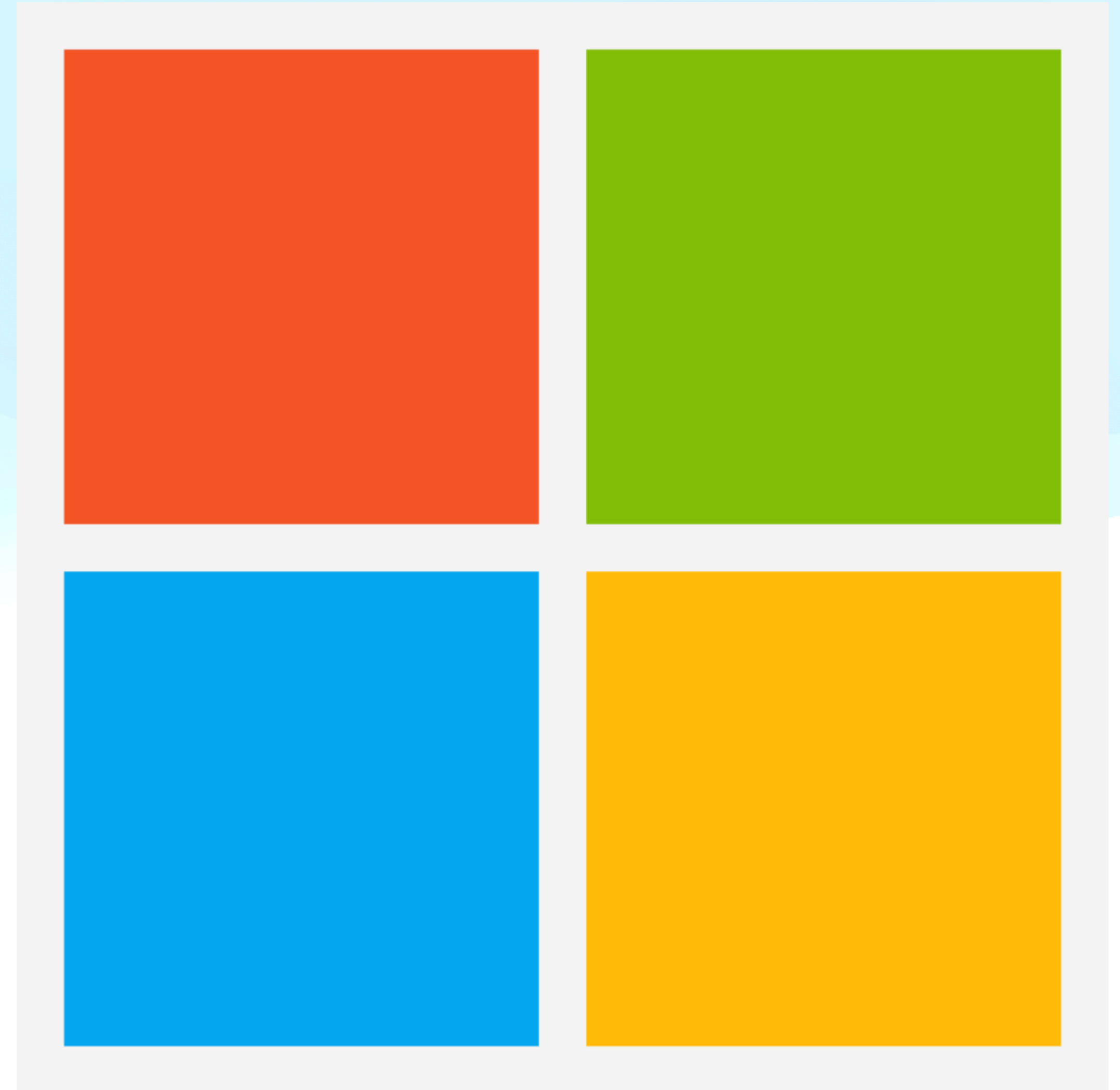


Movie Production Insights for Microsoft Studios



Overview

- Market Understanding
- Approach
- Insights
- Conclusions



Market Understanding

Film Industry

- Age of streaming
- Content is now more accessible than ever
- Big companies creating original video content / Competition
- How to create a profitable original movie content?



Approach - Exploratory Data Analysis

The modern era of film industry

- Movies between 2013 to 2019
- Box office success

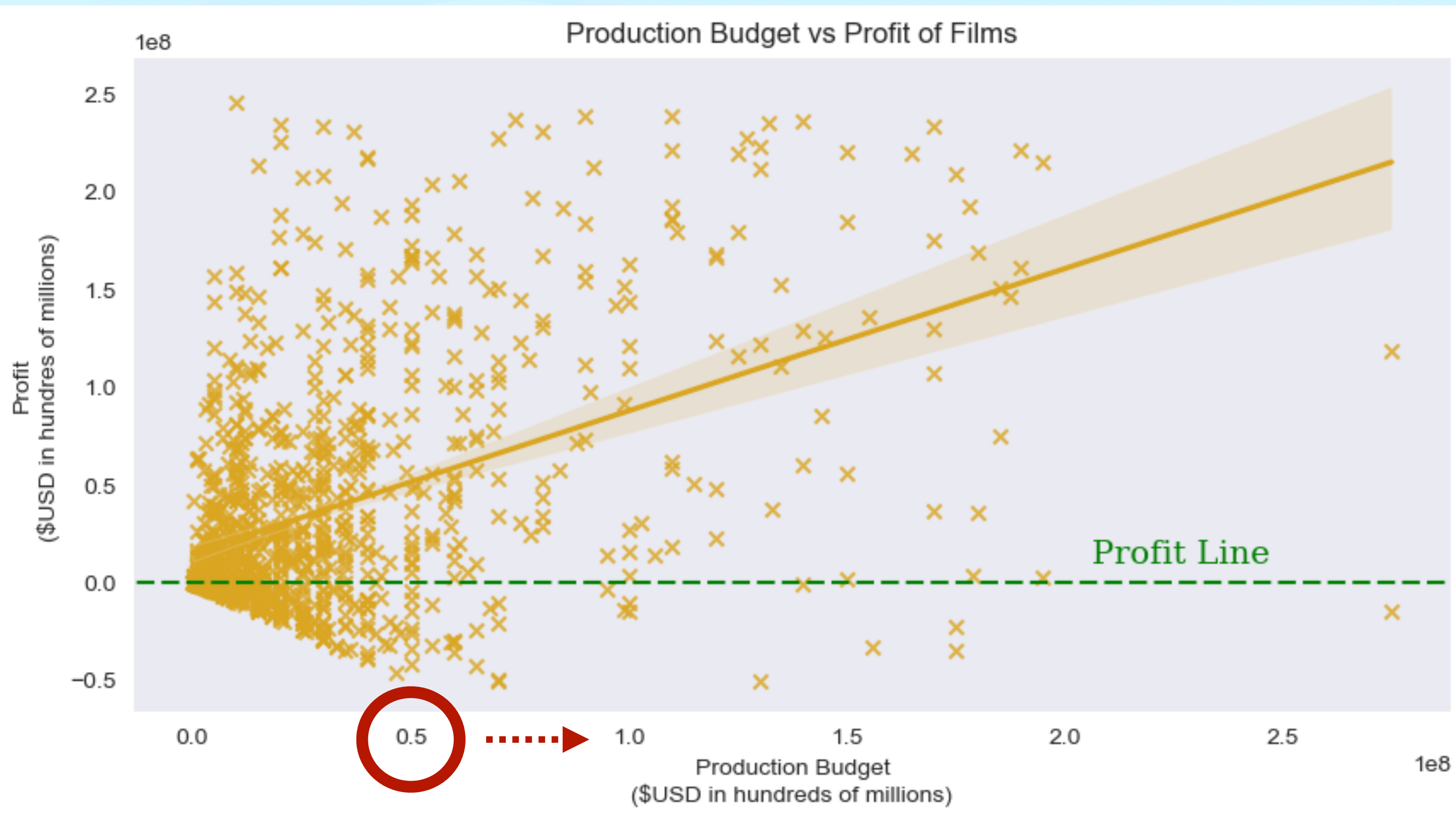
Insights on:

- Budget vs Profitability
- Movie Genres - Selecting the right one
- Optimal runtime
- Casting the lead role



Insights

You must spend money to make money.



No surprises over here.

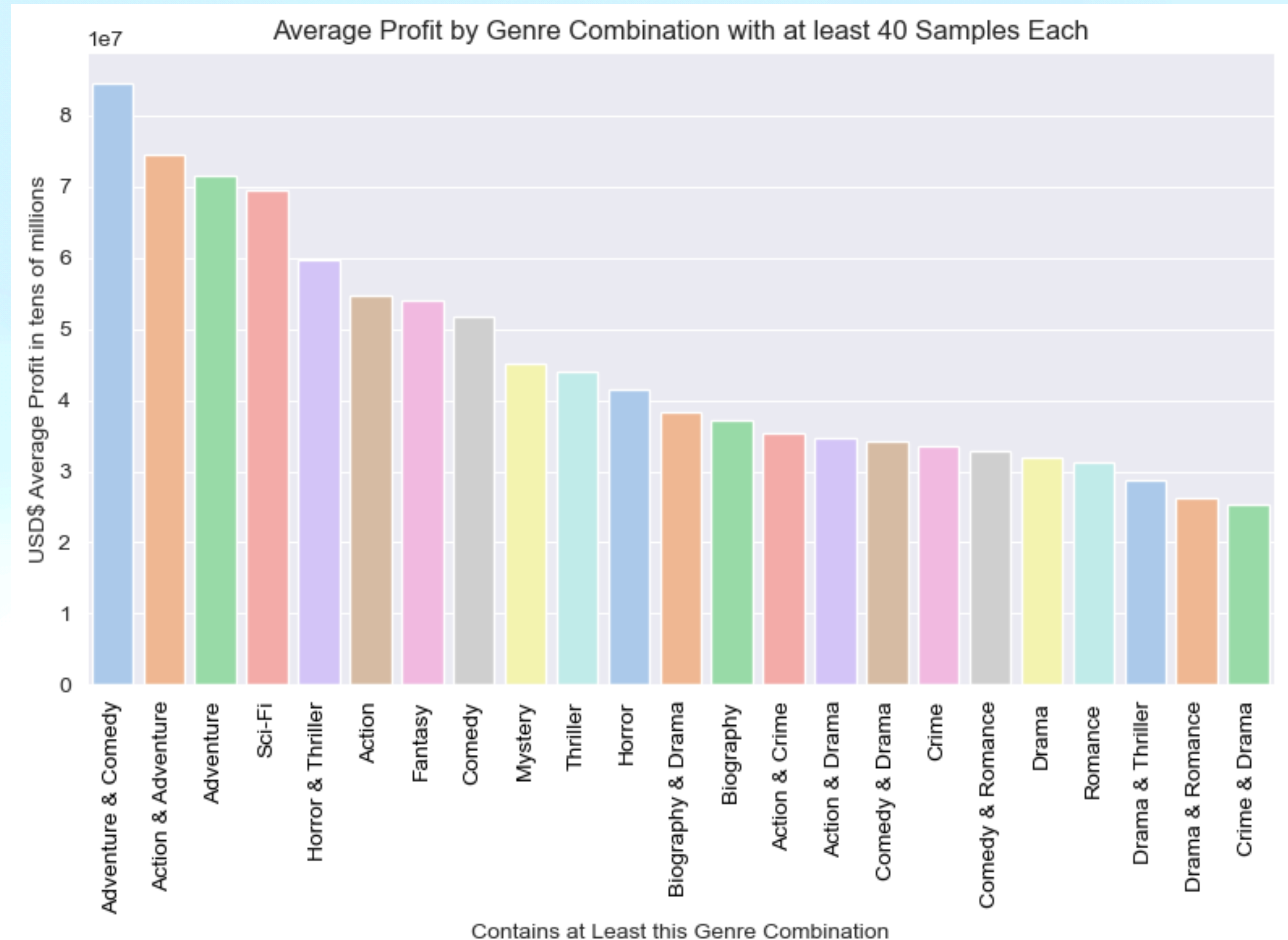
Budget should be at least \$50.0M

Insights

Selecting the Genre

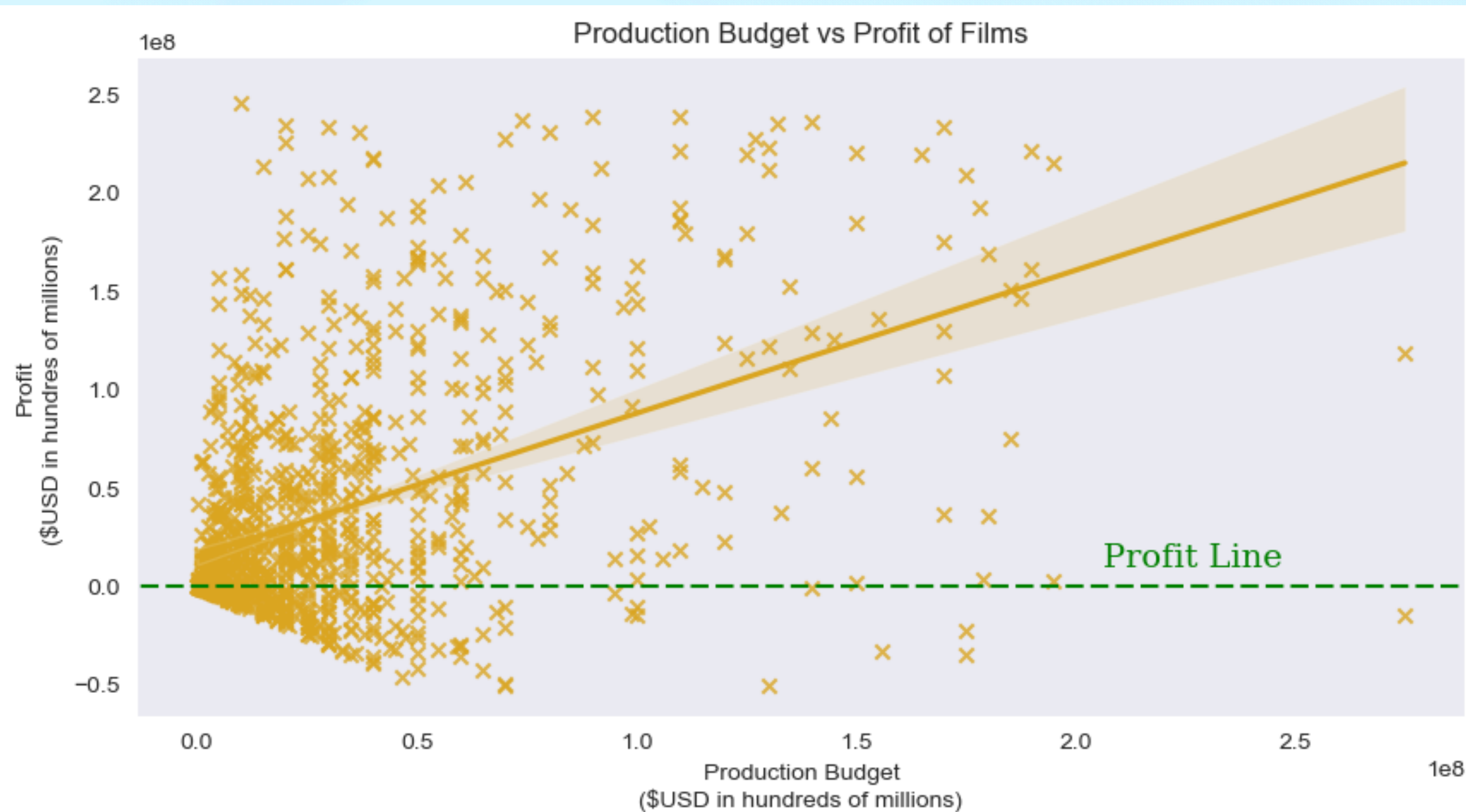
- Which genre/genre combination makes the most profit?

Adventure & Comedy movies doing great at the box office!



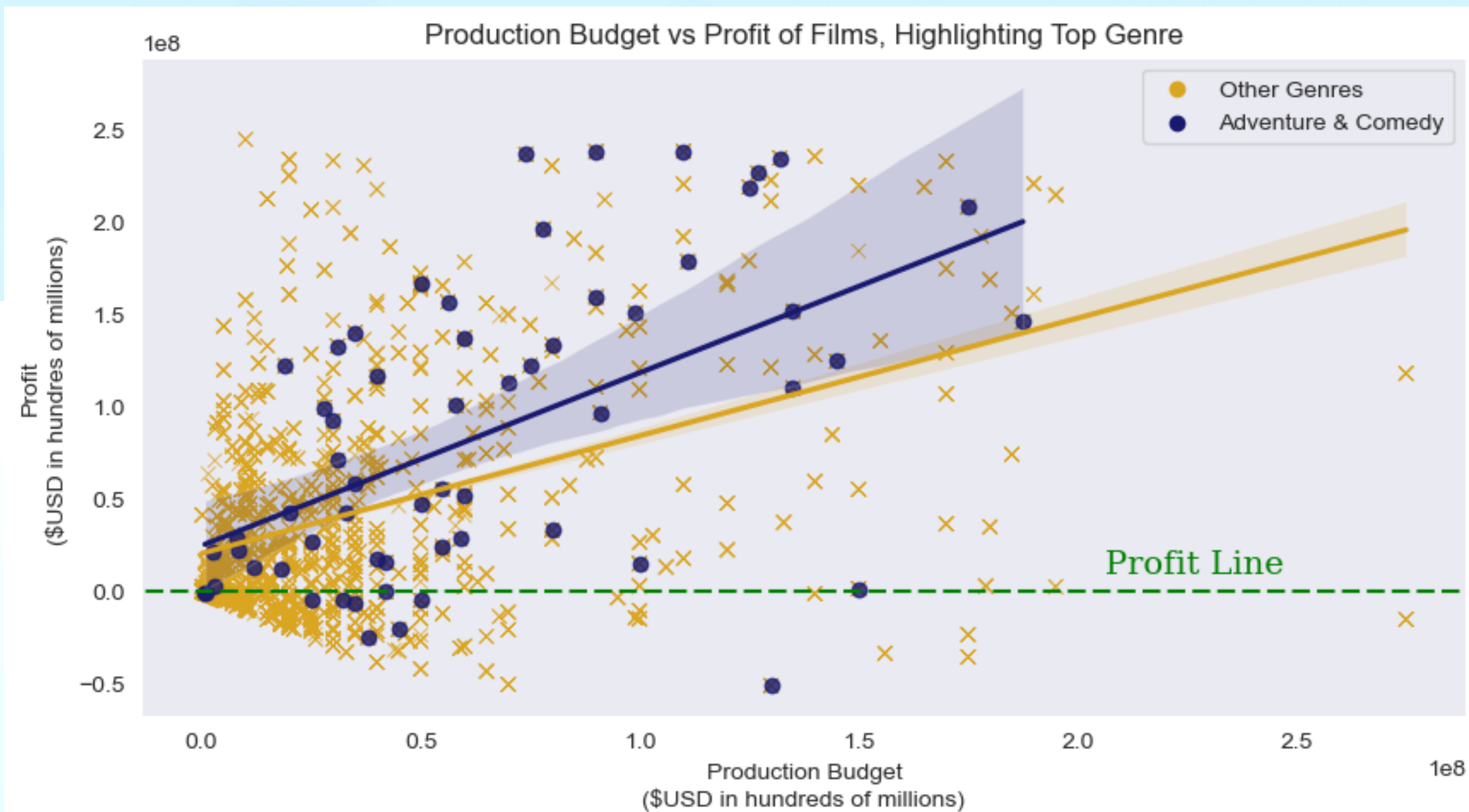
Insights

Adventure & Comedy vs. other genres



Insights

Adventure & Comedy vs. other genres



- Adventure & Comedy movies are more likely to make more profit compared to rest.

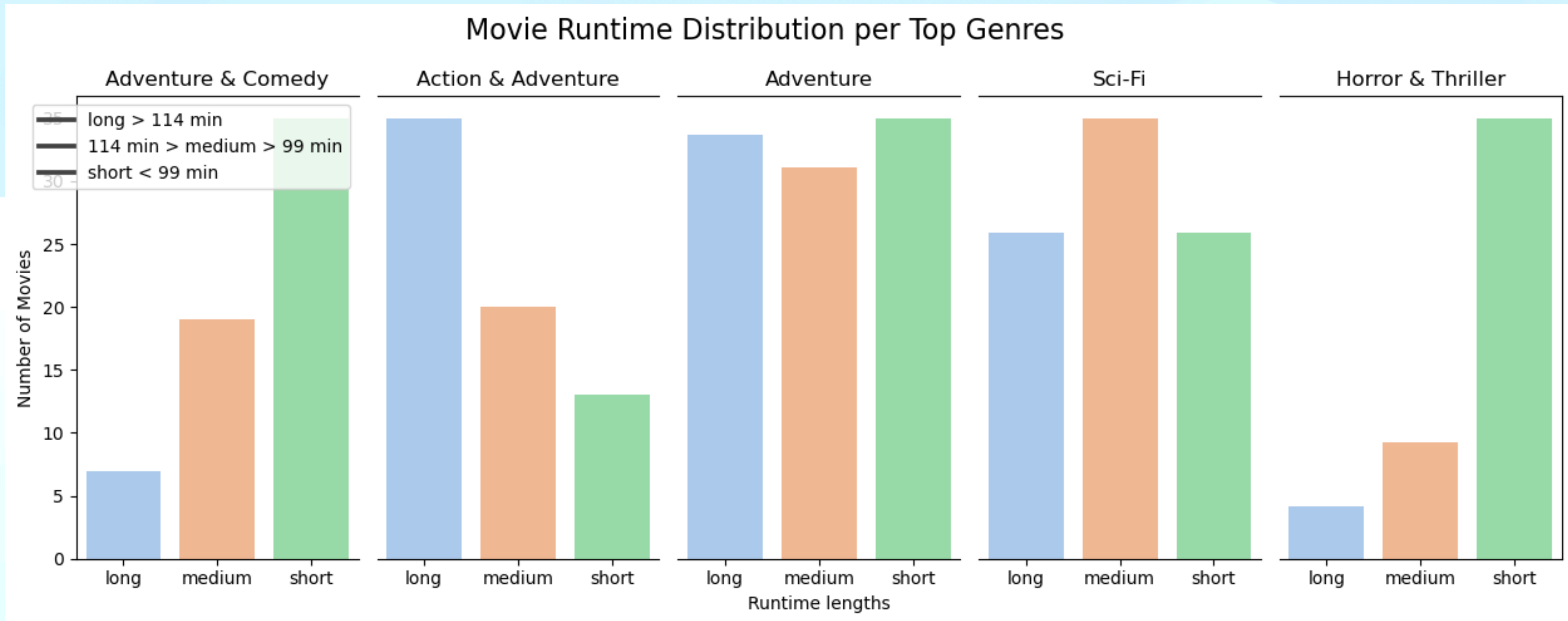
Insights

Optimal Length for the adventure movies

Long: 114 - 125 mins.

Medium: 99 - 114 mins.

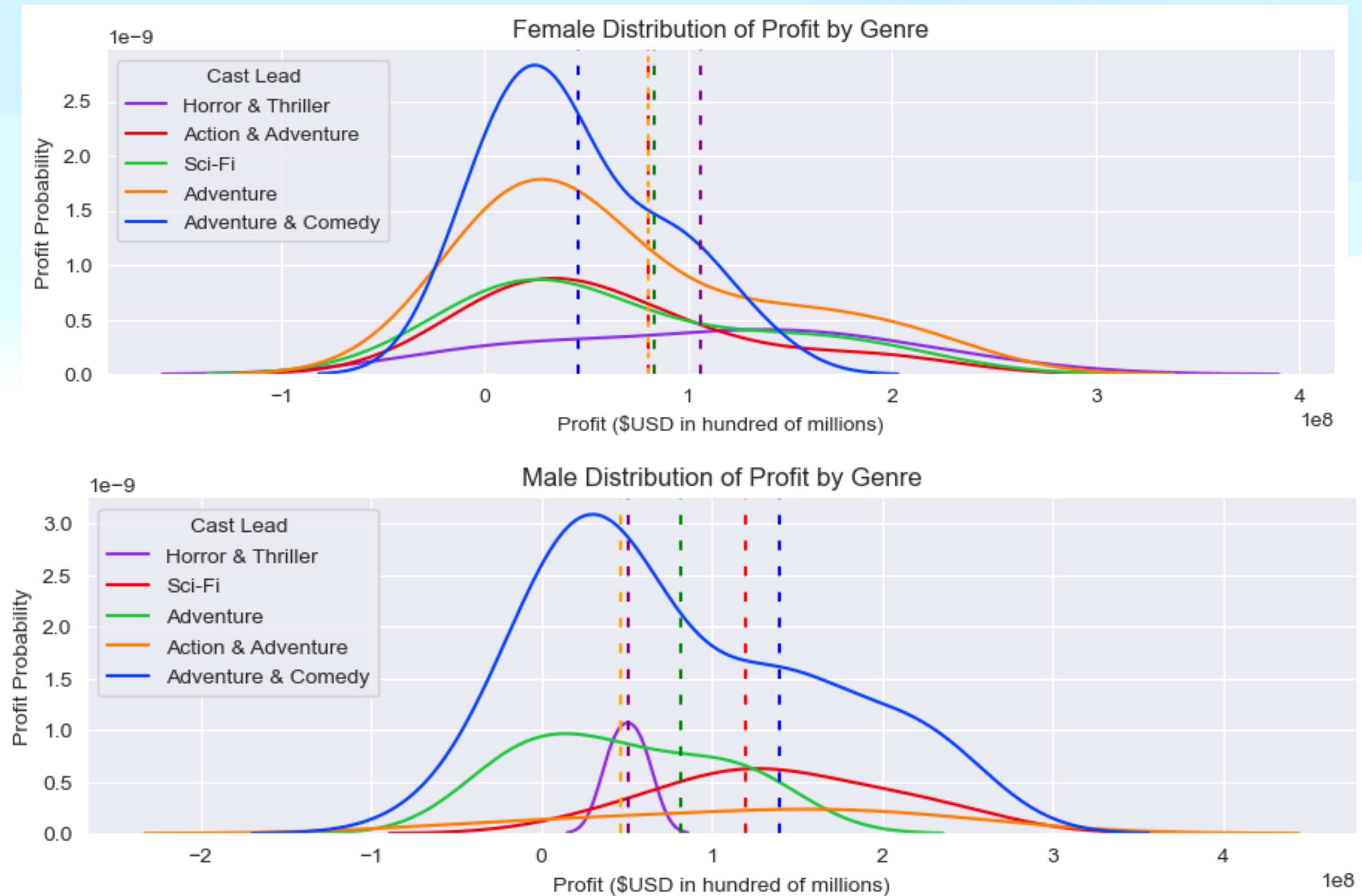
Short: 85 - 99 mins.



Insights

How to pick the lead role in your Adventure Movie?

- Movies with male lead actors make more profit.



Conclusion

- More budget means more profitability
- Movie genre: Adventure & Comedy
- Does not exceed 100 mins
- Male lead actor

Future Improvements

- Adjust profit values with inflation over the years
- Work with streaming service dataset
- Web scraping to enlarge database

Questions?

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