Microsoft Movie Analysis

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Introduction

GOAL: Provide optimal movie choices for a new Microsoft studio and helping decide:

- Genre of movie
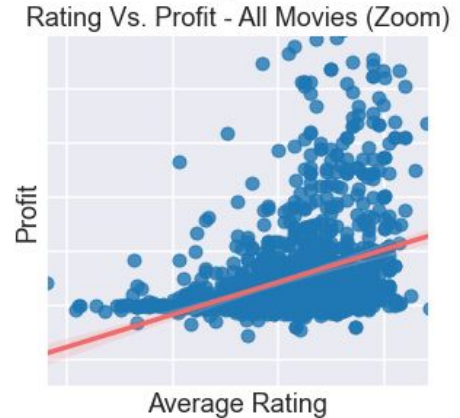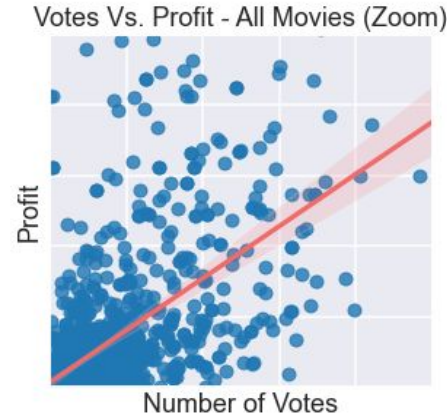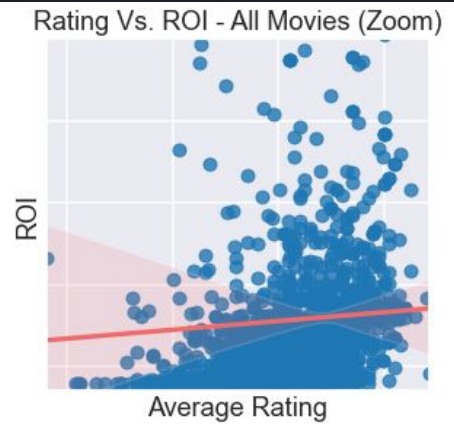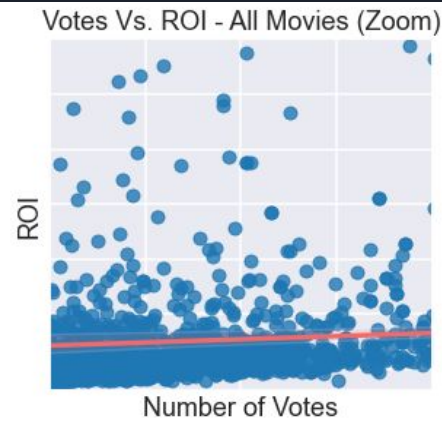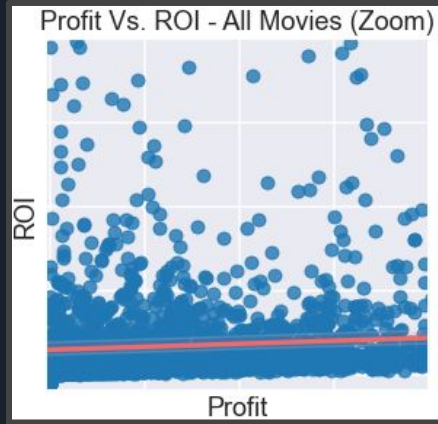- Budget
- Release Month

Data

Data is used from the following databases:

- IMDB
- TheMovieDataBase
- TheNumbers

What is the Goal of the Movie?
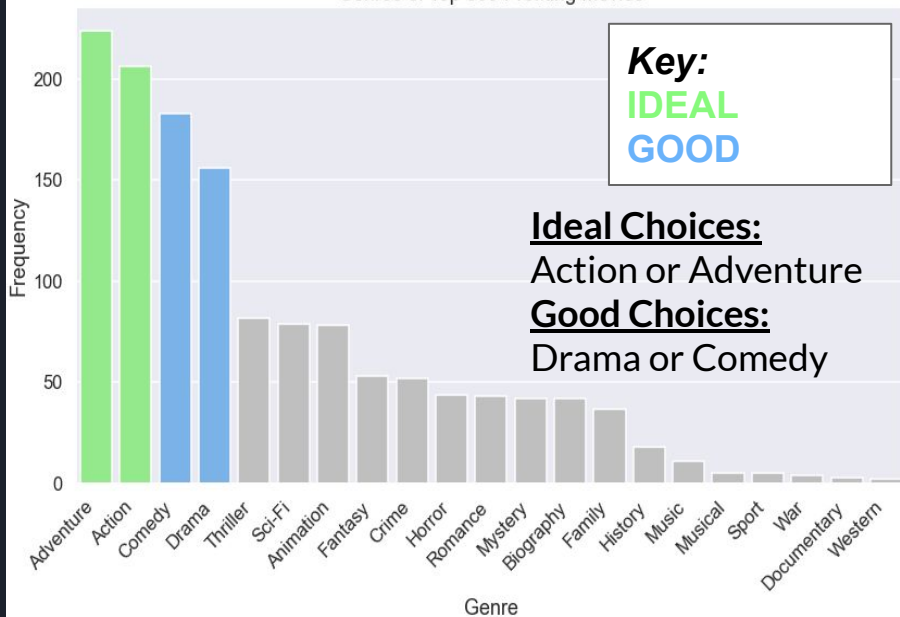
ROI vs. Profit

- ROI: Focus on earning the most off of the investment (lower budget, less media presence)
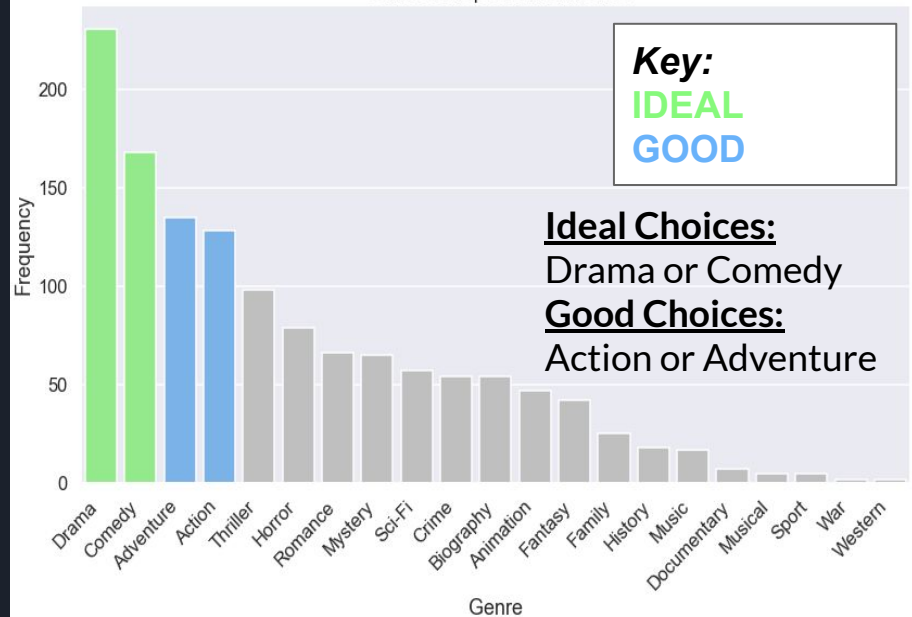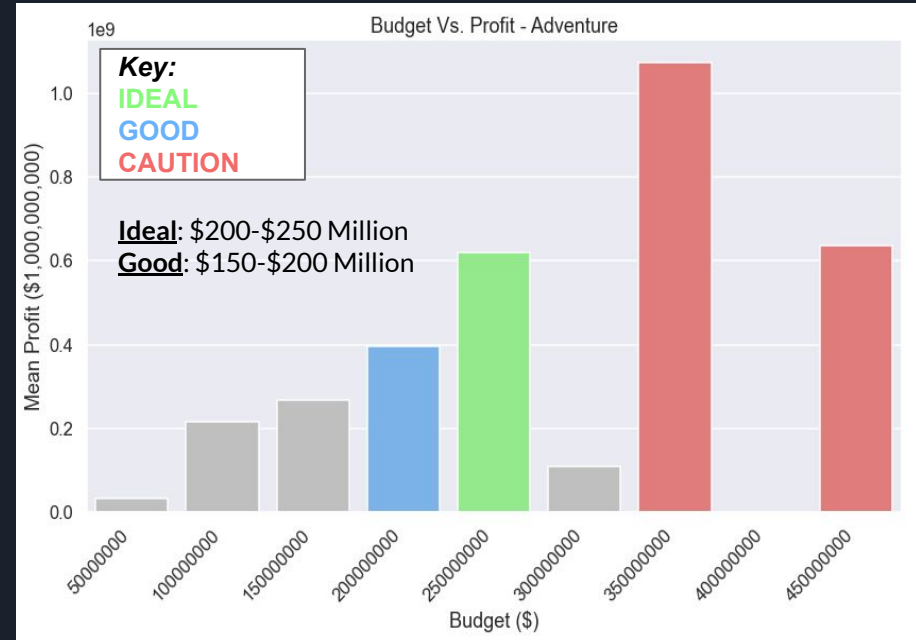- Profit: Focus on earning as much money a possible (higher budget, more media presence)

Profit Vs. ROI - All Movies (Zoom)

Votes Vs. ROI - All Movies (Zoom)

Rating Vs. ROI - All Movies (Zoom)

Votes Vs. Profit - All Movies (Zoom)

Rating Vs. Profit - All Movies (Zoom)

Recommended Genres

Genres of Top 500 Profiting Movies

Key:
IDEAL
GOOD

Ideal Choices:
Action or Adventure
Good Choices:
Drama or Comedy

Genres of Top 500 ROI Movies

Key:
IDEAL
GOOD

Ideal Choices:
Drama or Comedy
Good Choices:
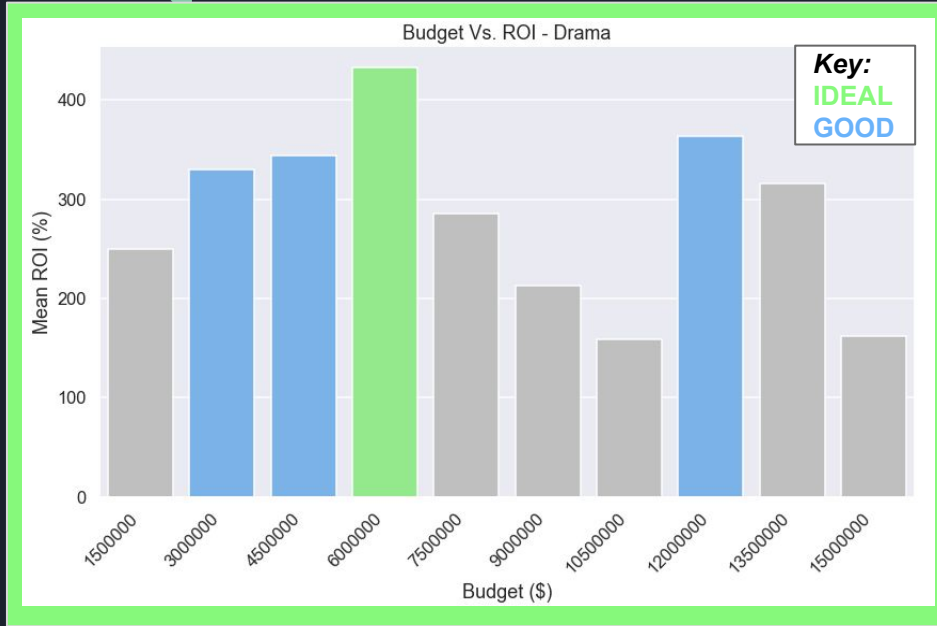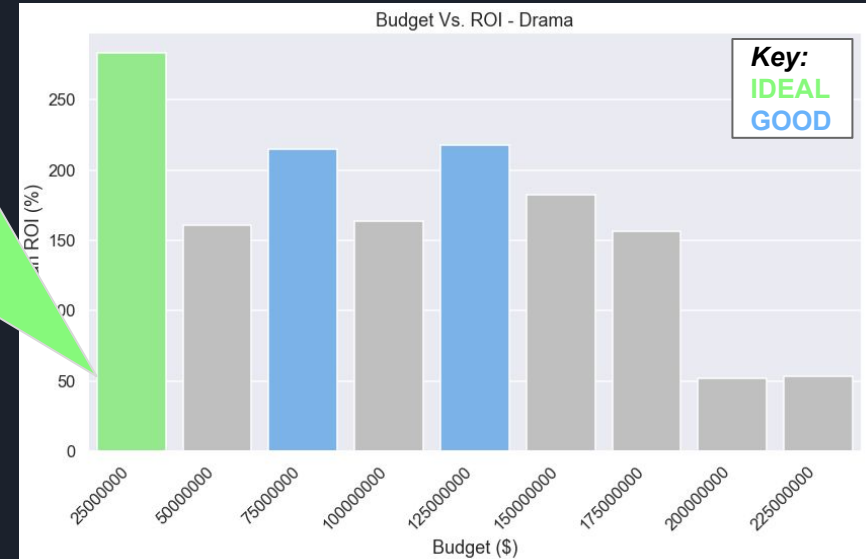Action or Adventure

Deciding on a Budget - Profit Route
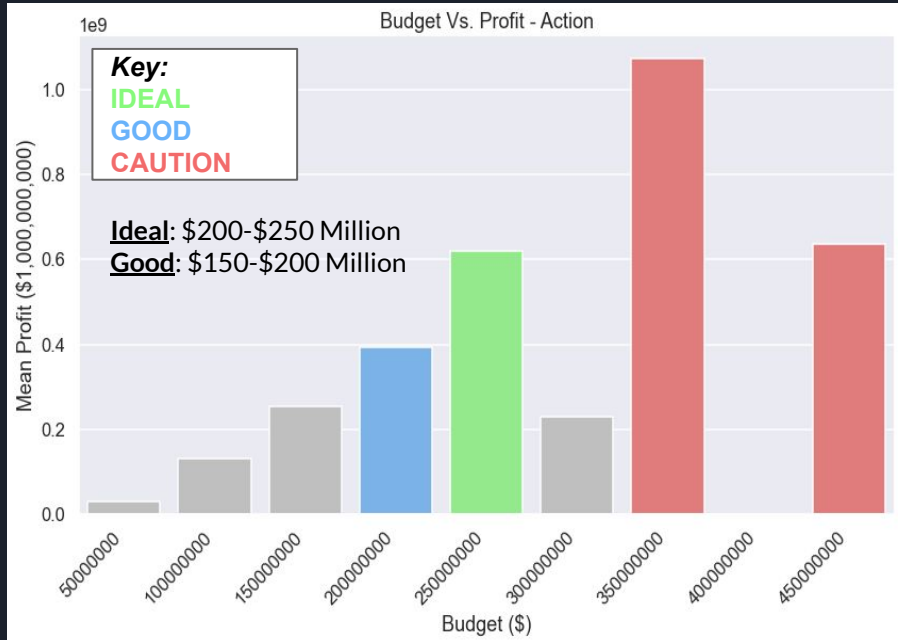
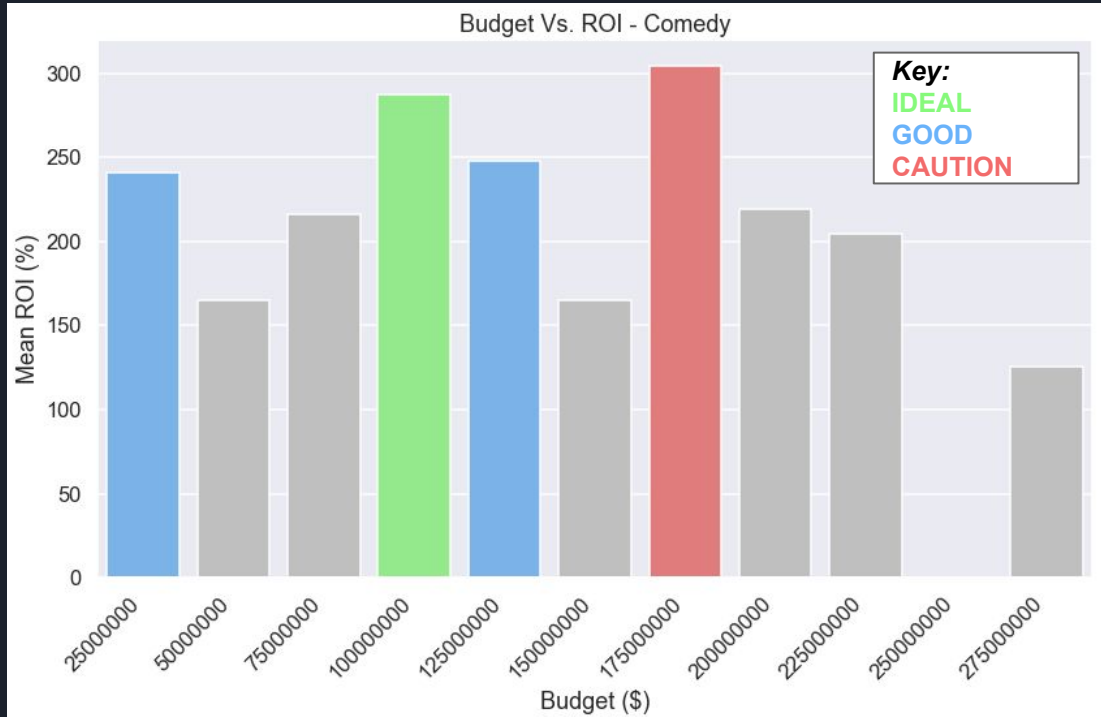*Reason for Caution: Low Sample Size (1 movie in each bar)

Deciding on a Budget - ROI Route (Drama)

- Spending less is better
- Ideal: $4.5-$6 Million
- Good: $1.5-$4.5 Million, $12 Million

Deciding on a Budget - ROI (Comedy)

Budget Vs. ROI - Comedy

Ideal:

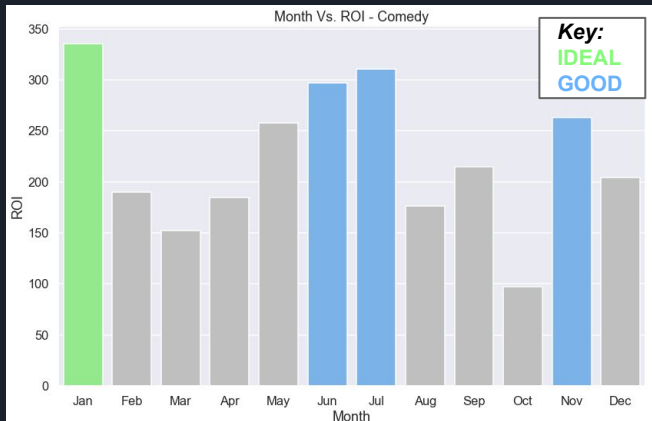$75-$100 Million
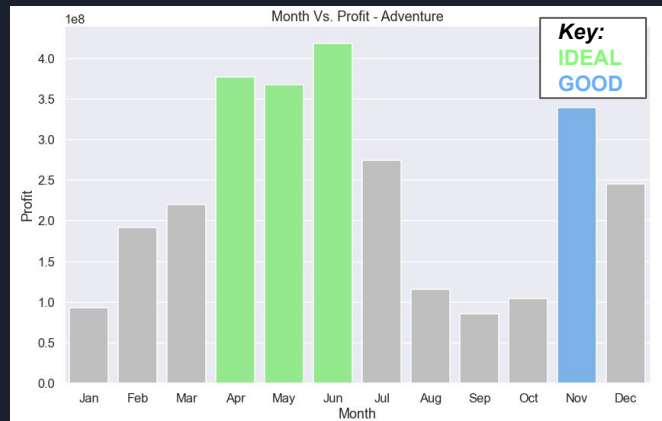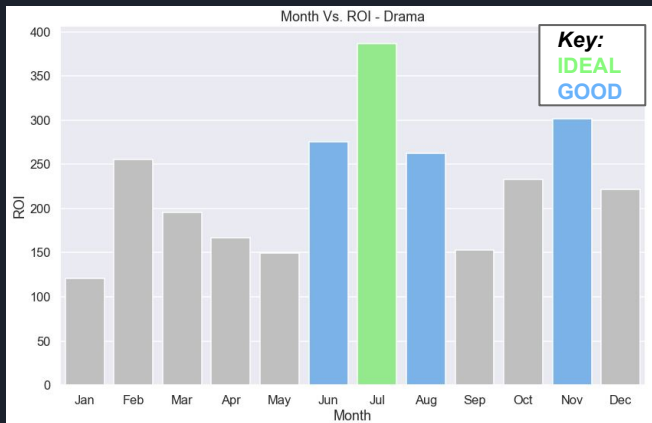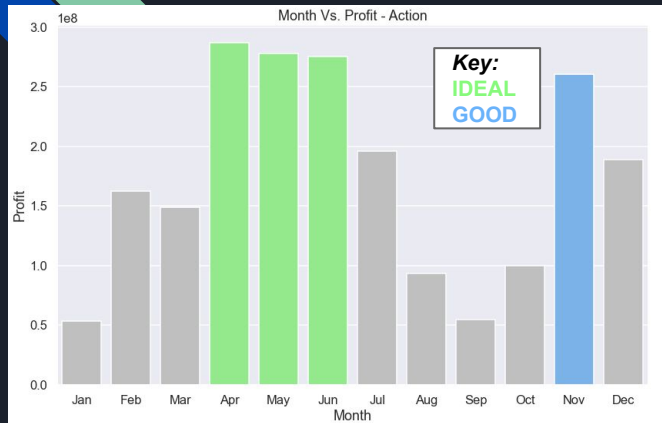
Good:

$25-$50 Million

$100-$125 Million

Caution:

$150-$175 Million

Reason: Sample Size (3)

When Should the Movie Release?

Action:
Ideal: Apr- Jun
Good: Nov

Adventure:
Ideal: Apr- Jun
Good: Nov

Drama:
Ideal: Jul
Good: Jun, Aug, Nov

Comedy:
Ideal: Jan
Good: Jun, Jul, Nov

Summary/Final Recommendations

1. **Focus on profit**
   - Higher budget, More media presence
   - Ideal Recommendation:
2. **Focus on ROI**
   - Lower budget, Less media presence
   - Ideal Recommendation:
3. **Personal Recommendation**
   - Start out with movies focused around building more media presence to grow brand
   - Once established, start branching out to other genres

Genre	Action/Adventure
Budget	$200-$250 Million
Release Month	April - June

Genre	Drama	Comedy
Budget	$4.5-$6 Million	$75-$100 Million
Release Month	July	January

Future Work

- Examining more ways to measure media presence: awards, news article mentions, etc.
- Standardizing genre analysis
- What makes a studio successful (eg. director, main genres, etc.)

Thank you!