

Microsoft Studios Analysis

Dalton Rabb

Summary

In my analysis, I measured previously successful movies based on genre, release month, and production budget to make suggestions for Microsoft Studios upcoming films.

- The studio should allocate around \$109 million to generate revenue in the top 10% of movies globally.
- The movie should be released in early Summer(May-June), or during holiday season(November-December) to generate higher revenue.
- The film's genre to increase likelihood of popularity should be action, adventure, sci-fi, or some combination of the four listed.

Outline

- Business Problem
- Data
- Methods
- Results
- Conclusions



Business Problem - How to create a profitable Movie?

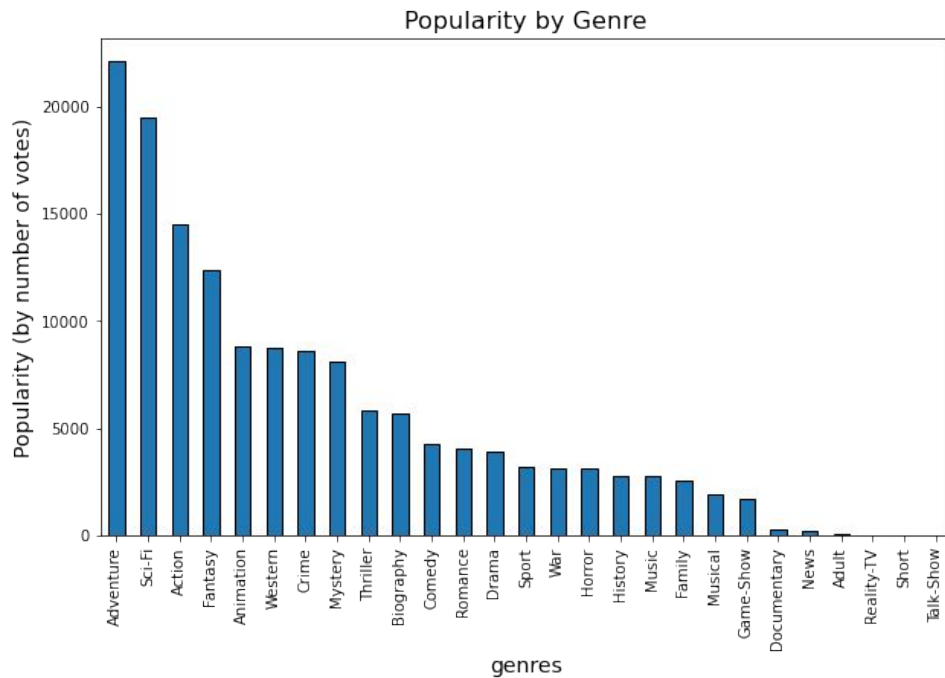
- How high of a production budget does a highly grossing film require?
- What genres are the most likely to be popular?
- What month should a movie be released in to improve likelihood of success?

Data

With the data sets of past movies used in this analysis, similarities in genre, production budget, and release month from successful movies were averaged to determine Microsoft's best environment for success.

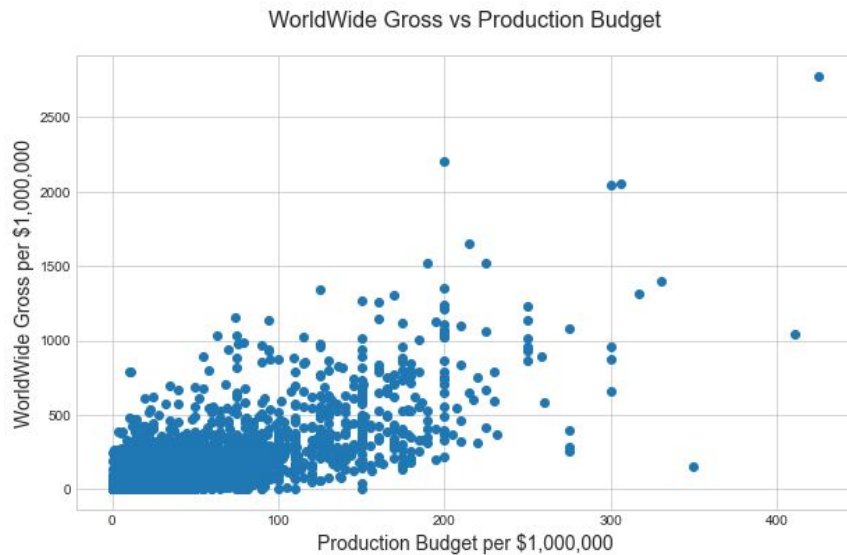
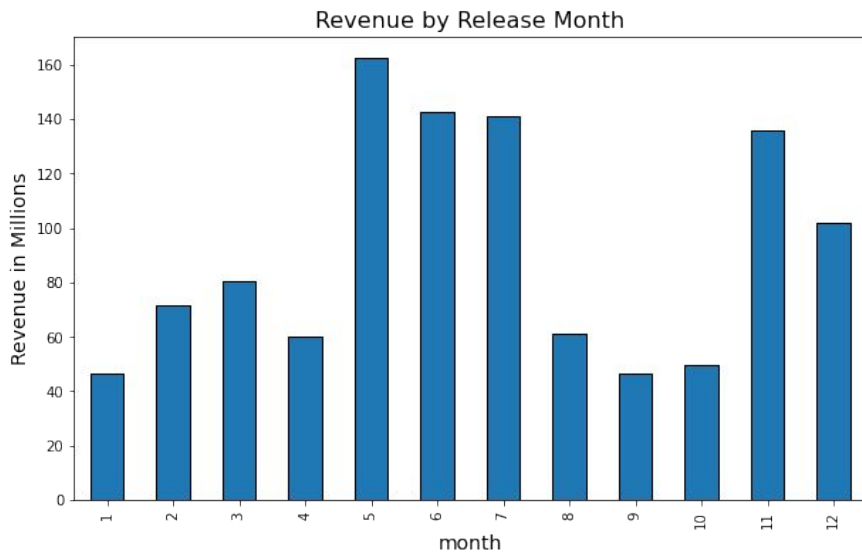
Methods

To match popularity and average rating with the corresponding movie, I merged two of the “budgets” and “ratings” data frames to derive more from the data. Data in specific columns also had to be manipulated to perform operations for my findings.



Results

Release month and production budget have a substantial impact on a movie's revenue potential.



Conclusions

- The studio should allocate around \$109 million to generate revenue in the top 10% of movies globally.
- The movie should be released in early Summer(May-June), or during holiday season(November-December) to generate higher revenue.
- The film's genre to increase likelihood of popularity should be action, adventure, sci-fi, or some combination of the four listed.

Thank You!

Email: drabb138@gmail.com

GitHub: [@Drabb16](https://github.com/Drabb16)