Microsoft Film Studios Recommendations

Brian Tracy

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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

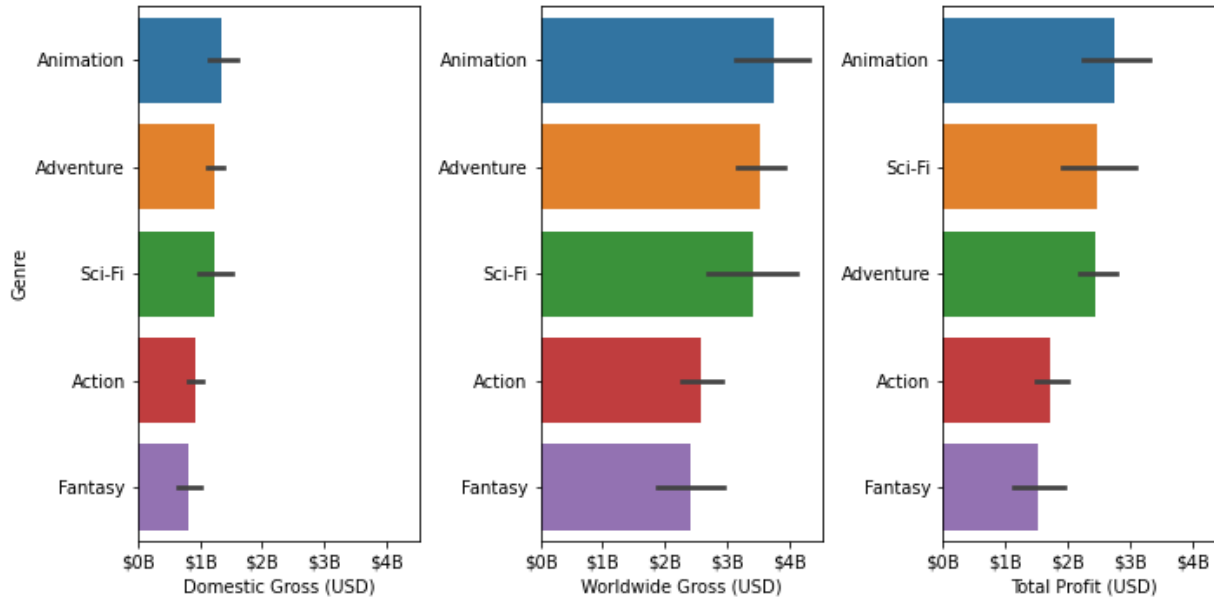- No modeling, only analysis of past film financial and meta data

Tools

- Python / Jupyter Notebook
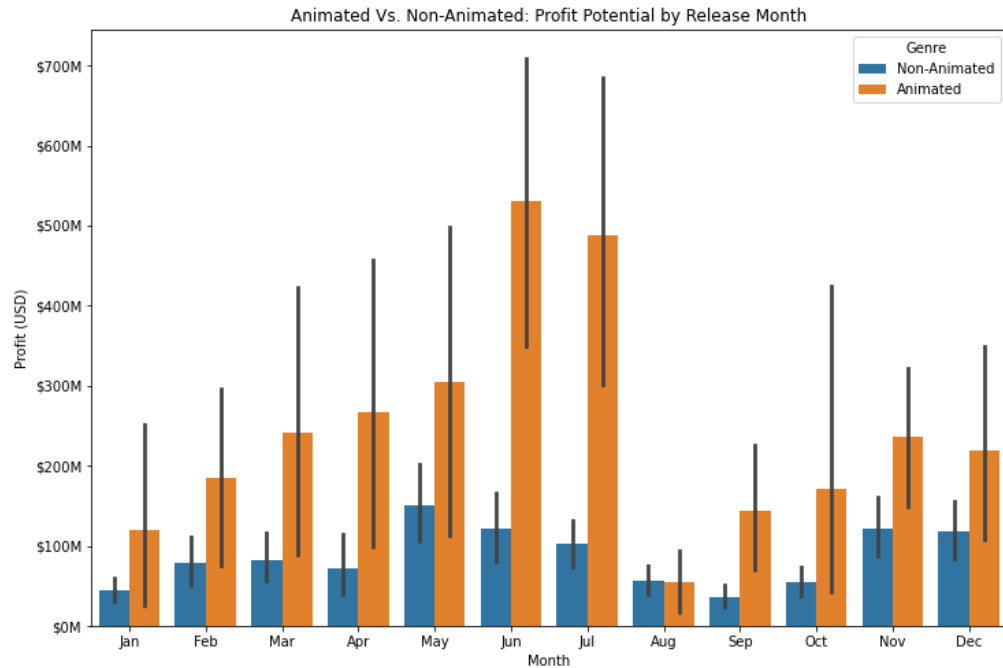
Results:
Genre recommendation

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**
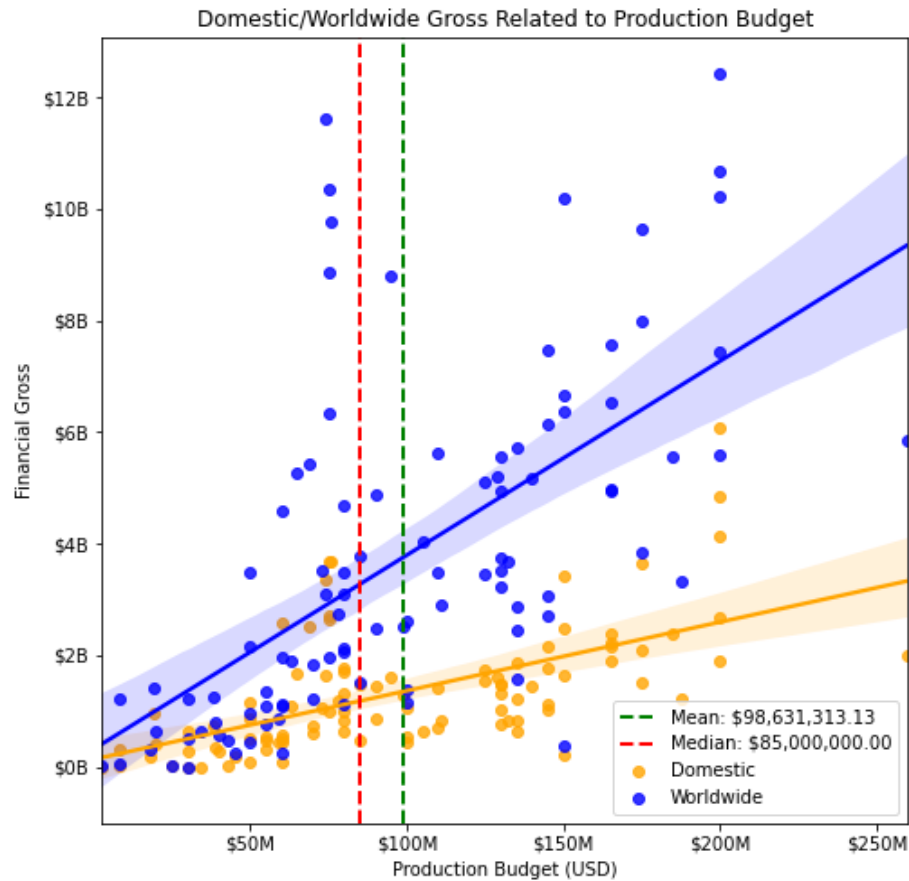
Results:
Release recommendation

Animated Vs. Non-Animated: Profit Potential by Release Month

▶ 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

Domestic/Worldwide Gross Related to Production Budget

- ▶ Microsoft Film Studios can and should commit at least **$200M** to their film production

- ▶ Market the film to an international audience for a greater return on production costs

Conclusions

- Microsoft Film Studios, for their first studio production, should:
  - Make an animated adventure/comedy
  - Expect to spend at least $200M USD
  - Release the film to an international audience in the month of June

Evaluation & future improvement ideas

▶ Data source:
  ▶ Find larger, more comprehensive data that contains more features as well as a larger range of dates

▶ Explore original properties versus franchises to see how it affects genre recommendation

▶ Further explore crew:
  ▶ Any other role types have aggregate data that may be interesting?

▶ Analyze current public interest trends in non-optioned properties
  ▶ Is there 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