



# Microsoft Movie Studio

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June 23, 2022

# Purpose

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



# Goal

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

Great Movies

Financial Success

Build on the Brand



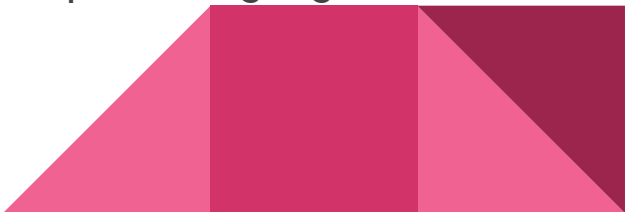
# Data

Data was collected and used from the following sources:

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

Data Disclaimer:

Data used for this project focused on movie genres and ratings. At this point, we are not concerned with individual movie profits, as we feel that when producing high quality films the money will take care of it self.



# Data Analysis

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

Python Libraries Used:

- Pandas
- Numpy
- Matplotlib
- Sqlite3
- Datetime

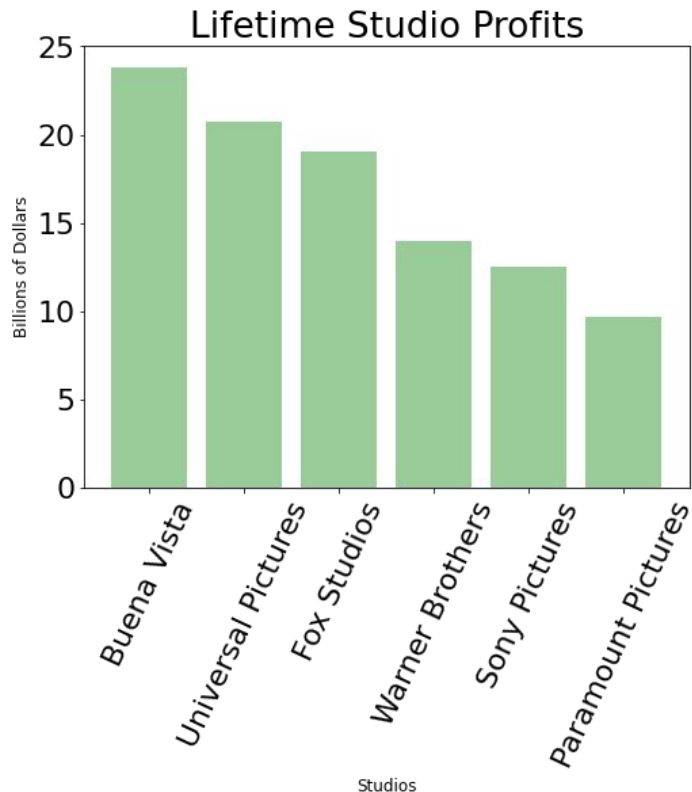


# Recommendation Overview

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



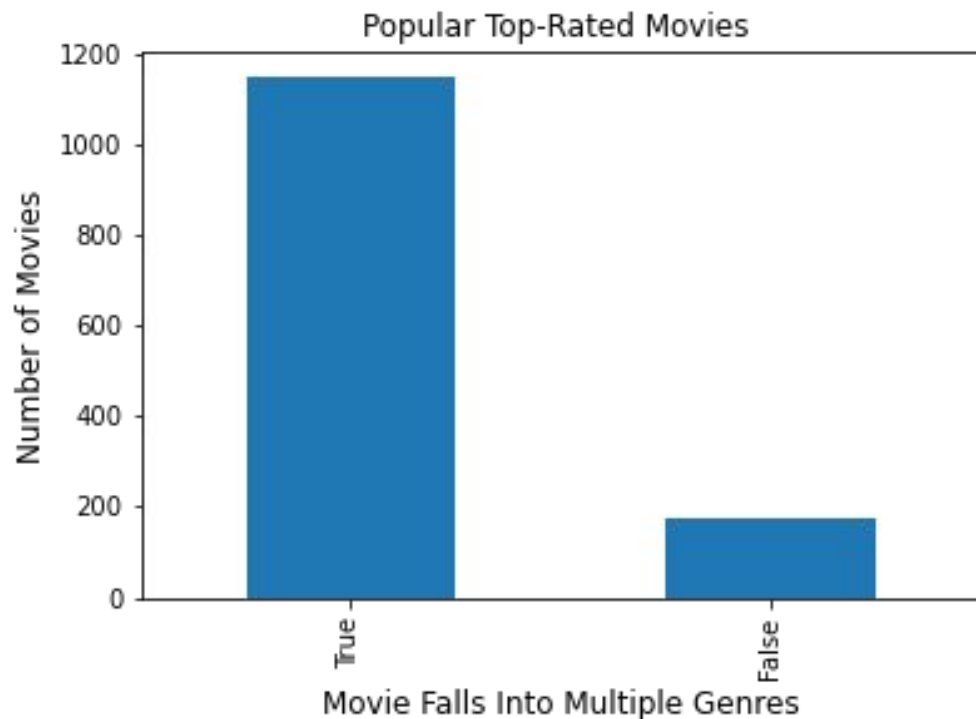
# Compete with the Major Studios



## Top Profiting Studios

- Big Budgets
- Franchises
- Blockbusters
- Stars
- Directors

# Produce Multi-Genre Movies



Popular Top Rated

- Rated 7 or above
- 5000 vote minimum

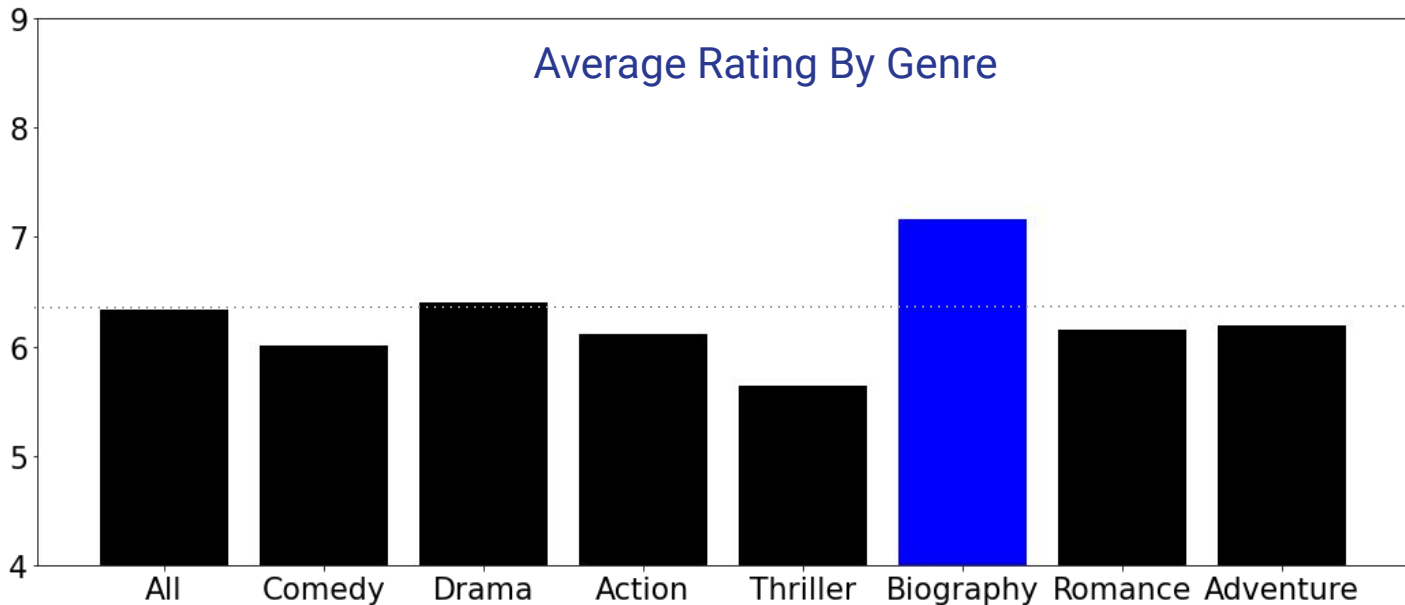
Roughly 87% Multi-Genre

Telling Great Stories vs Making Best  
“Thriller” Movies



# Focus on Biographical Films

Average Rating By Genre



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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