Insights & Analysis for Microsoft's New Movie Studio

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Summary

Insights and Analysis for Microsoft's New Movie Studio using exploratory data analysis to report on trend, popularity and profitability based on Top 5 movie genres.

Outline

- Business Problem

- Data & Methods

- Results

- Conclusions

Business Problem

- Microsoft would like to create a new movie studio and start producing their own movies

- Zero experience in this field

- Insights on business recommendation on movie genres/types that do well in the Box Office

Data

- IMDb Movie Title

- IMDb Movie Rating

- The Numbers Movie Budget (which contain production cost/budget for net profit calculation)
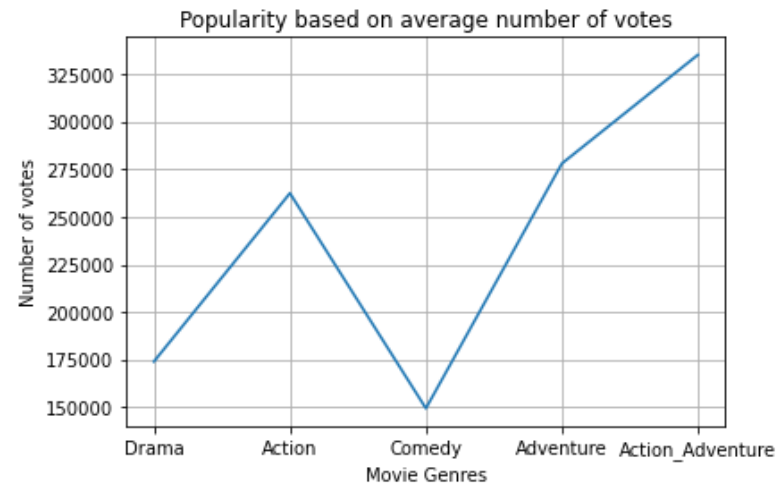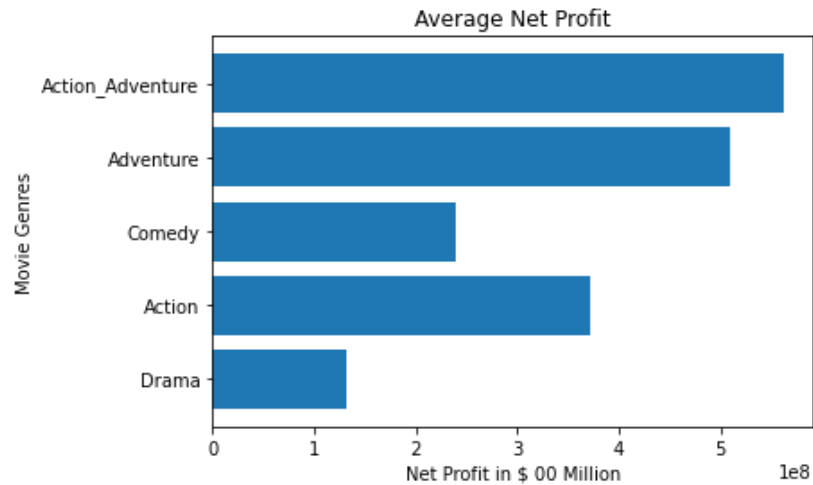
Methods

Combining all 3 data sets in order to get:

- Top 5 Genres

- Top 5 Genres and their net profit

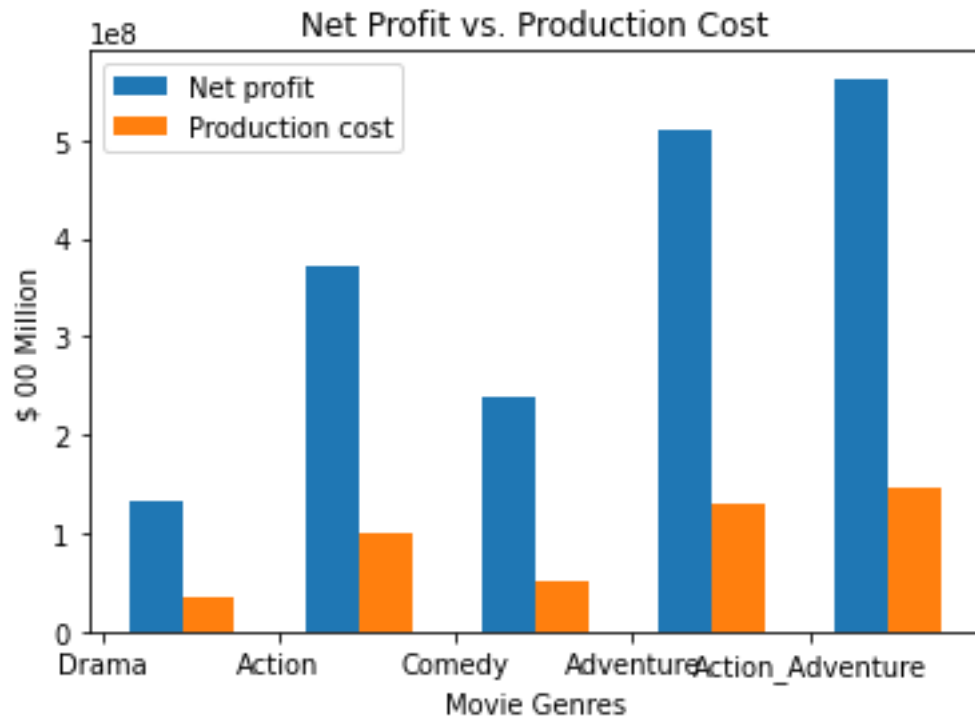- Top 5 Genres and their popularity based on votes and rating

Results

Net profit result are consistent with Popularity with highest profit & votes for Action & Adventure genres.
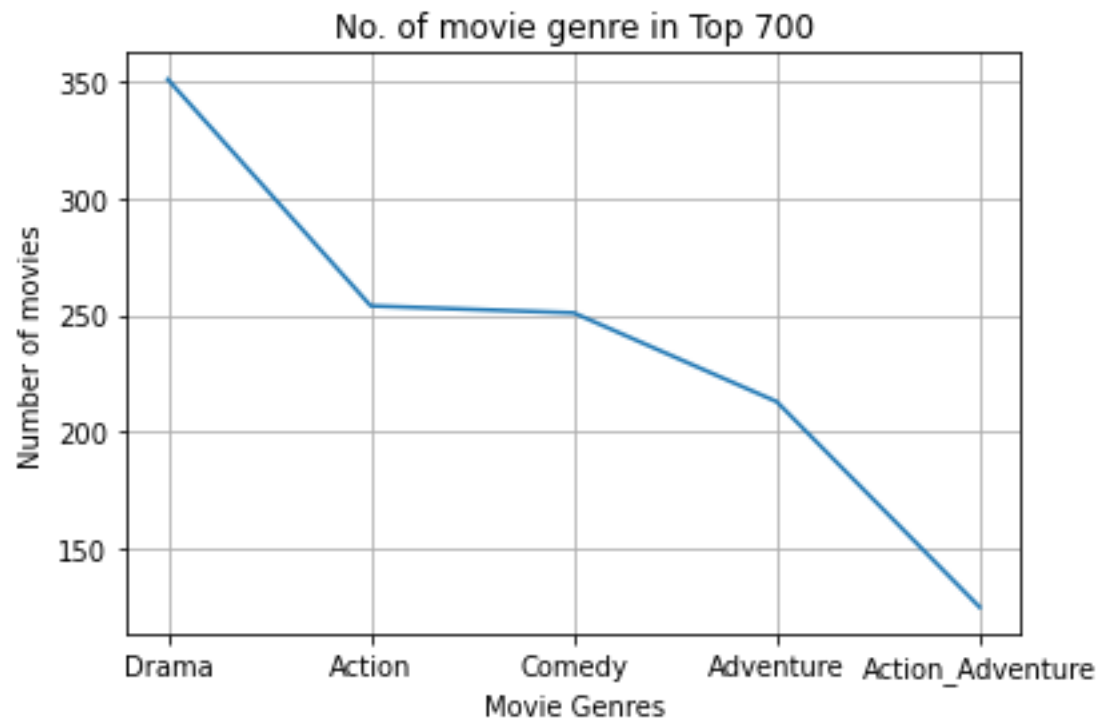
Results

Net Profit vs. Production Cost

- Action & Adventure genre yields the most profit, but it also cost the most to produce at 145M, comparing to Drama genre only cost 34M in production (Approx. 76% cost less comparing to Action & Adventure genres).
- Action & Adventure – High risk investment
- Drama – Low risk investment

Results

No. of movie genre in Top 700

- Drama made the highest genre in my Top 700 findings with 351 movies are listed under drama, compared to 125 movies listed under Action & Adventure.
- Drama made the less profit in my Top 5 Genres, however it is still making a whopping $131M on average in profit per movie.
- With the highest number of movies fall under Drama, it is proven that this genre is more consistent in making profit.

Conclusions

Recommendations

- Invest in Drama and/or Comedy. These two genres are low risk investment, cost less to produce but yield profit consistently.

- It is best to target both domestic and international audiences in order to get maximum profit.

- If budget allowed, do consider investing in Action & Adventure genres due to its highest profit and popularity. However further research are a must on writer, producer, director and cast.

Next Steps

Further analyses could yield additional insights to maximise profitability and popularity of the movies produced by Microsoft's new movie studio:

- Due to the exploratory datas were based 2010-2019, I suggest to analyse similar datas for 2022 at the end of this year to see if there are any changes on trends and possible further findings.

- Further research are required in term of cast, producer, director, writer, and crew on whatever genres that Microsoft's new studio decided to produce, as it will affect the profitability.

- Research on the movies that made losses in the past 10 years and learn how to avoid those losses.

Thank You!

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