



# Microsoft Film Studio

Data Analysis and Recommendations

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# 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**

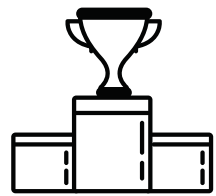
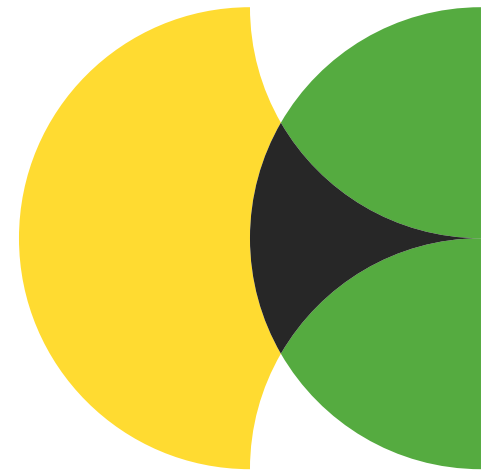
What does the data tell us?

## **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

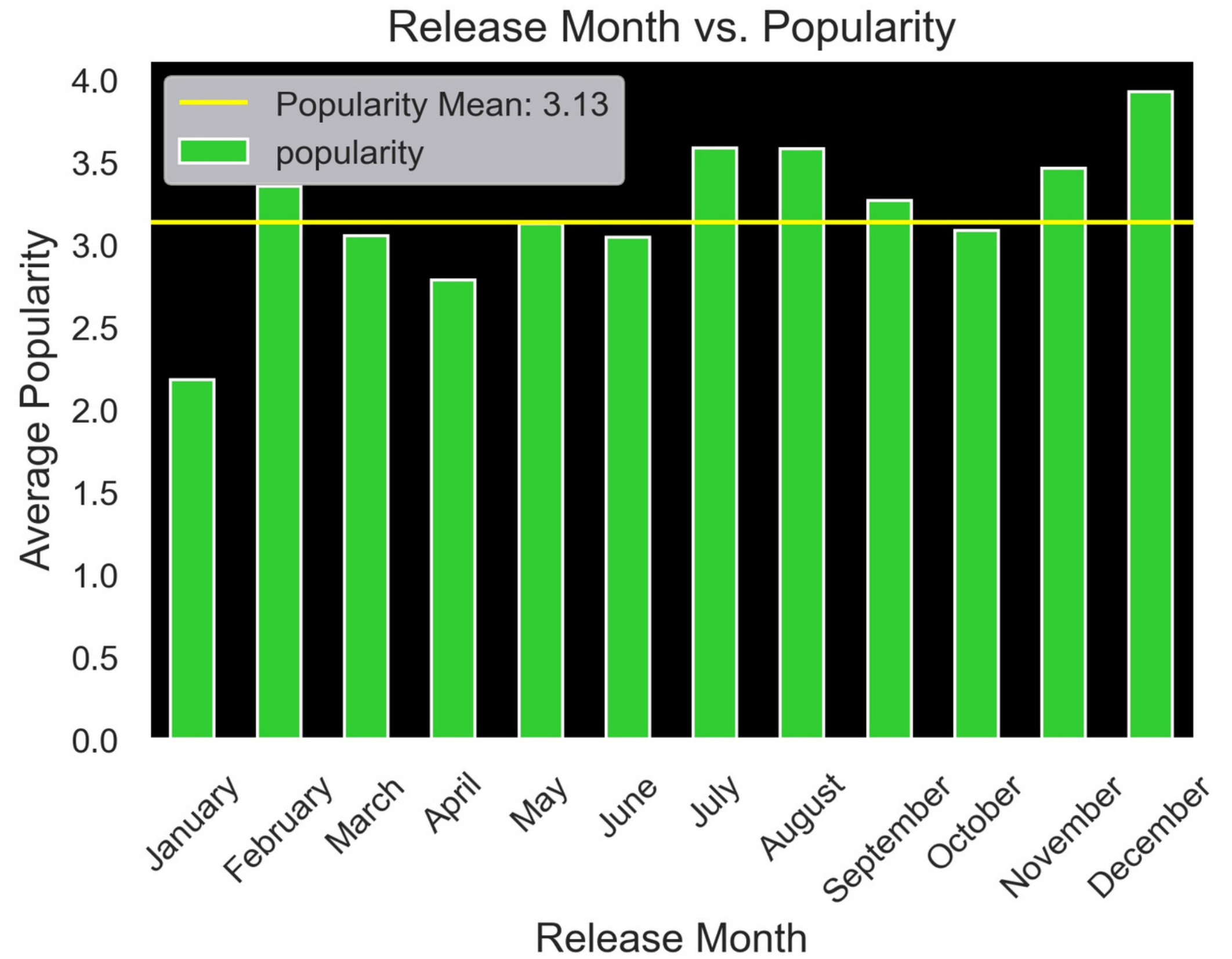
Descriptive analysis:

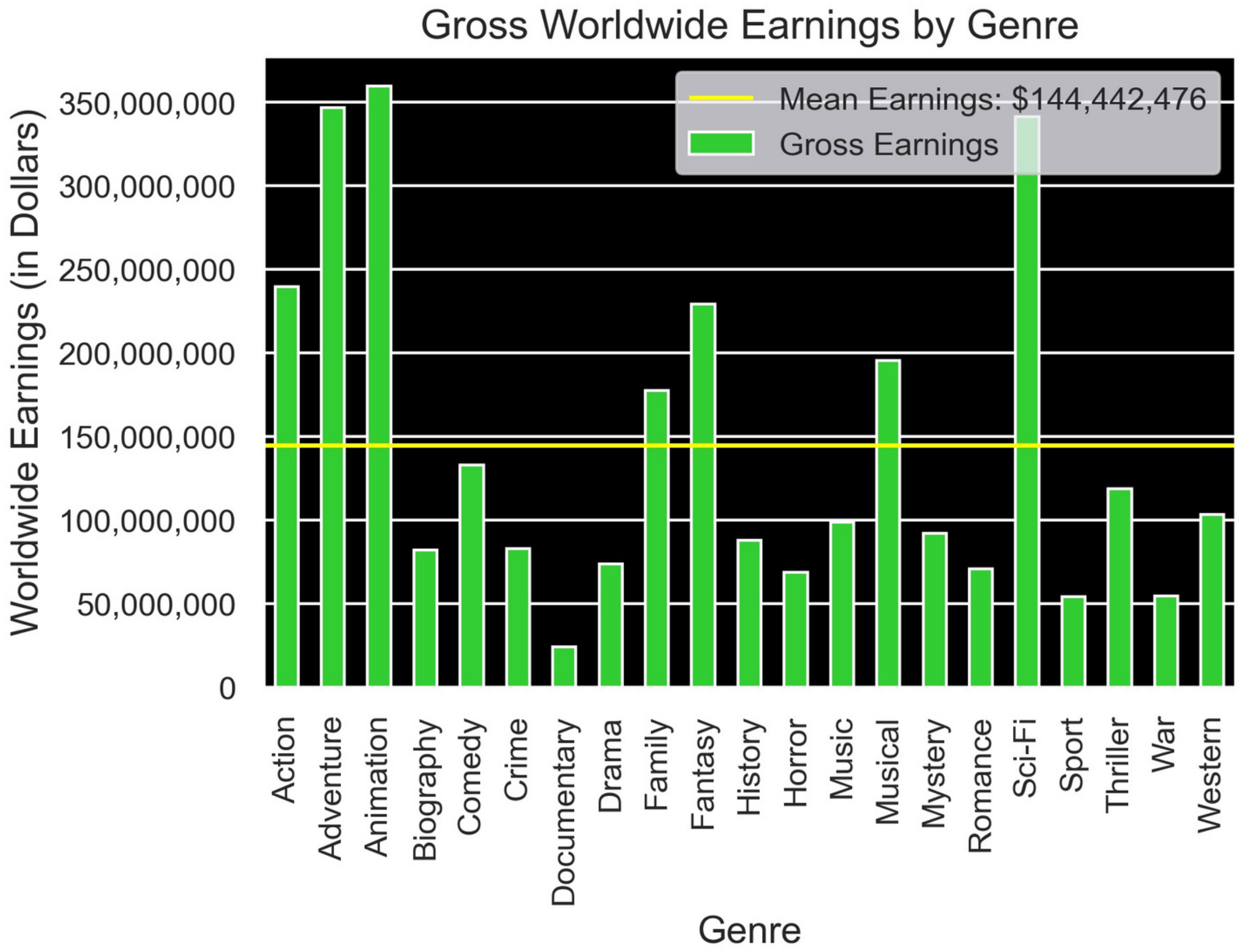
- Grouping movies into categories by genre and release month and looking for patterns in popularity and gross earnings.
- Calculating performance and cost ratings to generate a list of the most highly-rated, high-potential actors.



# 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.

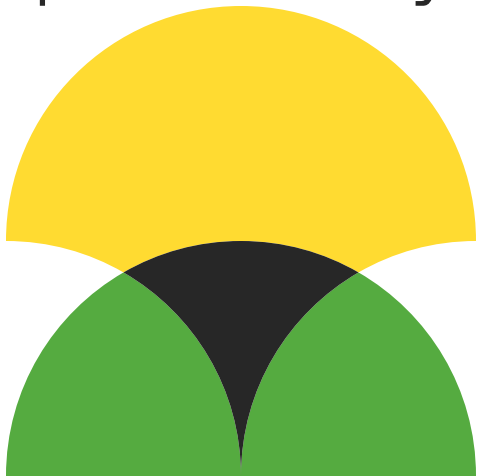




# Results

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.







# 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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