



Microsoft Movie Studios



Module 1 Final Project

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Overview

Microsoft enters movie industry

- Creates new movie studio
- Lacks knowledge in movie making business



Goal

To provide actionable insights and recommendations for Microsoft Movie Studios to develop profitable and highly-rated movies



Methodology

Analysis focuses on two variables:

1. Budget



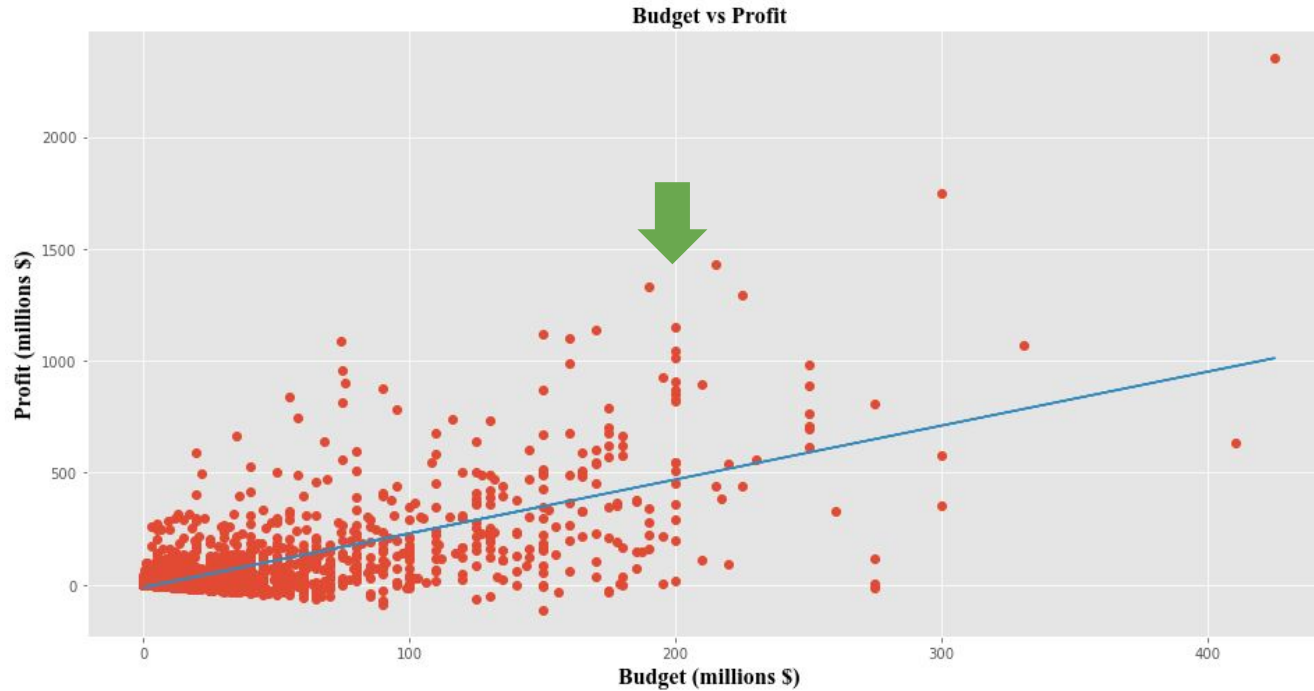
2. Profit



Retrieved historical data from:

- The Numbers (TN)
- The Movie Database (TMDb)
- Internet Movie Database (IMDb)

Recommendation 1



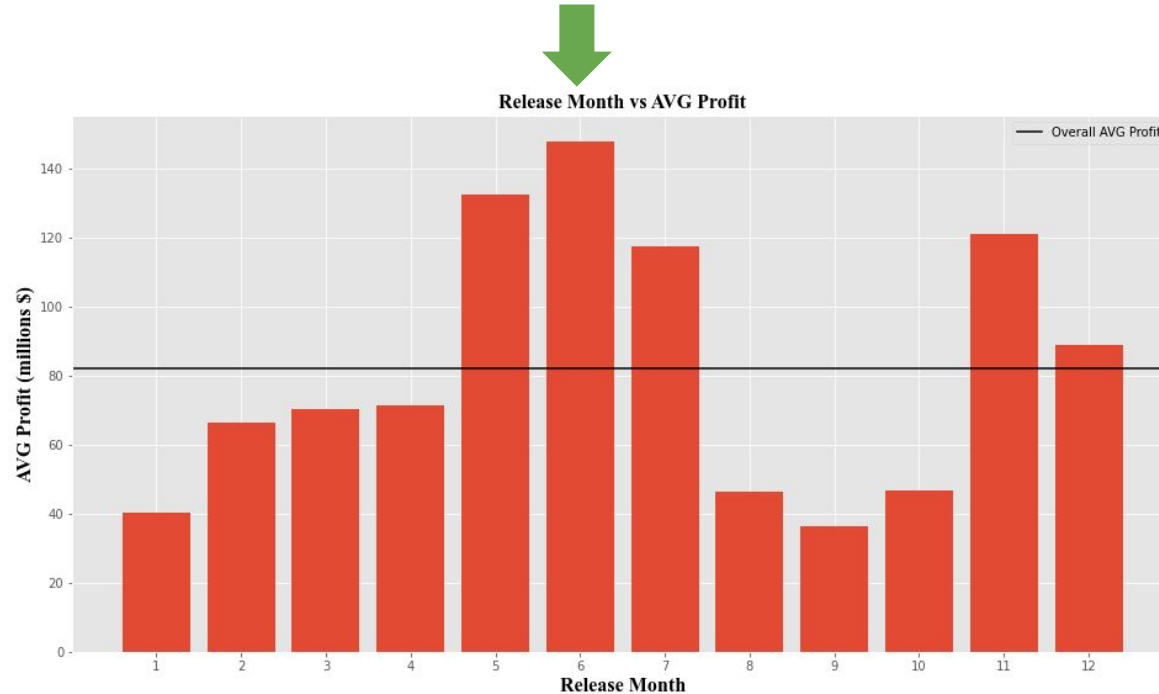
Insight:

Larger movie budgets seem to equate to larger profits

Recommendation:

Consider budgeting at least **\$200 million**

Recommendation 2



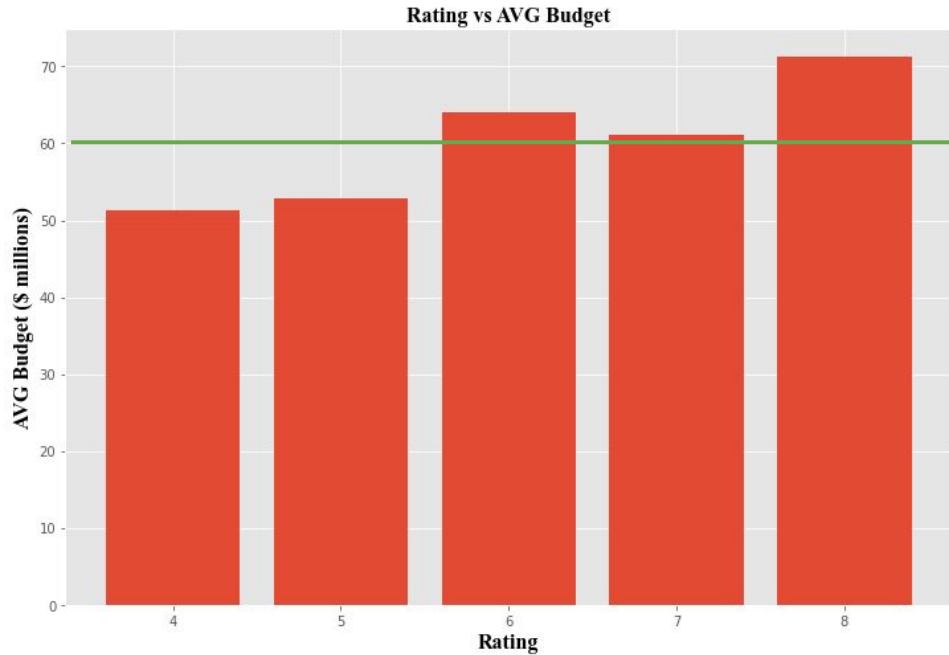
Insight:

Most profitable movies on average are released in May-July and November-December

Recommendation:

Consider releasing movies in June to expect highest profits

Recommendation 3



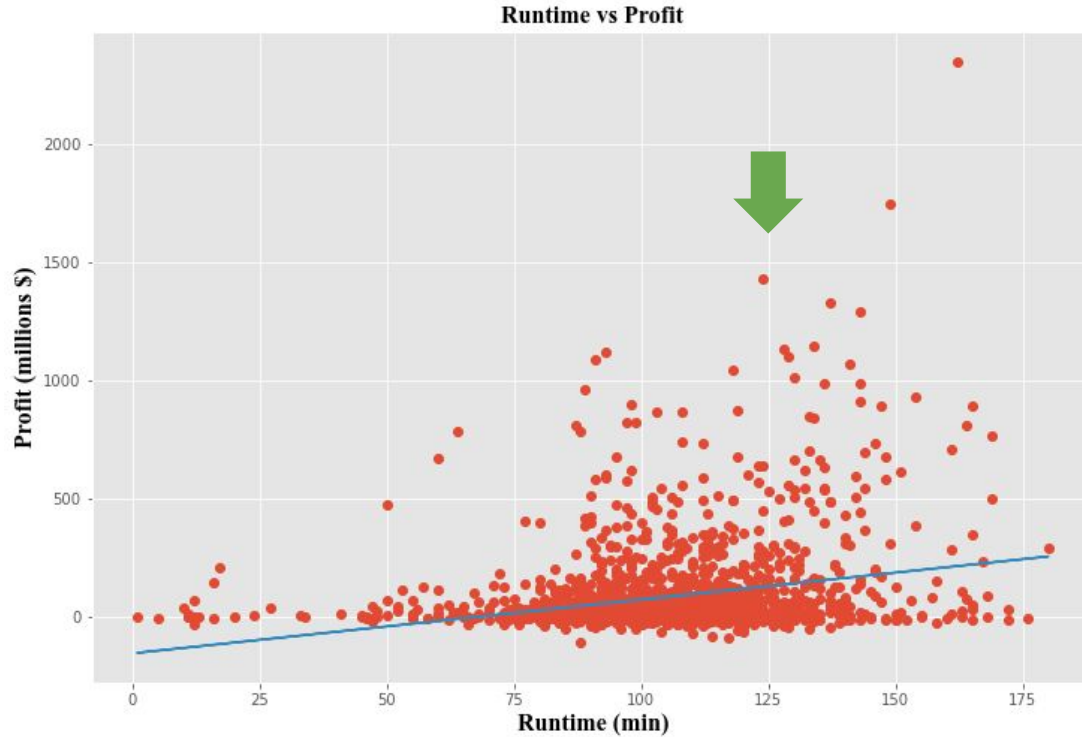
Insight:

Larger budgets result in higher ratings

Recommendation:

To receive a movie rating of 6 and above, consider a budget of at least **\$60 million**

Recommendation 4



Insight:

Larger runtimes seem to equate to higher profits

Recommendation:

Consider creating movies that are around **125 minutes** in length

Summary

Consider the following:

- Budget at least **\$200 million** to expect higher profits
- Release movies in **June** to expect higher profits
- Budget at least **\$60 million** to expect higher ratings
- Creates movies that are around **125 minutes** in length to expect higher profits

Future Exploration

- What are the most profitable genres?
- What are the most profitable movie ratings (G, PG, PG-13, R, NC-17)?
- Does opening box office weekend profits impact overall profitability?
- Are streamed-only movies comparable in profits with traditional theater released movies?



If you have any questions, please reach out to me at:
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