Microsoft Movie Studio Analysis

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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

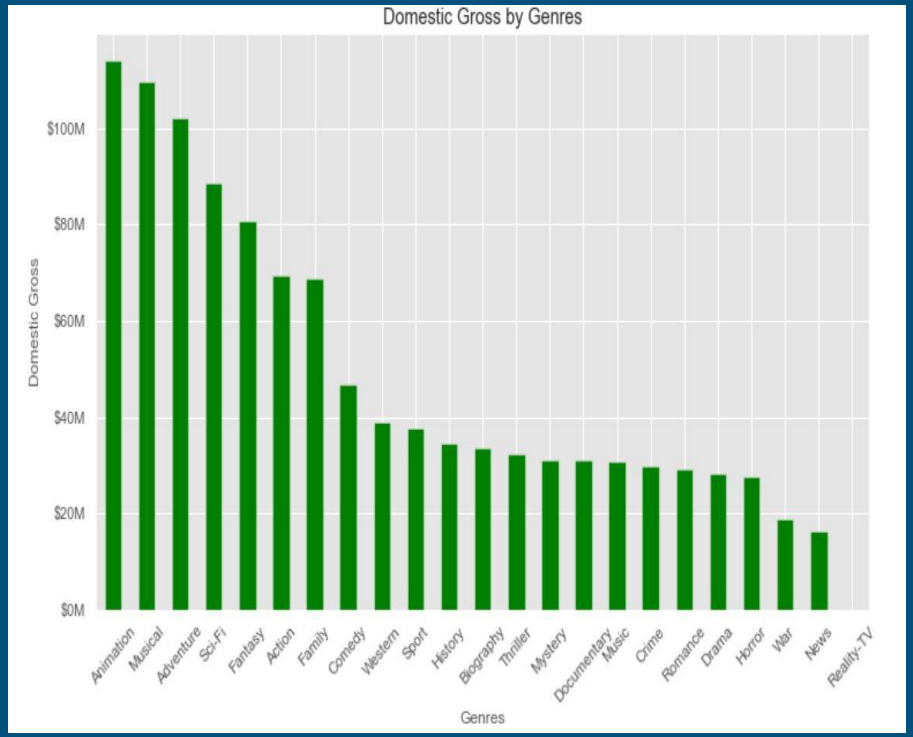
1.Find out worldwide and domestic Gross by Genres

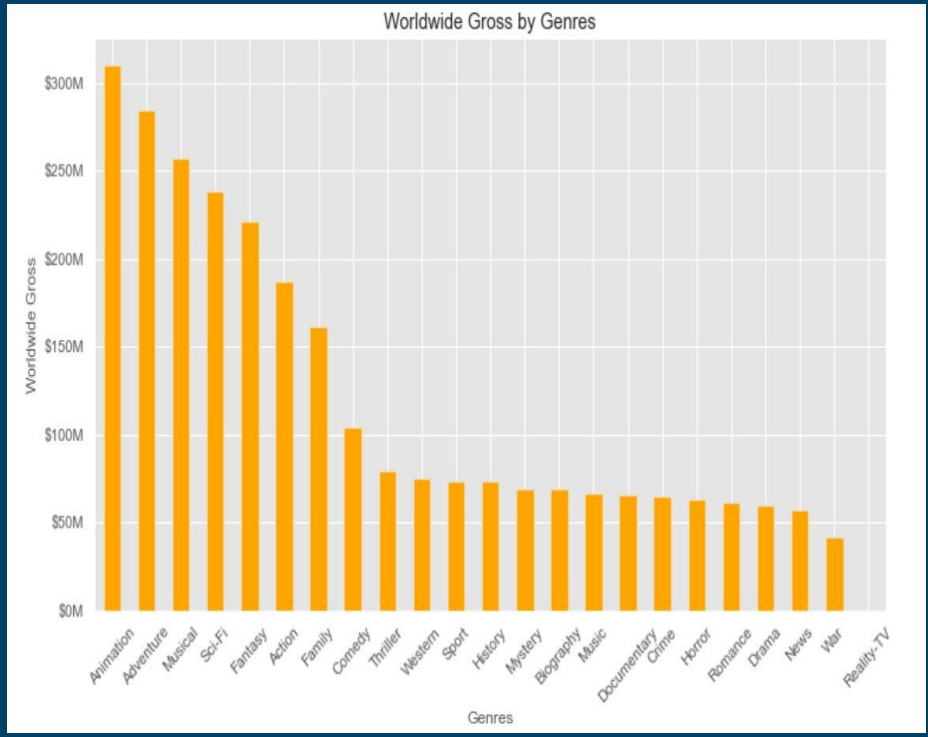
2.Find out the most profitable genres of films

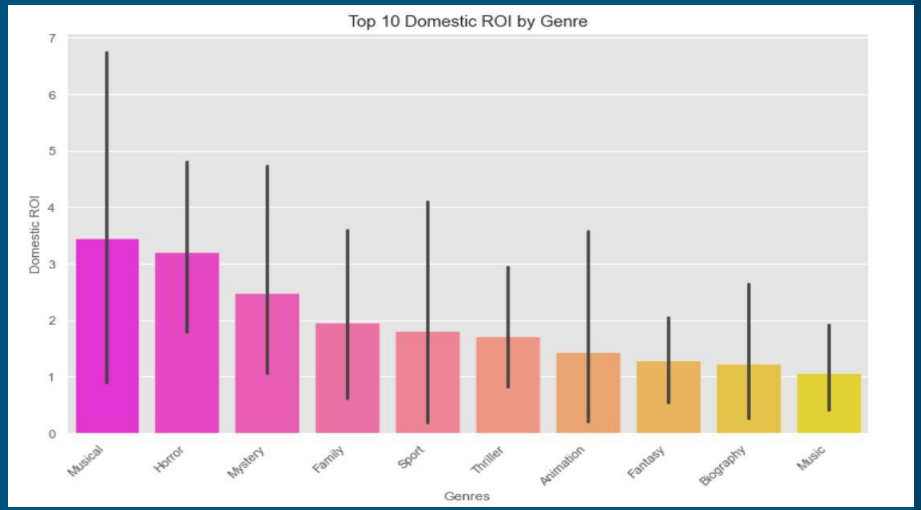
3.Find out when to release the film to get highest ROI

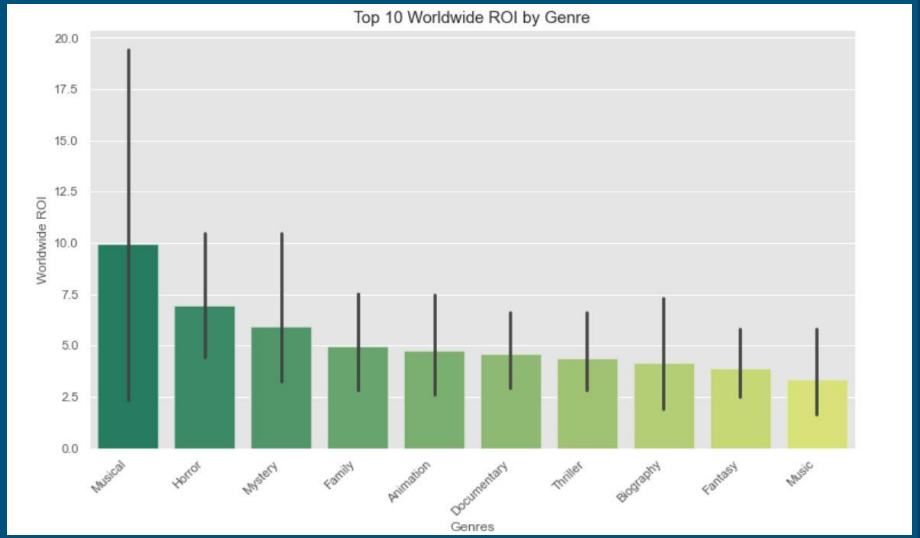
4.What production budget range is recommended.

Domestic and Worldwide Gross by Genres



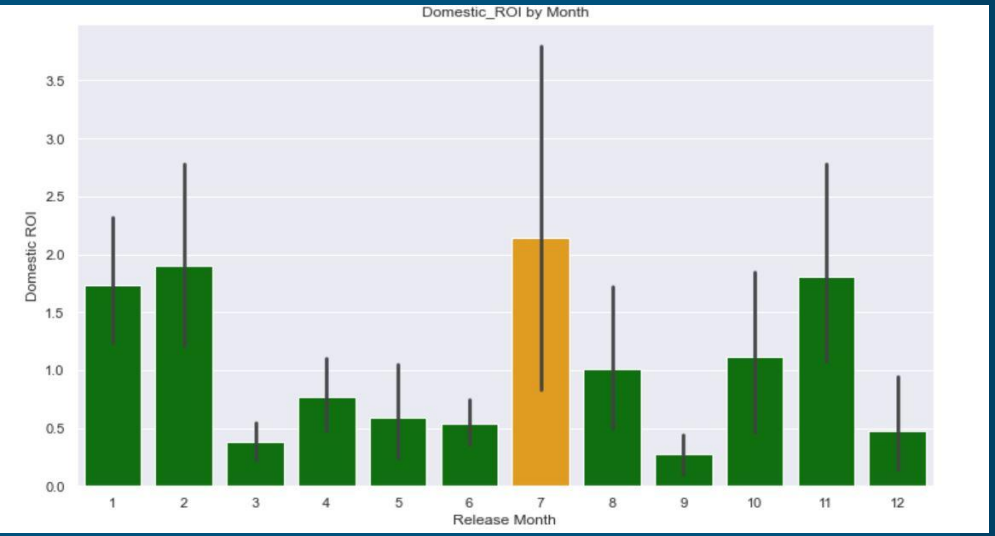


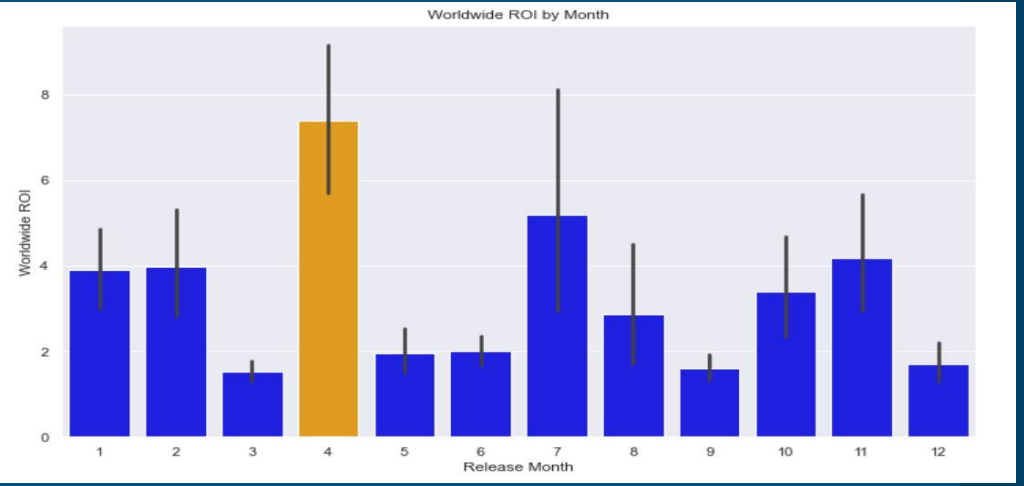




Domestic and Worldwide ROI by Genres

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



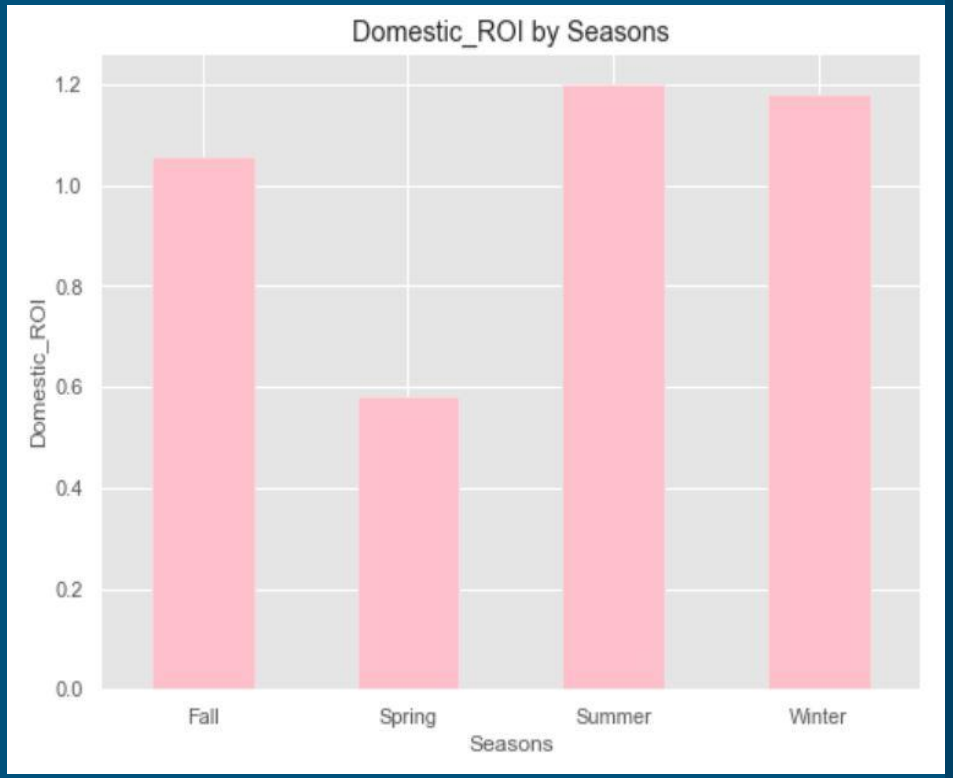


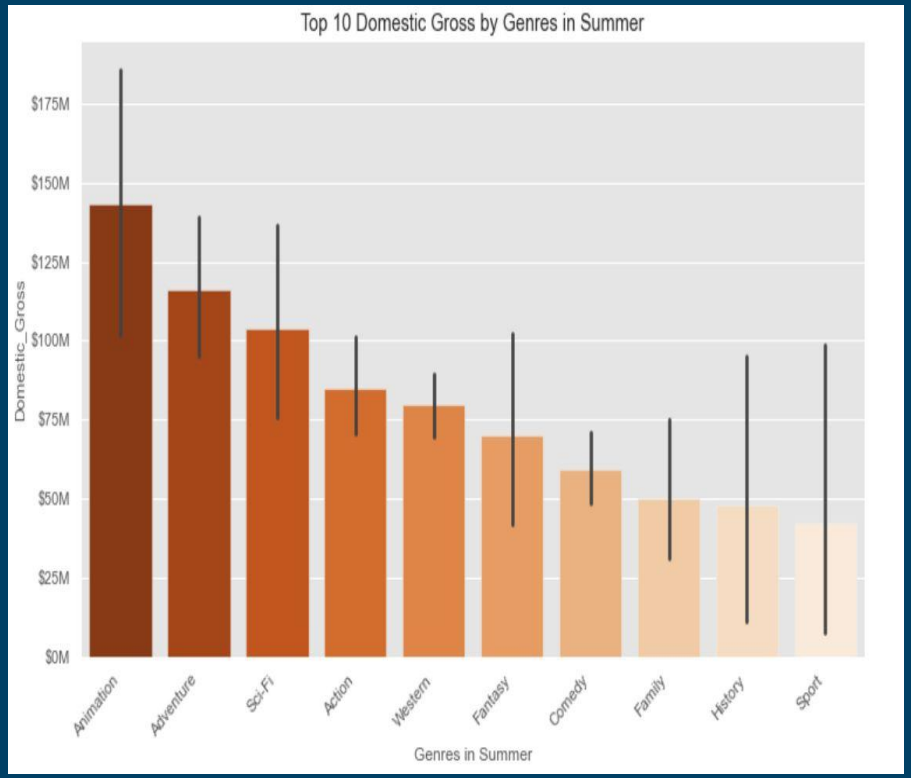
Domestic and Worldwide ROI by Release Months

July is the month with the highest domestic ROI.

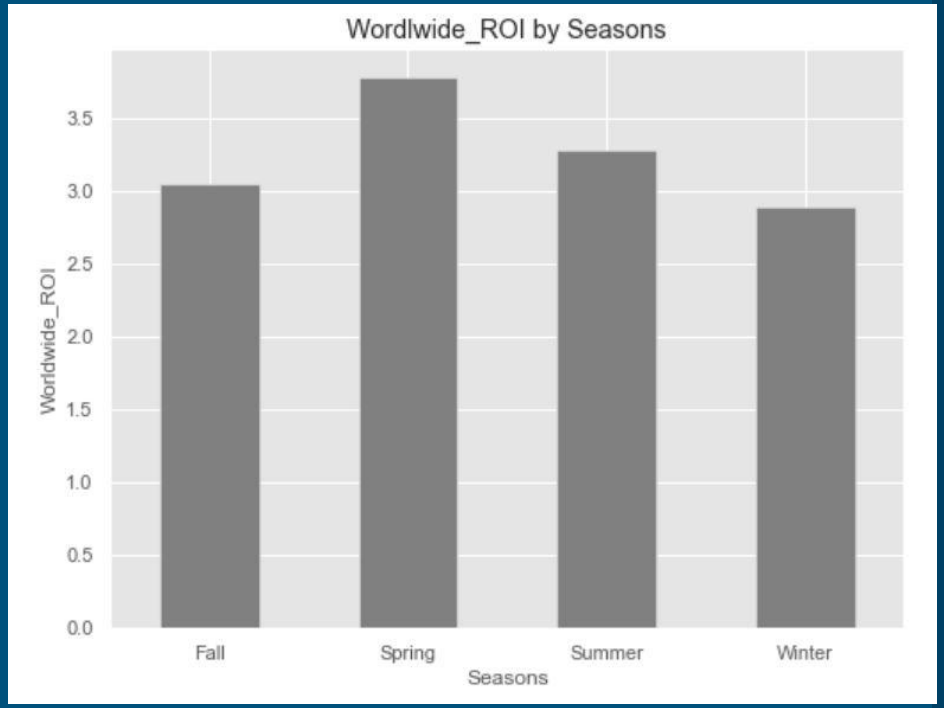
April is the month with highest worldwide ROI.

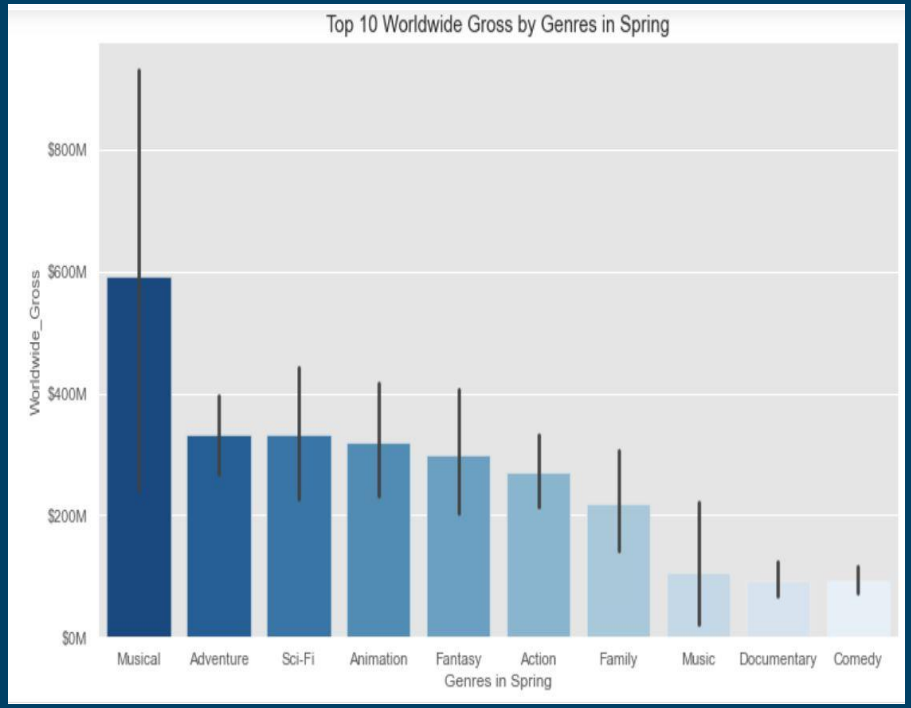
Domestic ROI by Release Seasons & Genres with Top 10 Gross in Summer



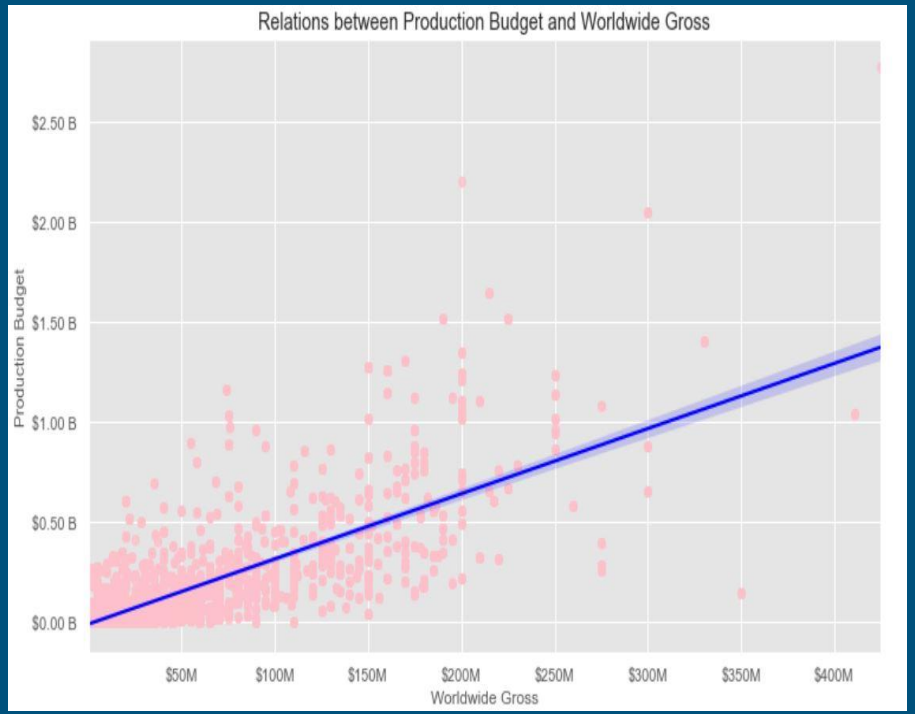


Worldwide ROI by Release Seasons & Genres with Top 10 Gross in Spring

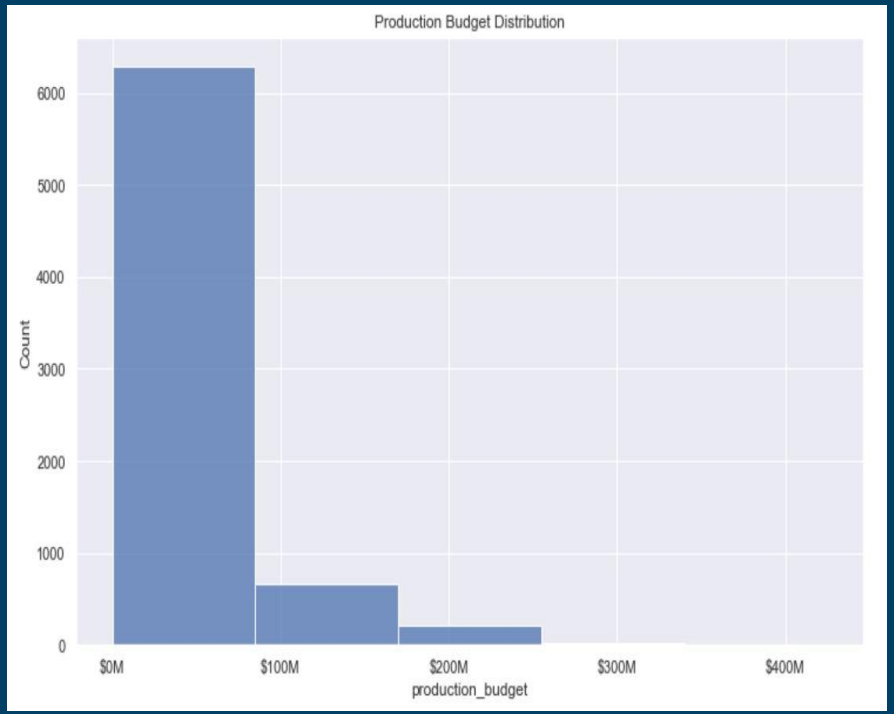




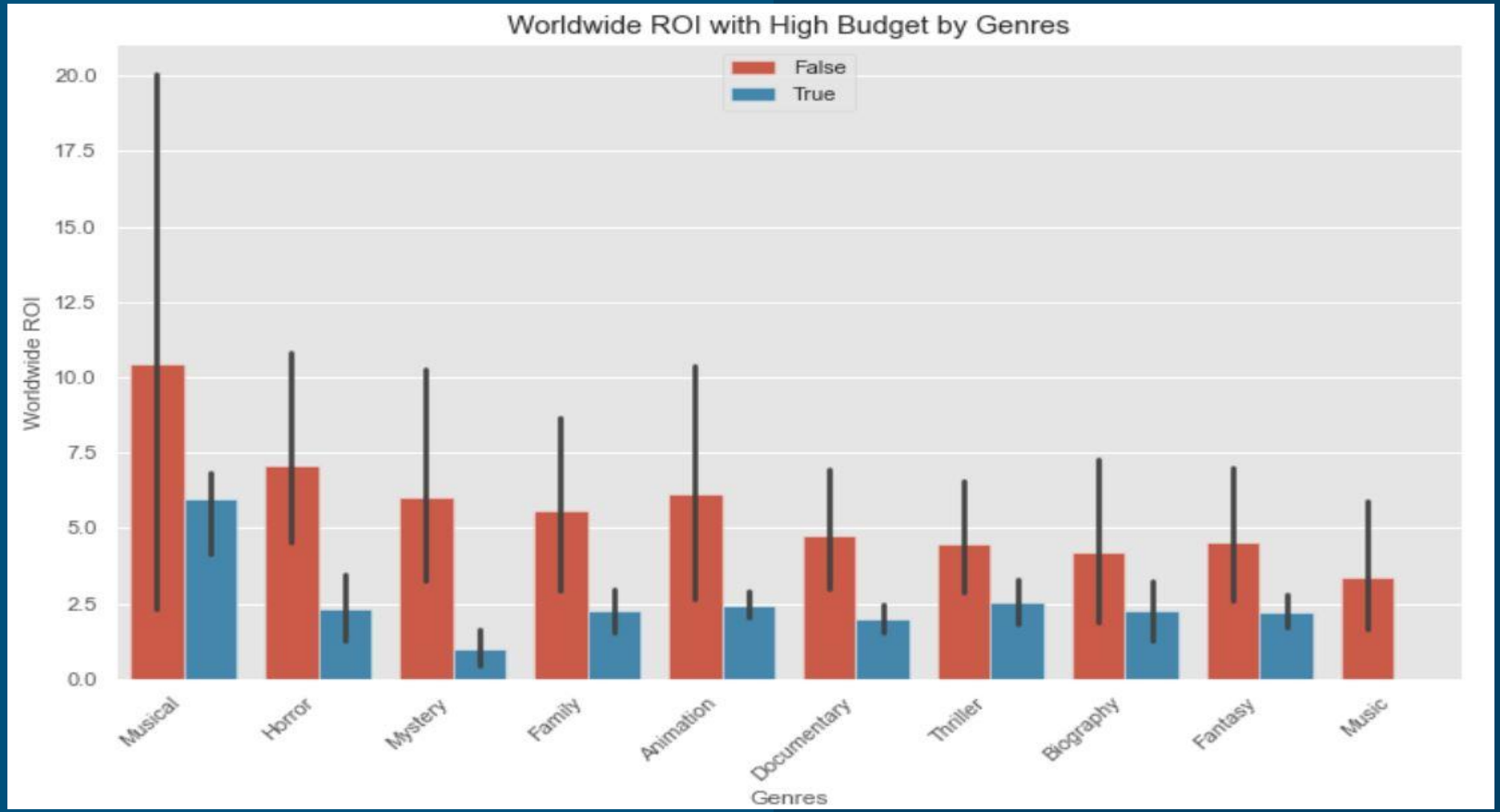
Relations between Worldwide Gross and Production Budget



Production Budget Distribution



High Budget and Worldwide ROI



Conclusion

- Animation, Adventure, Musical, Sci-Fi, and Fantasy are the film types with highest gross domestic 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 services provided by movie studio is also helpful on decision making.
- An analysis of streaming platforms’ data could provide more ideas of content making.

Any Questions ?

Thank You