

Microsoft studio needs analysis

Movie studio development suggestions.

Outline

- Business Problem (1, 2, 3)
- Data & Methods
- Results
- Conclusions



Business Problem 1

- There are various kinds of movie genres like adventure, comedy, action, and animation.
- Choose the genres that lead the movie to success.



Data

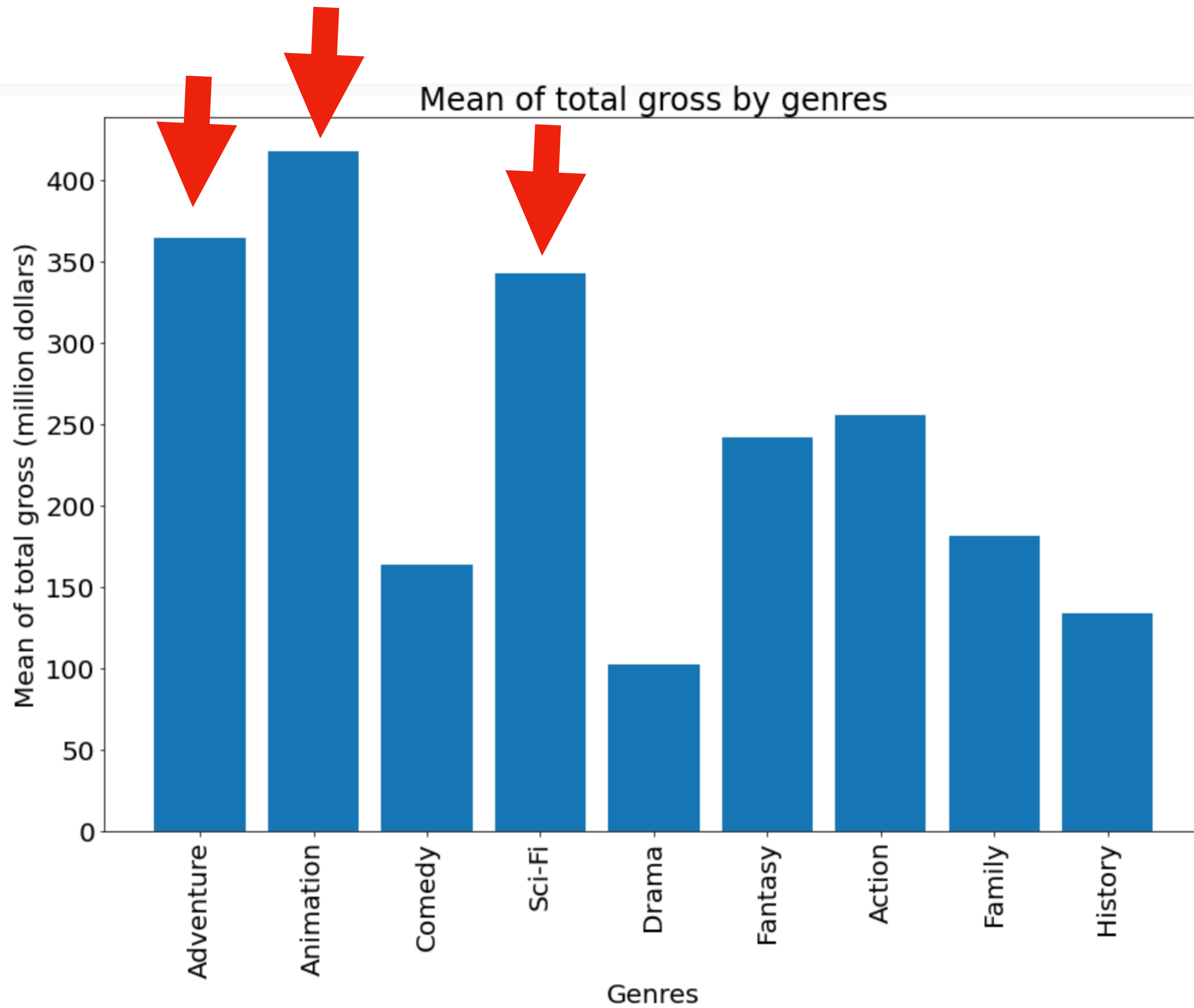


- **Numbers data** provides “[tn.movie_budgets.csv](#)” data file that includes movie title, worldwide gross, and production budget.
- **IMDB** provides “[imdb.title.basics.csv](#)” data file that includes movie title, and genres.
- **Box Office Mojo** provides “[bom.movie_gross.csv](#)” data file that includes movie title, and studio.



Box Office Mojo
by IMDbPro

Results



- This analysis shows the 3 genres that made money the best. I recommend the combination of Animation, Adventure and Sci-Fi. This combination will lead microsoft studio to success.

Business Problem 2

How to choose the correct production studio?

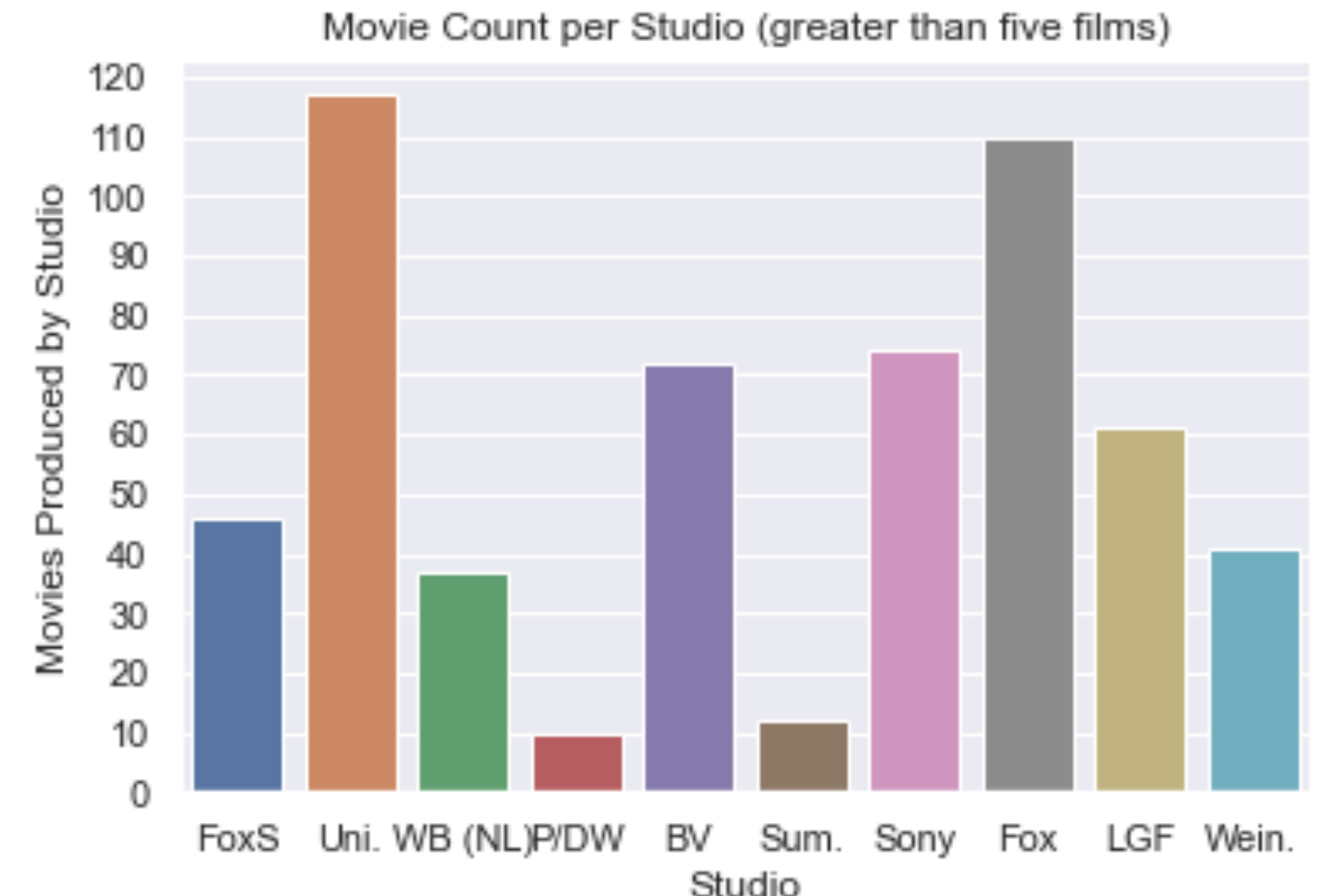
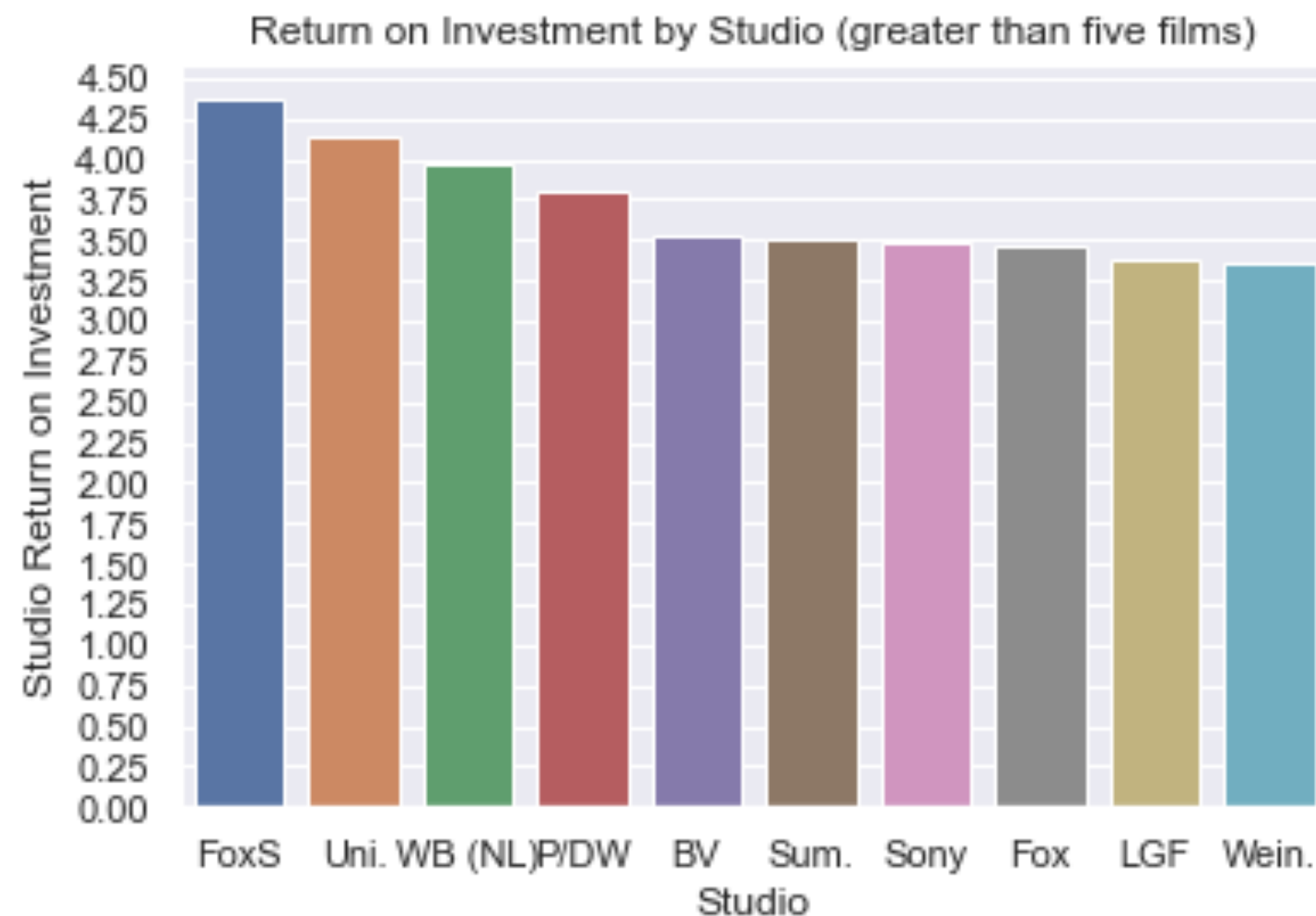
- Production studios provide value to a film by lending logistical help, hiring assistance and location scouting.
- Use our 'return on investment' metric to identify the most successful studio's.
- $ROI = \text{worldwide gross} / \text{production budget}$



Results

How to use ROI by studio metric

- A studio with an ROI of 4.00 means that the gross is four times the budget. Good!
- You can also use this metric to verify studios you'd like to avoid.
- We see Universal and Fox are both top ten for ROI. They also have some of the most movies produced by any studio.



Business Problem 3

What should the budget be?

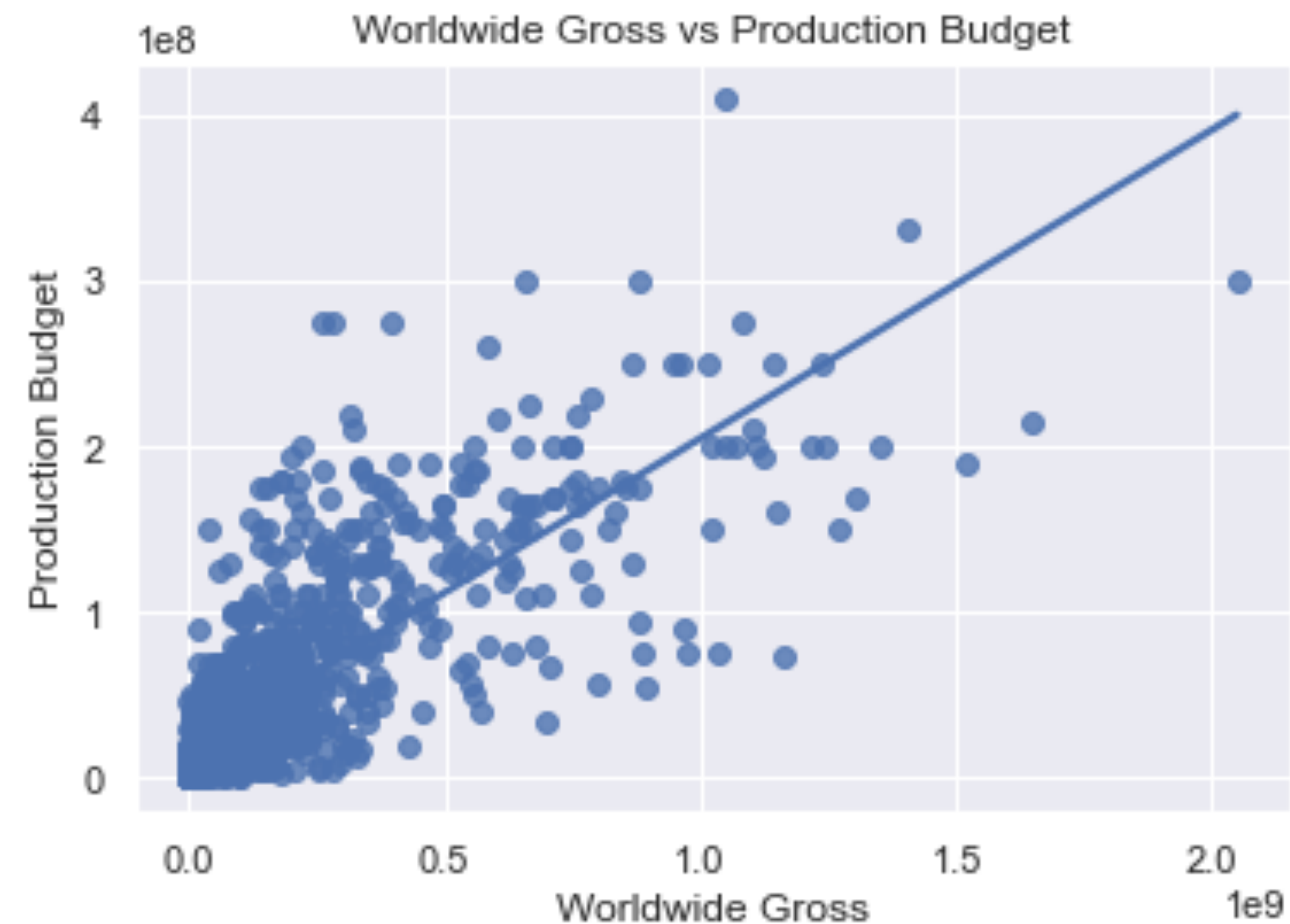
- The greater the sample size the more accurate approximation for our ROI metric.
- I will choose Fox and Universal as the two studios to analyze a proper budget.



Result

Budgets and Studios

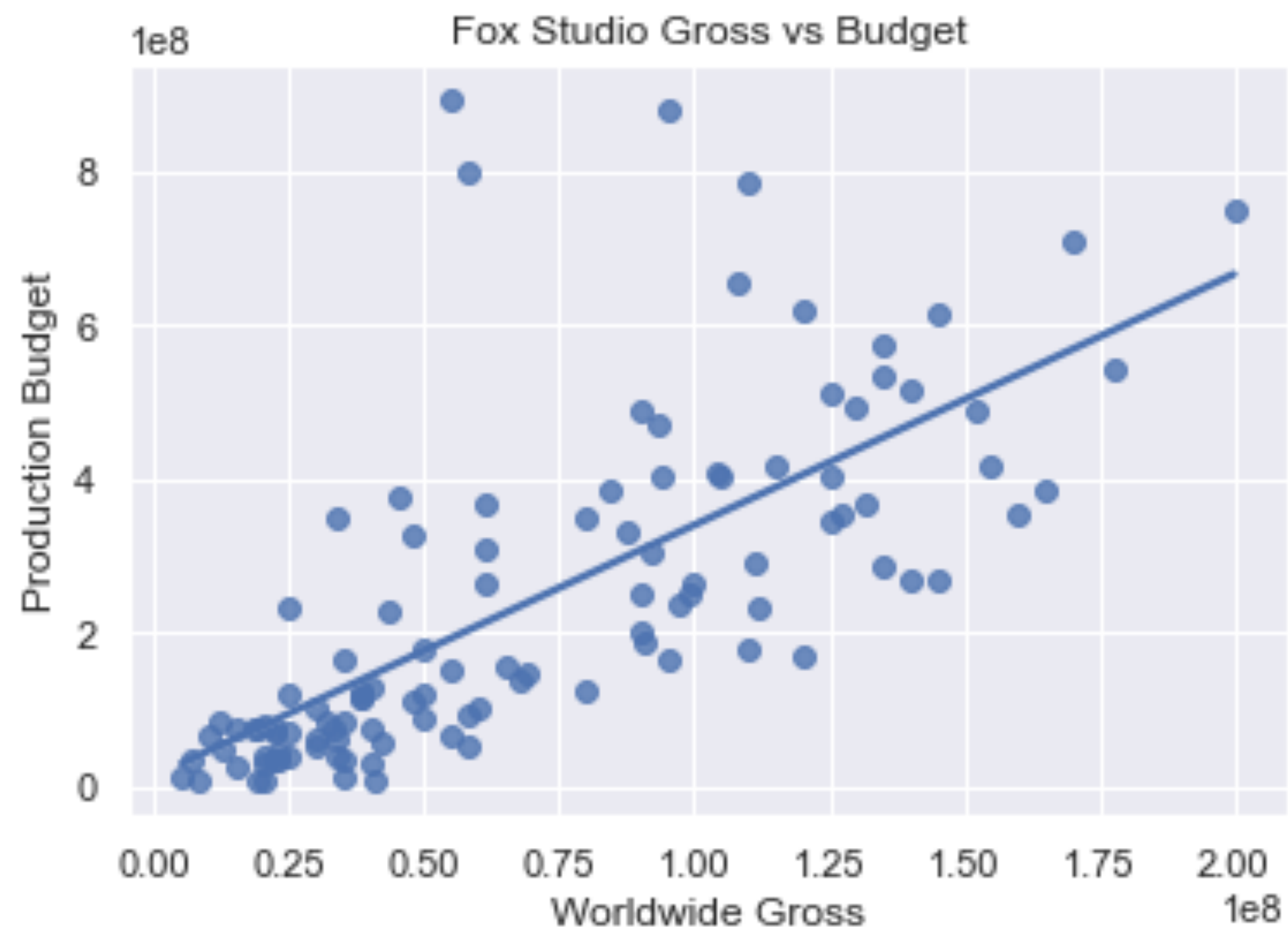
- Money matters.
- The movies with the highest worldwide gross also have the highest production budgets.



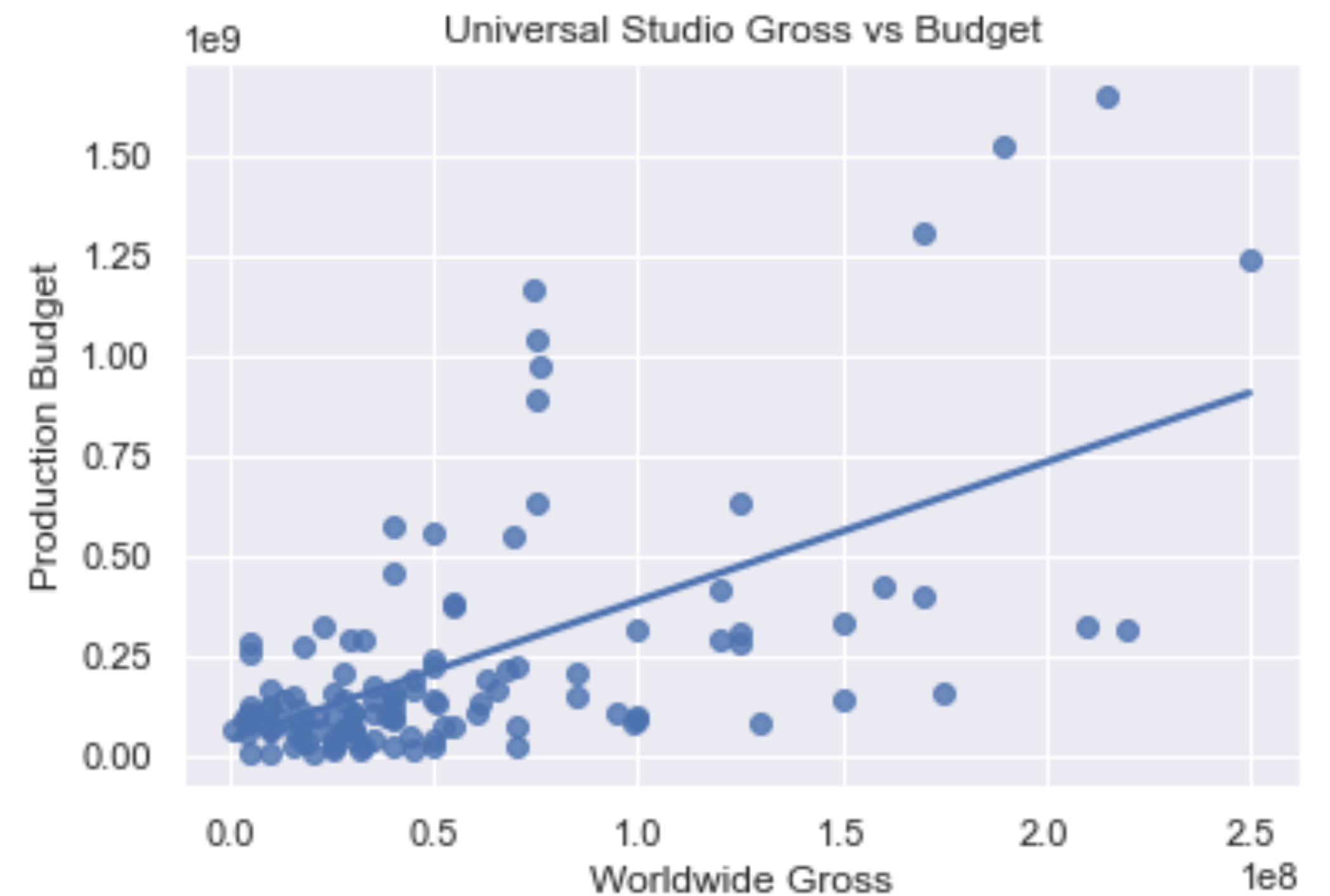
Results

Fox vs Universal Studios

- Fox studio averages a budget of \$70,504,545



- Universal studio averages a budget of \$56,390,598



Conclusions

This analysis leads to three recommendations for developing movies for best expected profits:

- **Recommend successful movie genre combination.** This analysis shows the 3 genres that made money the best. I recommend the combination of Animation, Adventure and Sci-Fi. This combination will lead microsoft studio to success.
- **Analyze studios to consider based on ROI.** Based on the ROI metric provided choose a studio like Universal or Fox that has a large sample size of movies made combined with a high ROI.
- **Estimate a production budget.** After looking at both studio's average production budget per movie we can expect to budget between \$55,000,000 and \$70,000,000.