

THE MOVIE INDUSTRY INSIGHTS

MICROSOFT STUDIOS

PHASE 1 PRESENTATION

By:

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Introduction

The movie/film industry is a multi-billion dollar global industry that has been around for over a century.

It has been greatly influenced and has been influenced by culture resulting to a multitude of genres.

There are a considerable number of professionals have dedicated their lives to making the industry tick.

It is my job to bring you up to date on the industry

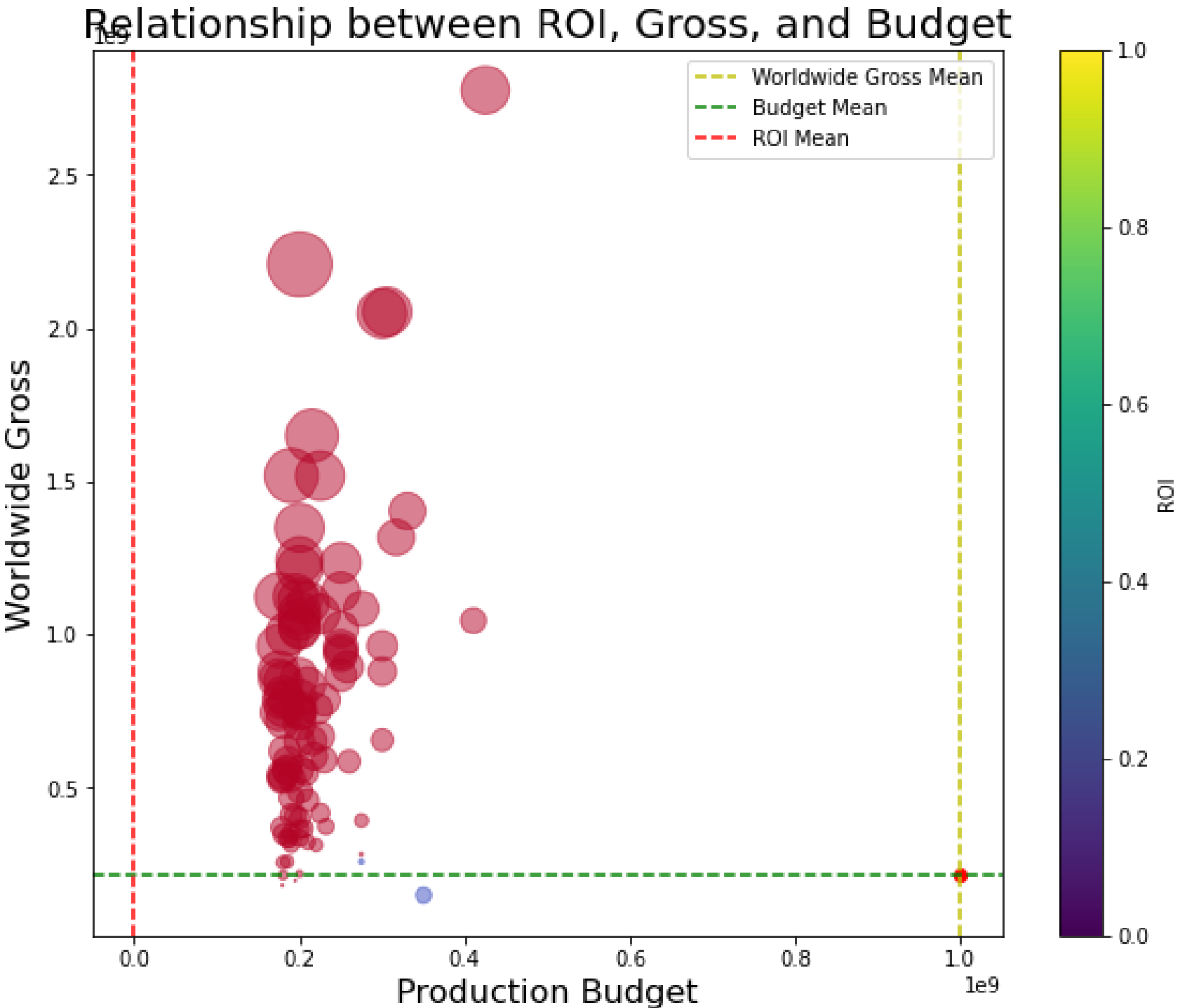
Data Exploration

We shall be exploring data in these documents:

1. bom.movie_gross.csv
2. im.db
3. rt.movie_info.tsv
4. rt.reviews.tsv
5. tmbd.movies.csv
6. tn.movie_budgets.csv



Financial Analysis



This table shows that,
a production budget influences how much
revenue a particular film may earn but to a
point.

There is a sweet spot where the ROI of a movie
grows significantly to 2.5-3x the budget

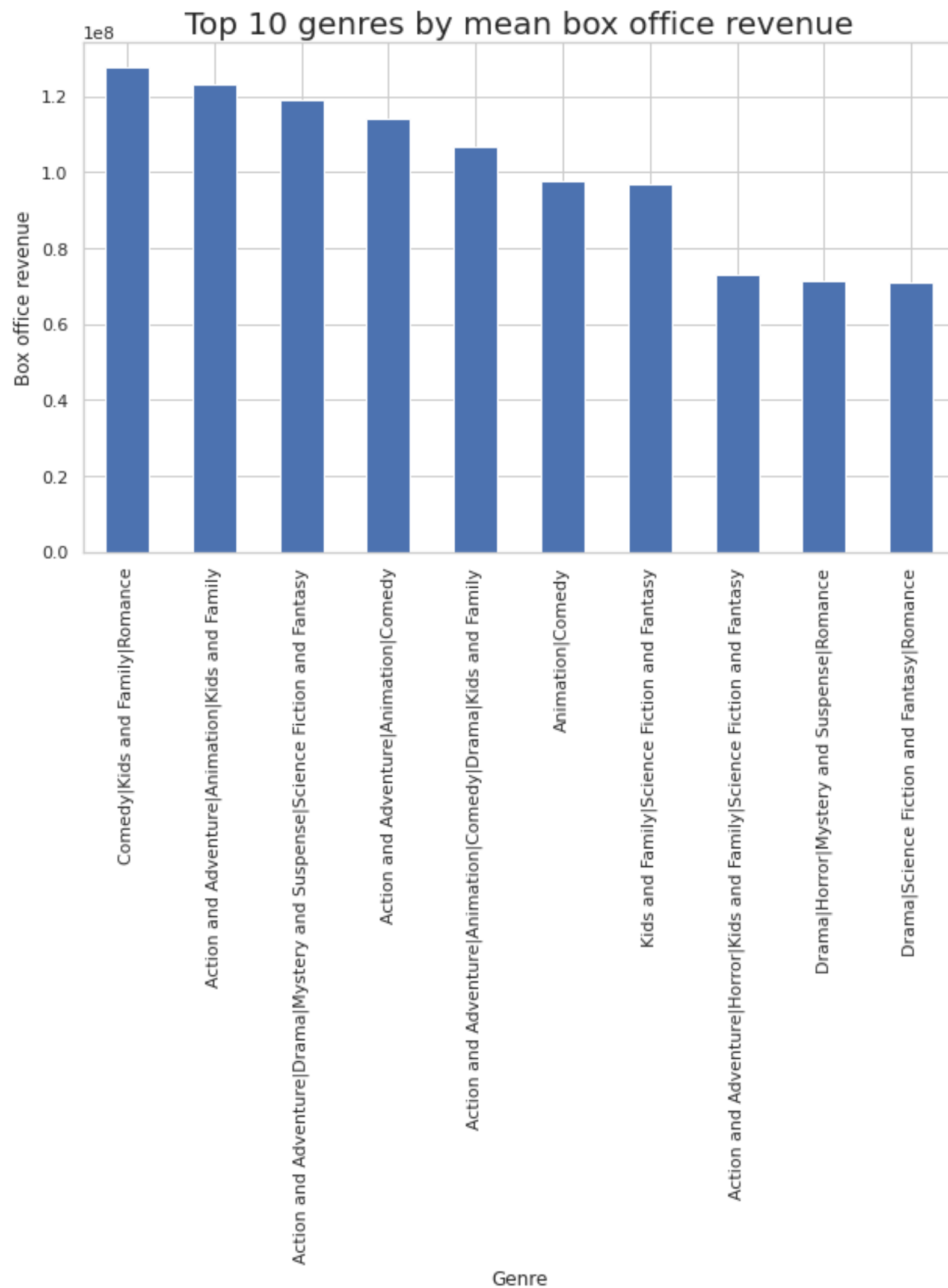
At the sweet spot of budget sits around
the \$200 million mark.

But even at spot, there is a risk that ROI
can be below 2x

Characteristics Analysis

We shall explore the characteristics that make a movie have the best chance of earning the highest ROI.





Genre performance

To get the most ROI from making films, we must first see what genres perform well at the box office

From this table, we can see that the best performing genres are:

Action

Adventure

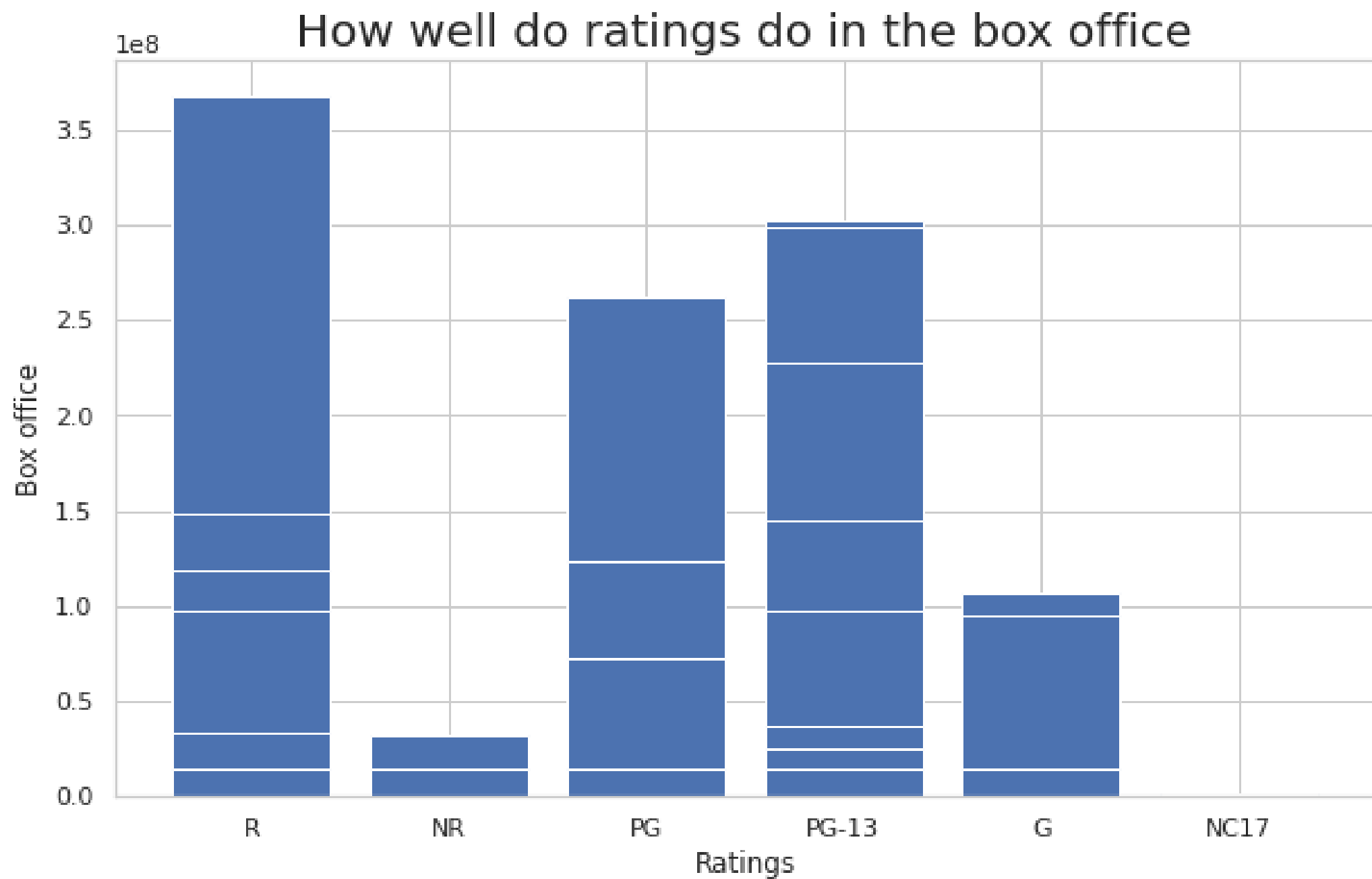
Animation

Comedy

Drama

This means that making a film that performs well at the box office increases the likelihood in making a good ROI.

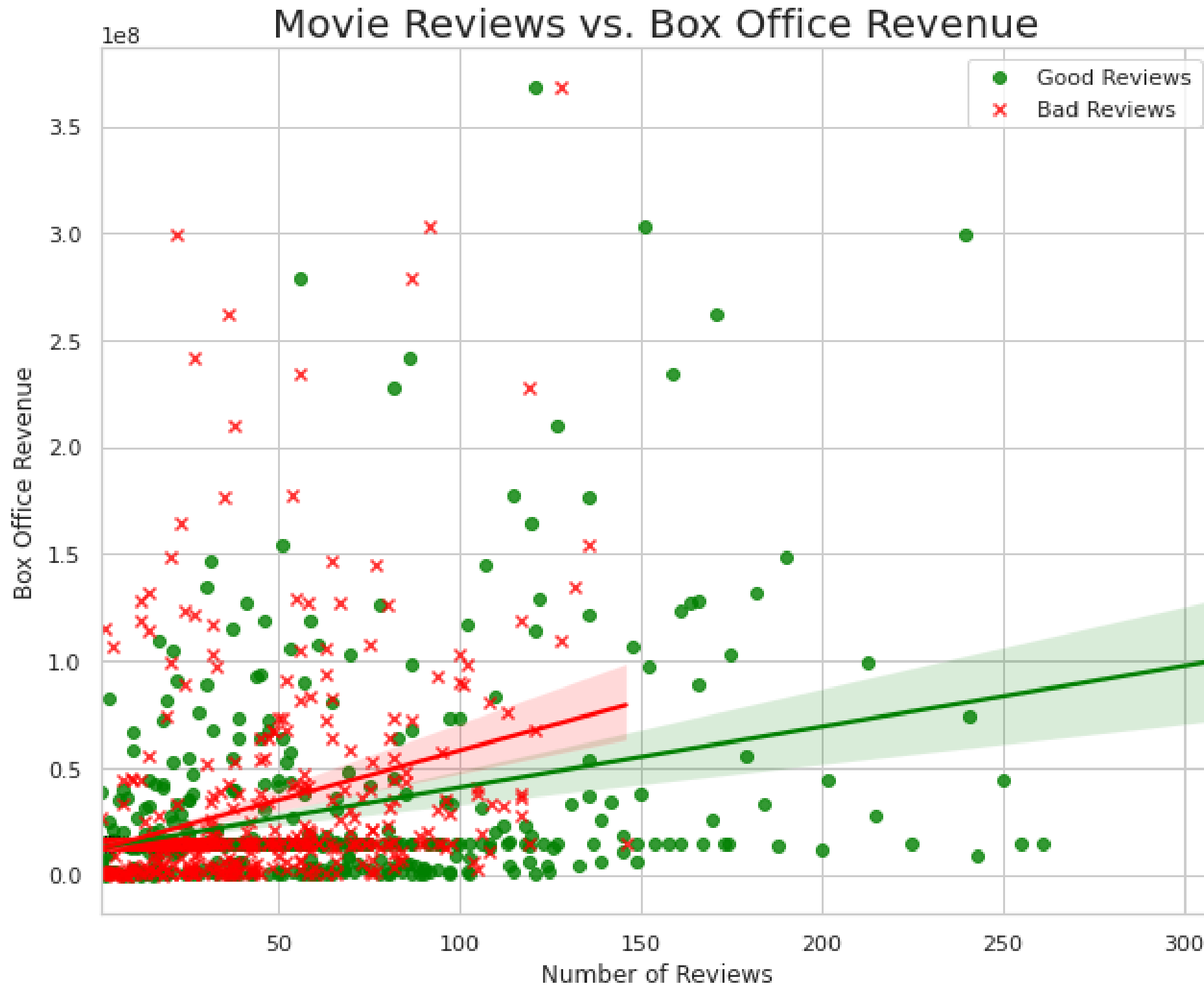
Moving Ratings



The rating that a movie has is correlated to box office revenue due to the kind of audiences that are allowed to view certain films

R rated movies are the best performing PG-13 and PG movies follow closely behind

Critic Ratings

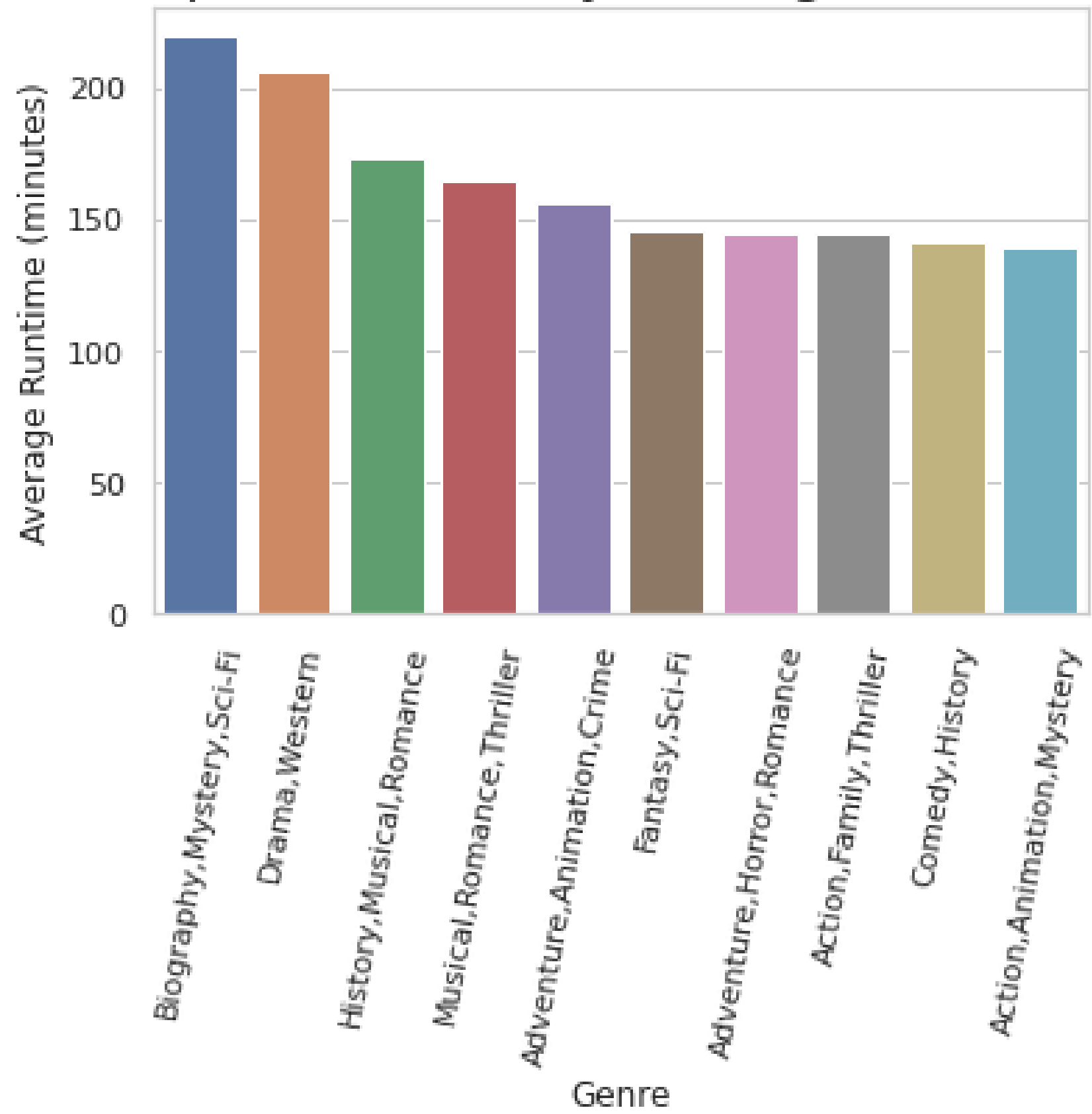


Critic ratings have an influence to box office revenue that a film may have,

There exist a positive correlation between box_office revenue and the number of reviews a film received, even when the review was negative

Runtime and Genre

Top 10 Genres by Average Runtime



This table show that the most popular films last for 140 to 250 minutes.
And the most popular films are Biography, Mystery, Sci-Fi, Drama, Western or Thriller

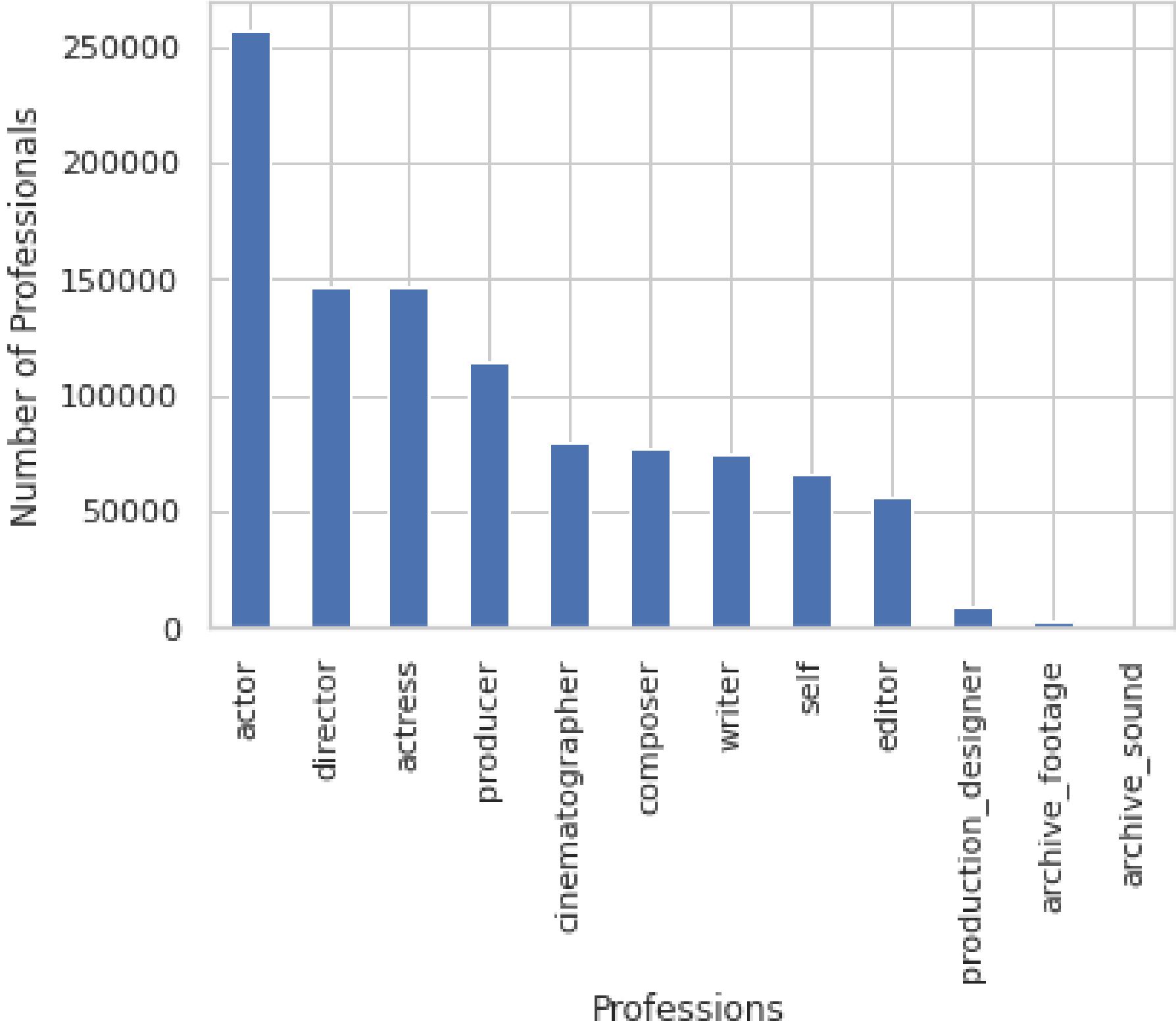
Human Resources Analysis



The movie industry tends to have many professionals. We shall look into the kinds of professionals that are present

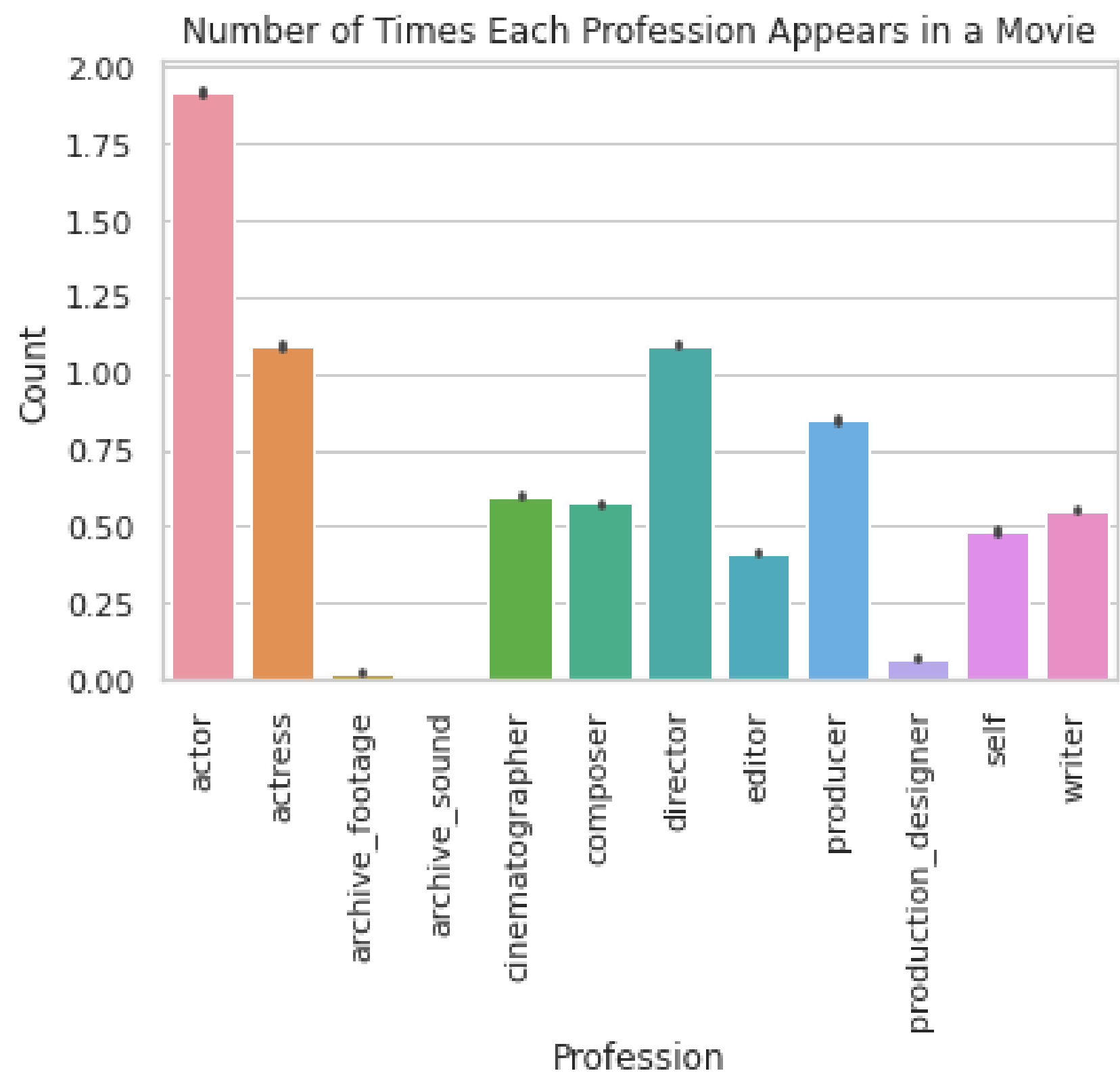
Staff Availability

Number of Professionals



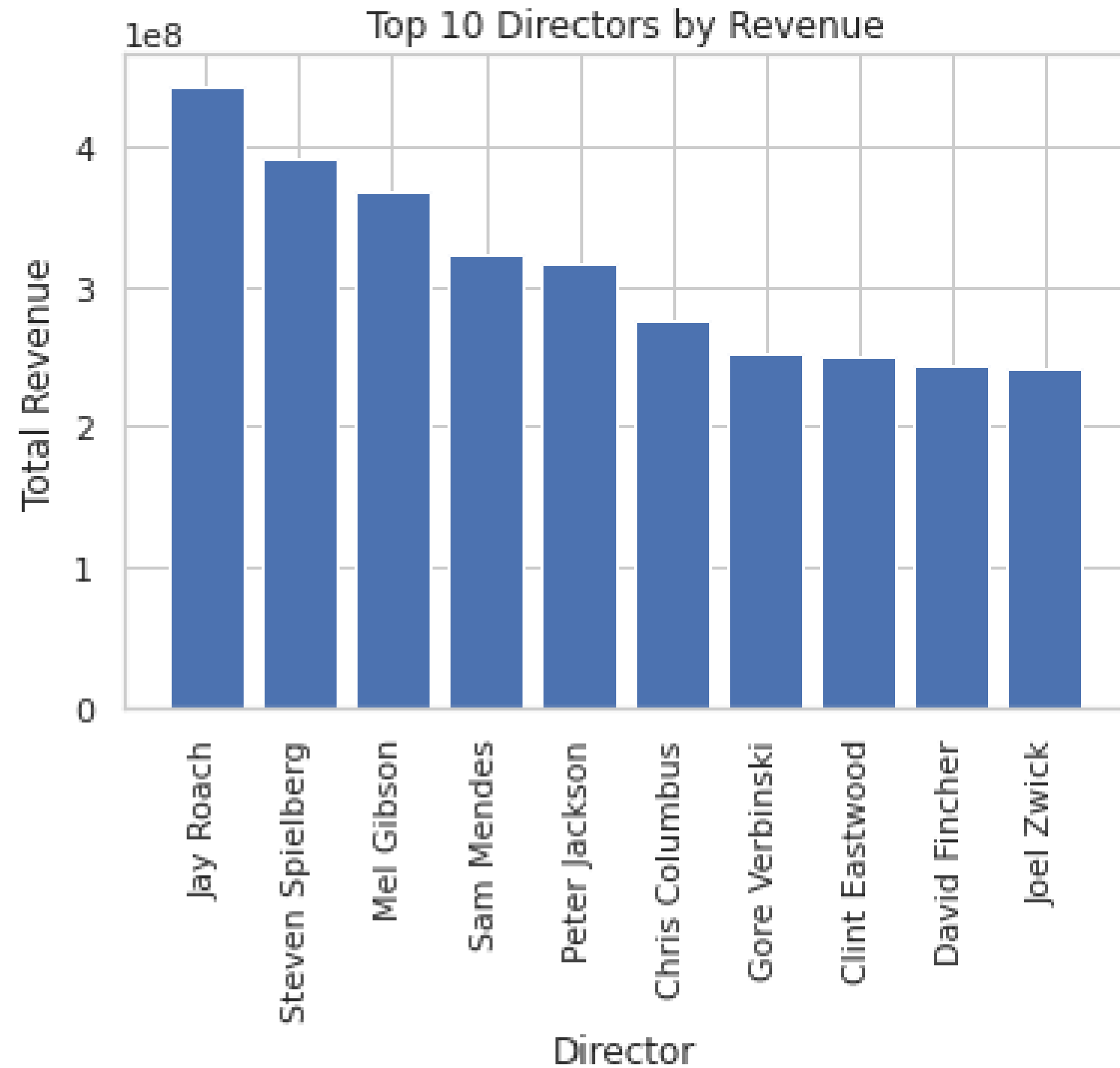
This table shows that there are many actors in the industry but they become rarer the more technical they are.

Staff per Film

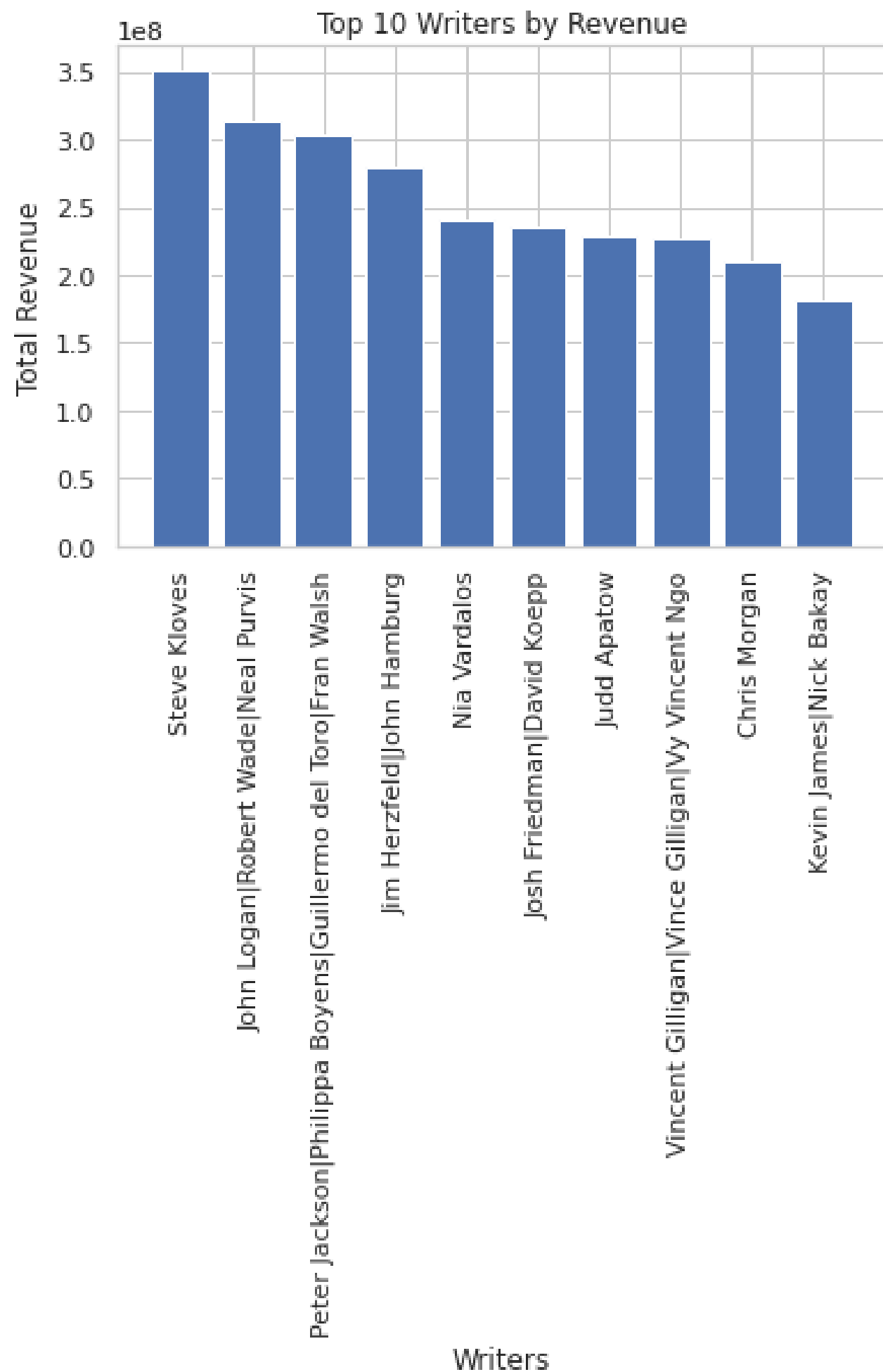


This table us that a film requires a minimum of 1 staff member playing each role, with the required being actors.

Director analysis



There is a correlation between directors of a film and box office revenue that they can attract. The table shows the highest netting directors in the industry



Writer Analysis

There is also a correlation between the writers of a film and net revenue they attract from the box office

Recommendations

Finance

The best average ROI that Microsoft Studios can hope to achieve is 2.5 -3x.

To achieve this ROI, the studio needs budget on average \$200 - 220 million per film.

If properly managed, a film could earn on average, \$600 million if properly managed.

Movie Characteristics

I recommend that the studio pursue making films in Biography, Mystery, Scifi, Drama, Western, Action, Thriller, Horror or Animation that last for 140 to 250 minutes

The film should also have a runtime of 140 - 200 minutes to ensure the most engagement from the film

Staff

I recommend that the studio should hire top directors and writers such as Jay Roach and Steve Kloves.

This because they can have a direct influence on revenue

The other members of can be hired on need basis as they are either plentiful like actors or rare like production designers

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