

MICROSOFT MOVIE STUDIOS

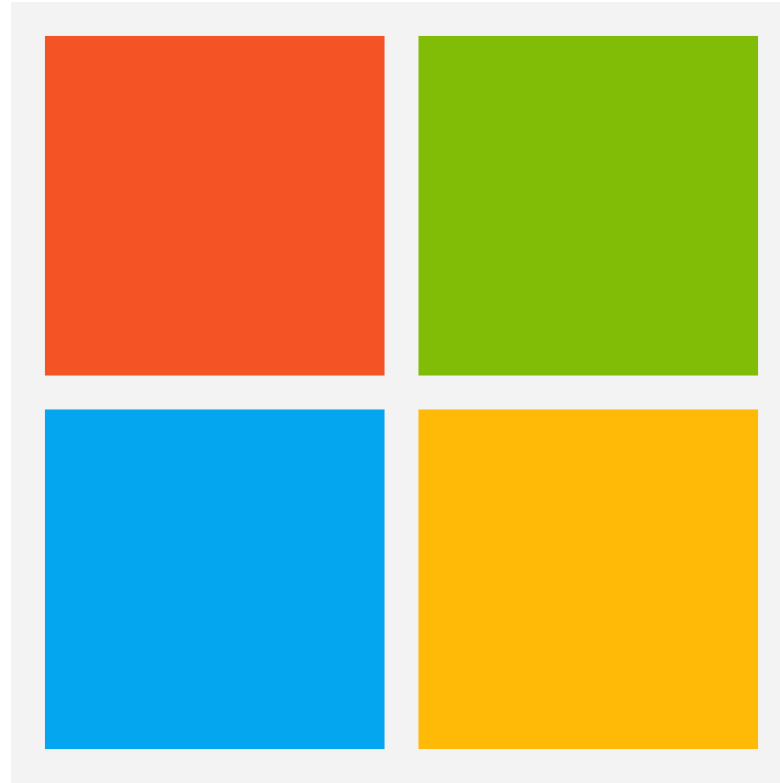
Evan Staffen



Microsoft

Agenda

- ▶ Walkthrough dataset
- ▶ What movies are successful?
- ▶ What are the best studios doing?
- ▶ Future steps

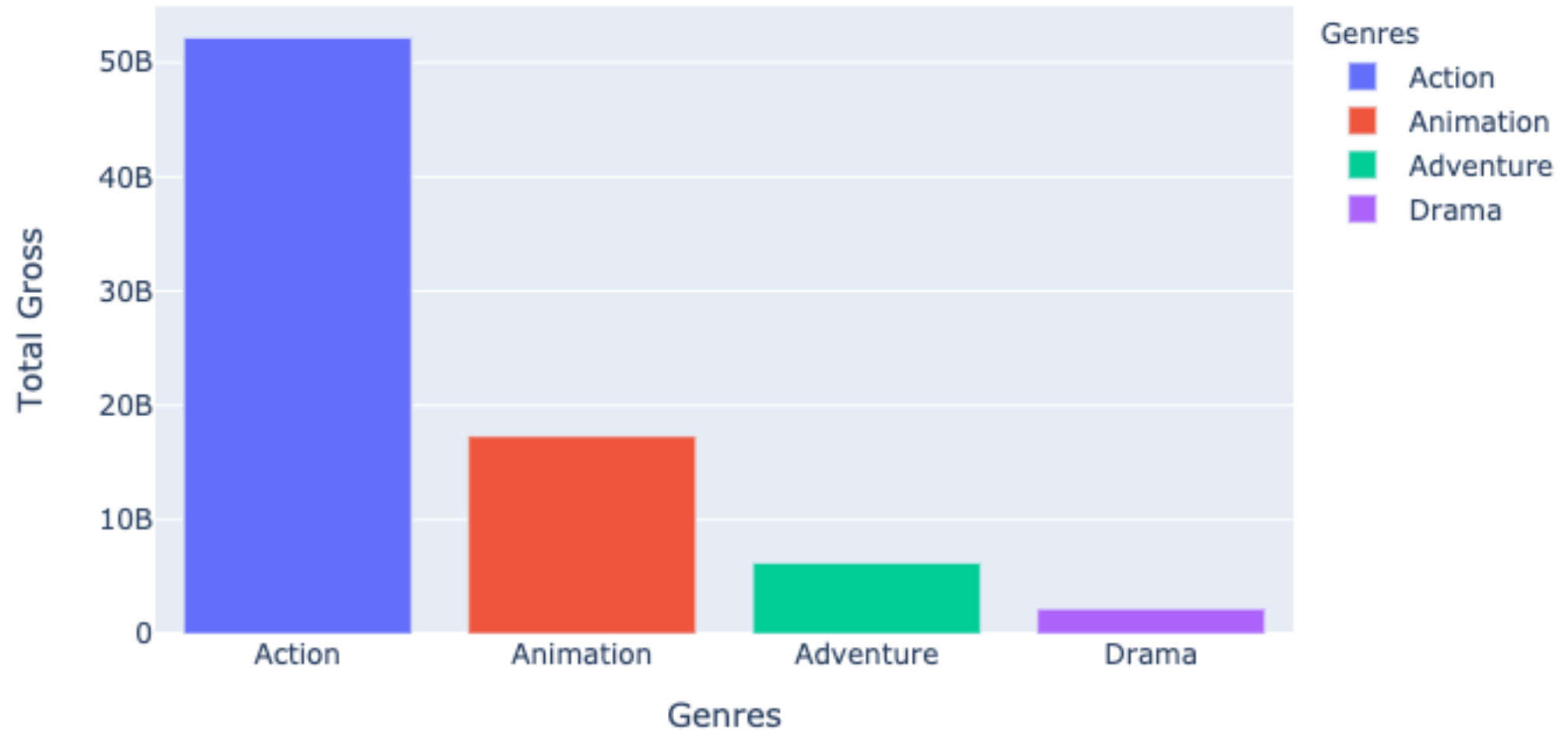


Dataset

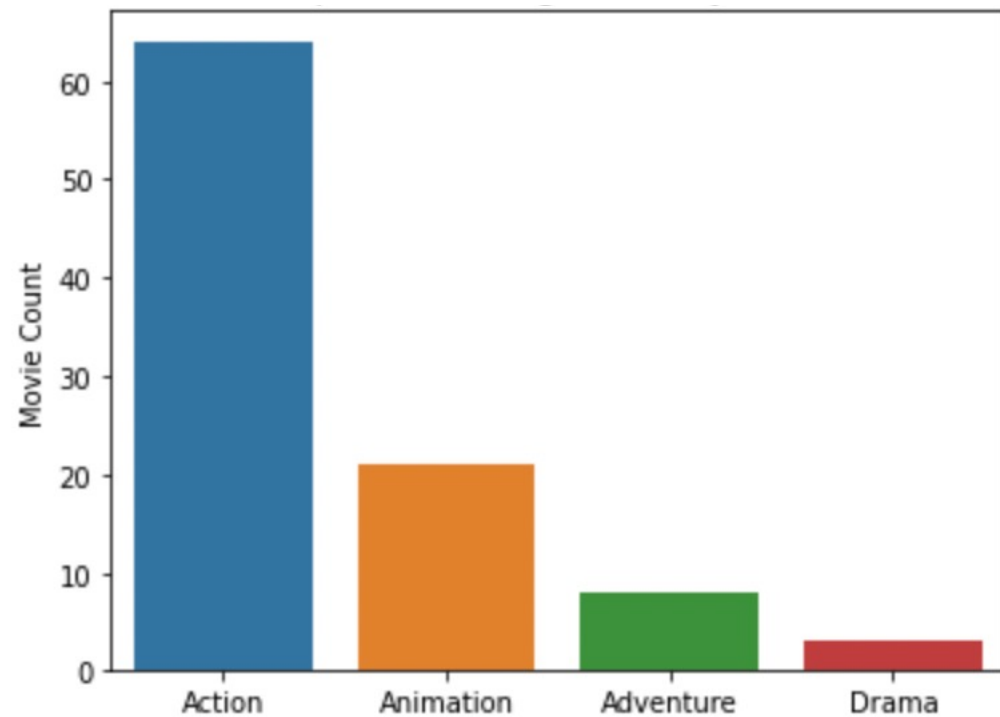
- ▶ IMDB and Box Office Mojo data
- ▶ Analysis of gross earnings, genres and runtimes
- ▶ Each row represents an individual movie

studio	genres_cleaned	title	year	domestic_gross	foreign_gross	total_gross	runtime_minutes
BV	Action	Avengers: Age of Ultron	2015	459000000.000000000	946400000.000000000	1405400000.000000000	141.000000000

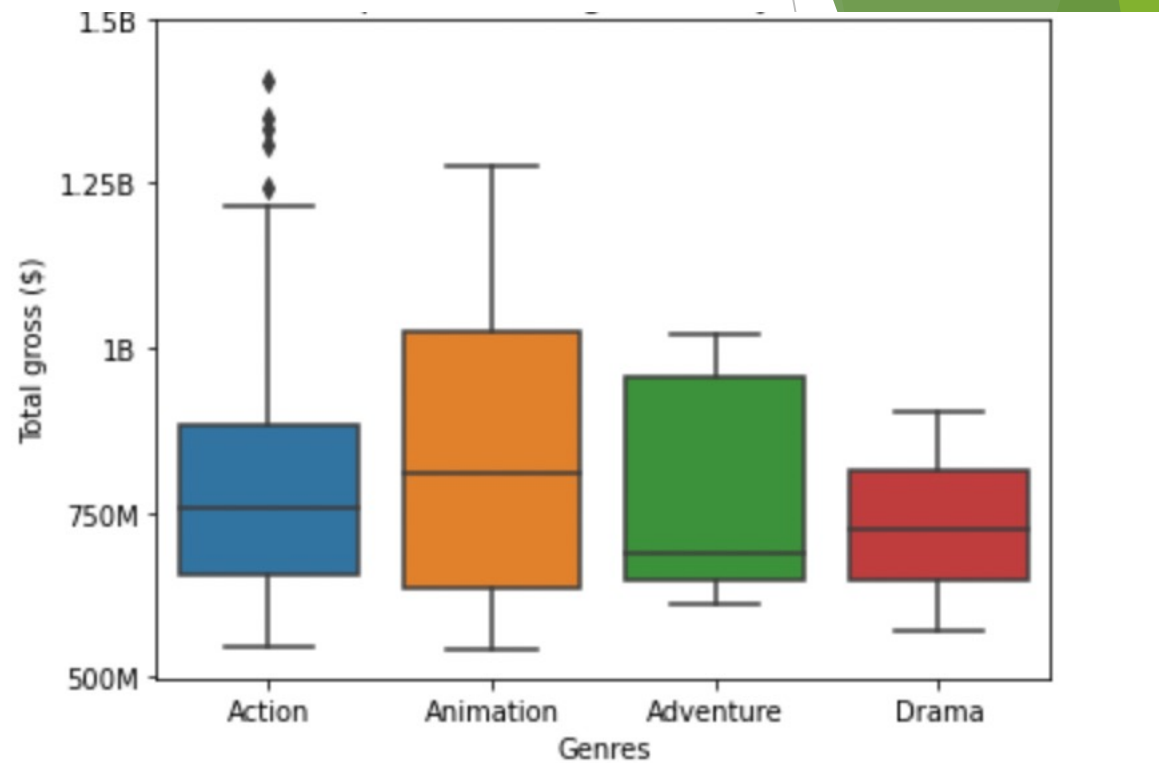
Total Gross of Top 100 Movies Based on Genre



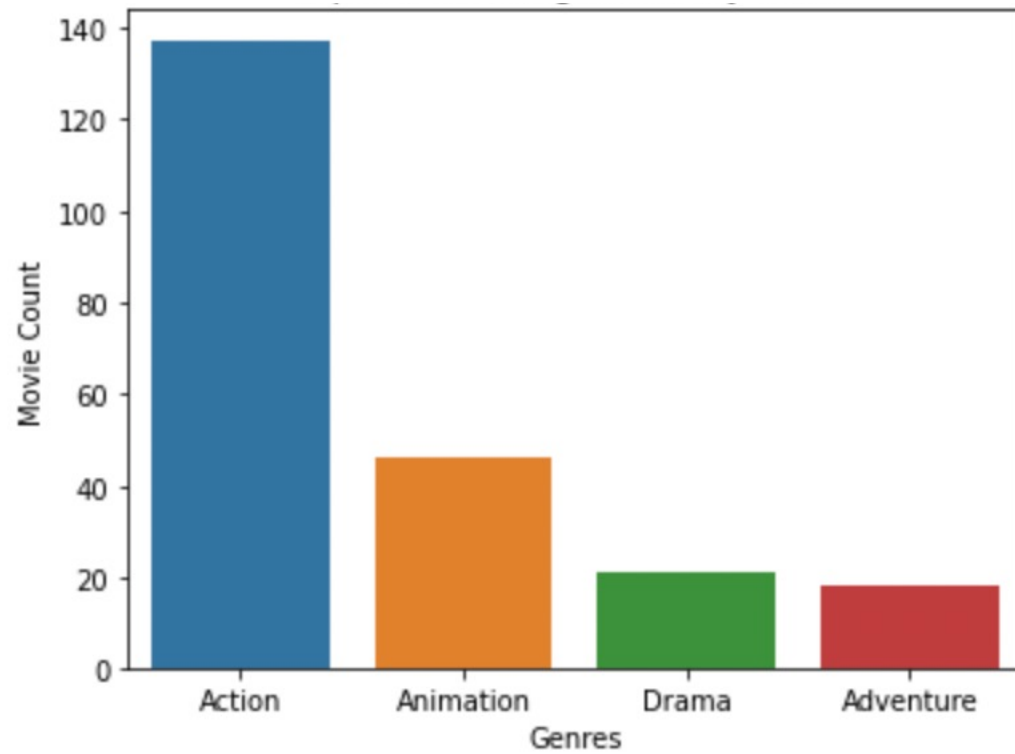
Top 100 Movies by Genre



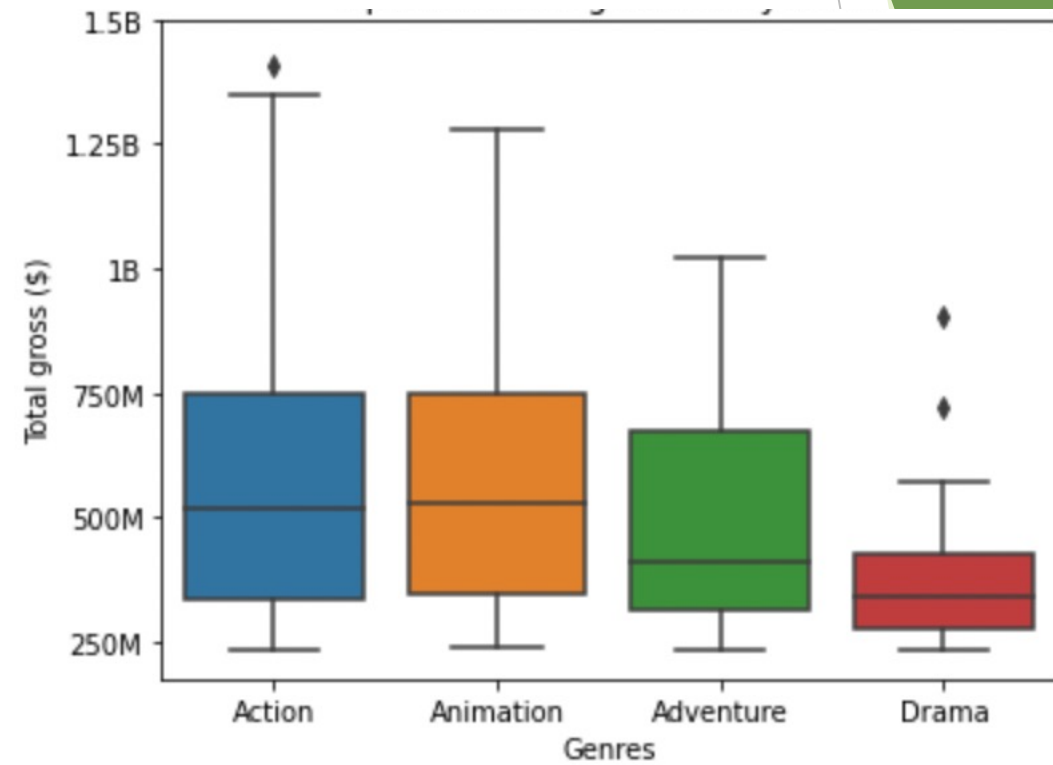
Individual Movie Gross by Genre of Top 100



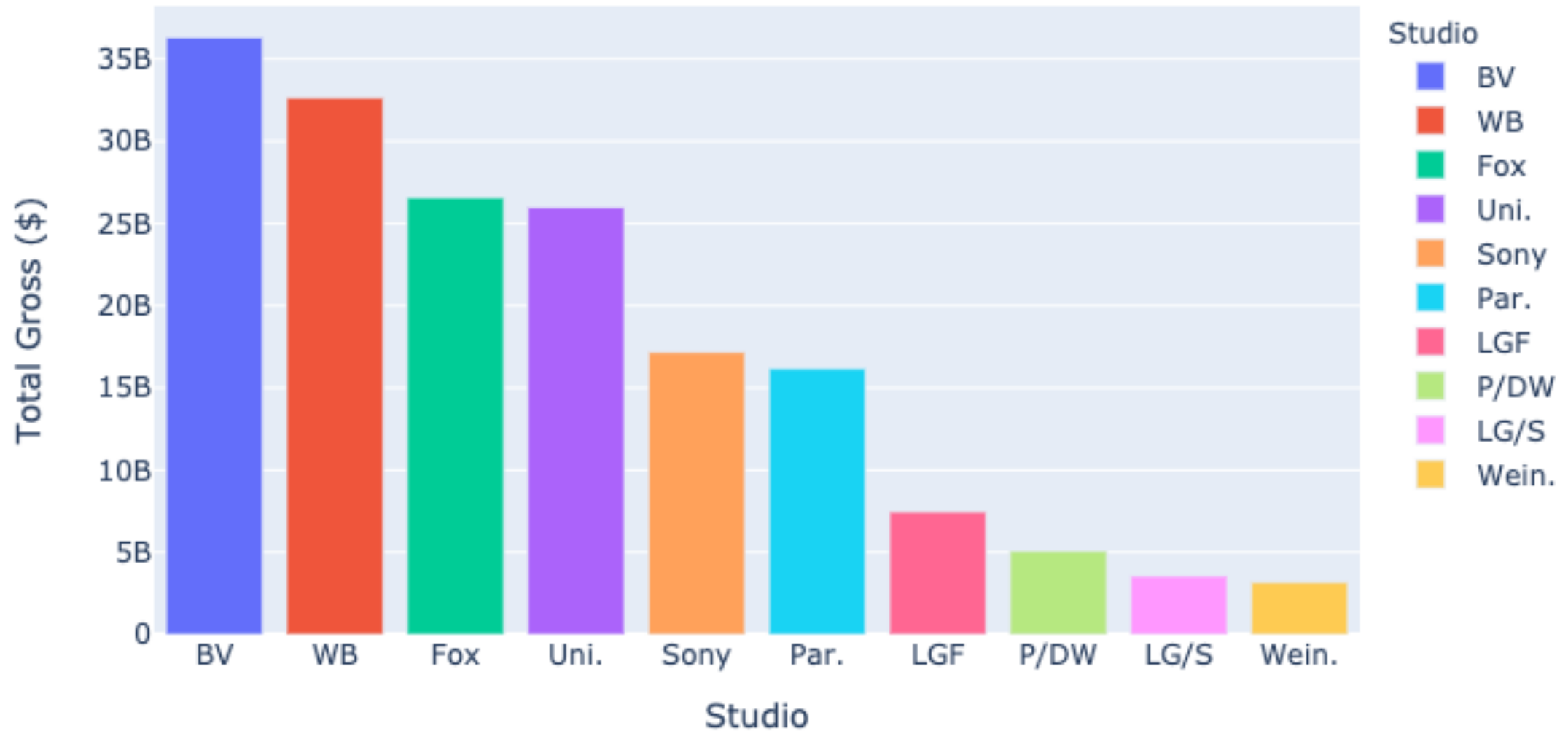
Top 250 Movies by Genre



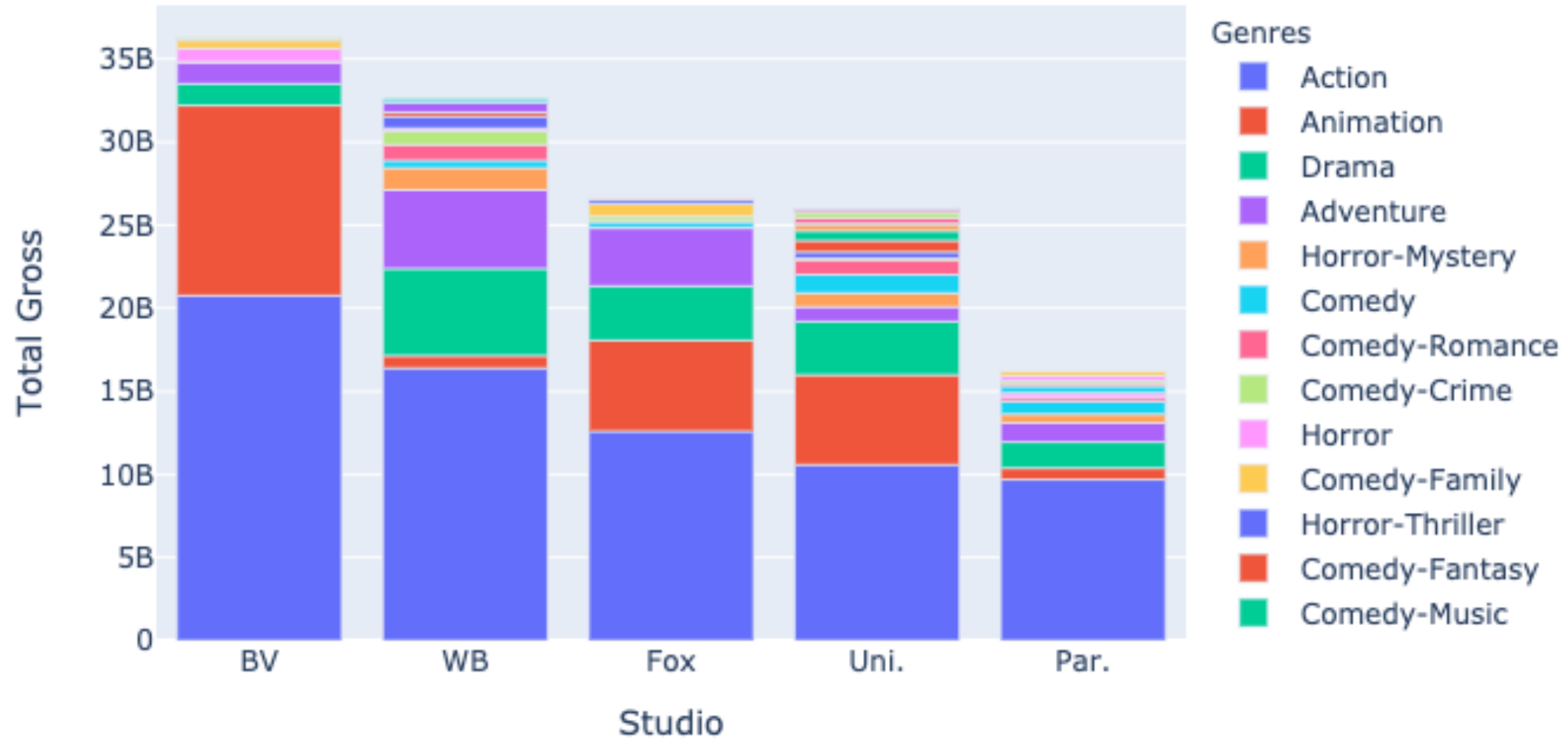
Individual Movie Gross by Genre of Top 250



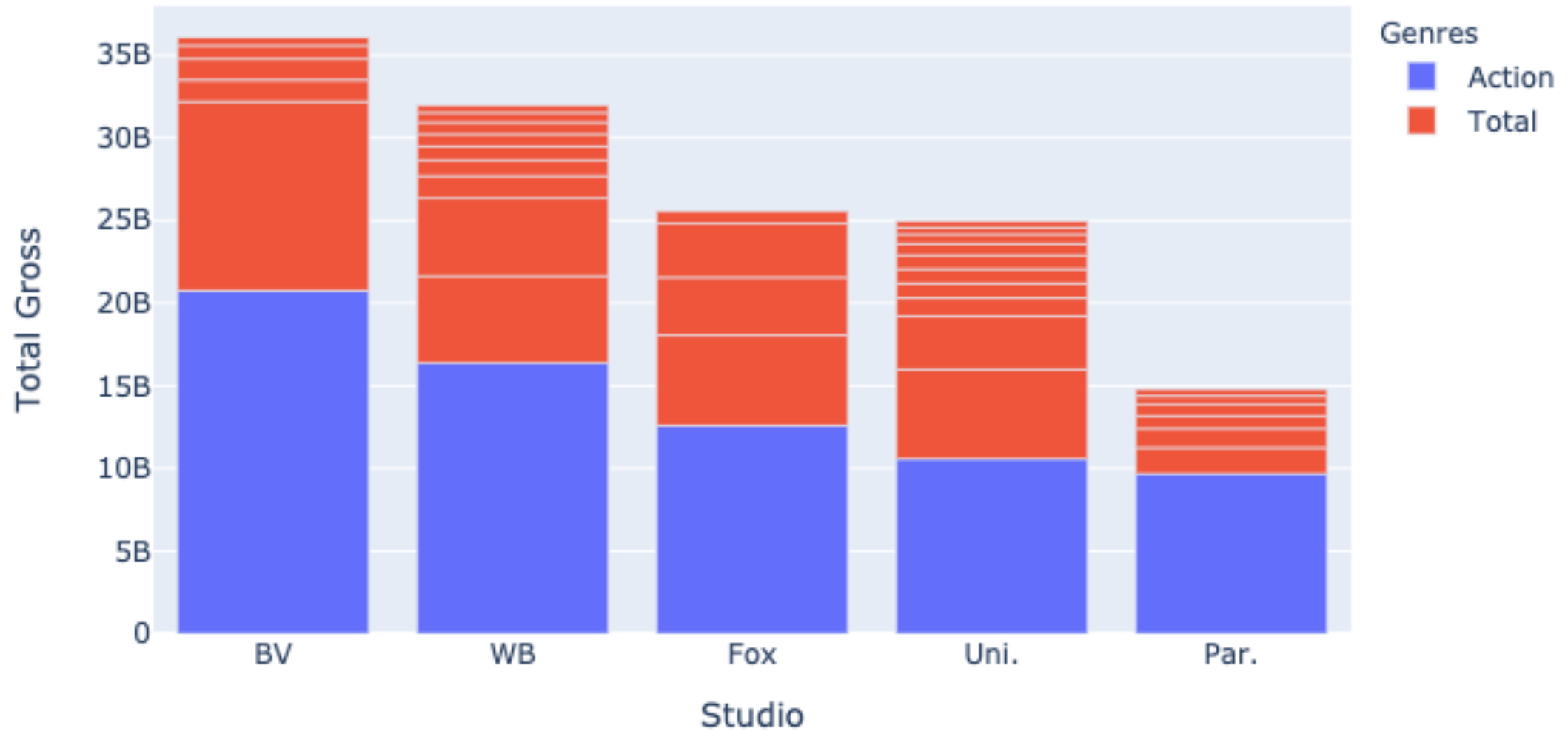
Top 10 Studios by Total Gross



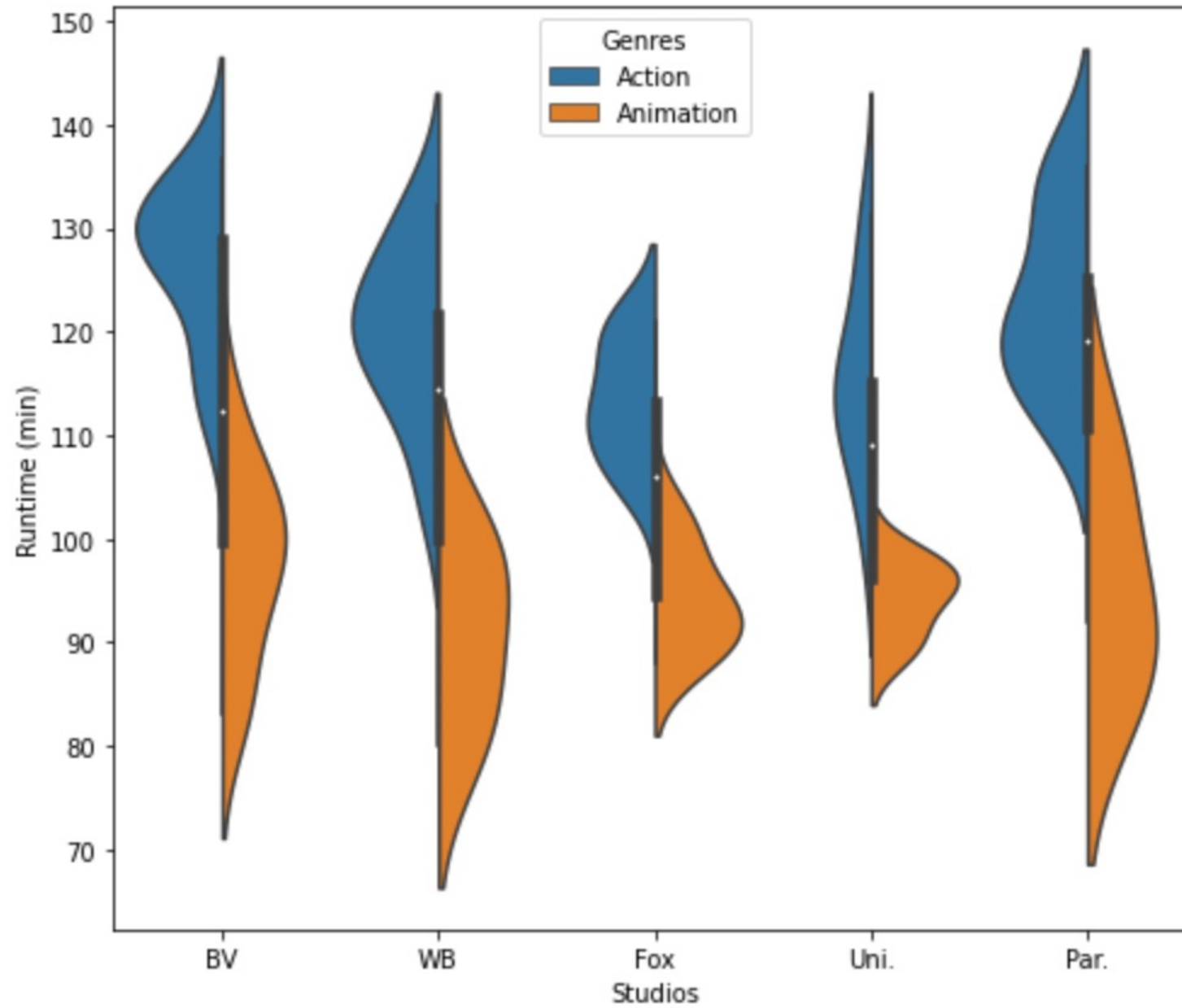
Total Gross by Studio Separated by Action, Animation and Other Genres



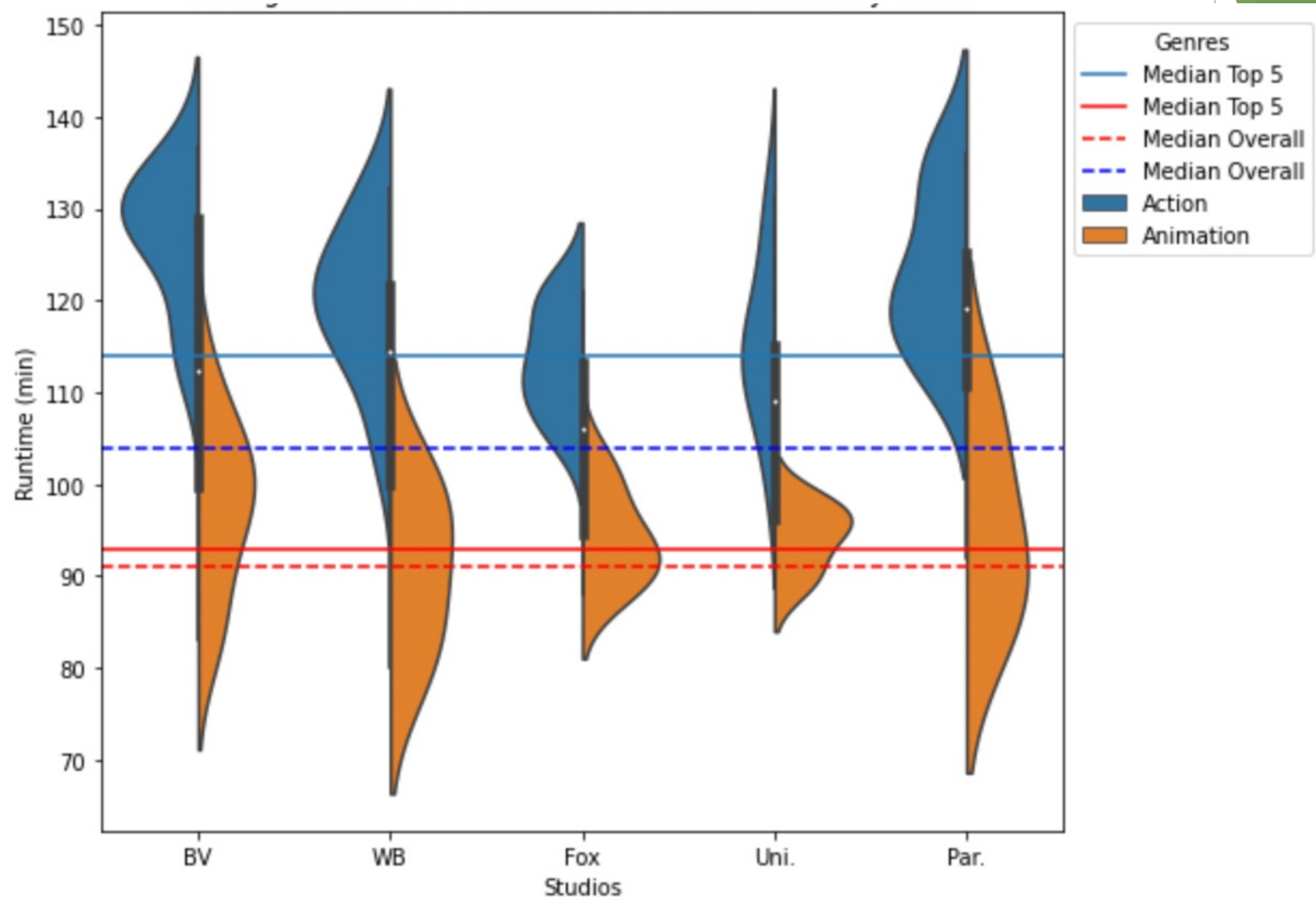
Total Gross by Studio Separated by Action and Other Genres



Movie Runtime Distributions Split by Action and Animation



Movie Runtime Distributions Split by Action and Animation



Recommendations

- ▶ Focus on Action (and Animation)!
- ▶ Ensure 50% of gross earnings from Action movies
- ▶ Keep animation and action movies to 90 and 115 minutes separately

Future Plans

- ▶ Further investigate specific successful movies
 - ▶ Directors, writers and actors
- ▶ Investigate production budgets by genre
 - ▶ Are these genres profiting as much as they are making
- ▶ Considering how the landscape is changing with streaming services
 - ▶ The changing movie experience

Questions?



Contact Information

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