

# **Movie Market Analysis**

**An Exploration of Trends in the Film Industry for Microsoft**

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# Topics Explored

- Ideal Budget - Is there a range of budgets that minimize risk
- Highly Rated Genres - Is there a genre that tends to be more highly regarded
- Film Runtime - Is there an idea movie length for our chosen genre

# Data Utilized

## Sources and Tables

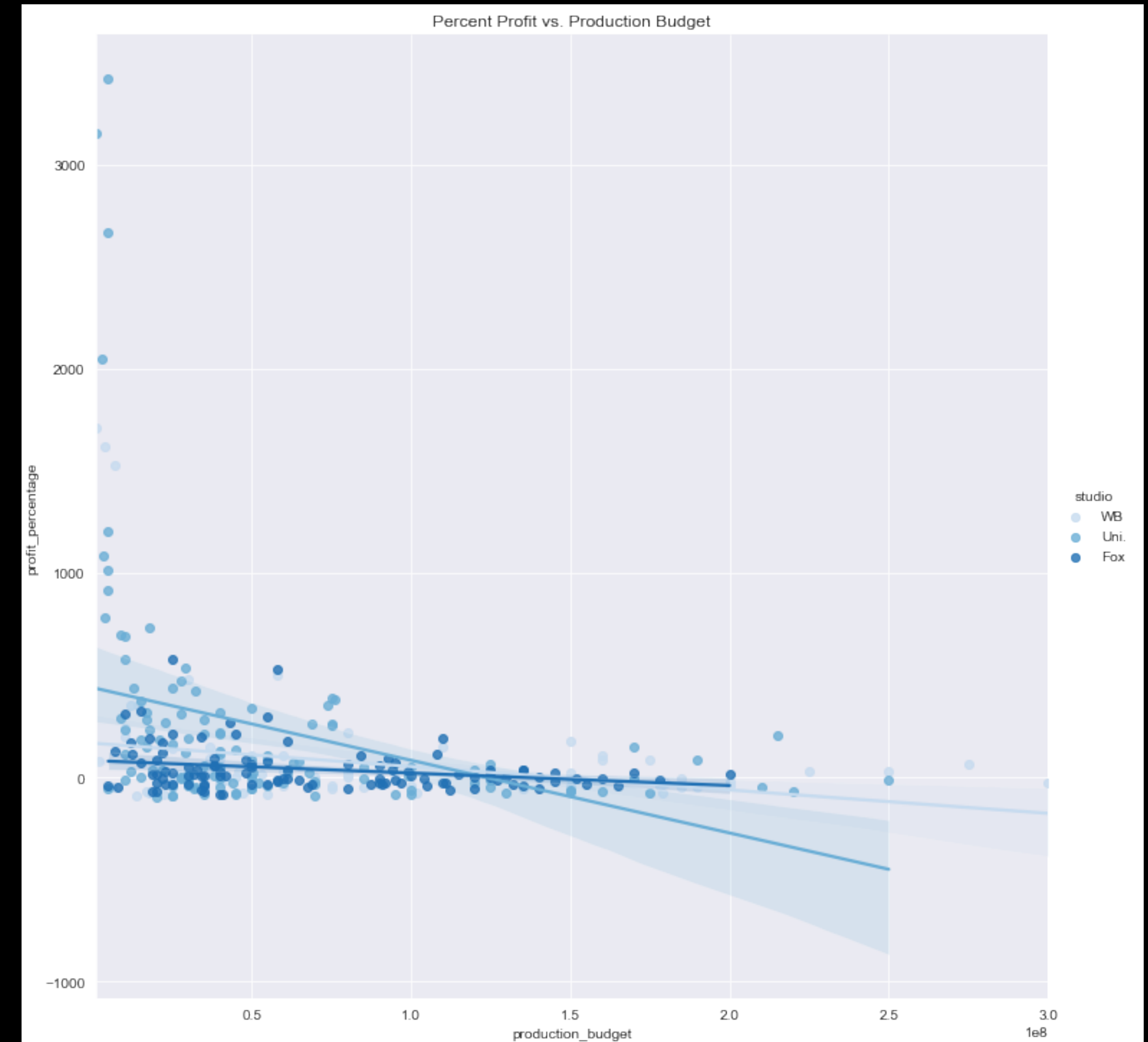
- Box Office Mojo
- IMDb
- The Numbers

Bommoviegross	imdbtitlebasics	imdbtitleratings	budgets
title	tconst	tconst	id
studio	primary_title	averagerating	release_date
domestic_gross	original_title	numvotes	movie
foreign_gross	start_year		production_budget
year	runtime_minutes		domestic_gross
	genres		worldwide_gross

# Budget Exploration

## Max Profit, Min Loss

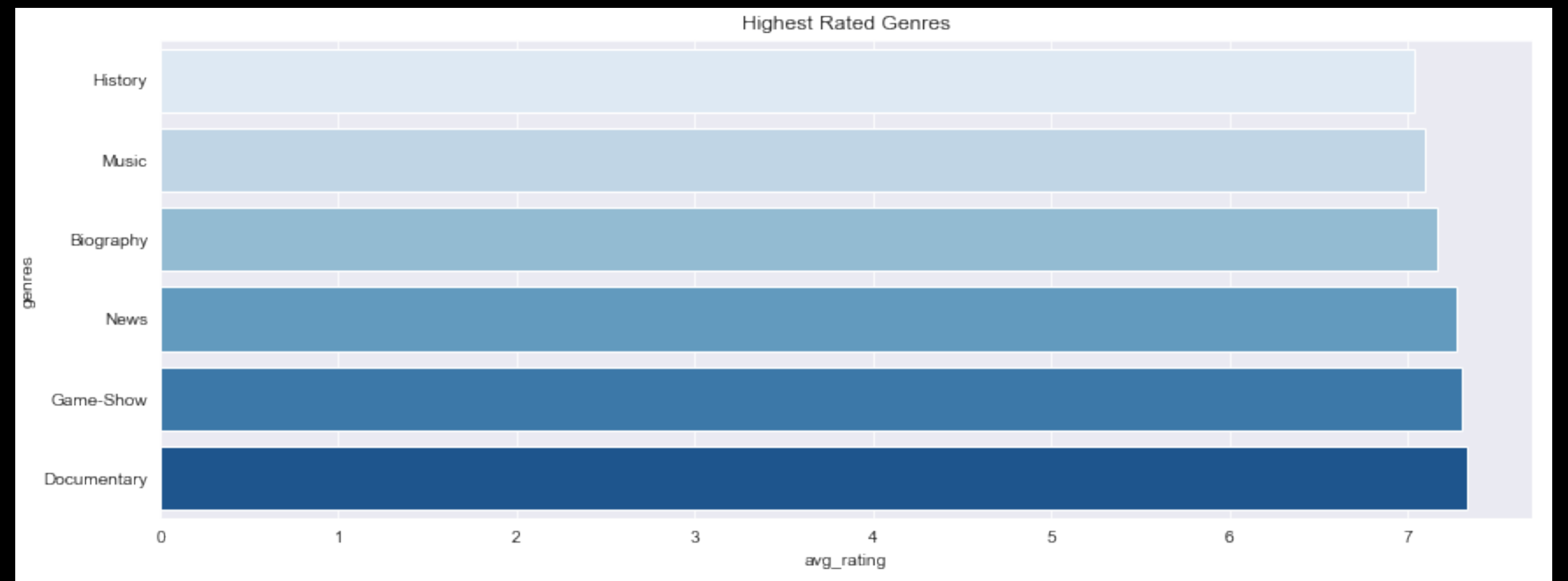
- Plotted %Profit against Production budget of three high volume studios
- Budgets of \$120M are likely to break even. Larger budgets projected to lose money.



# Highly Rated Genres

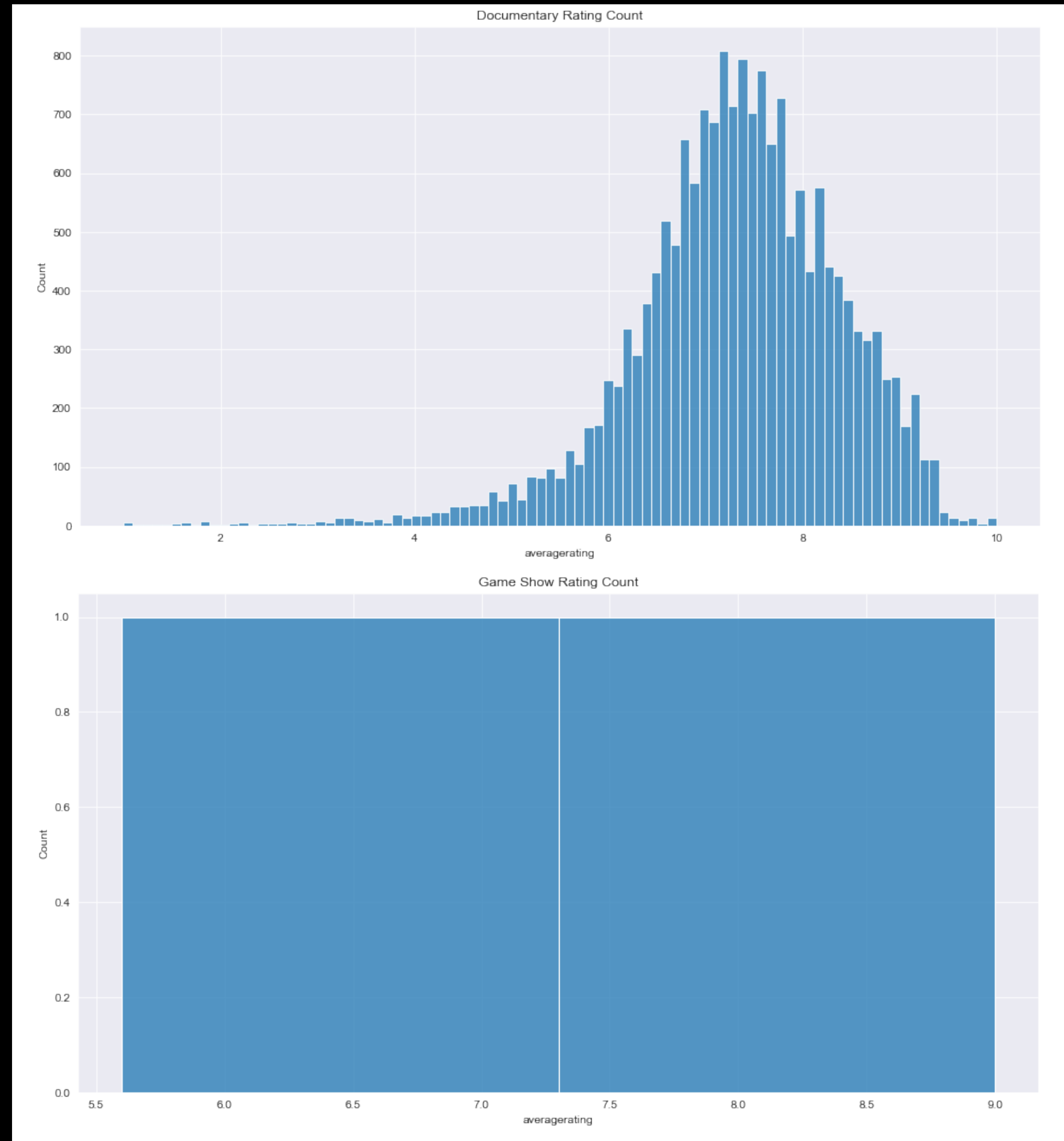
## Higher Ratings, Higher Interest

- Aggregated average rating of movies associated with each genre
- Documentaries prove to be the highest rated films



# Quick Note

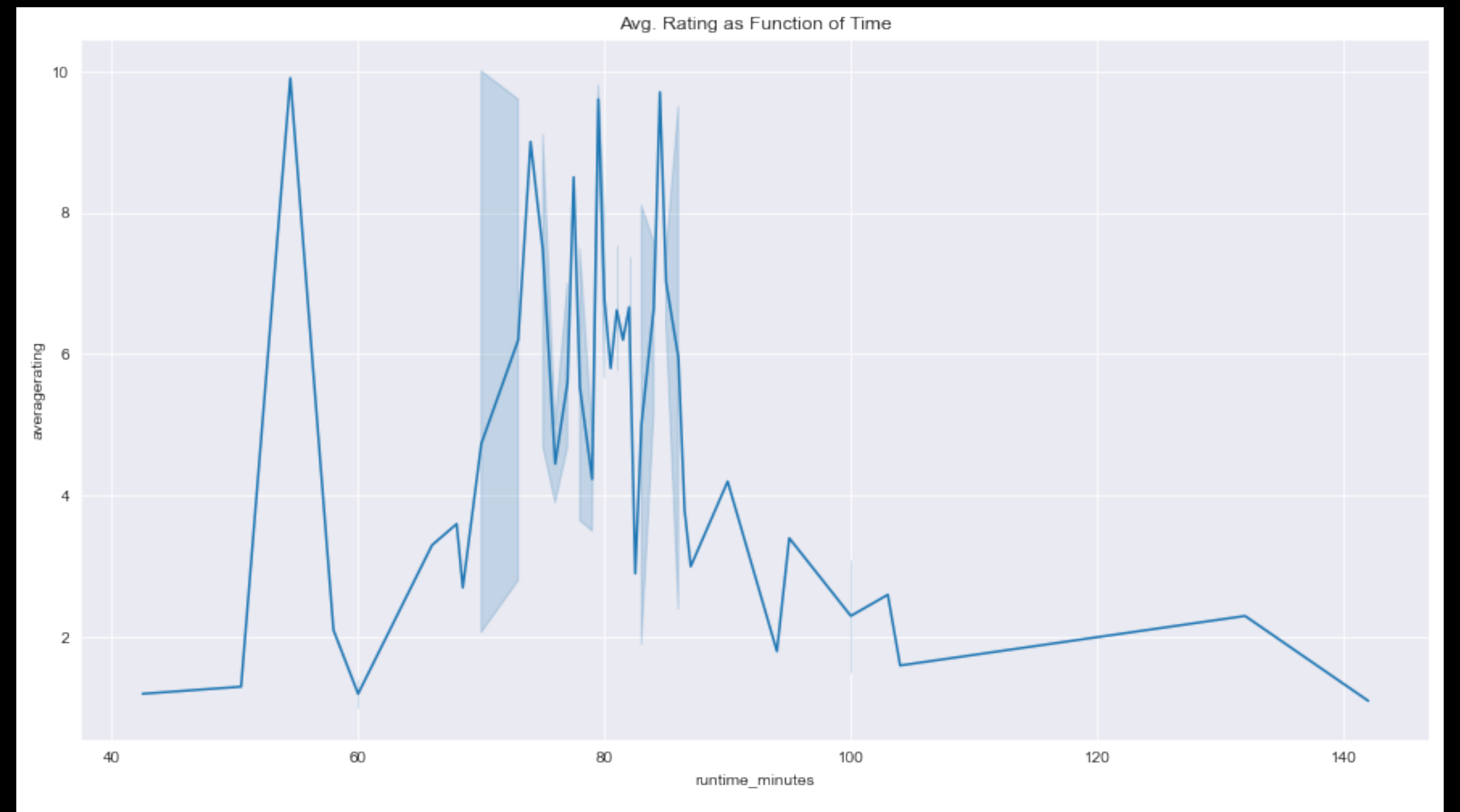
- Game Show results may not represent the population well due to lack of data



# Documentary Length

What format proves most successful

- Plotted average rating of documentaries against the runtime of documentaries
- Documentaries with runtimes fit for television slots or streaming fare well, as well as feature length films between 70 and 90 minutes



# Summary

- Movies tend to break even with budgets of \$120M, and lose money with larger budgets
- Documentaries are statistically the highest rated genre of films
- Documentaries with tv slot runtimes or runtimes between 70 and 90 minutes tend to have the best ratings



# Conclusion

## Insights and recommendations

- Microsoft should produce hour to hour and a half long documentaries with budgets that do not exceed \$120M.
- With Microsoft's branding aimed for the, "tech savvy, working, and educated," a large part of Microsoft's existing users and audience likely enjoys documentaries.
- With documentaries and other educational genres like news and biography films making up the beginning of the Microsoft Studios catalog, the studio may have the flexibility to enter other genre markets with experience and an existing reputation of success.

# Future Work

## Lower Level Analysis

- Weighing average reviews of films using review counts
- Budget v. Profit for individual genres
- Runtime optimization for other top educational dramas/film series

***Thank you for your time***

**Carlos Garza**