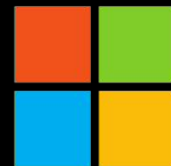


# MOVIE DATA ANALYSIS



## Movie Studio Recommendations for **Microsoft**



*Nathaniel Martin, Madoria Thomas, Gregory Han & Weston Shuken*

# OVERVIEW

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Microsoft wants to launch a new **movie studio**, and there are important factors to consider for optimizing **profits**.

By **analyzing historical data**, we uncovered data-driven tips for ensuring a production is **high performing** with an **efficient return on investment**.



# BUSINESS PROBLEM

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Microsoft is diving into a new business — creating a film studio.

Unknown factors to achieving success.

Using the data provided and additional resources, we can devise a plan on how best *Microsoft* can **break into the movie studio market** and ensure **profitability**.



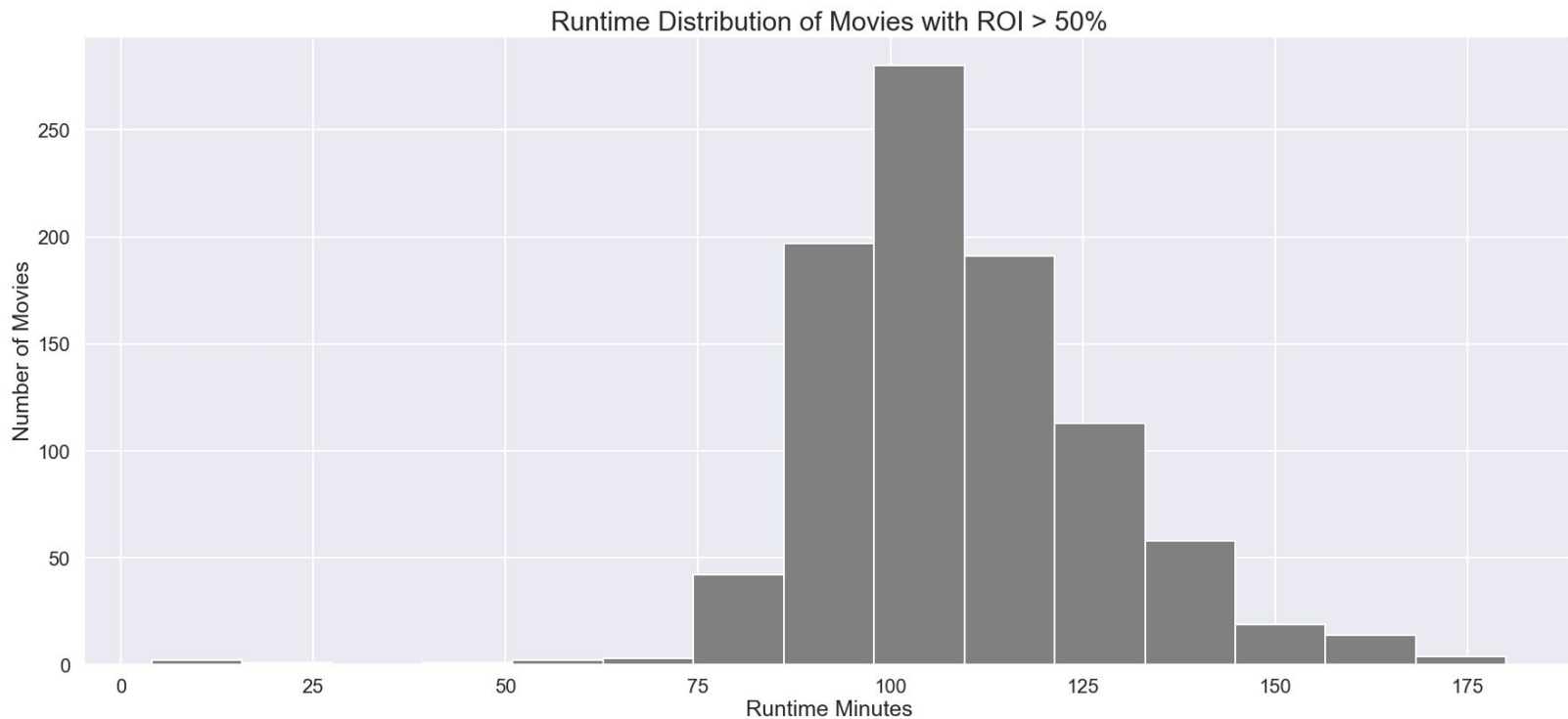
## DATA & METHODS

Analyzed **data** from IMDb, The Movie Database, The Numbers, and Box Office Mojo ranging from 2000 to December 2020.

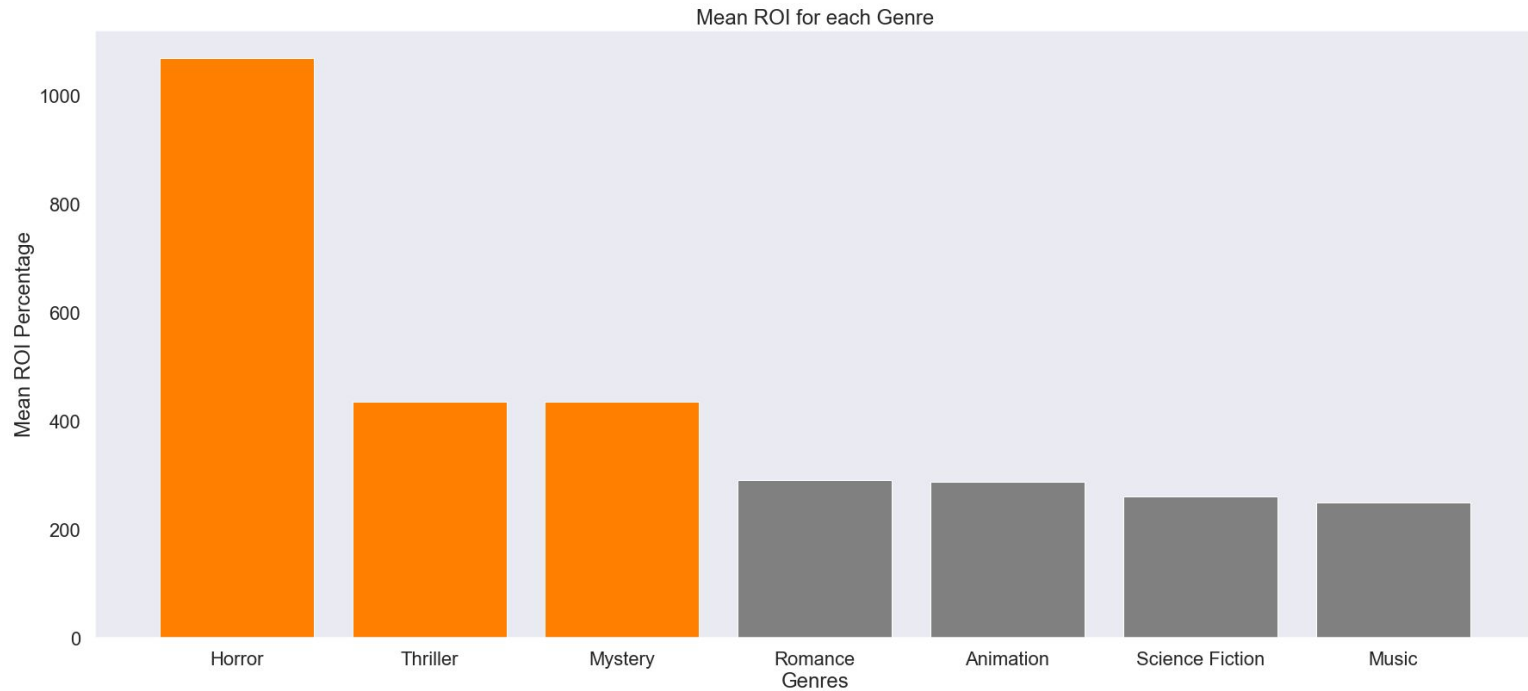
The data included **information** on movie genres, titles, runtime, foreign & domestic gross, production studio name, and release dates.



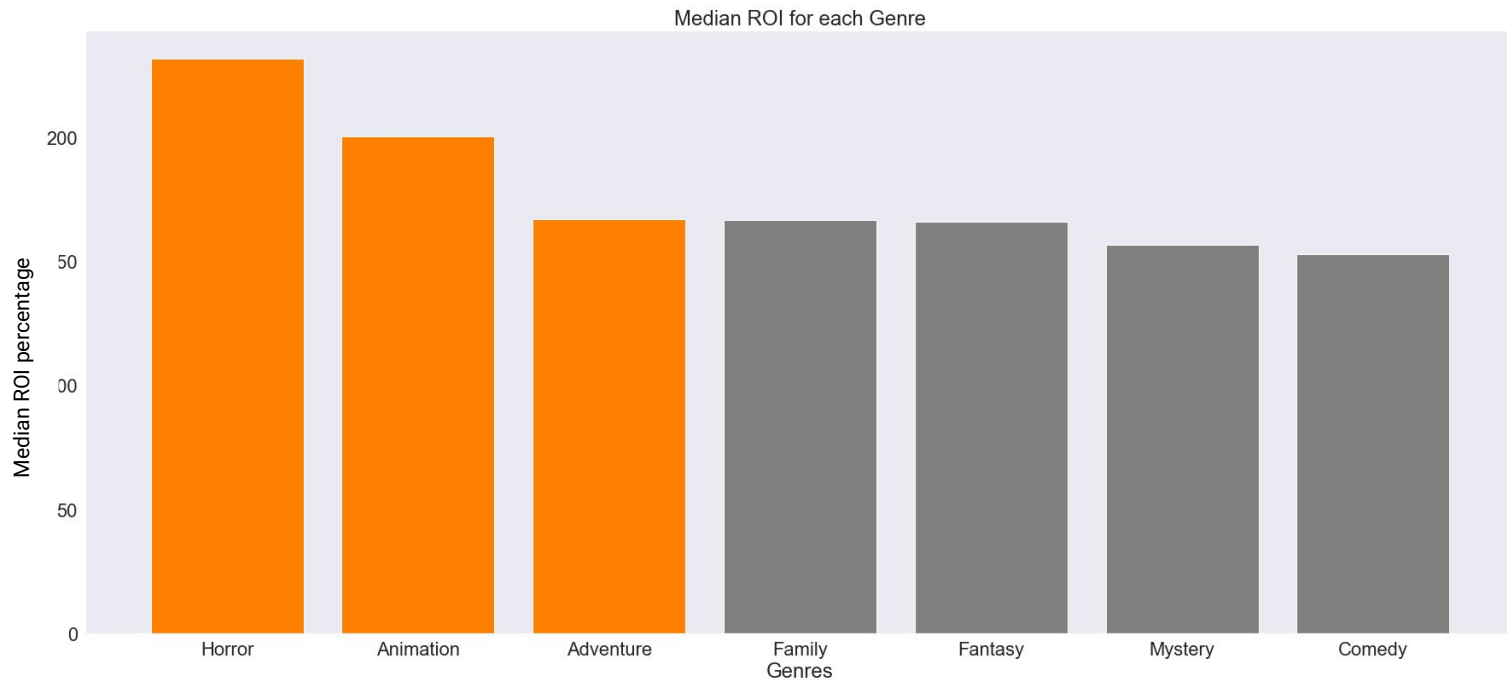
**RUNTIME FREQ.**



# MEAN ROI of GENRE

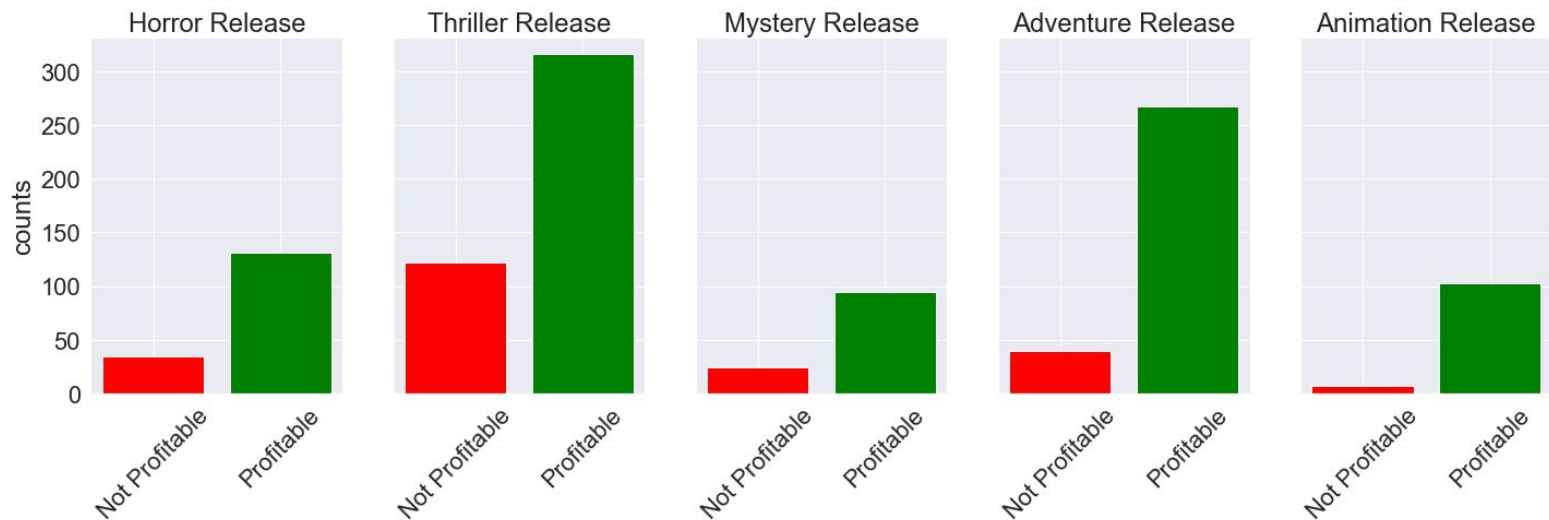


# MEDIAN ROI of GENRE



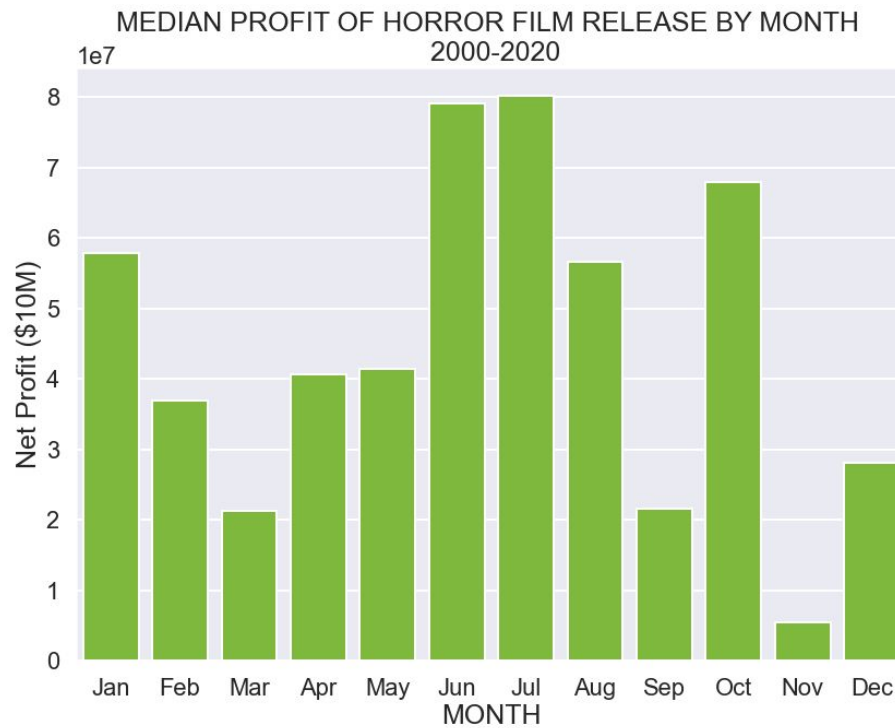
# PROFIT COUNTS

Profit Counts Worldwide 2000-2020

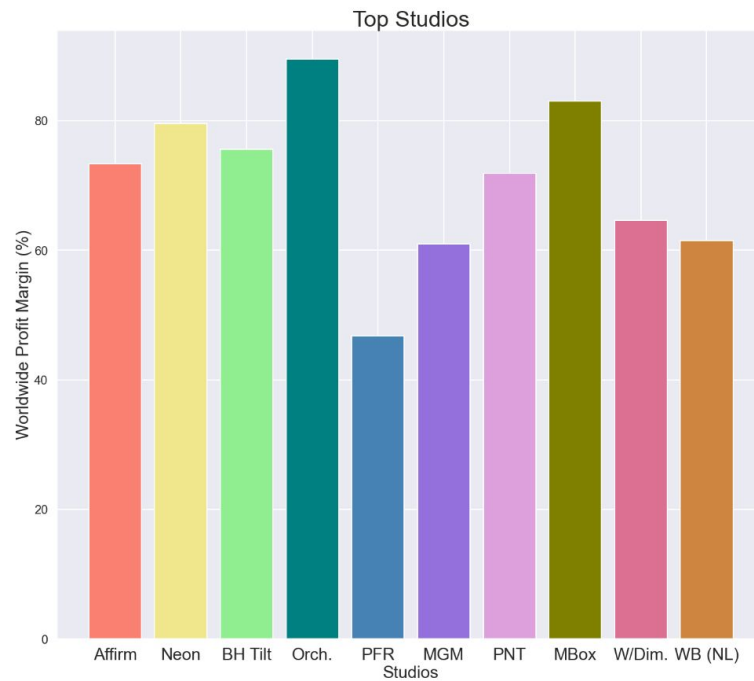
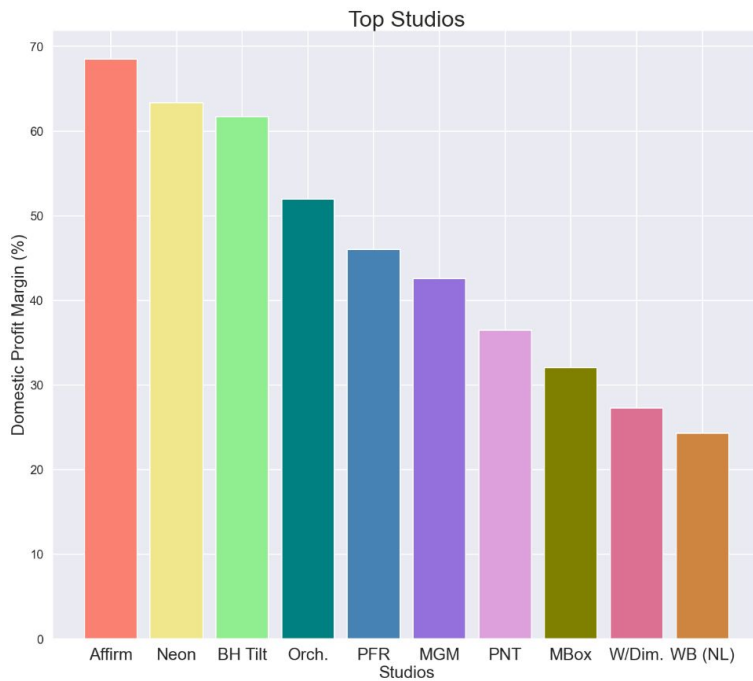




# PROFIT by MONTH



# PROFIT by STUDIO



# RECOMMENDATIONS

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- Keep the film runtime minutes between **90-120 minutes**.
- Best M&A options: **Neon** or **Orchard Film Studios**.
- Create films with a historically high ROI: **horror** (released in June, July, and October), **mystery** & **thriller** with considerations to low risks **adventure** & **animation**.



# NEXT STEPS

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## **Better Datasets** - Strengthen Analysis

- Net to Studio -> Profits direct to studio
- Other Expense Data -> Cap. Budgeting
- Financial Performance -> M&A

## **Outside the Box Office**

- \$0 Box Office -> Direct to licensing



# THANKS!

**Team Four Forks:**

Nathaniel Martin, Madoria Thomas,  
Gregory Han & Weston Shuken

**Credits:** This presentation template was created by Slidesgo, including icons by Flaticon, and infographics & images by Freepik.

**GitHub Repository:**

*Thank you!*

