



Ensuring Profitability of Microsoft Movie Studios



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Roadmap

- Business Recommendations
- Data & Methods
- Results & Conclusions



Business Problem and Our Recommendations

Goal: Maximize profits for Microsoft's new Movie Studio

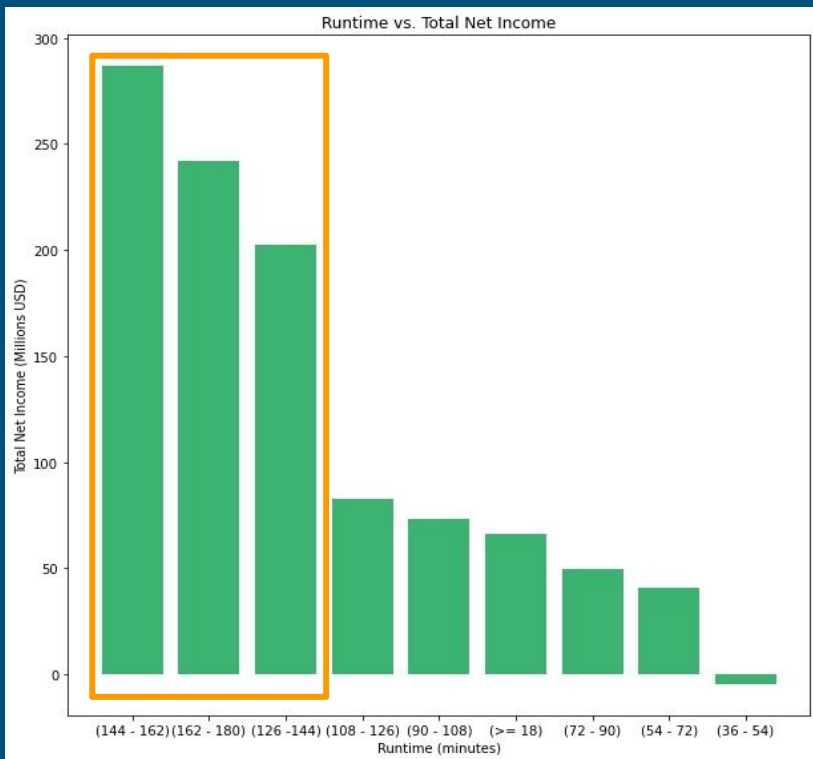
- Optimal Movie Length
- Recommendations of Director/Writer
- Mitigate Risk by Diversifying Markets

Approaching the Data

Sources: IMDb, The Numbers Datasets

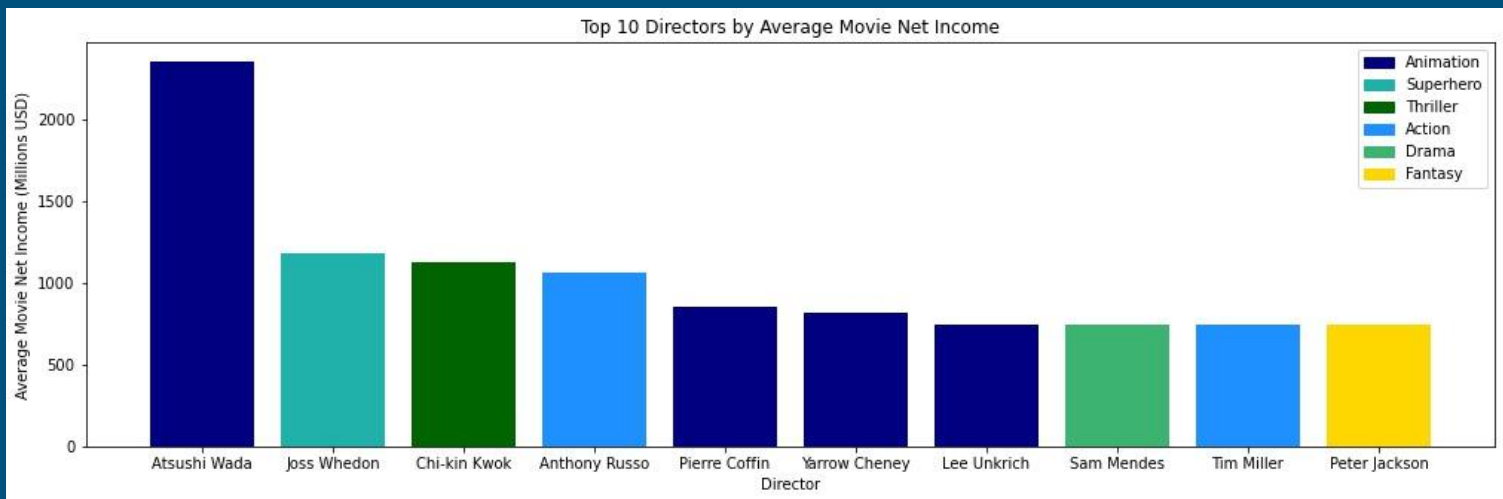
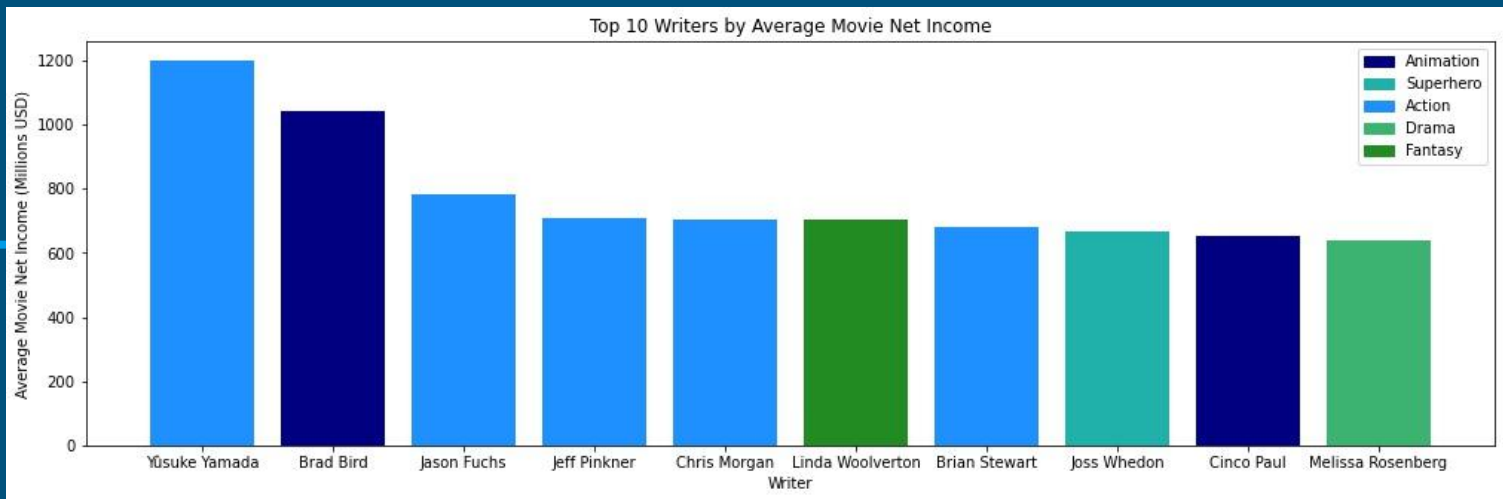
- Primary Outcome: Net Profits
- Compare Inputs
 - Genre
 - Writers
 - Directors
 - Budget Size*
- Find strong performance predictors

Runtime Recommendation



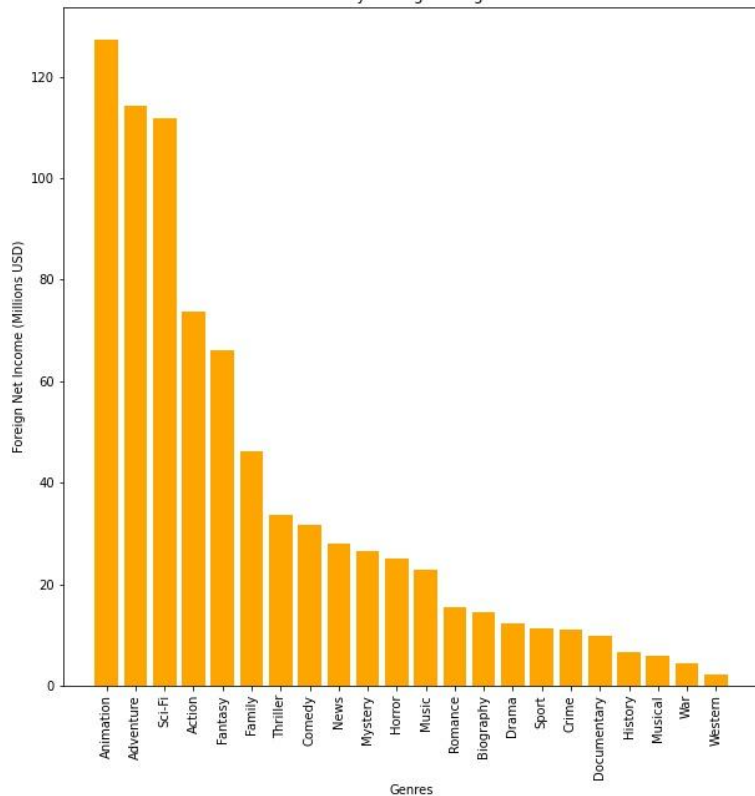
Mosts profitable ranges:

1. **144 minutes - 162 minutes** - \$286M net profits
2. **162 minutes - 180 minutes** - \$241M net profits
3. **126 minutes - 144 minutes** - \$202M net profits

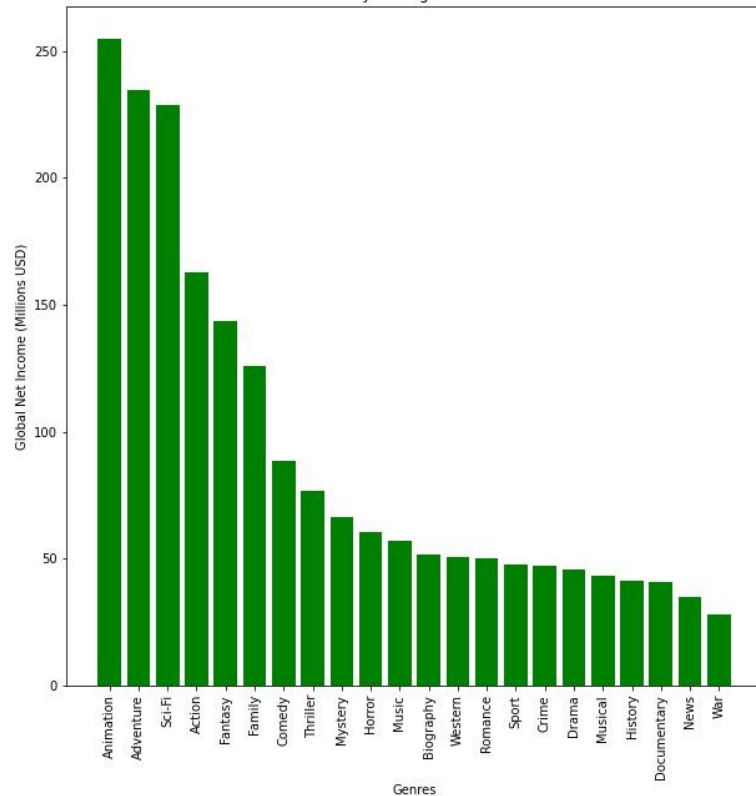


Genre as a Predictor of Net Income in Different Markets

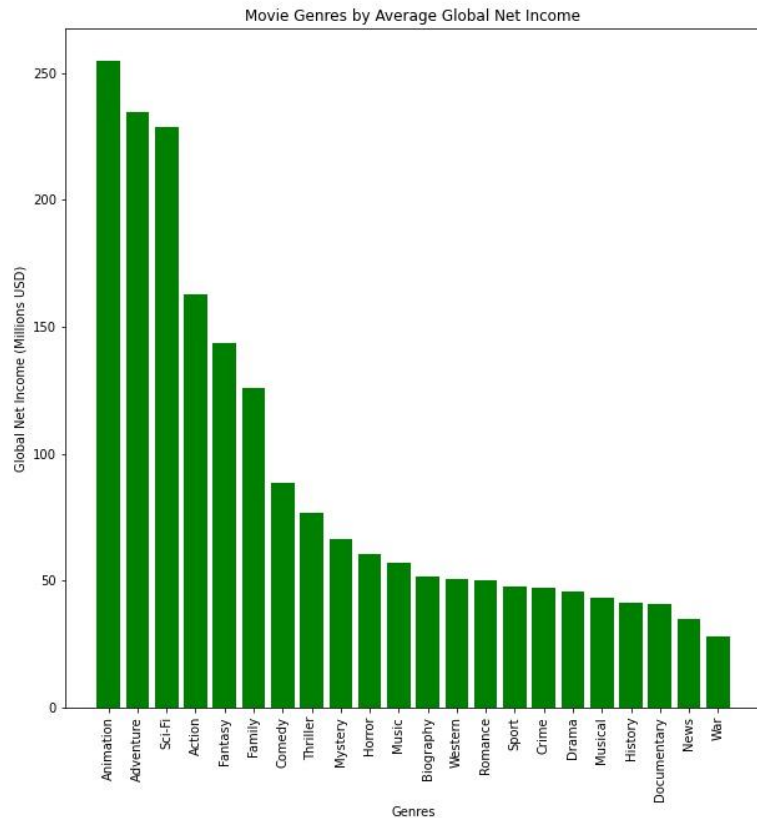
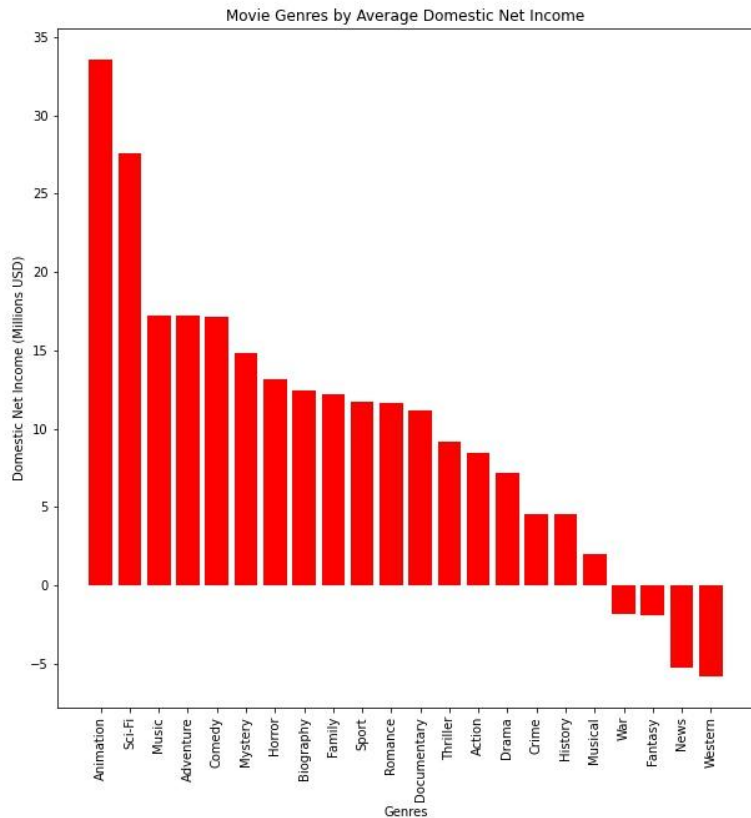
Movie Genres by Average Foreign Net Income



Movie Genres by Average Global Net Income



Genre as a Predictor of Net Income in Different Markets



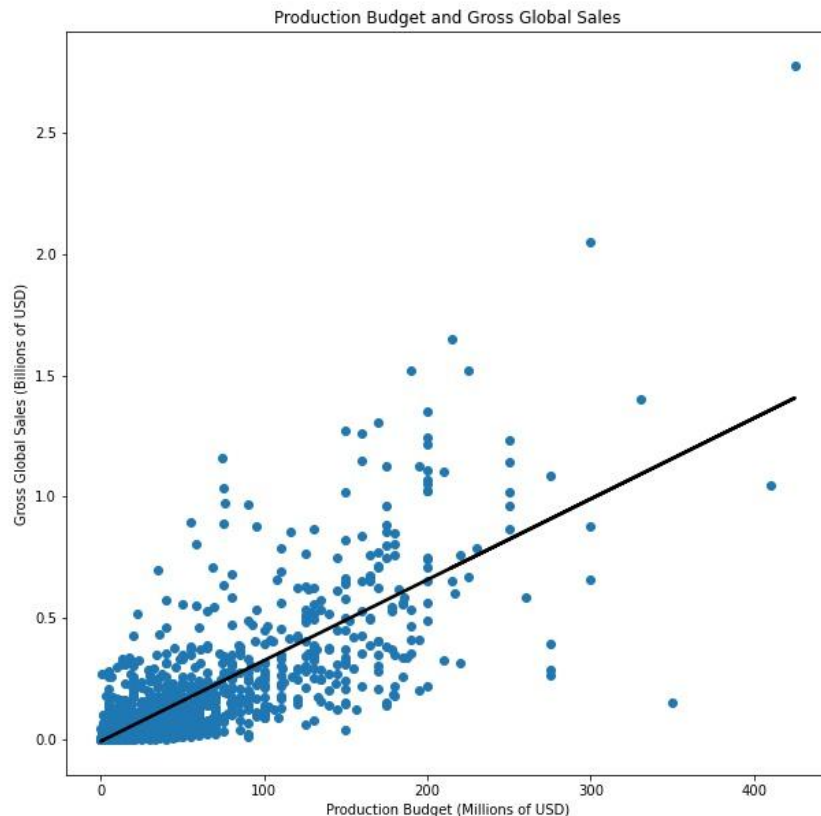
Budget Size

Area for Future Analysis

$$R^2 = 0.614$$

Moderate positive correlation
with linear regression

May indicate potential benefits
with larger budgets



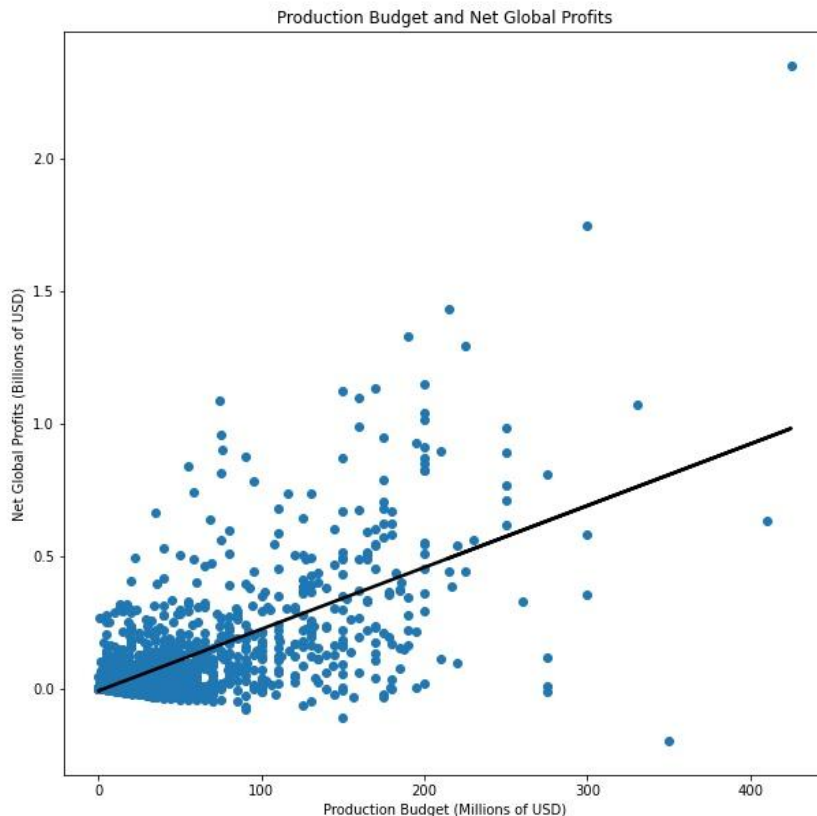
Budget Size

Area for Future Analysis

$$R^2 = 0.438$$

Weak positive correlation with
linear regression

Difference emphasizes the
need for further study



Summary

Results:

- Create movies from 144 to 162 minutes
- Choose from the list of 10 writers and directors
- Strong demand for Animation, Adventure, and Sci-Fi
- Diversify Markets to mitigate risk, increase profitability

Limitations:

- Market data not available for specific countries outside the US

Areas for Future Study:

- Further analysis on budget size vs profitability

Thank you!

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