



Microsoft Movie Studio

Chris Flynn June 2022

Purpose

Assist Microsoft's entry into the movie production business, by providing direction in determining what genres of movies to produce.



Goals

To develop a strategy for Microsoft to enter and succeed in the Movie Studio Business.

Great Movies

Financial Success

Build on the Brand



Data

Data was collected and used from the following sources:

- [Internet Movie Database](#) (imdb)
- [Box Office Mojo](#)
- [The Numbers](#)



Data Analysis

Data cleaning and analysis was done using Python and Python Libraries.

Python Libraries Used:

- Pandas
- Numpy
- Matplotlib
- Sqlite3
- Datetime

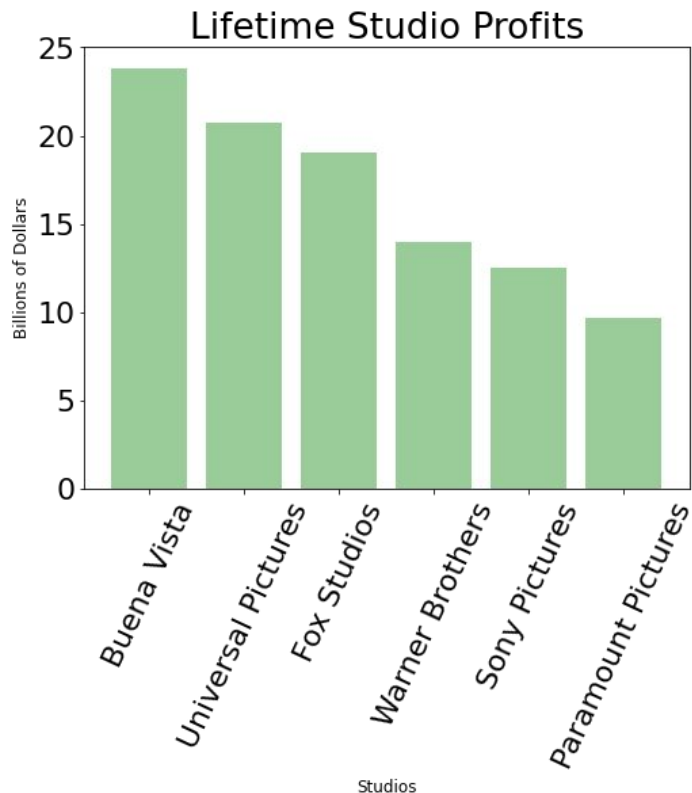


Recommendation Overview

1. Compete with the Major Studios
2. Produce Multi-Genre Movies
3. Focus on Biographical Films



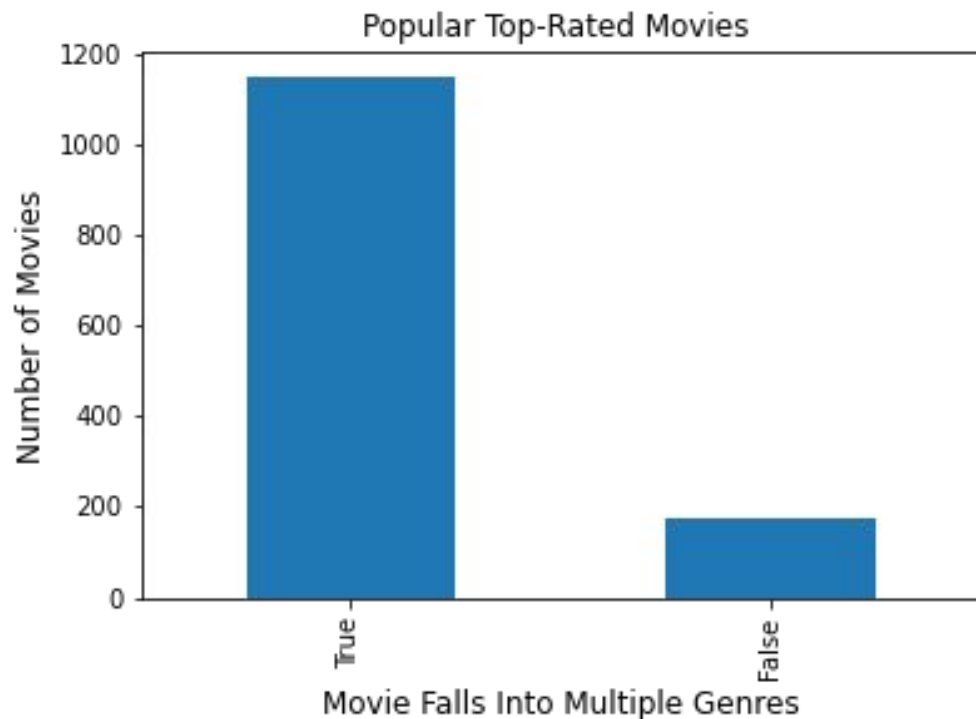
Compete with the Major Studios



Top Profiting Studios

- Big Budgets
- Franchises
- Blockbusters
- Stars
- Directors

Produce Multi-Genre Movies



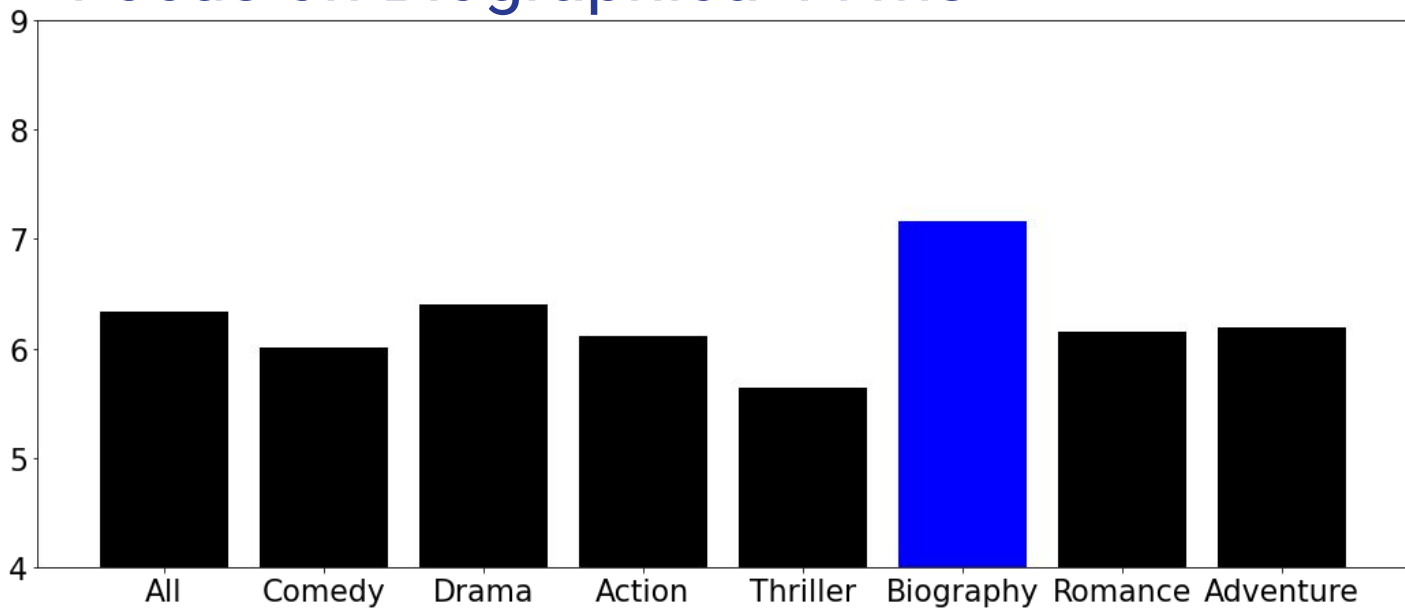
Popular Top Rated

- Rated 7 or above
- 5000 vote minimum

Roughly 87% Multi-Genre

Telling Great Stories vs Making Best
“Thriller” Movies

Focus on Biographical Films



Biographies have the overall highest average rating

Other Categories fall just below the average

Only most common genres were included

Recommendation Summary

Compete with the Major Studios

Producing blockbuster movies leads to developing franchisable material.

Produce Multi-Genre Movies

Highly rated and popular content leads to future revenue in streaming.

Focus on Biographies

Great and timely story telling gets ratings and sells tickets.



Next Steps

1. Explore the Major Studios

- a. Which stars are trending?
- b. Which directors make the best movies?
- c. What is the typical budget?
- d. What goes into a successful movie franchise?



Next Steps

2. Multi-Genre Combinations

- a. What are the best combinations?
- b. Is this just a product of Marketing?
- c. What are the added costs?



Next Steps

3. Biographies

- a. What makes them highly rated?
- b. What genres combine well with biographies?
- c. When are these films popular?



Thank You

Questions?

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