



Microsoft Studios

Film Insights

Presented by:

Anat Jacobson, Keanan Ginell, Max
Ross

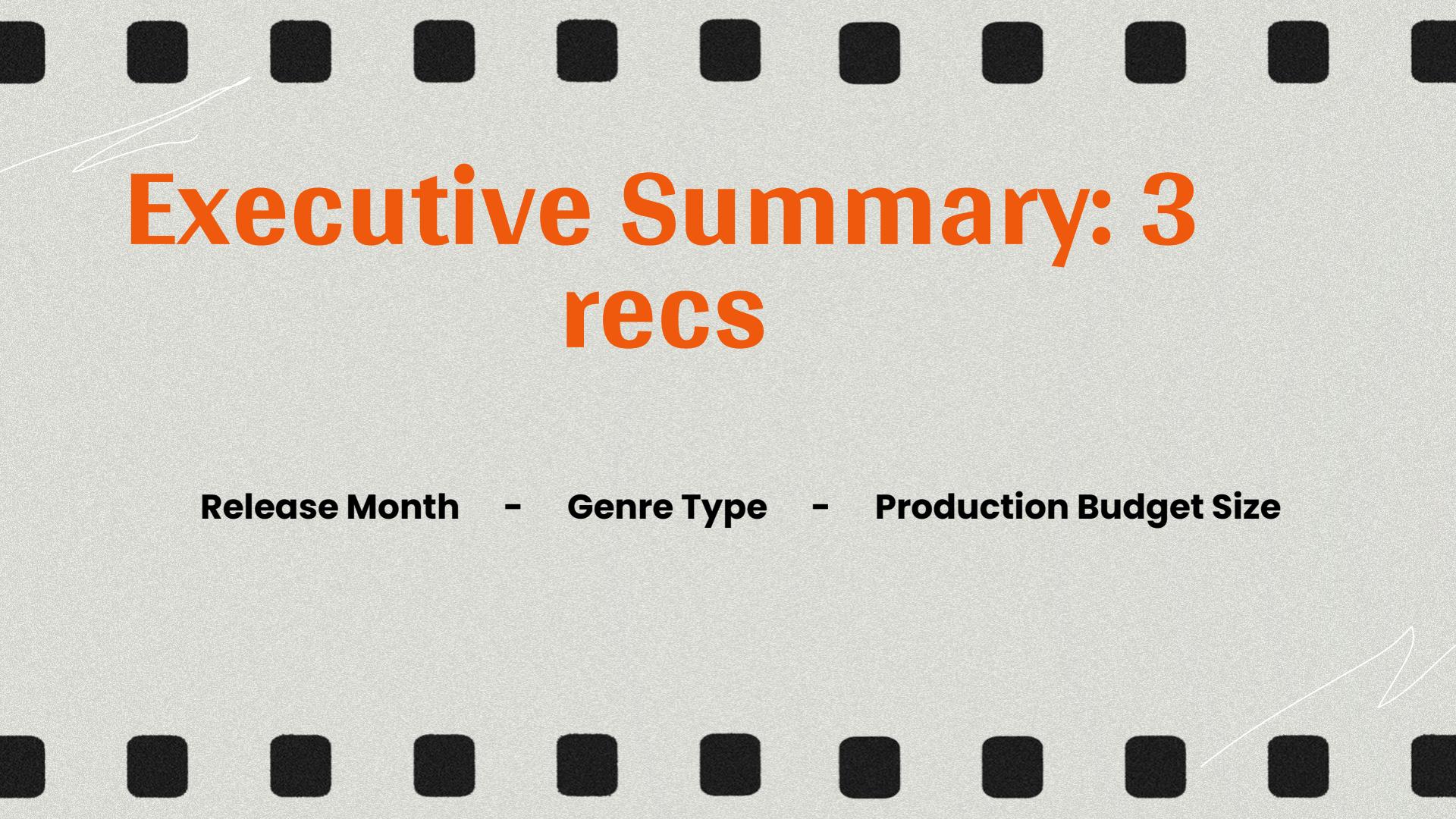
March 9, 2023

Table of contents

01. | Business Case & Data Overview

02. | Key Insights

03. | Recommendations



Executive Summary: 3 recs

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



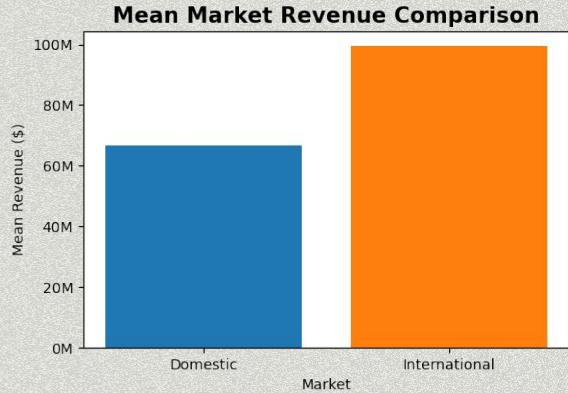
01.

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





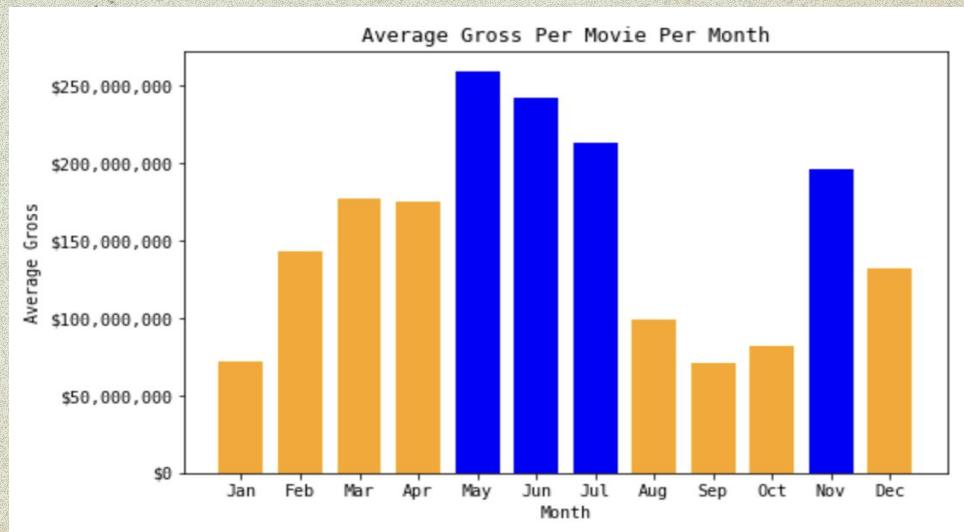
02.

Key Insights & Visualizations

Insight #1: Release Month

Key points

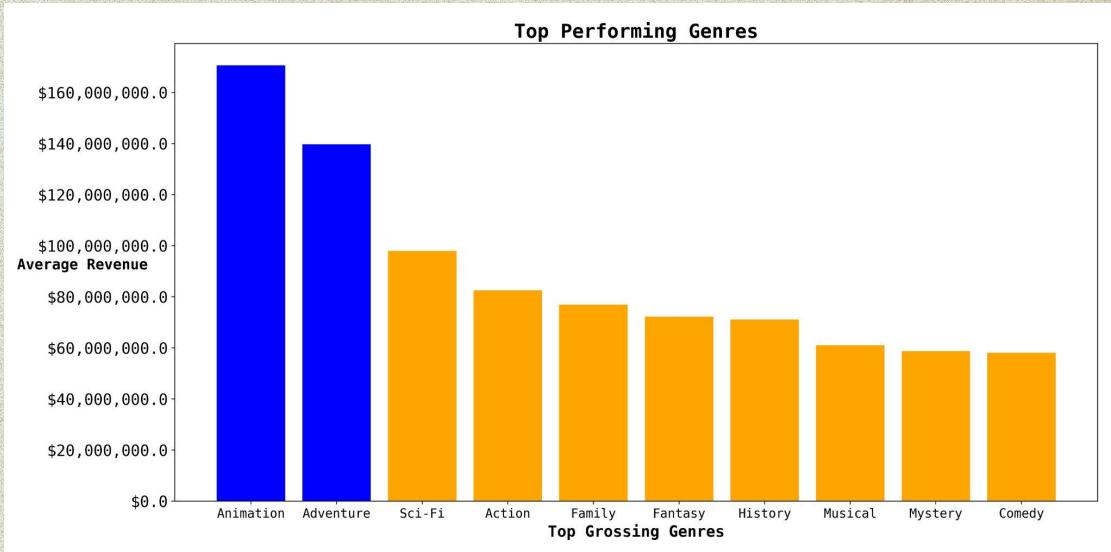
- Summer months see higher average
- Uptick in Nov
- Low Gross in January



Insight 2: Genre

Key Points

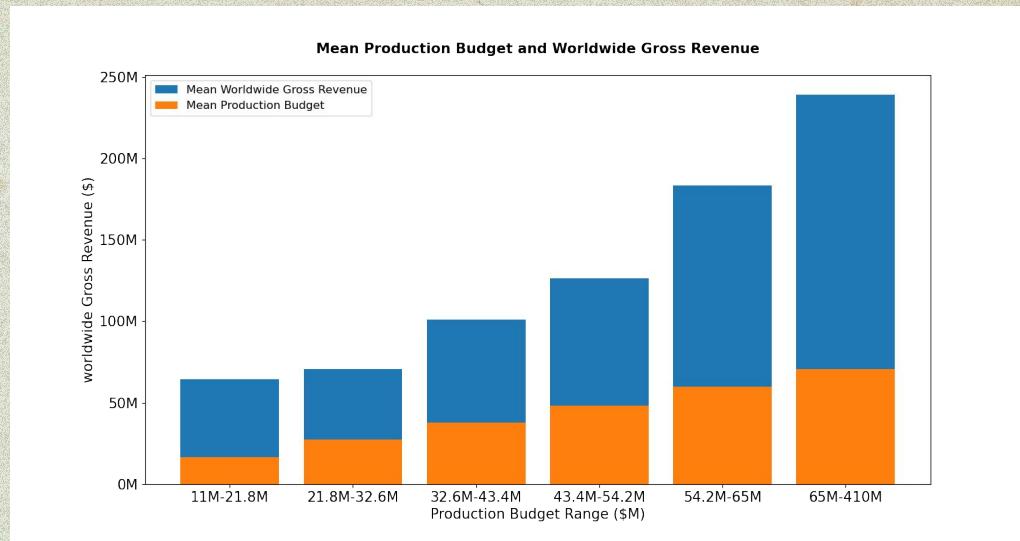
- Movies have **multiple** genres
- Top 2 Genres
 - **Animation**
 - **Adventure**
- Top Grossing movies have **3 genres** found in the top 10 genres



Insight 3: Production Budget

Key Points

- Production Budget increases on a linear rate
- Worldwide gross revenue increases at a exponential rate





03.

Recommendations



Recommendations

- 1. Release Movie between May-July for highest gross**
- 2. Movie Genre should be Animation, Adventure, Comedy (Like 'Minions')**
- 3. Movie production budgets should be exceed 65 million**

-Thanks!-

Any Questions?

GitHub:

Keanan: [KeananG](#)

Anat: [anat-jacobson](#)

Mac: ImMaxRoss

CREDITS: This presentation template was created by [Slidesgo](#), and includes icons by [Flaticon](#) and infographics & images by [Frepik](#)