



Microsoft Studios Film Production Strategy



Microsoft

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Outline



Business Problem



Data



Methods



Results



Conclusion



Future Study

A New Studio in a Competitive Market



How does Microsoft Studios Compete With existing Production Companies?



What contributes to a successful film?



What production strategy can Microsoft employ from Industry Data?

What can the Data do for you?



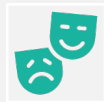
What genres average the highest profit?



What genres have the greatest return of investment?



How is profit and return of investment effected by Runtime, Rating, and Budget?

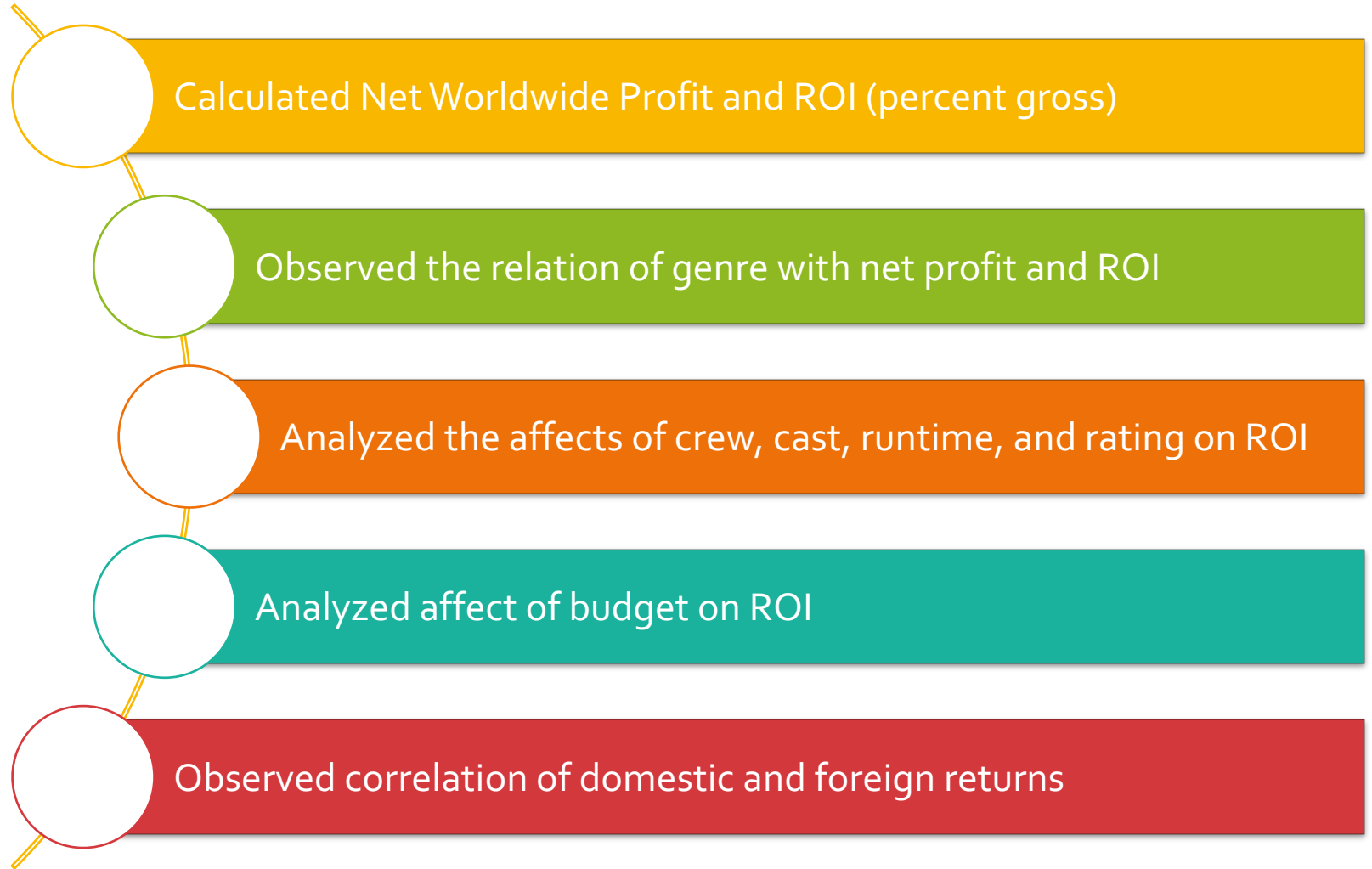


Does choice of director, actor, or writer affect profitability?



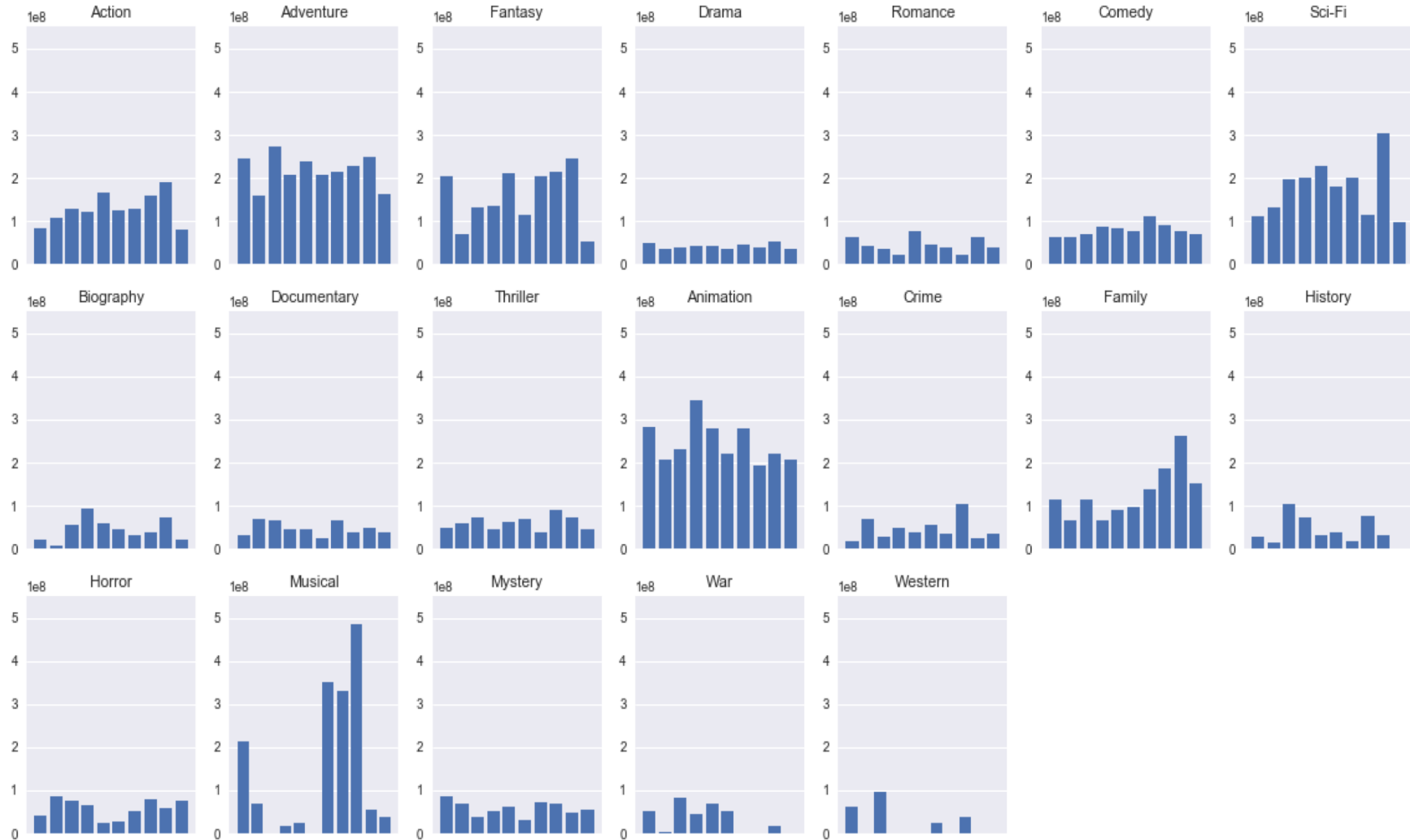
Does domestic success impact world success?

Data and Methods



Average Worldwide Net Profit By Genre

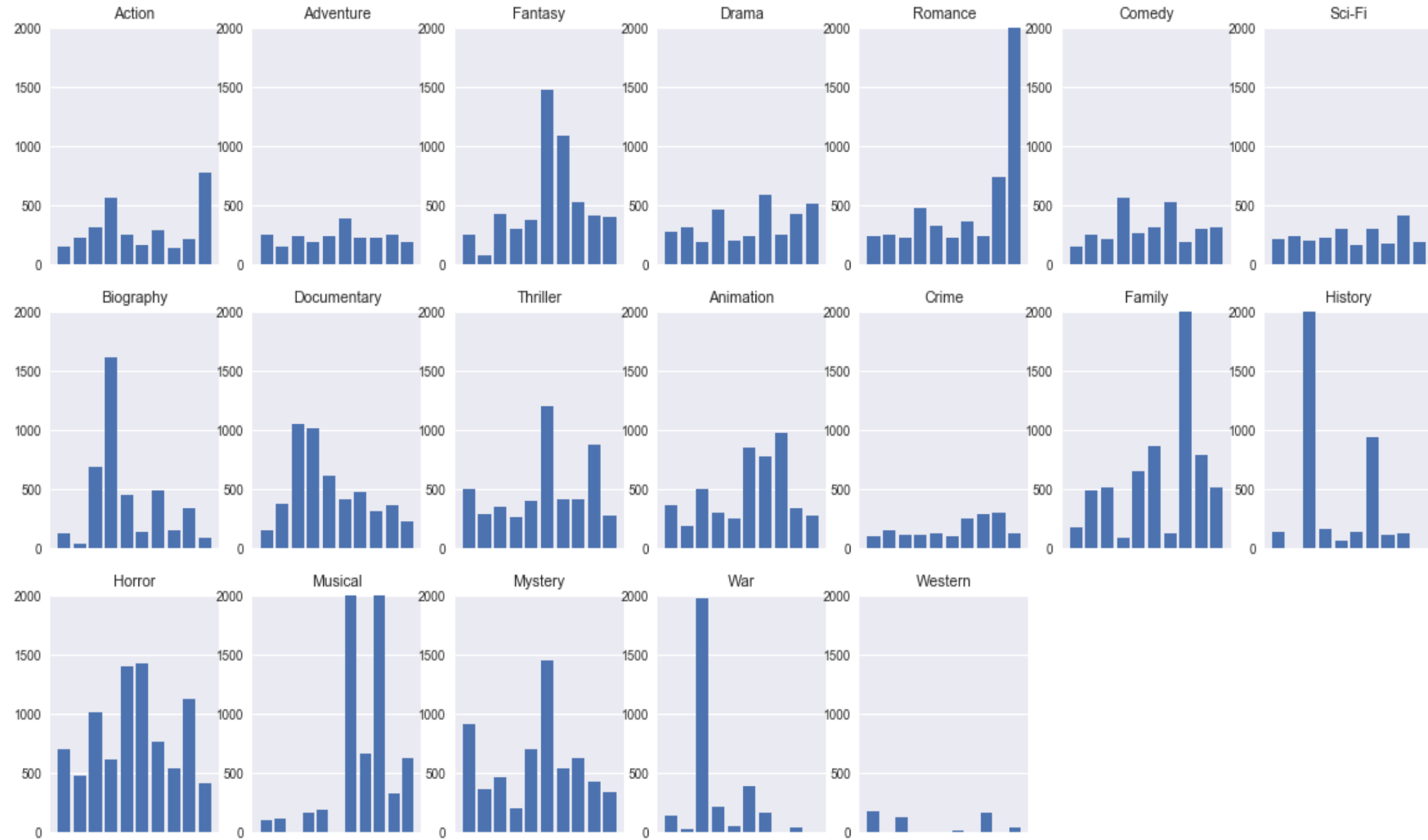
Average Worldwide Net Gross by Genre (2010-2019)



Results:

Average Return of Investment By Genre

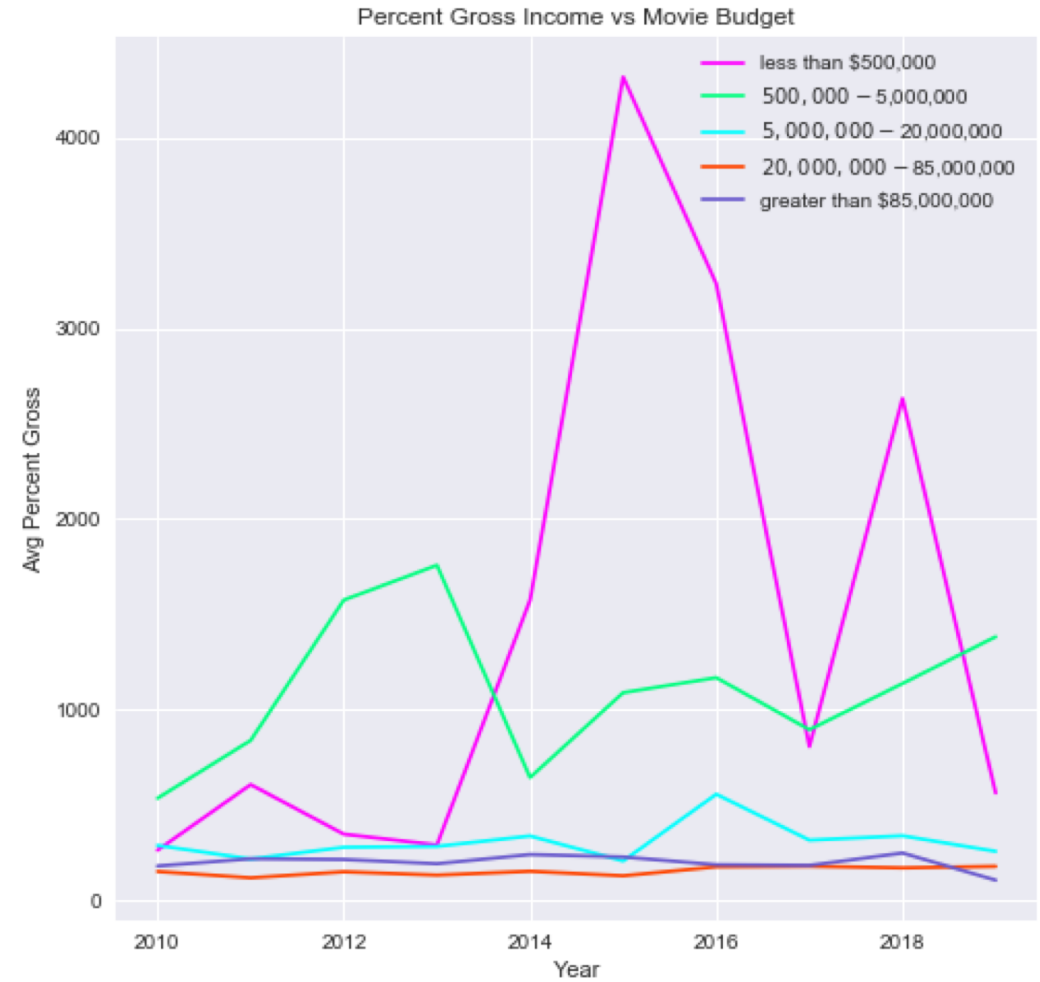
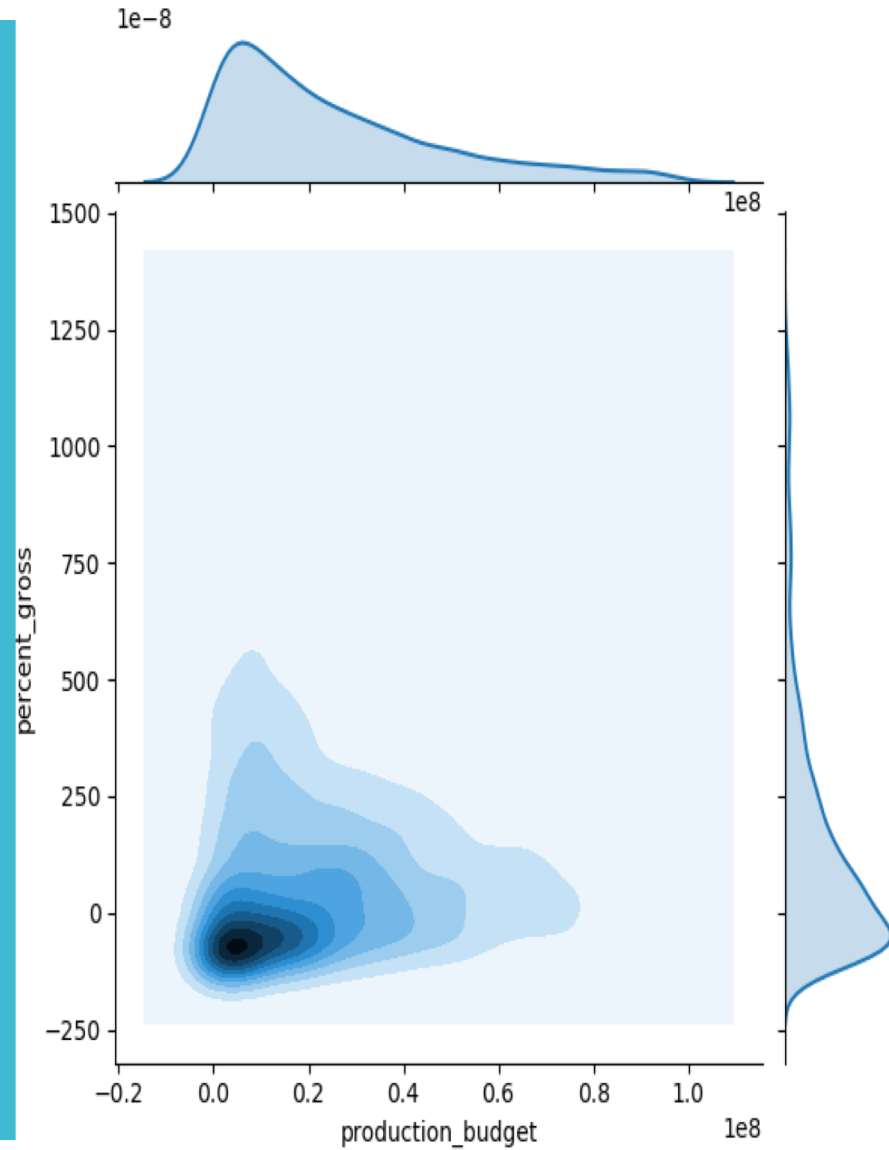
Average Percent Gross by Genre (2010-2019)



Results:

Relation of Budget and ROI

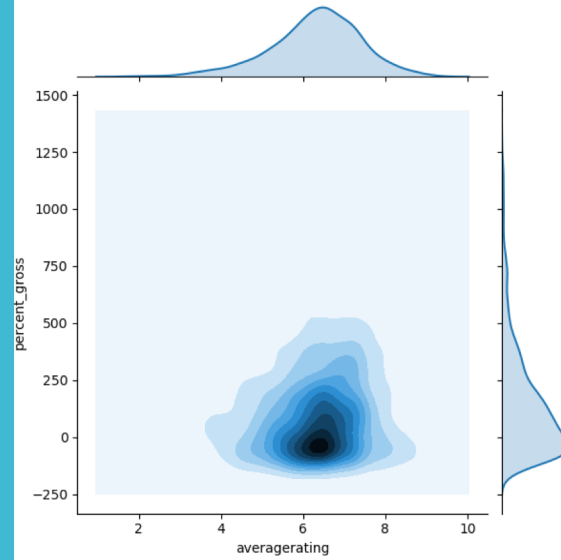
Results:



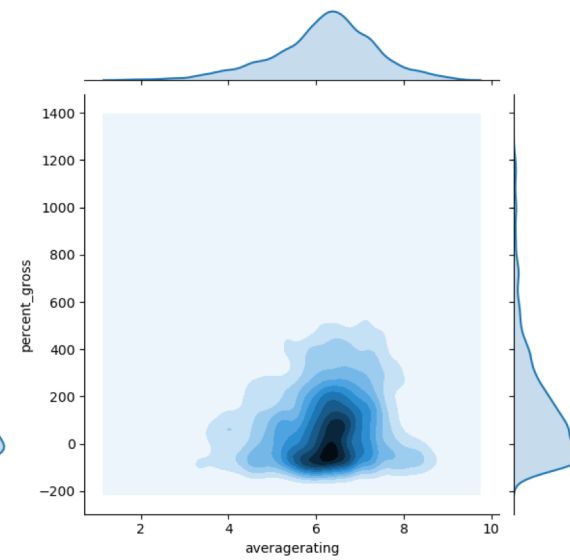
Correlation of ROI and investigative factors

Results:

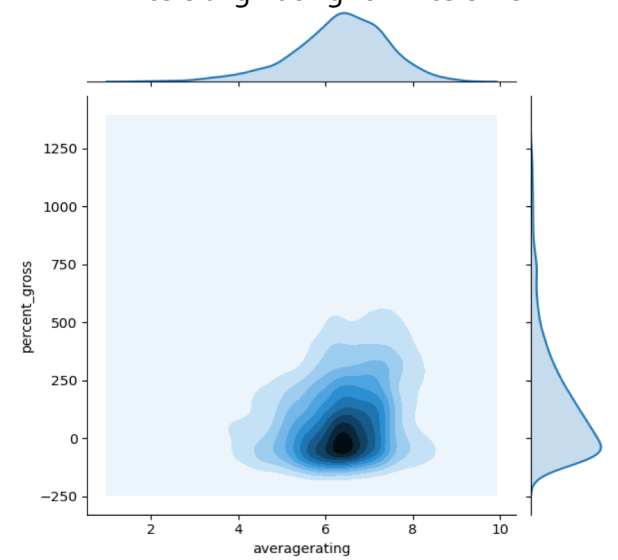
Directors avg Rating vs Directors avg ROI



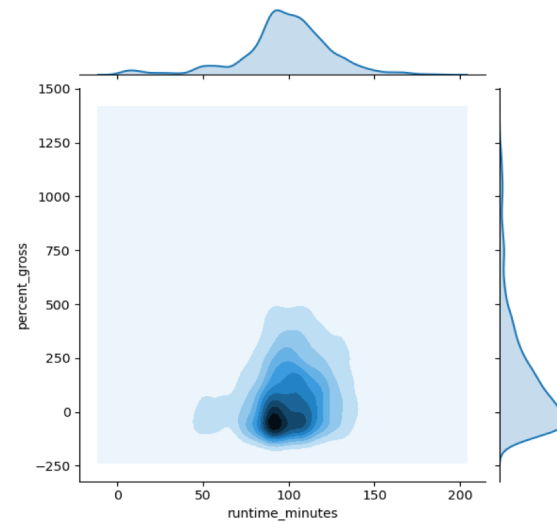
Actors avg Rating vs Actors avg ROI



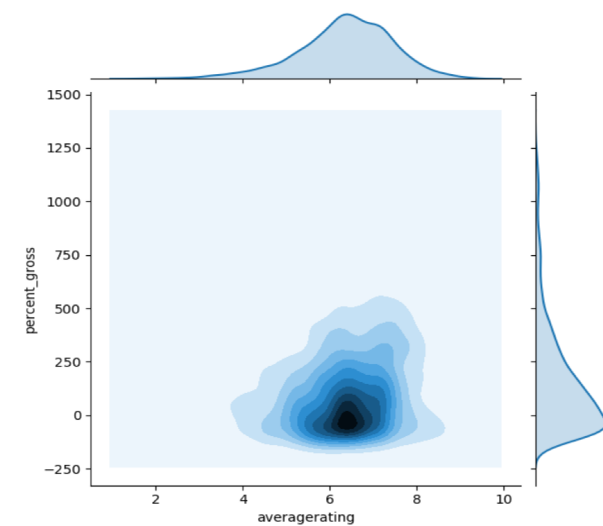
Writers avg Rating vs Writers ROI



Avg Runtime vs ROI

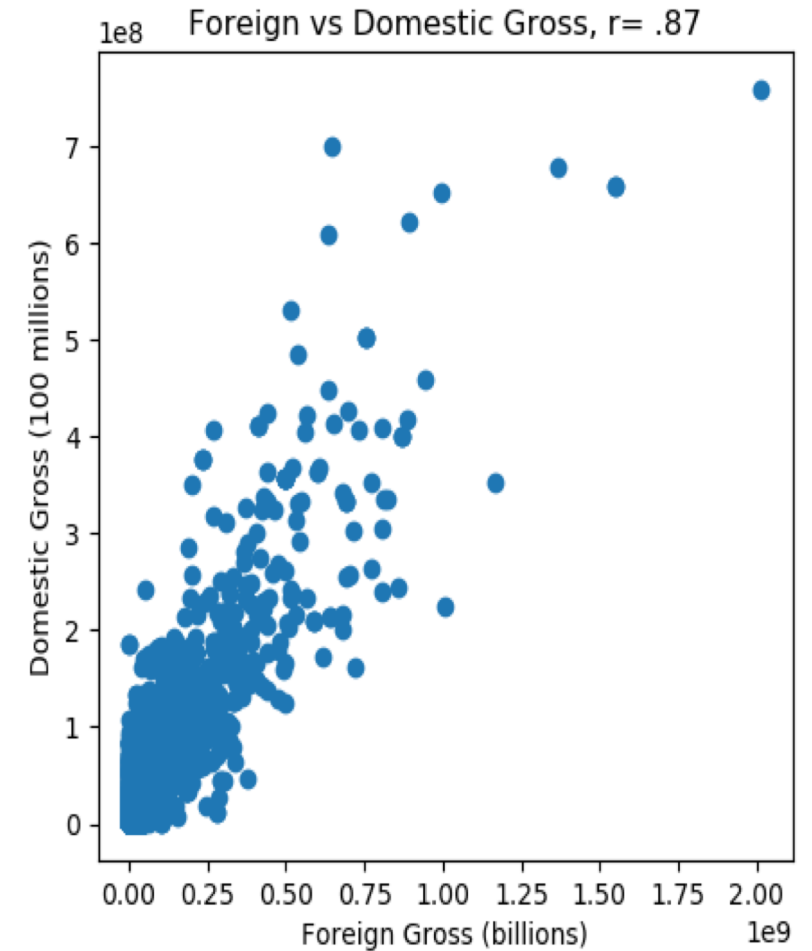
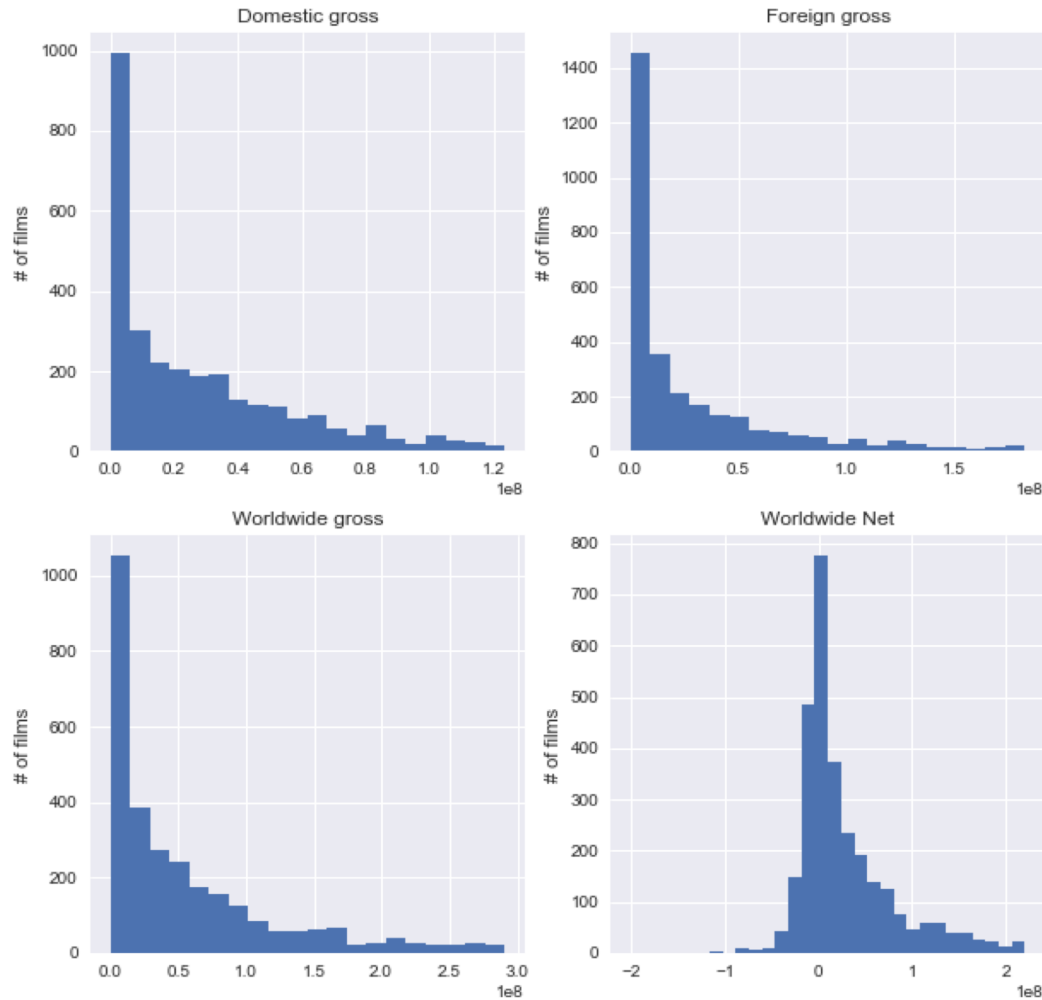


Avg Rating vs ROI



Relation of Domestic and Foreign Gross Profits

Results:



Conclusion



Focus on Select Genres



Diversify Production Budgets



Prioritize Budget Spending

Future Research



What other factors affect profitability?



What other revenues outside of the box office contribute to overall profit?