

Mystery of Microsoft Film Division

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Summary

Using data from past movies to make a plan for the start the new movie and streaming division of Microsoft. We found that the best genres for starting movies would be Mystery/Horror due to a high Return on Investment, the best release month is May because of lower number of releases and higher returns and several suggestions for the best Directors to recruit.

Outline

- Business Problem
- Data
- Methods
- Results
- Conclusions

Business Problem

Goal: Start a new film and streaming division for Microsoft.

- What would be a good film genre to start with?
- When would be the optimal release date?
- Who should direct the movie?

Benefits:

- \$100 billion industry in 2021 (Variety, 2022)
- Product placement (free advertising)
- Support and combine video game division

Business Problem

Goal: Start a new film and streaming division for Microsoft.

Tasks:

- What genres of movies to start with?
- When is the ideal release/launch date?
- Who should direct the films?

Data

IMDB - <https://www.imdb.com/>

Rotten Tomatoes - <https://www.rottentomatoes.com/>

The Movie DB - <https://www.themoviedb.org/>

The Numbers - <https://www.the-numbers.com/>

Methods

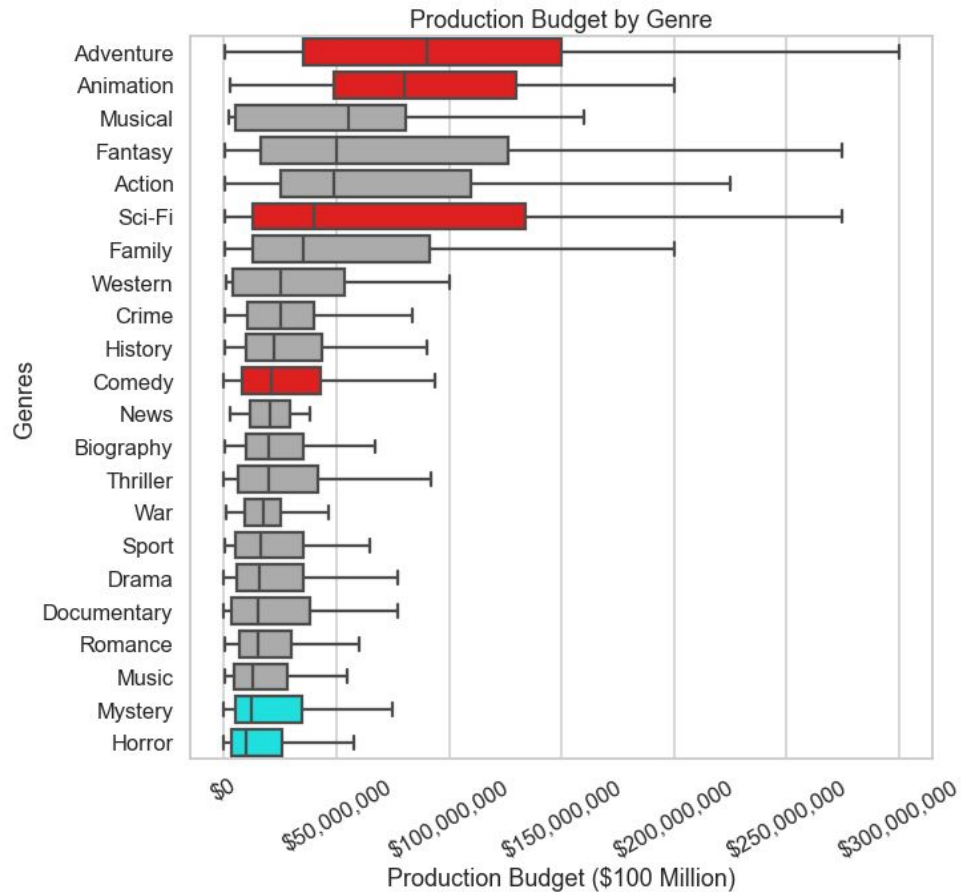
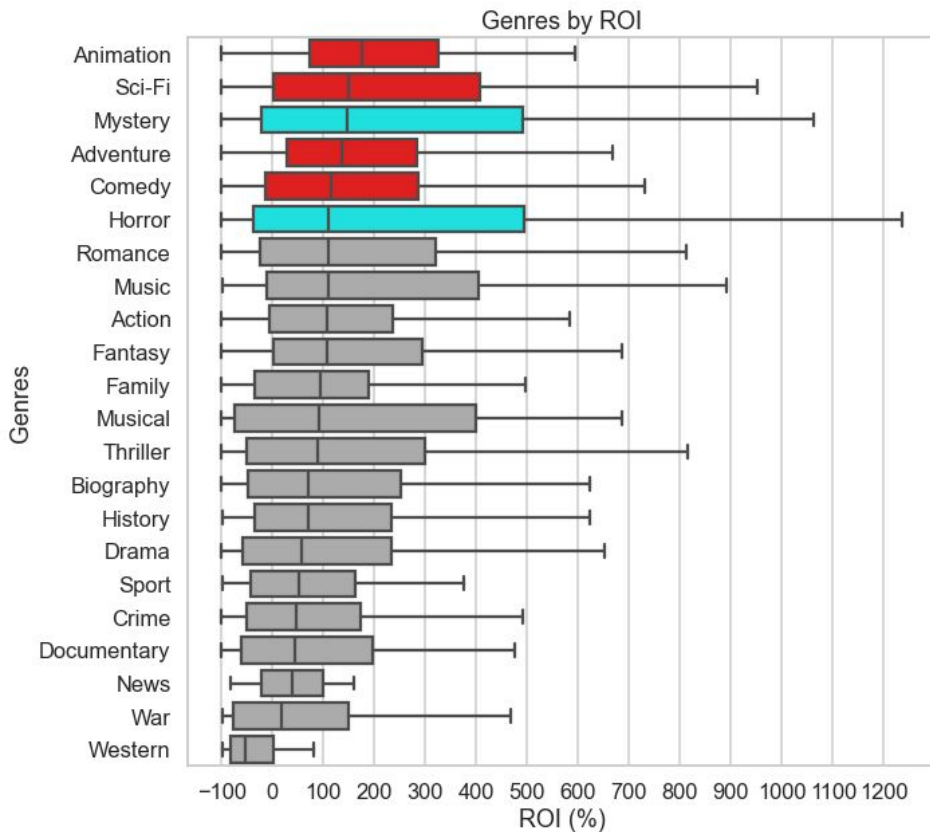
Combine DataFrames using SQL.

Clean Data.

Calculate Profit and ROI.

Graph data to find what would be the best course of action.

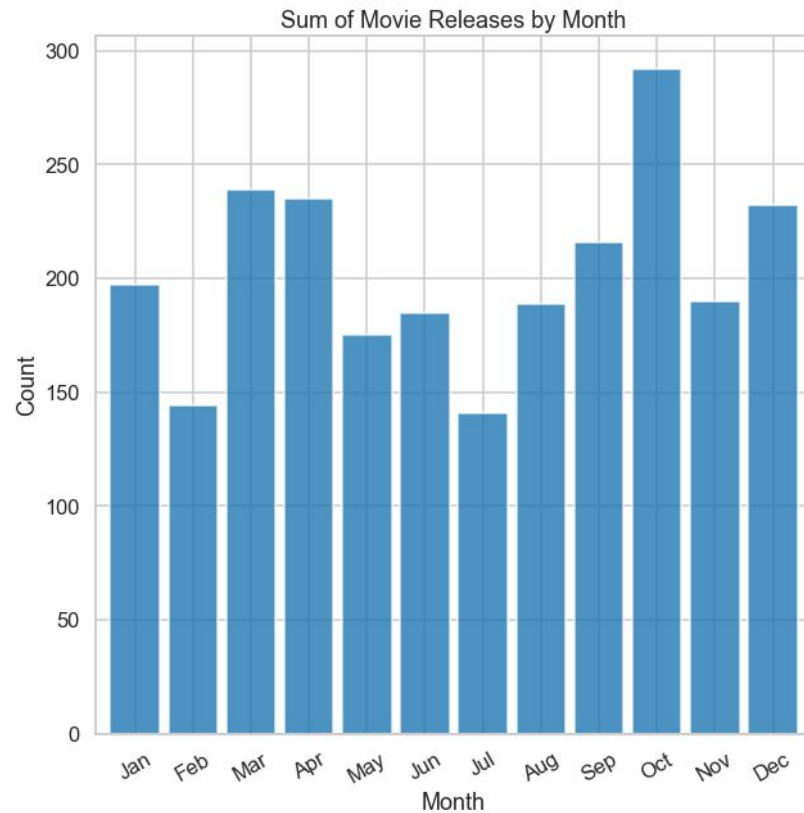
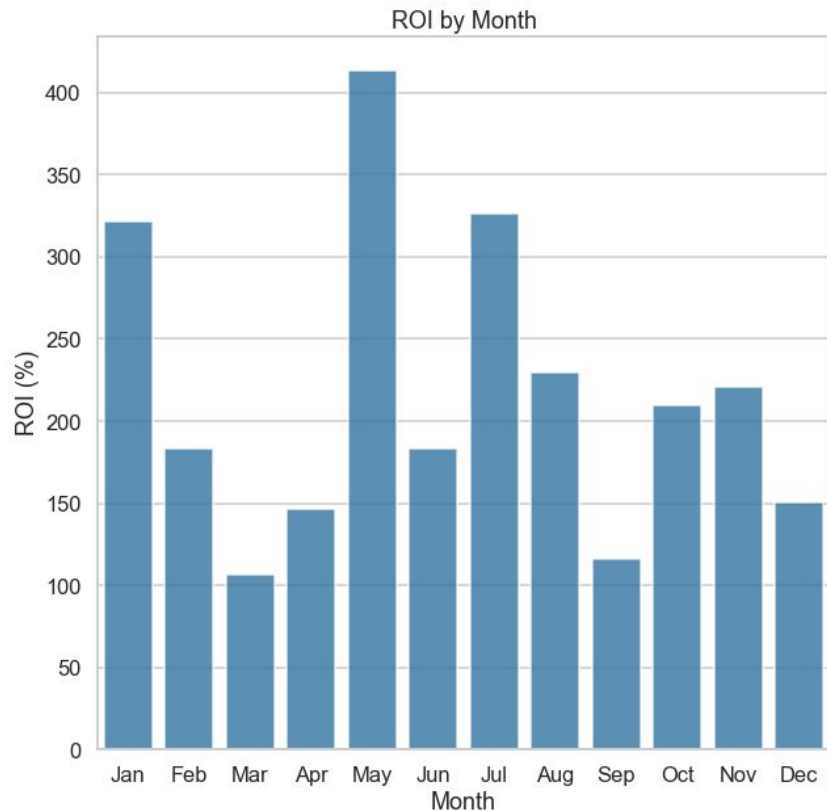
Best Genres to Start



Best Genres to Start

- Lower cost of production films are a solid place to start a new film division.
- Mystery & Horror both have low cost of production and high ROI.

Ideal Launch Month



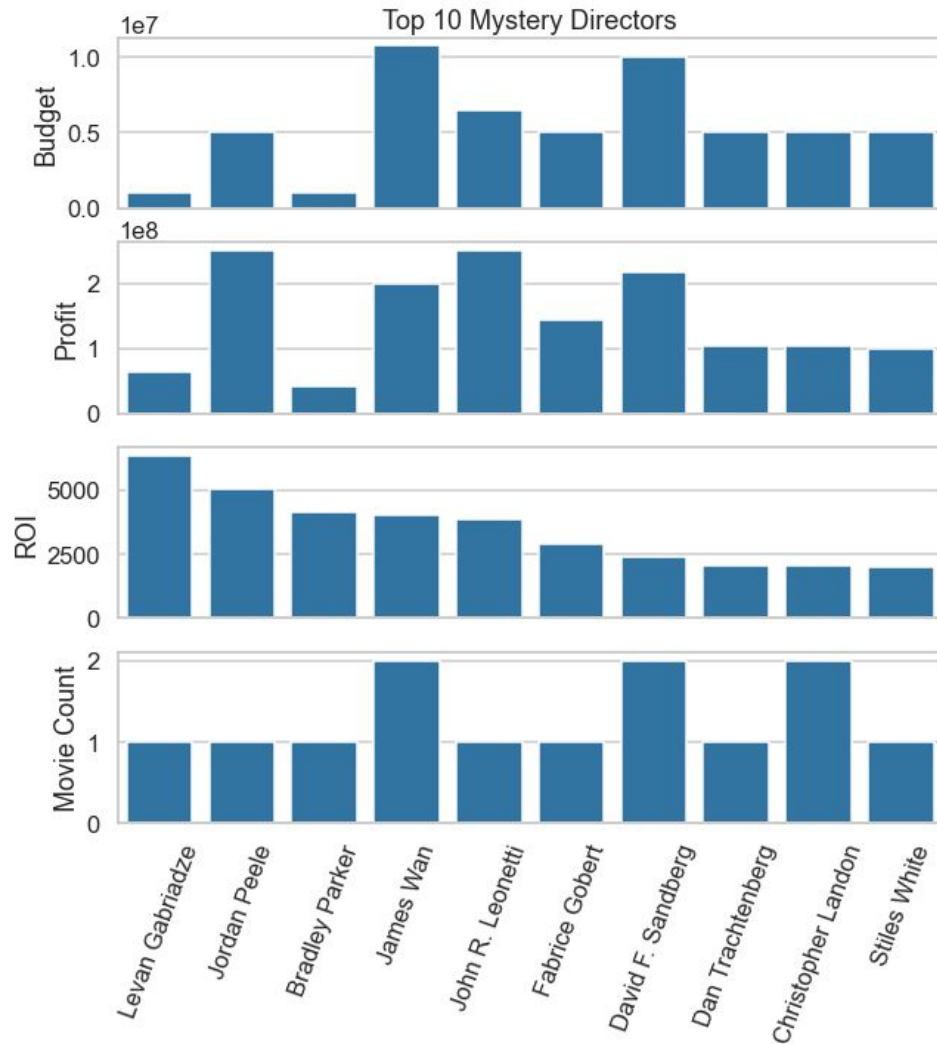
Ideal Launch Month

- May has the highest ROI and a low number of releases.
- The lower competition makes May an ideal launch date.
- Just in time for summer!

Mystery Director

James Wan & David F. Sandberg both have multiple films in the mystery genre.

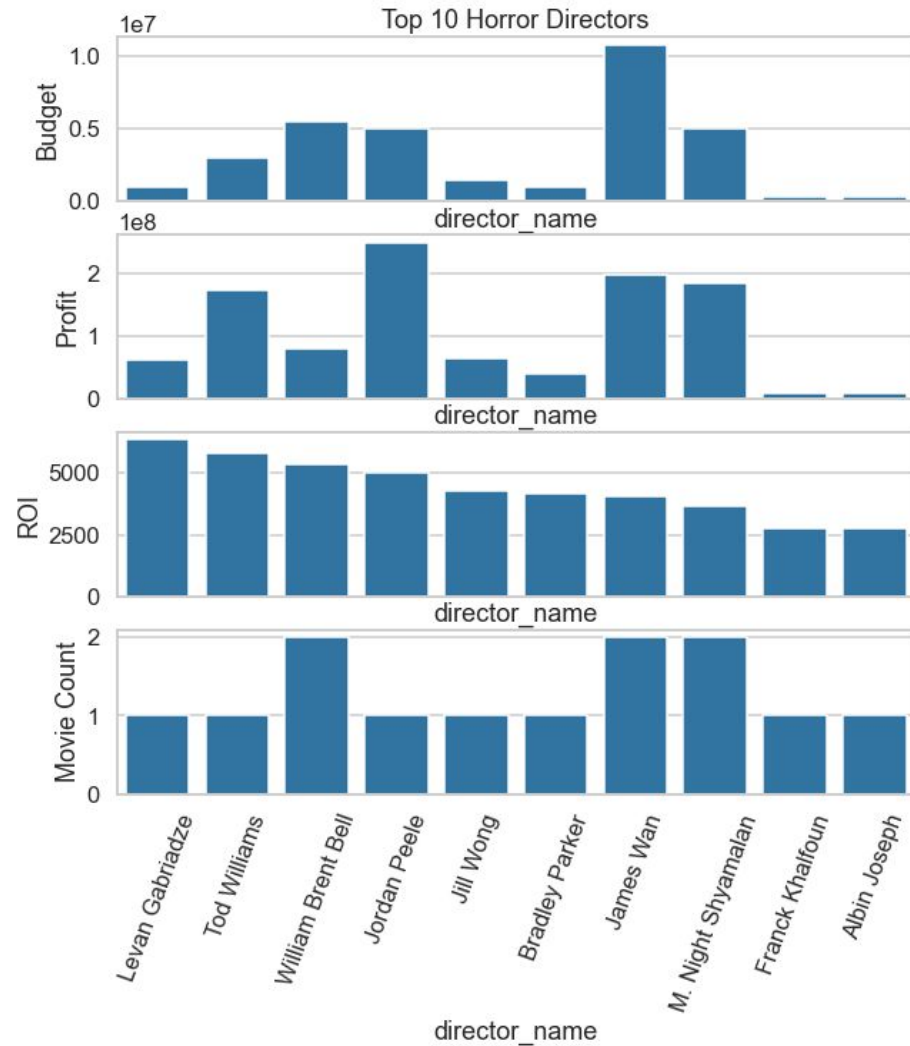
- Strong ROI
- High profit
- Low budgets



Horror Director

M. Night Shyamalan has multiple films in Horror

- Strong ROI
- High profit
- Low budgets



Conclusions

Mystery and Horror are both great genres to start a new movie division.

- High ROI and low cost of production.
- Genres have a large amount of overlap.

Month of May is a great month for release.

- High ROI and month with lower number of releases.

James Wan, David F. Sandberg and M. Night Shyamalan are great options for directors for the first films.

Thank You!

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Citations

Vanity 2022 - Rebecca Rubin

<https://variety.com/2022/film/news/entertainment-industry-revenues-streaming-box-office-recovery-1235203582/>