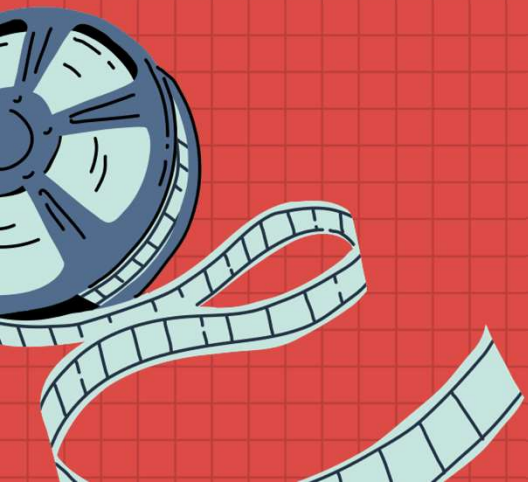
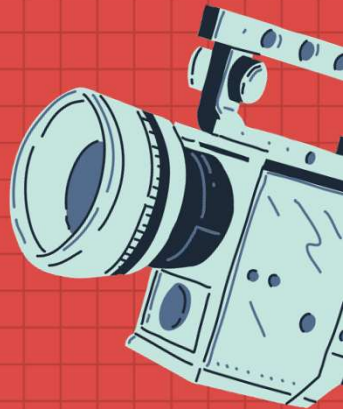


Data Insights for New Movie Studio

Ruthy Yao

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Summary



This project takes the description analysis to give Microsoft the insights on the most successful genres, the best release month and the budget required to run a studio.

1

The studio should focus on genres with a mix of Animation, Sci-fi and Adventure.

2

The best months to release movies are May, July and November.

3

The studio needs to prepare at least \$500m budget for movie production each year.

Outline

- 1 Business Problem
- 2 Data and Methods
- 3 Analytical Results
- 4 Conclusions



Business Problem

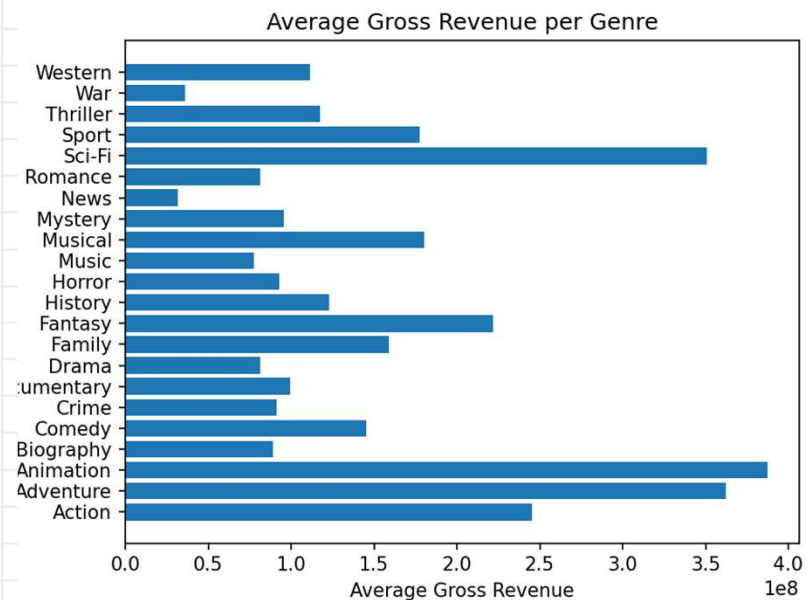
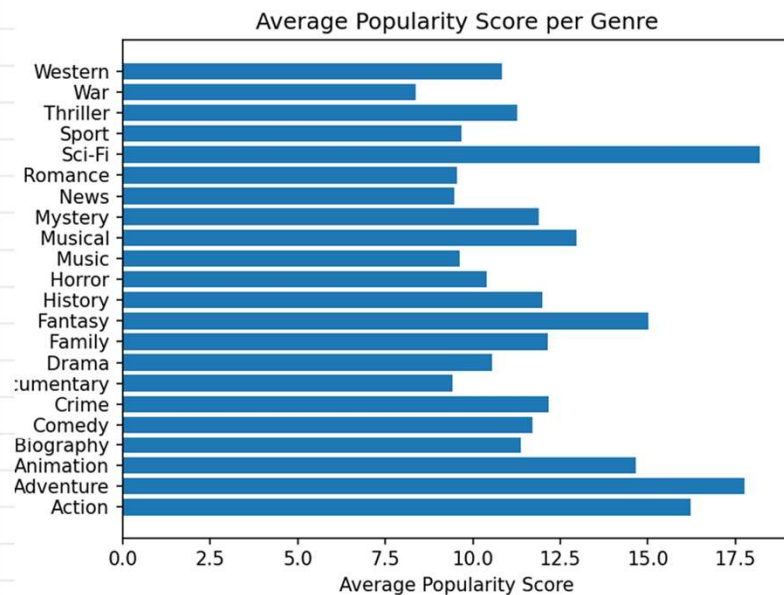
- New to the movie production market with no prior industry knowledge on the popularity and performance of different genres.
- Limited understanding on how much production budget is required to run a studio.
- Little knowledge on the trend/patterns of the box office performance throughout a year.



Data and Methods

- Collated from four well-known movie database – IMDB, The Numbers, The Movie DataBase and the Box Office Mojo
- Consolidated dataframe contains over 2000 movies that were released between 2010 and 2018.
- Apply the descriptive analysis to examine the key features such as popularity score, gross revenue, budget, profit and month of release.

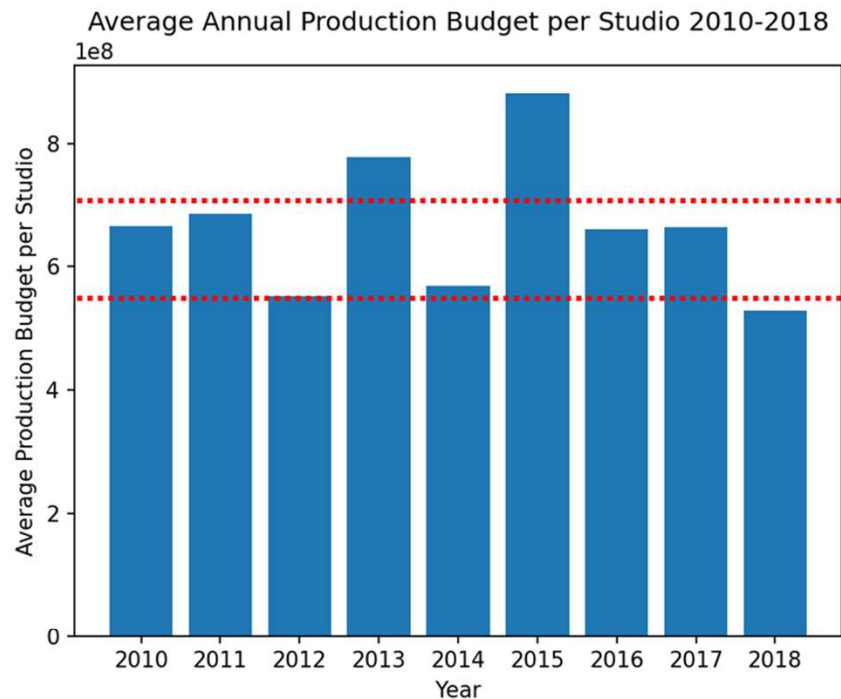
No. 1 – Animation, Sci-fi and Adventure perform the best among all genres.



Sci-fi, Animation and Adventures top the popularity score as well as the worldwide gross revenue performance.

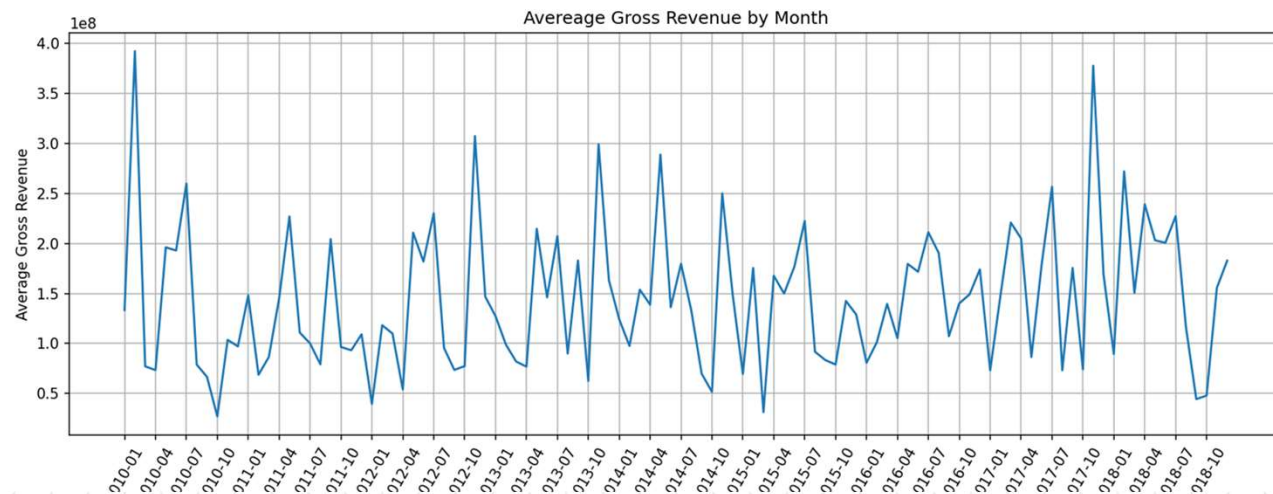


No. 2 – Studios spent averagely \$550m–\$700m a year on movie production.



- The data looked into 12 studios globally of their annual production budget for nine years from 2010 to 2018.
- Studios spend averagely \$550m-\$700m per year on production.

No. 3 – May, July and November are the best months to release movie



Gross revenue peaks in May, July and November, potentially driven by school holidays as well as the entry eligibility requirement of the Academy Awards.

Conclusions

- Microsoft should focus on producing genres with a mix of Animation, Sci-fi and Adventure.
- Microsoft should be prepared to allocate at least \$500m funding each year to the new studio.
- Microsoft can plan the release of the movies in either May/July – the school holiday season or November to prepare for the entry of Academy Awards.



Thank you!

Email : zejia.yao@gmail.com

GitHub: <https://github.com/RuthyYao>

