Movie Industry Analysis & Recommendations

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Business Problem

Microsoft is venturing into the movie making industry.

To aid in the company's goal, I have conducted research by looking into what variables may lead to be a successful movie release. With the development of their new movie studio, I researched, collected information, and analyzed the recommendations for action steps.

During my analysis I looked closely at variables such as budget, gross profit (domestic, international, and worldwide), ratings, and more.

The Factors Include:

* Movie Type/Genre & Gross: What types of movies generated the highest gross?

* Movie Budget & Gross: How does movie budget relate to gross?

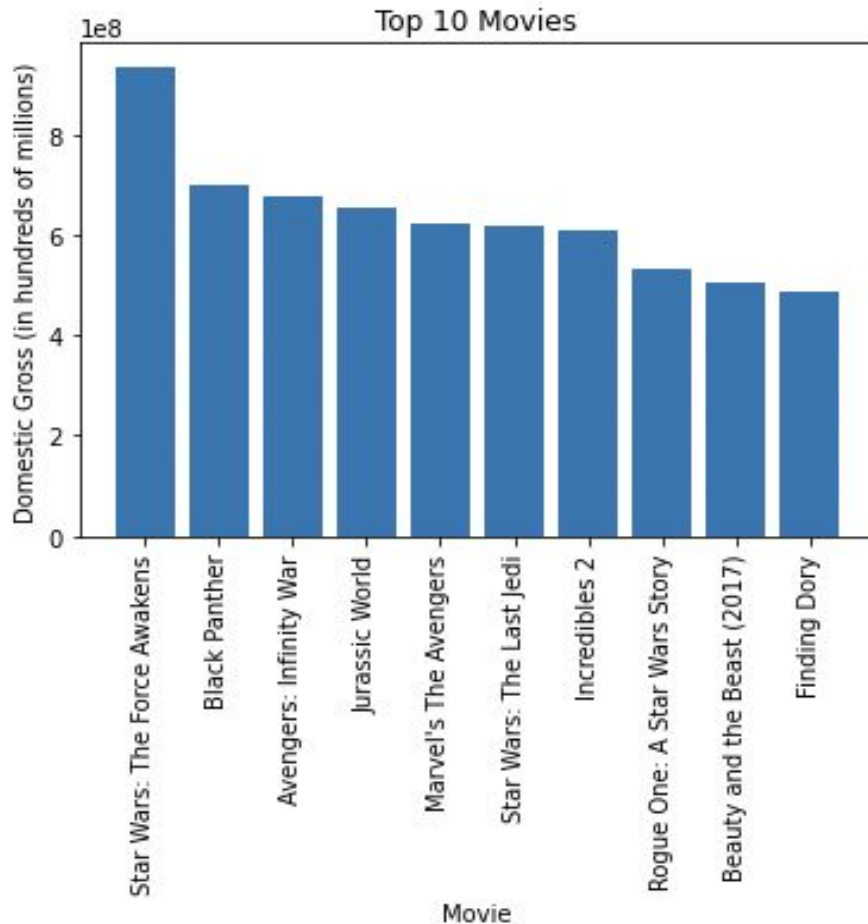* Ratings & Month: How is a movie rating and release month related?

Data

In my analysis, I utilized 3 sources to develop 3 recommendations for the Microsoft team.

- **The Movie Database (TMDb):** TMDb is a database created for movies and TV shows insights.
  - Focus: Top 10 movies and genres
- **The Numbers** is "premier provider of movie industry data and research services."
  - Focus: Production budget vs. world wide budget.
- **Box Office Mojo** is an database that collects information on domestic & international movies & tv shows.
  - Contains 26, 517 movies from years 1930 to 2020
  - Focus: Relationship between release month and vote average.
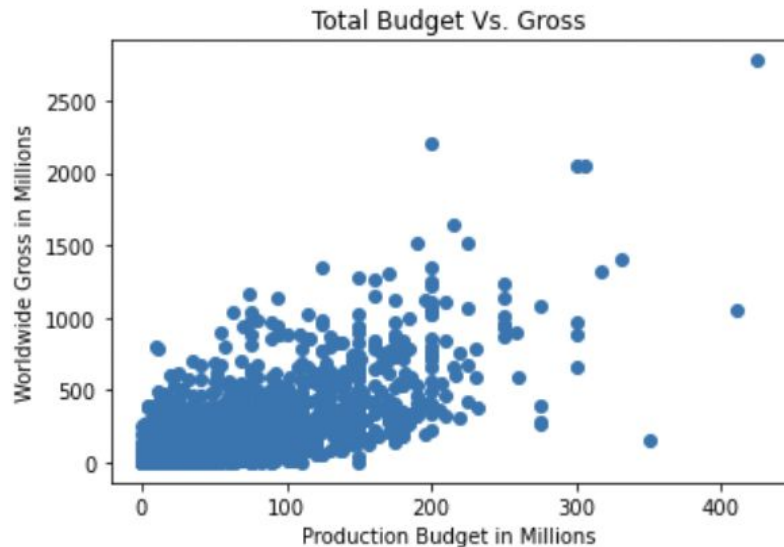
Results: The Movie Database (TMDb)

★ Based on the top 10 movies analyzed from 3887 movies,
★ Genre: fiction movies such as:
  ○ a sequel to a successful movie series
  ○ a modern remade sci-fy movie
  ○ a super hero movies especially from Marvel
  ○ a cartoon animation especially from Disney.

Top 10 Movies

Domestic Gross (in hundreds of millions) — 1e8

Movies (x-axis):
- Star Wars: The Force Awakens
- Black Panther
- Avengers: Infinity War
- Jurassic World
- Marvel's The Avengers
- Star Wars: The Last Jedi
- Incredibles 2
- Rogue One: A Star Wars Story
- Beauty and the Beast (2017)
- Finding Dory

Results: The Numbers

★ From the 5782 movies analyzed, there is a ~.74 positive correlation with production budget and worldwide gross, which means this shows that production budget does impact the worldwide gross.

★ Production Budget:
   ○ 75% percentile
      ■ $40,000,000 dollars

★ Worldwide Gross:
   ○ *75% percentile
      ■ $97,645,840 dollars
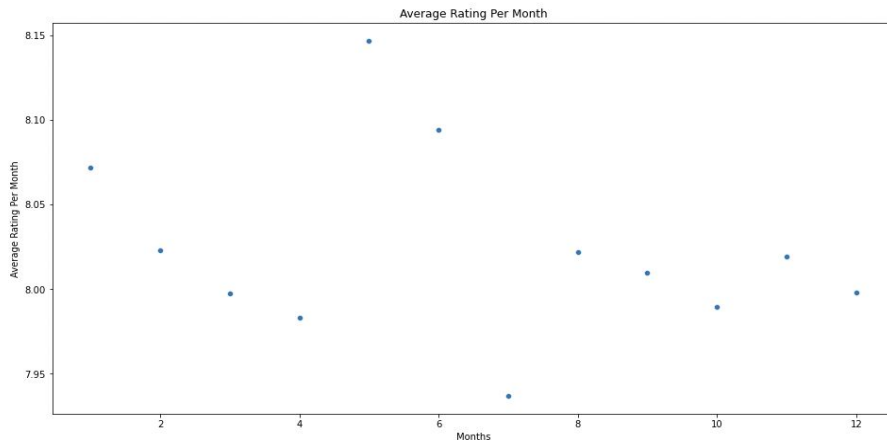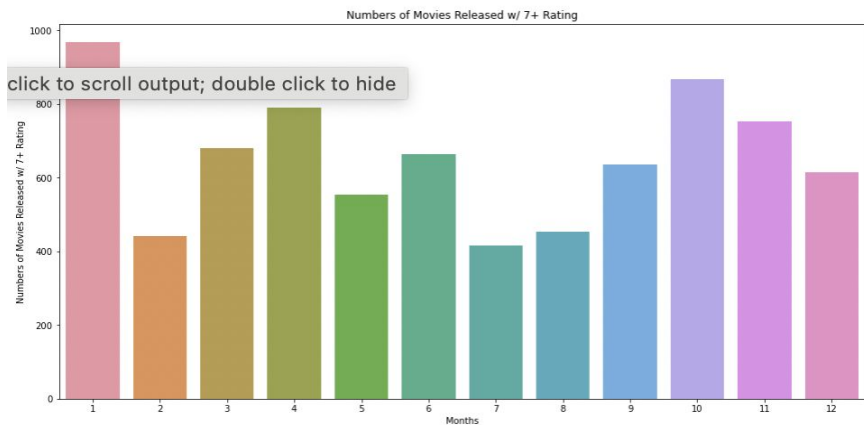

Total Budget Vs. Gross

Results:Box Office Mojo

Numbers of Movies Released w/ 7+ Rating

- The top 3 most popular months that movies were released include: January, October, and April.
- The 3 least popular months that movies were released include: June, July, and February.

Average Rating Per Month

- The top 3 months with the highest rating was May, June, and January.
- The 3 months with the lowest rating were in: November, April, March.

Recommendations

- ❖ **Production Budget:**
  - ➢ **40,000,000 dollars + which is what the movies in the top 25% use**
- ❖ **Release movie**
  - ➢ **January, May, and/or June**
- ❖ **Genre:**
  - ➢ **Fiction movies such as:**
    - ■ **sequel to a successful movie series, a modern remade sci-fy movie**
    - ■ **a super hero movies especially from Marvel**
    - ■ **a cartoon animation especially from Disney**
- ❖ **Display movie in:**
  - ➢ **Theaters**
  - ➢ **Partner with online movie apps**
    - ■ **Netflix**
    - ■ **Hulu**
    - ■ **HBO Max**
    - ■ **Disney Plus**

These factors above would be allow Microsoft to have a great start to their venture into the movie production world.

Adjusting To The Future!

- As the world continues to change, I would highly suggest <u>partnering with modern applications</u> to increase profit and the number of individuals watching the movies.
- In the future, we can continue to <u>collect data</u> on movie applications, modern solutions that companies are utilizing for the pandemic, and continue to experiment with other variables that may affect the production of a successful movie.
- Finally Microsoft should consider working with familiar <u>social media influencers and actors</u> to increase popularity of their film.

Gracias! Thank You!

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