



# Microsoft Studios

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# Film Insights

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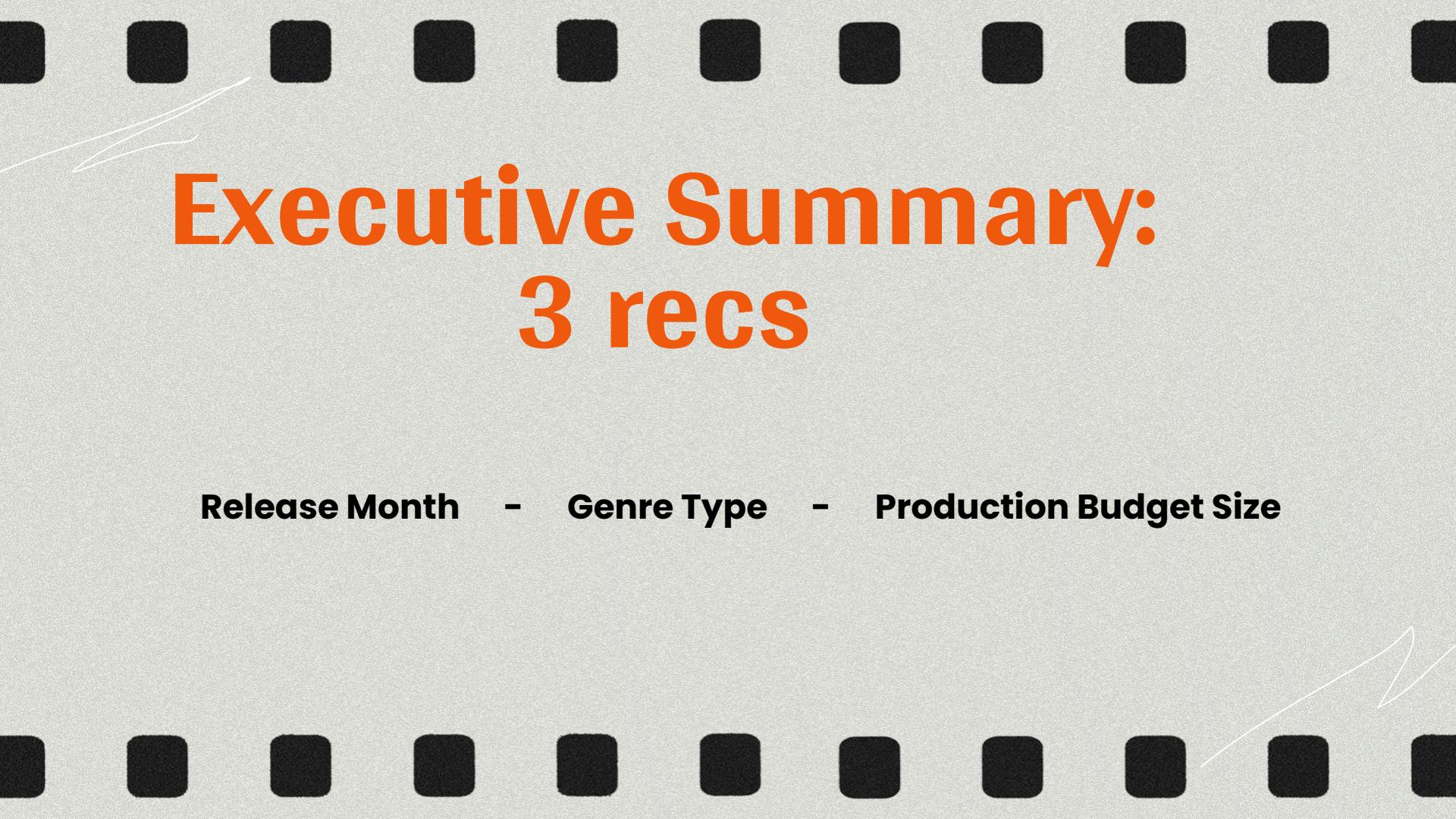
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# Executive Summary: 3 recs

**Release Month** - **Genre Type** - **Production Budget Size**



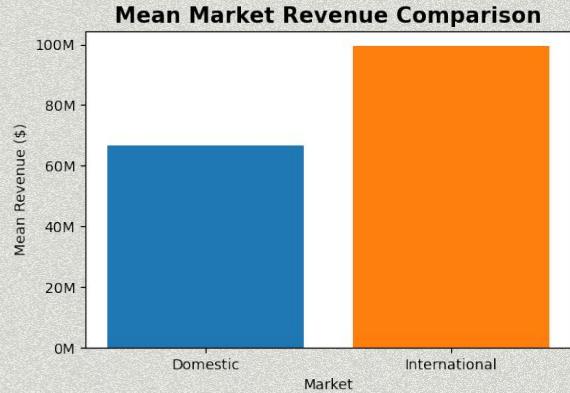
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# Overview

- Business Understanding
- Data

# Business + Data Understanding

- **Business Understanding**
  - Business Problem: Microsoft creating new film studio
  - Stakeholders: Microsoft, customers, and US based competitors
- **Data:**
  - **Movie Industry Data Source:** Imdb and The Numbers
  - **Provided by:** Flatiron School





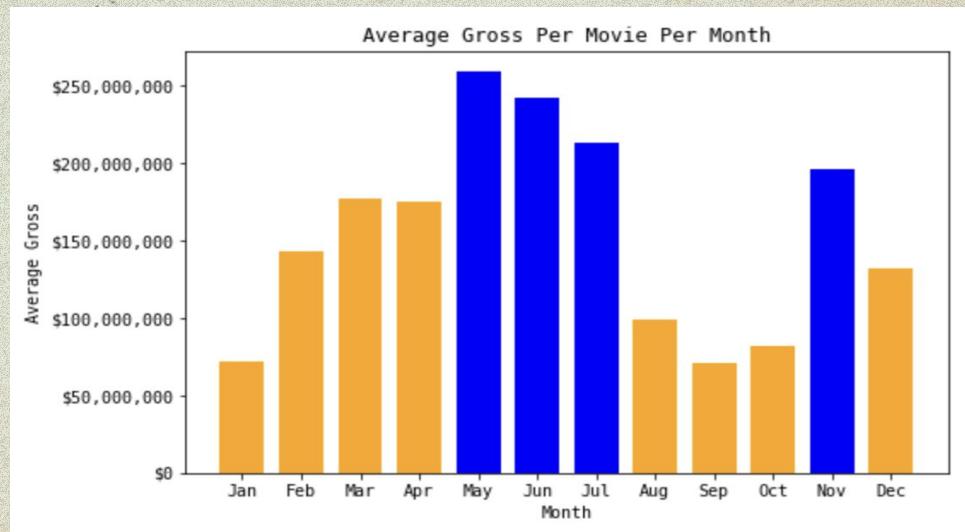
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## Key Insights & Visualizations

# Insight #1: Release Month

## Key points

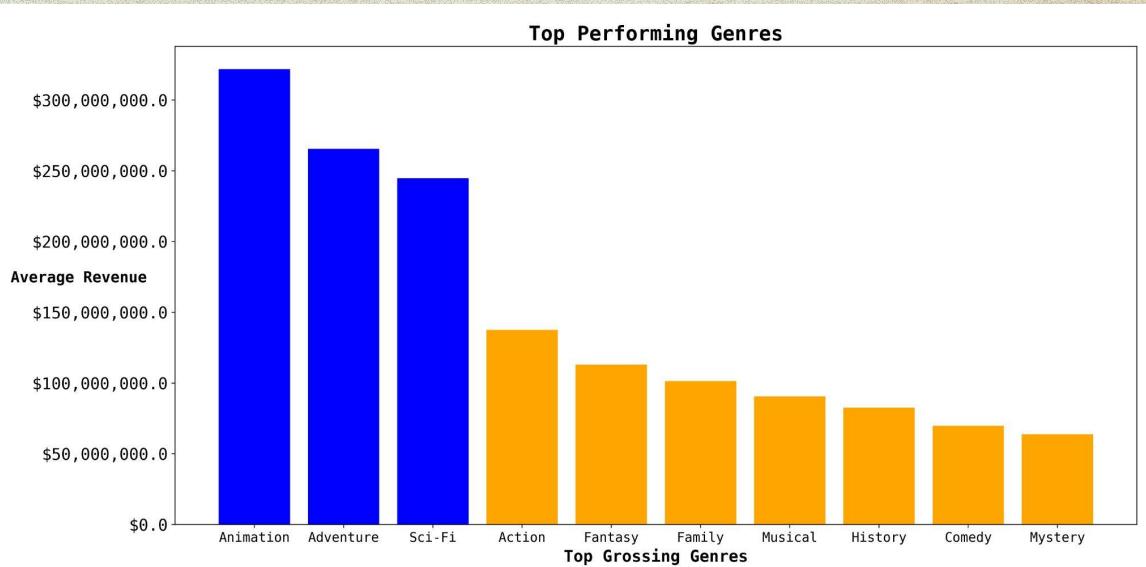
- Summer months see higher average
- Uptick in Nov
- Low gross in January



# Insight #2: Genre

## Key Points

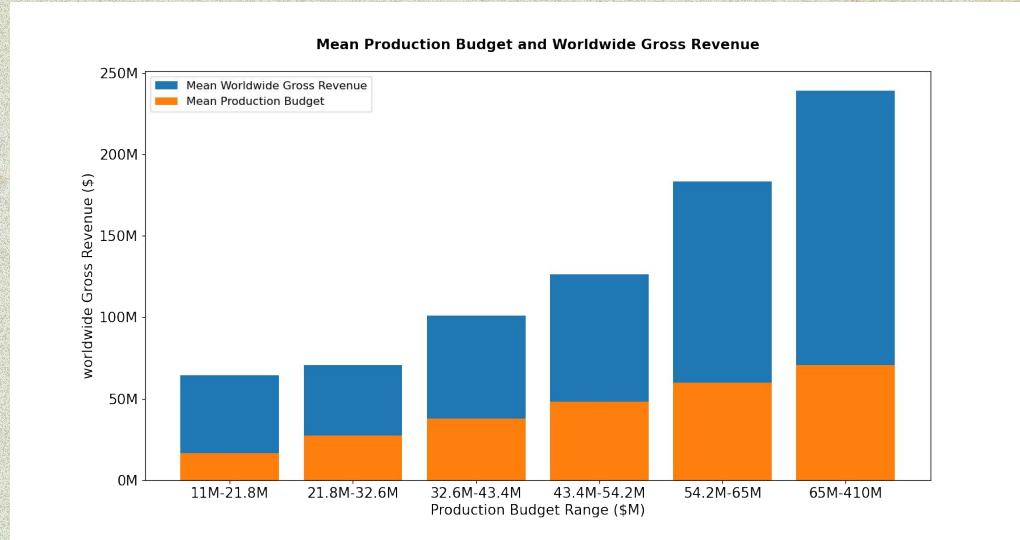
- Top 3 Genres
  - **Animation**
  - **Adventure**
  - **Sci-Fi**
- Top Movies have **multiple genres**
- Top Grossing movies have **1-2 genres** from top 3 individual and 1-2 in the top 10.



# Insight #3: Production Budget

## Key Points

- Production Budget increases on a linear rate
- Worldwide gross revenue increases at a exponential rate
- Secure higher production budgets





03.

## Recommendations

# Recommendations

1. **Release Movie between May-July or November for highest gross**
2. **Movie Genre should be Animation, Adventure, Sci-Fi**
3. **Movie production budgets should be exceed 65 million**

# -Thanks!-

## Any Questions?

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