



# NEW MOVIE STUDIO



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# SUMMARY

Microsoft sees all the big companies creating original video content and they want to get in on the fun. They have decided to create a new movie studio.

To make the first movie successful, after exploring the movie data about genres, budget, gross and release time from 2010 to 2019, the analysis provides the suggestions below:

**Suggested genres:** Drama, Fantasy, Family, Musical, Documentary, Animation, Comedy

**Suggested release time:** May, June, July

**Suggested budget range:** 10 million - 32 million

# OUTLINE

- Business Problem
- Data & Methods
- Results
- Conclusions

# Business Problem

**What movie should Microsoft make?**

This question can be splitted into 3 smaller questions:

1. Which genre(s) should be chosen?
2. What is the budget range?
3. When is the best time to release the movie?

# Data & Methods

To answer the questions, the project needs to find out:

1. Genres with higher ratings
2. Genres with great return on investment (ROI)
3. Budget range for great ROI
4. If there is relationship between gross and release time

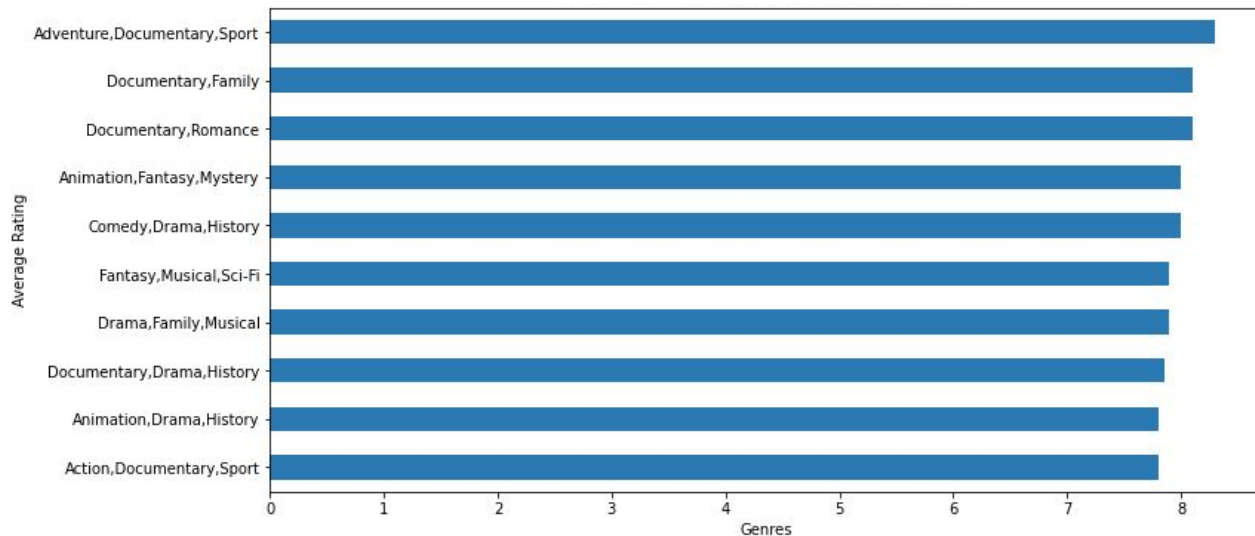
This project will use the movie data below for analysis:

Data: movie genres, ratings, budget & gross, release time

Timeframe : 2011-2019

# Results

The genres with the top 10 average rating (2011-2019)



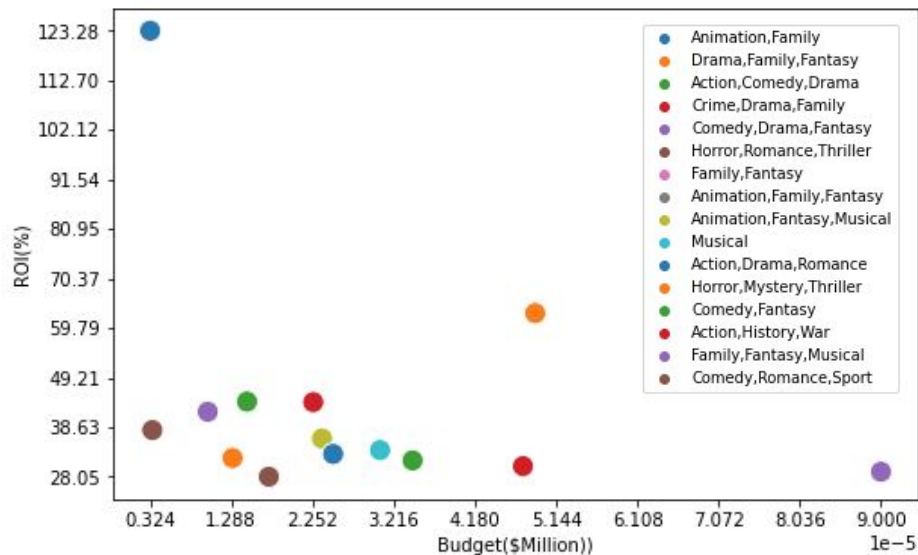
The top 10 genres have been constantly popular in almost a decade.

audience seems to have no major changes regarding the genres

# Results

## The genres with the ROI over benchmark

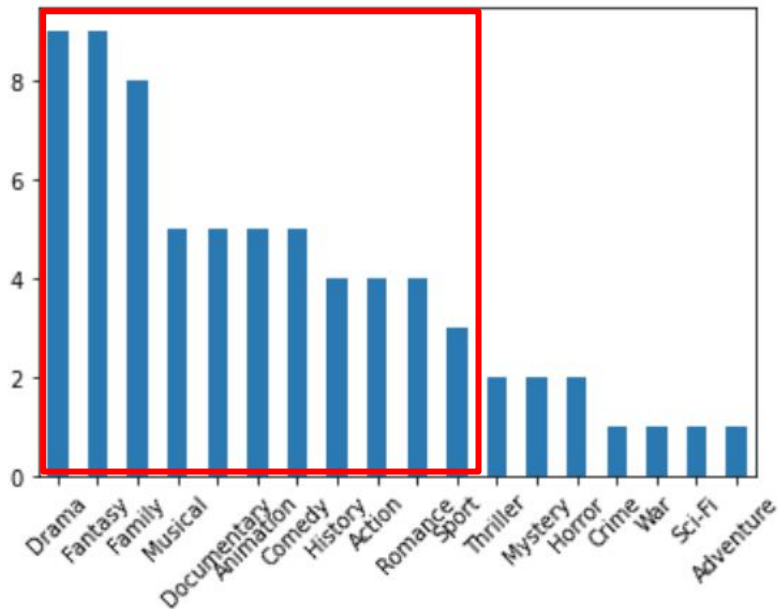
\*Median ROI of studio-financed movies is 27% (benchmark)



- These genres receive high ROI
- Their ROIs are between 28% and 45%
- Most of their budgets between 10M and 32M

# Results

The genres with ROI over benchmark and a high rating

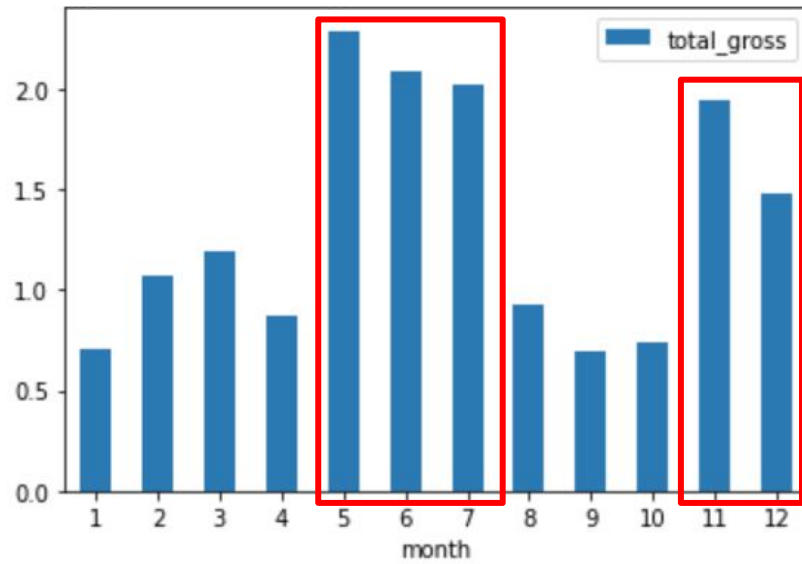


Compare the charts above and find the most common genres:

- 1. Drama, Fantasy
- 2. Family
- 3. Musical, Documentary, Animation, Comedy
- 4. History, Action, Romance
- 5. Sport



# Results



Average Gross of Moives in each Month

- May
- June
- July
- November
- December

# Conclusions

The top 5 tier of genres with high rating and great ROI are:

1. Drama, Fantasy 2. Family 3. Musical, Documentary, Animation, Comedy 4. History, Action, Romance 5. Sport

Microsoft's new movie should choose from the genres above.

The months that generally yield higher gross are May, June, July, November, and December (in order). Microsoft is suggested to set its movie release time in May, June, or July.

The budget of movies with the ROIs higher than benchmark (28% - 45%) are likely to be in the range of 10,000,000 to 32,000,000, which we recommend set the budget within this range.

**Q & A**