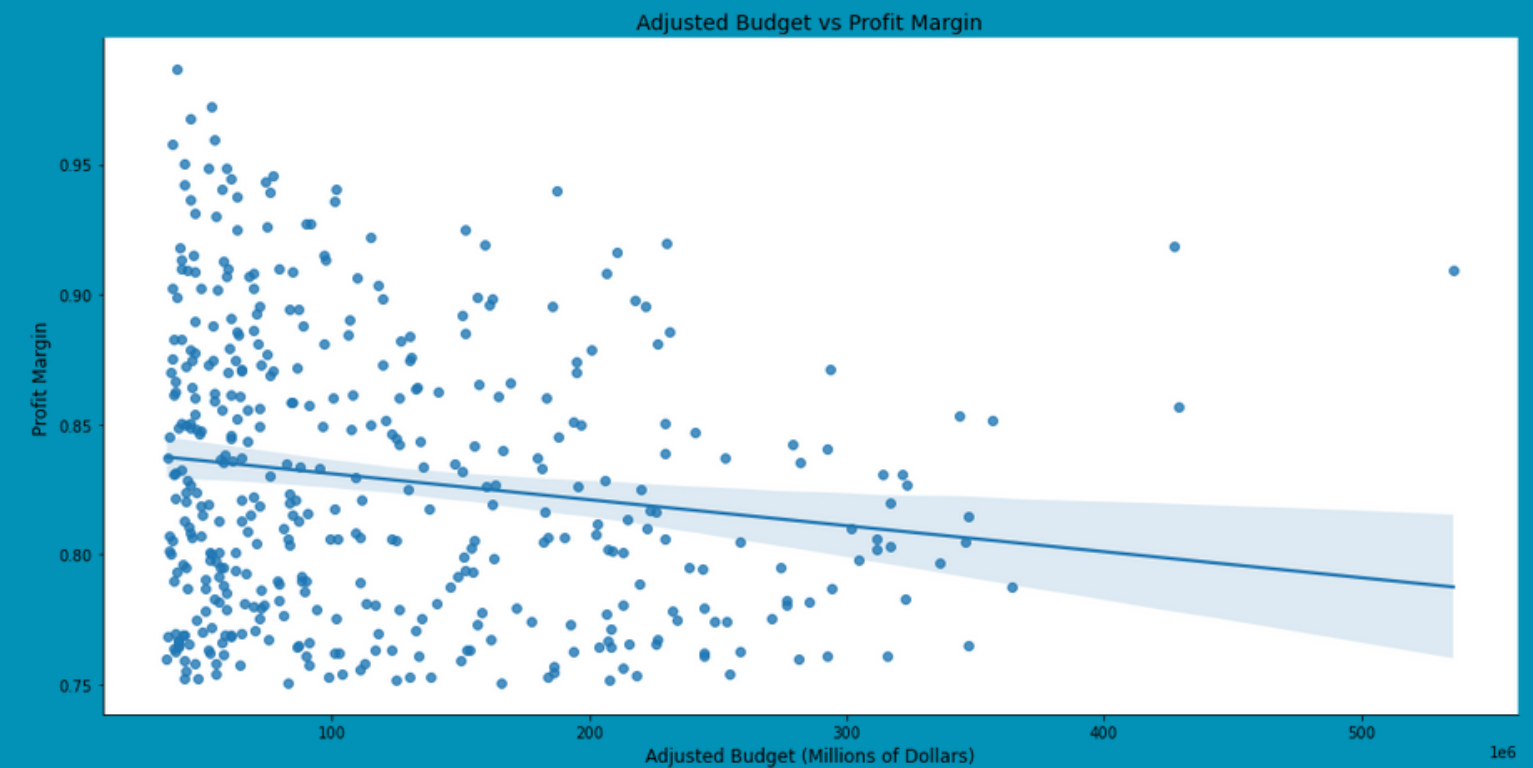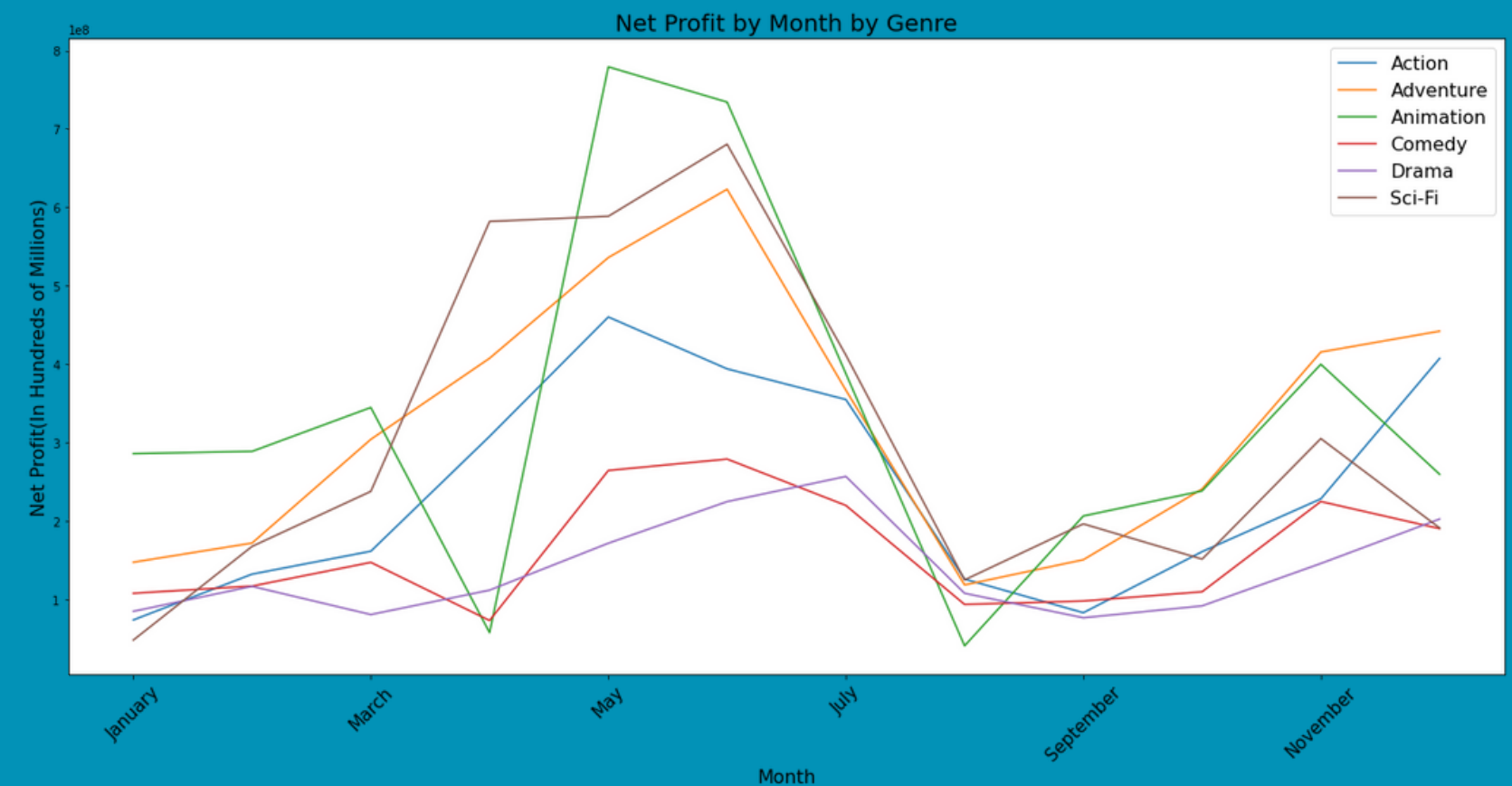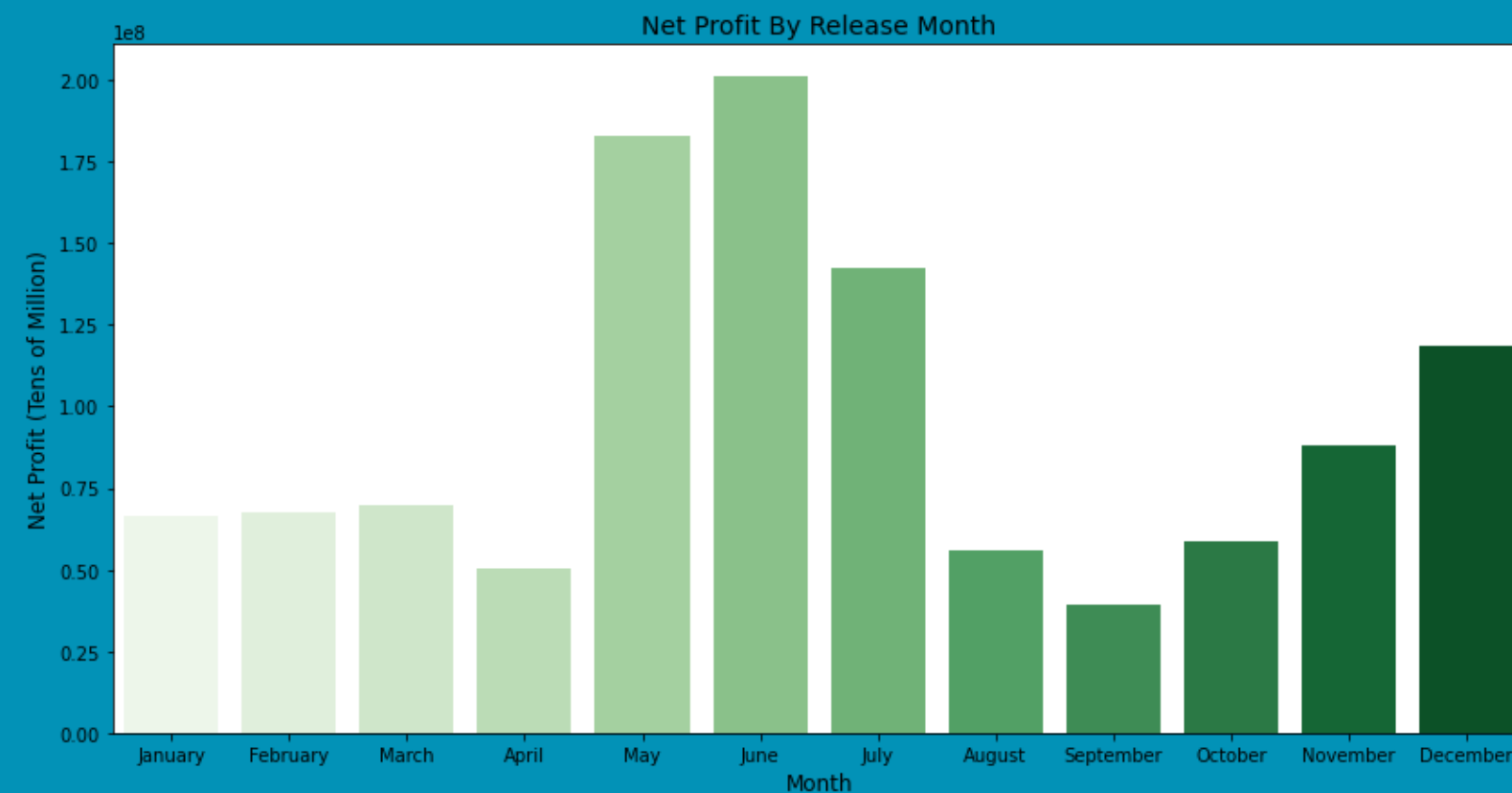
Reccommendation 2:

- Microsoft should focus their efforts on the top 6 most profitable movie genres: Adventure, Action, Comedy, Drama, Sci-Fi and Animation.
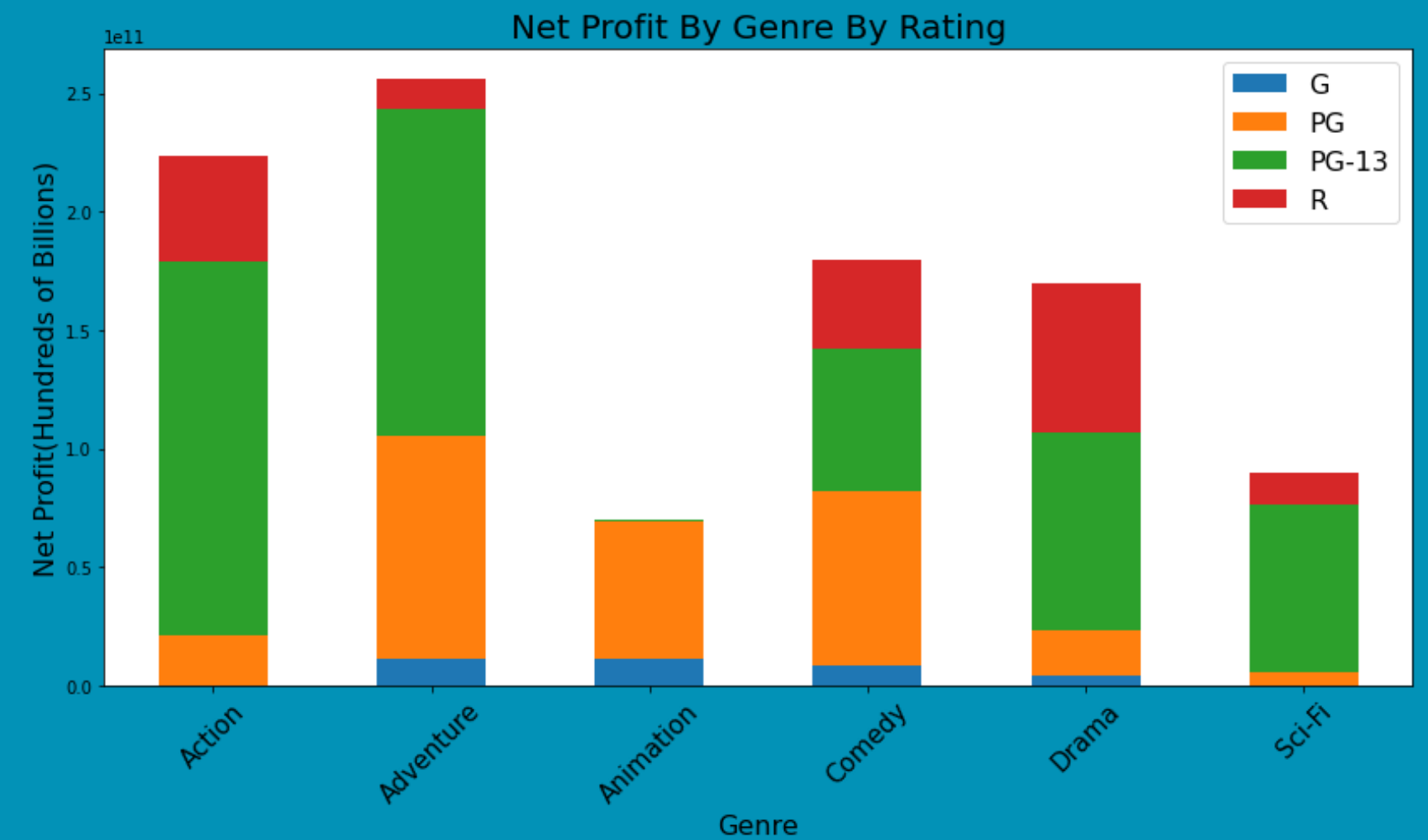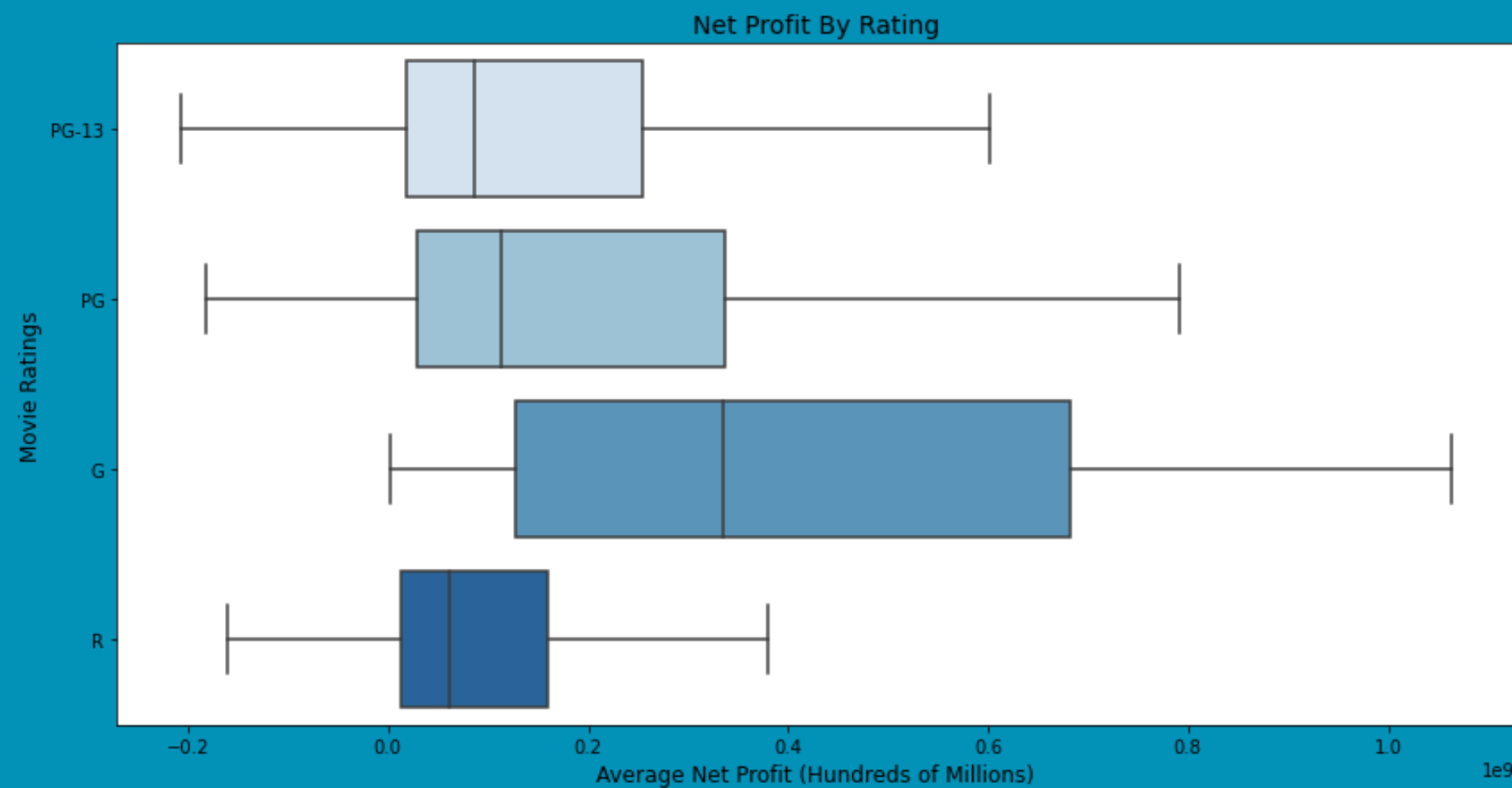
Reccommendation 3:

Microsoft release the bulk of their movies, especially Drama, during the May and July months. Adventure, Sci-fi and Comedy movies would see similar success if released in those months ,the recommendation remains to focus on March to July.

Reccommendation 4:

Microsoft take into consideration the rating of the movie based on the genre and target audience. If making animation movies, it is wise to stick to a G or PG rating, otherwise PG-13 is the sweetspot. In terms of runtime, there is little correlation in terms of overall profitability.

FINTO