



Getting MSFT Started in the Movie Industry

By Jonathan Lee

Overview

- Explore how genre choice affects the success of a movie.
- Examine what kind of costs go into producing different genres.
- Decide what genre and budget size to move forward with.

Data Sources

1. IMDB: Genre and rating information
2. The Numbers: Financial information including production budget and domestic gross

The IMDb logo, featuring the letters "IMDb" in a bold, black, sans-serif font. The letters are set against a bright yellow rectangular background with rounded corners.The logo for "The Numbers", featuring the words "THE NUMBERS" in a stylized, white, outlined font. The text is set against a dark purple rectangular background. The background of the entire slide is a light blue gradient.

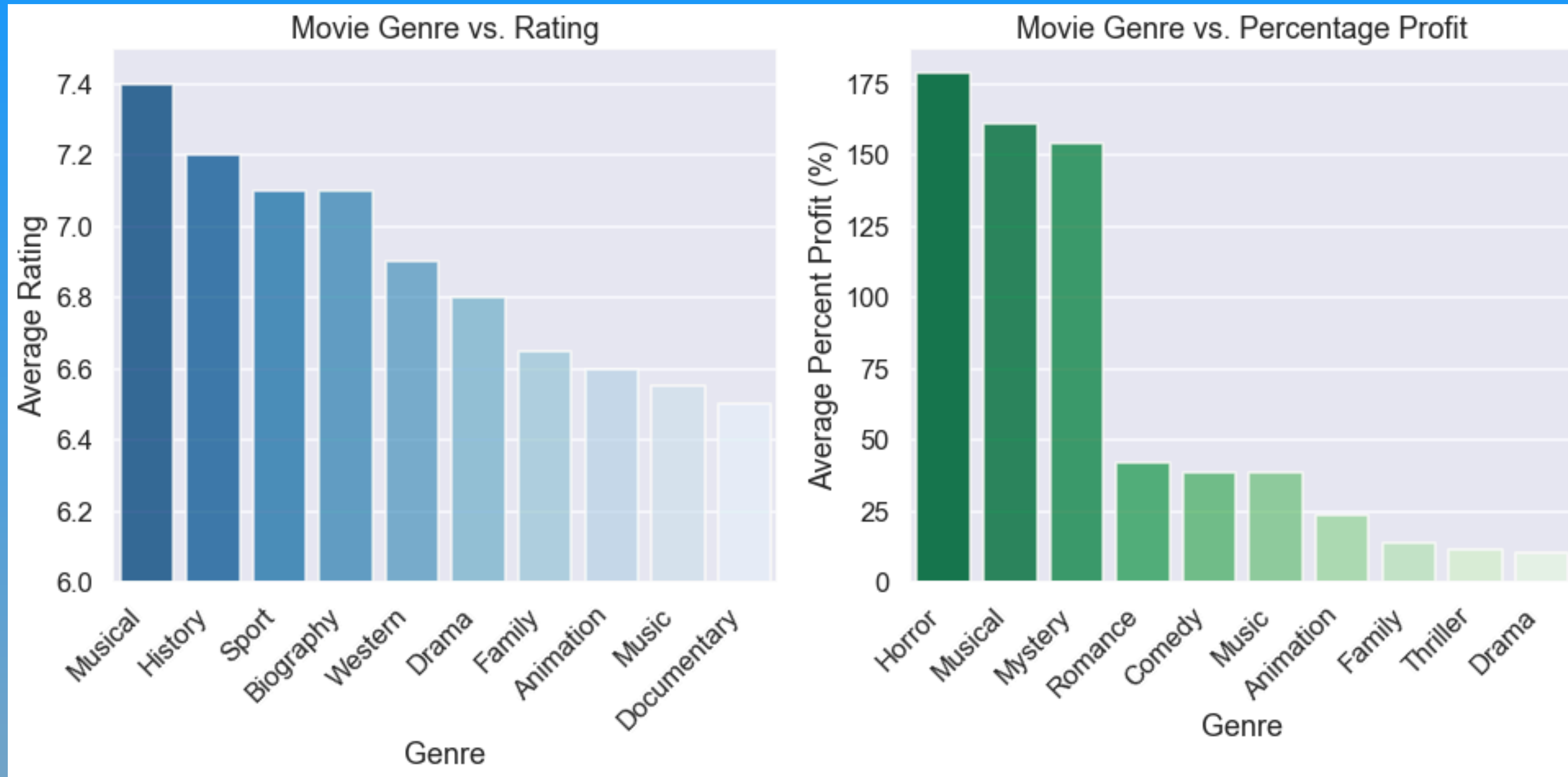
Methodology

- Cross-reference movie genre and rating information from IMDB with financial data from The Numbers.
- Will use **average rating** and **percentage profit** as indicators of movie success.

Addressing COVID-19

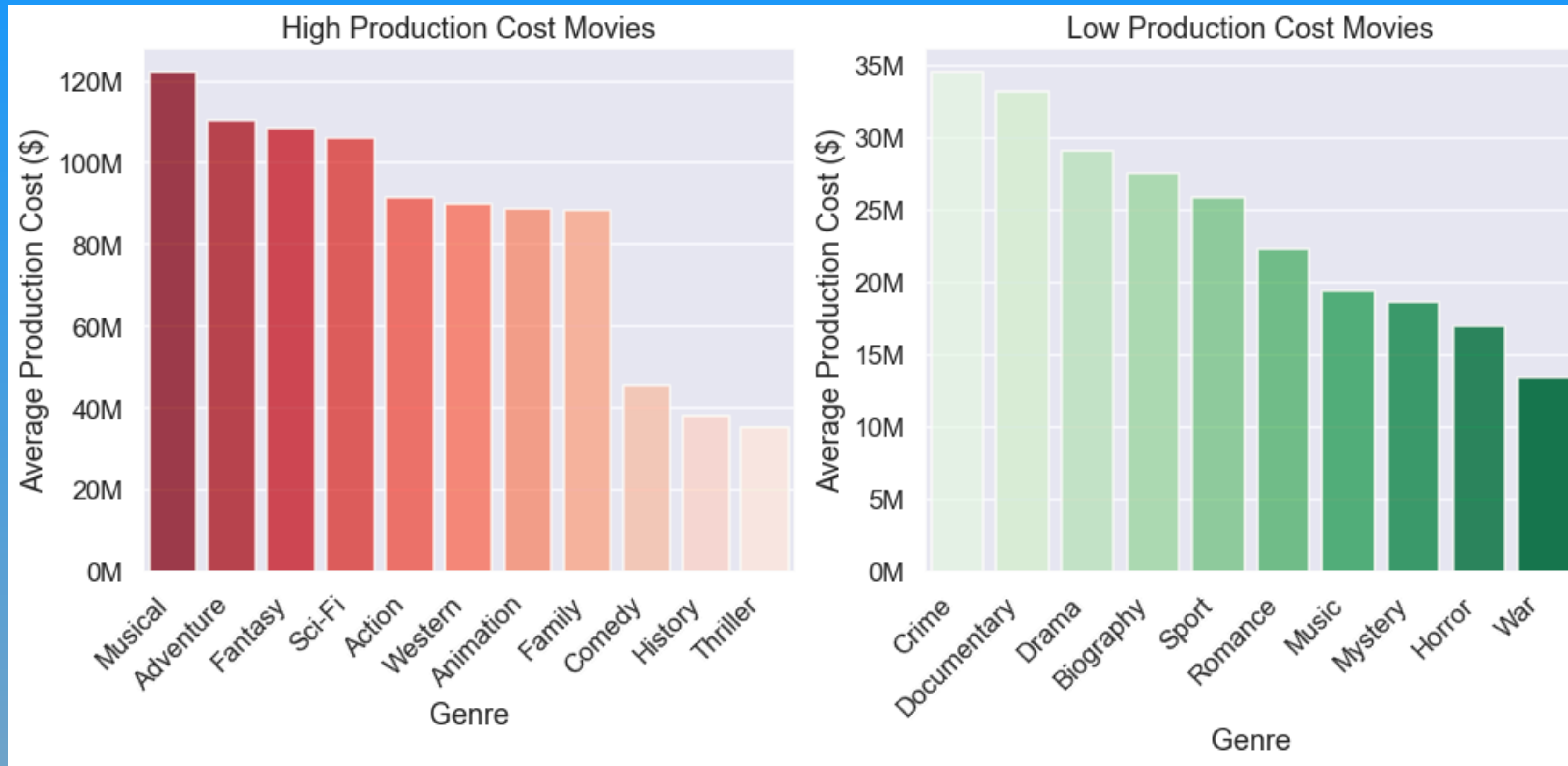
- Focus from years 2015-2019 to examine recent and relevant films, while excluding data that may have been negatively impacted by COVID-19 restrictions.
- The film industry will begin recover as states begin to reopen their theaters.

Which genres are
most likely to succeed?



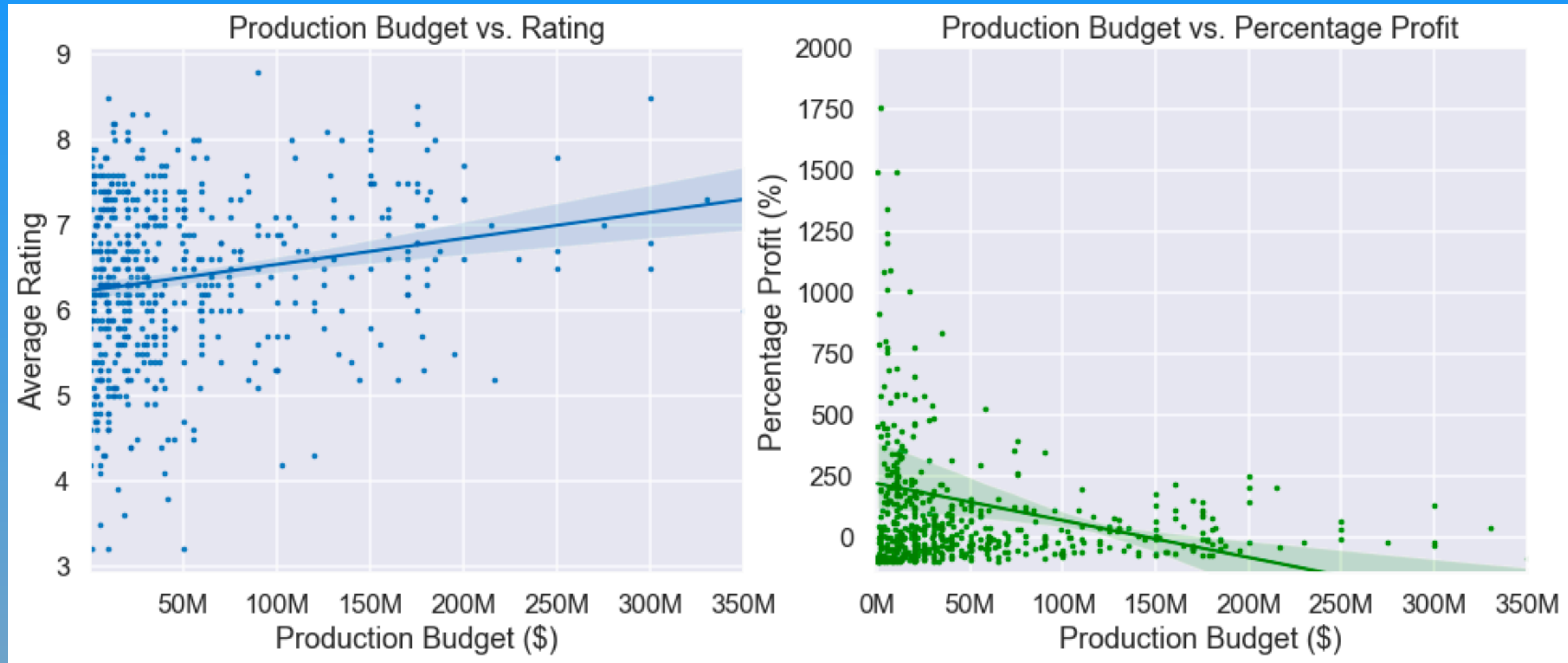
- Musical, Drama and Family are in the top 10 genres for both criteria for success.
- It is clear that Musicals would be a safe pick, regardless of whether MSFT's priority is to receive a higher rating or profit percentage.

What genres cost the most
and the least to produce?



- Musicals have by far the highest production costs.
- War and horror movies have the lowest production costs.

How does production budget
affect the success of a movie?



- As production budget increases, movies are likely to receive a higher rating, while likely to return a lower profit percentage.

Conclusions



Mary Poppins on stage / credit: Johan Persson

- Musicals will be quite costly to produce, but will be a top performer in terms of receiving strong ratings as well as a high profit percentage.
- Horror and mystery only require a low production budget and are likely to return a high profit percentage. These genres should be considered if high profit percentage is a priority.
- Since budget should not be a concern for Microsoft, I recommend producing Musical films to build a strong reputation within the film industry while maintaining a good chance of receiving high profit percentages.

Future Questions

- What would be the most efficient allocation of production budget between cast, directors and writers and does how does this apply to the most successful genres? This would include an analysis of how much impact each of these roles tend to have on a genre's success.
- Does the provided analysis apply when considering worldwide gross as opposed to just domestic gross? Although it would be best to start off focusing on a smaller audience, it could be in Microsoft's best interest to eventually increase production to a worldwide scale.

Thank You

- You can find an in-depth analysis and all resources on my GitHub:

<https://github.com/ds-papes/>