

MICROSOFT STUDIOS

Data Analysis

OUTLINE

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- Data Analysis
- Business Application
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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

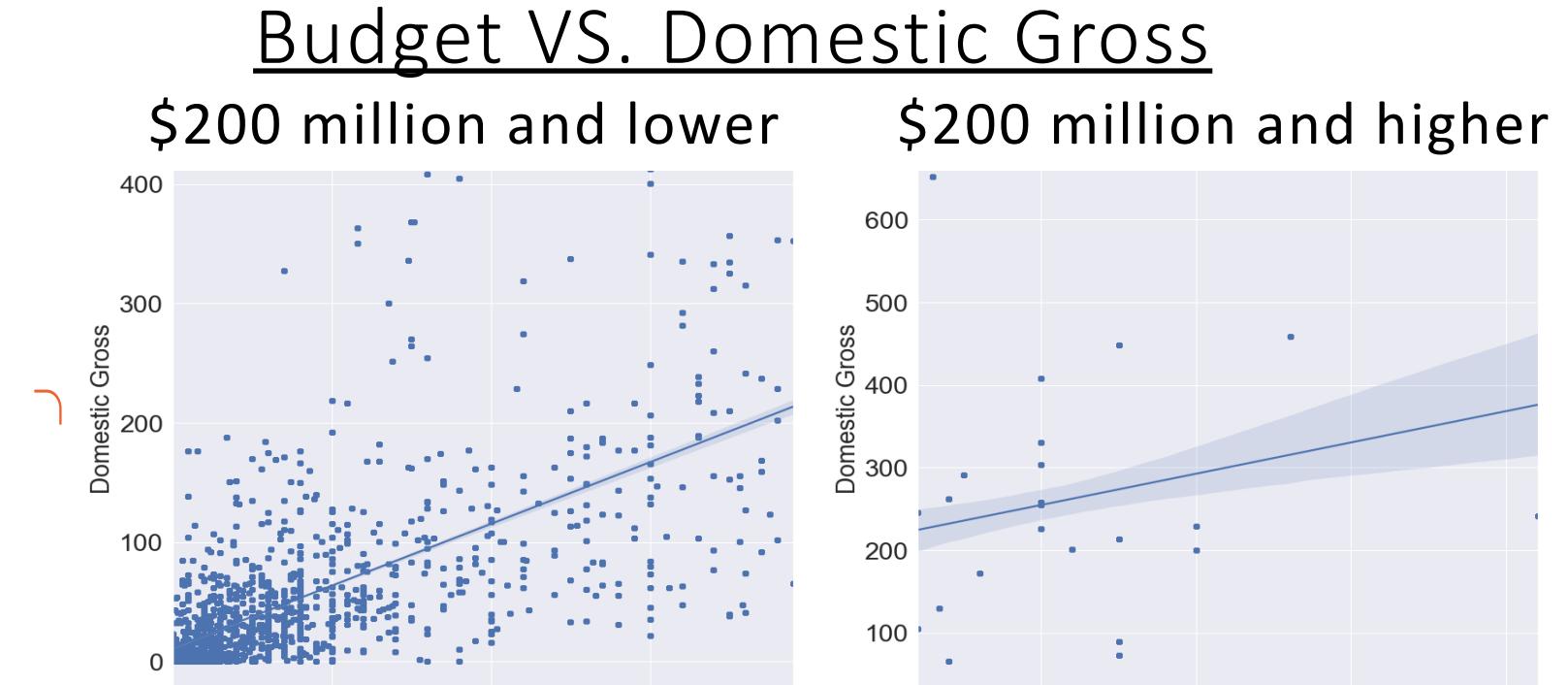
Domestic Gross vs. Production Budget = . 70

	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

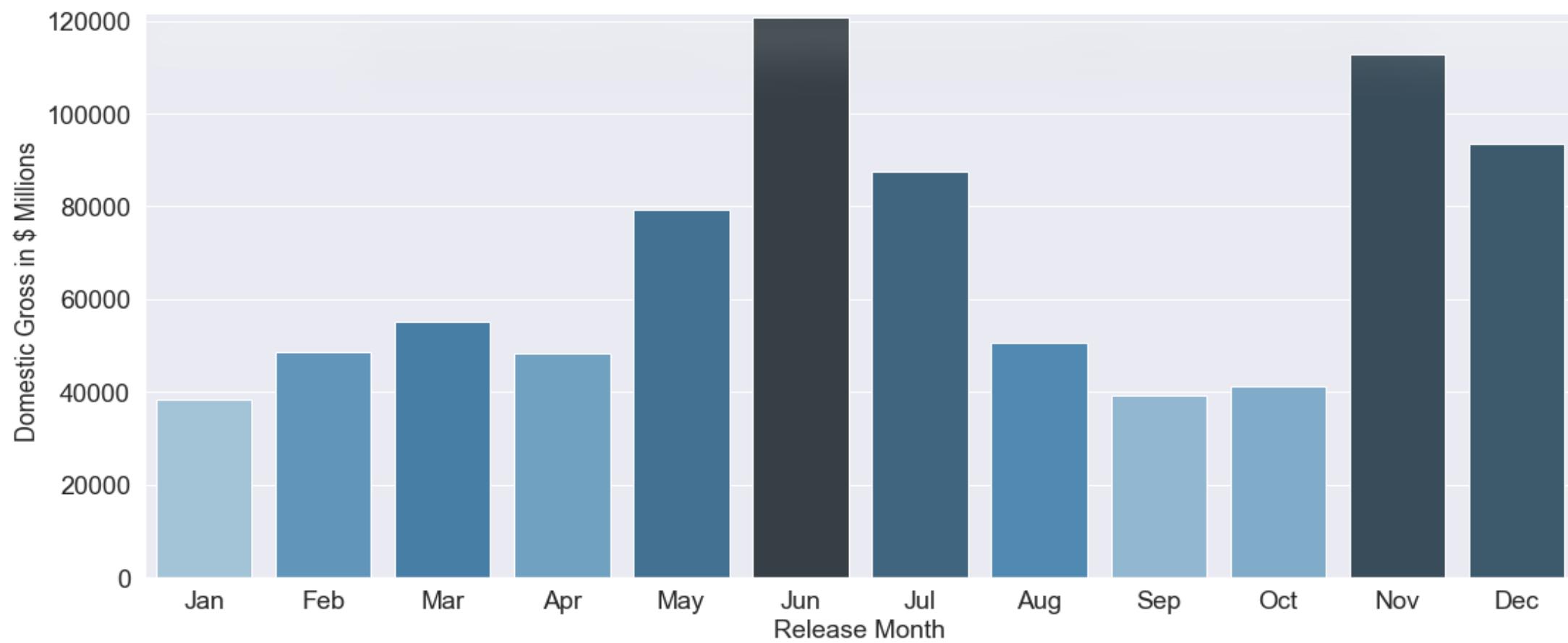
Domestic Gross VS. Movie Budget

OUR FINDINGS



- Production budget less than \$200 million has a high correlation to domestic gross: 0.66.
- Post \$200 million production budget didn't have correlation to domestic gross.

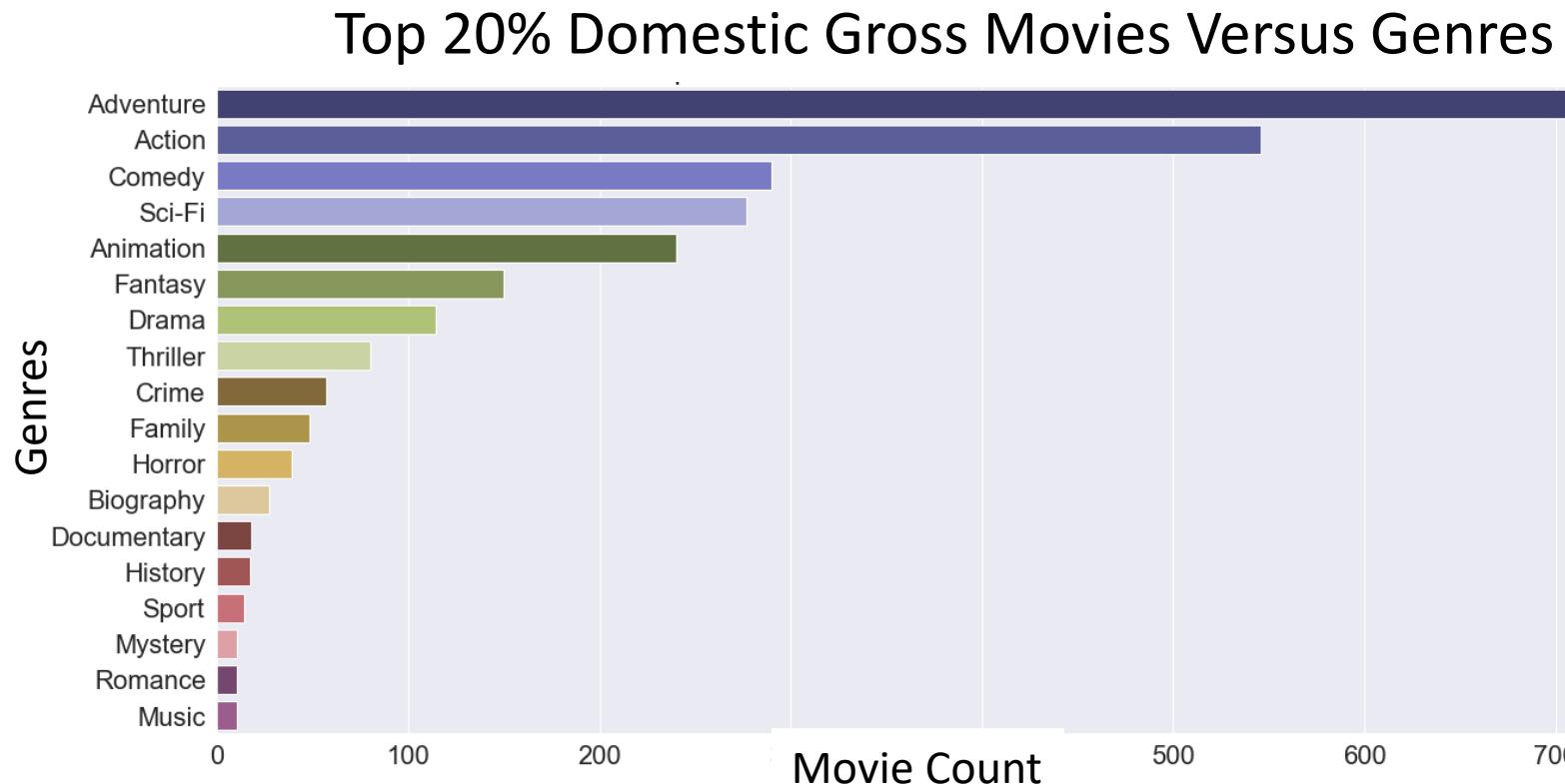
Domestic Gross in \$ Millions & Release Month Date



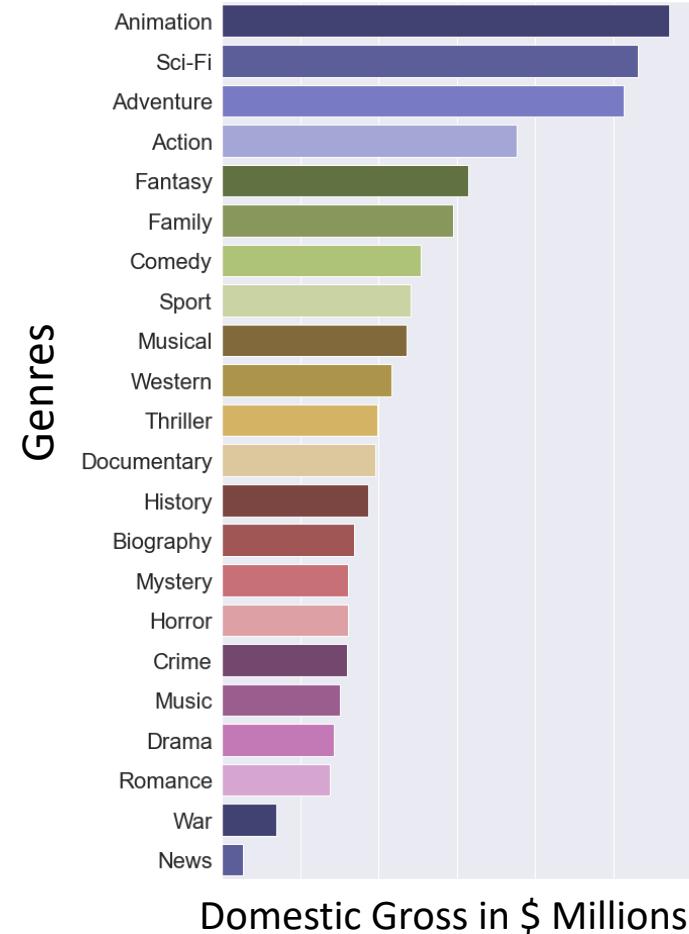
Movie Release:
What months did
best?

- June
- November
- December
- July
- May

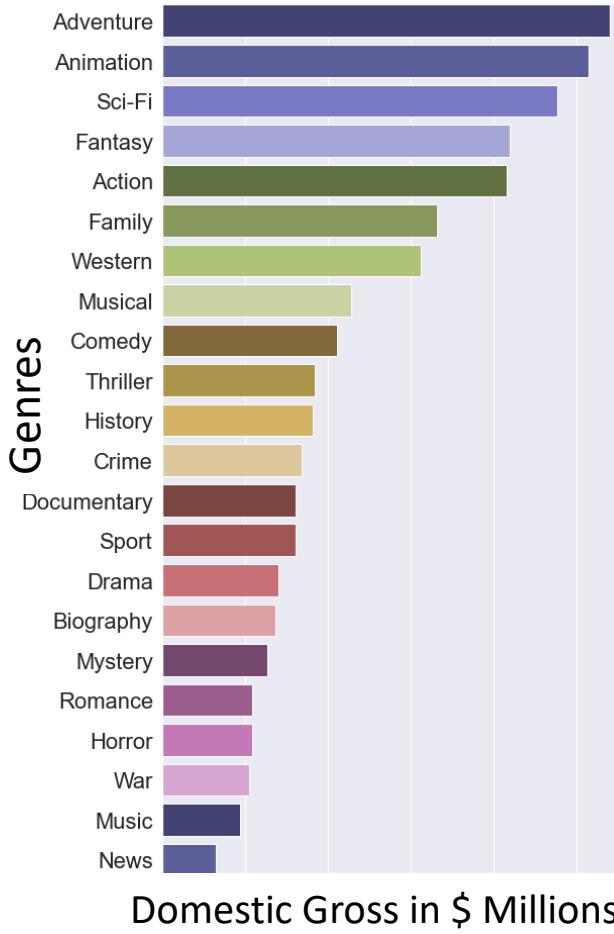
Movie
Genres:
What Genre
Appears the
Most?



Genres versus Average Domestic Gross



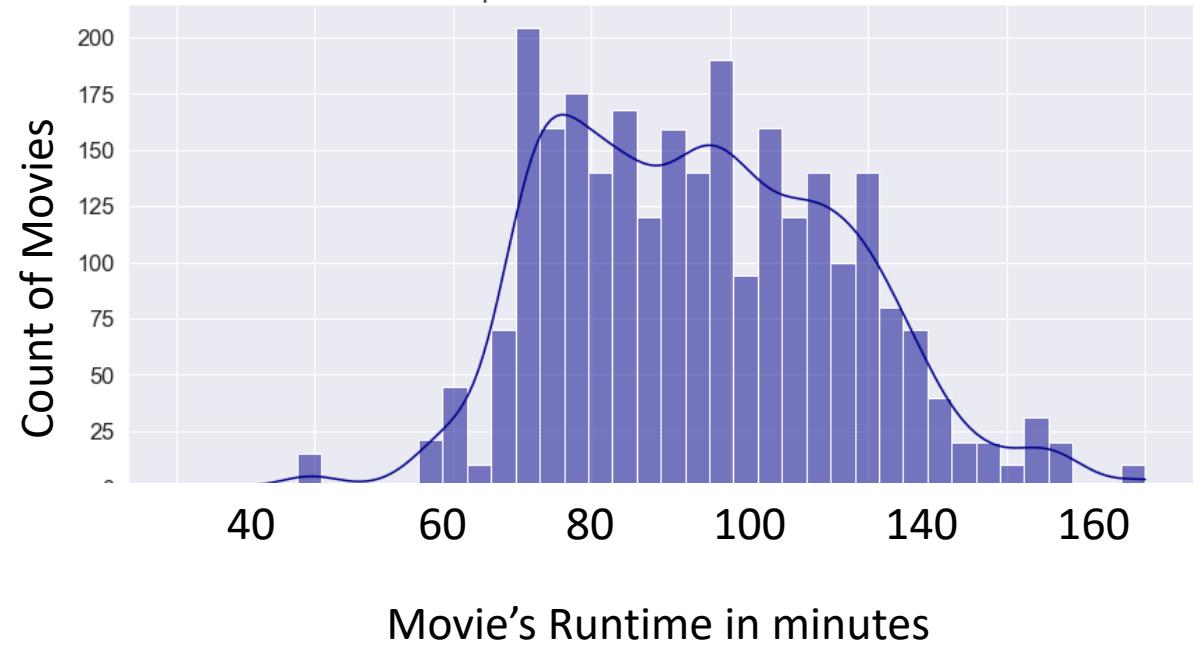
Genres versus Average Production Budget



Movie Genres,
Domestic Gross
and Budget

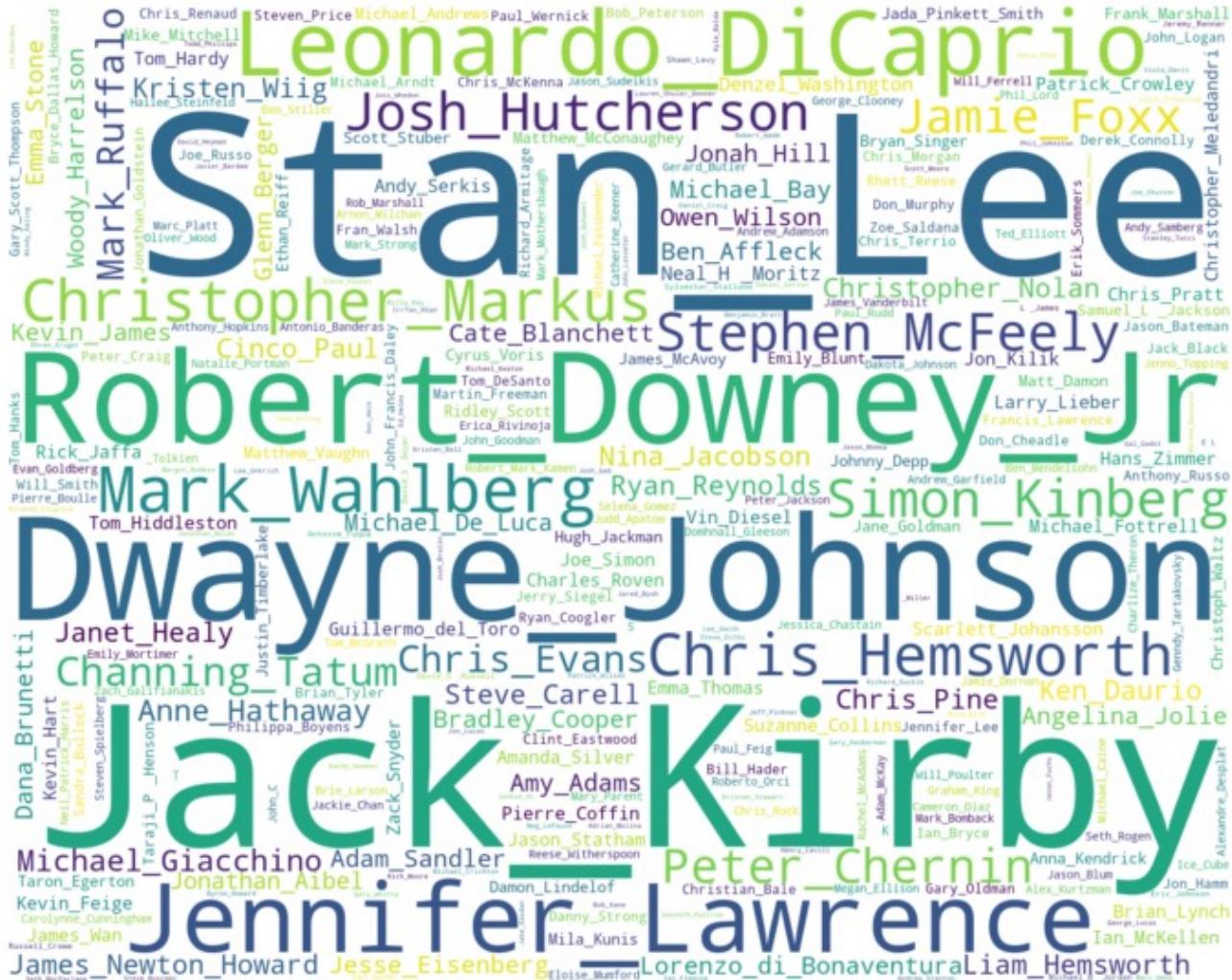
Movies' Runtime

Top 20 % Gross Domestic
Movies, 1.5 to 2.5 hours



CAST & CREW

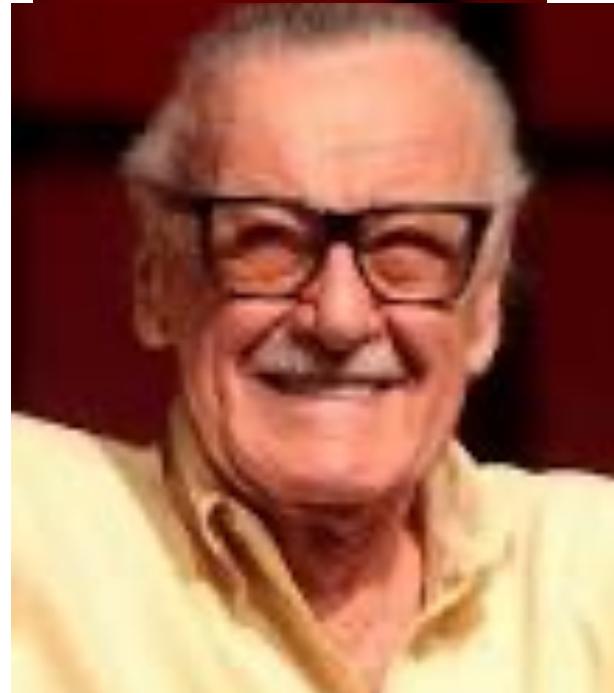
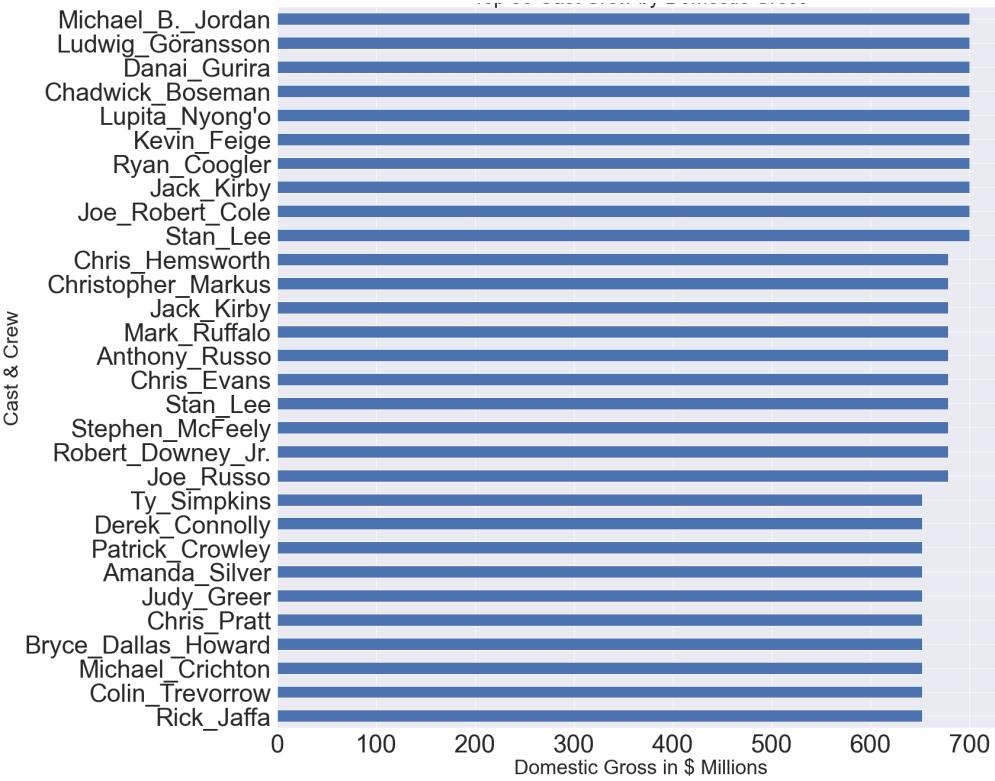
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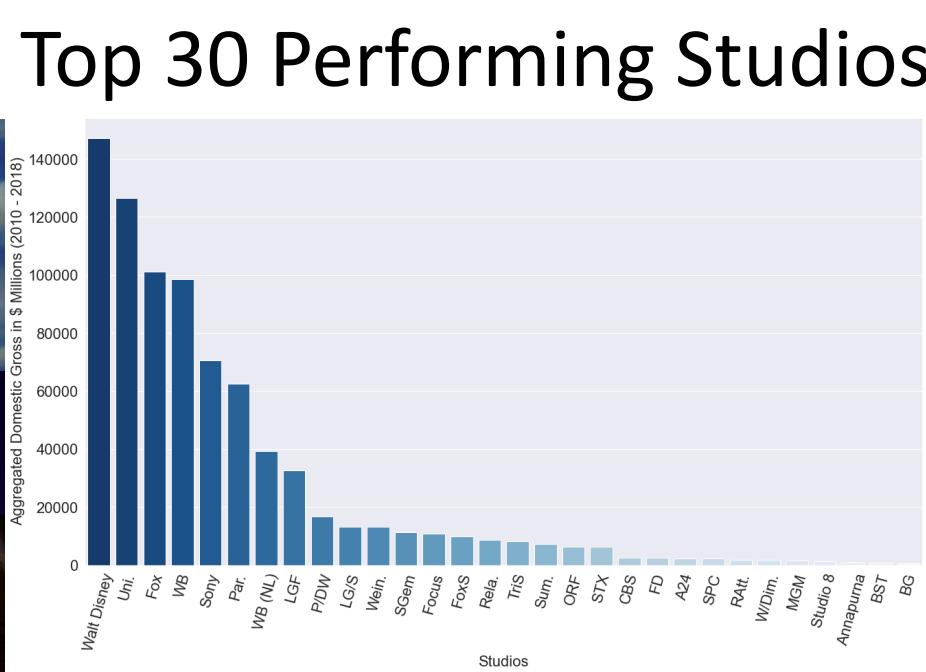
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WHO TO WORK WITH?



TOP PERFORMING STUDIOS

Top 30 Performing Studios



ACTION ITEMS

1. BUDGET PLANNING

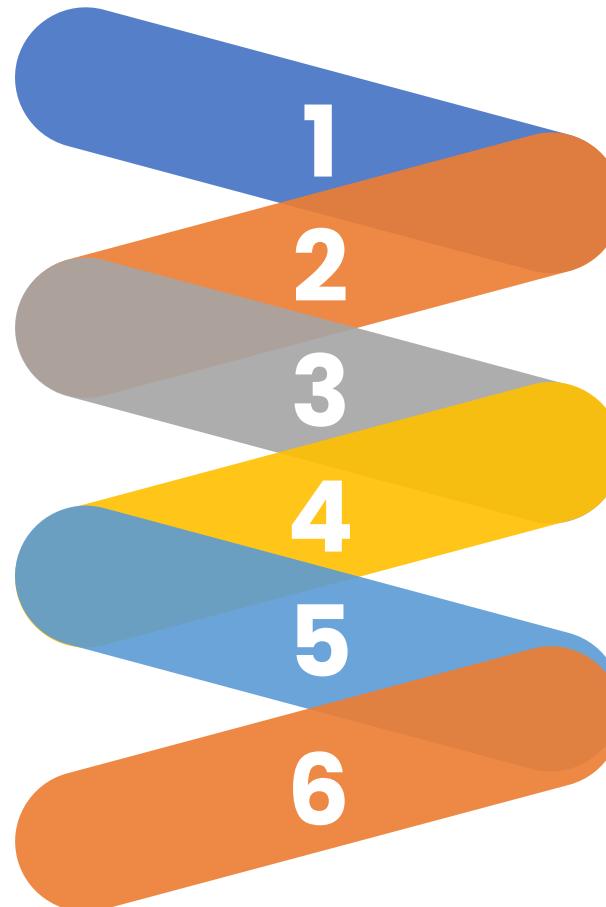
Target a \$50 - \$150 MM
Budget

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





CONTACT INFORMATION



MICROSOFT
STUDIO



Address
NYC



Email
nataliaedelson@gmail.com

