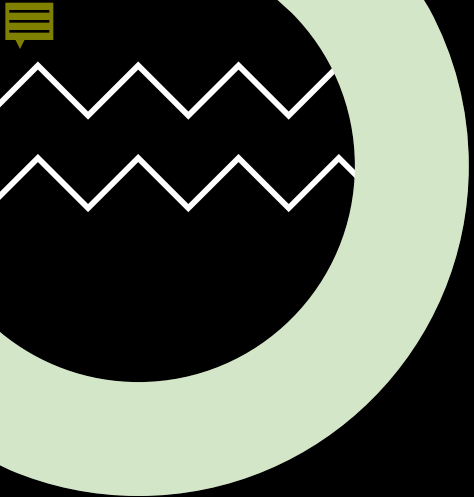




Microsoft Movie Studio Analysis

Author: Sneha Bhaskar



Summary

Microsoft company is considering opening a movie studio and is seeking valuable insights on how to best achieve success in this venture.



Agenda

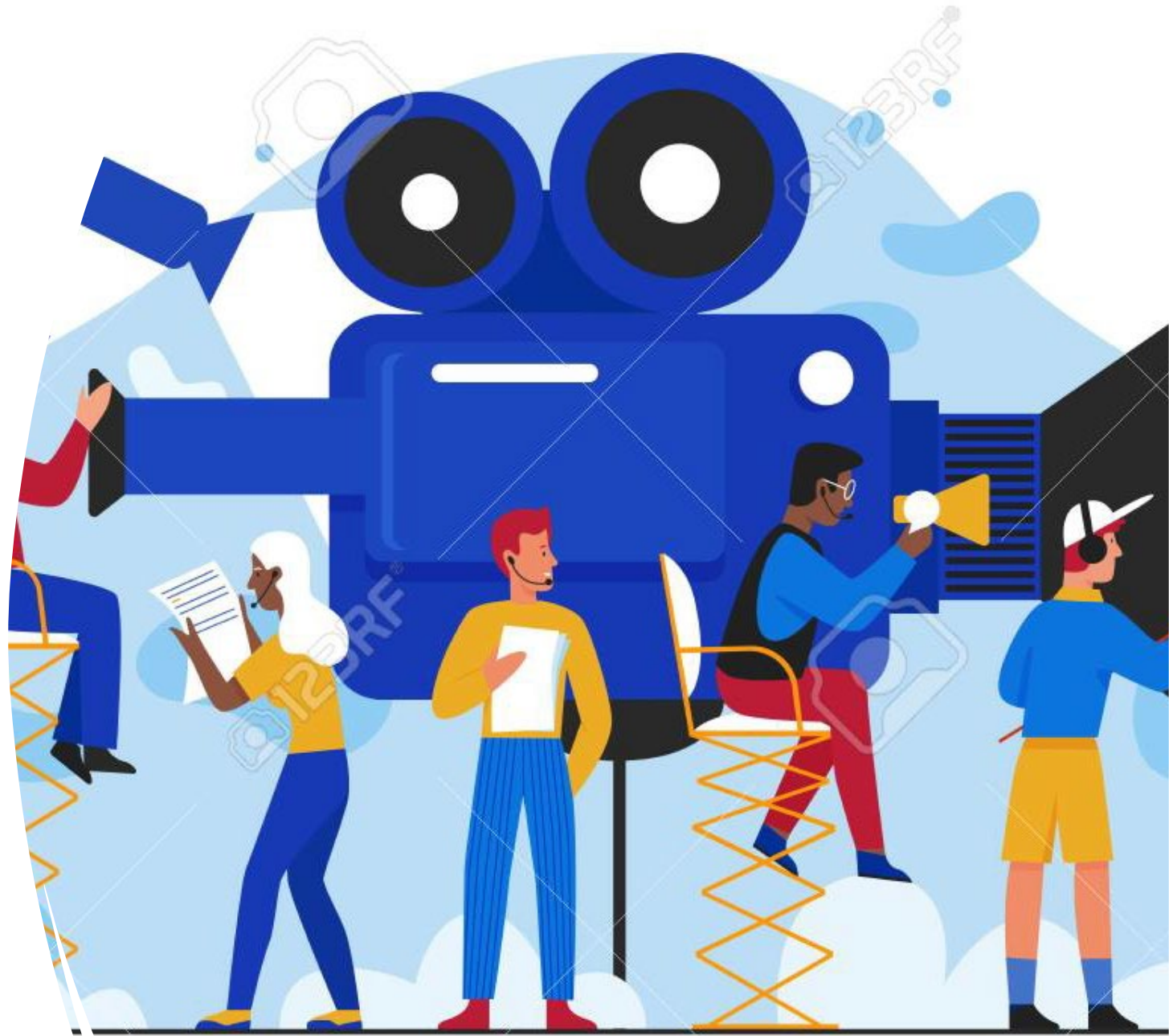
- Business Problem
- Data
- Methods
- Results
- Conclusions



Business Problem

Questions to consider:

- What is the top-ranking movie genre?
- What should be the average length of the movie?
- Correlation between domestic gross profit and other variables like runtime, genres, and production budget?





Box Office Mojo
by IMDbPro

Search for Titles

IMDbPro

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Domestic

International

Worldwide

Calendar

All Time

Showdowns

Indices

Daily

Weekend

Weekly

Monthly

Quarterly

Yearly

Seasons

Holidays

Shortcuts

Brands

Genres

Franchises

Release Schedule

Top 2023 Movies

Worldwide 2023

All Time (Domestic)

All Time (Worldwide)

Release Schedule

August 13, 2023

Enter the Dragon

2023 Re-release

August 14, 2023

Coraline

2023 Re-release (remastered)

August 16, 2023

Met Summer Encore: Eugene ...

August 17, 2023

Live: RAD

August 18, 2023

Live: RAD

Theaters

Limited

Theaters

Limited

Theaters

Limited

Theaters

Limited

Theaters

Limited

Theaters

Limited

Latest Dailies

Thu Aug 10

Barbie

\$7,147,808

Oppenheimer

\$3,621,850

Teenage Mutant Ninja Turtles: Mutant Mayhem

\$2,716,092

Meg 2: The Trench

\$2,158,775

Haunted Mansion

\$1,056,668

More »

Latest Weekend: Aug 4-6

Barbie

\$53.0M

Meg 2: The Trench

\$30.0M

Oppenheimer

\$29.1M

Teenage Mutant Ninja Turtles: Mutant Mayhem

\$28.0M

Haunted Mansion

\$9.2M

More »

Recent Release Date Changes

Senior Year: Love Never Fails

Limited

Aug 11, 2023

--

Sep 29, 2023

Amerikatsi

Wide

New

--

Sep 15, 2023

The Bikeriders

Wide

Dec 1, 2023

--

Remake

The Kill Room

Wide

Sep 28, 2023

--

The Bikeriders

Wide

New

More »

Top 2023 Movies

The Super Mario Bros. Movie

More »

Box Office

Home Video

Movies

People

Final number is \$10,330,100, for a total of \$154,890,870 ... Talk To Me weekly (August 4, 2023) final number is \$10,330,100

Daily Domestic Chart for Friday August 11, 2023

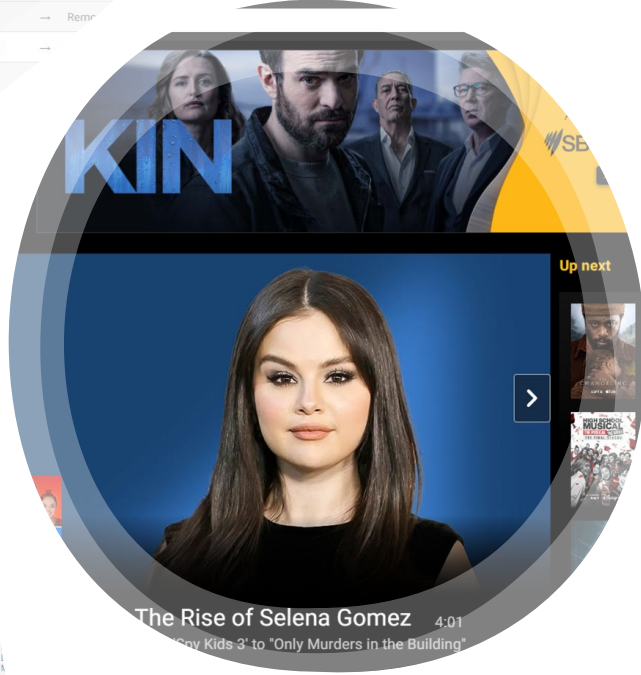
Movie Title	Gross	%YO	%LW	Theaters	Per Theater	Total Gross	Days In Release
(6) Talk To Me	\$1,510,665	+63%	-22%	2,379	\$635	\$27,715,574	10

See the full daily chart

Weekend predictions: Demeter won't challenge the reigning champs

August 11, 2023

Barbie will charge past \$500 million at the domestic box office today, and top the box office chart for the 4th consecutive weekend. With The Last Voyage of the Demeter looking like it will struggle to gain any traction, Oppenheimer will most likely regain second place ahead of the second weekend of Meg 2: The Trench. More...



Data

IMDB – provides a wealth of information about movies

- Title Basics Dataset - Had 146,144 items
- Title Rating Dataset - Had 73,856 items

Box office Mojo - online movie publication and box office reporting service

- Gross profit data for 3387 items

The Number -financial analysis for movies

- The Tn dataset consists of 5782 items

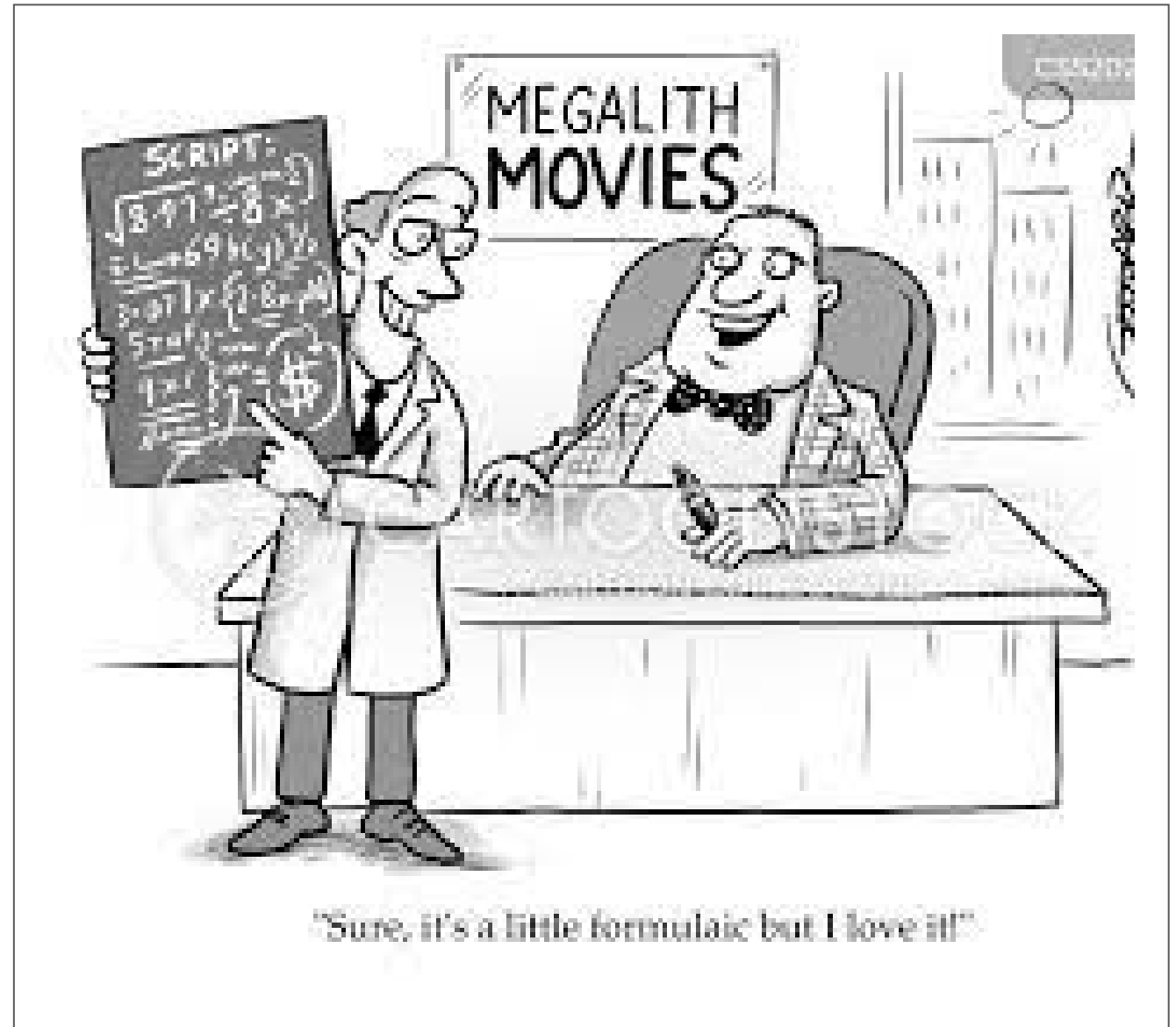
Method

Extracted movie information from the datasets included:

- Genres
- Runtime
- Domestic Gross
- Production Budget

Data preparation included

- Cleaning and merging of datasets
- Statistic analysis of datasets

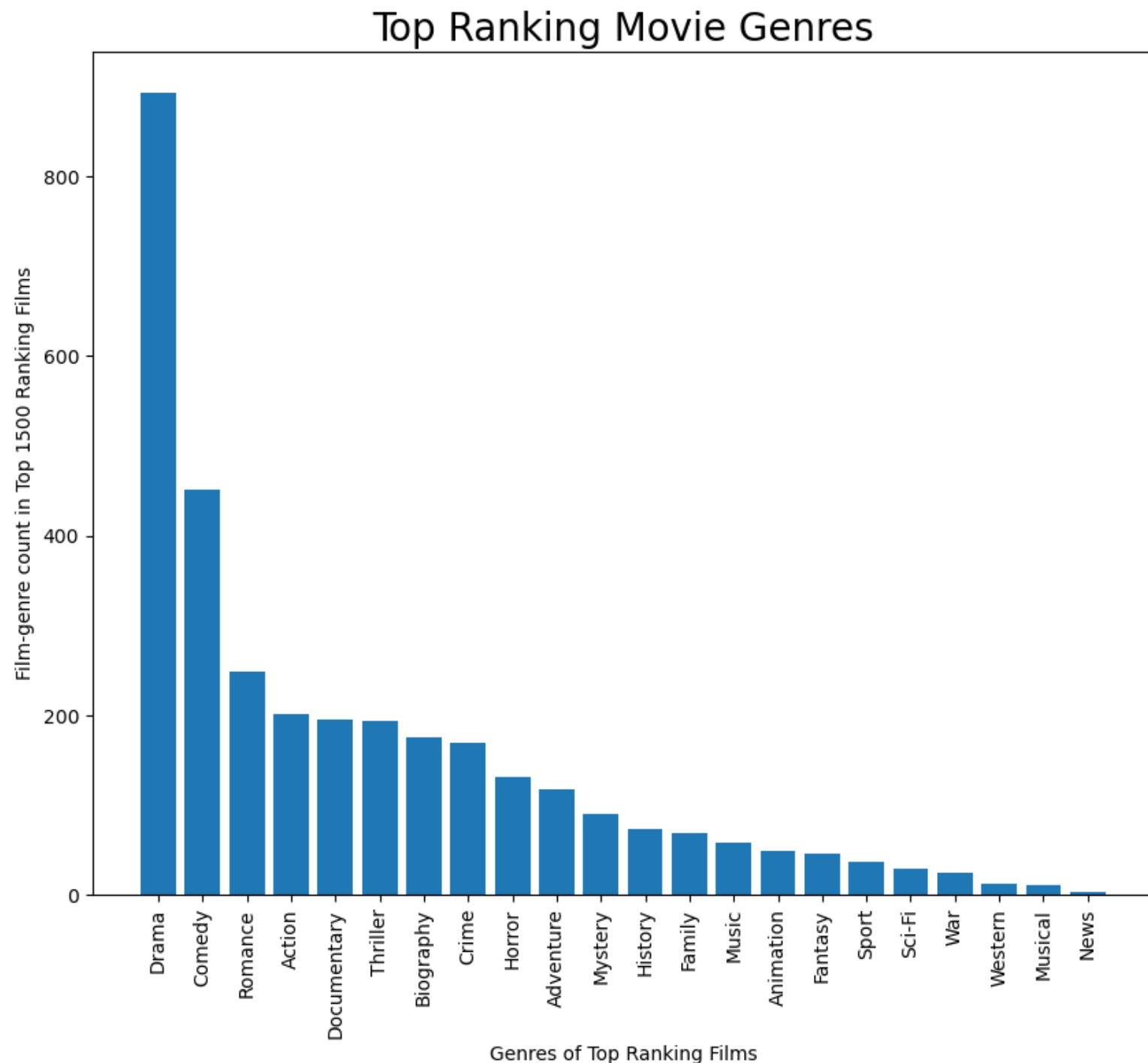


The background of the slide is a collage of various people's faces, including men and women of different ethnicities and ages, arranged in a grid-like pattern. The word "RESULTS" is centered over this collage.

RESULTS

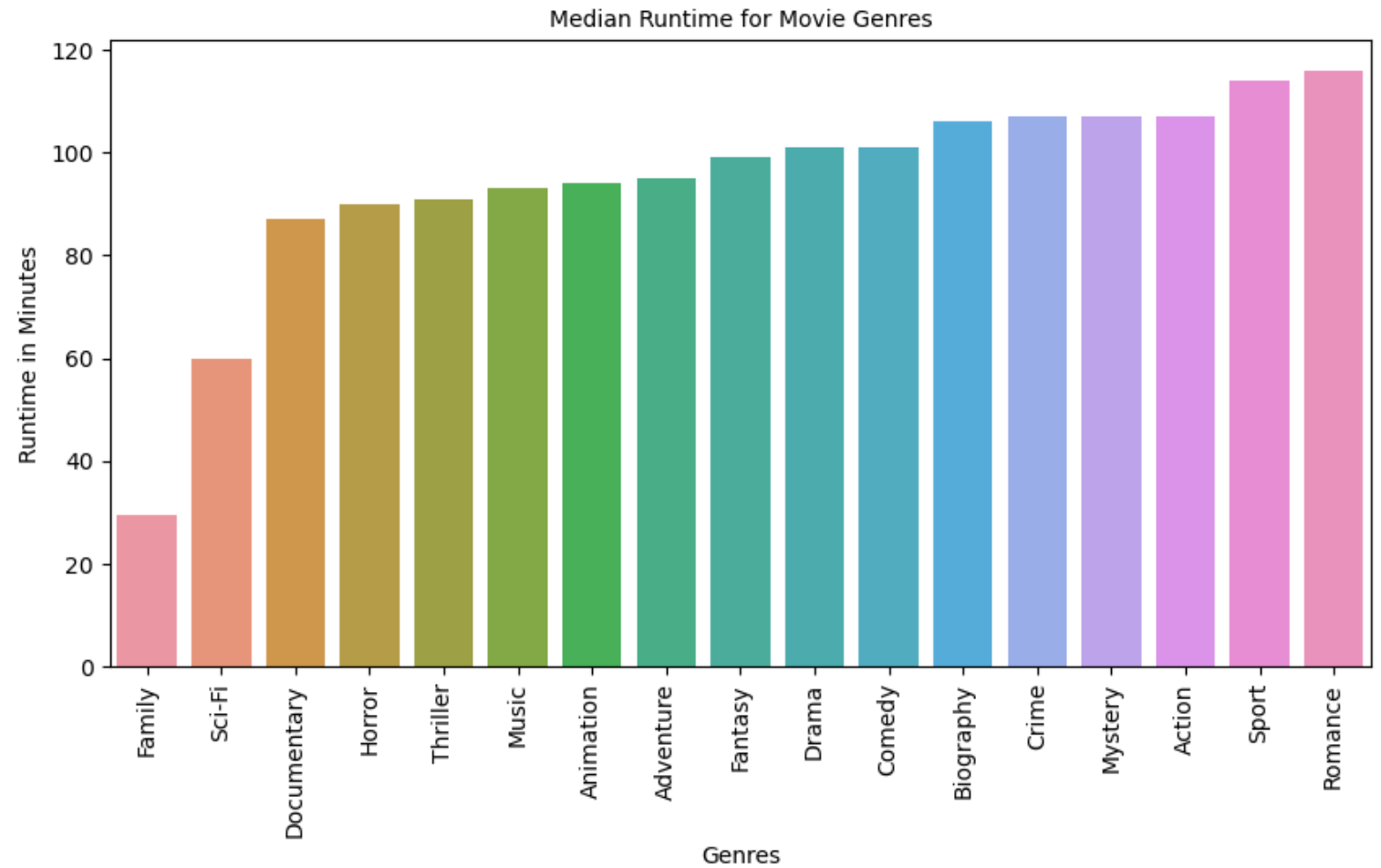


Drama
Comedy
Romance
Action
Documentary



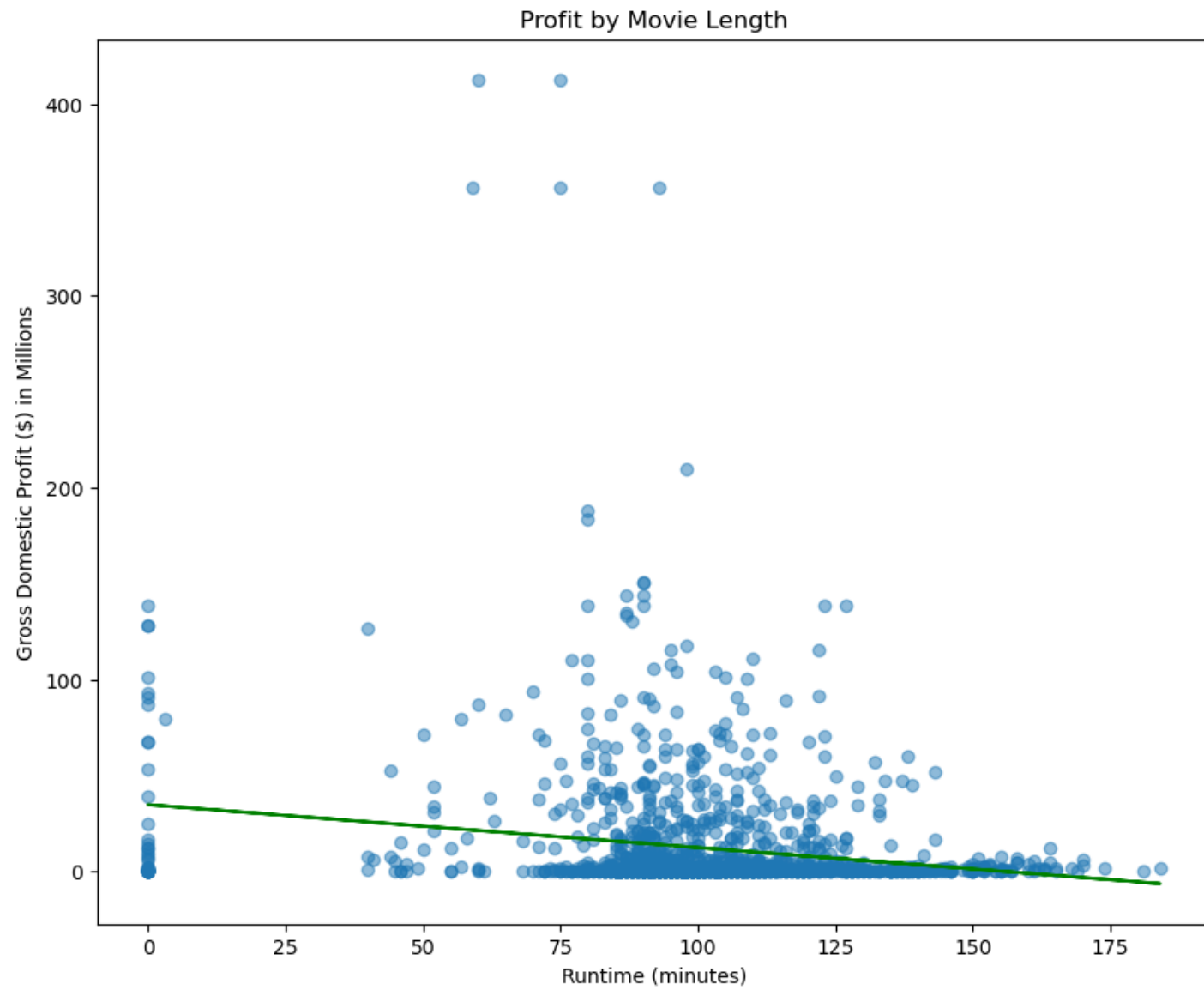


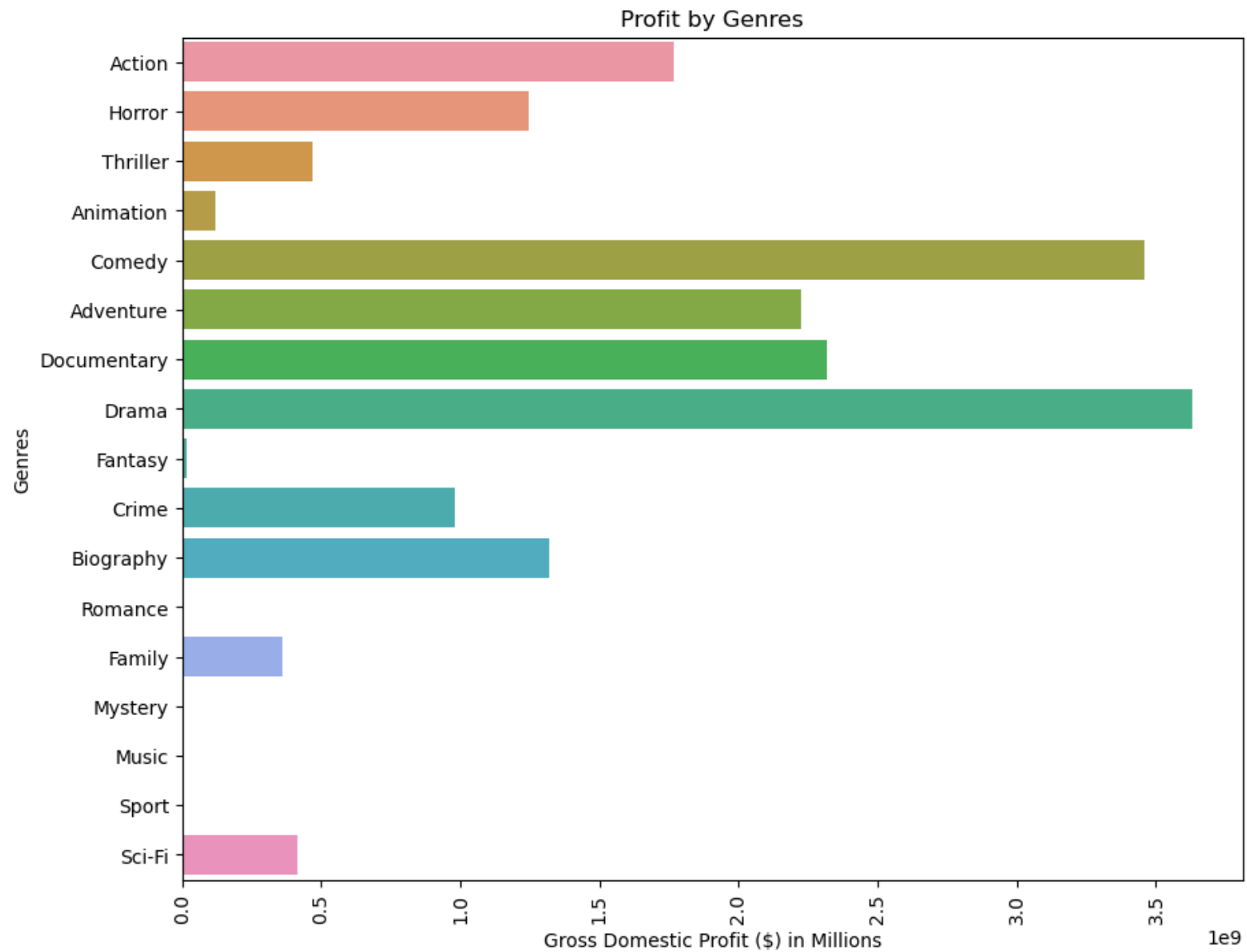
How long should the movie be ?

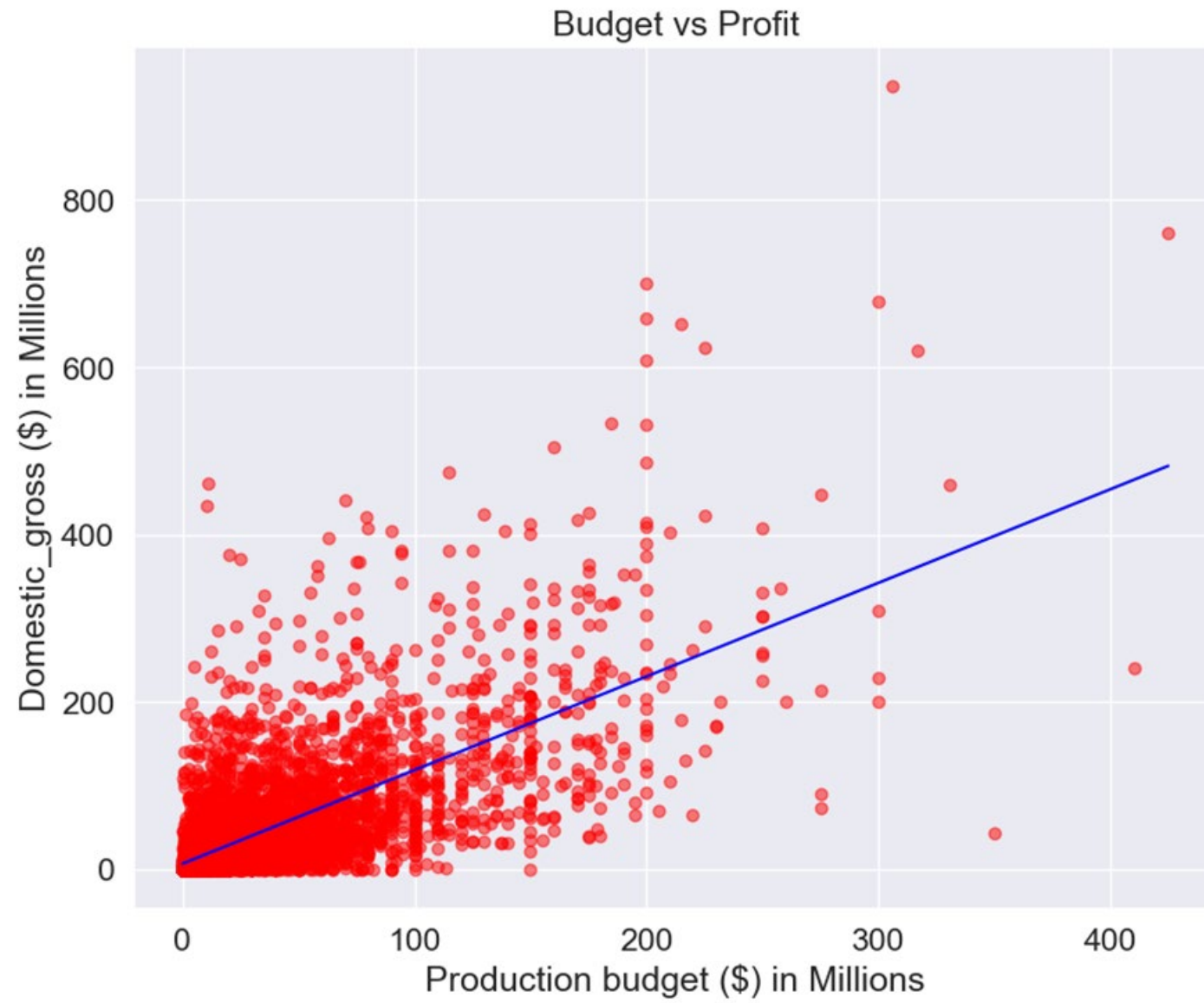


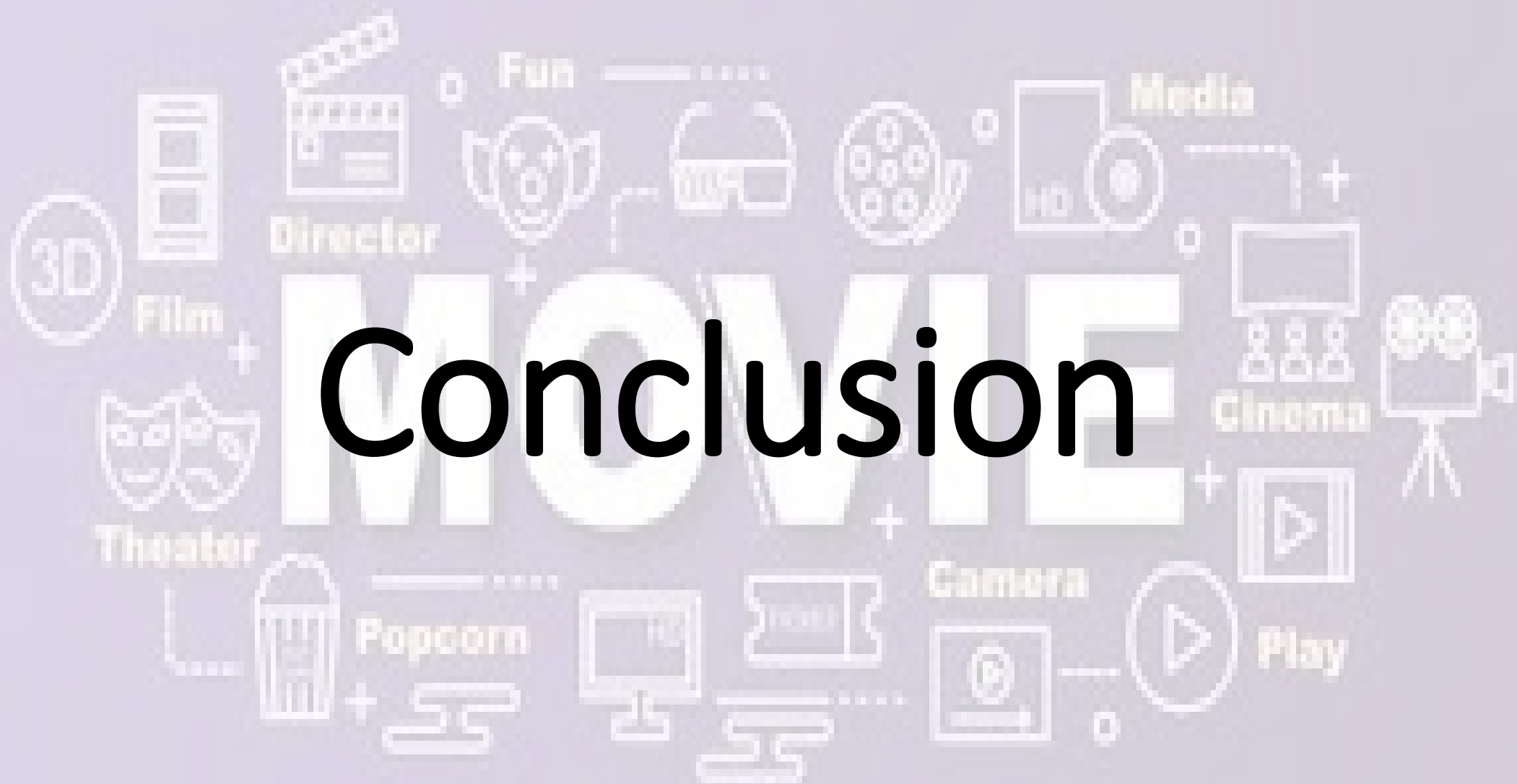


Correlation of domestic gross with runtime,
genres, production budget ?











Business Recommendation to Microsoft Company

- **Diversify Portfolio:** While Drama and Comedy have shown strong results, it's important to maintain a diversified portfolio of movie genres to cater to varied audiences' preferences and mitigate risks.
- **Budget Allocation:** Allocate the budget wisely, focusing on key areas like story quality, casting, and post-production. A higher budget often correlates with higher returns, but it's crucial to ensure the budget is used effectively.
- **Market Research:** Conduct more in-depth market research to understand why genres such as romance, mystery, and music aren't generating revenue. This will help in making informed decisions for future projects.
- **Movie marketing:** With a movie runtime not being a direct predictor of success in terms of revenue, marketing strategies can play a pivotal role in the movie's success.



Thank You

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