

# MICROSOFT STUDIOS

## Data Analysis

# OUTLINE

- Introduction
- Data Analysis
- Business Application
- Contact Information

## WHAT WILL MAKE YOUR MOVIES SUCESSFUL ?



HOW IMPORANT IS  
YOUR BUDGET?



WHEN TO RELEASE A  
MOVIE?



WHAT GENRES  
SHOULD MICROSOFT  
STUDIO FCOUS ON?

We conduct a thorough analysis of the movies released between years 2010 – 2018. It will include details on movies' success and help Microsoft build a business model to achieve success in the box office.





## Our Data



**Wide range of data from various sources,  
covering 2010-2018**

### IMDb

Movie title, Runtime Minute  
Genres, Average Rating,  
Name, Profession

### Box Office Mojo

Movie title, Domestic Gross (\$ spent on  
movies in US & Canada)

### The Numbers

Movie title, Movie budget

# Correlation

We examine the relationship to

Domestic Gross

Domestic Gross vs. Production Budget = . 70

	Runtime Minutes	Average Rating	Domestic Gross	Year	Production Budget
Runtime Minutes	1.00	0.34	0.21	0.05	0.28
Average Rating	0.34	1.00	0.21	0.02	0.13
Domestic Gross	0.21	0.21	1.00	0.08	<u>0.70</u>
Year	0.05	0.02	0.08	1.00	0.02
Production Budget	0.28	0.13	0.70	0.02	1.00

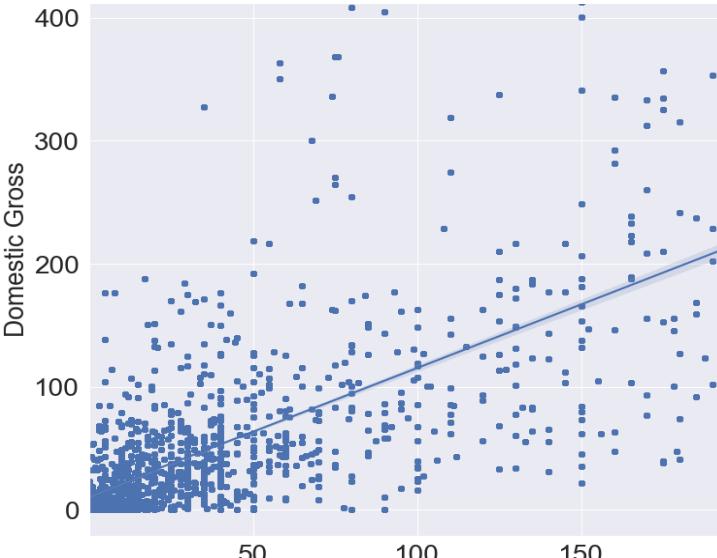
Domestic Gross: total earnings at the box office across the United States and Canada

# Domestic Gross VS. Movie Budget

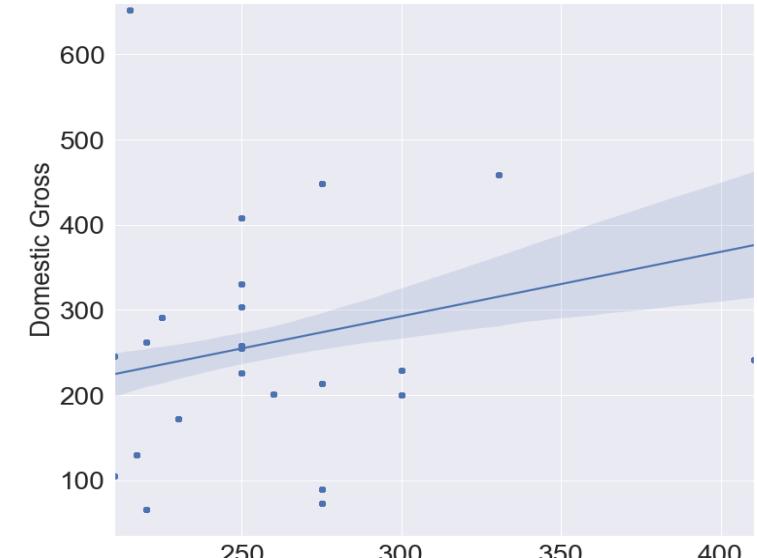
OUR FINDINGS

## Budget VS. Domestic Gross

\$200 million and higher



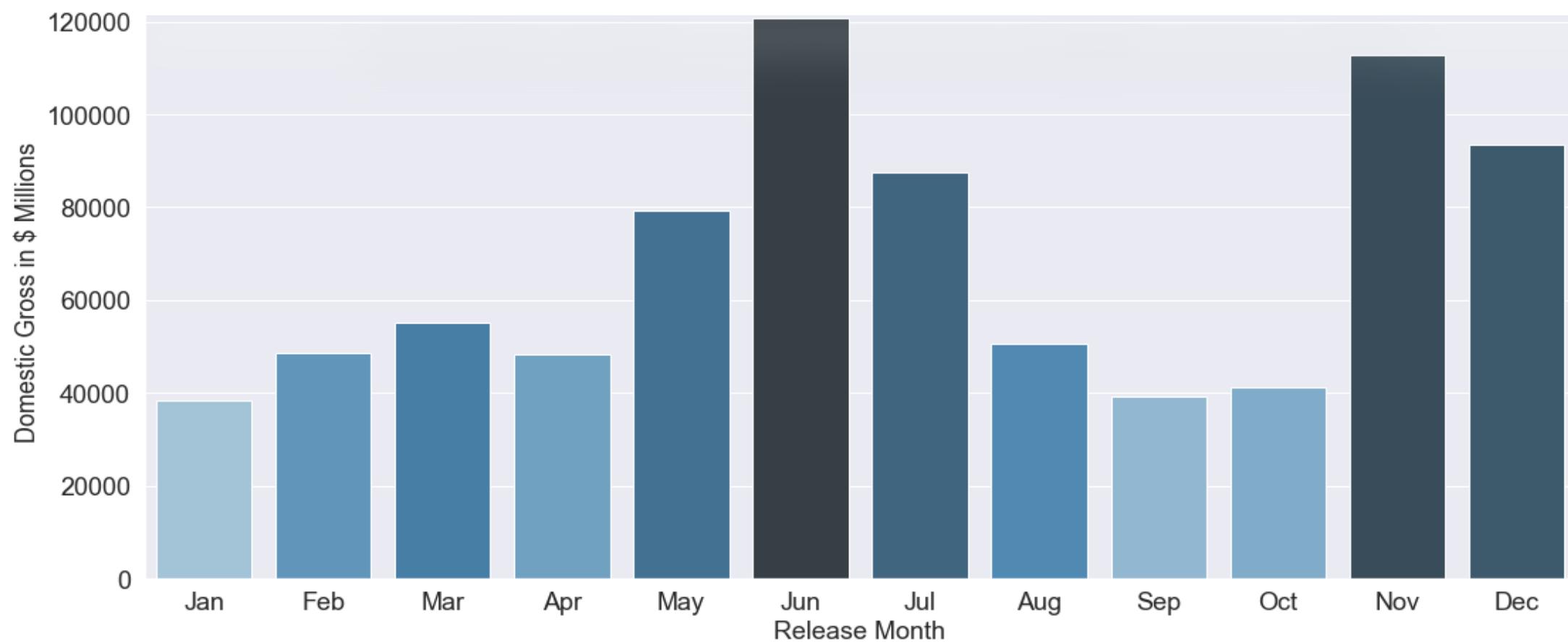
\$200 million and lower



- Production budget less than \$200mm has a high correlation to domestic gross: 0.66.

- Post \$200 production budget didn't have correlation to domestic gross.

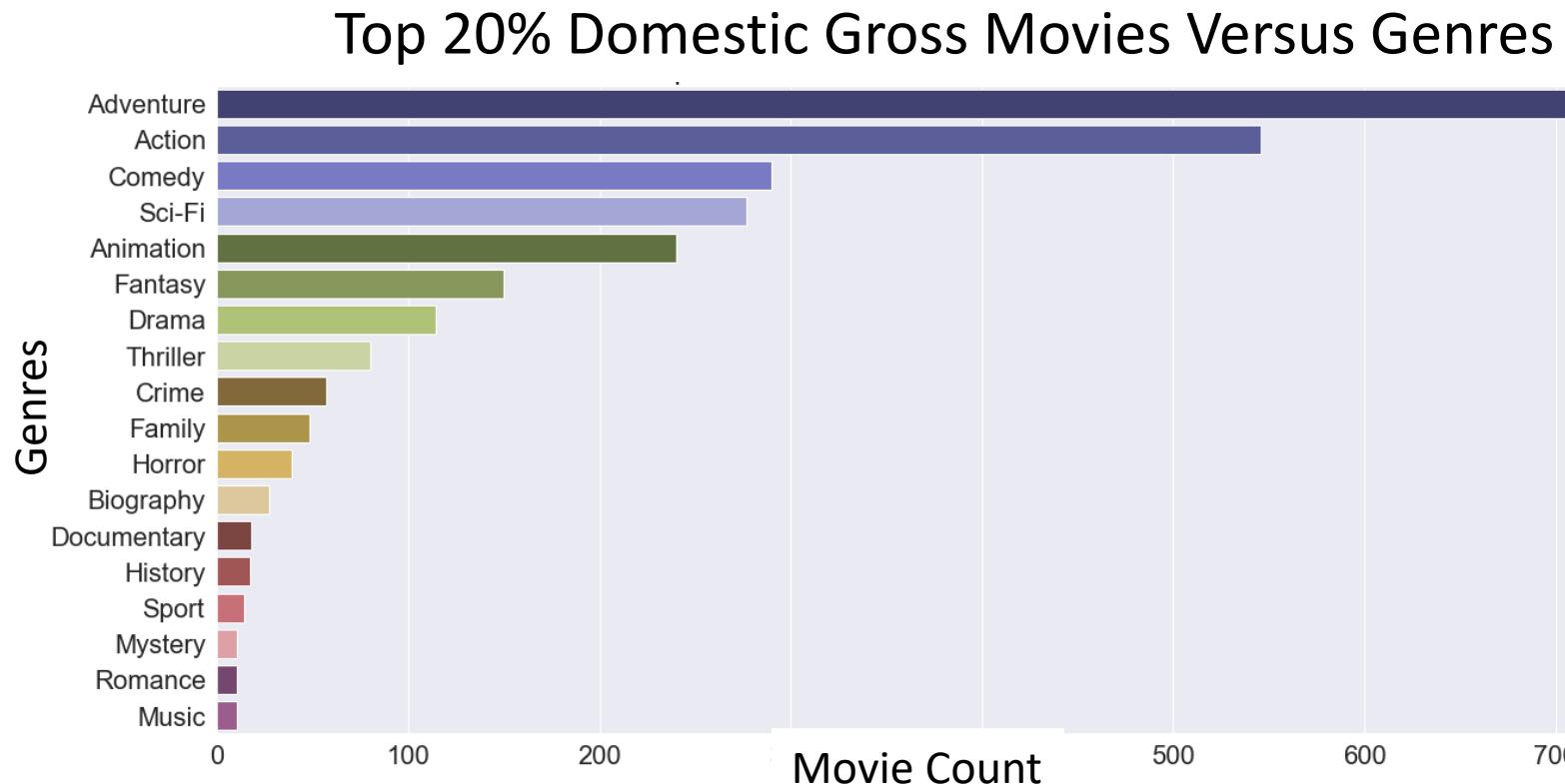
## Domestic Gross in \$ Millions & Release Month Date



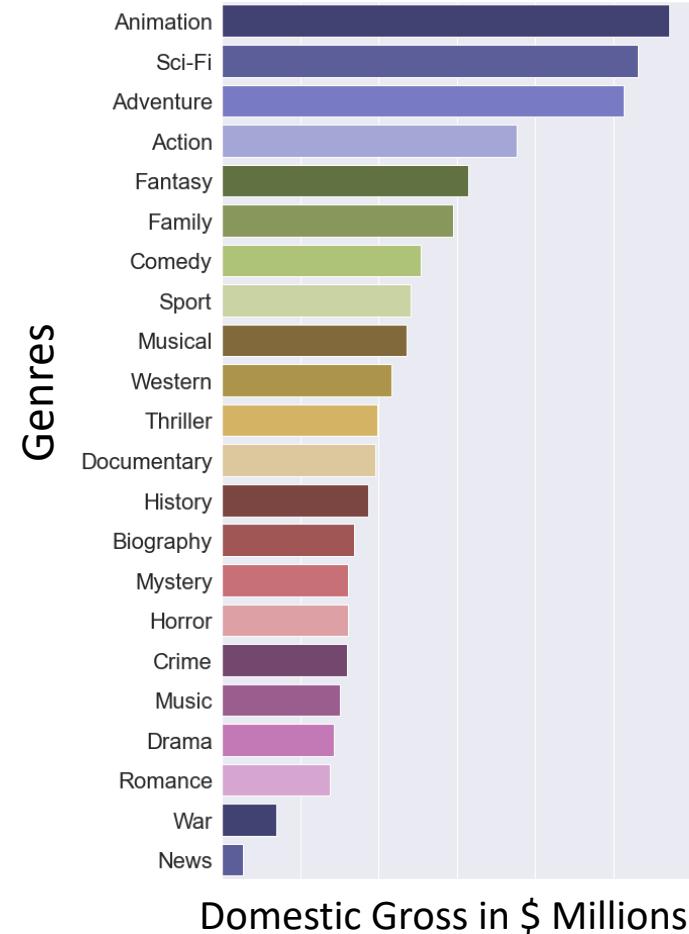
Movie Release:  
What months did  
best?

- June
- November
- December
- July
- May

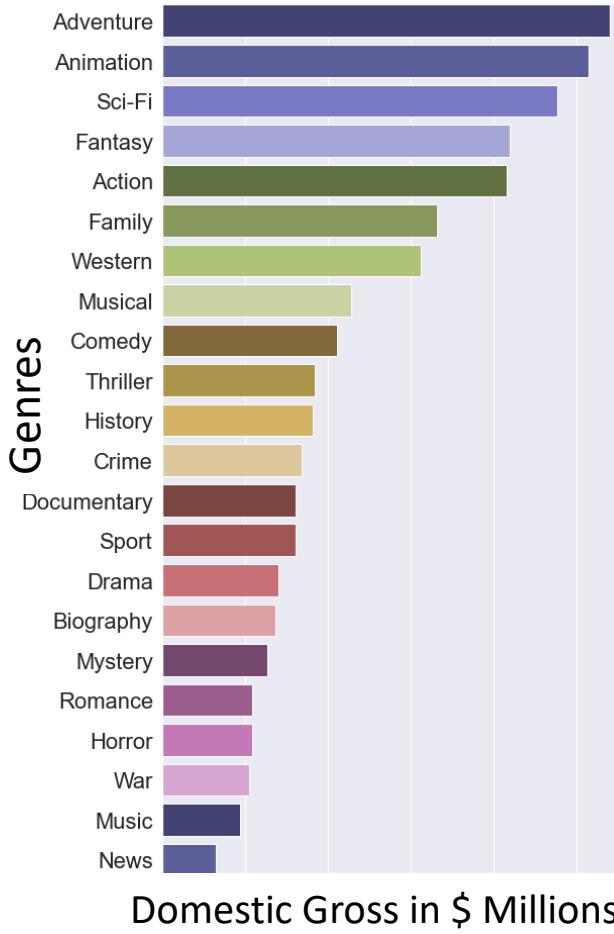
Movie  
Genres:  
What Genre  
Appears the  
Most?



## Genres versus Average Domestic Gross



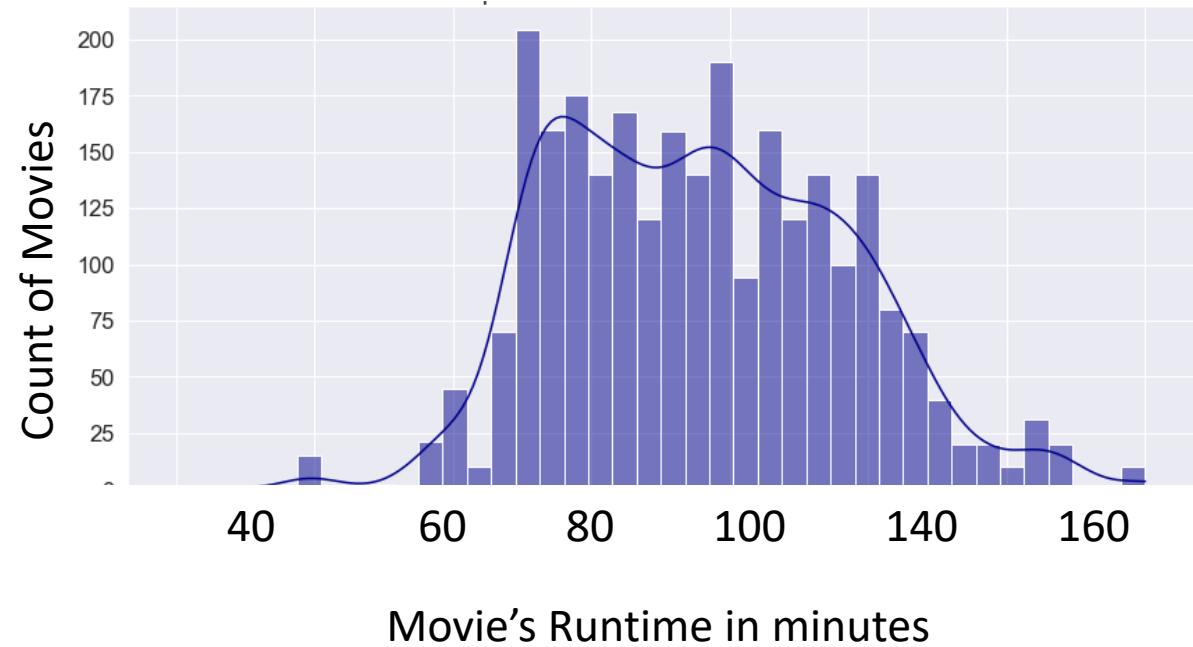
## Genres versus Average Production Budget



Movie Genres,  
Domestic Gross  
and Budget

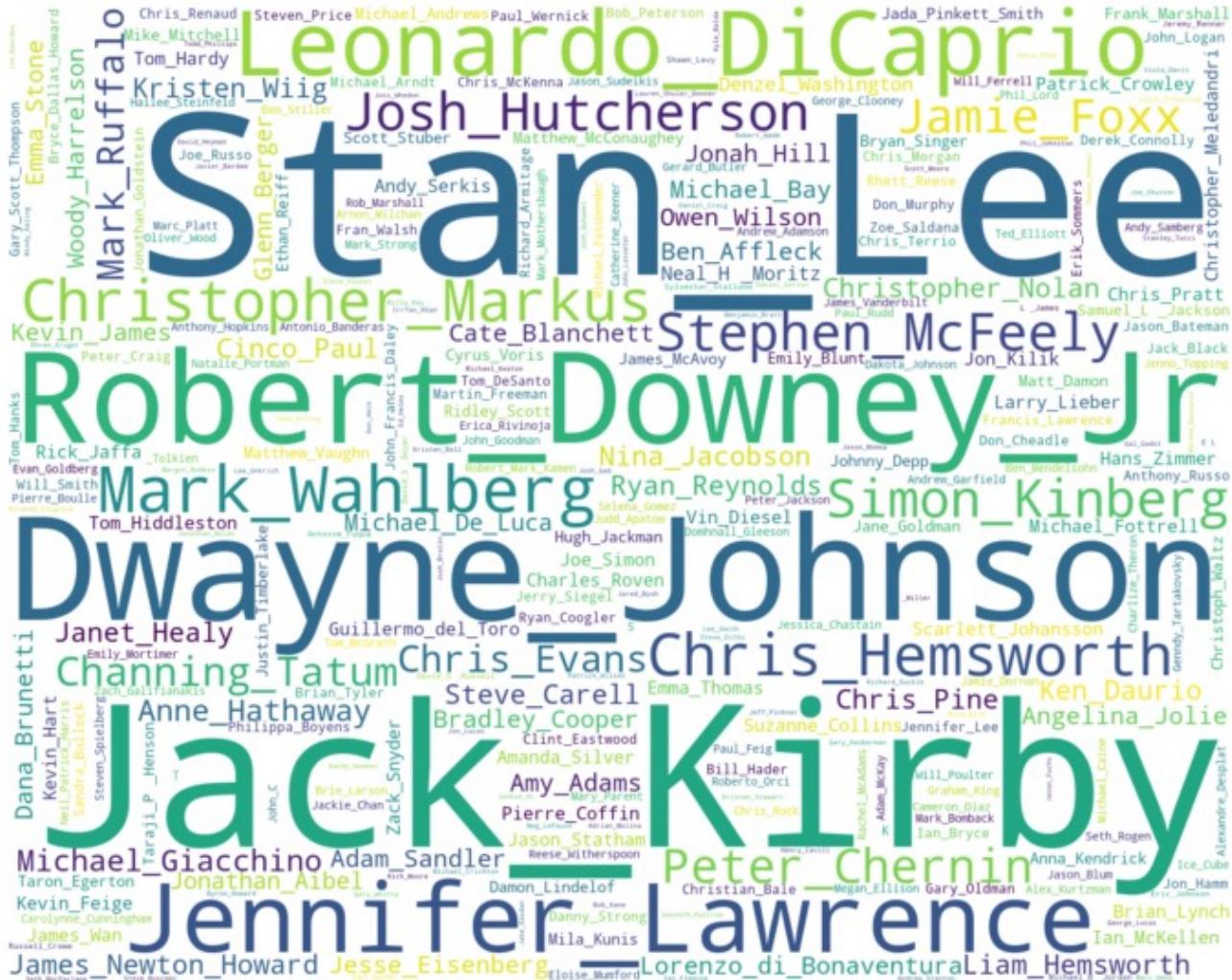
# Movies' Runtime

Top 20 % Gross Domestic  
Movies, 1.5 to 2.5 hours



# CAST & CREW

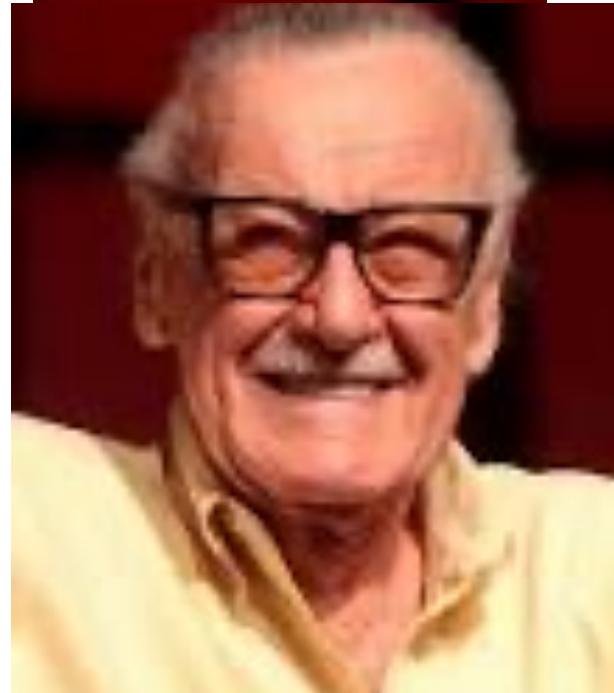
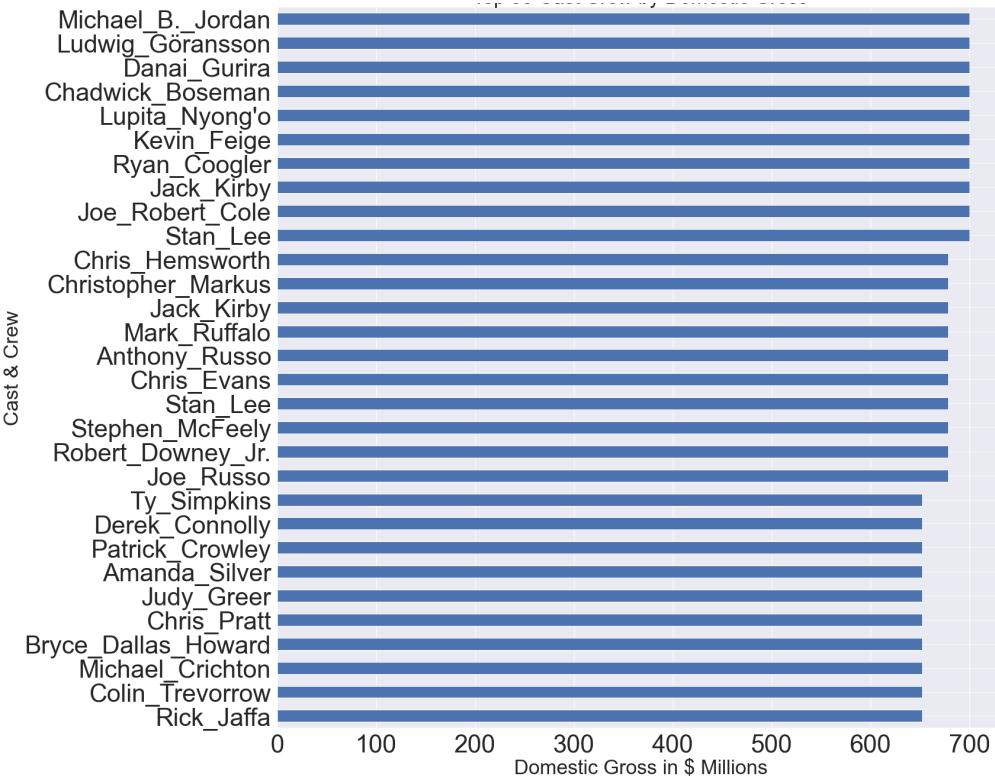
# MICROSOFT STUDIO





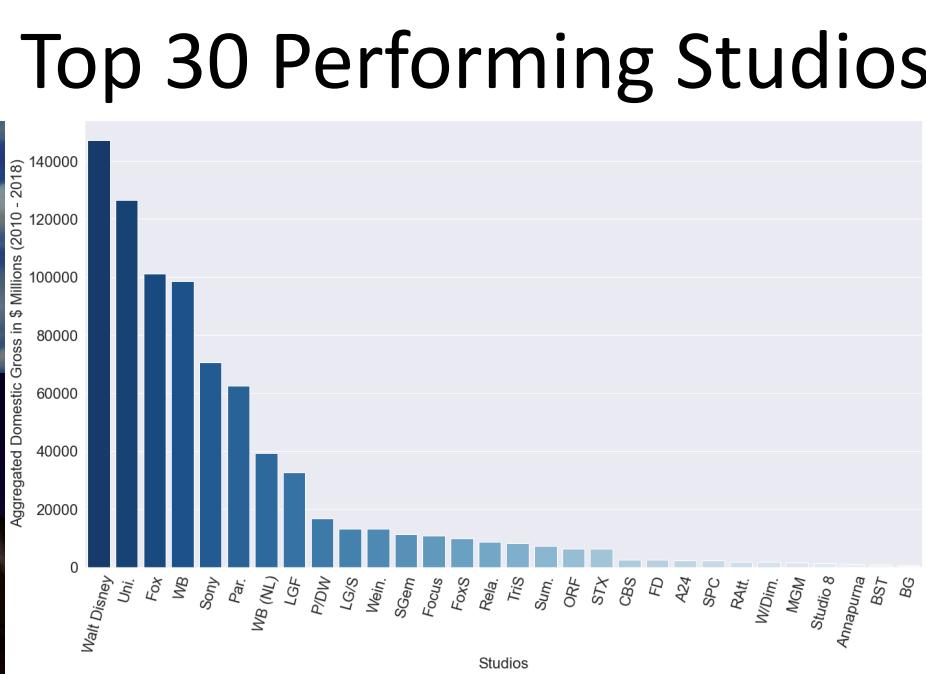
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## WHO TO WORK WITH?



# TOP PERFORMING STUDIOS

## Top 30 Performing Studios



# ACTION ITEMS

## **1. BUDGET PLANNING**

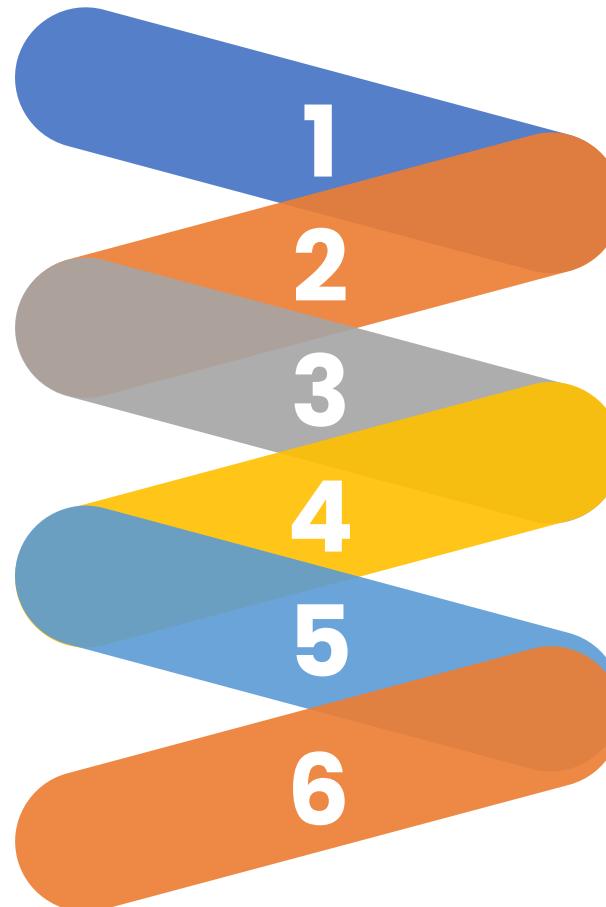
Target a \$50 - \$150 MM  
Budget

## **2. RELEASE MOVIES**

Aim for July or Nov.

## **3. GENRES**

Plan to produce: Adventure,  
Action or Si-Fi Movies.



## **4. RELEASE MOVIES**

Hire the recommended crew.

## **5. LENGTH OF MOVIES**

Stick to 1.5 hours to 2.5 hours  
long movies.

## **6. Studios**

Partner up with studios (e.g.,  
Disney, WB or Universal)

# Next Steps

## DIG DEEPER: CAST & CREW

Create an analysis to compare the importance of hiring a successful actor versus a writer or director.

## RECENT DATA

Obtain more recent data to cover 2018-2022, focusing on streaming services.

## EXPAND DATA

Add international gross to our analysis.

## LARGER COMPARISON

Overall comparison of streaming services and box office gross revenues.

# THANK YOU

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## CONTACT INFORMATION



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