



LAUNCH RECOMMENDATIONS

MICROSOFT Studios

Original Content Recommendations

01.

Market research for a smooth start.

Let's start with what we know.

Our data sources for this exploration are:

- [The Movie Database \(TMDb\) api](#)
- [The Numbers provided dataset](#)
- [IMDB provided datasets](#)

02.



LAUNCH RECOMMENDATIONS | MS 2021



Features & Data Subsets



Engineered Feature: ROI%

In an effort to make recommendations with best returns in mind, we chose to use an ROI calculation to help make informed visualizations.



Subset: High Budget Films

Our initial investigation revealed that the films with the highest budgets generated the highest ROI. To make recommendations that are profit-driven, we chose to look only at high budget/high return films.



Further Subsets

Working only with high budget films, we then created subsets of data to explore the relationship between rating, runtime, genre, director, and release timing and ROI.



Measuring Success

03.



REVENUE | what determines profitability?

We chose to subset this data and explore properties of the films with the highest ROI.



WHICH | film characteristics and success

What characteristics build a stellar film? After exploring this data we have insights to offer regarding genre, runtime and budget.



WHEN | release timing affect on returns

When is the best time to launch a successful program?

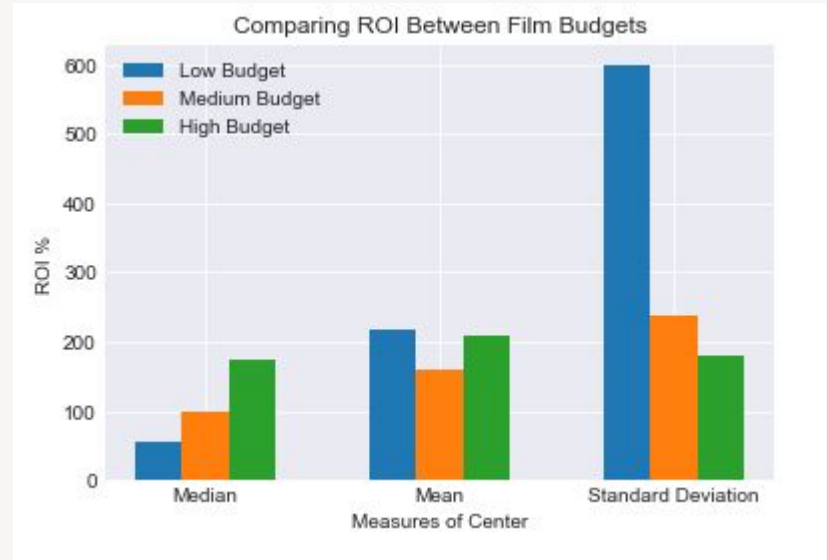
Budget

Financial Recommendations

On average, high budget films outperformed low and medium budget films, and yielded the highest return on investment. Median was used as our measure of center because of the heavy right-skew in low budget films.

Parameters:

- Films made in year 2000 or later
- Low budget: \$1MM-\$50MM
- Medium budget: \$50MM-\$100MM
- High budget: over \$100MM



FILM CHARACTERISTICS

MPAA Rating and Performance

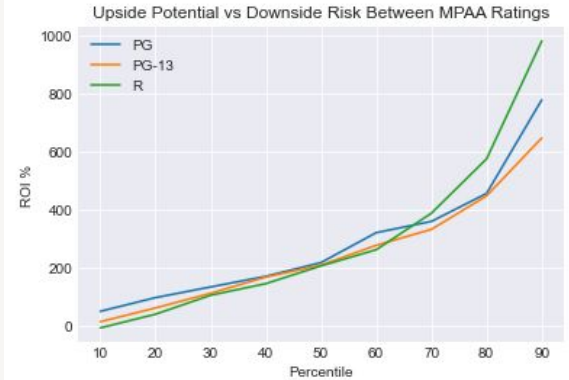
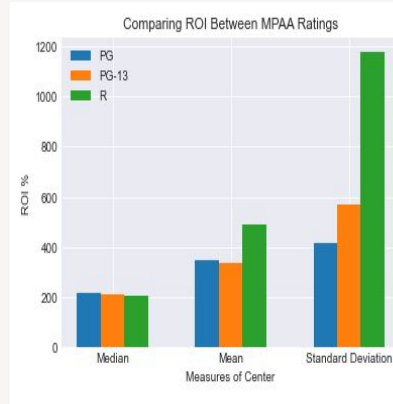
Depending on our risk tolerance, we should focus on producing films rated either PG or R.

Rated PG:

- Lower expected value
- More predictable outcome
- Risk averse option but leaves profits on the table

Rated R:

- Highest expected value
- More downside potential
- Profit maximizing option but takes on bigger risk



FILM CHARACTERISTICS

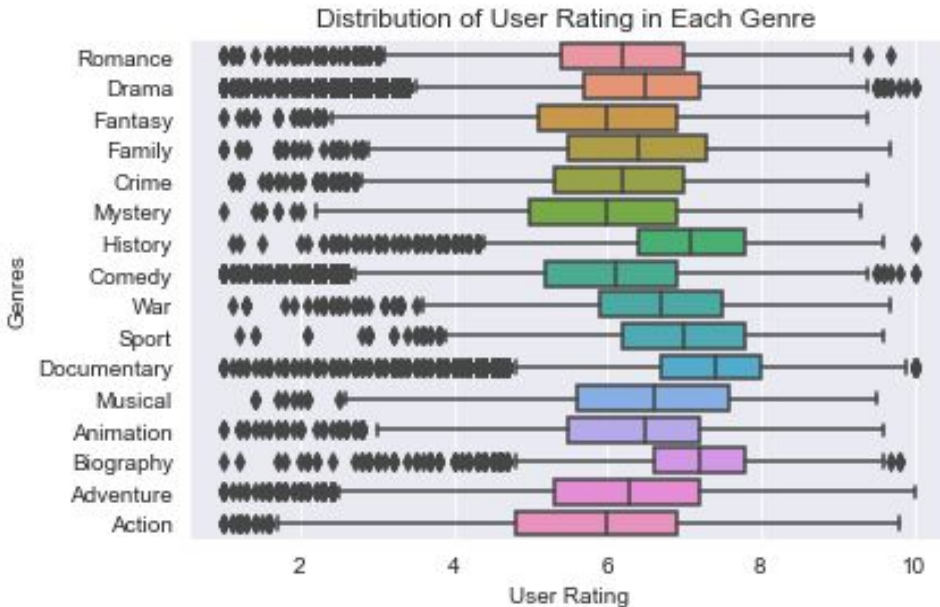
Genre and User Rating

Here is a breakdown of the top 15 genres from IMDB starting at year 2000

Top Rated Genres:

- 1) Documentary
- 2) Biography
- 3) History
- 4) Sport
- 5) War

Note: This is only one factor that impacts the user rating. All genres have a range of ratings,, these 5



FILM CHARACTERISTICS

Director and User Rating

These are the top 5 directors in each genre. You might want to consider using one of them when making a movie.

ADVENTURE

Emre Oran
Adam Rabinwitz
Karzan Kardozi
Roi Maoz
Violeta Paus Soto

ACTION

Moktoki Tanaka
Himesh Bhargo
Marc Levin
Mark Benjamin
Mary HJ

ANIMATION

Kimberlee Bassford
Ethan H. Minsker
Sumnash Sri Kaljai
Mert Gokalp
Sheila Sofian

DRAMA

Chad Carpenter
Nagaraja U
Dante TM
Arsel Arumugam
Bill Suchy

FAMILY

Thomas Veit
Kimberlee Bassford
Sudheer Shanbhogue
Linda Palmer
Dan Salmon

WAR

Luc Cote
Matthew Millian
Soheil Salimi
Alper Caglar
Alexandra SL

COMEDY

Emre Oran
Kirk Murray
Joe Heslinga
Quentin Tarantino
Abinav Thakur

HISTORY

Robert Tutak
Bharatha H
Chathra W
Mahdieh ZZ
Aldo Tardozzi

MYSTERY

Amitabh RC
Aghora Vidya
Chris Rodriguez
Zorko Sirotic
Gentian Selo

MUSICAL

AMR Gamal
Briar March
Matt Hoffman
Amparo Fortuny
Chris Berg

SPORT

JJ.M. Berrios
Joe Heslinga
Keli Price
Julio CT
Marcio C

BIO

Dante TM
Bill Suchy
Karazan Kardozi
Nikoloz H
Jlm Toscano

DOC

Daniel Alexander
Ivana Diniz
Lindsay Thompson
Loreto Di Cesare
Masahiro Hayakawa

ROMANCE

Thomas Veit
Karen Guliani
Aghora Vidya
Danial H
Iris Bolling

CRIME

Daniel Alexander
Michael Ozias
Vyacheslav Bihun
Amitabh RC
Arik Reiss

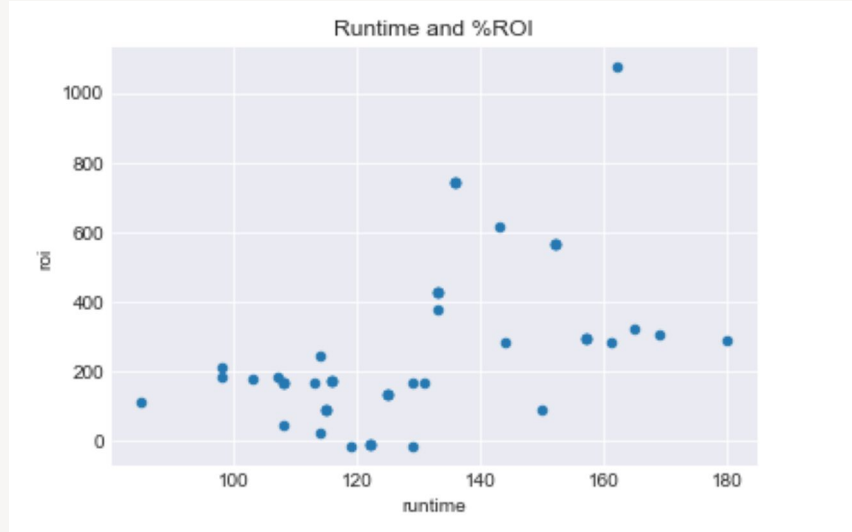
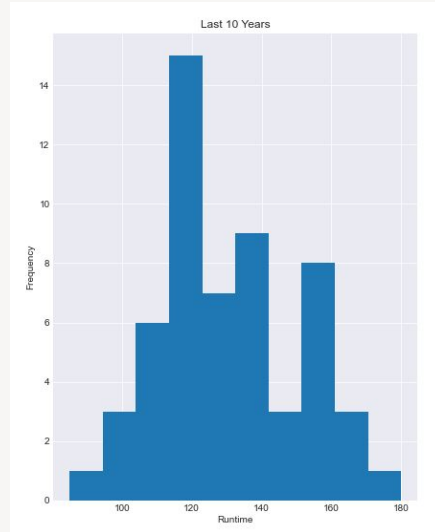
FANTASY

Michael Scholtz
Christoph Tripp
Nicolas Pradal
Pierre Selvini
Sebastian C

FILM CHARACTERISTICS

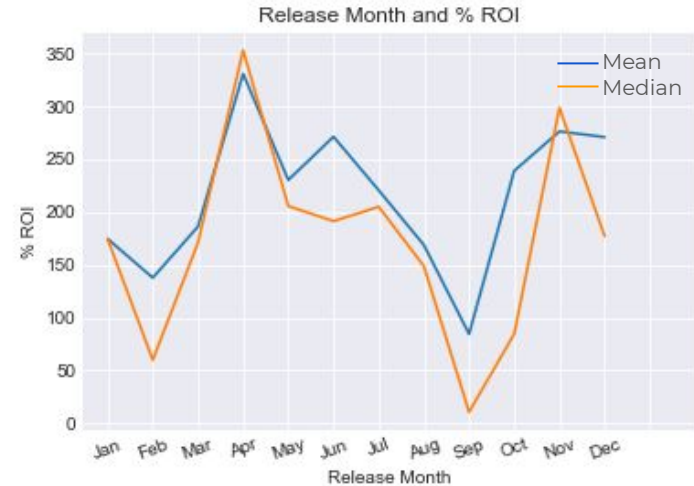
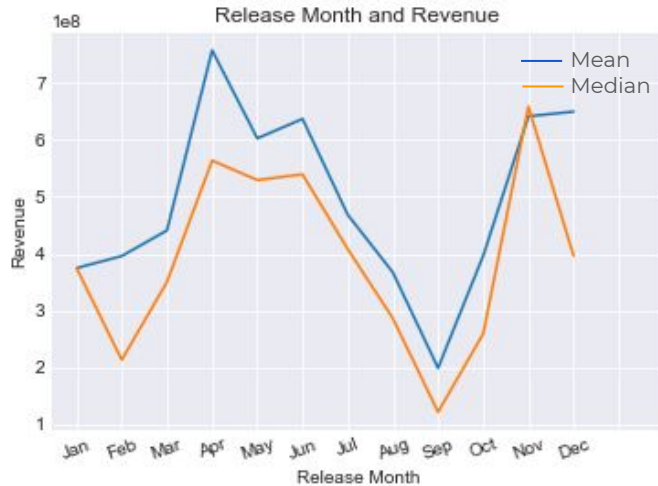
Runtime and Performance

- Most films are 105-130 minutes
- Past 140 minutes, the ROI increases but the variability is higher, but with few low dips



LAUNCH

Specific Recommendations



Film releases in March-April and October-December outperform releases other times of the year.

CONCLUSION

Direct Recommendations for
Microsoft Studio Program Launch

To maximize returns on investments, Microsoft should:

- Produce films with budgets over \$100MM
- Focus more on producing R rated films (unless risk aversion is high)
- Produce films longer than 140 minutes in runtime
- Release the films in either April or November on a Friday

Genres with high ratings:

- Documentary, Biography, History, Sport, War

Directors with high ratings:

- Lindsay Thompson, Ivana Diniz, Matt Hopkins, Masahiro Hayakawa, Soudabeh Mora

NEXT STEPS

More data, further exploration.

- Explore ROI for the IMDB information and get more recent data
- Analyze specific subsections, e.g. low budget comedy films
- Explore the effect streaming services and the recent changes to how studios are releasing on the performance of films



THANK YOU

For your time and attention.

Project Repository: [GitHub repo link](#)

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