MICROSOFT STUDIO CREATION

New Insights

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OVERVIEW

- Microsoft has decided to start a new film studio but lacks expertise in the field.

- In this project, we will explore different datasets obtained from 3 online databases of information related to film and provide insights to help Microsoft create top-ranking movies.

OUTLINE

- Business problem

- Data

- Methods

- Results

- Conclusions

BUSINESS PROBLEM

- Microsoft wants to explore the trend of creating original video content and has decided to create a new movie studio.

- Still, there is a complete lack of expertise in the field.

- This case study will provide actionable insights to help the head of Microsoft's new movie studio decide what type of films to create.

DATA
Datasets used for this project

- **IMDB:**

  - imdb.title.basics.csv.gz: 146144 entries with the following information: tconst, primary_title, original_title, start_year, runtime_minutes, genres.

  - imdb.title.ratings: 73856 entries with the following information: tconst, averagerating, numvotes.

  - imdb.name.basics.csv.gz: 606648 entries with the following information: nconst, primary_name, birth_year, death_year, primary_profession, known_for_titles

  - imdb.title.crew.csv.gz: 146144 entries with the following information: tconst, directors, writers.

- **The Numbers:**

  - tn.movie_budgets.csv.gz: 5782 entries with the following information: id, release_date, movie, production_budget, domestic_gross, worldwide_gross.

- **Box Office Mojo**

  - bom.movie_gross.csv.gz: 3387 entries with the following information: title, studio, domestic_gross, foreign_gross, year
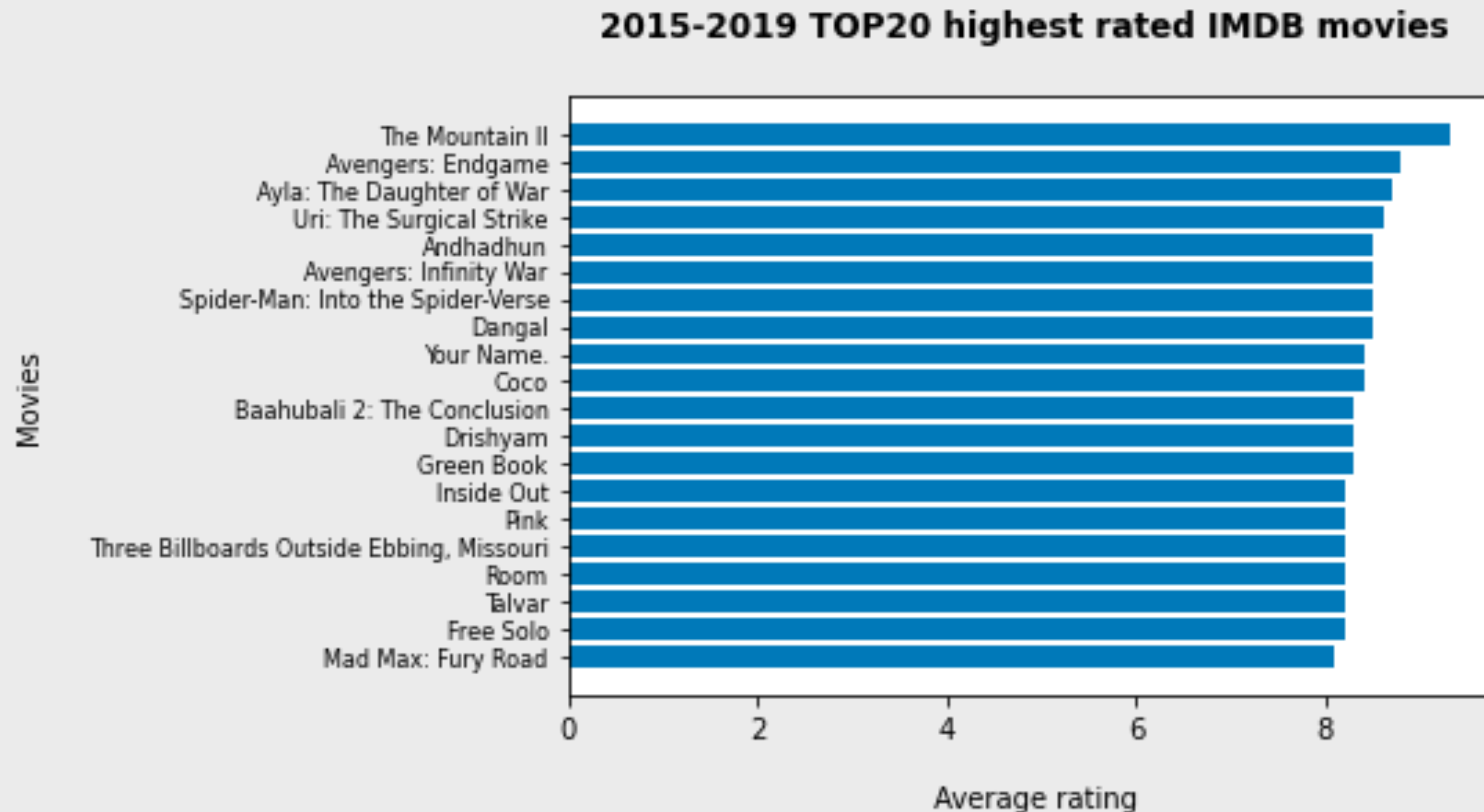
METHODS
Creation of Top 20 lists to explore what films are doing the best.

- **TOP 20 highest-rated IMDB movies:**

  - Recent movies: 2015 - 2019

  - At least 25,000 votes

- **TOP 20 highest-grossing movies:**

  - Recent movies: 2015 - 2019

  - Two lists: using BOM and TN datasets
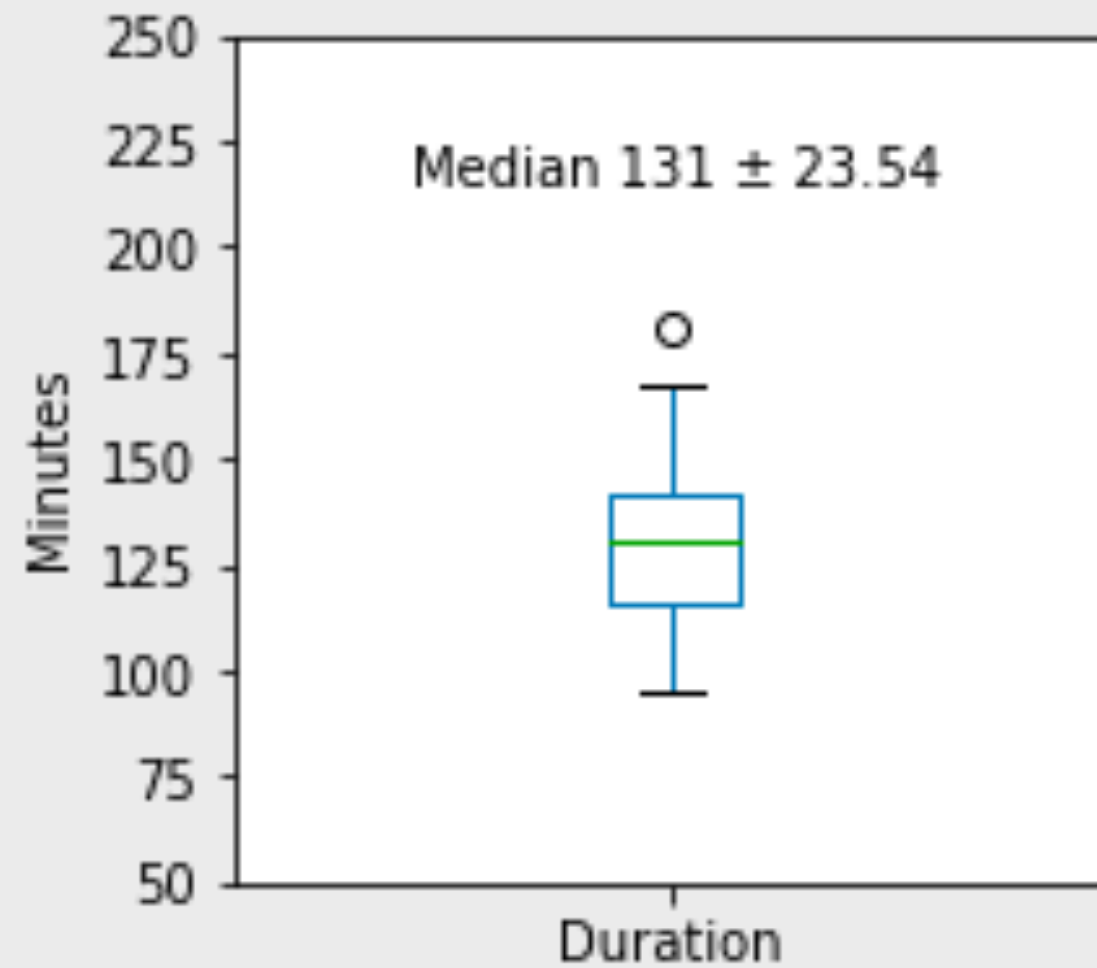
  - Focus on total gross

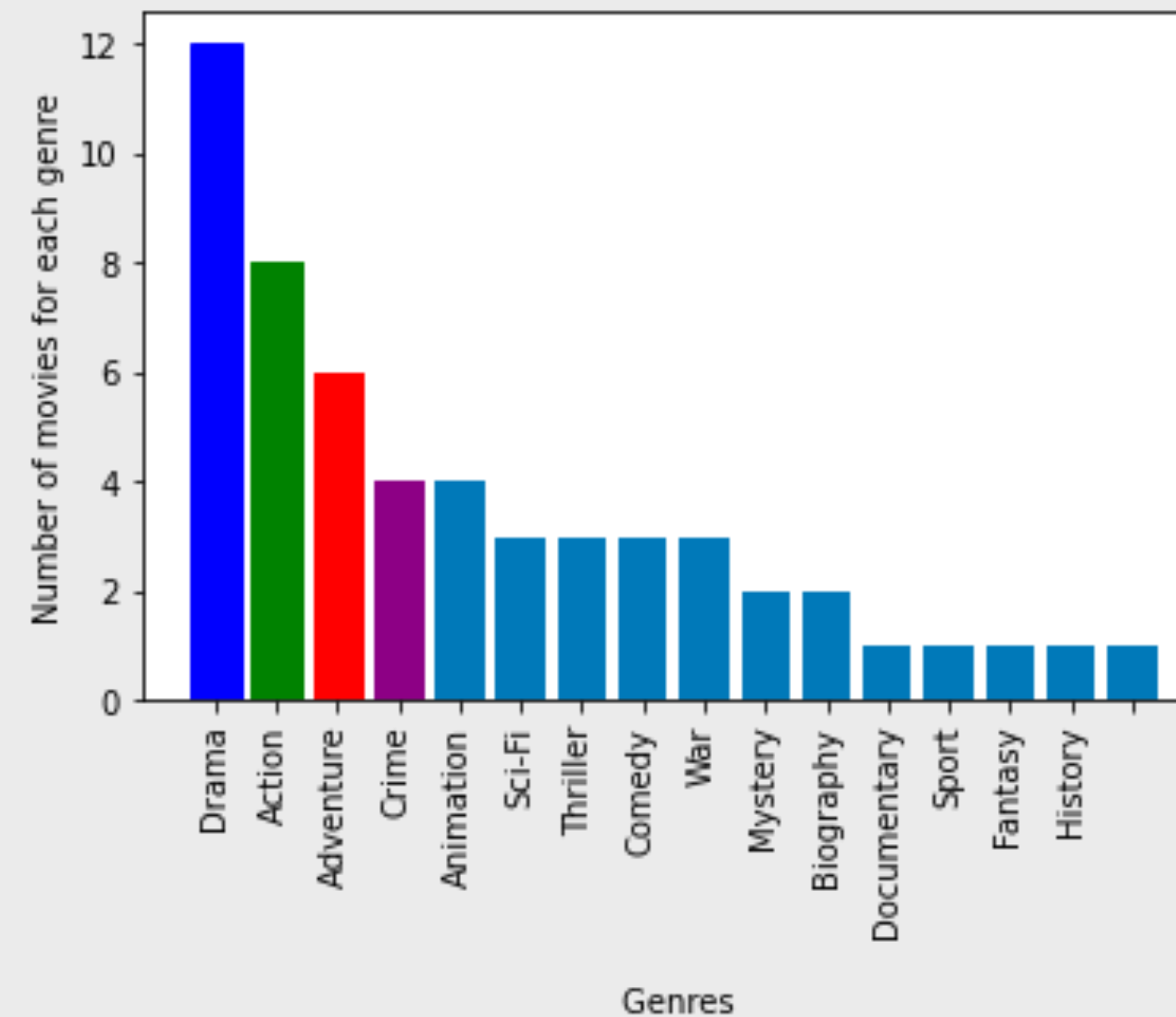# Results
2015 - 2019 TOP20 HIGHEST-RATED IMDB MOVIES
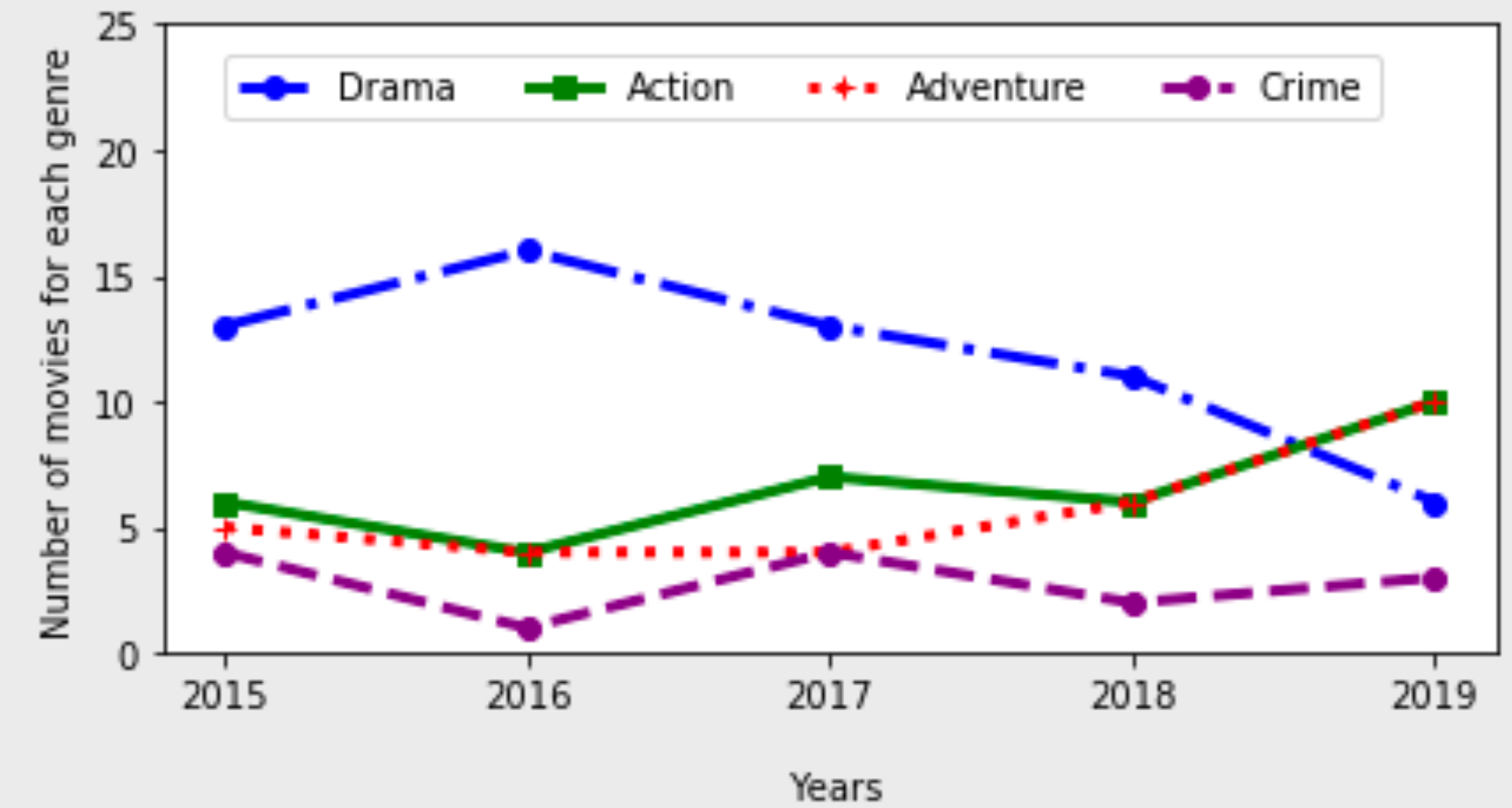

2015-2019 TOP20 highest rated IMDB movies

Results
2015 - 2019 TOP20 HIGHEST-RATED IMDB MOVIES

2015-2019 TOP20 IMDB highest rated movies
Average duration

Median 131 ± 23.54

2015-2019 TOP20 highest rated IMDB movies
Most common genres
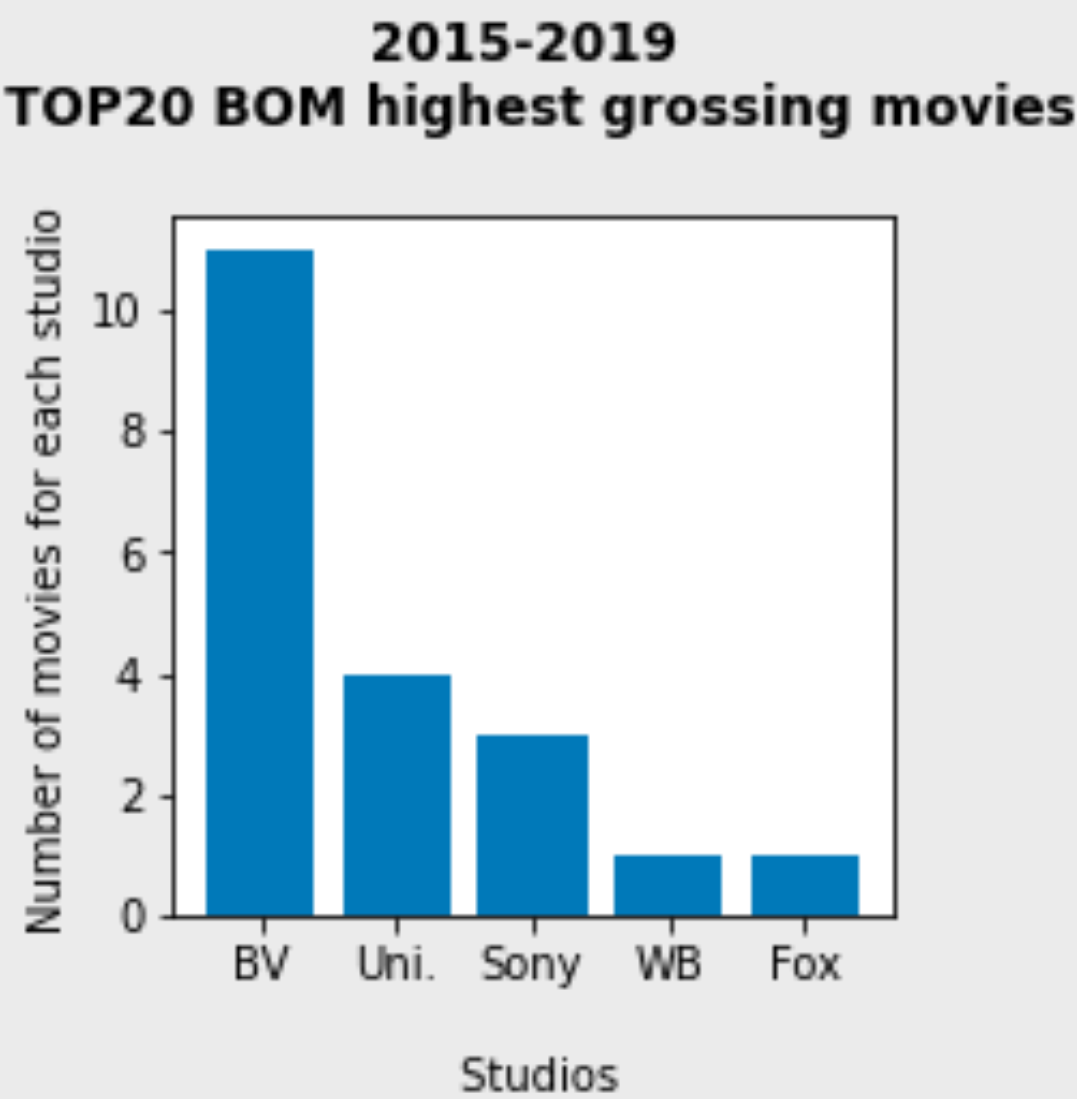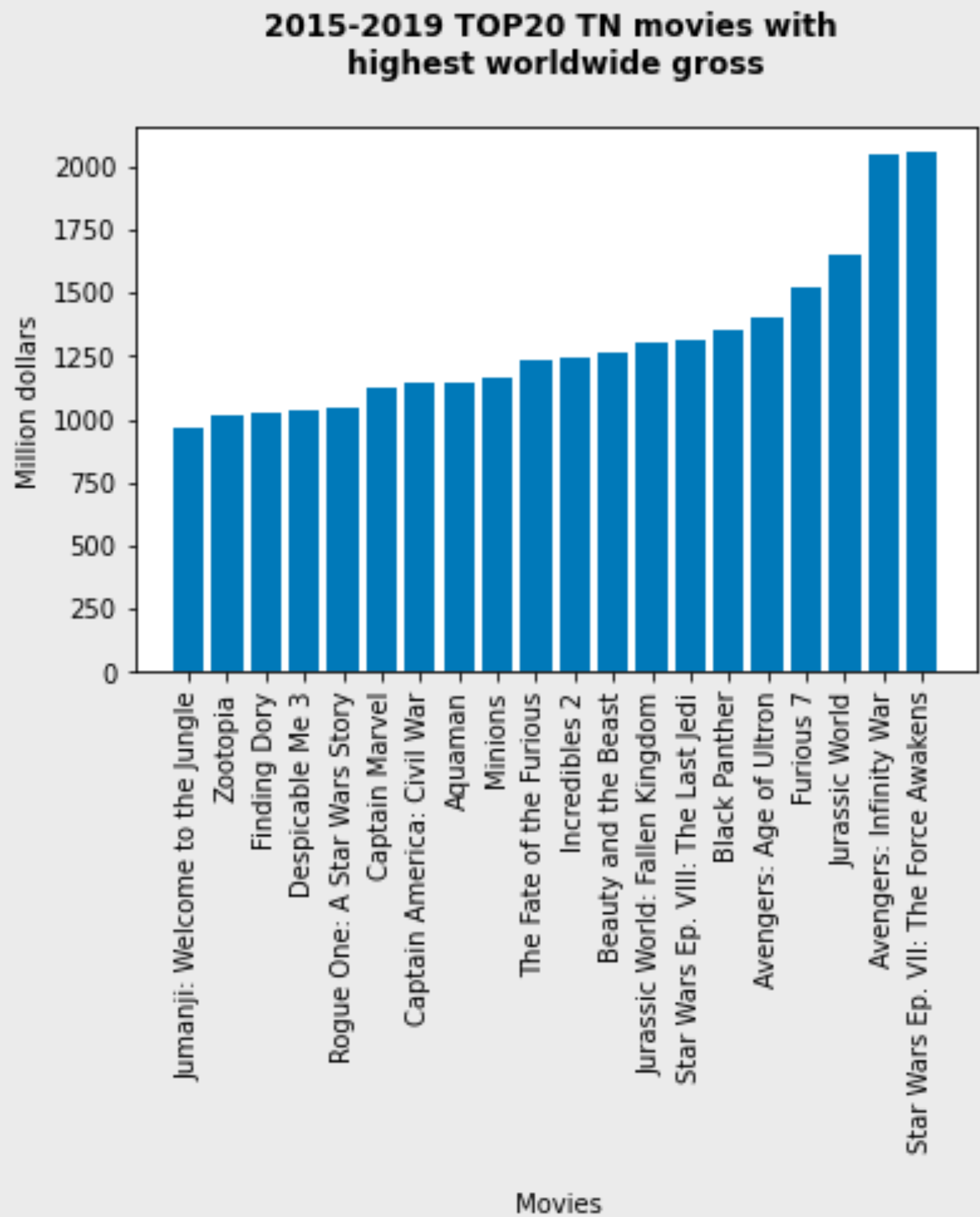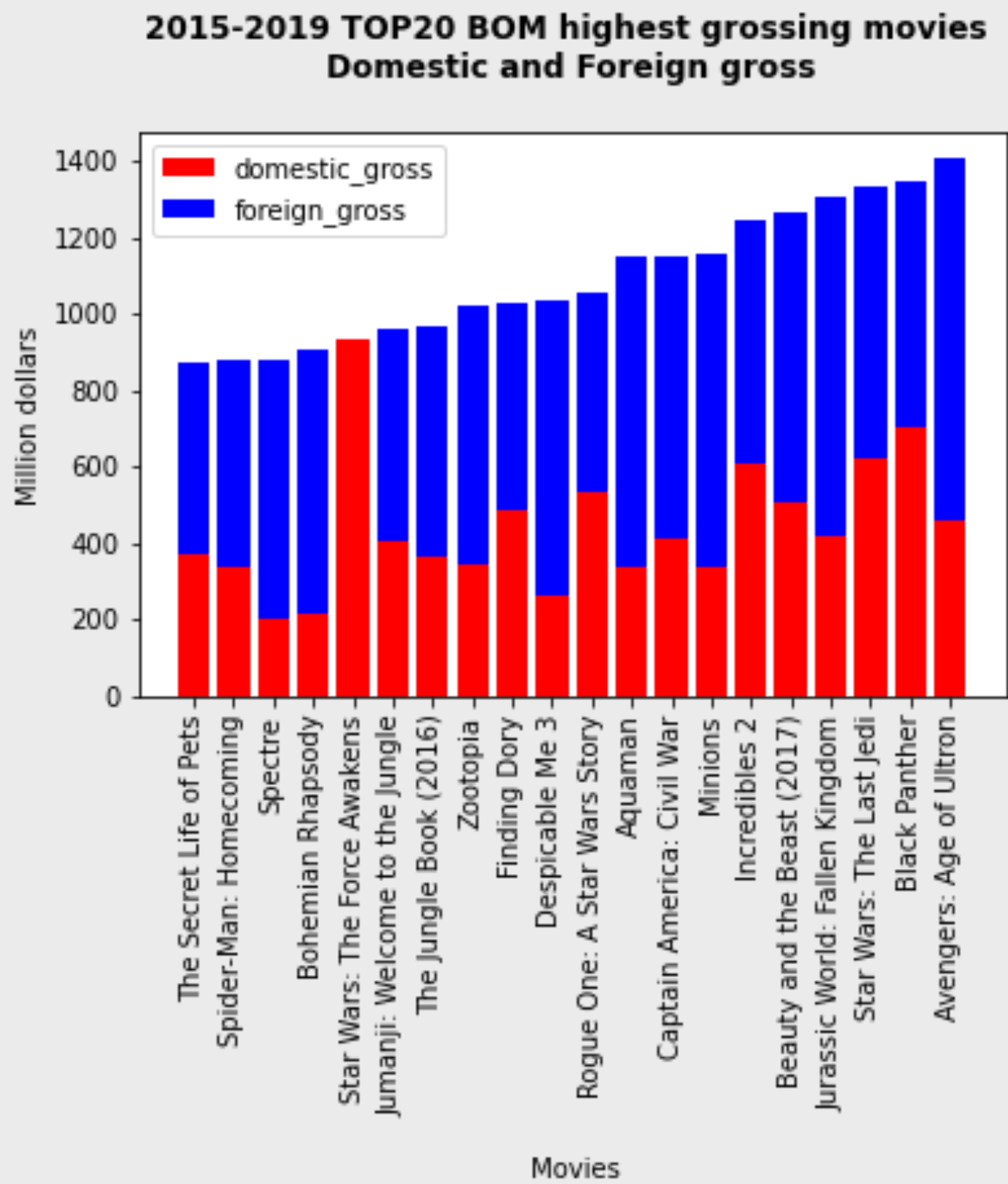
Evolution of genres preferences in
the TOP20 highest-rated movies per year

Results
2015 - 2019 TOP20 HIGHEST-GROSSING MOVIES

2015-2019 TOP20 BOM highest grossing movies
Domestic and Foreign gross

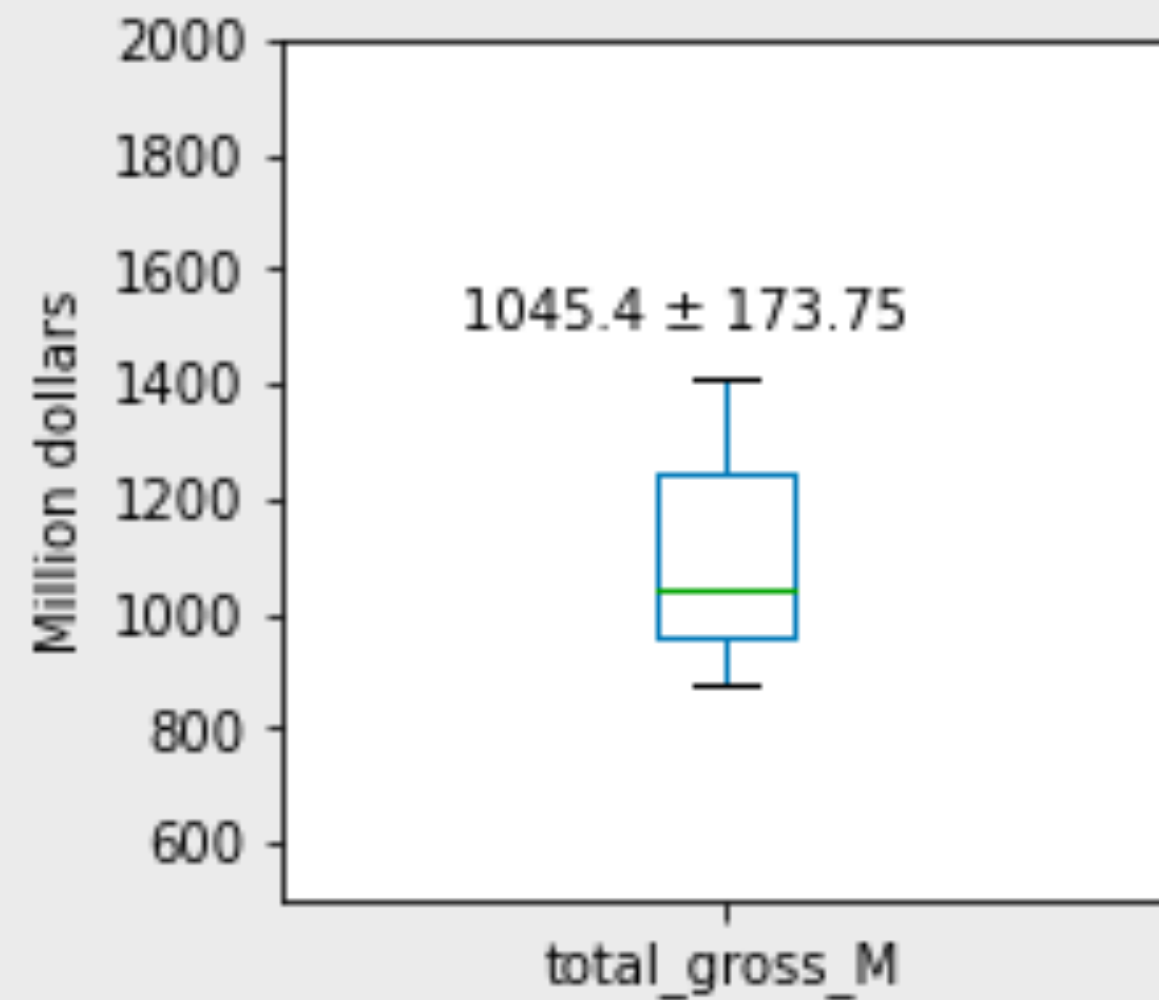2015-2019 TOP20 TN movies with
highest worldwide gross

2015-2019
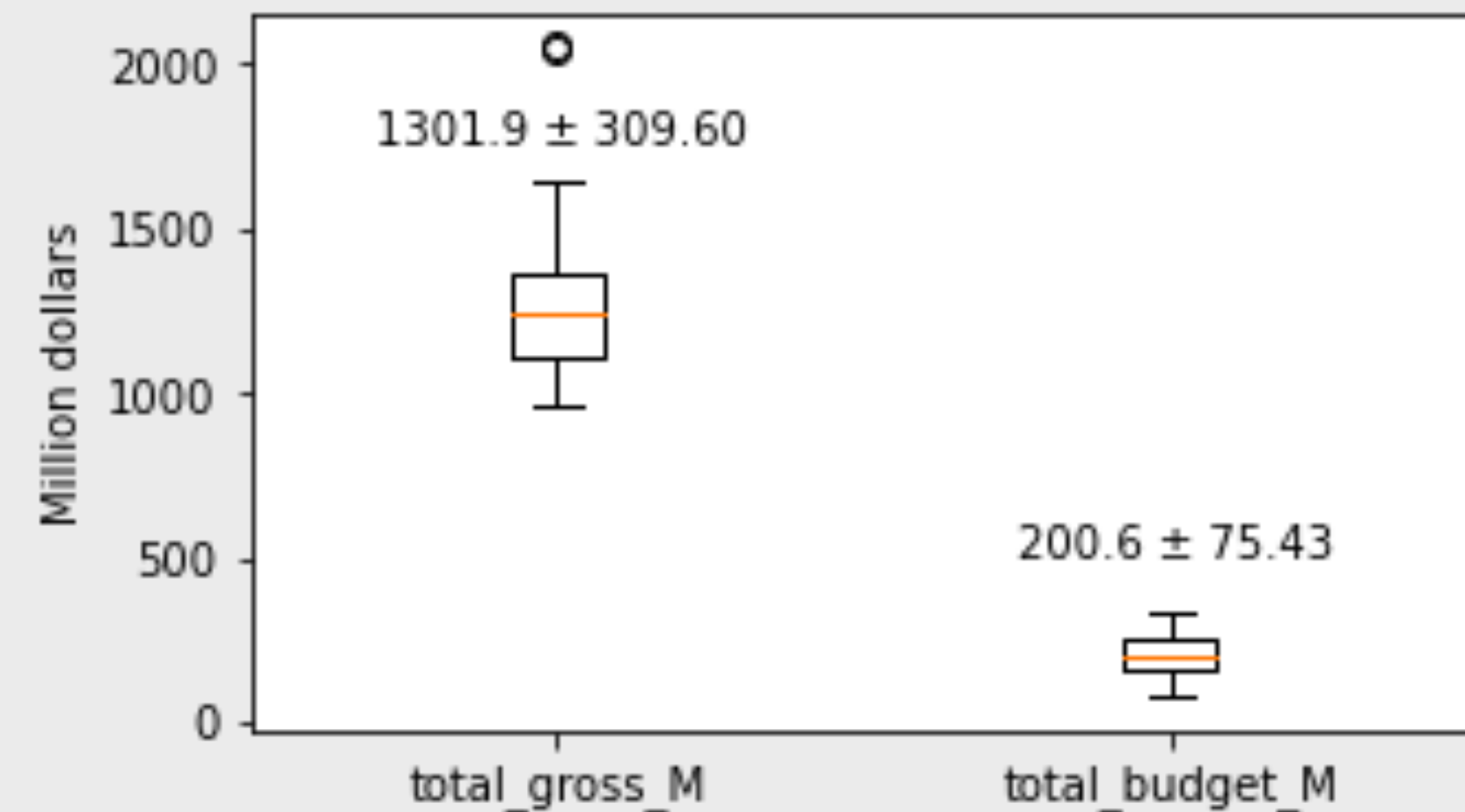TOP20 BOM highest grossing movies

Results
2015 - 2019 TOP20 HIGHEST-GROSSING MOVIES

2015-2019 TOP20 BOM highest grossing movies
Average total gross

1045.4 ± 173.75

2015-2019 TOP20 TN highest grossing movies
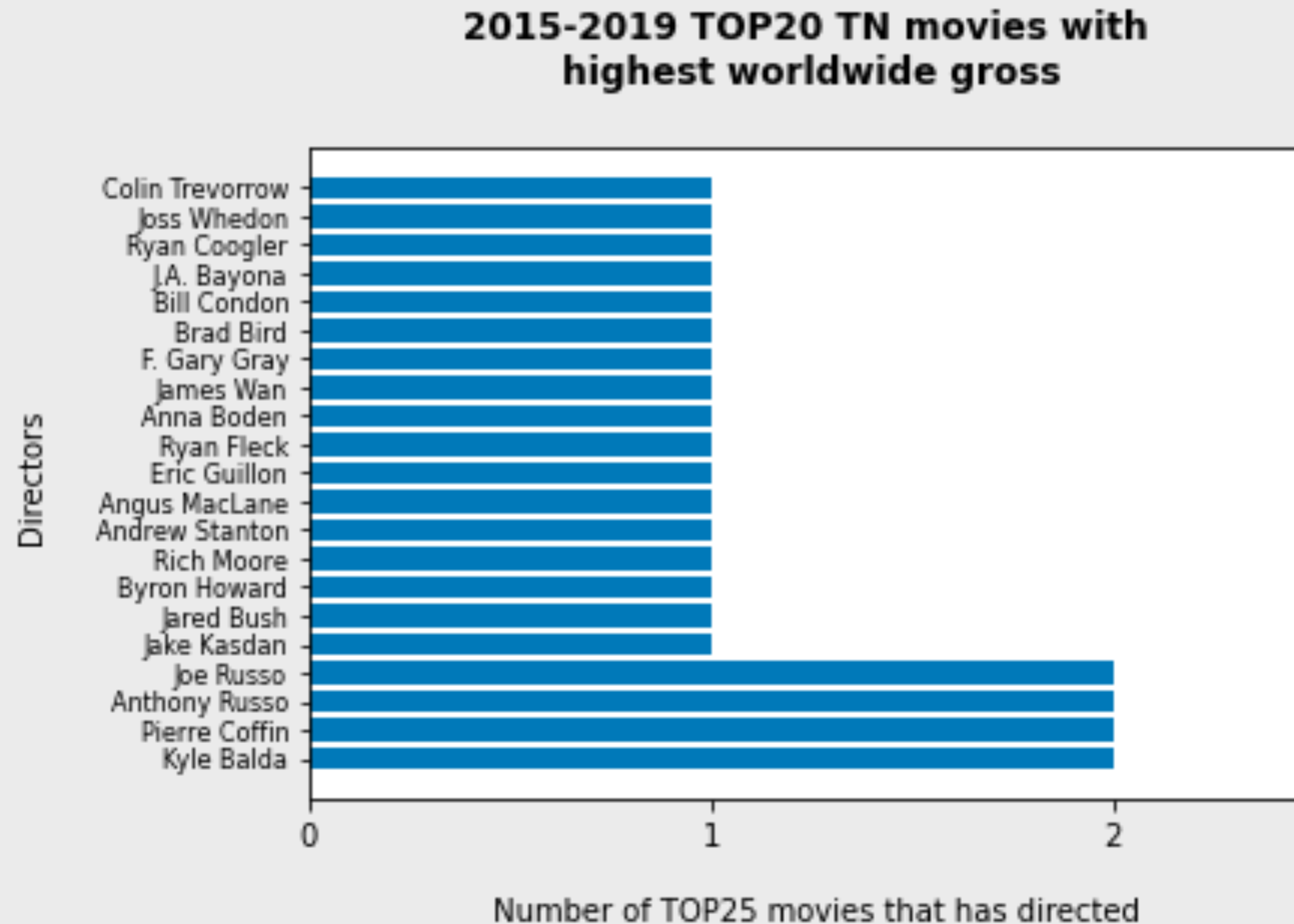Average total gross and budget

1301.9 ± 309.60

200.6 ± 75.43

Results
2015 - 2019 TOP20 HIGHEST-GROSSING MOVIES

2015-2019 TOP20 TN highest grossing movies
Worldwide gross and Total Budget correlation

Pearson's r = 0.6209
p-value = 0.003

Results
2015 - 2019 TOP 20 HIGHEST-GROSSING MOVIES

2015-2019 TOP20 TN movies with highest worldwide gross

Directors

Colin Trevorrow
Joss Whedon
Ryan Coogler
J.A. Bayona
Bill Condon
Brad Bird
F. Gary Gray
James Wan
Anna Boden
Ryan Fleck
Eric Guillon
Angus MacLane
Andrew Stanton
Rich Moore
Byron Howard
Jared Bush
Jake Kasdan
Joe Russo
Anthony Russo
Pierre Coffin
Kyle Balda

0   1   2

Number of TOP25 movies that has directed
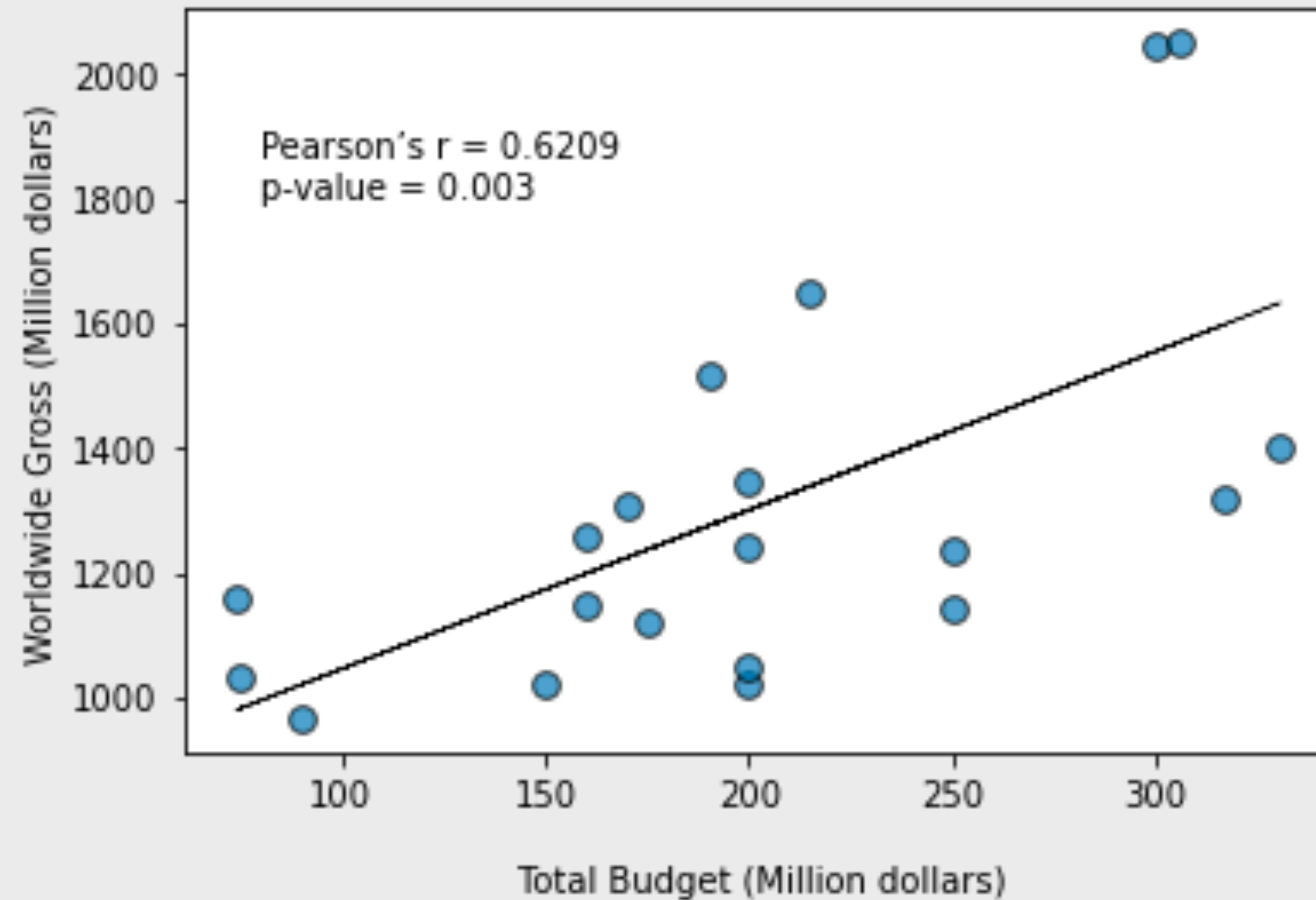
CONCLUSIONS
Business recomendations

- The duration of the movies to be produced by Microsoft studio would be around 131.0 minutes ± 23.54 minutes.

- The new Microsoft movies should classify as Action, Adventure, Drama and/or Crime.

- The new Microsoft movies should have the following studios as references: BV, Uni, Sony, WB and Fox.

- The new Microsoft movies should have an available production budget of \$200.6M ± \$75.43M.

- The new Microsoft studio should contact some of the following directors: Pierre Coffin, Anthony Russo, Joe Russo, Jake Kasdan, Jared Bush, Byron Howard, Rich Moore, Andrew Stanton, Angus MacLane, Eric Guillon, Ryan Fleck, Anna Boden, James Wan, F. Gary Gray, Brad Bird, Bill Condon, J.A. Bayona, Ryan Coogler, Joss Whedon, Colin Trevorrow.