Microsoft Studios Analysis

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Outline

- Business Problem
- Data
- Methods
- Results
- Conclusions

Business Problem - How to create a profitable Movie.

- How big of a production budget does a highly grossing film require?

- What genres are most popular amongst movie fans?

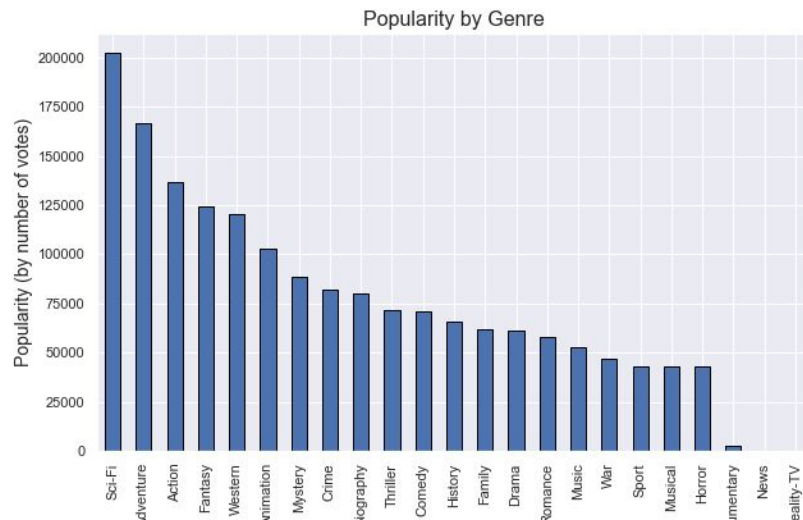- What month should a movie be released in to improve likelihood of success?

Data

Three data sets(two from IMDb and one from The Numbers) were used for my analysis. The information primarily used included genre, production budget, worldwide gross, release date, average rating, and number of votes for each movie. The final merged data frame had 3,537 movies, which were studied to determine similarities that made them successful .

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 tables. After merging all the data sets so each movie had all of its relative information, I analyzed similarities among the top 10% of movies based on worldwide gross.
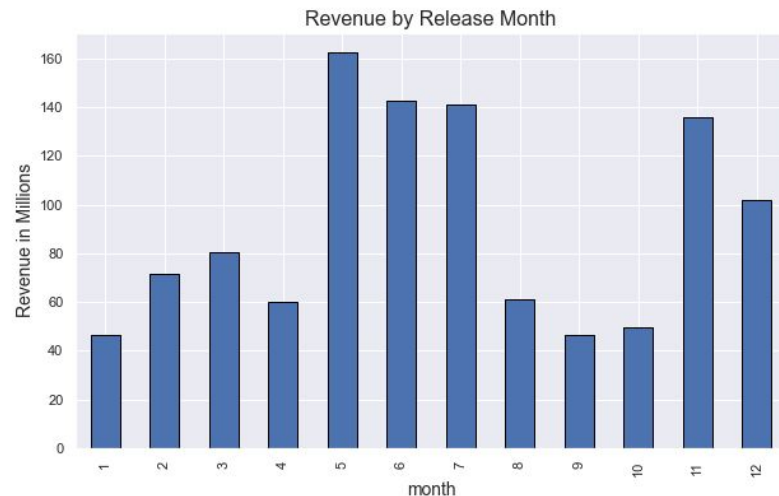
Genre Selection

Displayed to the right is a bar chart showing the most popular genres (counted by number of votes) among the top 10% of worldwide grossing films.
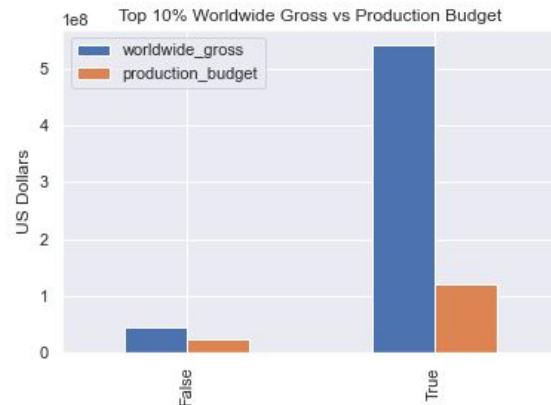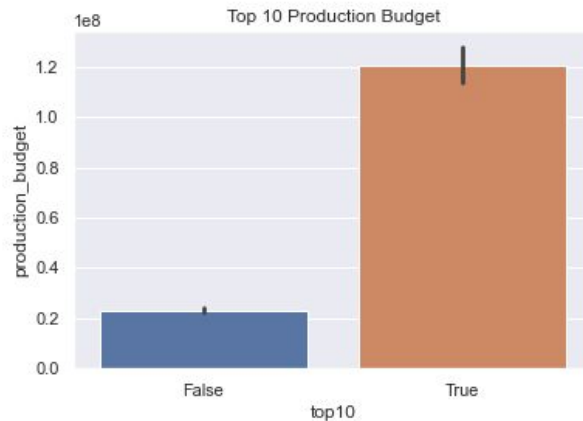
Release Month

Here we can see the impact a movie's release can have on revenue by month. The early Summer months of May, June, and July along with the the holiday season of November and December greatly outperform any other release months.

Revenue by Release Month

Production Budget

One of the most important decisions to make when planning a movie is the size of the production budget. The data shows production budget and worldwide gross has a high correlation. Movies in the top 10% of revenue have a much higher production budget, and have a much higher return on investment as shown by these two bar graphs.

Results

After looking at similarities across previously successful movies, Microsoft Studios will be able to confidently make decisions regarding genre selection, release month, and production budget to generate the most revenue.

Conclusions

- The studio should allocate around $120 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 sci-fi, adventure, action, or some combination of the four listed.

Thank You!

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