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

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 within the US 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?

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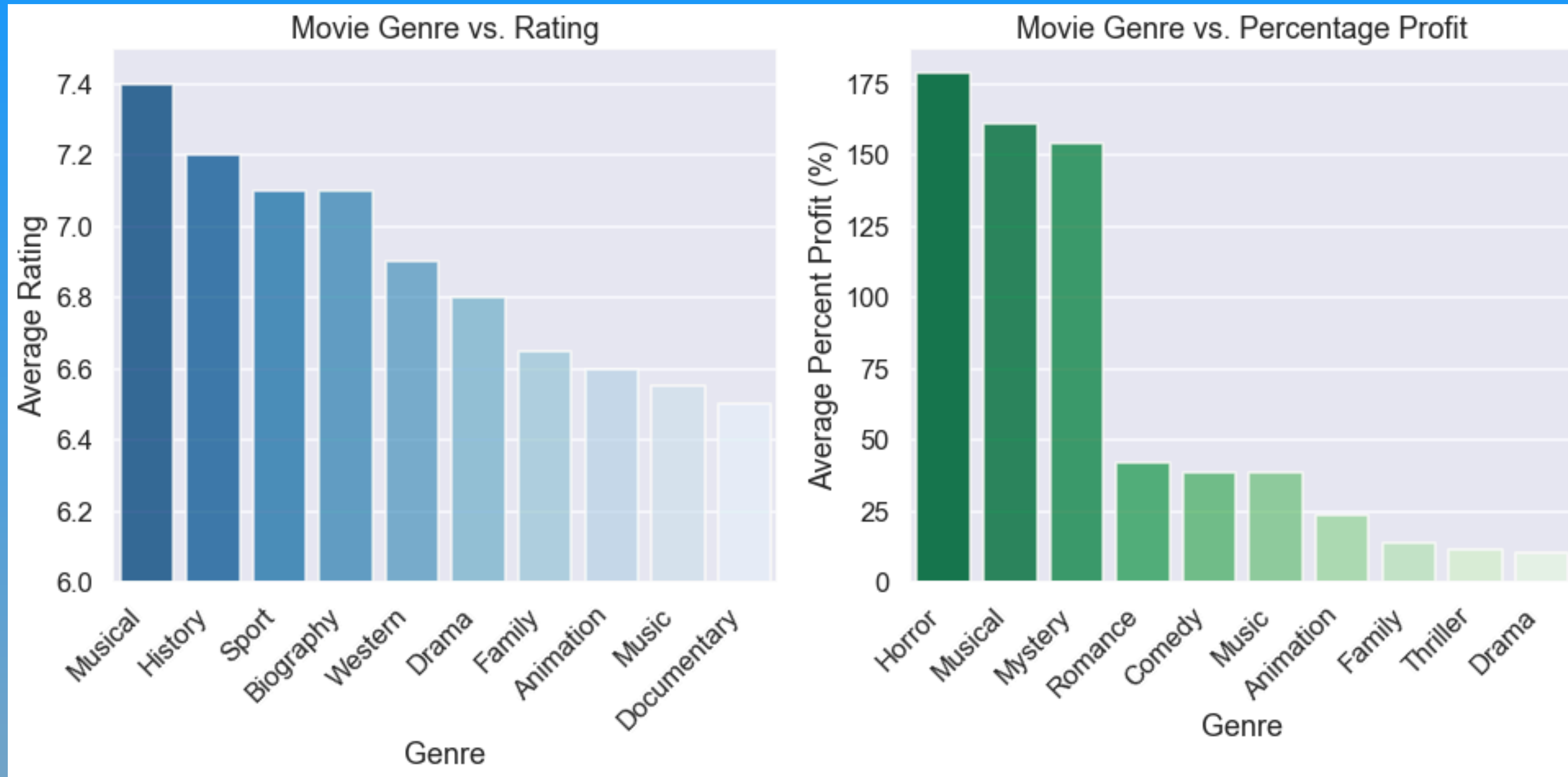
- Musical, Drama, Family and Animation are in the top 10 genres for both criteria for success.
- It is clear that Musicals would be a safe pick, regardless of whether MSFT's priority is to receive a higher rating or profit percentage.

What genres cost the most and the least to produce?
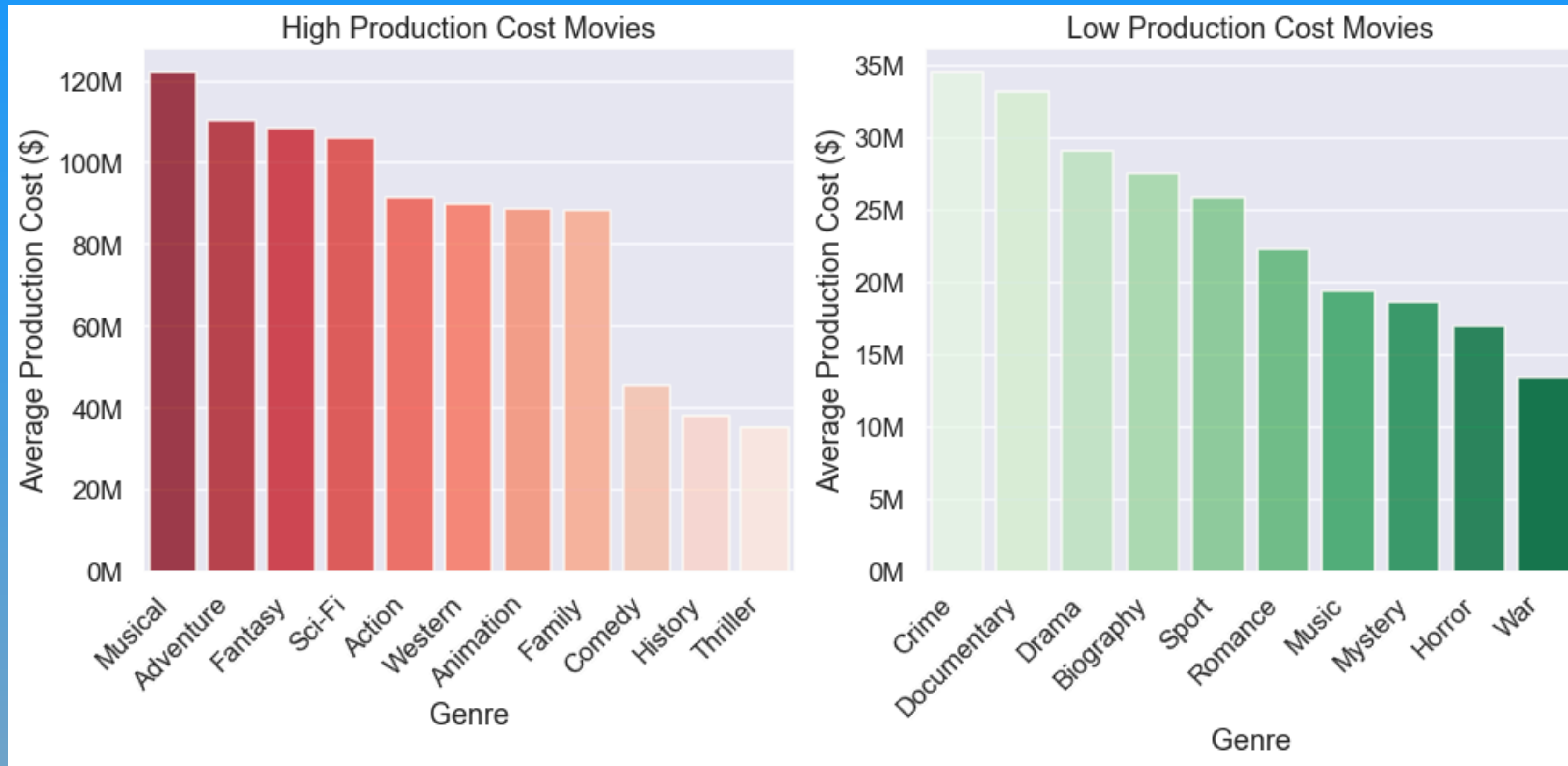
- Musicals have by far the highest production costs.
- War and horror movies have the lowest production costs.

How does production budget affect the success of a movie?
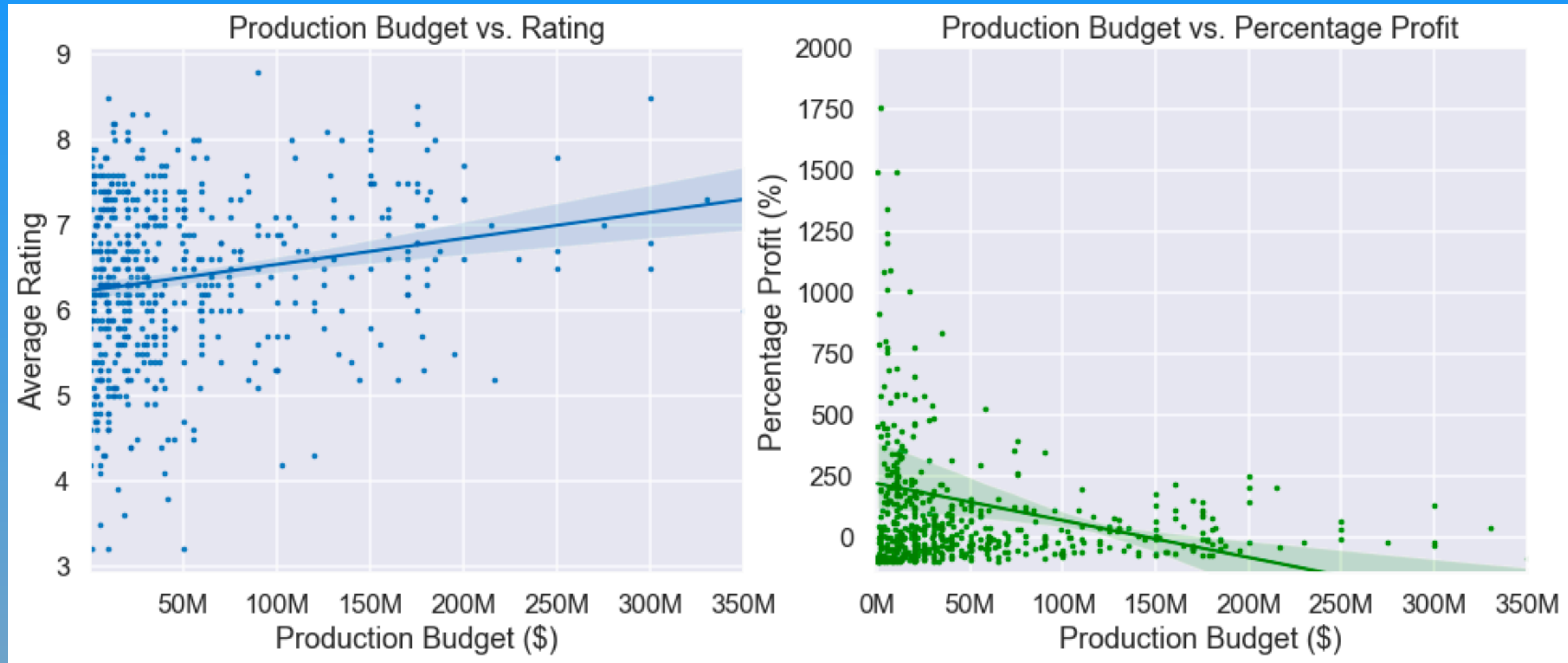
- As production budget increases, movies are likely to receive a higher rating, while likely to return a lower profit percentage.

Conclusions

Mary Poppins on stage / credit: Johan Persson

- Since budget should not be a concern for Microsoft, I strongly recommend producing Musical films to build a strong reputation within the film industry while maintaining a good chance of receiving high profit percentages.

- An alternative recommendation would be to produce multiple horror and mystery films since they only require a low production budget and are likely to return a high profit percentage. However, this option should be secondary to musicals, since these genres do not necessarily tend to receive the highest ratings.

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/