

Microsoft Movie Analysis

Group 3

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Outline

- Business Problem
- Data and Methods
- Initial Questions
- Findings
- Recommendations/What's Next



Business Problem

Microsoft wants to start a movie studio.

What type of movies should they be making to break into this industry?

Data and Methods

- Using data from Rotten Tomatoes, IMDb, and The-Numbers

- Scale for a successful movie is profit margin:

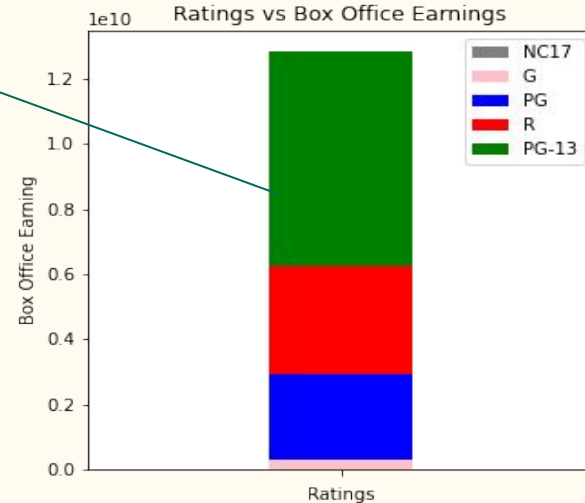
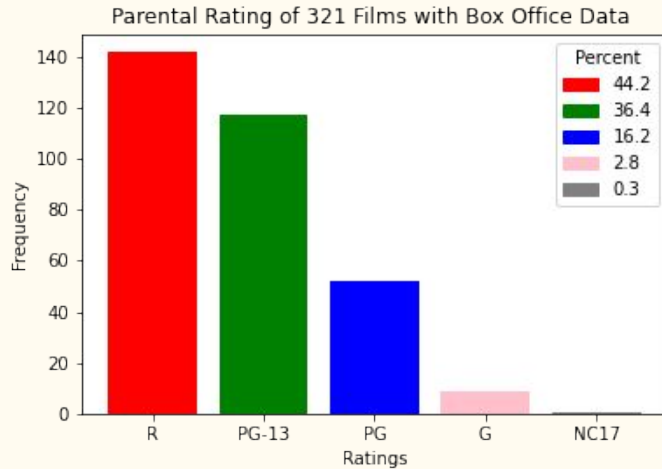
$$\text{Profit Margin} = \frac{\text{Revenue} - \text{Cost}}{\text{Revenue}}$$

Initial Questions

- What MPA (Movie Picture Association) rating should their films be?
- What genre of films should they produce?
- What's an ideal production budget?

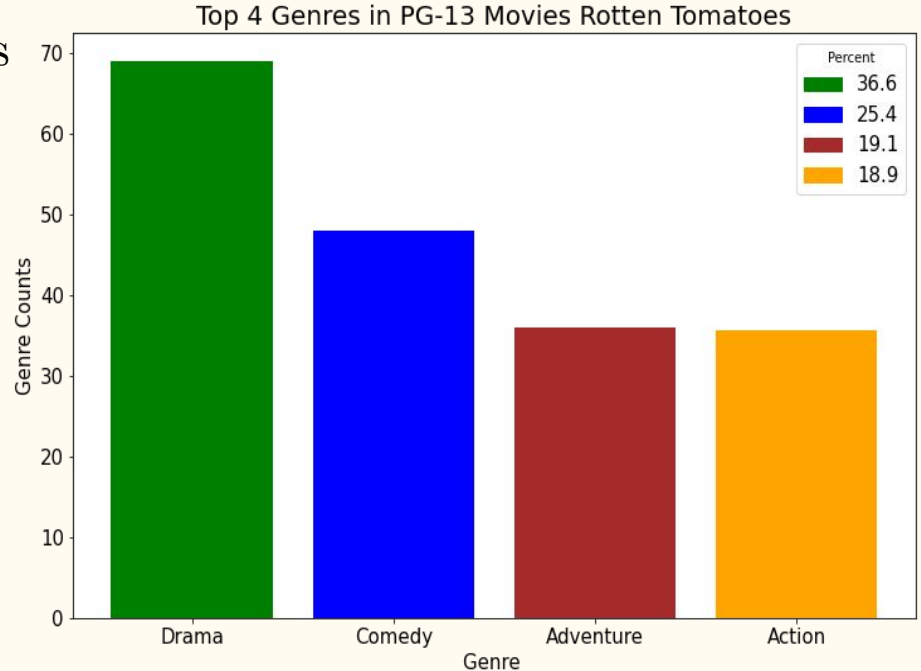
Findings: MPA Rating to Box Office Performance

- R rating most common, PG-13 earned the most at 6.6 billion
- PG - 13 makes 51.5 percent earnings

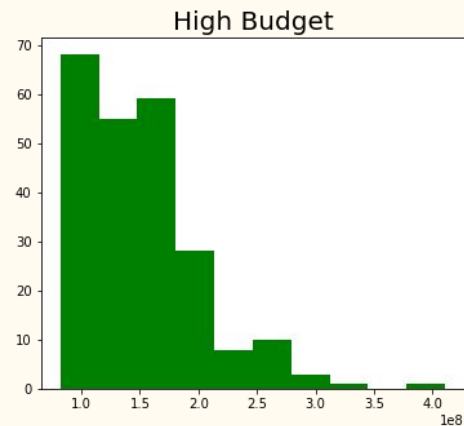
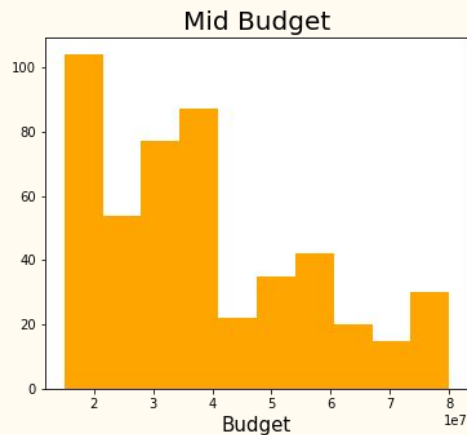
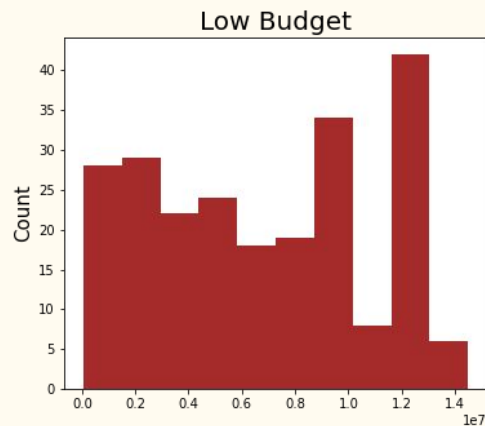


Findings: Genres that are popular in PG-13 Movies

- Based off their box-office earnings
- Top 4 Genres:
 - Drama
 - Comedy
 - Adventure
 - Action

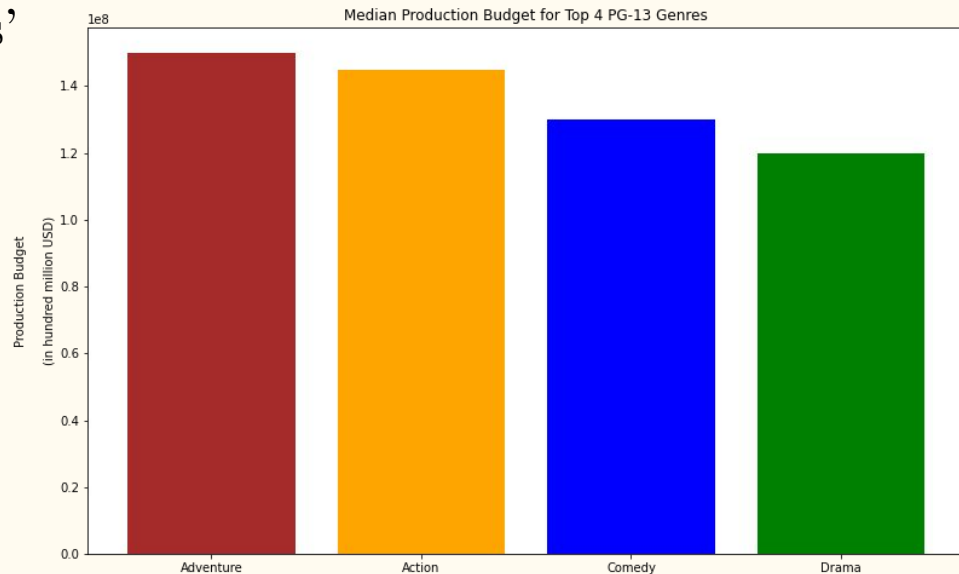


Findings: Top-4 Genres' Budgets



Findings: Median Budgets

- Used upper percentile of top-4 genres' budgets
 - Had best budget-profit margin correlation
- Recommend a budget in the range of \$120m - \$150m



Conclusions

- PG-13 Recommended MPA Rating
- Action, Adventure, Comedy, and Drama are the best profiting genres in PG-13 movies
- A budget range of \$120-150 million is ideal with the above parameters



What's Next?

- Analyze time of year
- Too much of a good thing?
 - If there are x number of superhero movies released in a 12 month period, does that affect if we want to release one?
- Cast and Crew

Sources:

Film Reel Icon:

https://www.shutterstock.com/search/cartoon+film+reel?image_type=illustration

Microsoft Logo: https://commons.wikimedia.org/wiki/File:Microsoft_logo.svg

Money Movie Icon: <https://www.logoground.com/logo.php?id=336417>

IMDb Databases - <https://www.imdb.com/interfaces/>

Rotten Tomato Databases - <https://www.rottentomatoes.com/>

The-Numbers Database - <https://www.the-numbers.com/>

Thank You!

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