

A vintage movie projector is shown in a dark setting, with a bright beam of light emanating from its lens. The projector's body is metallic and features a large, ribbed heat sink. To the left, a film reel is visible, with its spool and frame partially illuminated. The background is a deep blue, and the overall atmosphere is nostalgic and cinematic. The title text is overlaid on the right side of the image, with decorative green and blue lines framing it.

Microsoft Movie Studio Analysis

Claudia Tsai

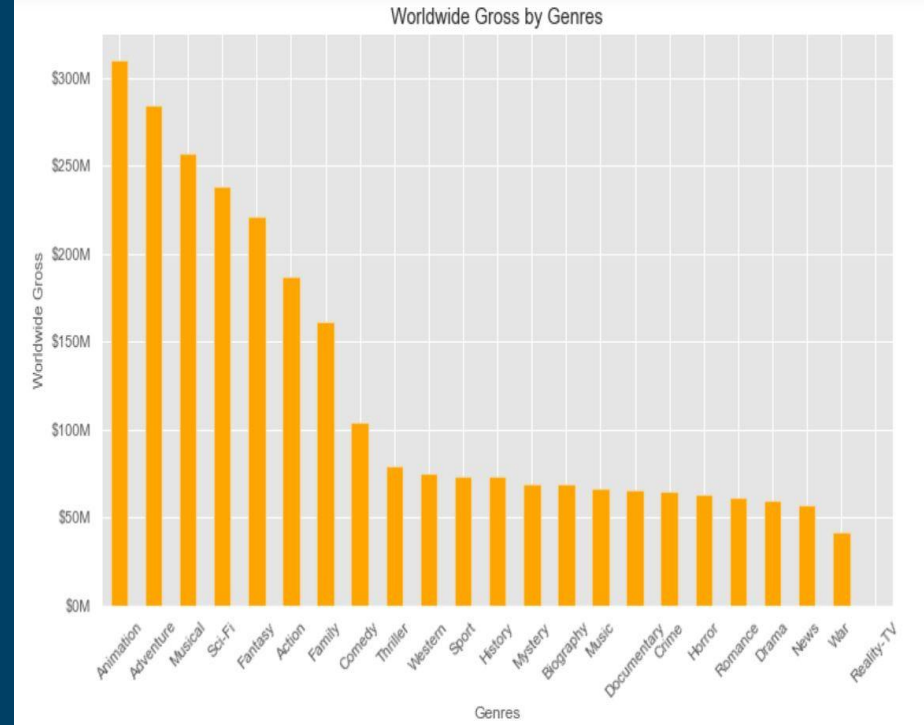
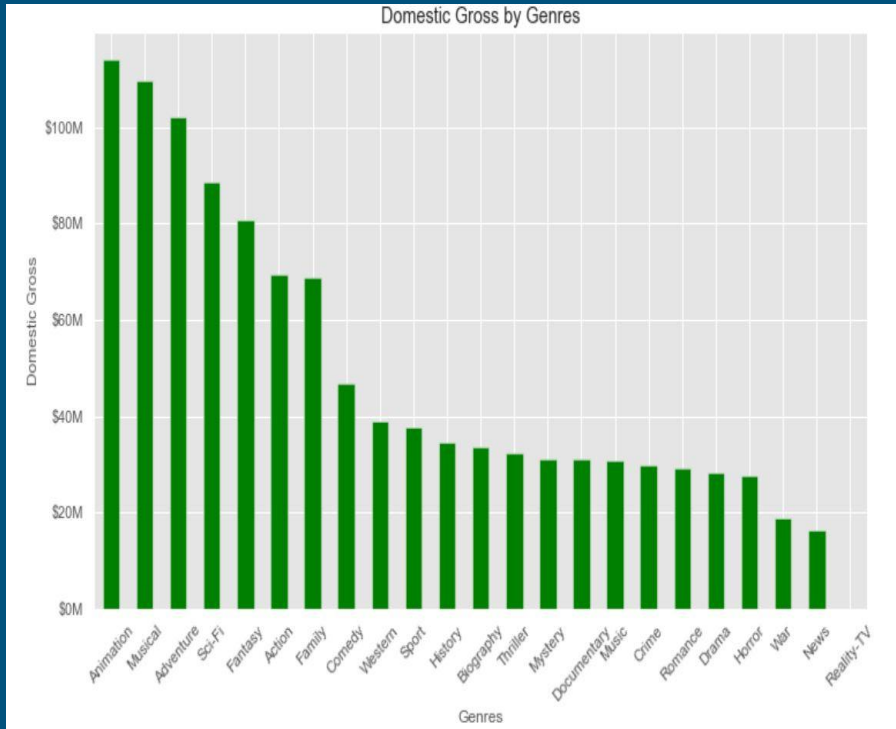
Business Problem

Microsoft sees all the big companies creating original video content and they want to get in on the fun. They have decided to create a new movie studio, but they don't know anything about creating movies.

Goals

1. Find out worldwide and Domestic Gross by Genres
2. Find out the most profitable genres of films
3. Find out when to release the film to get highest ROI
4. What production budget range is more profitable for movies?

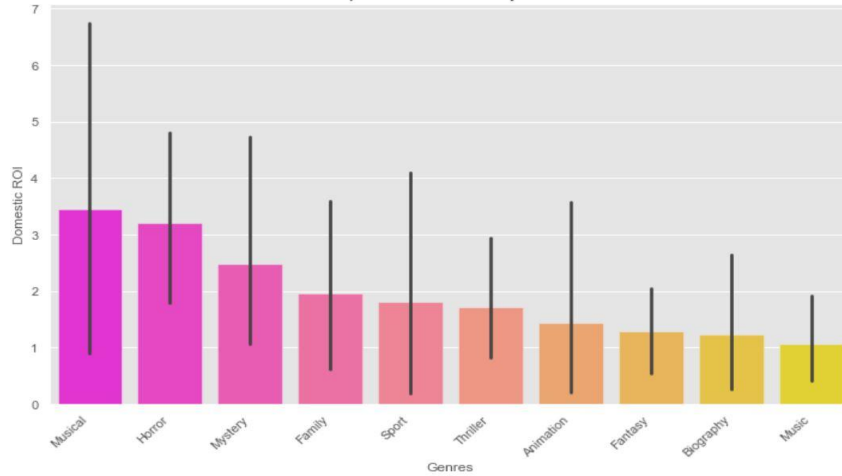
Domestic and Worldwide Gross by Genres



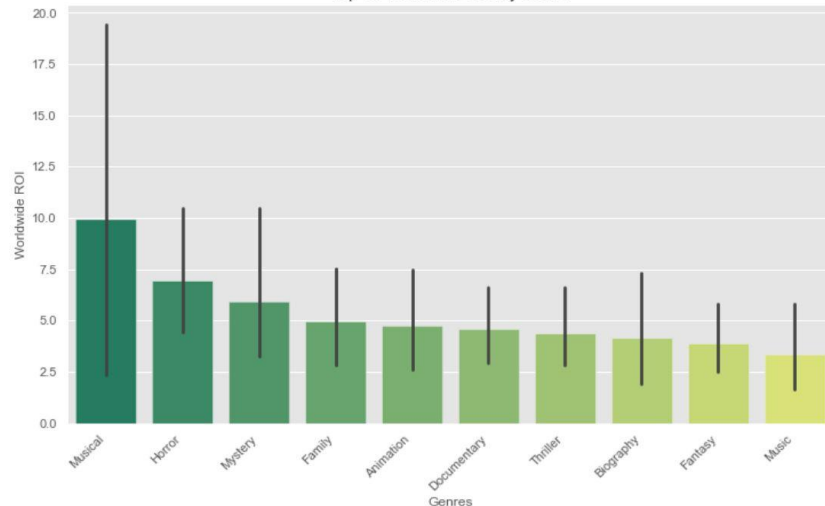
Domestic and Worldwide ROI by Genres

Musical, Horror, Mystery, Family are the film types with the highest ROI domestic and worldwide.

Top 10 Domestic ROI by Genre



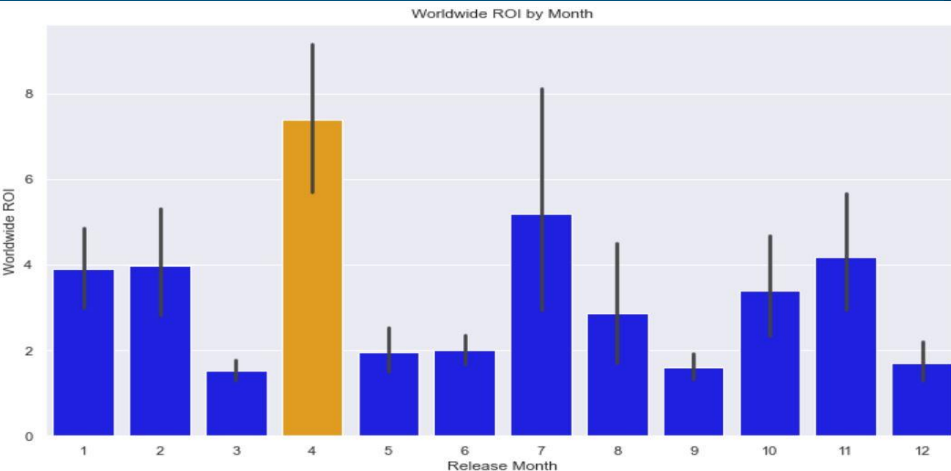
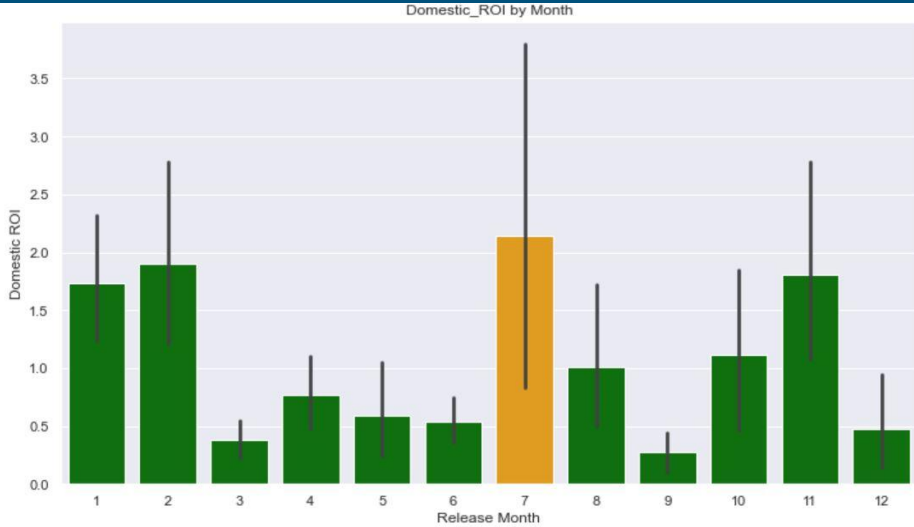
Top 10 Worldwide ROI by Genre



Domestic and Worldwide ROI by Release Months

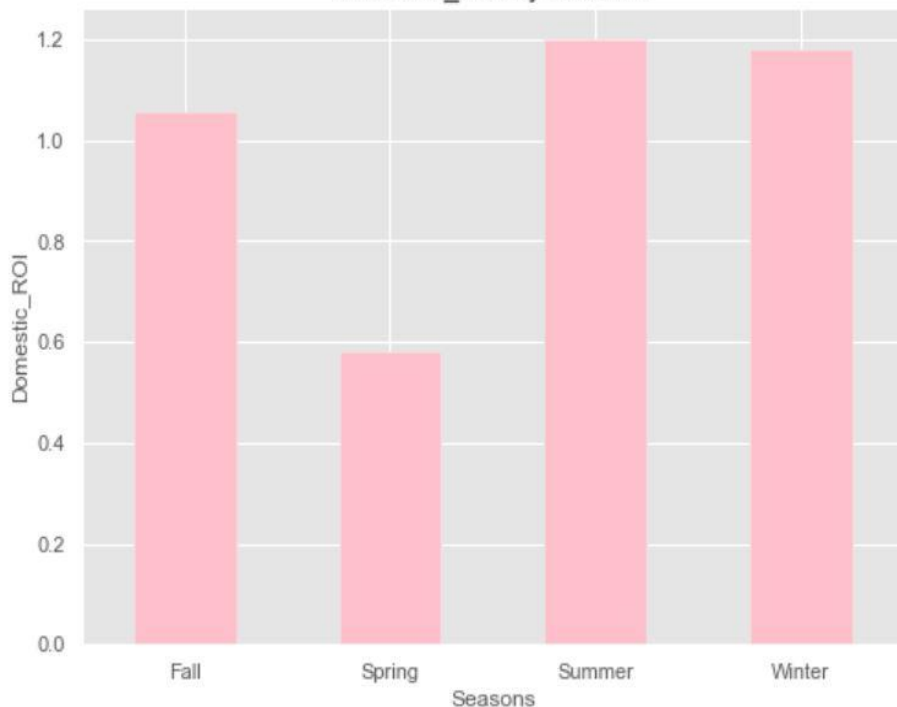
July is the month with the highest domestic ROI.

April is the month with highest worldwide ROI.

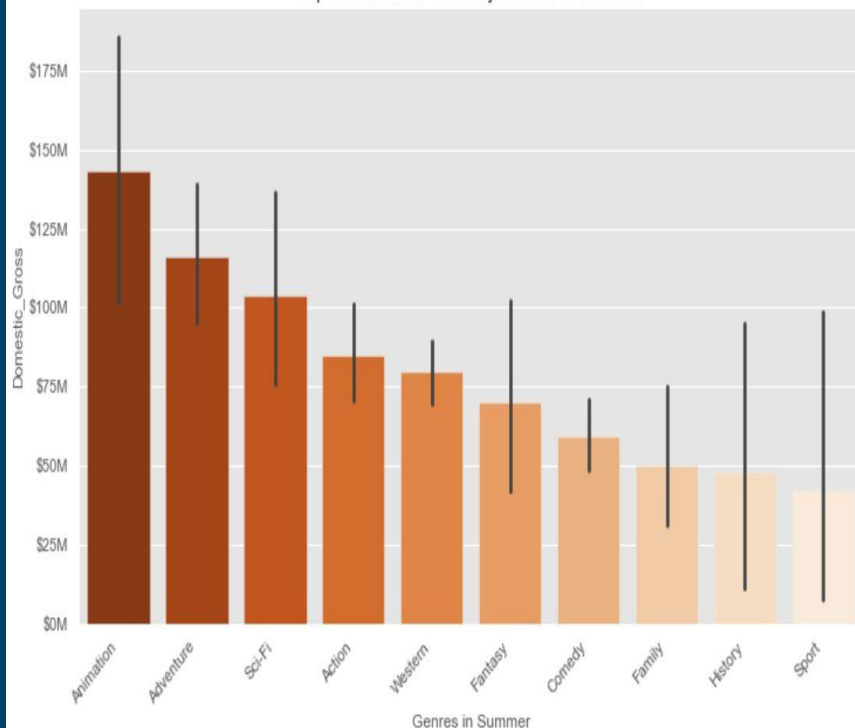


Domestic ROI by Release Seasons & Genres with Top 10 Gross in Summer

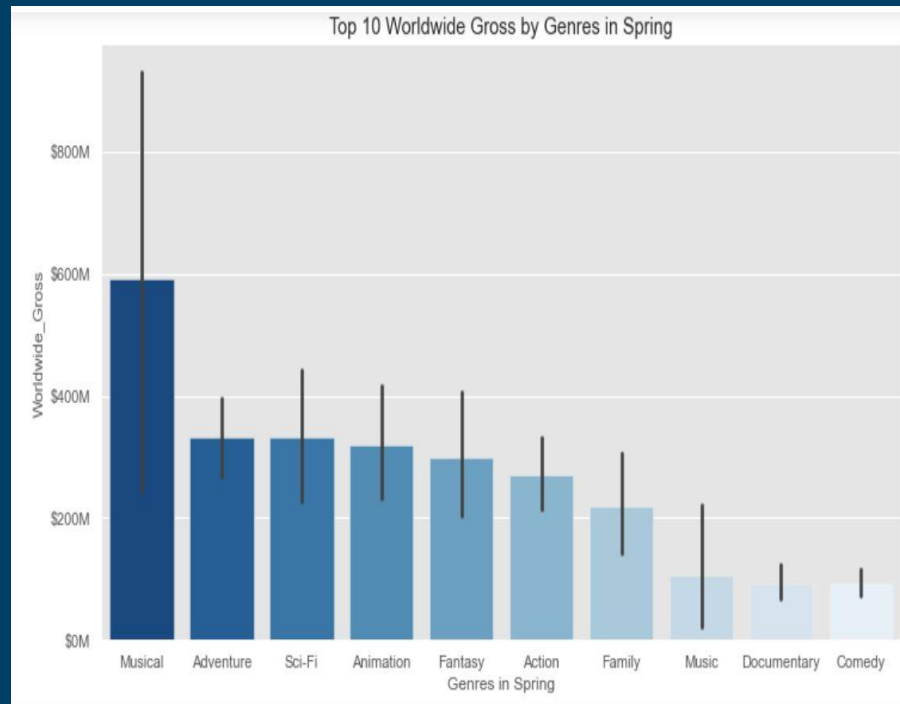
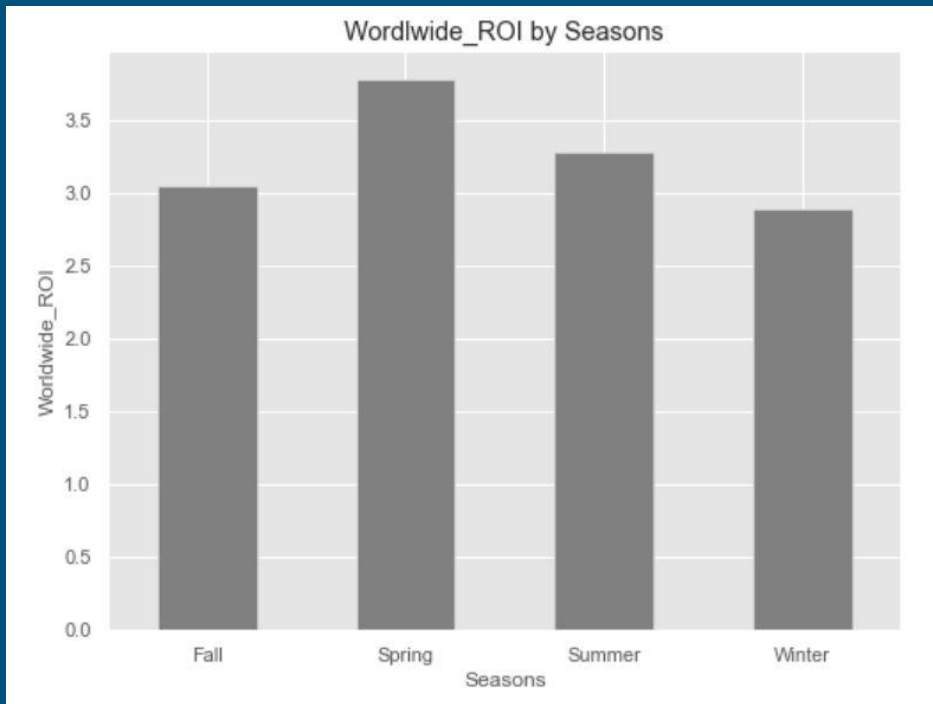
Domestic_ROI by Seasons



Top 10 Domestic Gross by Genres in Summer

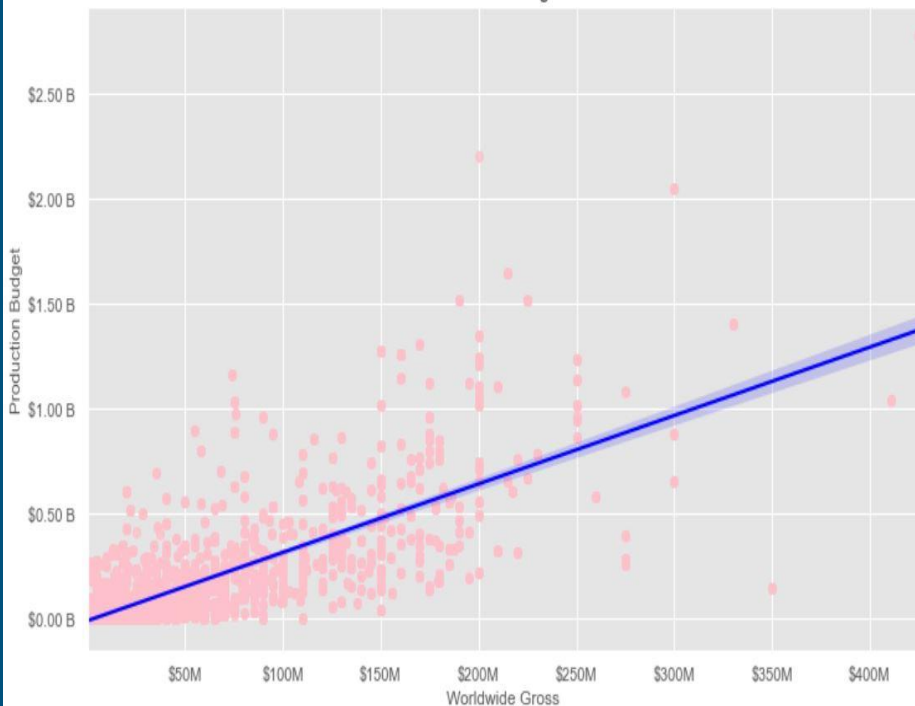


Worldwide ROI by Release Seasons & Genres with Top 10 Gross in Spring



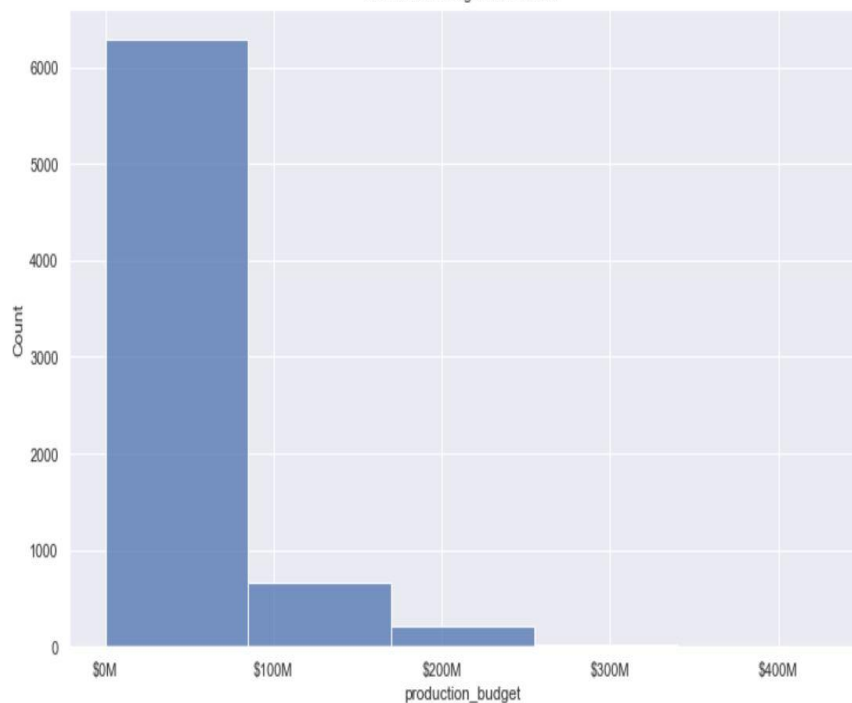
Relations between Worldwide Gross and Production Budget

Relations between Production Budget and Worldwide Gross

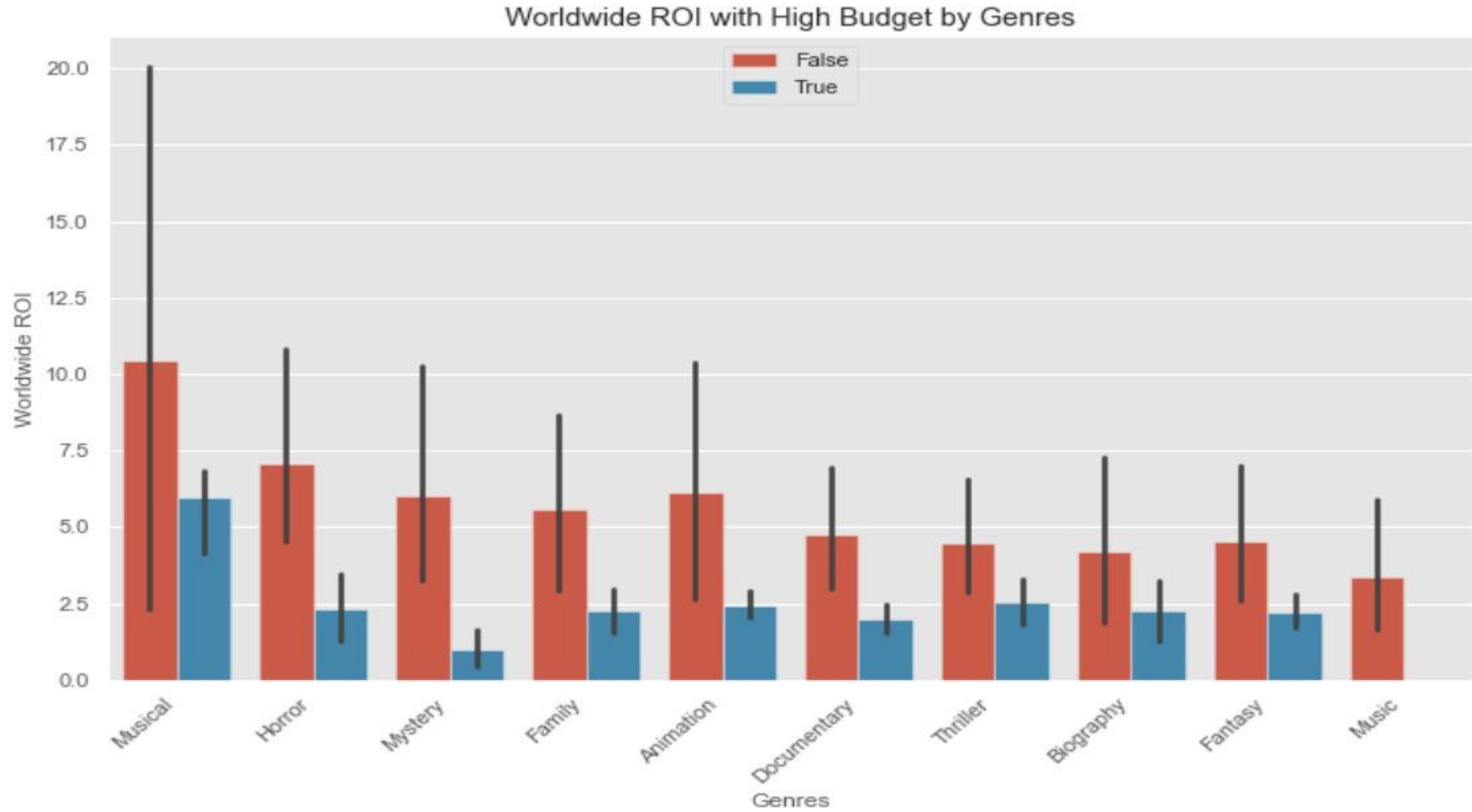


Production Budget Distribution

Production Budget Distribution



High Budget and Worldwide ROI



Conclusion

- Animation, Adventure, Musical, Sci-Fi, and Fantasy are the film types with highest gross domestics and worldwide.
- Musical, Horror, Mystery, Family and Sport are the film types with highest domestic ROI .
- Musical, Horror, Mystery, Family and Animation are the film types with highest worldwide ROI.
- Summer is the season with the highest average domestic ROI, especially in July.
- Spring is the season with the highest average worldwide ROI, especially in April.
- The films with higher production budget would bring in higher gross.

Next Step

- Further analyses could yield additional insights to movies' net profit.
- Data for percentage to distributors might help to determine if the film is profitable.
- Due to the pandemic, movie studios released movies online only or online and in theaters. An analysis of streaming service revenues could help decision-making of film types Microsoft going to make.
- An analysis of streaming platforms' data could provide more ideas of content making.

Any Questions ?



LOCATION

TAKE

SOUND

DATE

SCENE

DIRECTOR

CAMERAMAN

Thank You