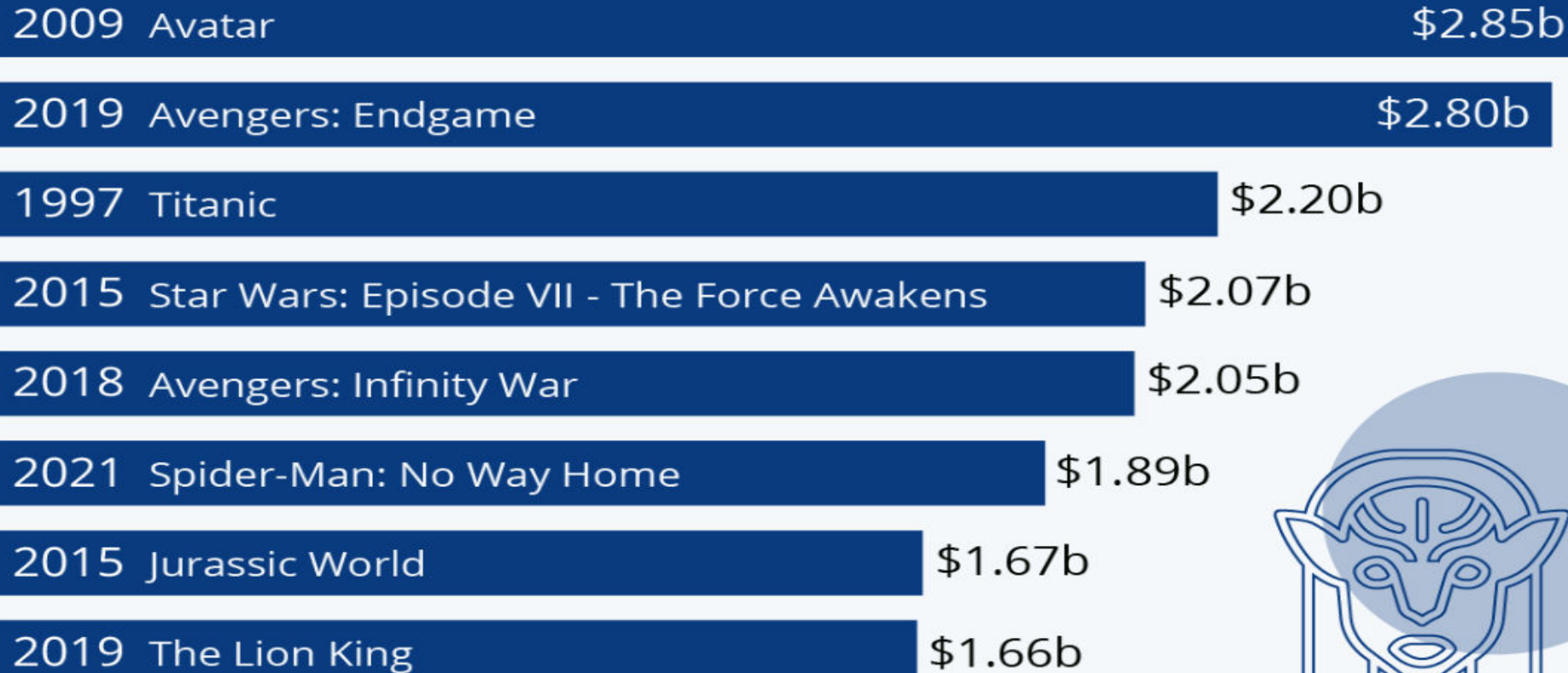


MICROSOFT STUDIOS

PHASE 1 PROJECT



Introduction : Highest Grossing Movies of All Time



As of May 2, 2022

Source: Box Office Mojo

Background



A

Microsoft is coming up with a new movie studio.

B

Microsoft requires actionable insights to help come up with the new movie studio.

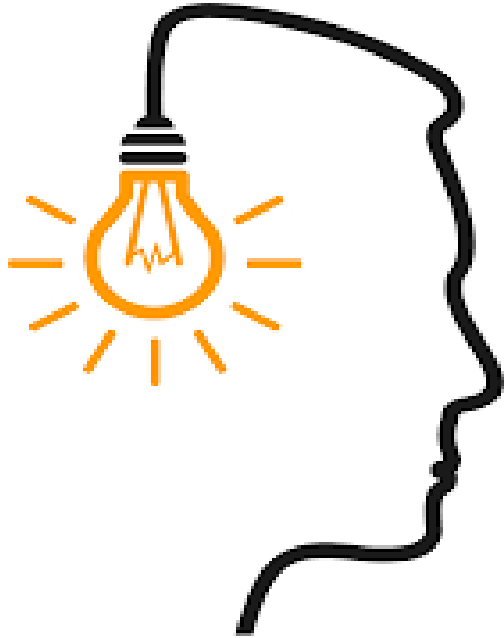
C

The global movies and entertainment market size was valued at USD 90.92 billion in 2021 and is expected to expand at a rate of 7.2% from 2022 to 2030 – Grand View Research.

D

According to a report by Statista, as of mid-2022, all the top 20 most commercially successful movies worldwide were at least partially – but most of the time, completely – made in the United States.

Problem Statement



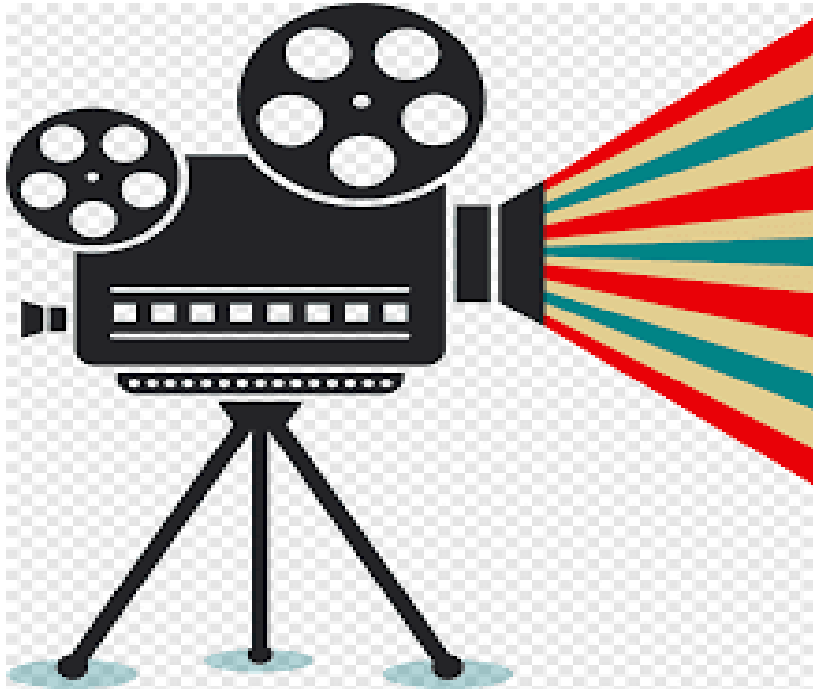
- How can Microsoft Studios generate new revenue streams by way of a movie studio that develops movies that will do well in the box office market?

Main Objective



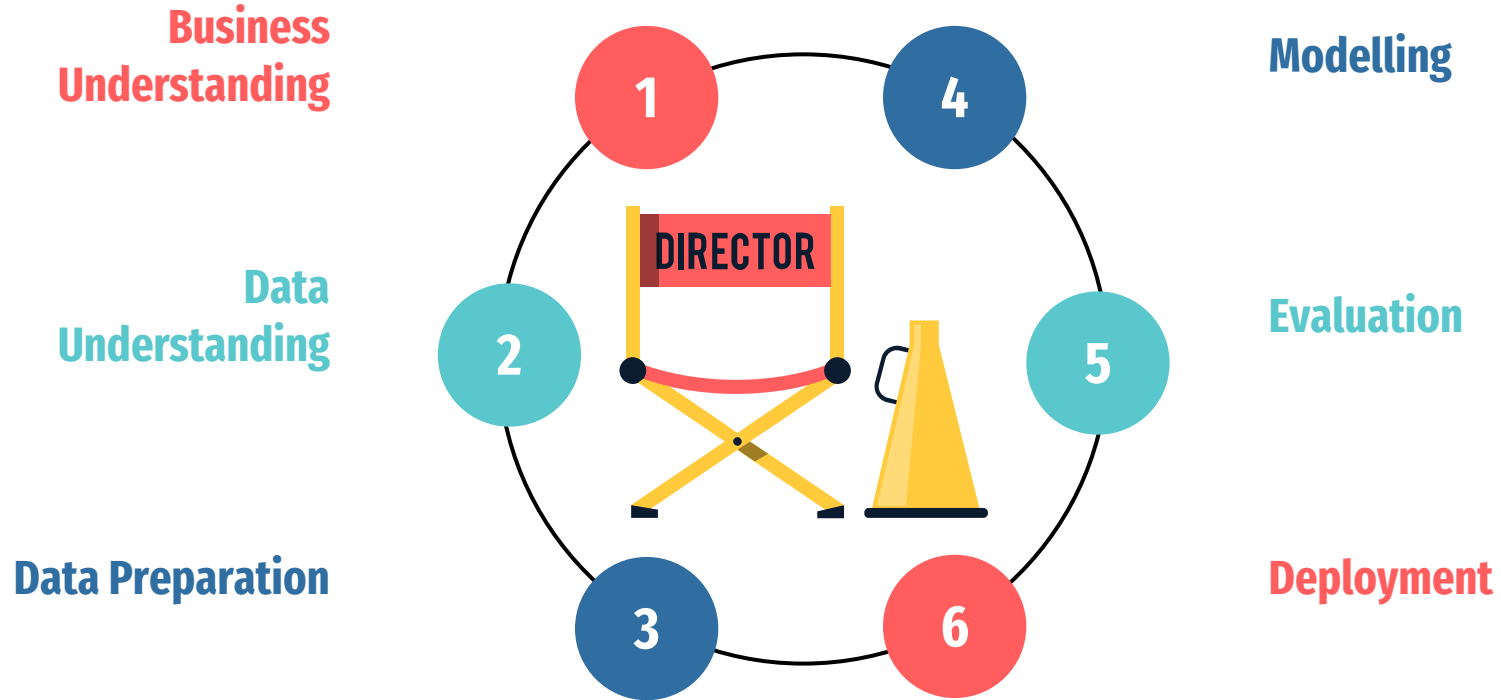
- To explore for Microsoft Studios what types of films are currently doing the best at the box office.

Specific Objectives



- To explore what types of films are currently doing the best at the box office.
- To translate findings into actionable insights that the head of Microsoft's new movie studio can use to help decide what type of films to create.

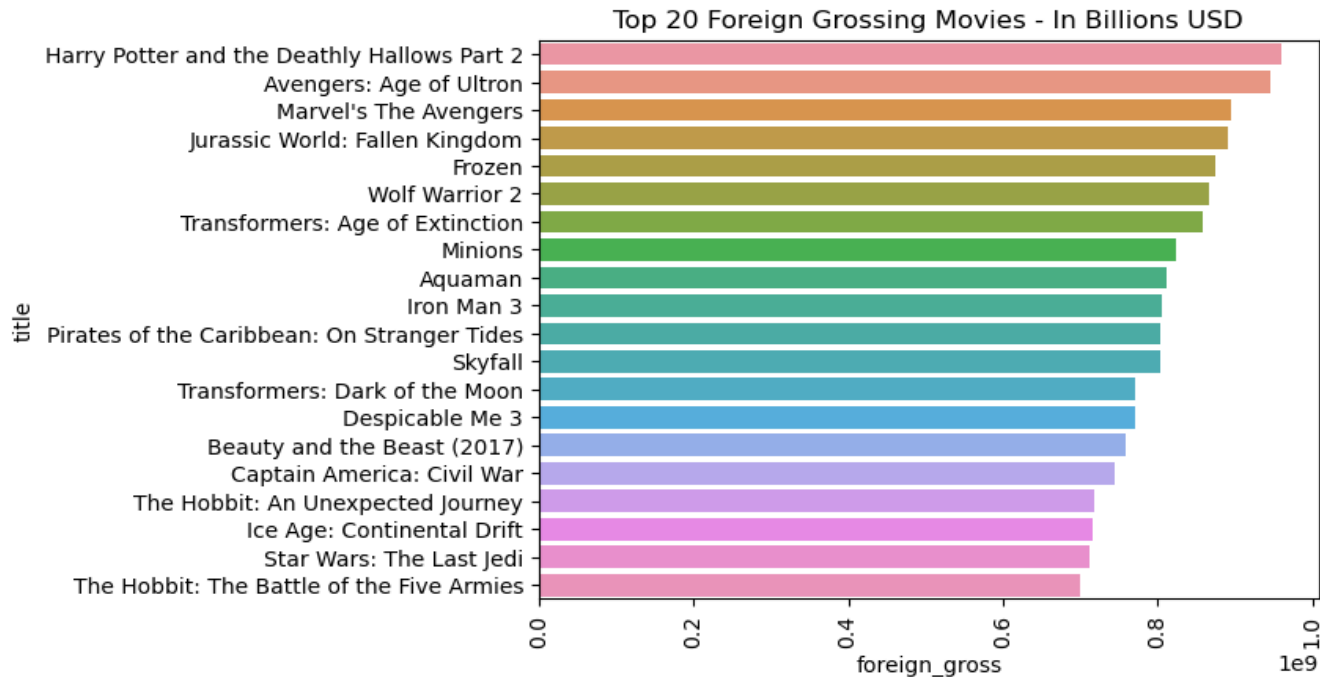
The Experimental Design



Exploratory Data Analysis



Top 20 Foreign Grossing Movies



Top 20 Foreign Grossing Movie Genres

Adventure/
Fantasy/Fa
mily

6

Action/Adv
enture/ Sci-
Fi

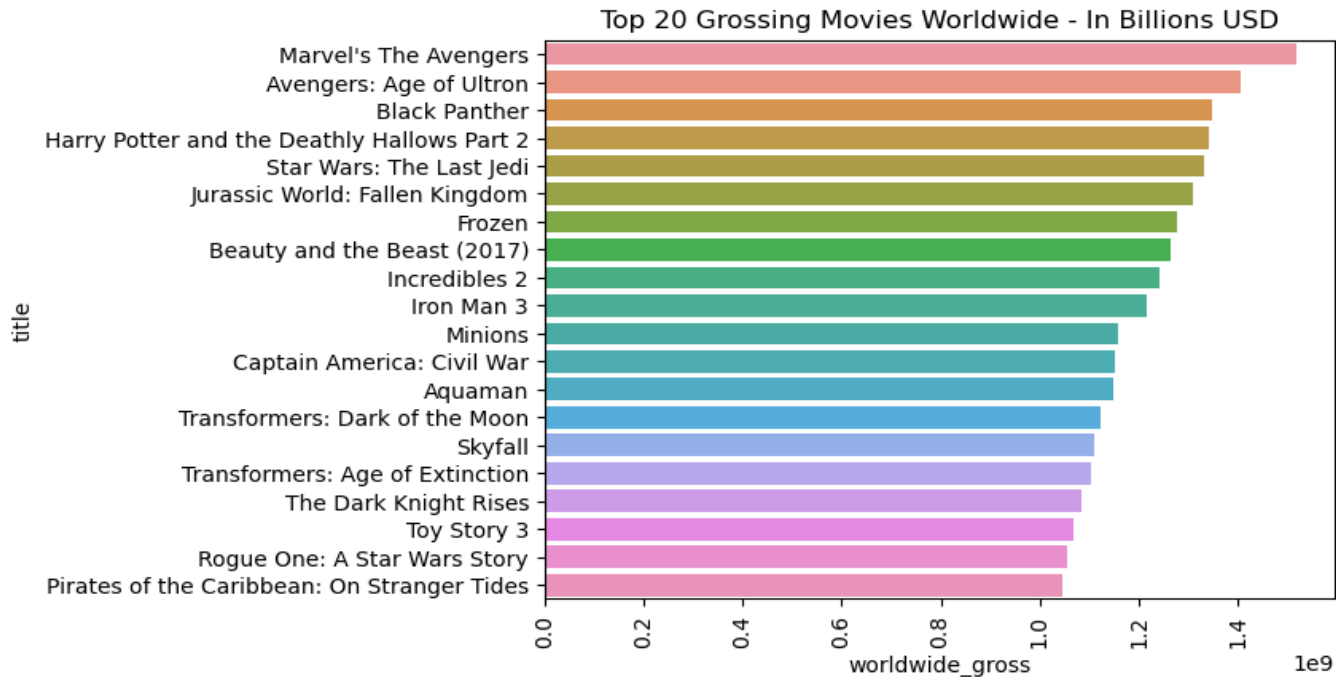
10

Animation/
Adventure/
Comedy

4

Source : IMDB

Top 20 Worldwide Grossing Movies



Top 20 Worldwide Grossing Movie Genres

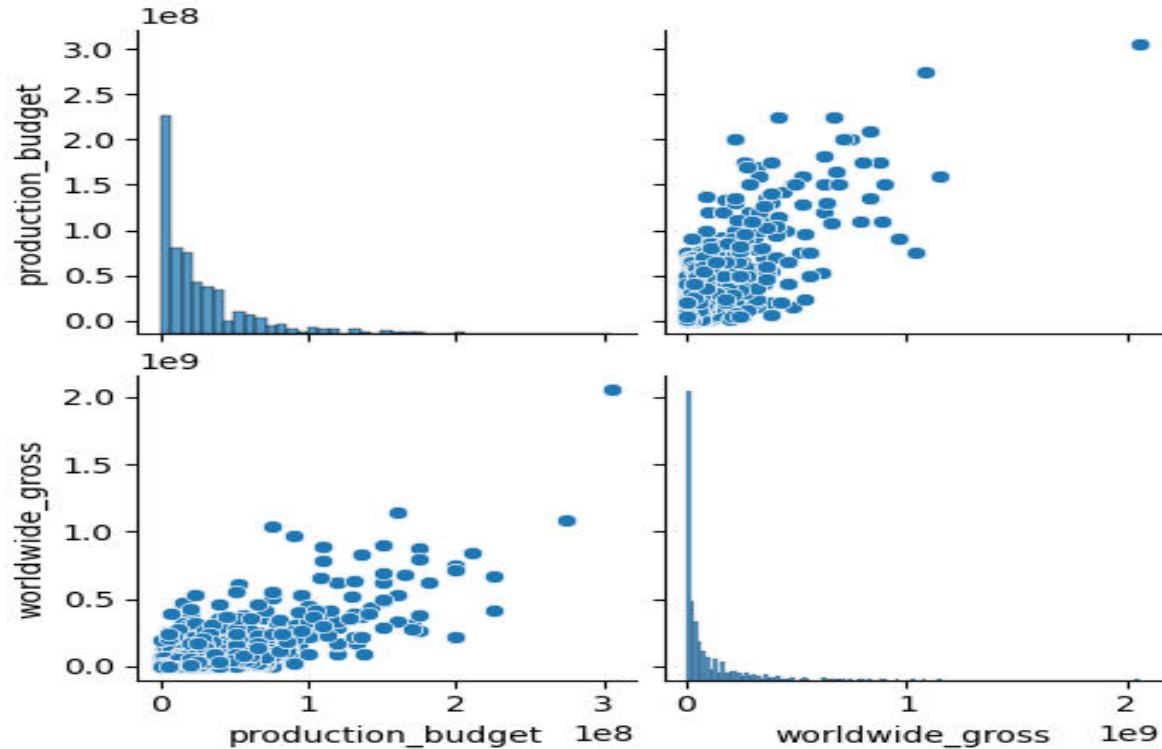
Action/Adventure/SCI-FI	11
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Adventure/Family/Fantasy	5
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Animation/Adventure/Comedy	4
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Source : IMDB

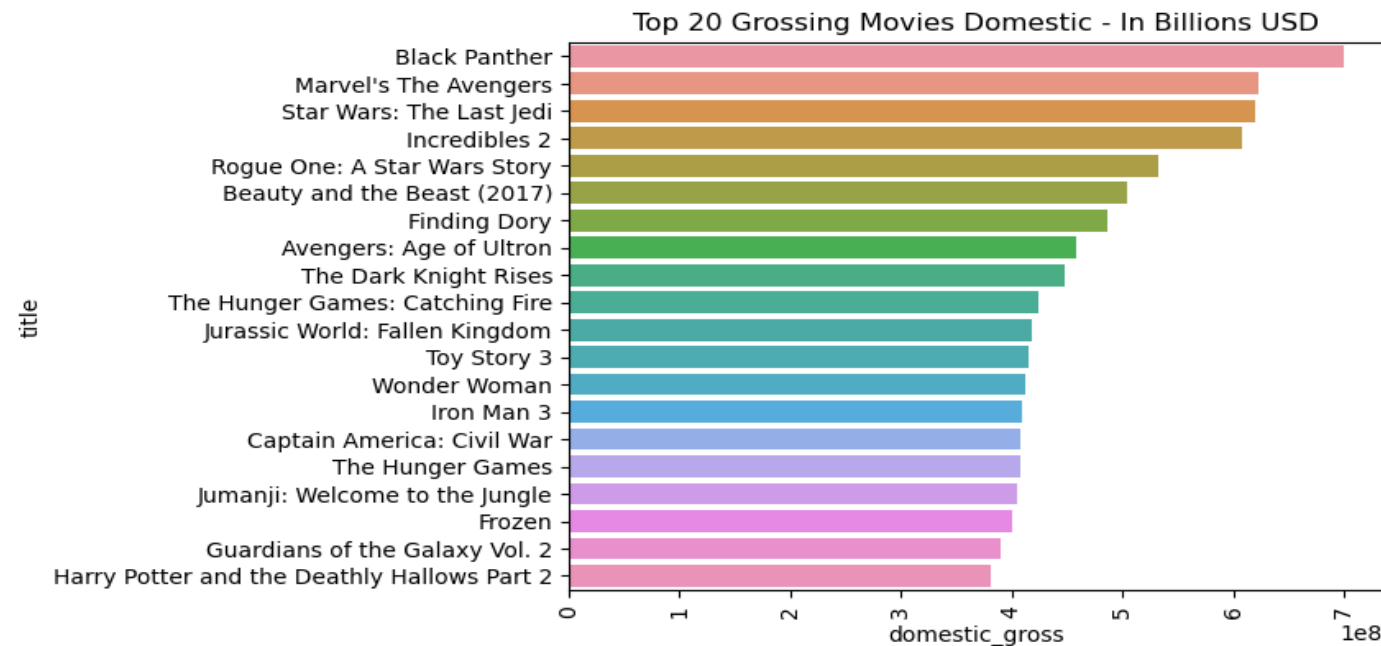
Correlation Between Worldwide Revenue & Production Budget



	production_budget	worldwide_gross
production_budget	1.000000	0.748306
worldwide_gross	0.748306	1.000000

Strong positive correlation
between production budget &
movie revenue at 0.748306

Top 20 Domestic Grossing Movies



Top 20 Domestic Grossing Movies Genres

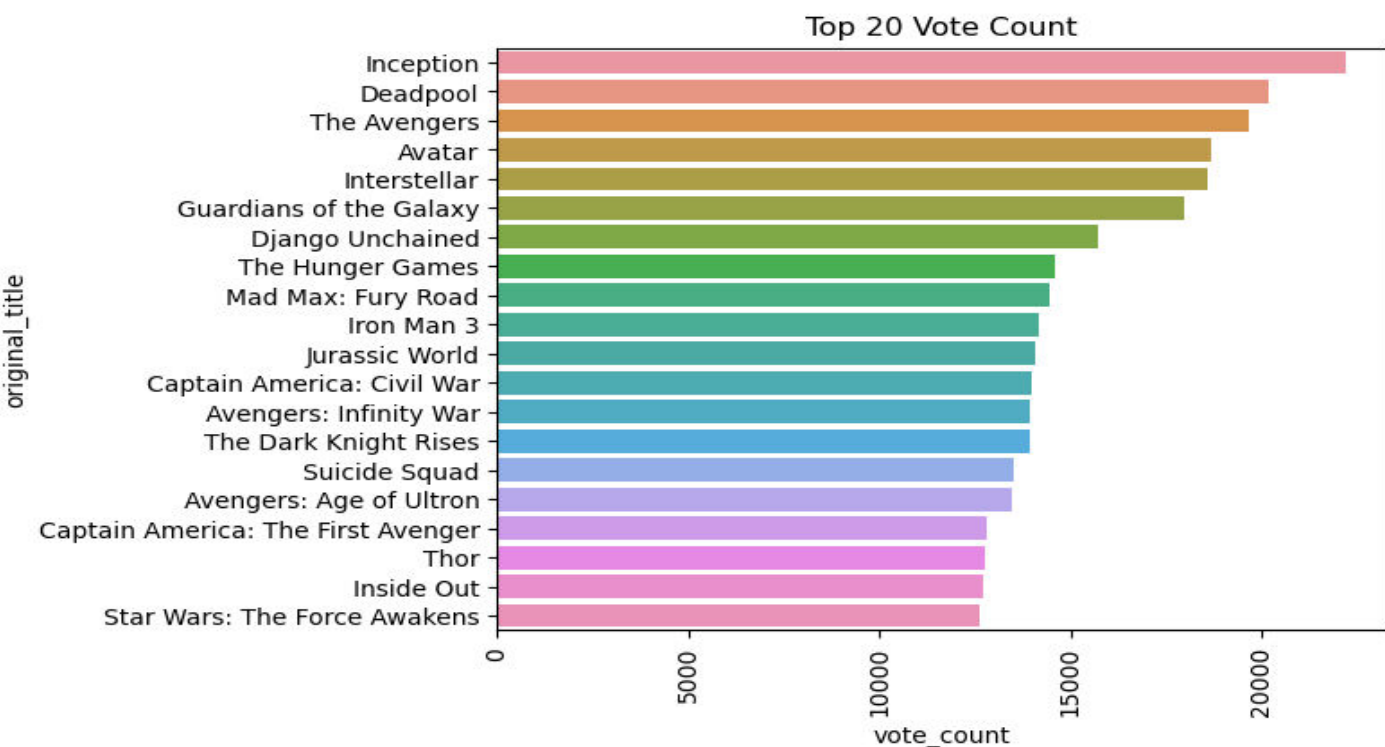
Action/Adventure/SCI-FI	13
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Action/Adventure/Fantasy	3
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Animation/Adventure/Comedy	4
----------------------------	---

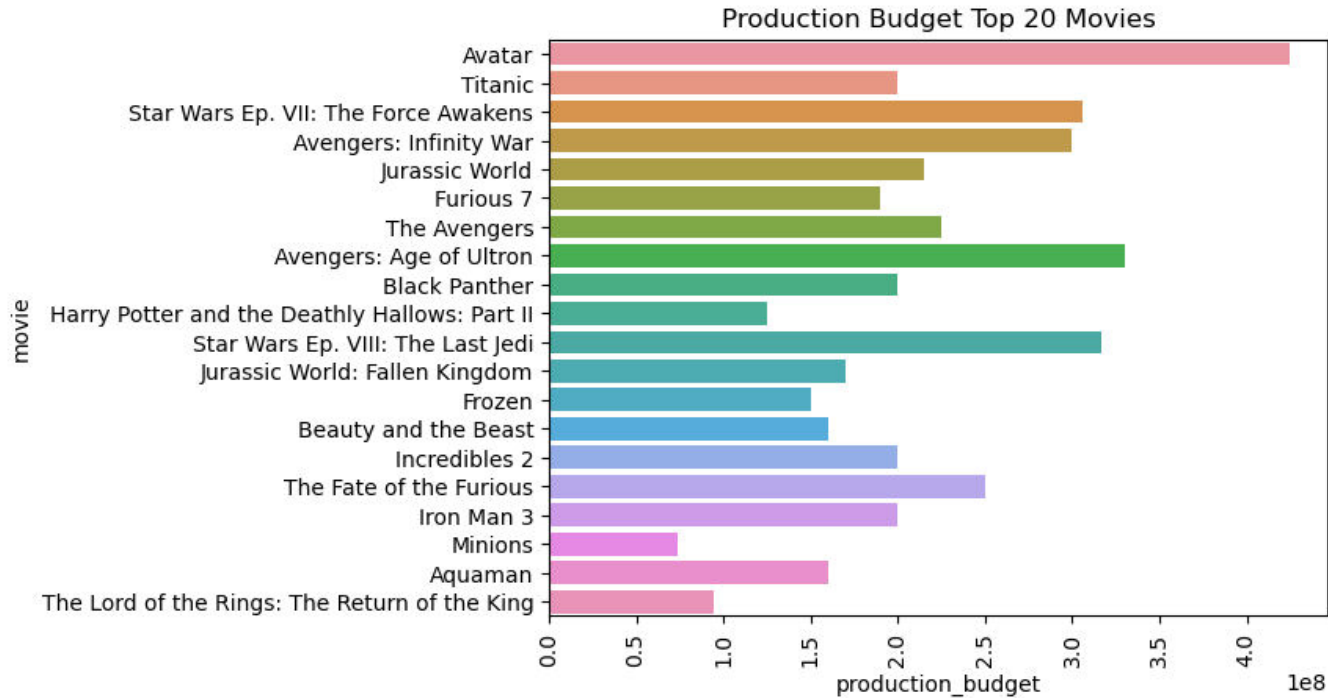
Source : IMDB

Top 20 Voted Movies



Top 20 Voted Movies Genres	
Action/A dventure /SCI-FI	13
Action/C omedy	2
Action/A dventure /Fantasy	3
Drama/ Western	1
Animatio n/Adven ture/Co medy	1
Source : IMDB	

Production Budget For Top 20 Movies



Among Top 20 grossing Movies, the highest production budget was USD 425 Million(Avatar Movie) while the lowest budget was USD 74 Million for an animation movie (Minions Movie)

Conclusion & Business Recommendations



50 %

1

Action/Adventure/SCI - FI

The above genre of movies is the most profitable for Microsoft Studios to make in terms of revenue. Over 50 % of the top grossing movies fall under this category.



0.74

2

Production Budget

There is a strong positive correlation of 0.74 between movie production budget and gross movie revenue generated. Microsoft studios should be ready to invest significantly in the production budget



USD 74
Million

3

Minimum Investment

Microsoft Studios will need to invest at least USD 74 million for a top movie. This minimum amount will cater for an animation movie. A blockbuster movie will cost upwards of USD 400 Million.

