

A Venn diagram consisting of two overlapping circles. The left circle is green and the right circle is yellow. The intersection of the two circles is shaded dark grey. The text 'Microsoft Film Studio' is written in white on the green circle, and 'Alexis Kedo April 21, 2021' is written in black on the yellow circle.

Microsoft Film Studio

Data Analysis and Recommendations

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April 21, 2021

Summary

Descriptive analysis of publicly-available movie and actor datasets reveal opportunities for Microsoft upon its entrance into the feature film production industry:

- Schedule movie releases based on "shoulder-peak" seasonality to mitigate effects of market crowding
- Limit production efforts to a few low-risk, high-reward genres to widen profit margins
- Focus hiring on a select pool of high-potential actors to maximize impact of investments



Outline

BUSINESS PROBLEM

What are Microsoft's pain points?

DATA & METHODS

Characteristics of data and analysis strategies

RESULTS

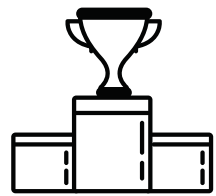
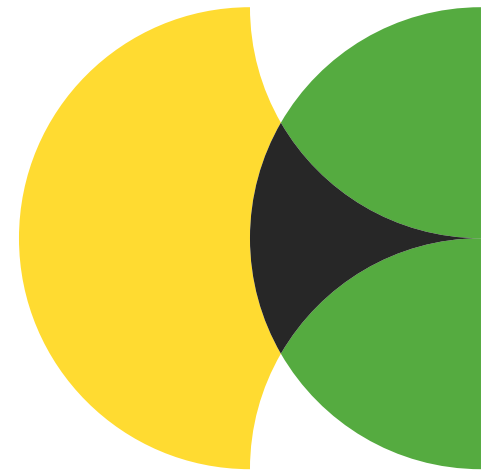
What does the data tell us?

CONCLUSIONS

Three recommendations going forward

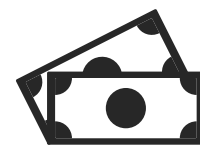


Challenges



COMPETITION

Microsoft faces stiff competition from more established studios.



CAPITAL

Start-up costs for film production studios are steep; sometimes delaying profits by years.



EXPERIENCE

Microsoft is a novice film maker In a high-risk Industry, where flops are expensive and happen easily.

Data & Methods

DATA

Starting datasets featured various attributes of over 100,000 movies produced after 2010 and with over 400,000 actors.

METHODS

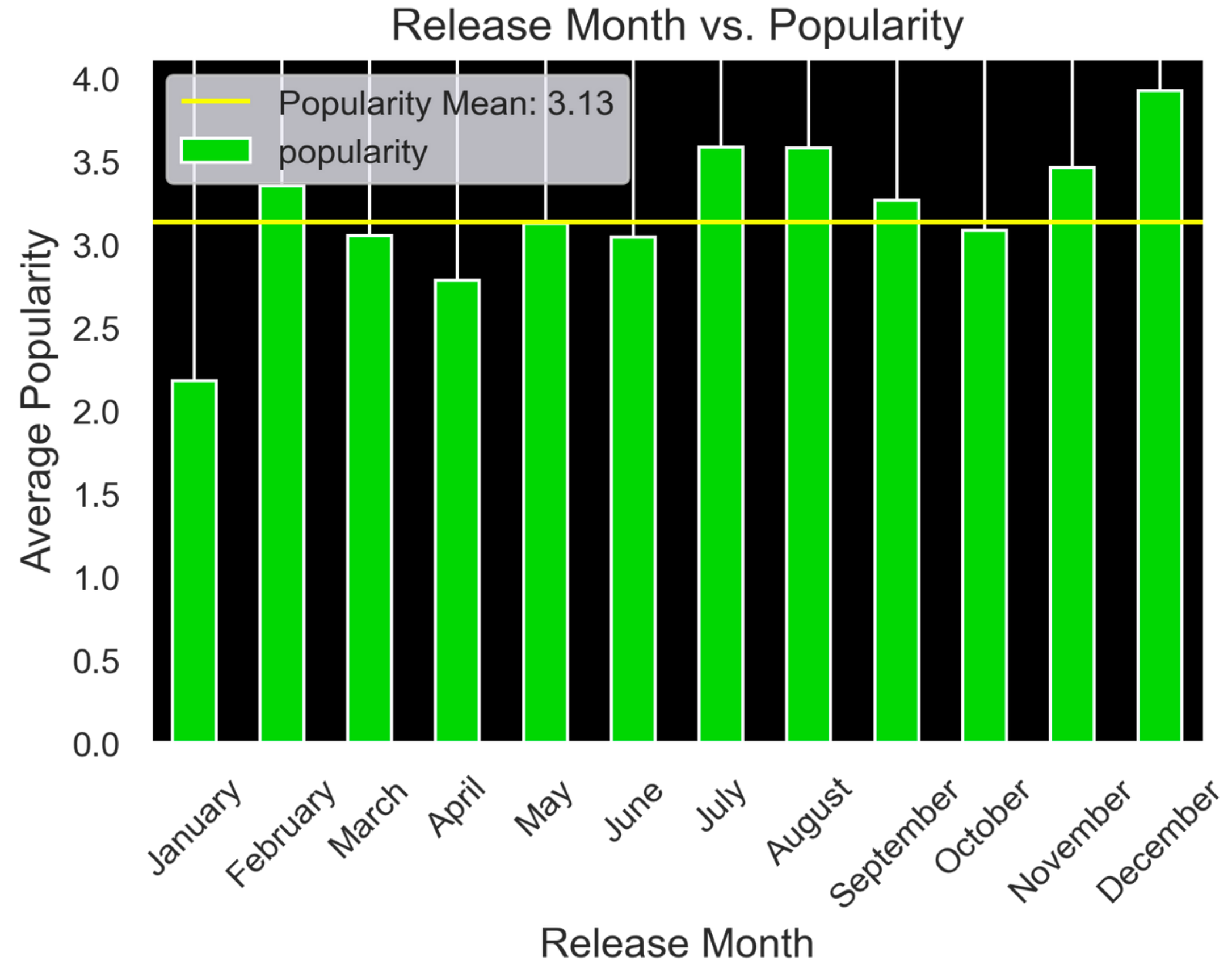
Descriptive analysis:

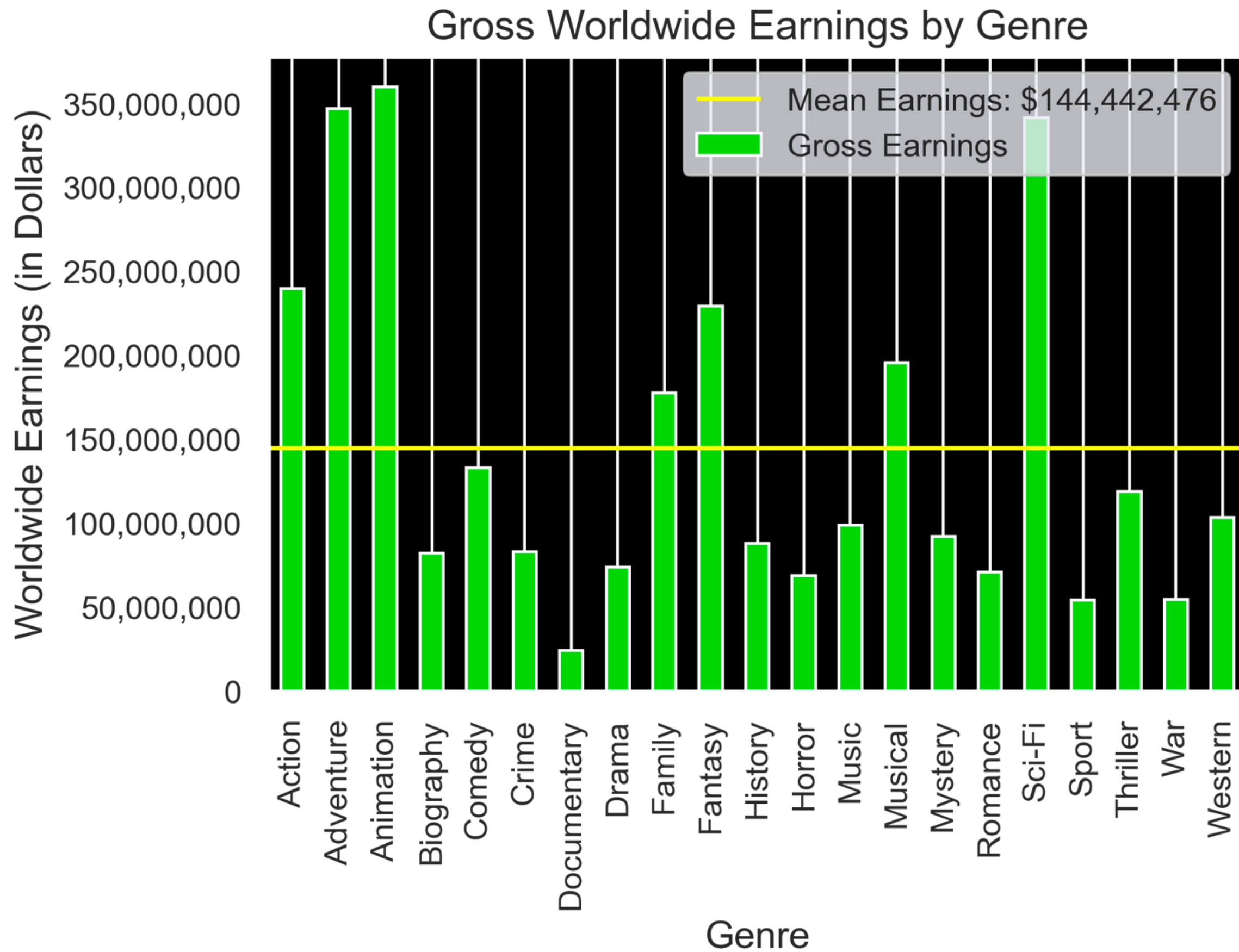
- Grouping movies into categories by genre and release month and looking for patterns in popularity and gross earnings.
- Calculating performance and cost ratings to generate a list of the most highly-rated, high-potential actors.



Results

Movies with peak average popularity are released during the peak "cluster" months of July, August, November, and December, though there is also above-average popularity during the months of February and September.

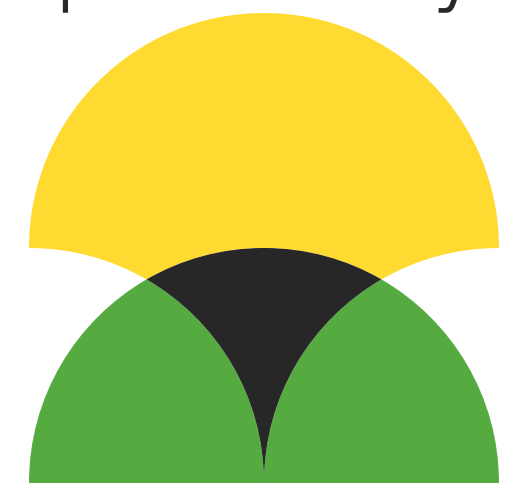




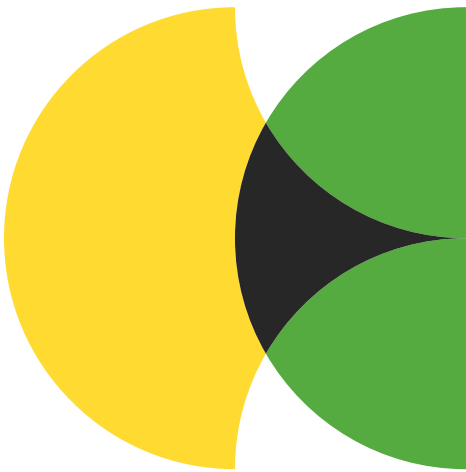
Results

Sci-Fi, Adventure, and Animation are some of the most profitable genres, yet it is widely known these are some of the most expensive and competitive categories.

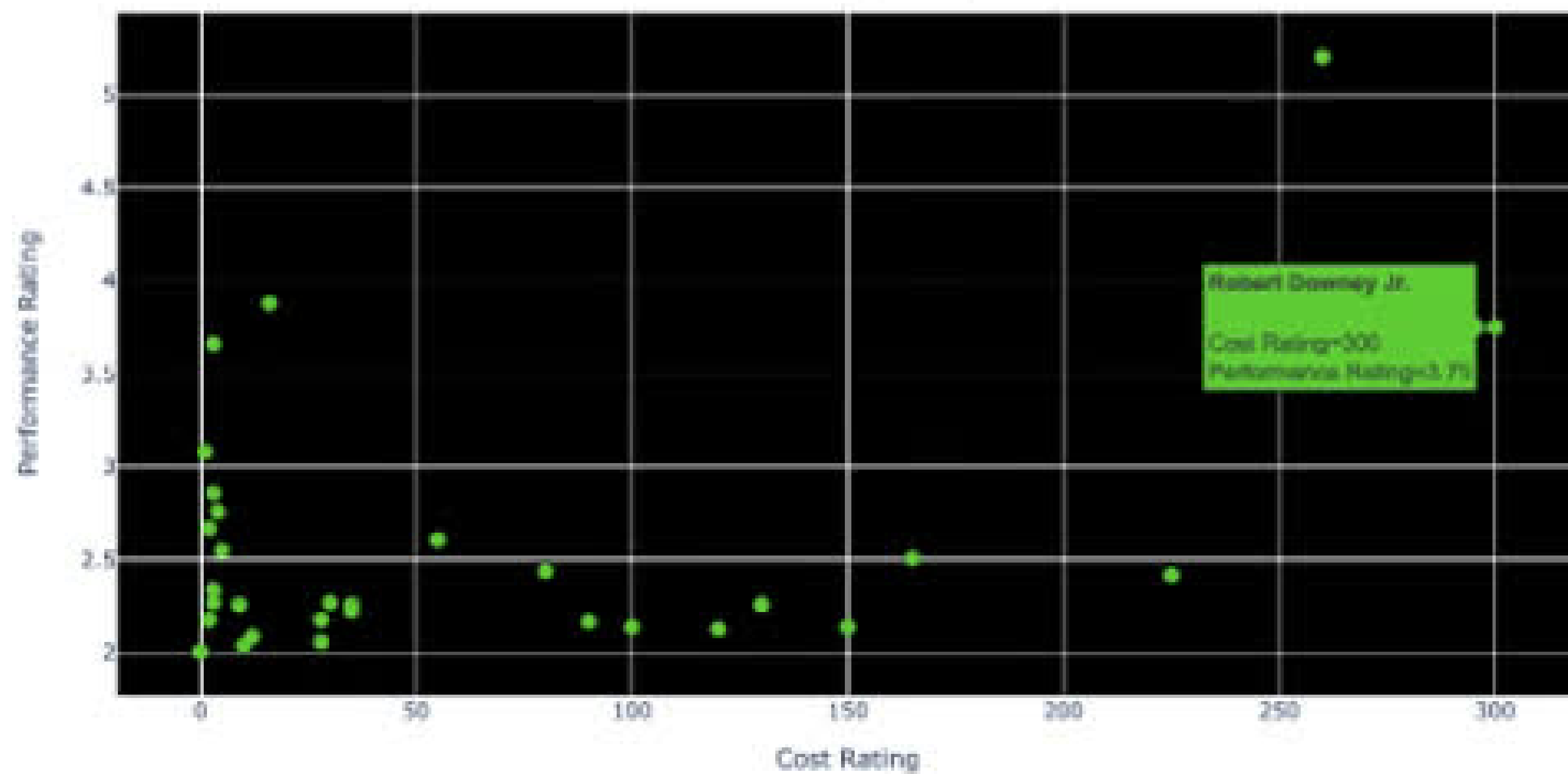
However, there are opportunities for Microsoft in lower-risk categories that also yield above-average profitability.



Results



Performance vs. Cost, for Top 30 Actors



Recommendations



TIMING

Consider timing releases for shoulder-peak months that still result in above-average popularity for movies released during those time frames.



BUDGETING

Target lower-risk but still profitable genres such as Family and/or Musical films.



RECRUITING

Look beyond big-name actors and hire from a pool of lesser-known talent with the potential to appeal to mainstream audiences and critics.



Thank you!

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