

MS Studios Analysis for Creative Direction and Timeline

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Exploratory analysis of profitability and public appeal of a film as it relates to the genre and release date

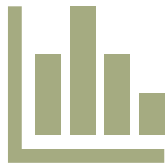
- ▶ Determine best target release date based on specific business needs
- ▶ Determine best genre to produce in based on branding needs
- ▶ Understand how these determinations will affect financial and brand success

Summary

Outline



Business
challenges



Data acquisition
and analyses



Observations



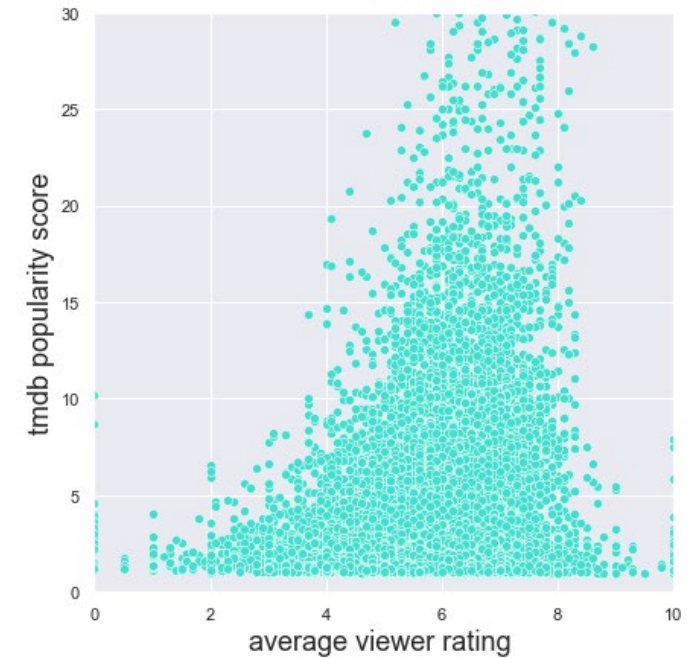
Conclusion

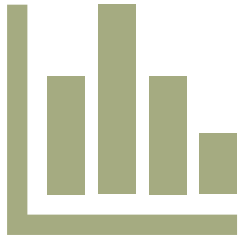
Business Challenges



- ▶ No data for MS Studios available
- ▶ Specific goals guide which metric to use
- ▶ Determine a performing genre and release date based on historical data

Summary of the Vectors of Analysis





Data acquisition and preparation

The dataset measuring financial performance comes from thenumbers.com, after initial cleaning contains nearly three thousand titles

Data used to measure public appeal comes from tmdb (the movie database) after initial cleaning there are nearly 13,000 titles

A dataset from imdb is mapped to the principal datasets to acquire the genre(s) associated with each title.

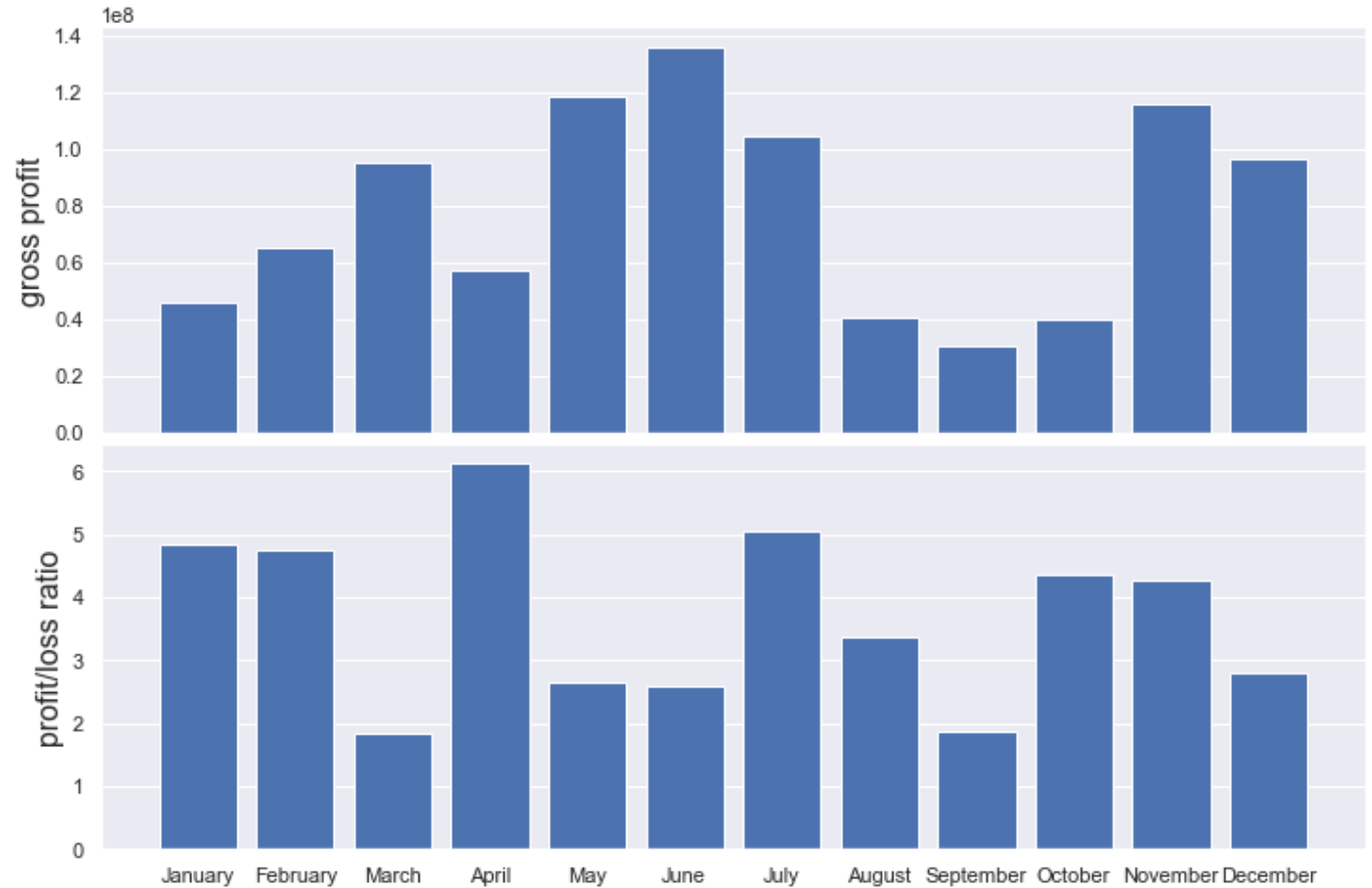
Data is prepared for plotting and analysis by grouping the titles by genre and by month of the year and removing lean categories.



Observations

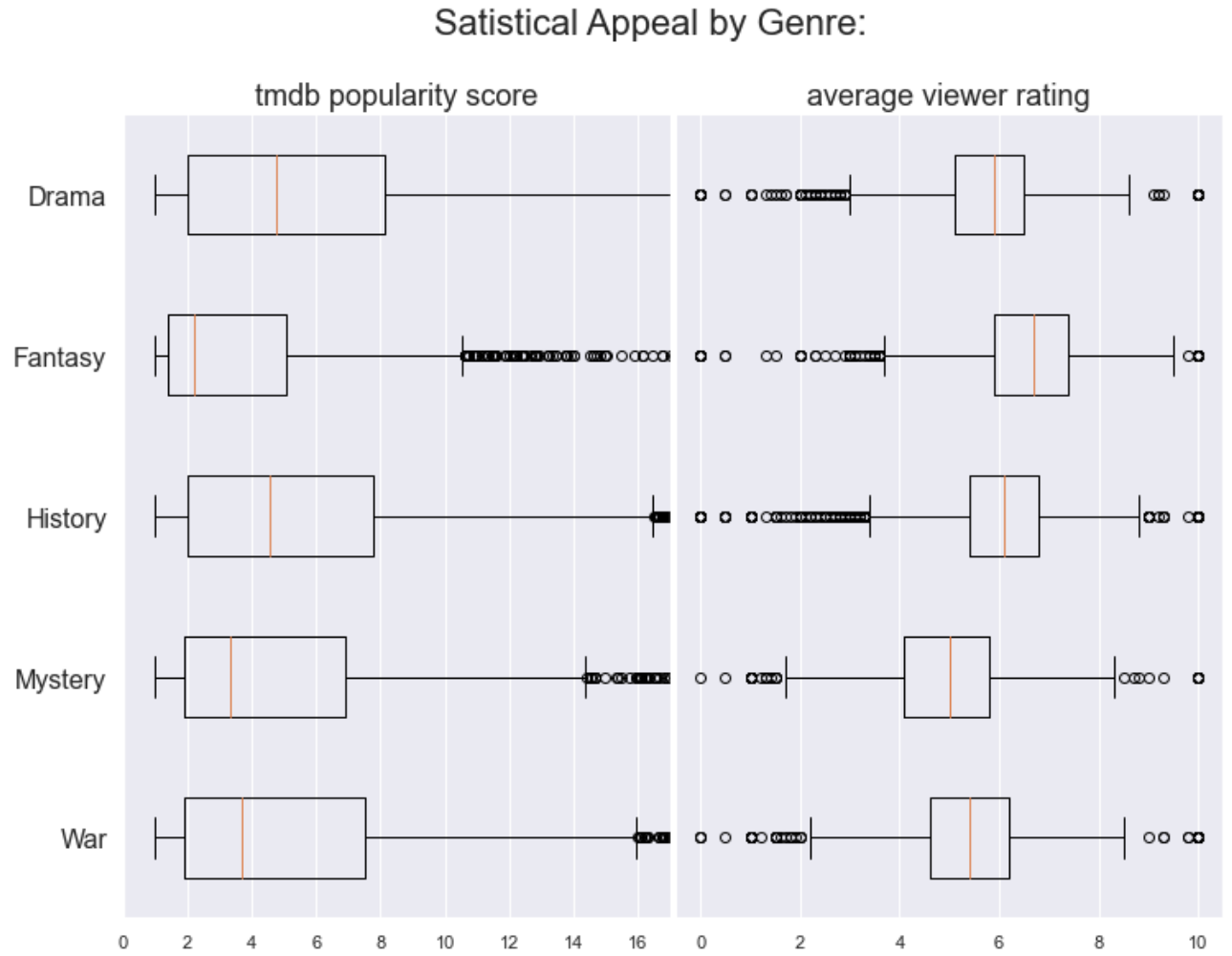
- ▶ Timing matters... mostly regarding profits
- ▶ Need high returns? April, July or January.
- ▶ Need lots of volume? Mid-summer or late November

Profitability by Month of Release



Observations, contd.

- ▶ Looking to build a long-lasting fanbase? Focus on drama or history.
- ▶ Need to make a great first impression? Fantasy or history.



Conclusion



- ▶ To **maximize gross profit** and make a **big first impression** on debut, *release a fantasy flick in the month of June.*
- ▶ To build **long-lasting brand** by maximizing **ROI** and developing a loyal fanbase, *release a period-piece drama in April.*