



MICROSOFT MOVIE STUDIO

REDEFINING CINEMATIC EXCELLENCE

Outline

- ▶ Goal
- ▶ Data
- ▶ Methods
- ▶ Results
- ▶ Recommendations

Goal

Venturing into the Movie Industry: Microsoft's Profitable Path

- ▶ **Objective:** Microsoft's Movie Industry Entry
- ▶ **Analyzing Success Factors:** ROI, Genre, Star Appeal
- ▶ **Profitable Rivalry:** Unveiling Studio's Success Secrets

Methods

Data Preparation and Cleaning

- ▶ Acquiring and Organizing Data
- ▶ Enhancing Data Relevance with SQL

Data Cleaning Process

- ▶ Converting Financial Values
- ▶ Eliminating Duplicates and Missing Data

ROI Calculation and Visualization

- ▶ Introducing ROI Column
- ▶ Visualizing Data with matplotlib and seaborn

Data

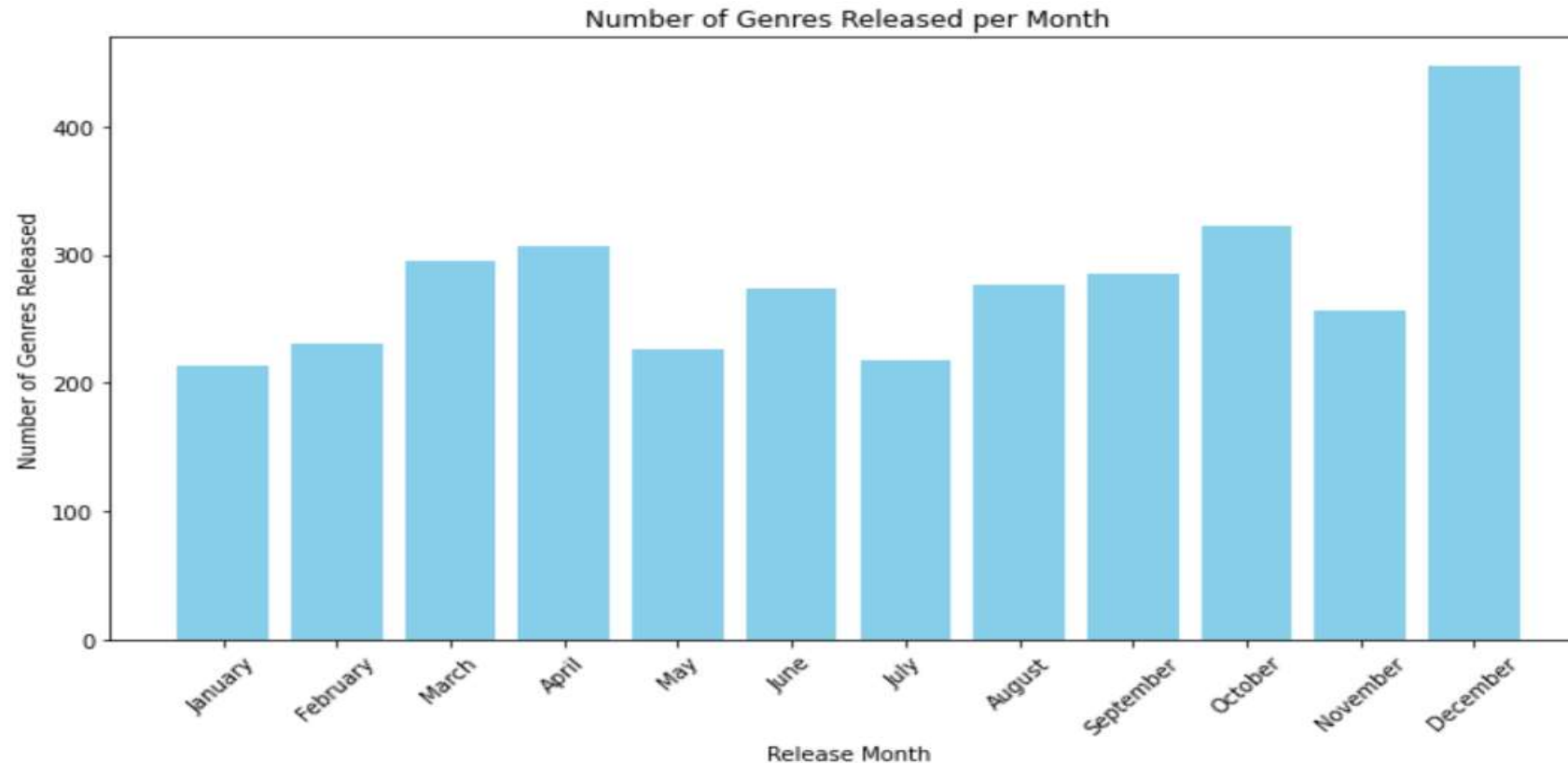
For this project, I utilized data from the following sources:

- Box Office Mojo
- IMDB, Rotten Tomatoes
- TheMovieDB
- The Numbers

This data encompasses comprehensive details about movies, such as the key individuals involved in production, genres and financial metrics

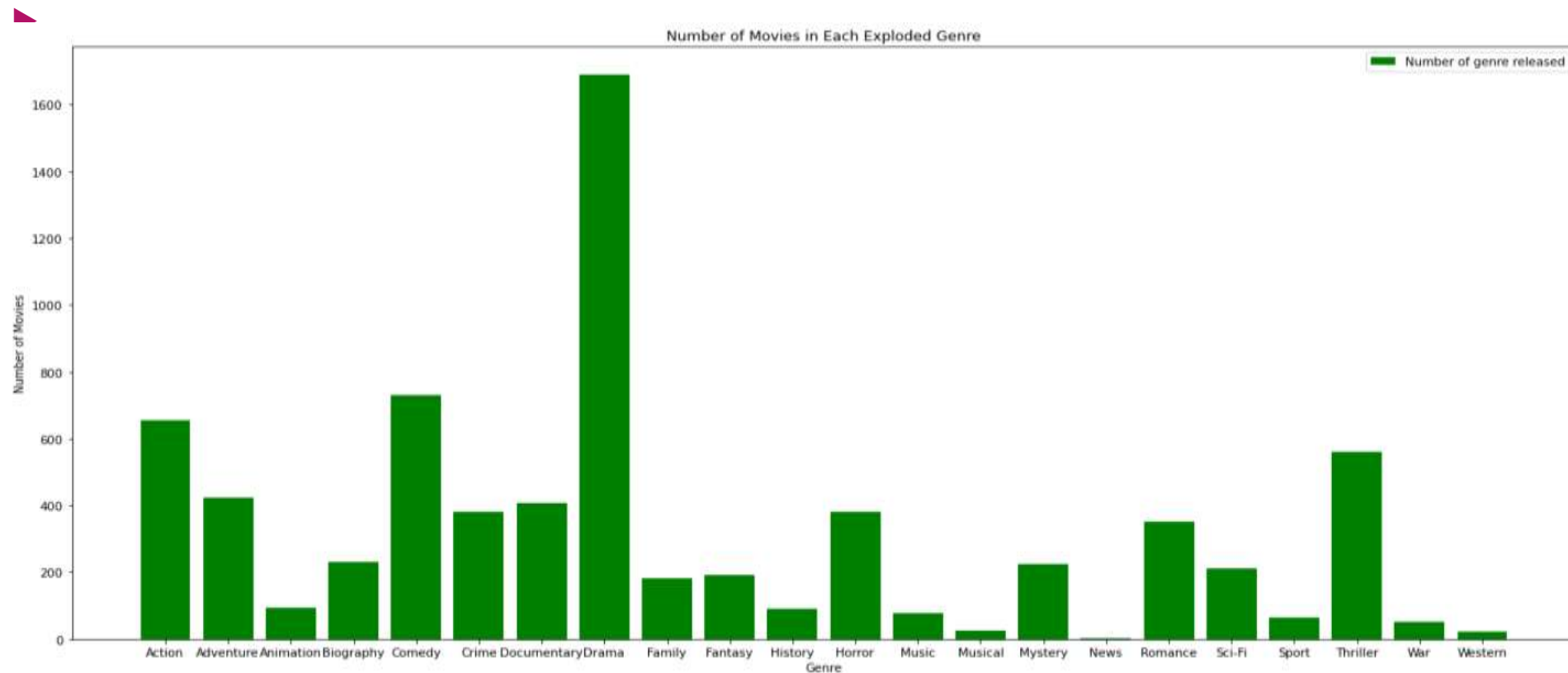
Results

- Months with the highest movie releases are December, October, April, March, June, August and November respectively

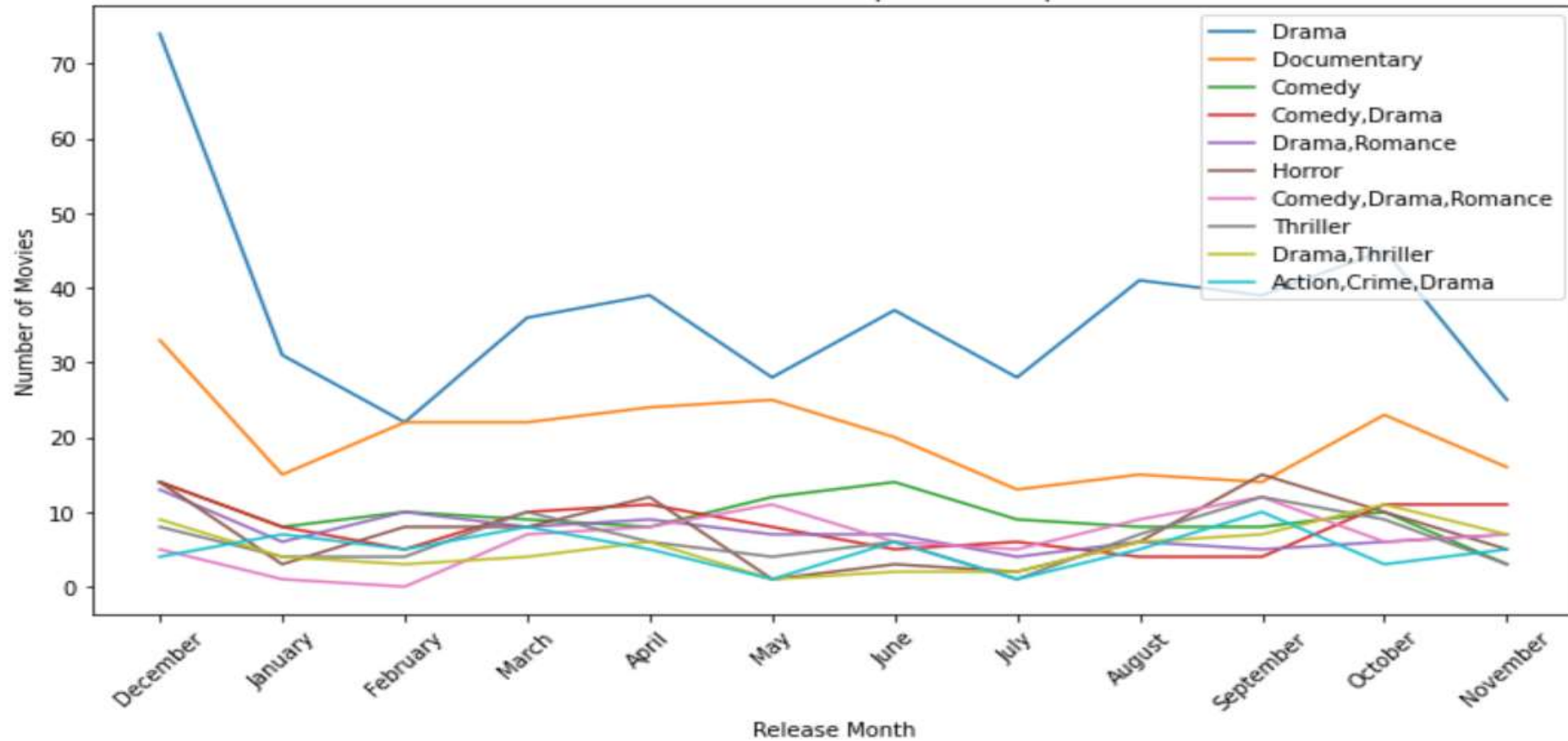


► **Genre Releases:** Drama: Most Releases; Comedy: Second Most; Action: Third Most

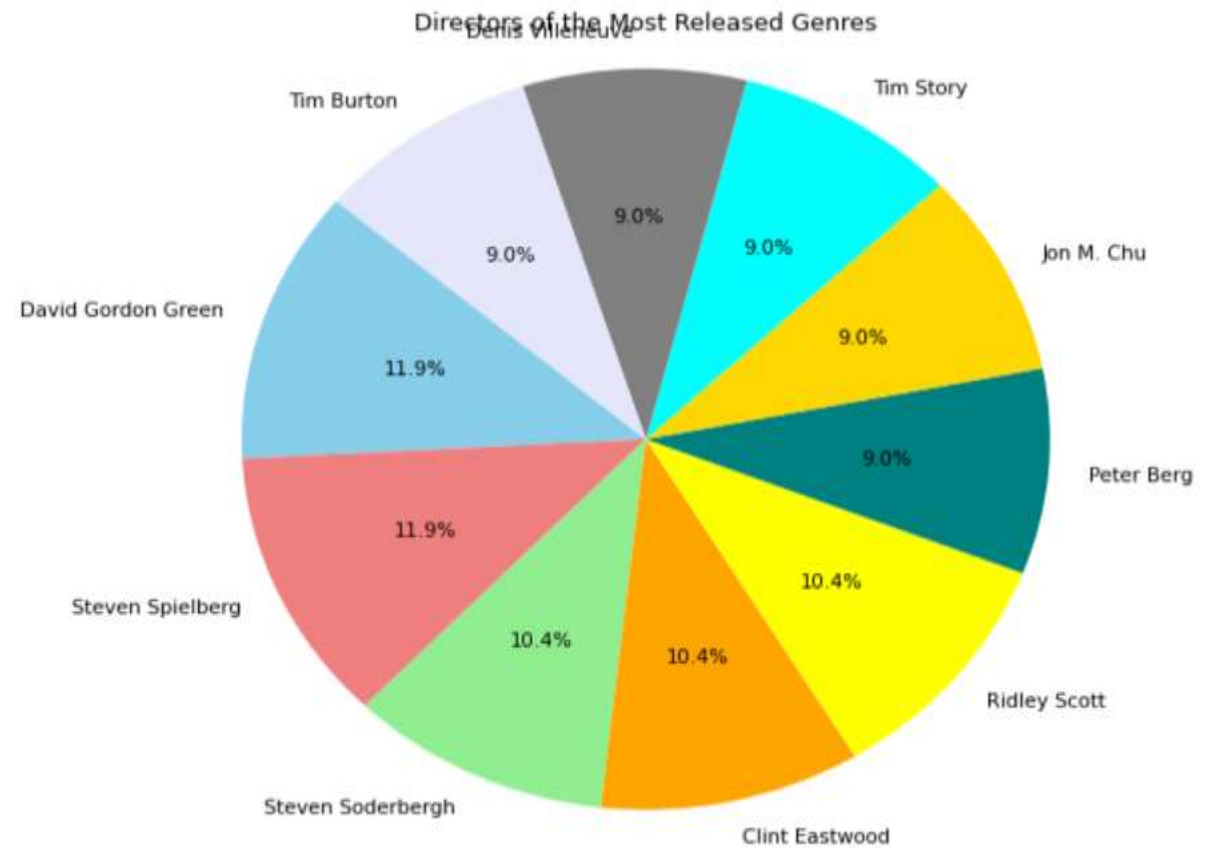
► **Grouped Genre Releases** Comedy, Drama Drama, Romance Comedy, Drama, Romance
Action, Crime, Drama



Number of Movies in Each Top Ten Genre per Month



- The movie production industry is dominated by few directors. These directors produce the most released genres we earlier identified.



ROI by Month

April: Highest ROI

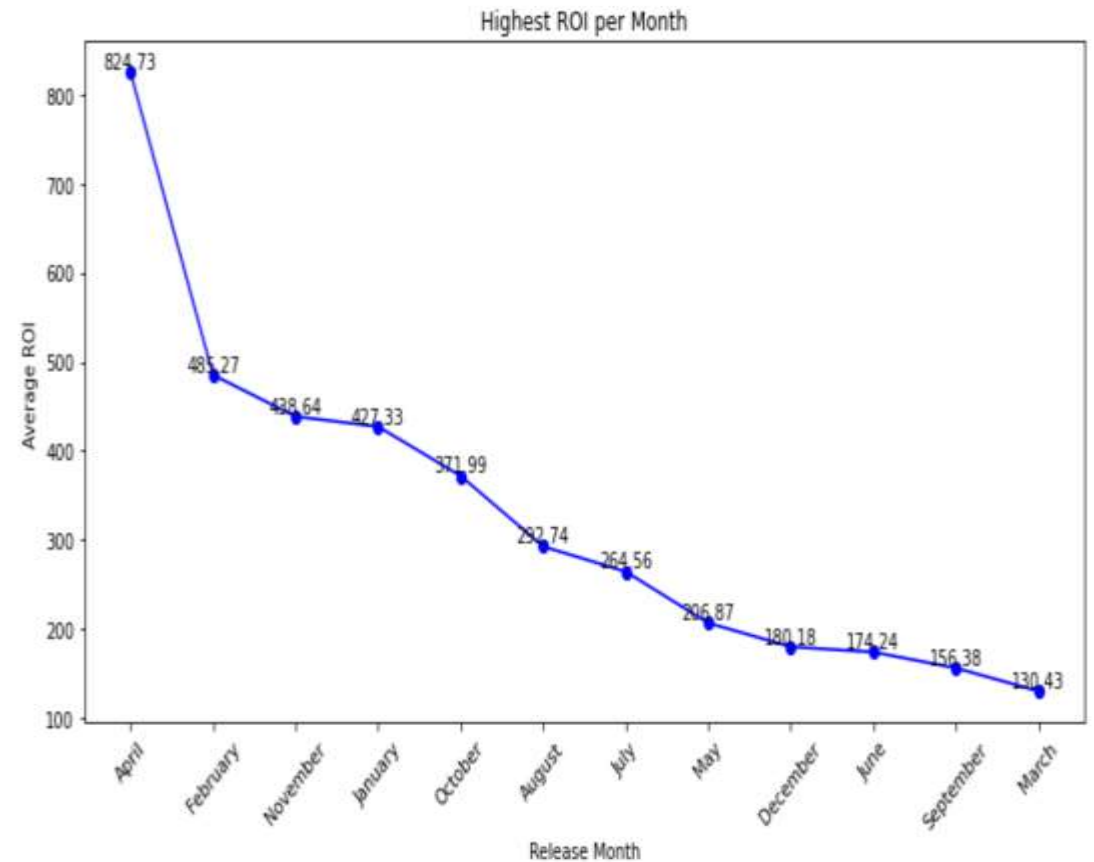
February: Second Highest

November: Third Highest

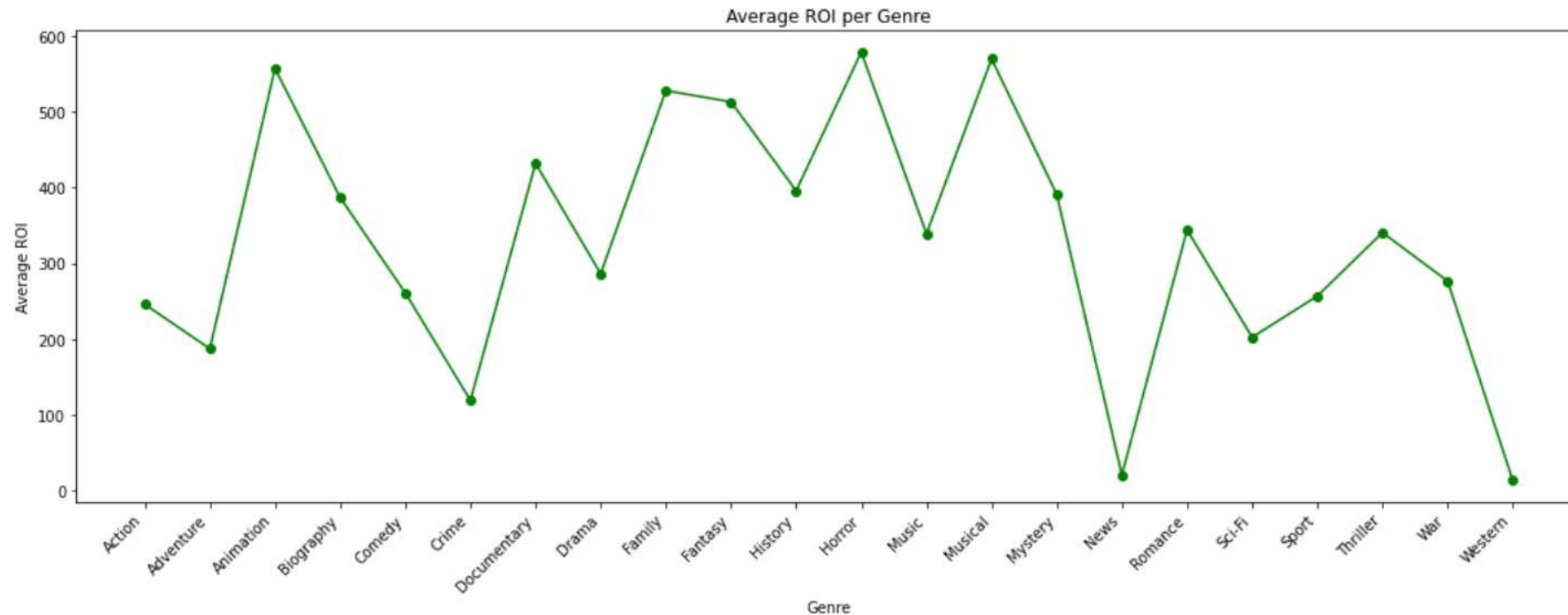
April's Success

Genre: Comedy, Drama, Horror

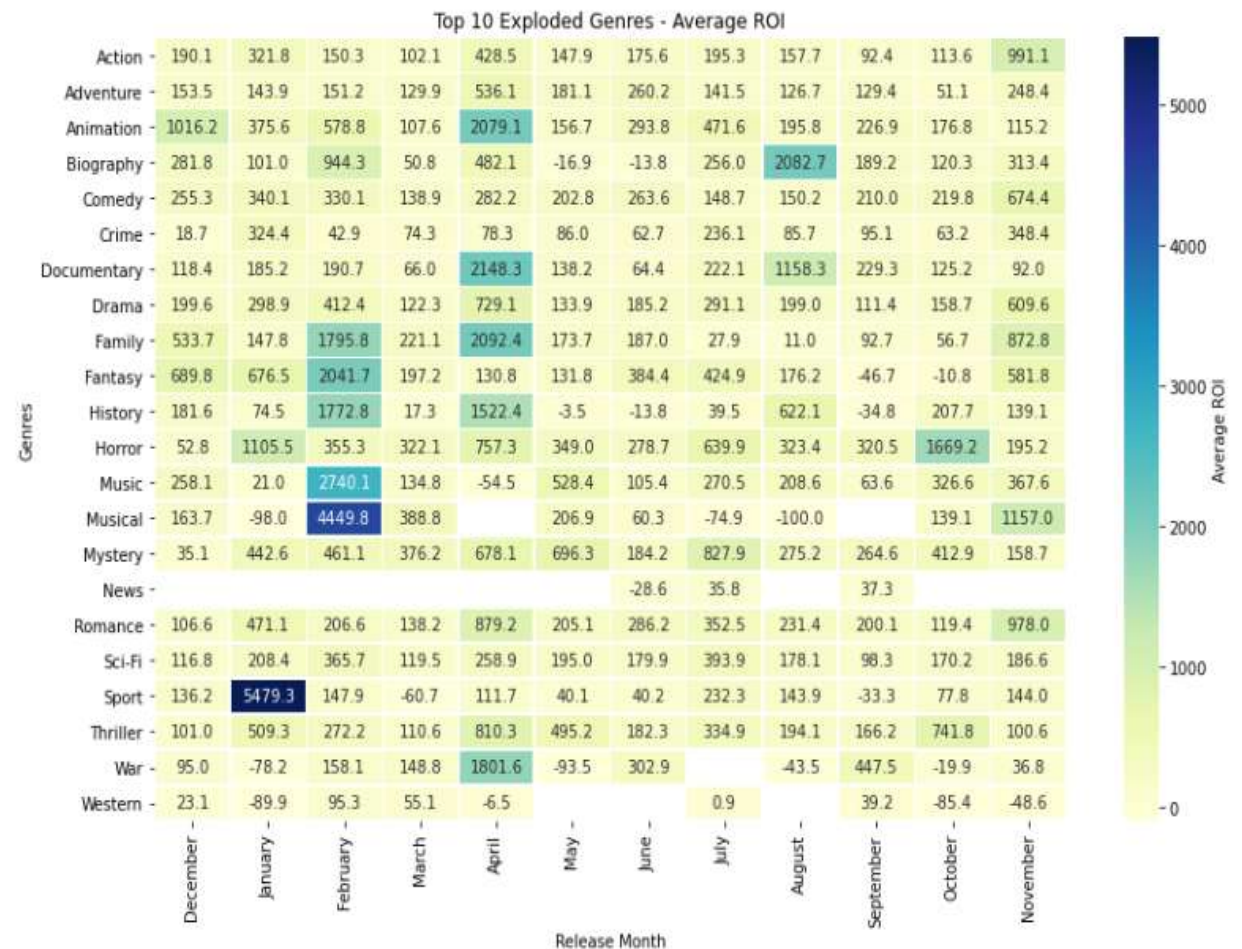
Director: Graham Wright



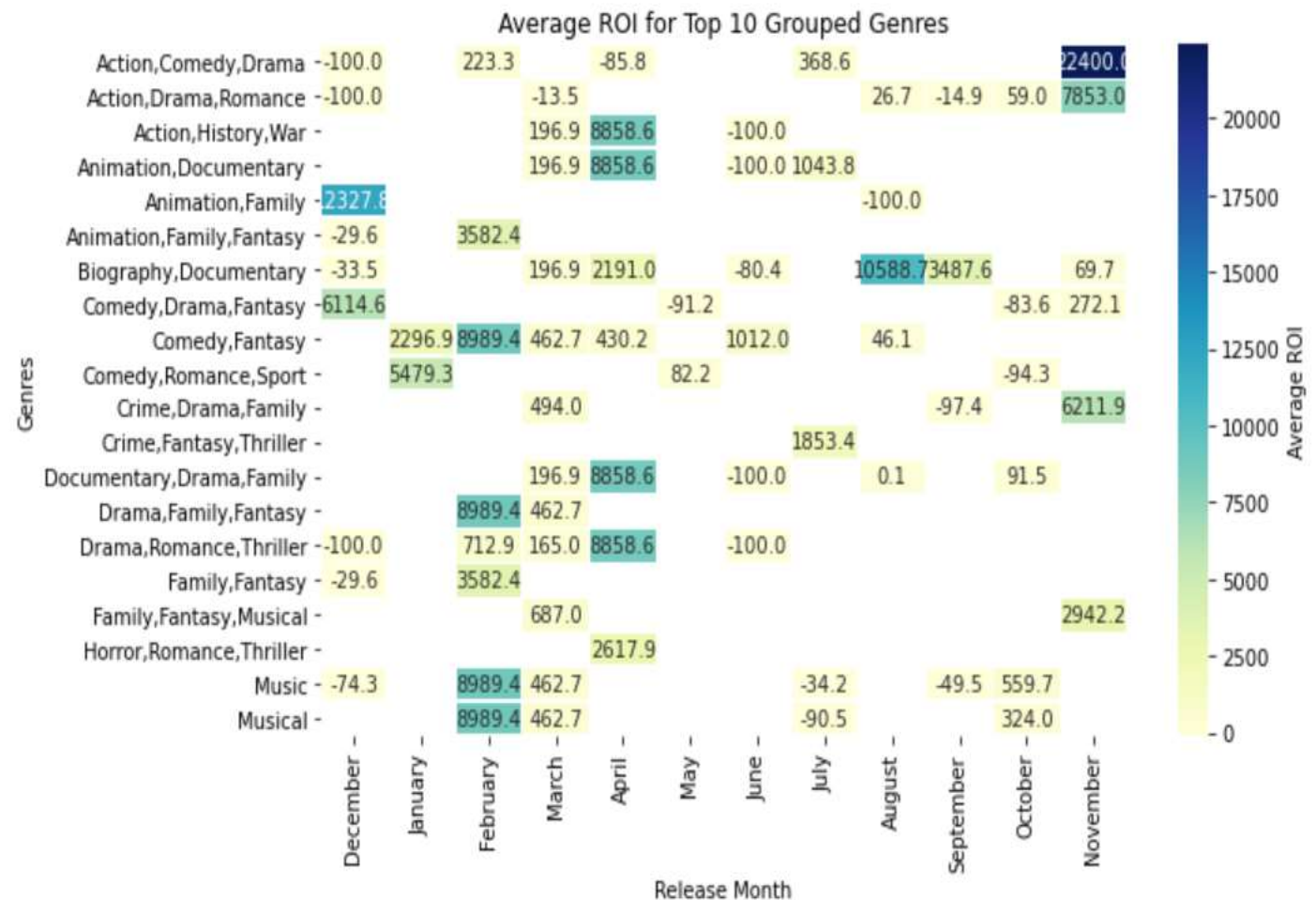
- The below line graph reveals that the some of the genres with the highest roi are horror, musical, animation and family. I find this quite strange given that these are not the same genres I find under mostly released genres per month.



- This is a heat map showing that from a closer look, contrary to the above line graph, the sport genre had the highest ROI. This could be due to the low investment/budget put in this movie genre compared to horror.



- I found that when movies released have combined genres, the ROI is much higher. An instance is where a combination of action, comedy and drama have the highest ROI.

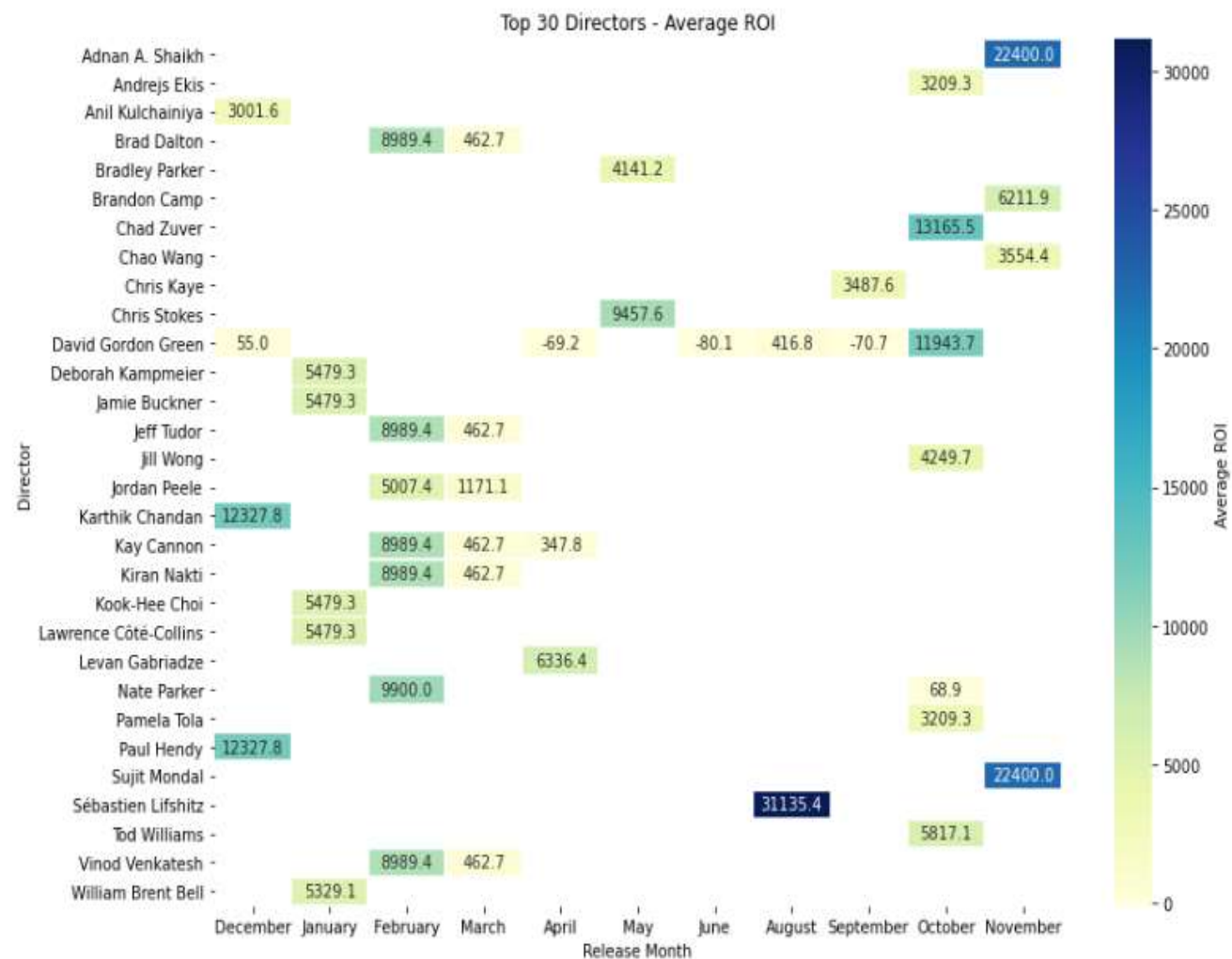


► Top 30 Directors with Highest ROI

Directed Movies with Genres: Biography, Documentary, Action, Comedy, Drama, Romance, Horror, Animation, Family, Sport, Fantasy, and Musical.

Main Release Months:

- ▶ January
- ▶ February
- ▶ March
- ▶ October
- ▶ November
- ▶ December



Conclusion

Profitable opportunity in movie industry for Microsoft:

- ▶ High budget \neq High ROI
- ▶ Combined genres = Potential success, best release months: Dec, Nov, Oct
- ▶ Focus on animation, horror, musicals = High ROI, low budget
- ▶ Consider experienced directors: S. Soderbergh, S. Spielberg, D. Gordon Green, S. Lifshitz, S. Mondal, A. A. Shaikh, K. Chandan, C. Zuver"