



# Microsoft Movie Studio Project

**Identifying the challenges is the first step towards finding the right solutions for success in the competitive movie studio industry.**



# Overview of Microsoft Movie Studio Project

- **Business Problem:** Establish Microsoft's new movie studio by exploring trends in the movie industry.
- **Data:** Comprehensive dataset containing movie genres, production budgets, release dates, runtime, cast, directors, and box office earnings.
- **Methods:** Data exploration, visualization, and statistical analysis.

# Results



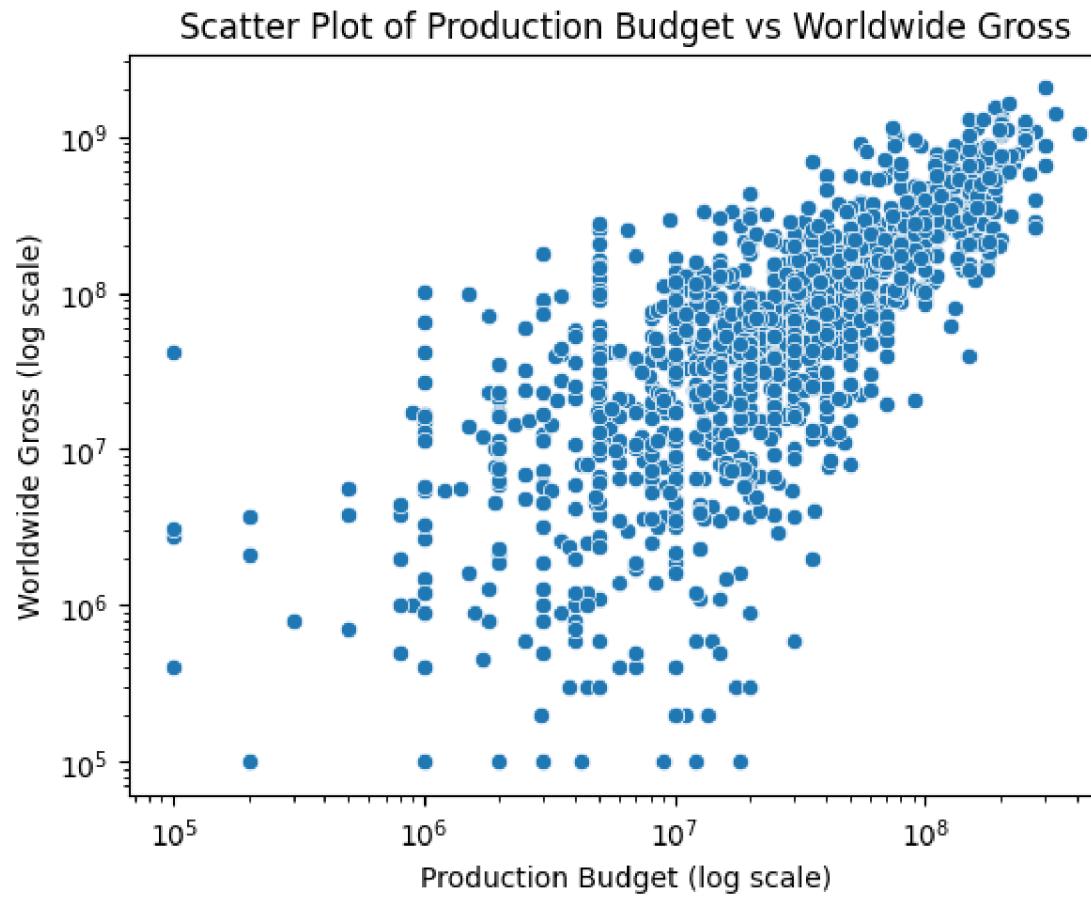
## Most Profitable Genres

1. Action, Adventure, Sci-Fi: \$7,408,407,000,000.00
2. Adventure, Animation, Comedy:  
\$6,141,670,000,000.00
3. Action, Adventure, Fantasy: \$2,541,036,000,000.00
4. Action, Adventure, Comedy: \$2,504,744,000,000.00
5. Action, Crime, Thriller: \$1,286,476,000,000.00

## Highest Average Profitability

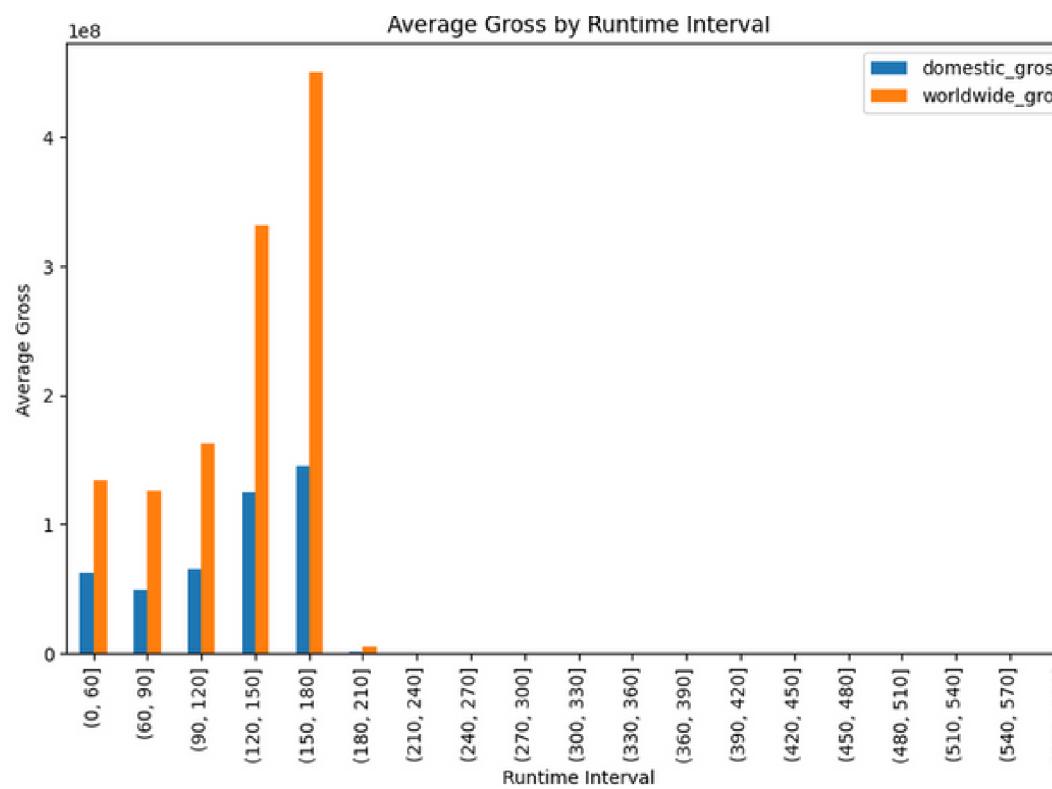
1. Adventure, Drama, Sport: \$1,122,500,000.00
2. Fantasy, Romance: \$1,122,500,000.00
3. Biography, Documentary, History: \$679,200,000.00
4. Family: \$679,200,000.00
5. Documentary, Drama, Sport: \$671,100,000.00

# Results (contd.)



## Budget and Box Office Performance

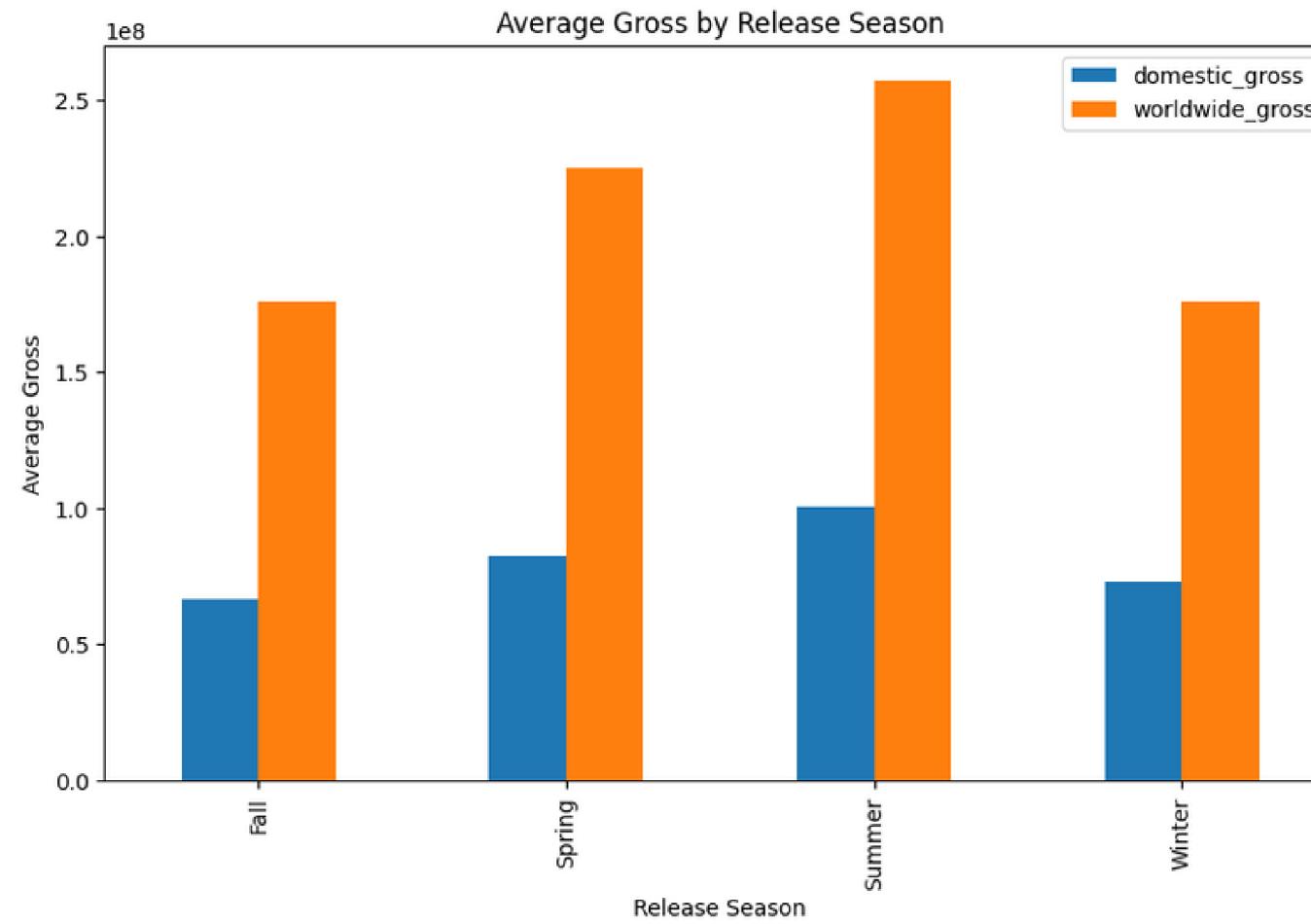
- Strong positive correlation between production budget and box office earnings.
- Higher budget movies tend to achieve higher domestic and worldwide gross earnings.



## Runtime Impact

- Longer runtime movies (150-180 minutes) have higher average gross earnings.
- Consider producing movies with longer runtimes.

# Results (contd.)



## Release Timing

- Summer and Spring releases have the highest average gross earnings.
- Strategic timing of movie releases is crucial for success.

## Talent Influence

- Collaborate with recognizable actors, directors, and crew members.
- Talent can significantly impact box office performance.

# Recommendations for Success

- 1. Invest in Profitable Genres:** Focus on action, adventure, sci-fi, and animation, comedy movies for financial success.
- 2. Allocate Adequate Budget:** Ensure sufficient production budget for high-quality movies.
- 3. Strategically Time Releases:** Plan Summer and Spring releases for higher earnings.
- 4. Explore Longer Runtimes:** Consider movies in the 150-180 minutes interval.
- 5. Attract Recognizable Talent:** Collaborate with well-known actors and directors.



**Thank you for considering our insights and  
recommendations. We wish you all the best in your  
future endeavors in the competitive movie industry!**