

Microsoft Film Studios Recommendations

Brian Tracy

October 19, 2021

Outline

- ▶ Business Problem
- ▶ Data & Methods
- ▶ Results
- ▶ Conclusions
- ▶ Next Steps
- ▶ Questions

Business Problem

- ▶ Microsoft wants to break into original video content production with newly created Microsoft Film Studios
- ▶ They are a technological powerhouse that has the resources to be competitive but lack the knowledge to guide them.
- ▶ Questions:
 - ▶ What genre has been performing well in the box office recently?
 - ▶ When should the film be released to maximize profit?
 - ▶ What is the recommendation for production budget?

Data & Methods

Data sourced from:

- ▶ IMDB
 - ▶ Film titles, ratings, genres, crew, principals, biographical data
- ▶ The Numbers
 - ▶ Finances, production costs and gross sale metrics

Descriptive Analysis

- ▶ No modeling, only analysis of past film financial and meta data

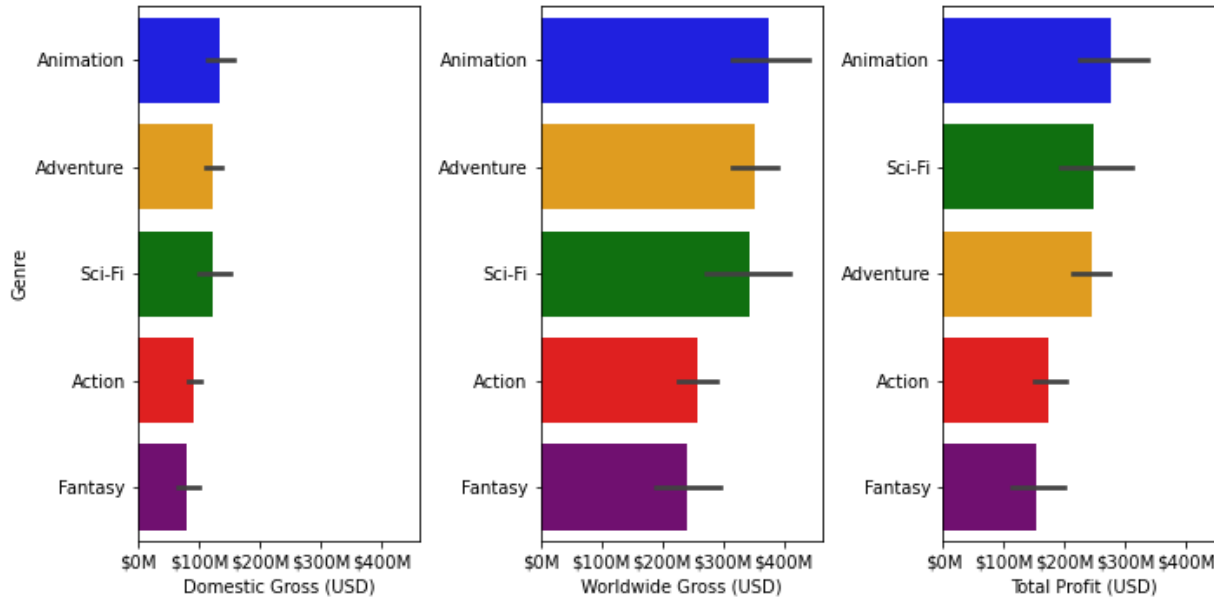
Data Information

- ▶ 1507 Films from 2010 to 2019

Results:

Genre recommendation

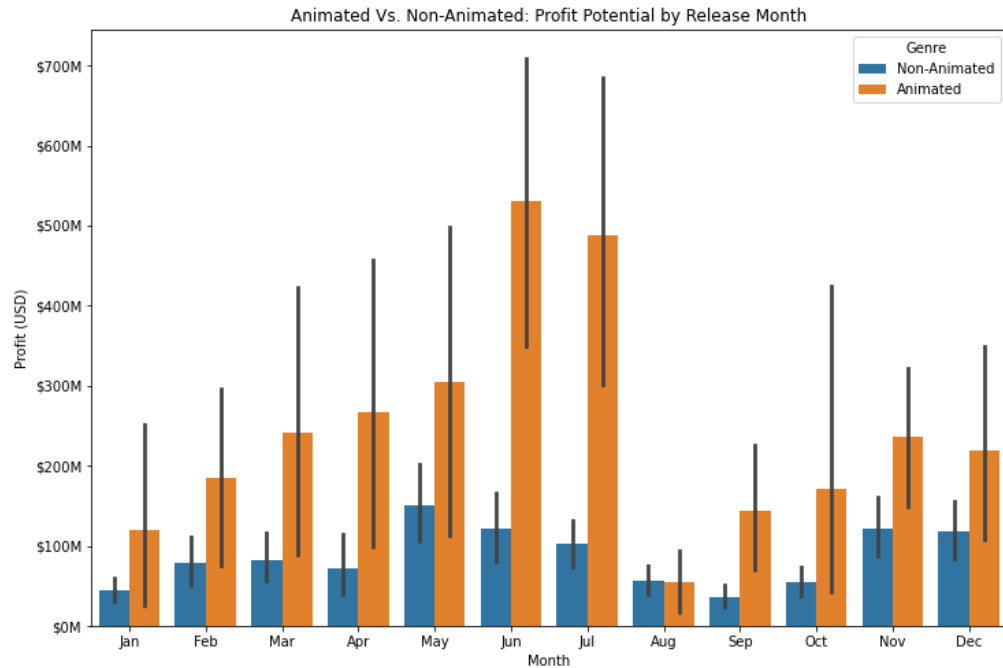
Top Performing Genres



- Microsoft Film Studios should release an **animated** feature film as they perform best in all 3 financial categories
- Further analysis of genre combinations supports the recommendation that the animated film should be an **adventure/comedy**

Results:

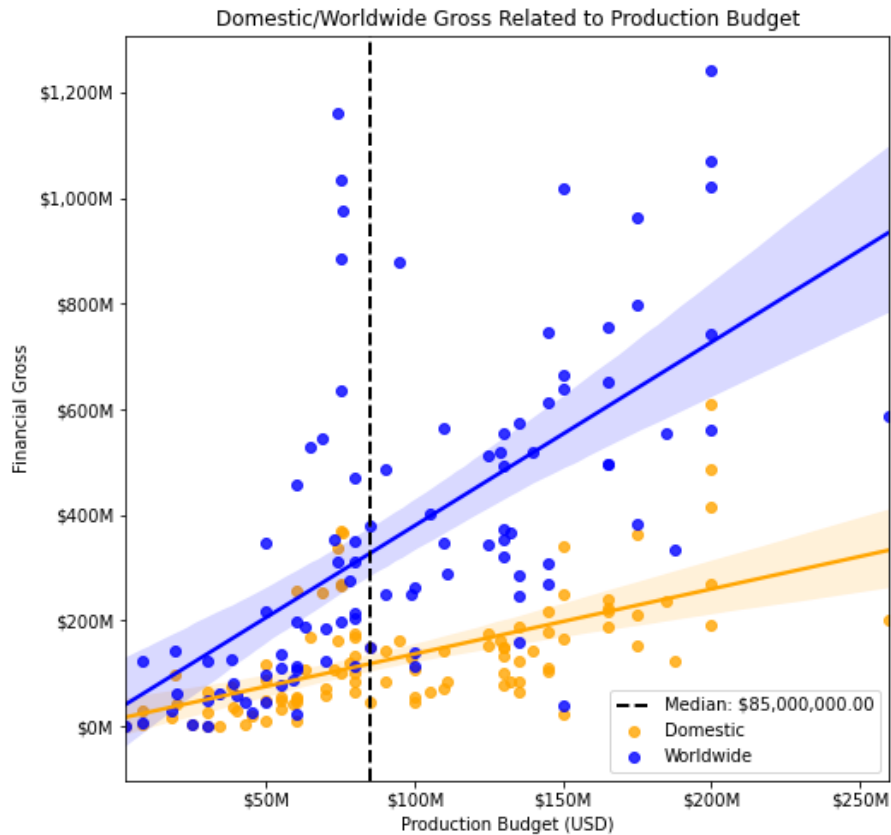
Release recommendation



- Microsoft Film Studios should release their animated feature in **June**
- All movies do well in summer months, but the profit potential for animated films is far higher in June than any other month

Results:

Production budget recommendation



- ▶ Microsoft Film Studios should budget between **\$100M - \$200M** to their film production
- ▶ Market the film to an international audience for a greater profit potential

Conclusions

- ▶ Microsoft Film Studios, for their first studio production, should:
 - ▶ Make an animated adventure/comedy
 - ▶ Spend between \$100M - \$200M USD
 - ▶ Release the film to an international audience in the month of June

Next Steps

- ▶ Explore original properties versus franchises to see how it affects genre recommendation
- ▶ Further explore crew members, there may be other role types with aggregate data that may be statistically significant
- ▶ Analyze current public interest trends in non-optioned properties to determine if there is franchise potential to drive more future revenue

Questions?

brtracy1984@gmail.com

LinkedIn: <https://www.linkedin.com/in/brianrtracy1984/>

GitHub repo: <https://github.com/brtracy/dsc-phase-1-project-v2-3>