



# Microsoft Studio

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# Overview

## Goals

- Provide insights into the learnings from a data analysis that can lead to profitability for the Microsoft Executive Team
- Clearly communicate business recommendations
- Outline important next steps

## Data Science Lifecycle

1. Business Understanding
2. Data Mining
3. Data Cleaning
4. Data Exploration
5. Feature Engineering
6. Predictive Modeling
7. Data Visualization

# Business Understanding:

## Microsoft's strategic entry into the movie industry

### **Important Things to consider**

- ☐ What makes a good film?
- ☐ How do we define profit?
- ☐ What are our next steps?

# Data Understanding

## The Numbers

- ☐ Release date
- ☐ Production budget
- ☐ Domestic gross sales
- ☐ International gross sales

## IMDB

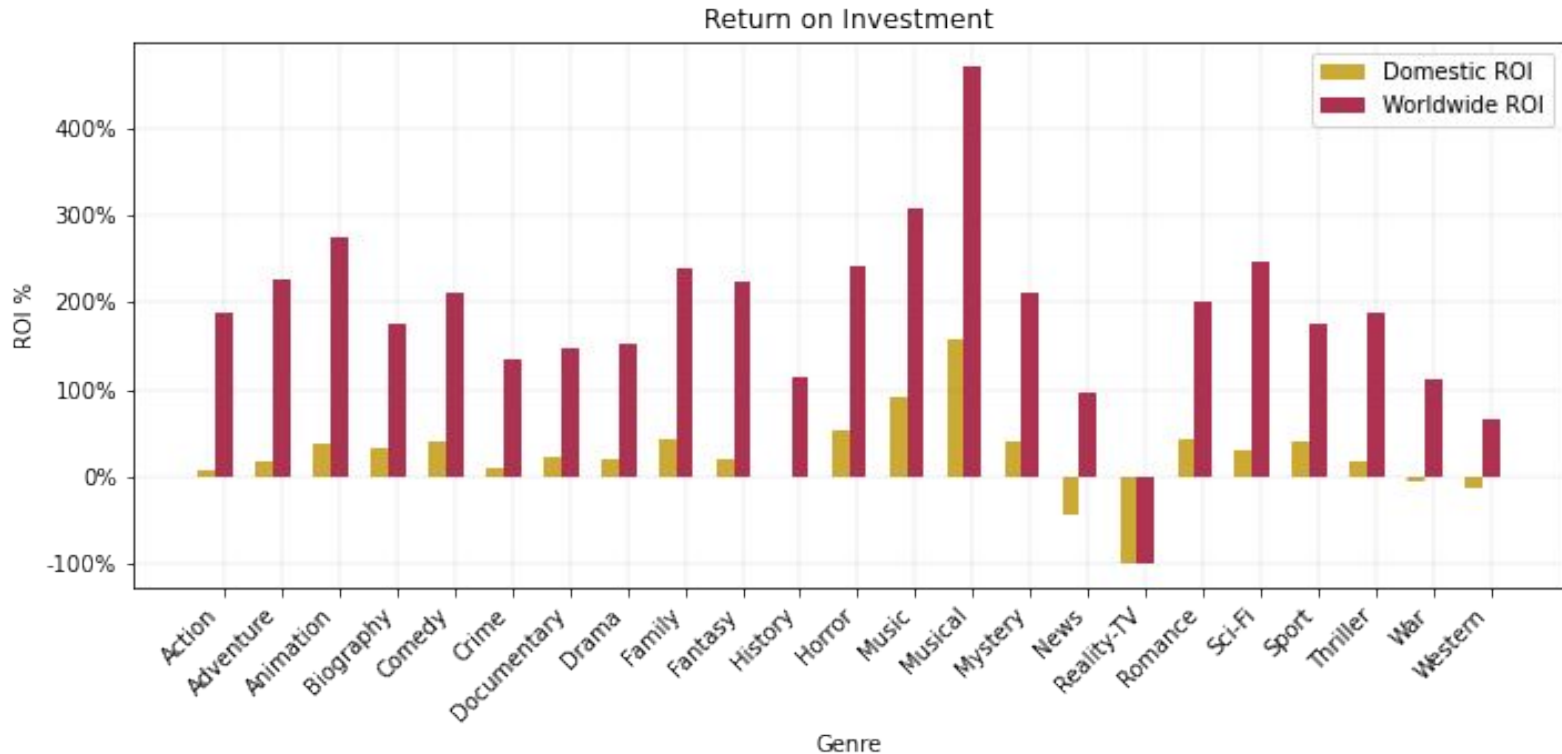
- ☐ Ratings
- ☐ Genres
- ☐ Writers
- ☐ Directors
- ☐ Release dates



# Data Analysis

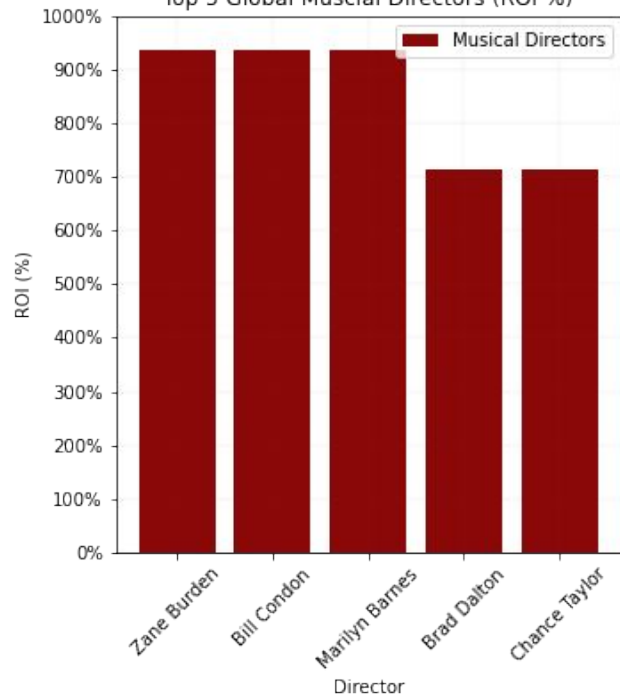
*Using the data available to show  
us how to create impact*

# Optimizing Portfolio Success Through Financial Performance

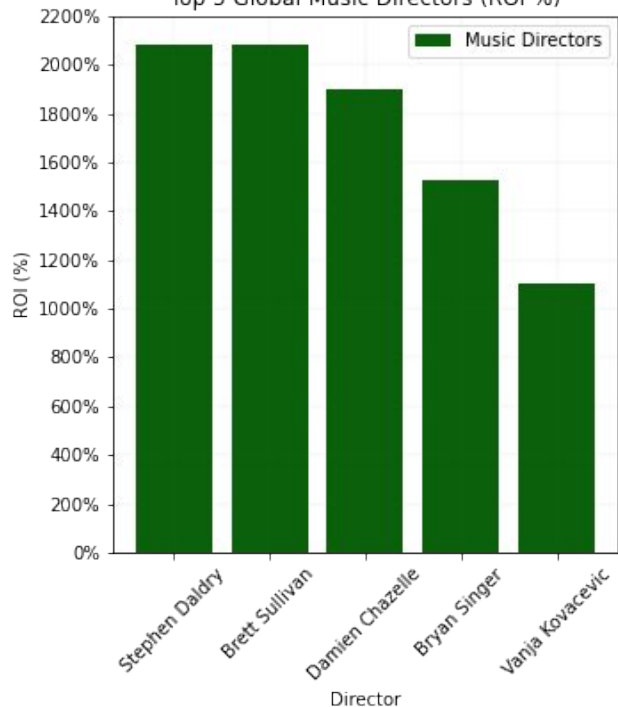


# Aligning with Prolific Directors

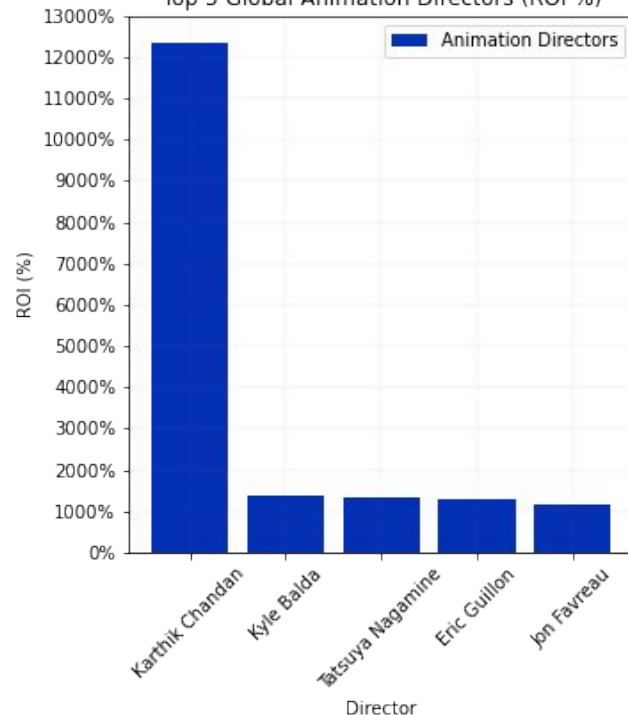
Top 5 Global Muscial Directors (ROI %)



Top 5 Global Music Directors (ROI %)

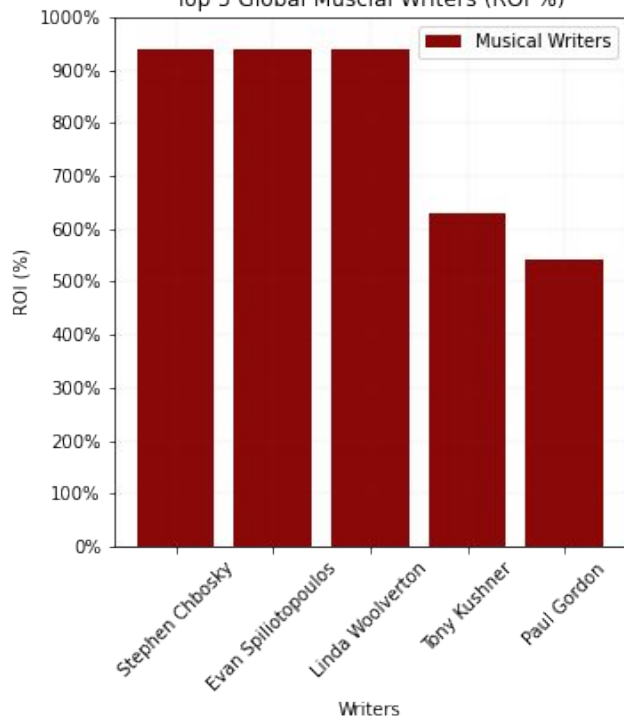


Top 5 Global Animation Directors (ROI %)

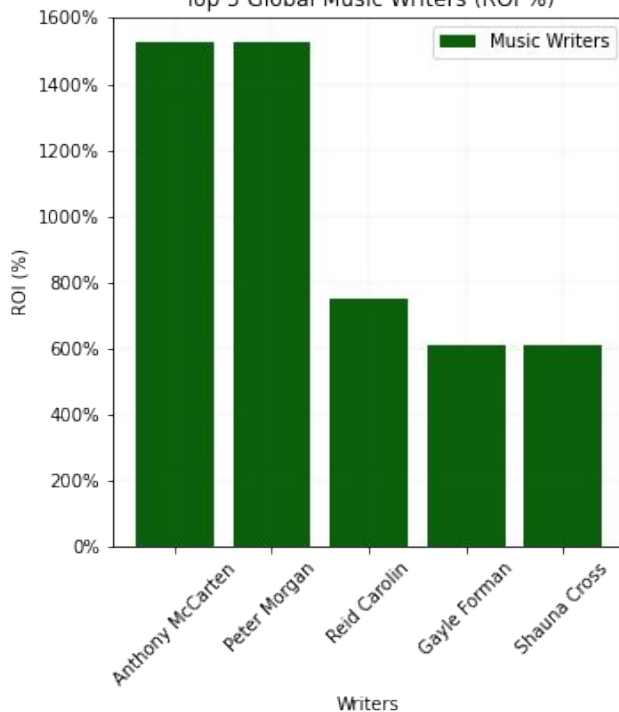


# Aligning with Prolific Writers

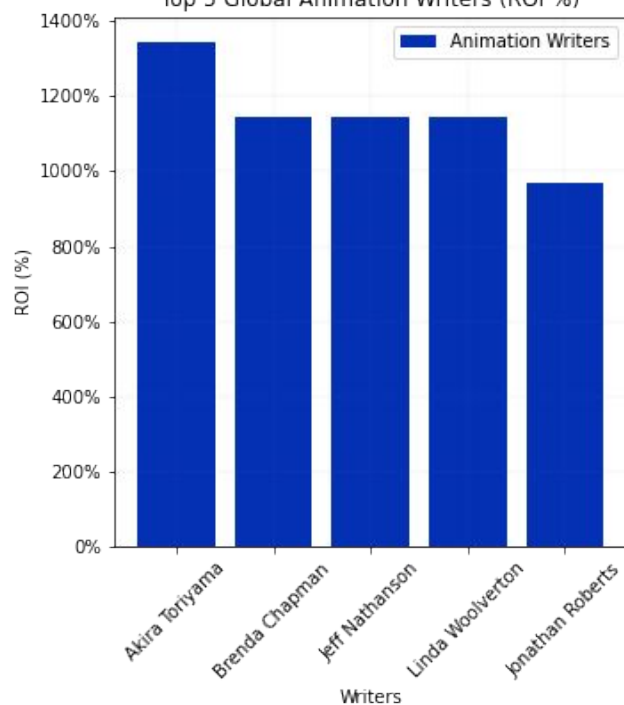
Top 5 Global Musical Writers (ROI %)



Top 5 Global Music Writers (ROI %)

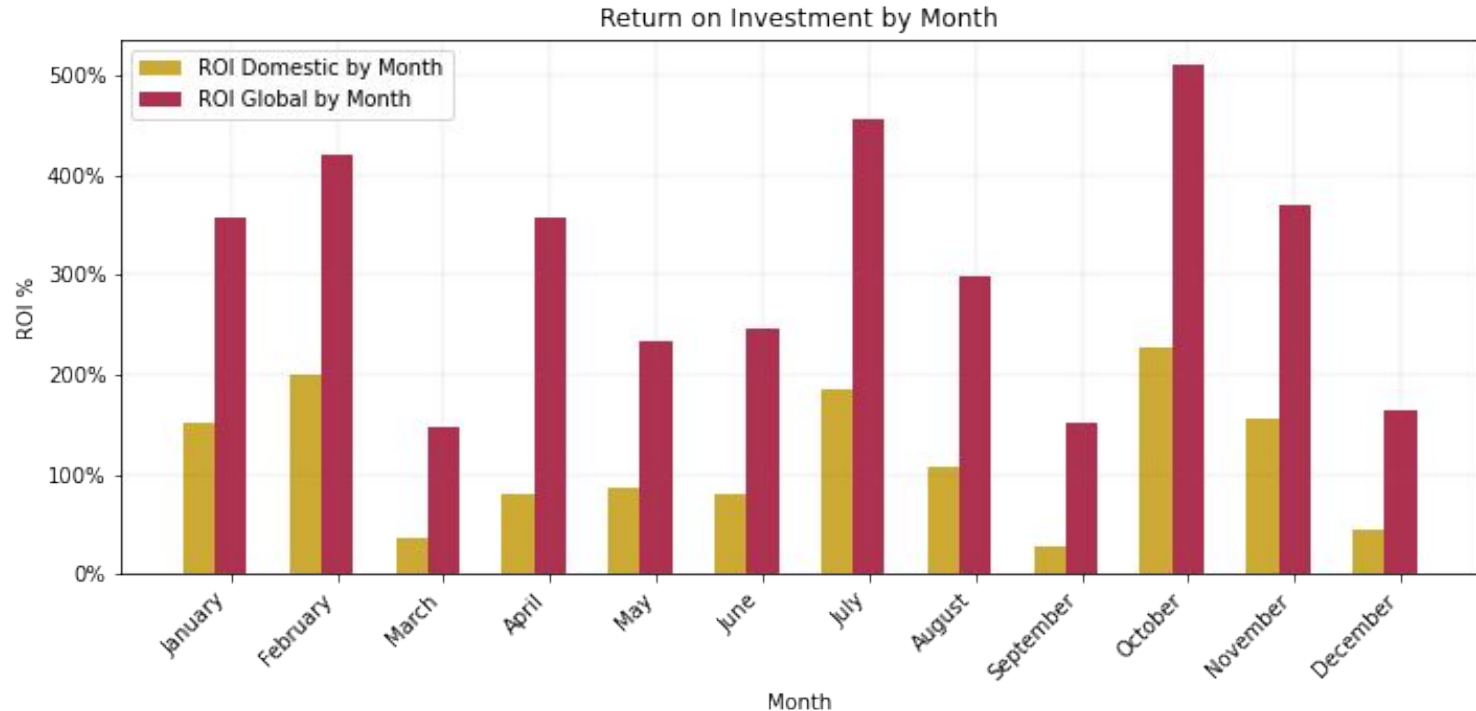


Top 5 Global Animation Writers (ROI %)

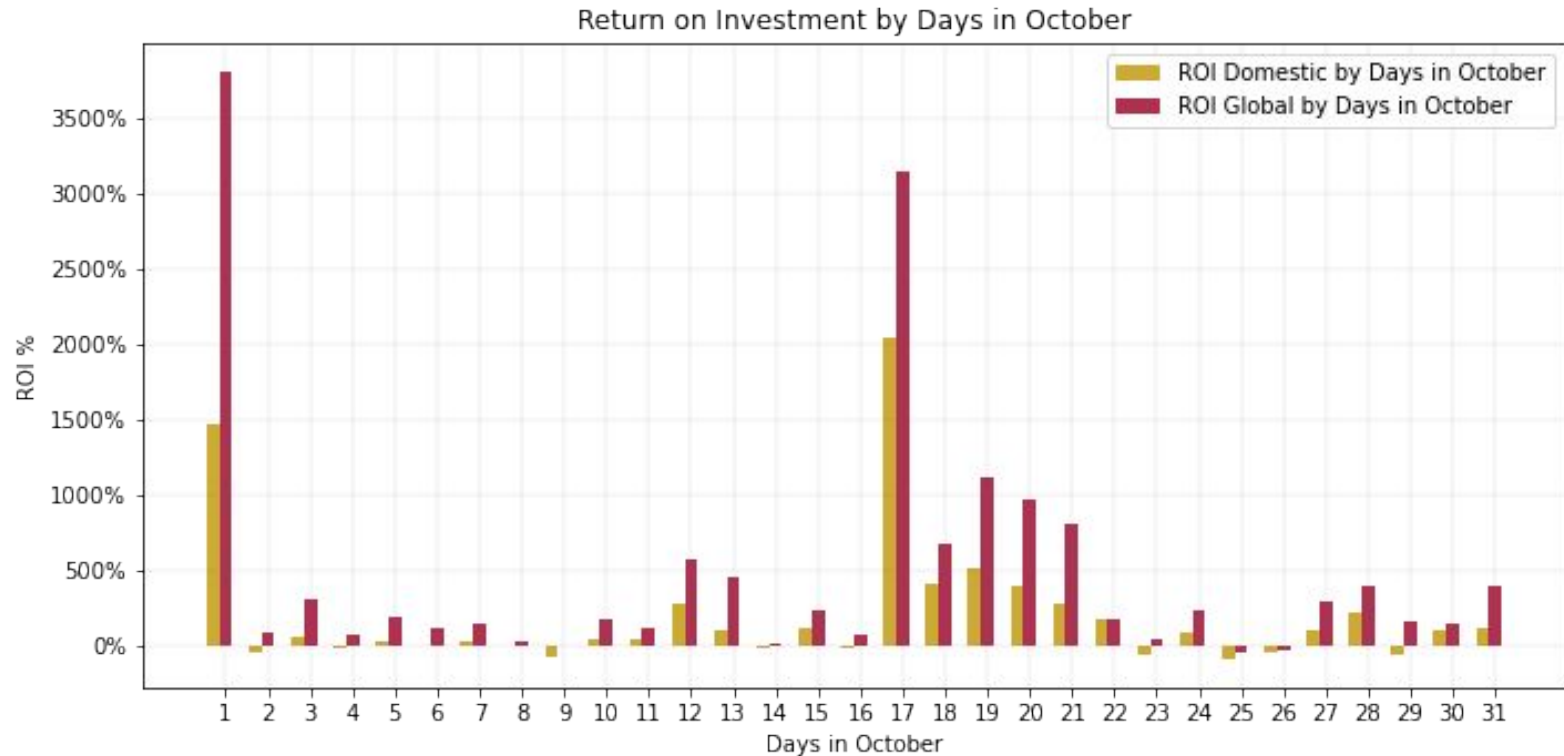




# Strategic Planning for Profitable Release Date



# Most Profitable Release Date



## Next Steps

- Enhance exploration into Musical, Music, and Animation genre performance through:
  - Exploring the number of screens showing films
  - Regionality of premieres domestically
- Further explore the leadtime to become profitable from conception to release



Thanks!

Any questions?

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