New Visions: Microsoft Studios

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Flatiron School
Phase One Project
Flex Program

November 16th, 2021

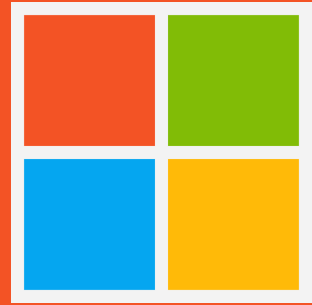# Outline
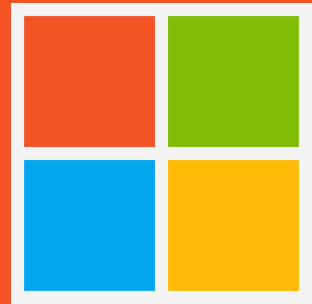
1) What is the problem?

2) What data did I use?

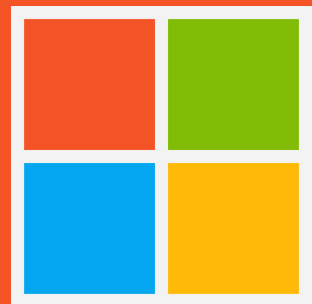3) What do I recommend?

4) What next?

Problem

What kinds of films would do well?

What genre of film?

When to release?

How long to make the film?

What Data is Relevant?

Only Feature Length Films

Only Films That Were In Theaters

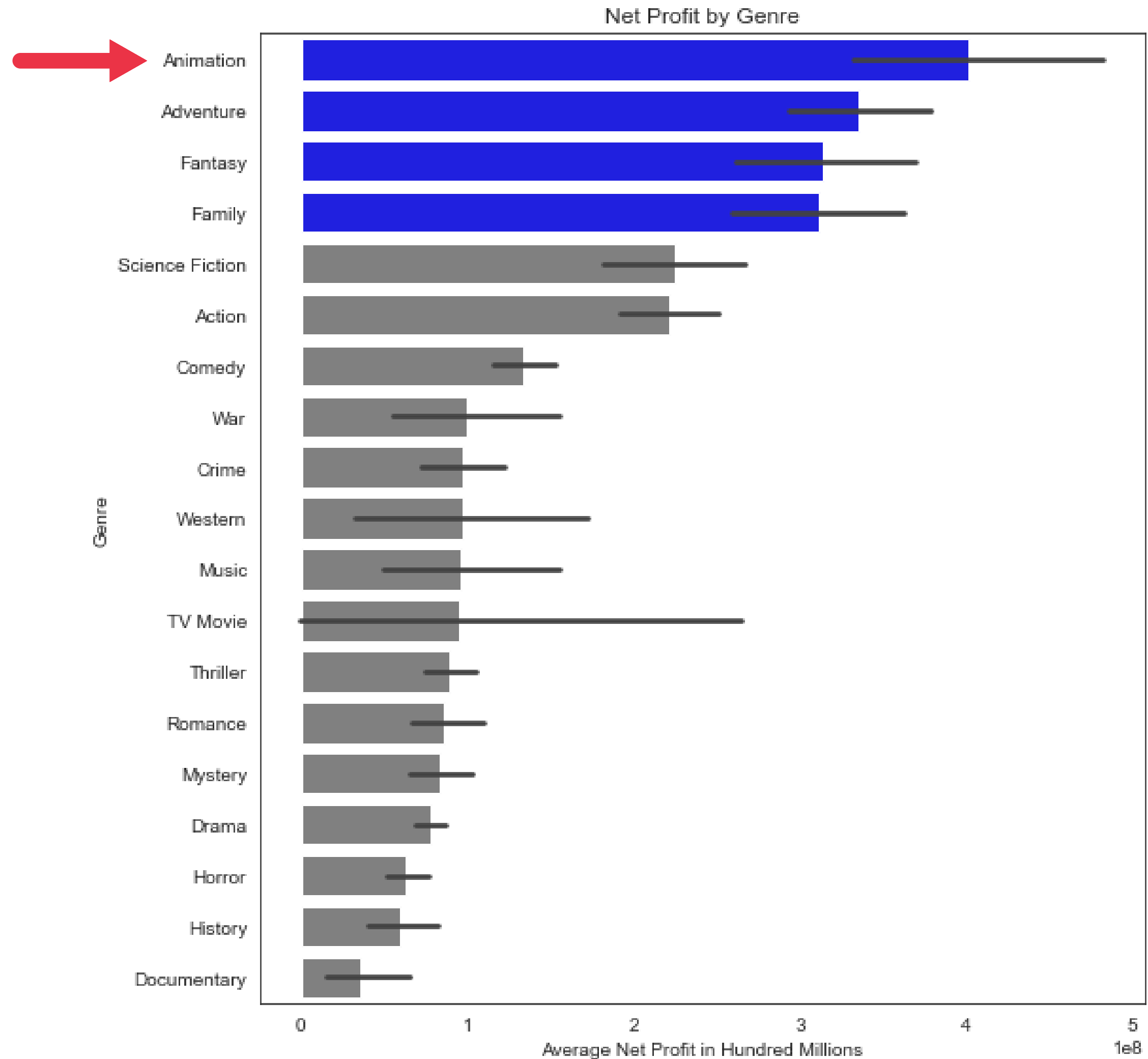**Net Profit as the Primary Metric for Success**

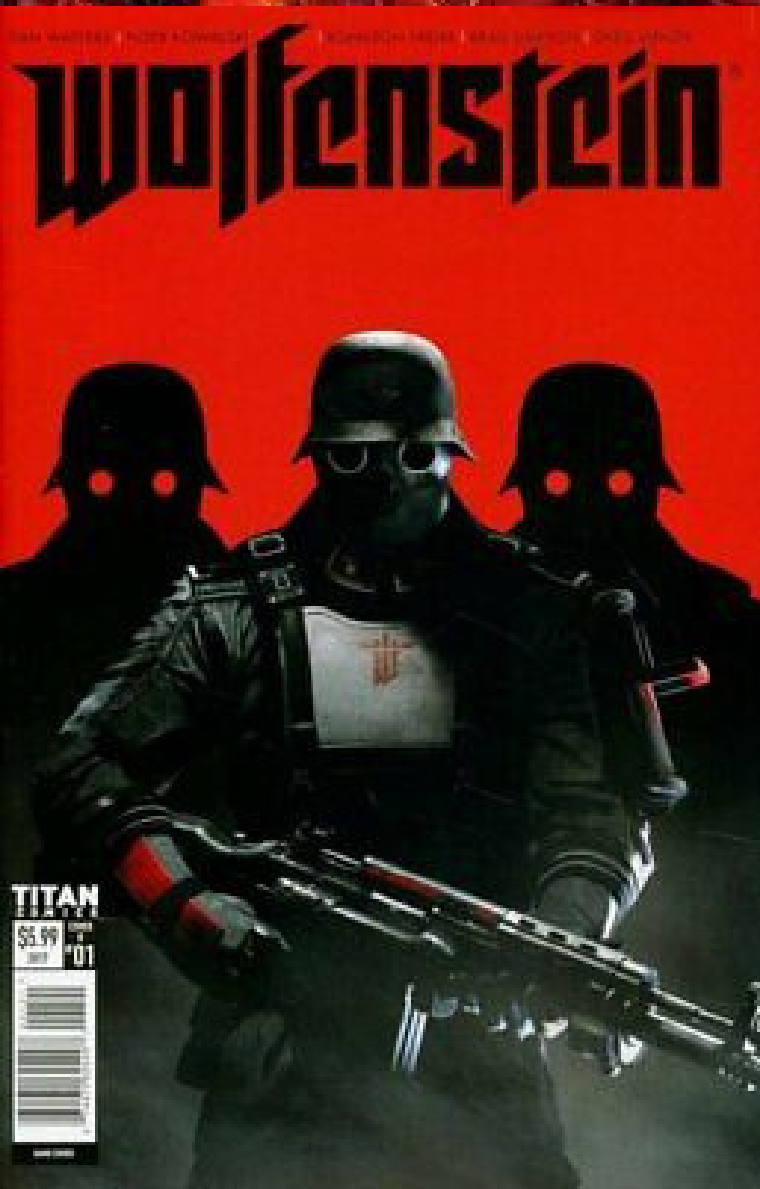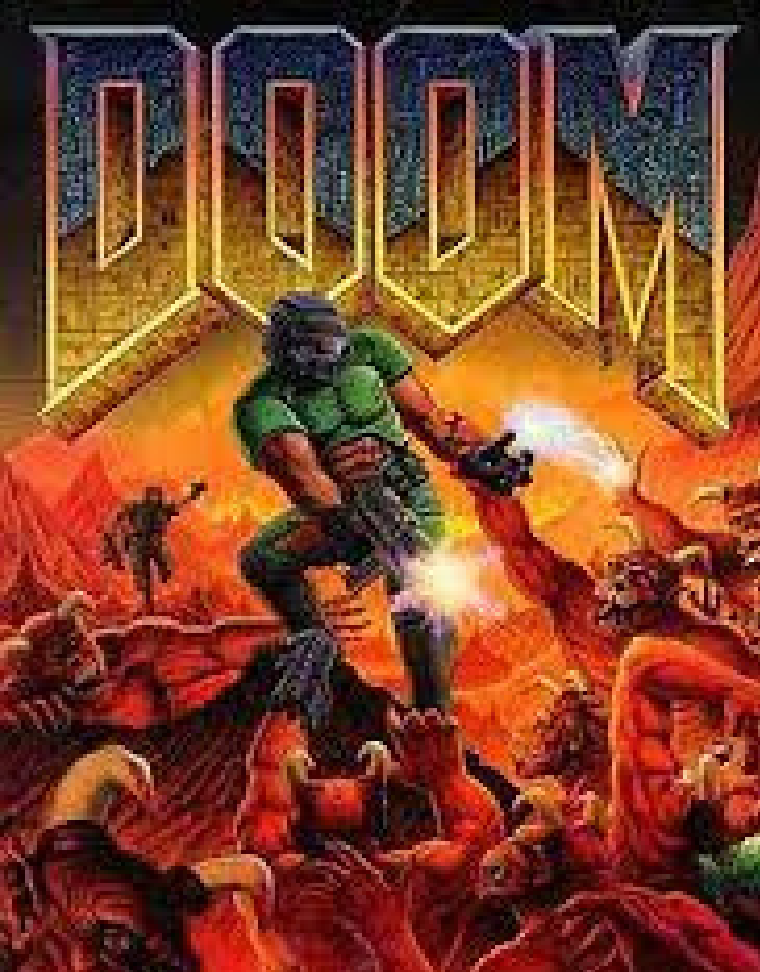(Net Profit = Total Gross - Production Budget)

Bias of Analysis

- No modeling
- 2,864 films
- The past is not the future
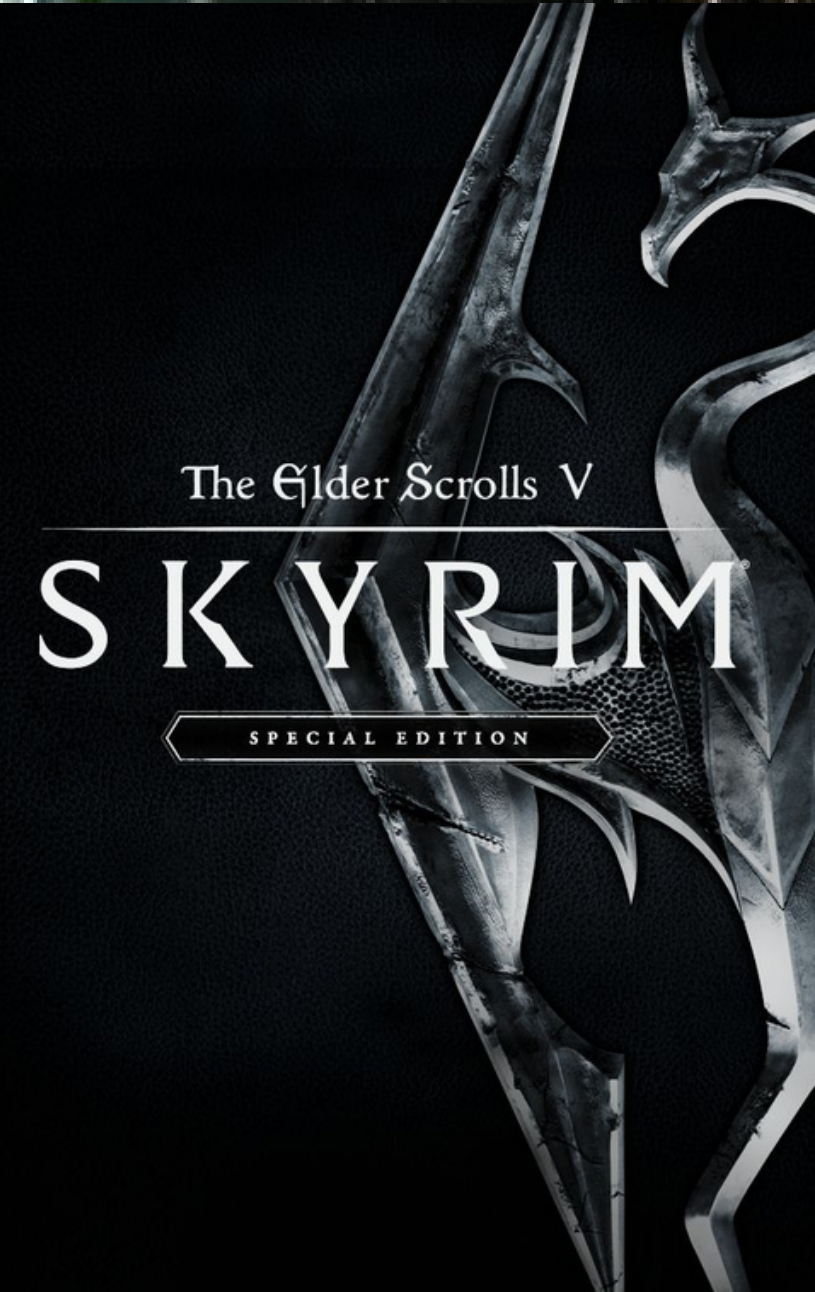
Make

- Animation
- Adventure
- Fantasy
- Family
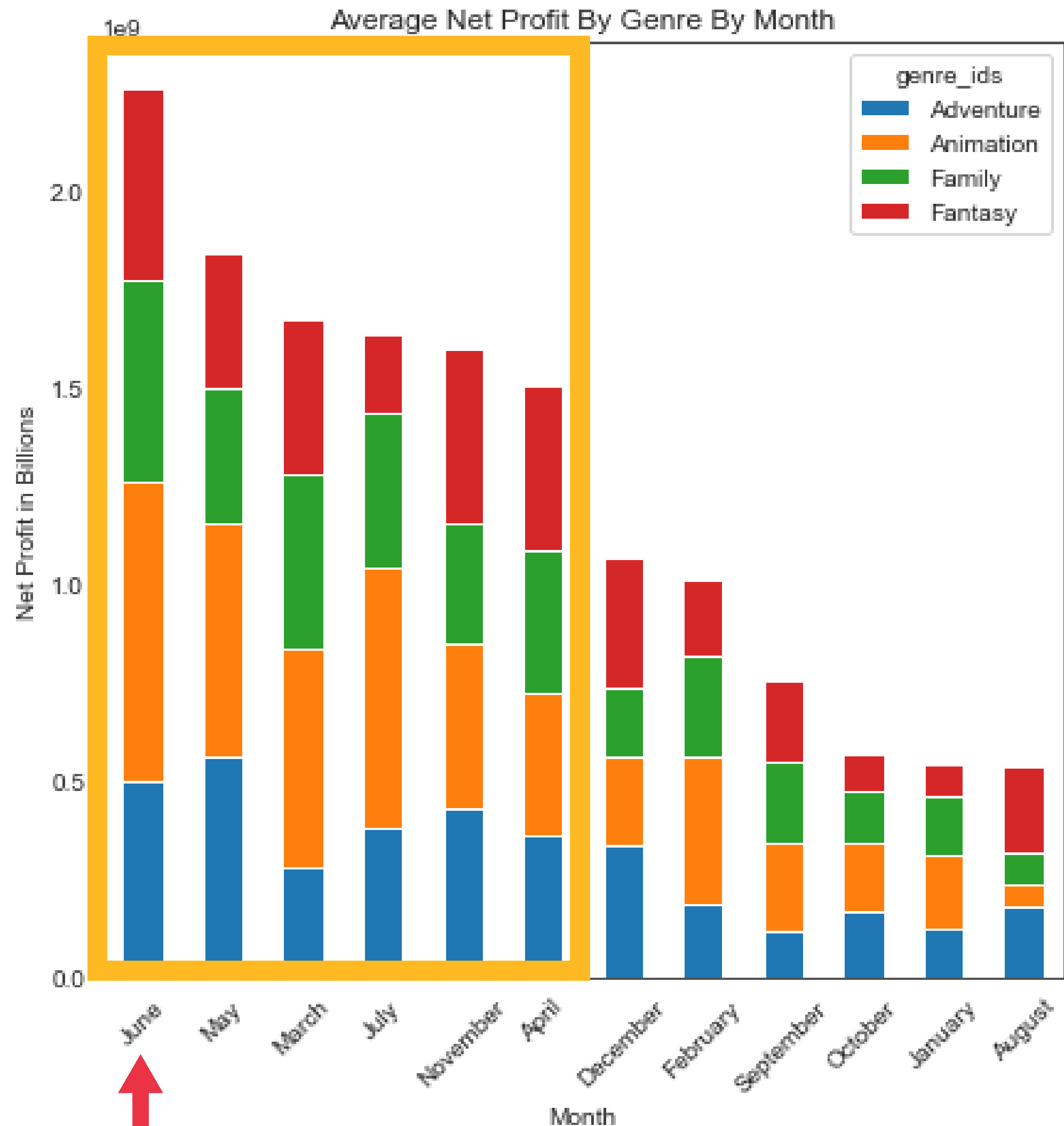

Net Profit by Genre

Microsoft Acquires Bethesda Games in 2020

Release:

- June
- May
- March
- July
- November
- April

Average Net Profit By Genre By Month

genre_ids
- Adventure
- Animation
- Family
- Fantasy

Runtime:

120-150 minutes does best consistently

Net Profit by Runtime Bin

Average Net Profit in 100K Dollars

Runtime Bins

Sixty | One hundred twenty | One hundred fifty | One hundred eighty
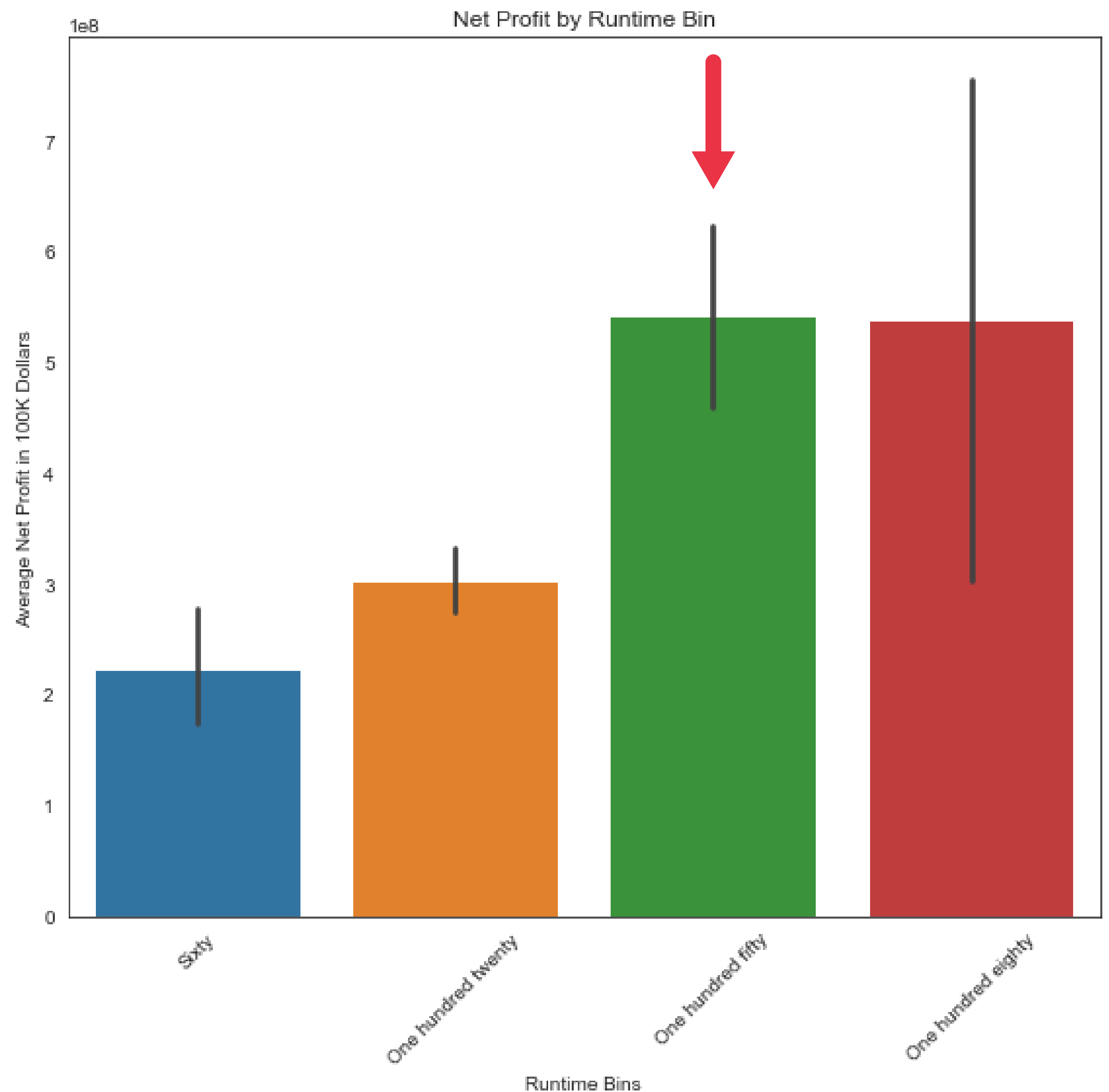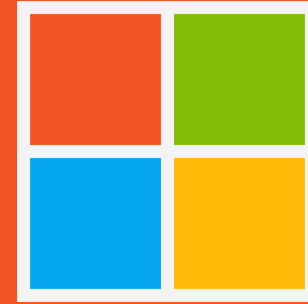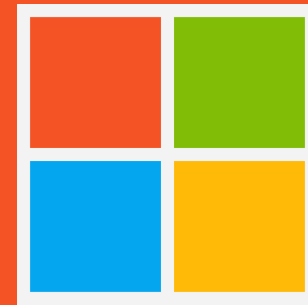
Future work:

- Critic and popularity ratings
- Which film studios to partner with
- Analysis on creative talent

In Conclusion

1. Make **Animation, Adventure, Fantasy and Family Films**

2. Release the film in **June, May, March, July, November or April**

3. Make the movie **120-150** minutes

Q n' A

Thank You for Your Time

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