

The Mystery of Microsoft Film Division

By: Grant Edwards

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.

Why Start a Film Division?

Benefits:

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

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?

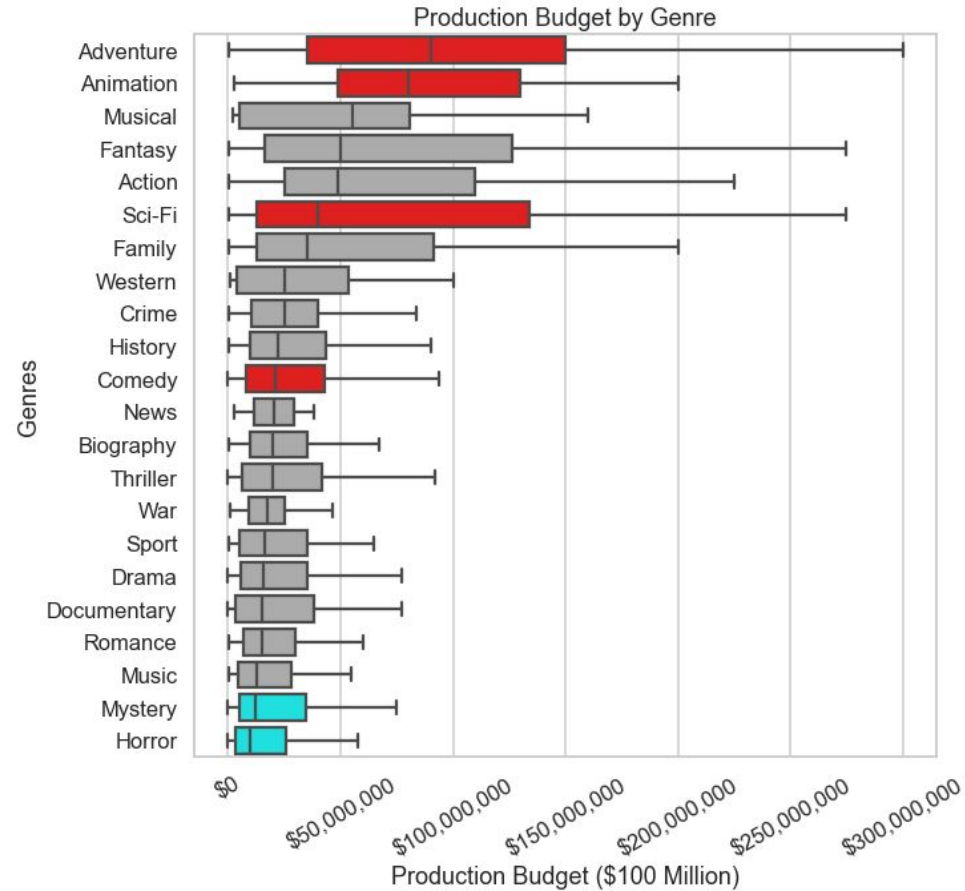
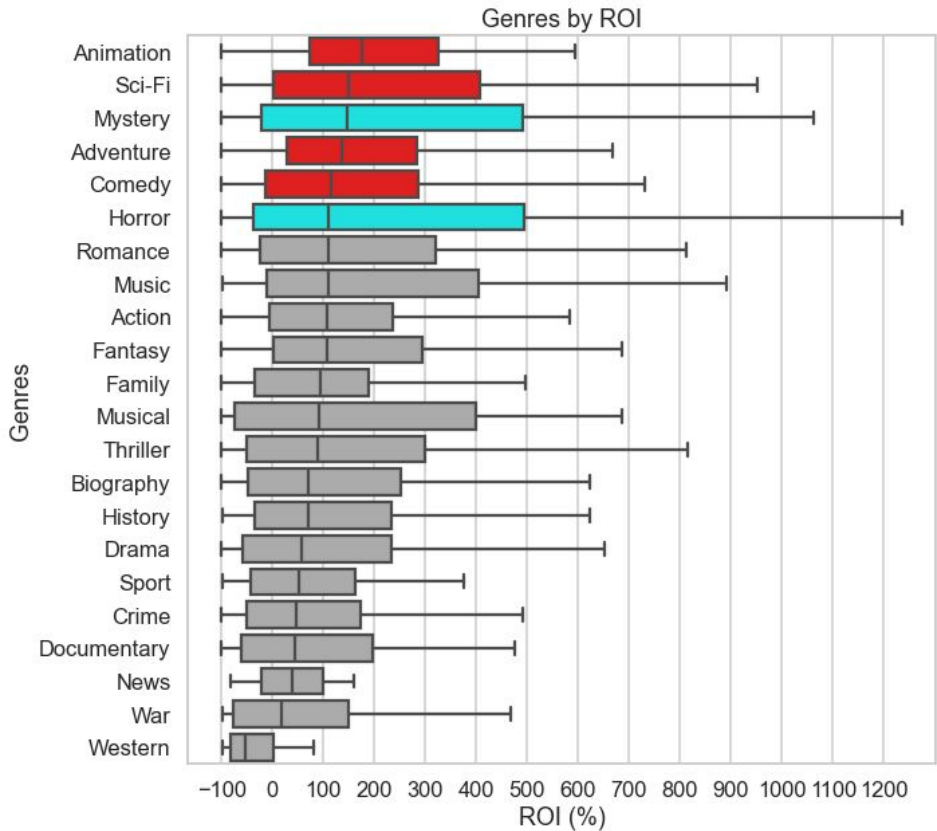
Data

- 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

- Used Python and Pandas in a Jupyter Notebook.
- Combine DataFrames using SQL.
- Clean Data.
- Calculate Profit and ROI.
- Graph data using matplotlib and Seaborn
- Analysed the data to find what would be the best course of action.

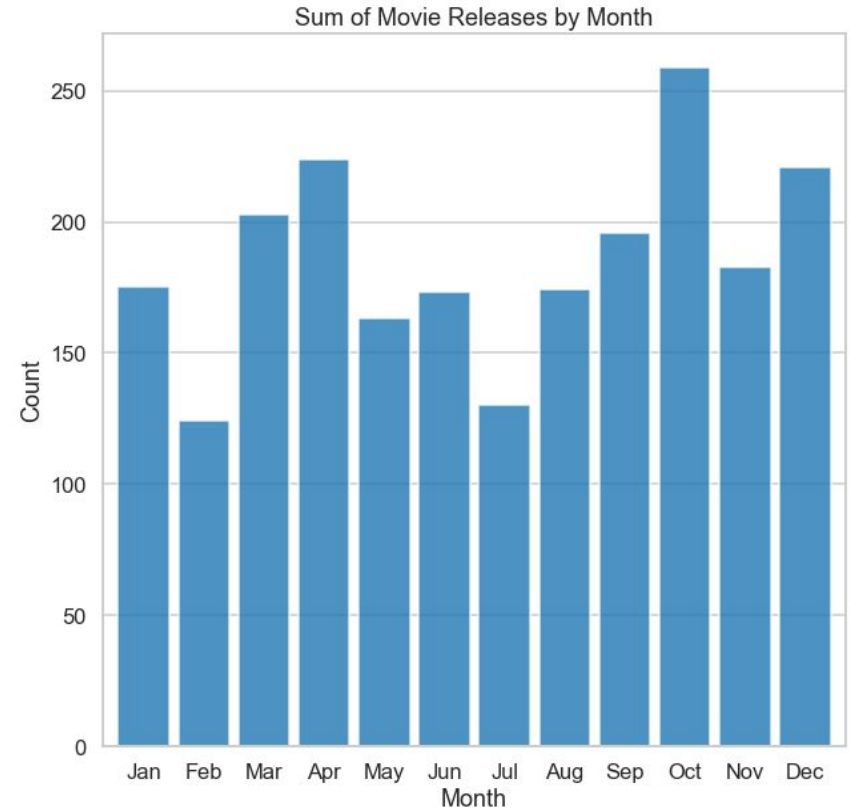
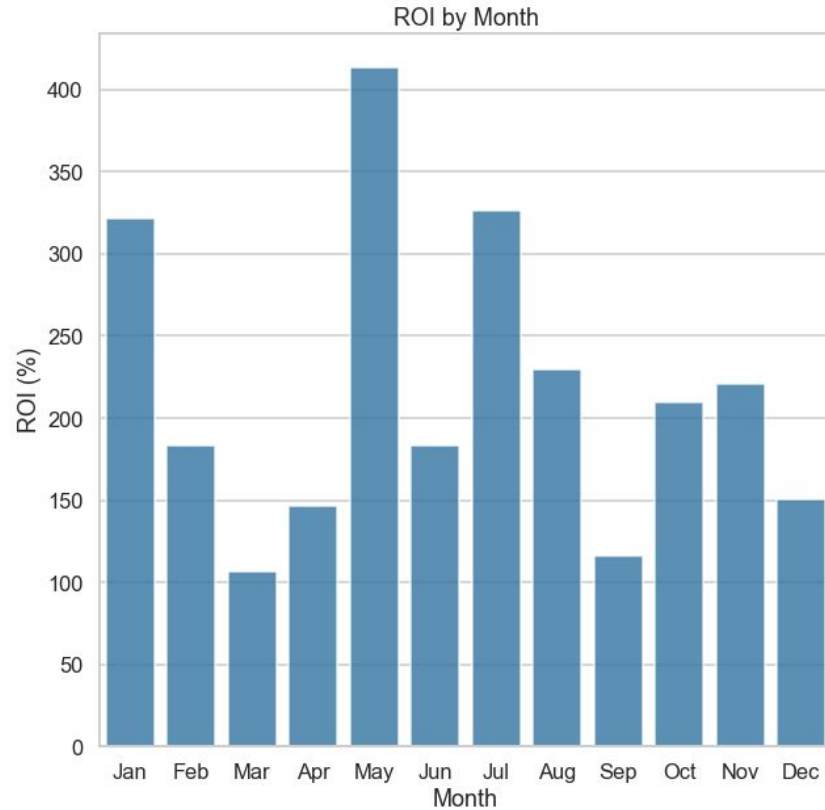
Best Genres to Start



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



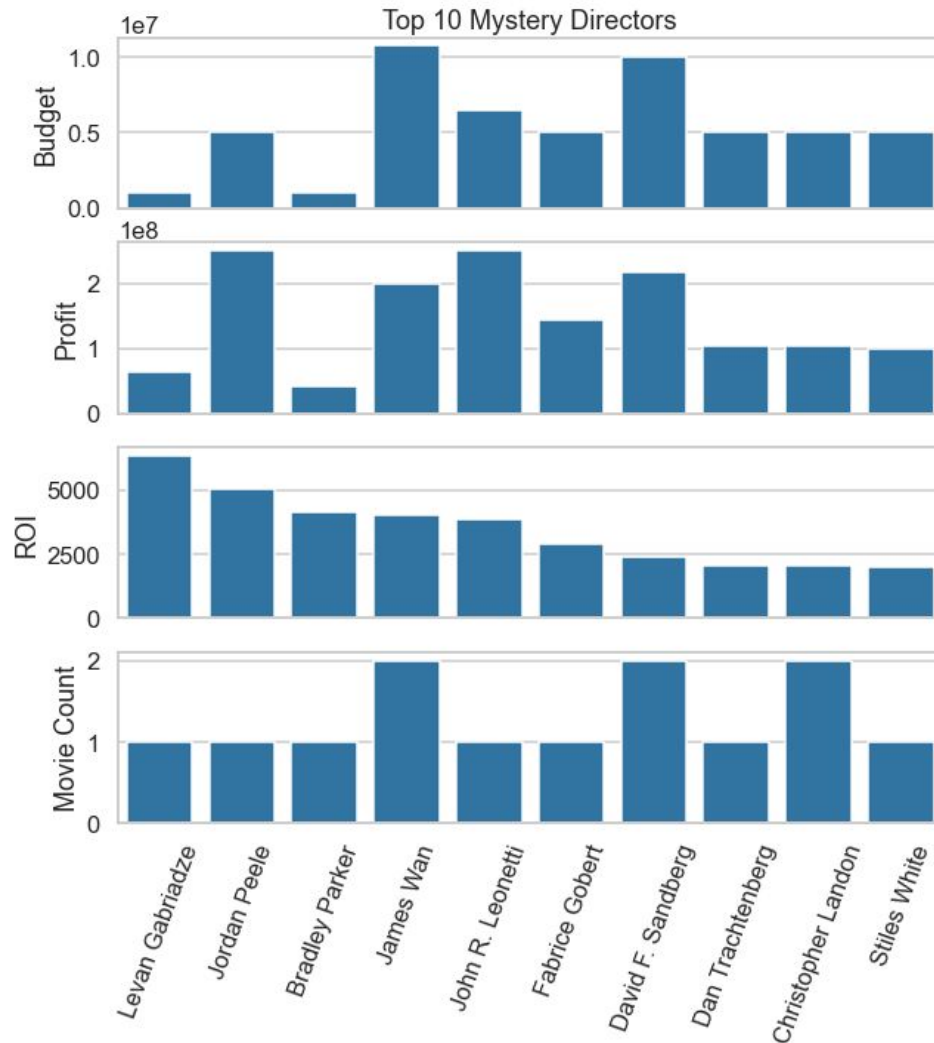
Ideal Launch Month

- 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.

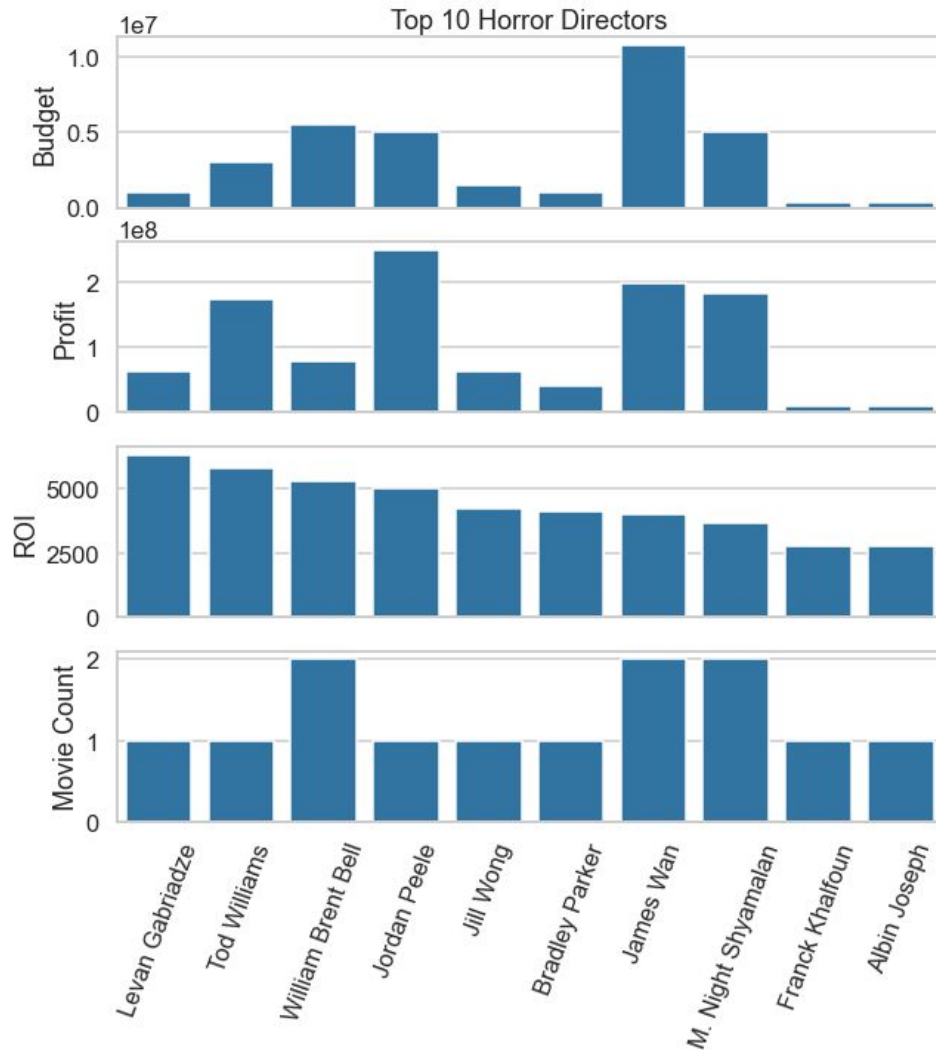
- Strong ROI
- High profit
- Low budgets



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.

Citations

Vanity 2022 - Rebecca Rubin

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

Thank You!

Email: grantedwards11@gmail.com

GitHub: @gzedwards

LinkedIn: www.linkedin.com/in/grant-edwards-25206914a