

Microsoft

Movie Studio - Data Analysis

Created by:
Jason Arikupurathu
David Tian

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01

Overview

Problem, Assumptions, Data

Overview Problem & Assumption

Microsoft has decided to create a new movie studio!

- How do we ensure that Microsoft's first movie is a success?

While there is still uncertainty around the COVID-19 pandemic, we have not factored in any COVID-related impacts

- Across all Hollywood studio movies, the average time between the first announcement date and eventual release date is 2 years and 4 months¹

¹Source: <https://stephenfollows.com/how-long-the-average-hollywood-movie-take-to-make/>

Overview Data Source & Subset

- Budget, Domestic/Worldwide Gross figures from *The Movie Database*
- Genre classification from *The Numbers*
- Movie and crew data from *IMDb*



Year	Count of Films
1977 - 2009	47
2010	121
2011	149
2012	128
2013	135
2014	154
2015	199
2016	193
2017	156
2018	116
2019	3

Timeframe: 2010 - 2018

- Containing 1,351 movies

02

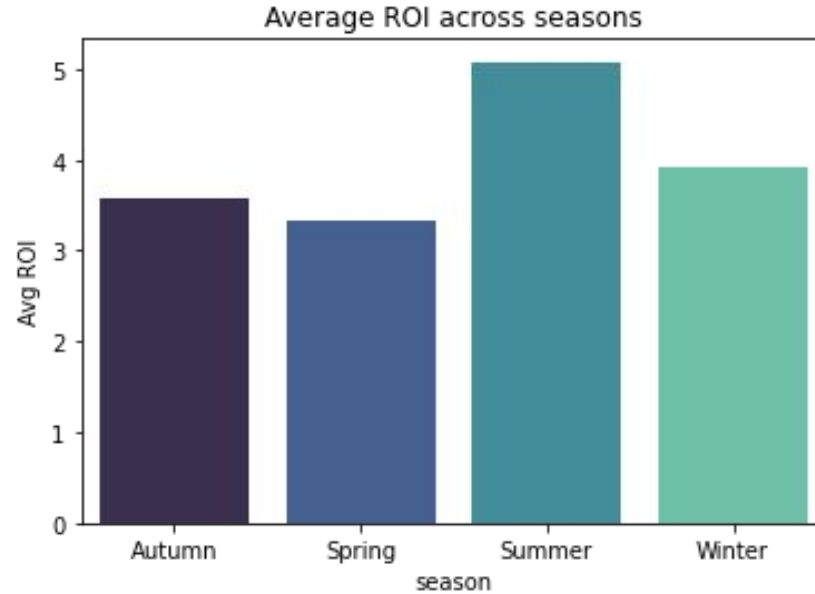
Recommendations

Actionable Insights

Recommendation - Timing

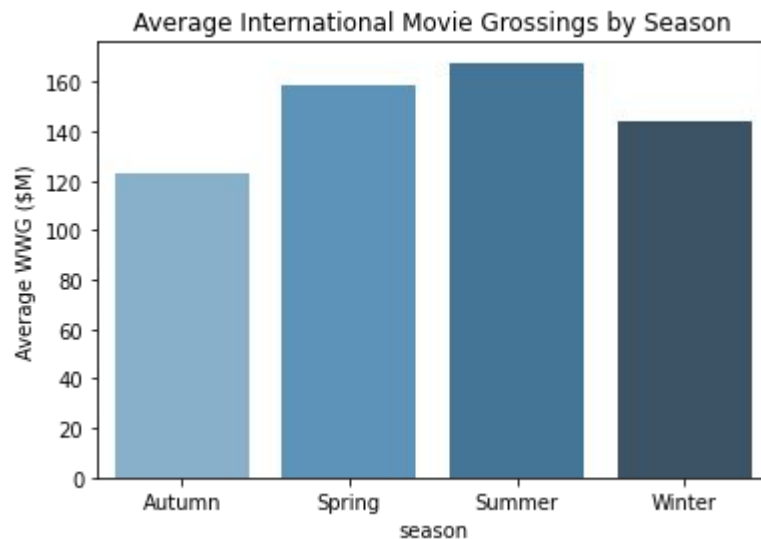
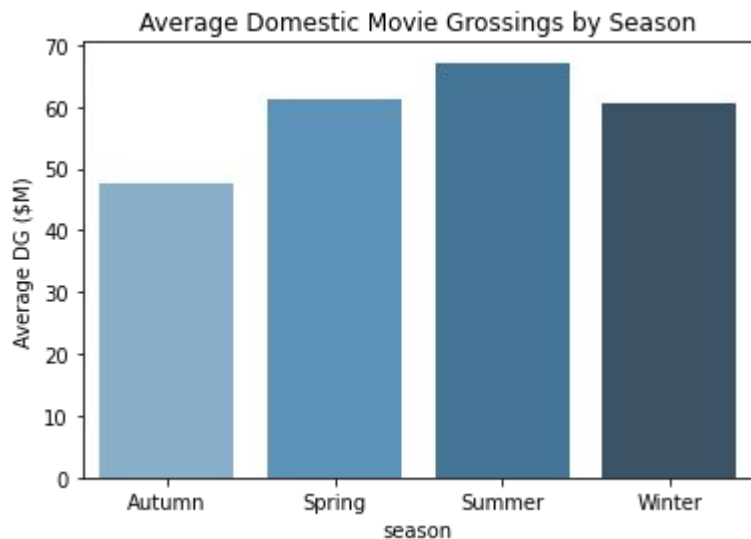
- Is there a time of the year that is best to release a film?

Recommendation - Timing



*ROI is calculated revenue / cost

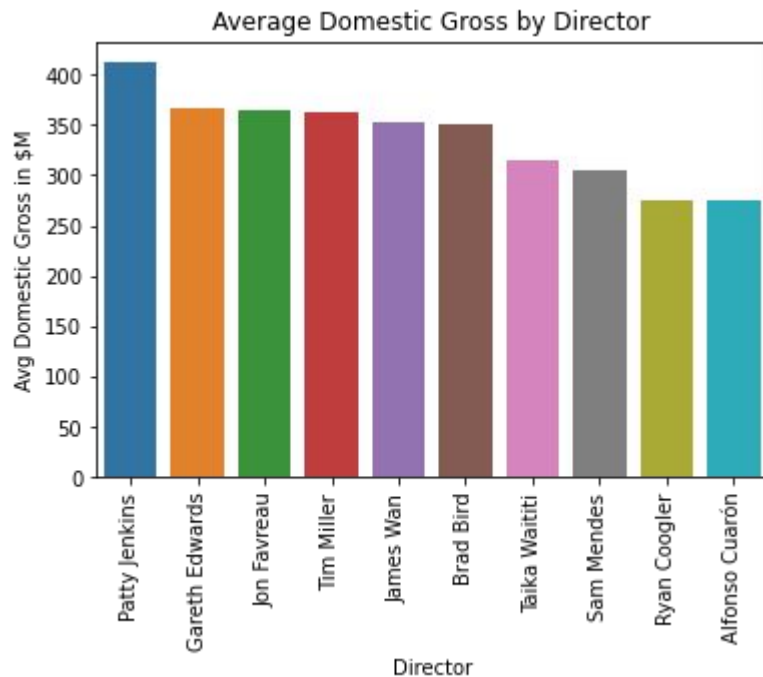
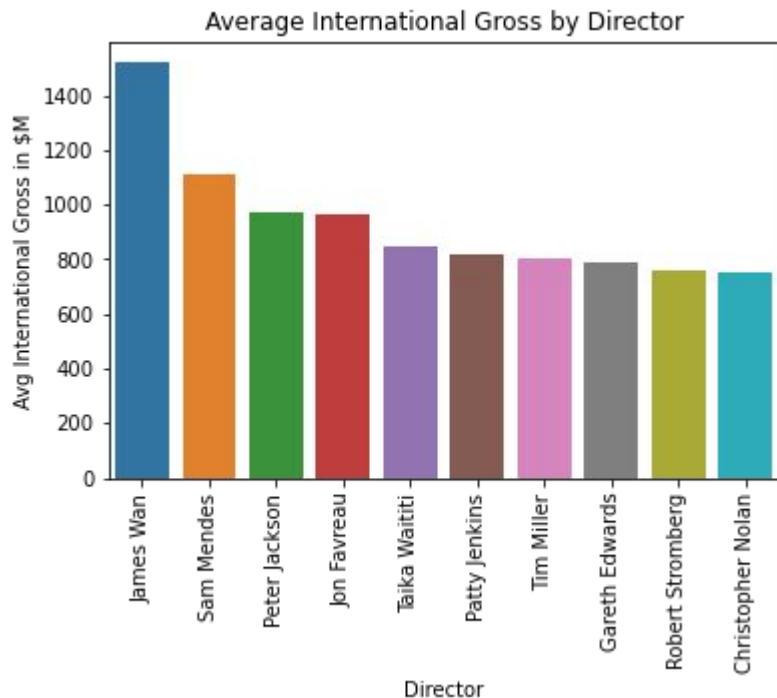
Recommendation - Timing



Recommendation - Directors

- Which directors have films that tend to gross more on average?

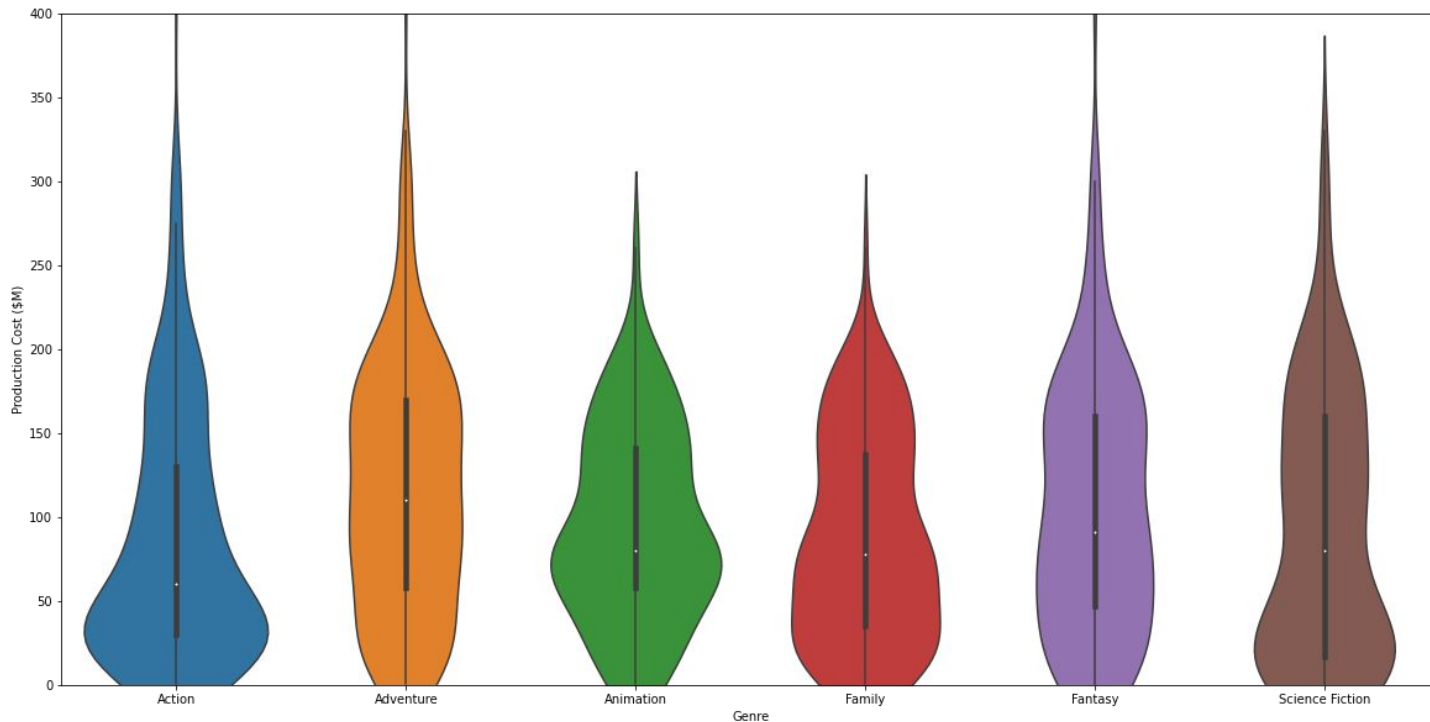
Recommendation - Directors



Recommendation - Genre

- What genres should Microsoft consider for its first film?

Recommendation - Genre



Genre	Mean Production Cost (\$M)
Adventure	\$115.6
Fantasy	\$106.3
Animation	\$94.9
Science Fiction	\$92.1
Family	\$87.2
Action	\$85.8
Western	\$49.2
War	\$45.5
Comedy	\$40.6
Crime	\$37.9
Thriller	\$35.1
History	\$34.5
Music	\$29.4
Romance	\$29.2
Drama	\$28.3
Mystery	\$28.3
Horror	\$20.4
Documentary	\$4.5

Adventure, Fantasy and **Science Fiction** genres offer the greatest range in budget among “high” costing genres

Recommendation - Genre

Summary

- **Adventure, Fantasy and Science Fiction** genres tend to offer high flexibility in budget
 - (\$20M - \$165M)* budget range

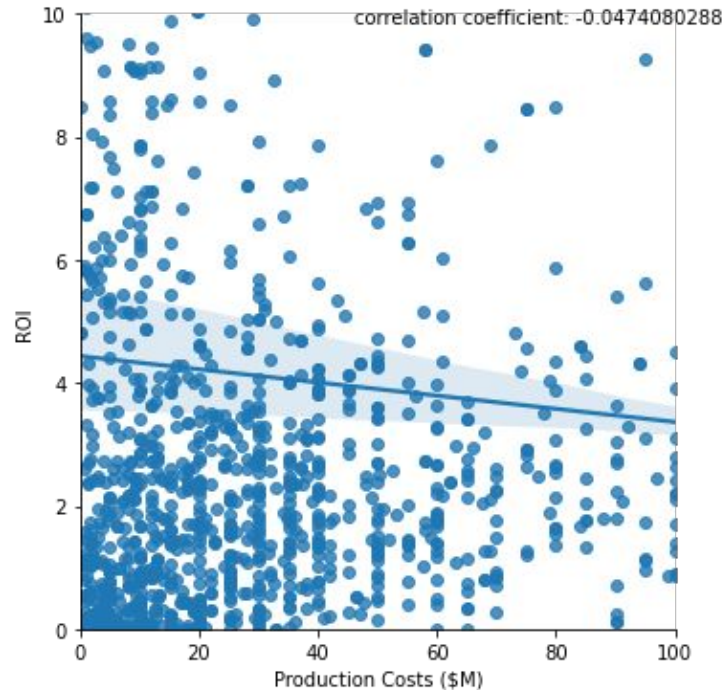
03

Findings

General Discovery

Findings – General Discovery

- Production budget has correlation to the ROI of a movie



03

Next Steps

Questions?

THANKS!

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