



# Informed Beginnings

Data Insights to Shape Microsoft's  
New Film Studio



# Summary

This project analyzed film industry data from IMDb and Box Office Mojo to support strategic planning for Microsoft's new movie studio. Using descriptive analytics, the study identified that Action, Adventure, and Sci-Fi genres consistently generate the highest global revenues. Studios like BV, Universal, and FOX lead in total gross earnings. Additionally, highly rated content typically falls within a runtime of 50 to 200 minutes. These insights inform recommendations on genre focus, content length, and market positioning to maximize revenue and audience engagement.

# Outline

- Business Problem
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# Business Problem

With so many tech and media giants moving into original content production, Microsoft would like to explore the movie industry too. They plan to launch a new movie studio and have been assigned me to analyze current trends in the film market and give a report to bring clarity on the best genres to invest in. My goal was to find out what types of movies are performing best at the box office — and use that data to offer clear, practical recommendations that will help guide their content strategy.

# Data

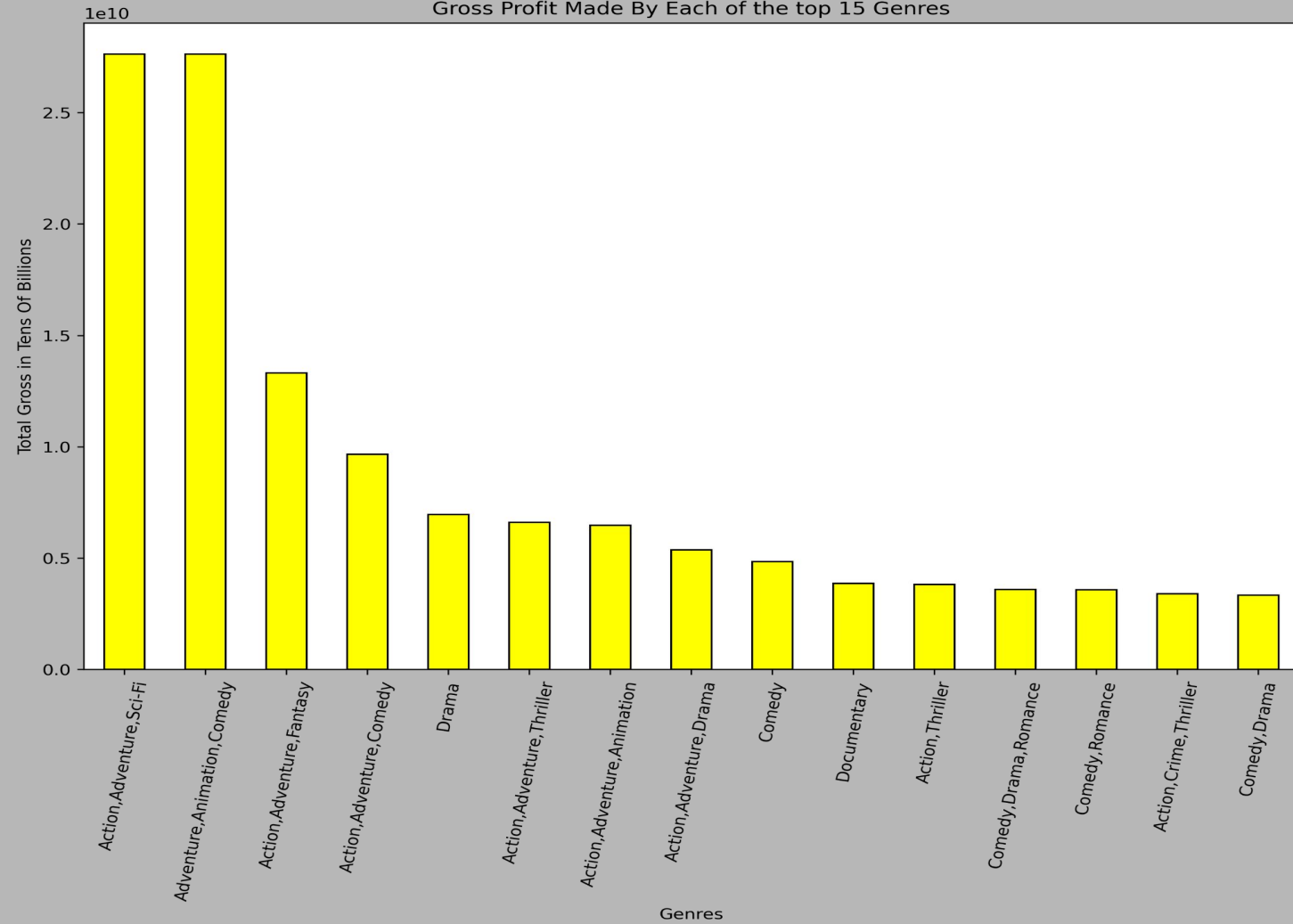
The dataset combines information from IMDb and Box Office and includes : Genre of movie/TV Show ,Studio that manufactured the movie/TV Show ,original title of the movie ,release date ,the runtime in minutes ,the average rating ,number people who rated the movie/TV Show, and the domestic,foreign and total gross of each film.

# Methods

This project uses descriptive analysis, including trend evaluations and performance summaries, to explore Microsoft Studio's film production data. By analyzing revenue patterns, genre performance, and content characteristics, the study provides strategic insights into which types of films drive the highest returns. This overview enables data-informed decisions regarding content investment, resource allocation, and market positioning to enhance the studio's competitive advantage in the entertainment industry.

# Results

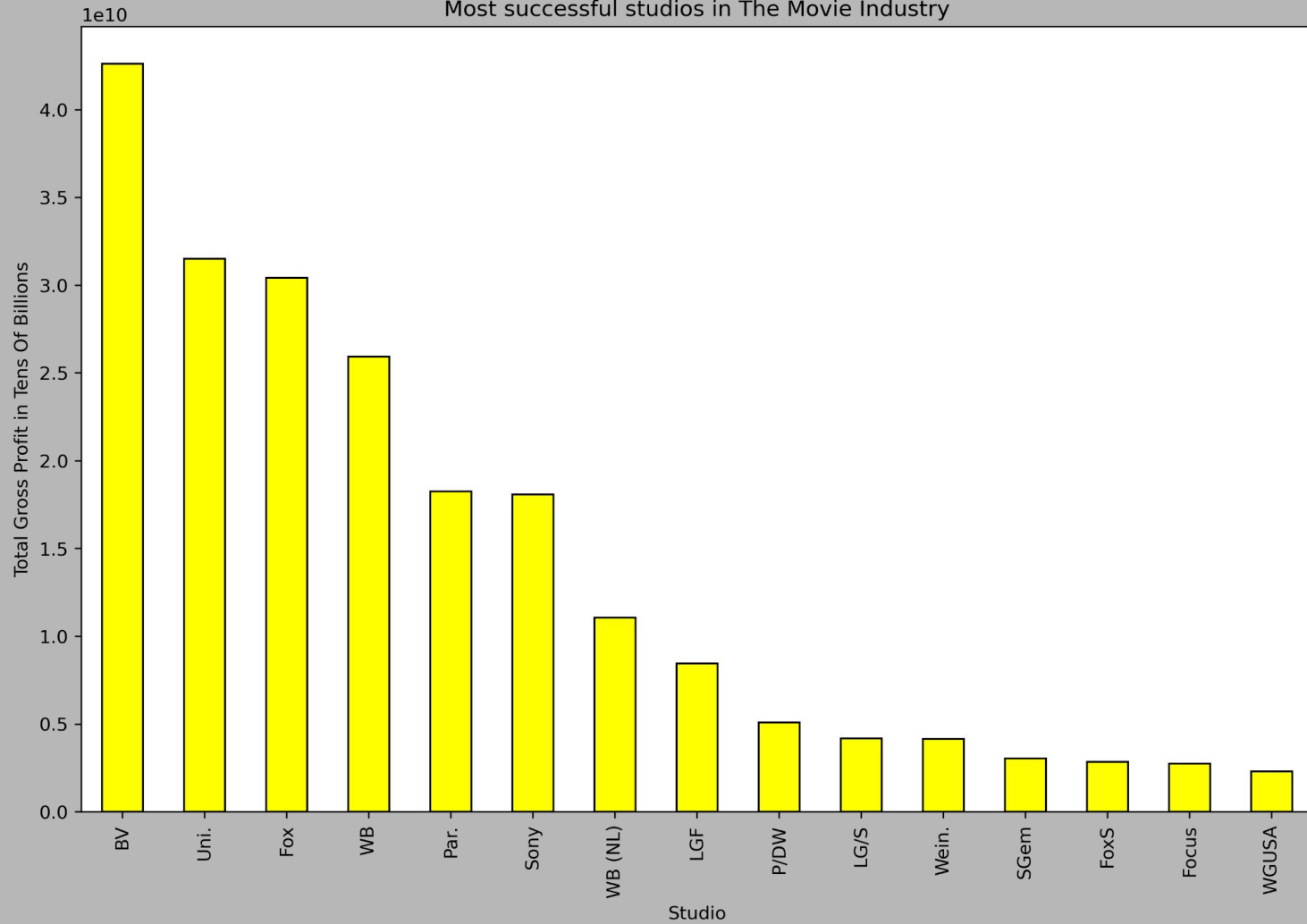
Gross Profit Made By Each of the top 15 Genres





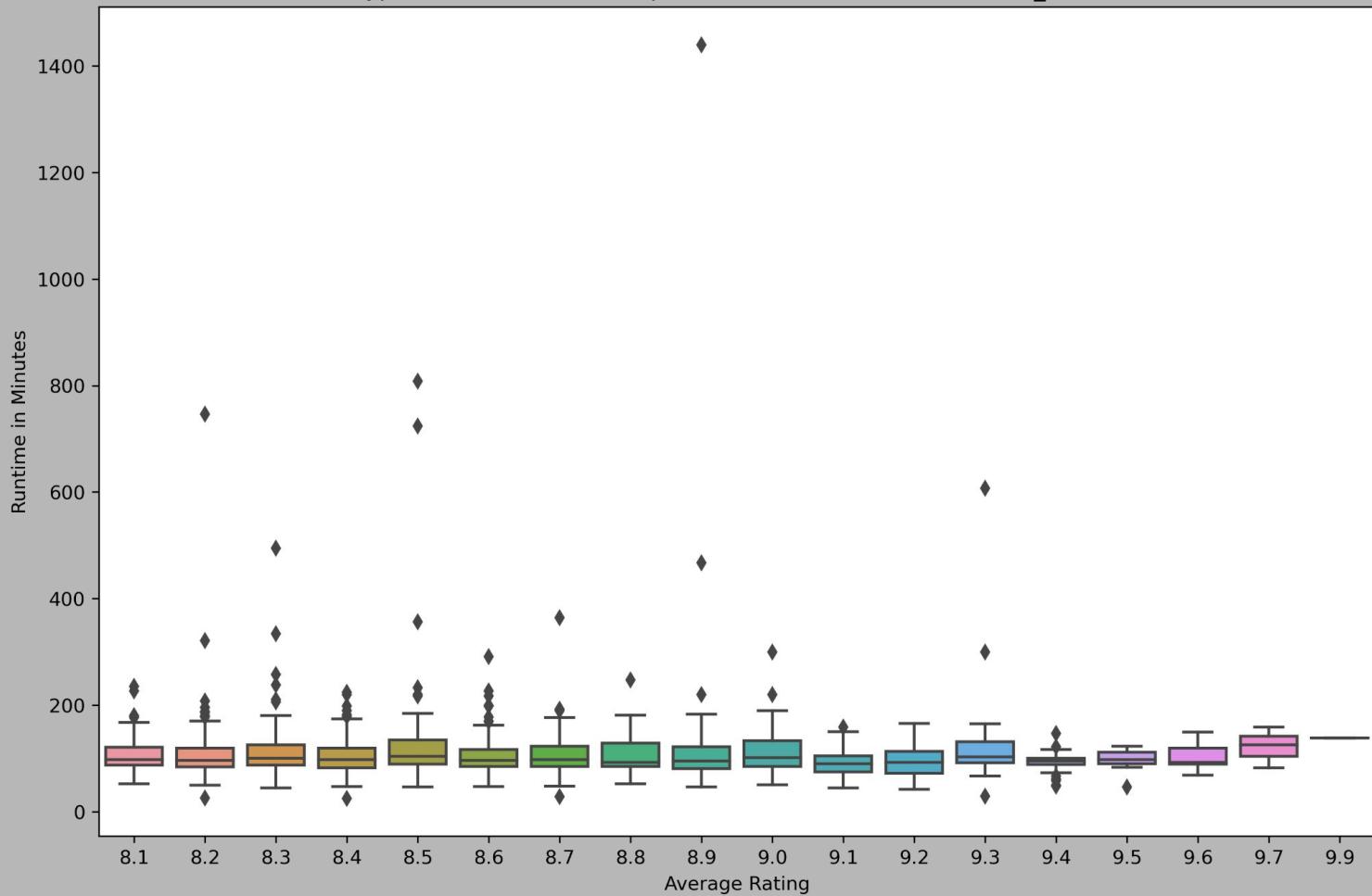
- Combining Action, Adventure, and Sci-Fi, along with those featuring Adventure, Animation, and Comedy, significantly outperform others in box office revenue. Collectively, these genre combinations have generated over 50 billion dollars in revenue.

Most successful studios in The Movie Industry



- BV Studios leads the industry in total box office revenue, generating an impressive sum exceeding 40 billion dollars. Trailing behind are Universal Studios and FOX Studios, each amassing over 30 billion dollars in revenue since the inception of their film production operations. Given the success of major studios like BV, Universal, and FOX, Microsoft Studio can benefit from forming partnerships with established distributors .

Typical Runtime Of The Top 1500 Most Liked Movies and TV\_Shows



- The majority of top-rated movies and TV shows tend to have a runtime ranging between 50 and 200 minutes with only a few exceeding. This suggests that critically acclaimed content typically falls within this duration window, indicating an optimal length that balances narrative depth with viewer engagement. Microsoft Studio should aim to produce content within this runtime band to appeal to critical audiences while maintaining viewer retention and storytelling efficiency. Movies should not exceed 200 minutes of runtime whereas TV Shows should aim to reach at least 40-50 minutes of runtime for storytelling efficiency.

# Conclusions

1. Movies and TV Shows combining Action, Adventure, and Sci-Fi, along with those featuring Adventure, Animation, and Comedy, significantly outperform others in box office revenue. Collectively, these genre combinations have generated in excess of 50 billion dollars. This trend highlights a strategic opportunity for the newly formed Microsoft Studio to prioritize productions within these genres to maximize chances of financial success.
2. BV Studios leads the industry in total box office revenue, generating an impressive sum exceeding 40 billion dollars. Trailing behind are Universal Studios and FOX Studios, each amassing over 30 billion dollars in revenue since the inception of their film production operations. Given the success of major studios like BV, Universal, and FOX, Microsoft Studio can benefit from forming partnerships with these established distributors. This will enhance international reach, especially for foreign markets that contribute significantly to total gross earnings.
3. The majority of top-rated movies and TV shows tend to have a runtime ranging between 50 and 200 minutes. This suggests that critically acclaimed content typically falls within this duration window, indicating an optimal length that balances narrative depth with viewer engagement.

# Thank You!

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