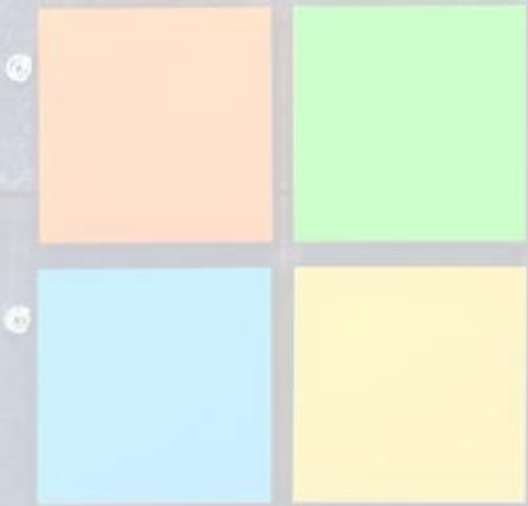


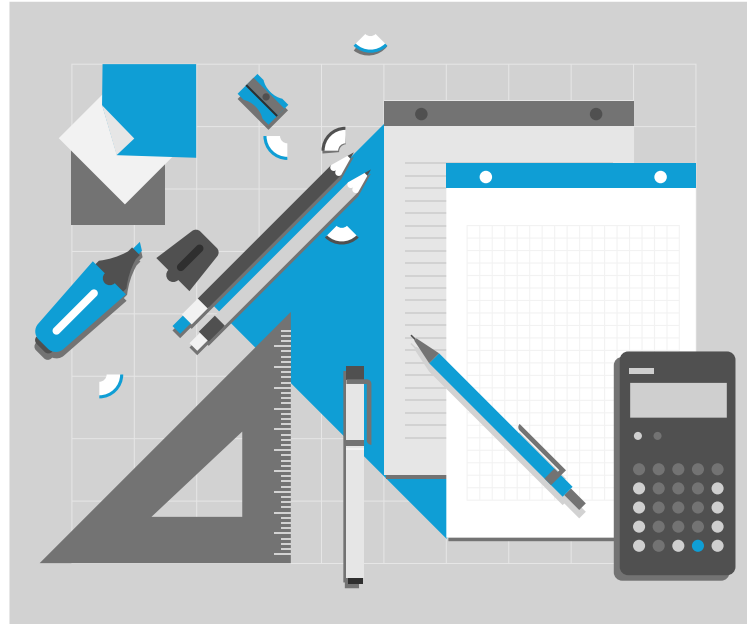
MICROSOFT MOVIE STUDIO INVESTMENT



Microsoft

Prepared by Anne N.

Summary



Analyzed data: production budget, worldwide gross, year, genre, runtime, Profit margin, ROI.



Runtime between 80-120 mins



profit shows a positive increase from a period of year analysis



Mystery, Crime and Sci-Fi films as they have greater ROIs



Outline

- Business problem
- Data
- Methods
- Results
- Conclusions



Business Problem

Microsoft would like to venture into the movie industry

- ❖ What genres would be idealistic to venture into
- ❖ What is the current trend on profitability
- ❖ Would it be profitable to venture into the industry
- ❖ Generate actionable insights!





Data

Data Source:

- bom.movie_gross.csv
- tn.movie_budgets.csv
- title.basics.csv

Independent Variables

- Production budget
- Worldwide gross
- Year
- Genre
- Runtime

Dependent Variables

- Profit margin
- ROI.

Methods

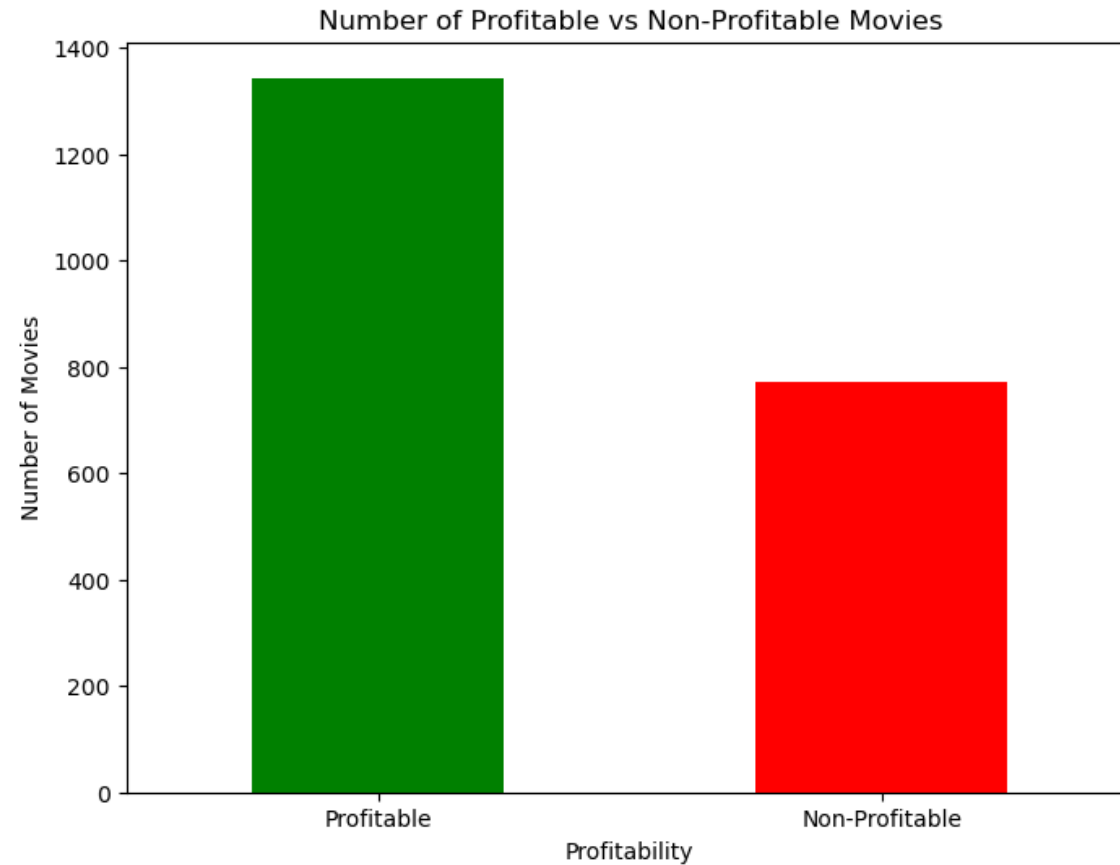


- ✓ Data merged from 3 datasets
- ✓ Analysis of over 2000 movie records
- ✓ Correlation and regression among other metrics used to analyze the data

An abstract graphic design on a black background. On the left, a large white circle contains a solid blue oval with the word "Results" in white. A thick, light orange arc is positioned between the large white circle and a large white circle on the right. Above the orange arc is a small light green ring. Below the orange arc is a small light green dot. To the right of the orange arc is a large white circle. Four parallel white diagonal lines are positioned to the right of this circle. The word "Results" is centered within the blue oval.

Results

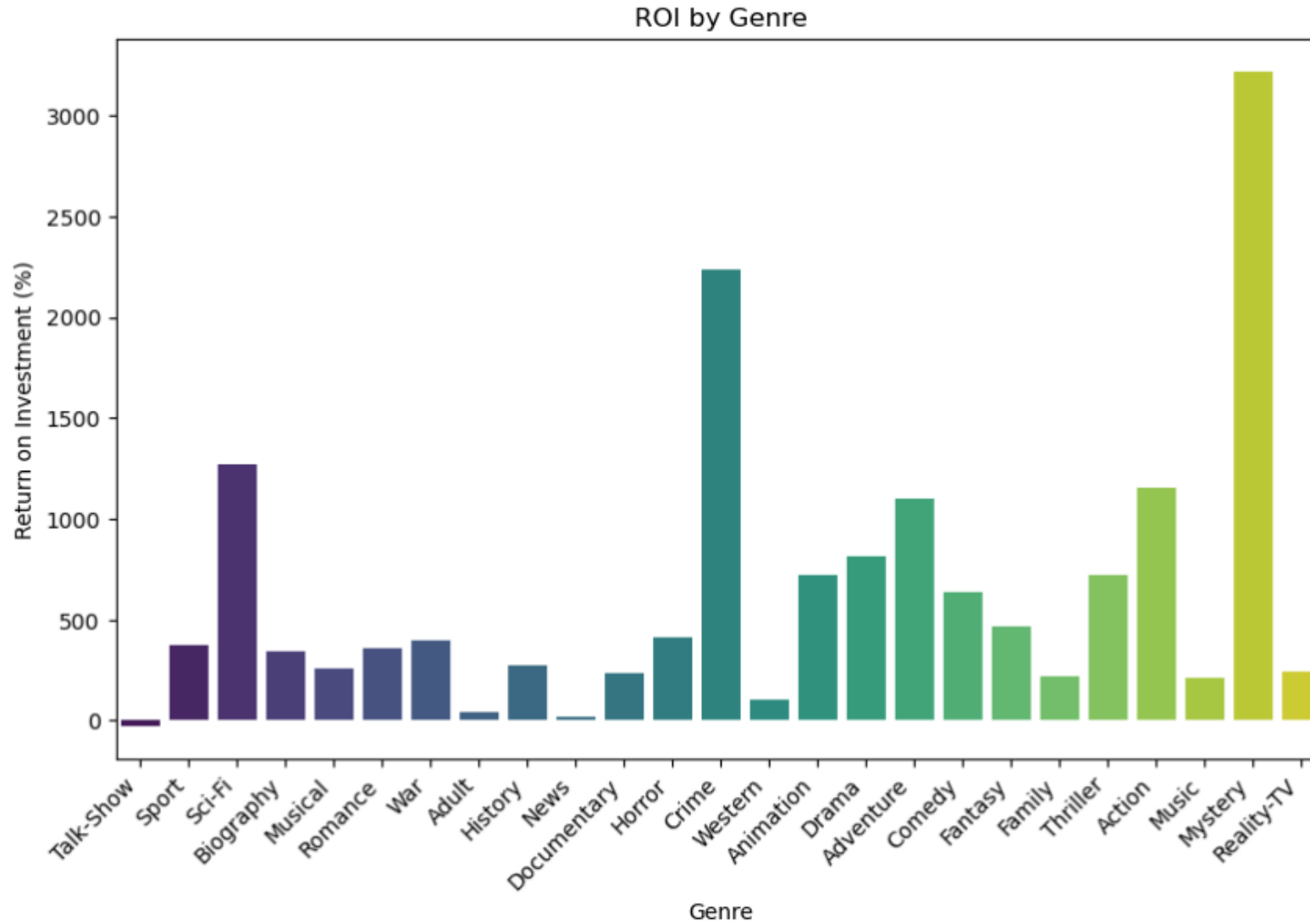
Movie profitability



- ✓ More than half movies profitable.
- ✓ Can therefore project a profitable venture

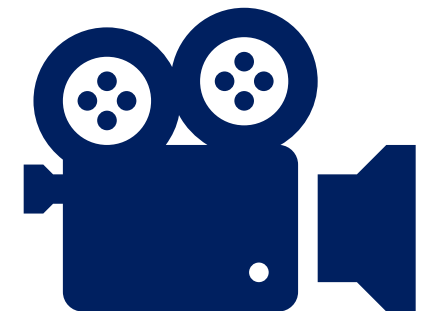


Return on investment by Genre

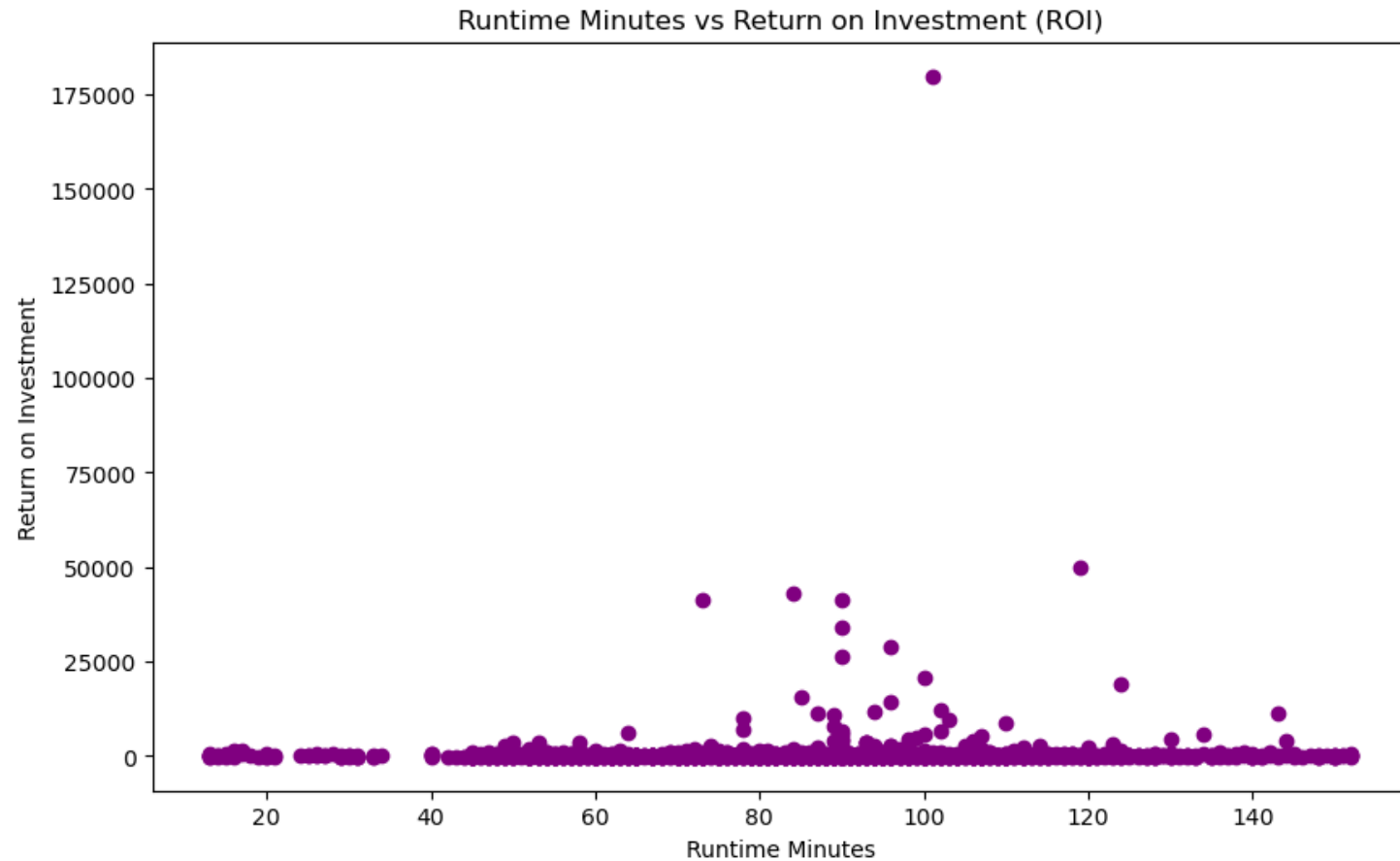


Best genres to invest in:

- Mystery films
- Crime films
- Sci-Fi films



Return on investment by Runtime

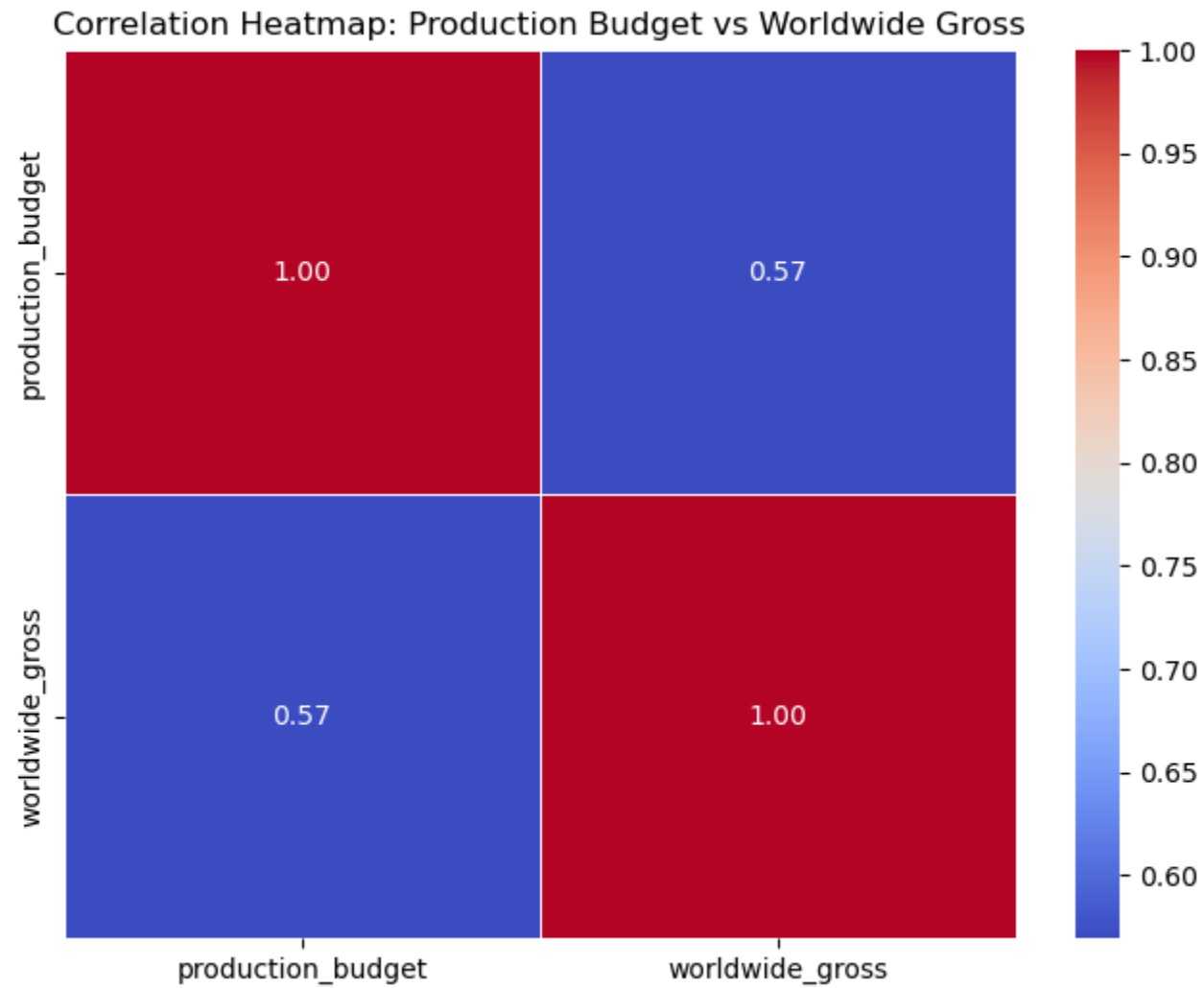


Best movies to invest in:

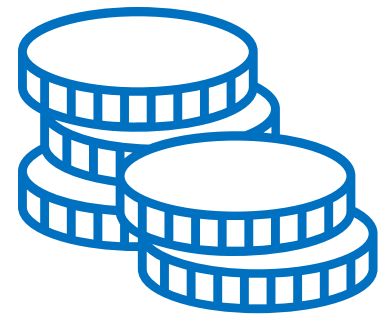
> 80 mins *Runtime* < 120 mins



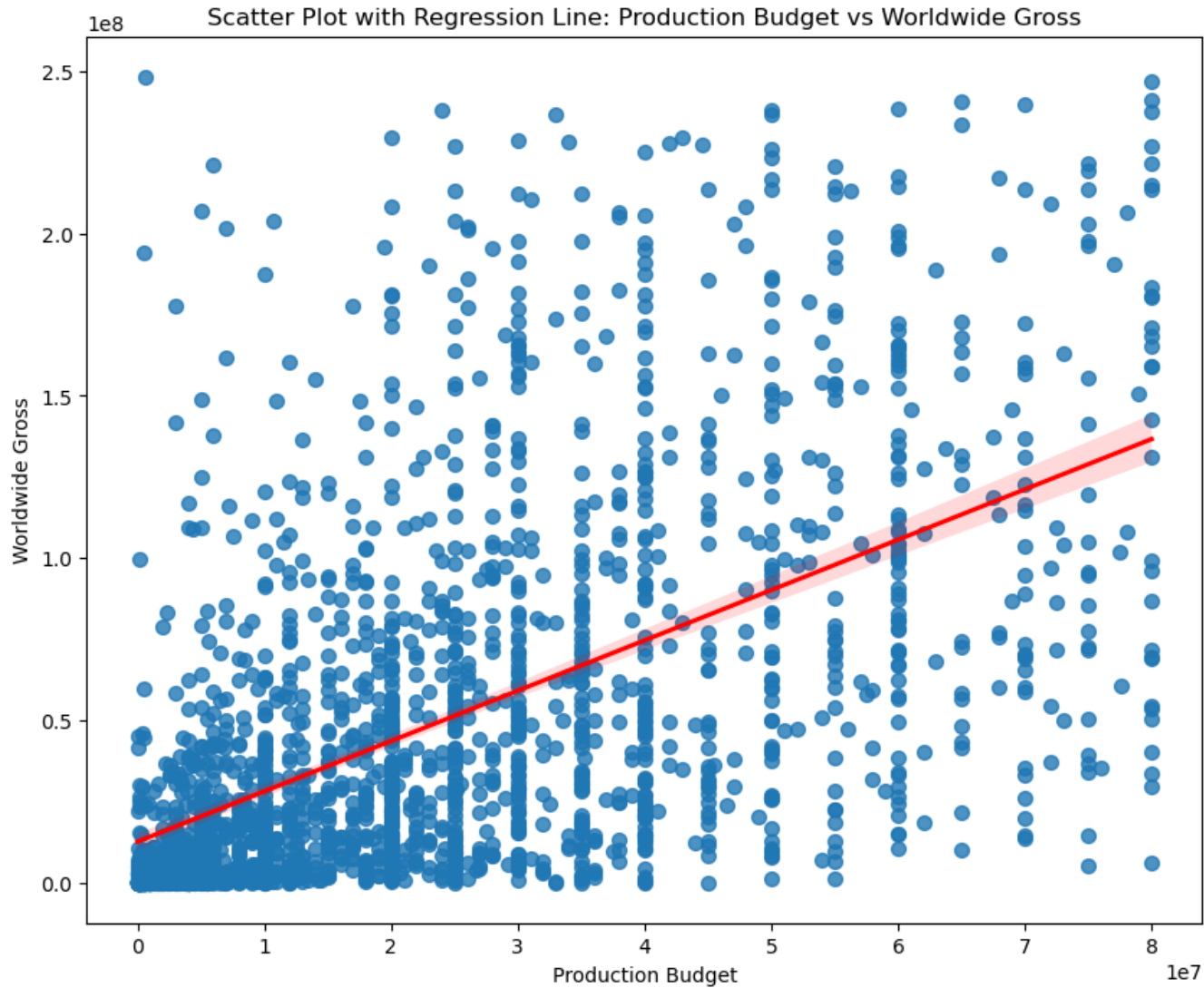
Budget vs Returns correlation



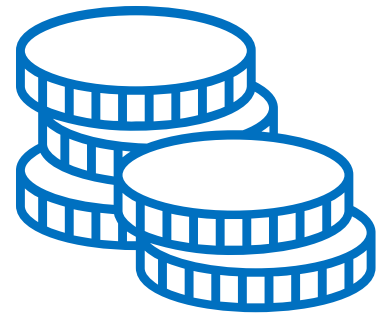
Increase in production investment leads to increase in gross returns



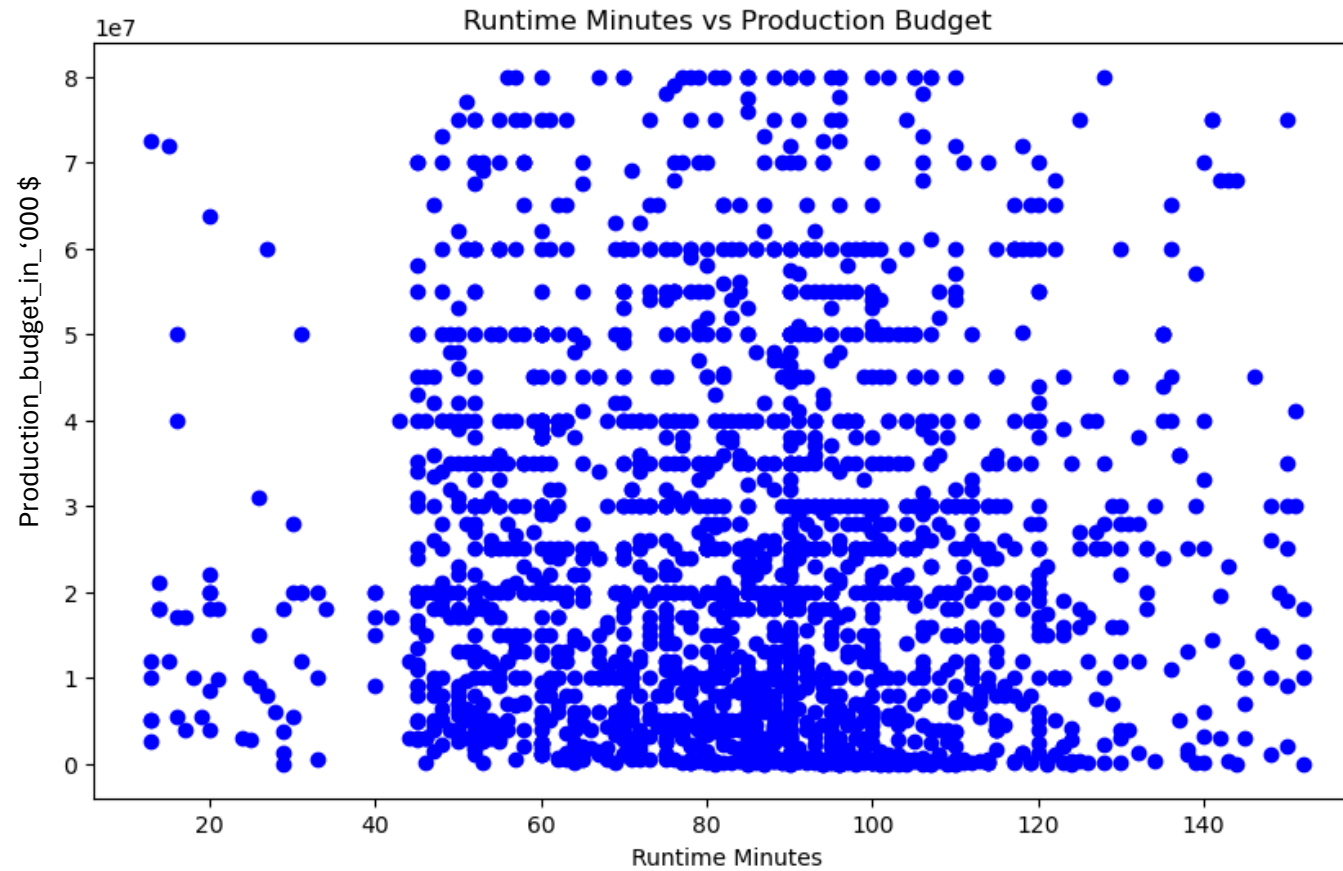
Budget vs Returns correlation



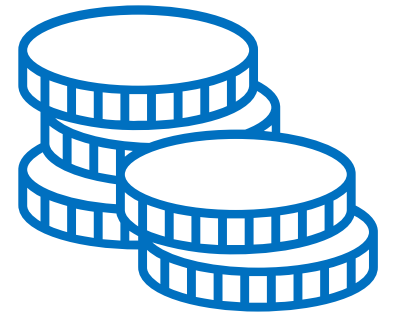
Increase in production investment leads to increase in gross returns



Runtime vs Budget



Invest in films of 80 – 120 mins length



Conclusions

- Make a film that has a runtime between 80-120 mins. For a low budget movie, it should be a short one while for a high budget movie, it should be long.
- Venture into the industry as trend of profit shows a positive increase from a period of year analysis.
- Choose to start film production in any of the genres Mystery, Crime and Sci-Fi films as they have greater ROIs.
- Conduct further research on risk analysis due to a significant drop in production in 2019-2021



Thank you!

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