Film Analysis for Microsoft

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What we're looking for:

Microsoft would like to successfully enter the film industry by maximizing the profit of their first film. They have asked us to:
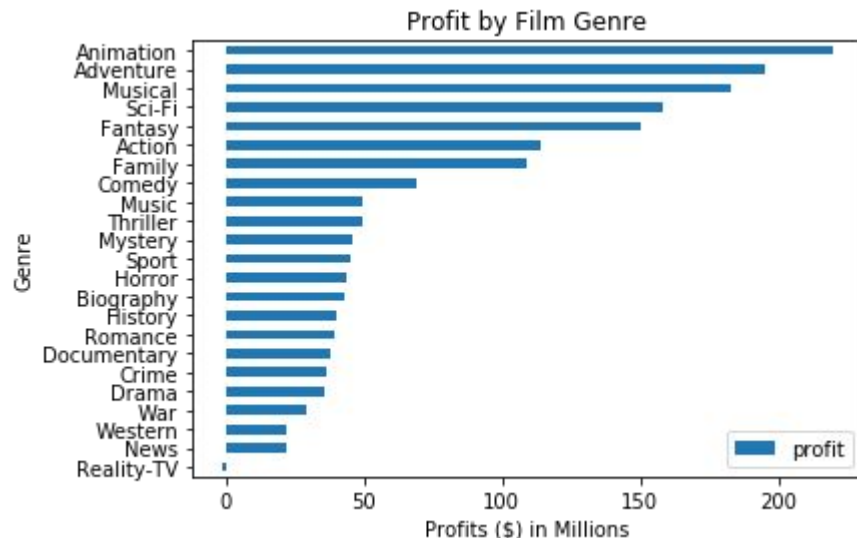
- Explore data to collect information on the most successful movie titles
- Create visualizations to effectively convey this information
- Make actionable suggestions that Microsoft can take

Investigations to be considered:

1. What are the most profitable film genres?

2. Within the most profitable genres, which are the riskiest investments?

3. Will a well-known director contribute to the success of a film?

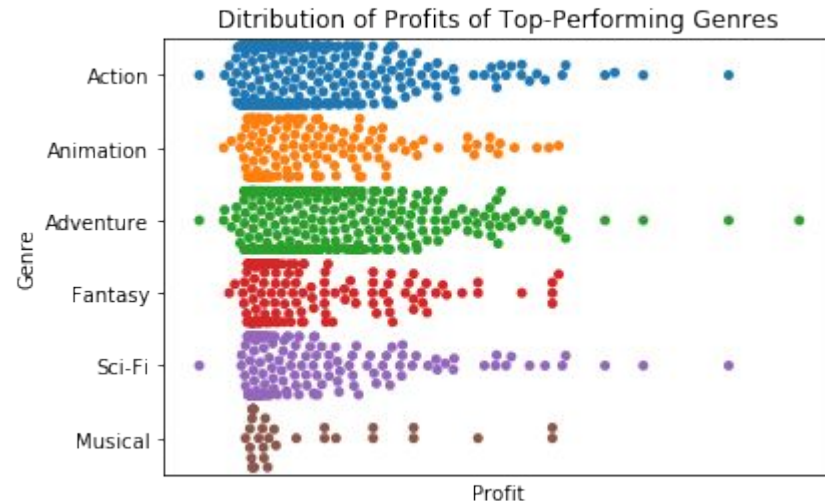4. How does COVID-19 impact the film industry?

Profits vary greatly by their Genre

- Animation, Adventure, Music, Sci-Fi, and Fantasy are, on average, among the most successful film genres.
- Microsoft should select one of the above genres when deciding what type of movie they will produce
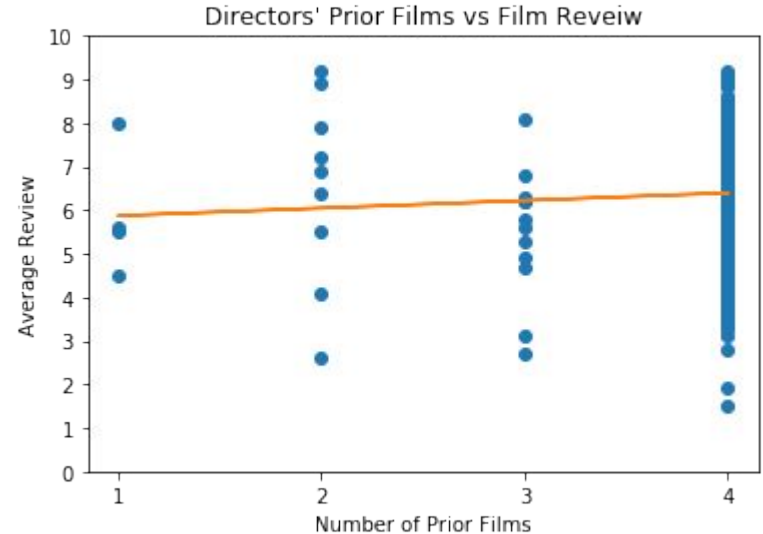

Profit by Film Genre

A choice of genre depends on risk aversion

- Adventure, Action, and Sci-Fi films have the greatest potential for large profits
- Musicals are the only film genre to consistently turn a profit.
- Animated films return consistent profits, though it is more difficult to break out into larger profits in this genre.

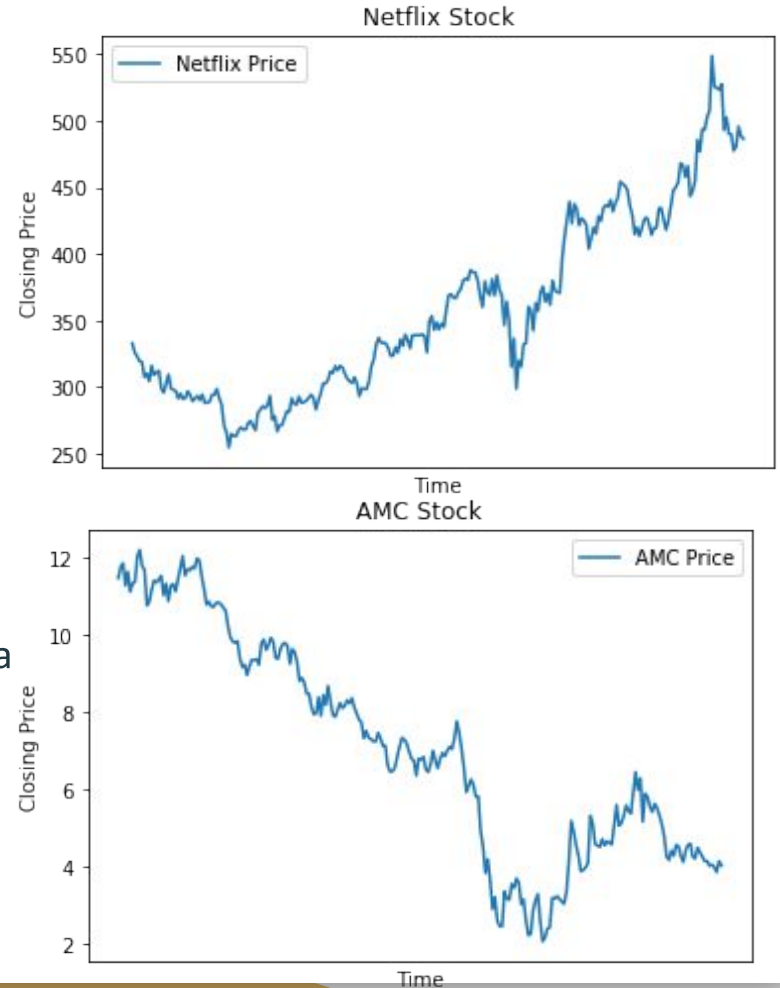Ditribution of Profits of Top-Performing Genres

Don't spend your budget hiring a famous director

- Auteur theory dictates that a director is the greatest sole contribution to the success of a film
- Through regression, there is not a strong relationship between the number of prior films a director has made and the average review of the film they are working on.

Directors' Prior Films vs Film Reveiw

Streaming markets are more resilient to the pandemic than theaters

- As theater attendance decimates AMC earnings, also impacting theater-released films at the same time, Netflix has not been as impacted by COVID-19.
- Because theater release profits are in such jeopardy, a better release market may be through a streaming platform, such as a licensing deal through Netflix, or a Microsoft-hosted streaming service.

Netflix Stock

AMC Stock

Further Research Needed

- More data on market impact from COVID-19

- Number of prior films for each director was limited to 4 in given data

Thank you!

Visualizations compiled from the following sources:

- IMDB
- Yahoo! Finance