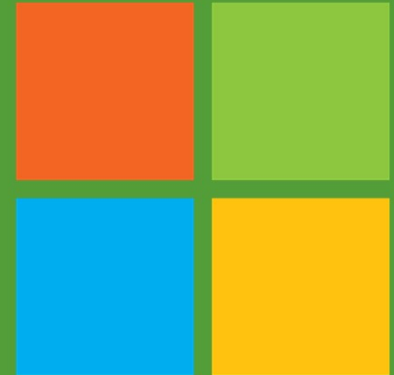


Movie Production Recommendations for Microsoft Studios

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Summary

- Brand new Microsoft Studios requires a game plan for their initial run of movies. We examined what genres garner the greatest Return on Investment, evaluated the most and least popular genres, and looked at when movies were being released and have determined that Microsoft is best served by releasing **X MOVIES** in **Y PART OF YEAR.**

a2



Slide 2

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Outline

- Business Problem
- Data
- Methods
- Results
- Conclusions



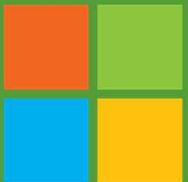
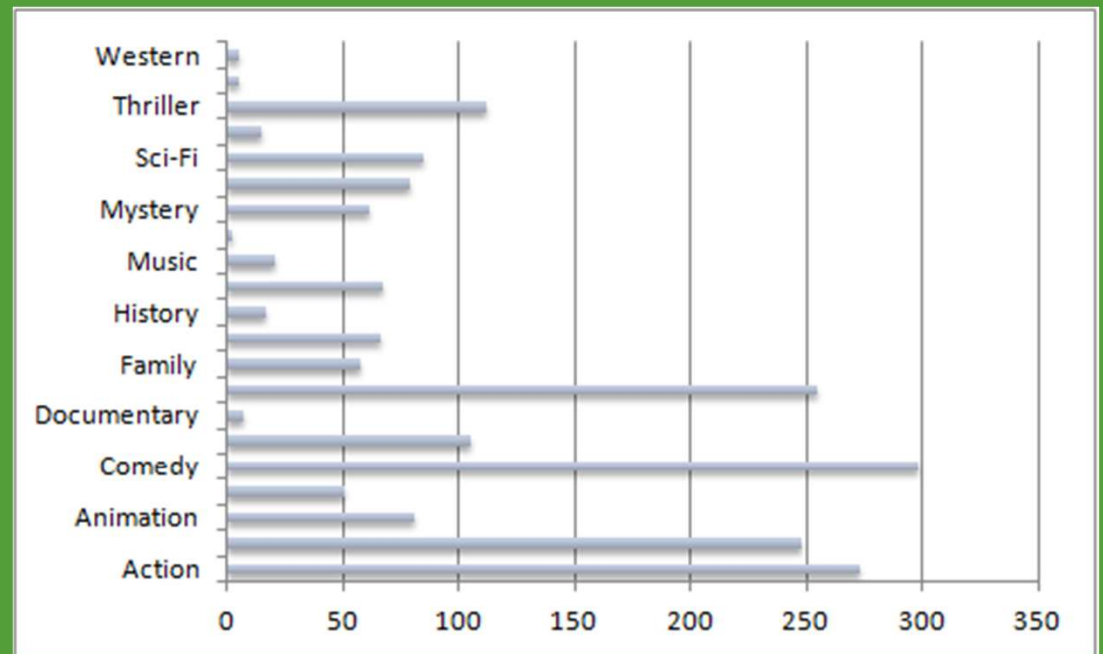
Business Problem

- Find holes in the market
- Get the greatest return on investment
- Ensure releases won't be lost in the crowd



Data

- Movie release data from IMDB, The Internet Movie Database, Rotten Tomatoes, collected over a roughly ten-year span.
- Includes movies' budget, box office, studio, and genre.



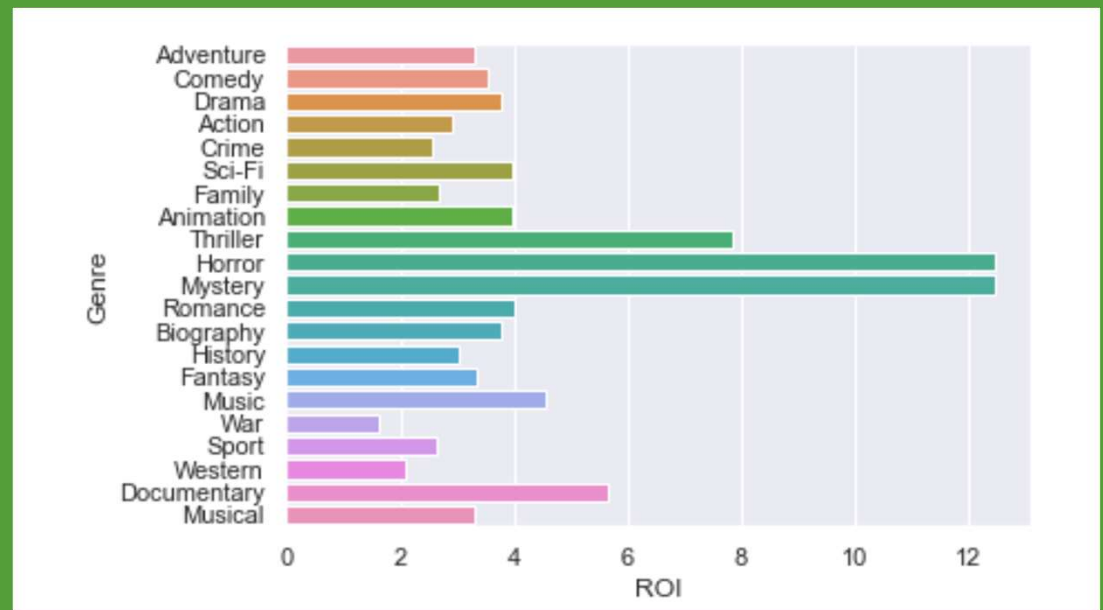
Methods

- Linked data from multiple sources
- Determined ROI and profit using available financial data
- Group data by genre and studio
- PICTURE OF DATAFRAME WITH ROI COLUMN



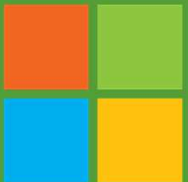
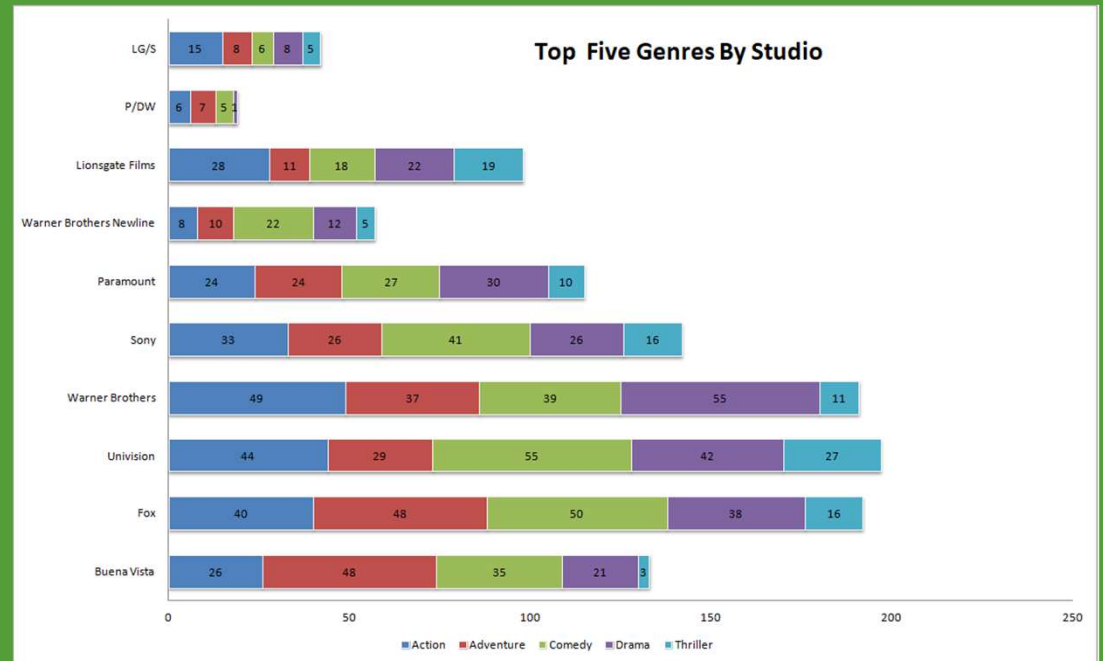
Results

The separation between the first genre and the fifth is much more significant than the fifth and twentieth.



Results

Thriller is the most popular genre with the greatest ROI



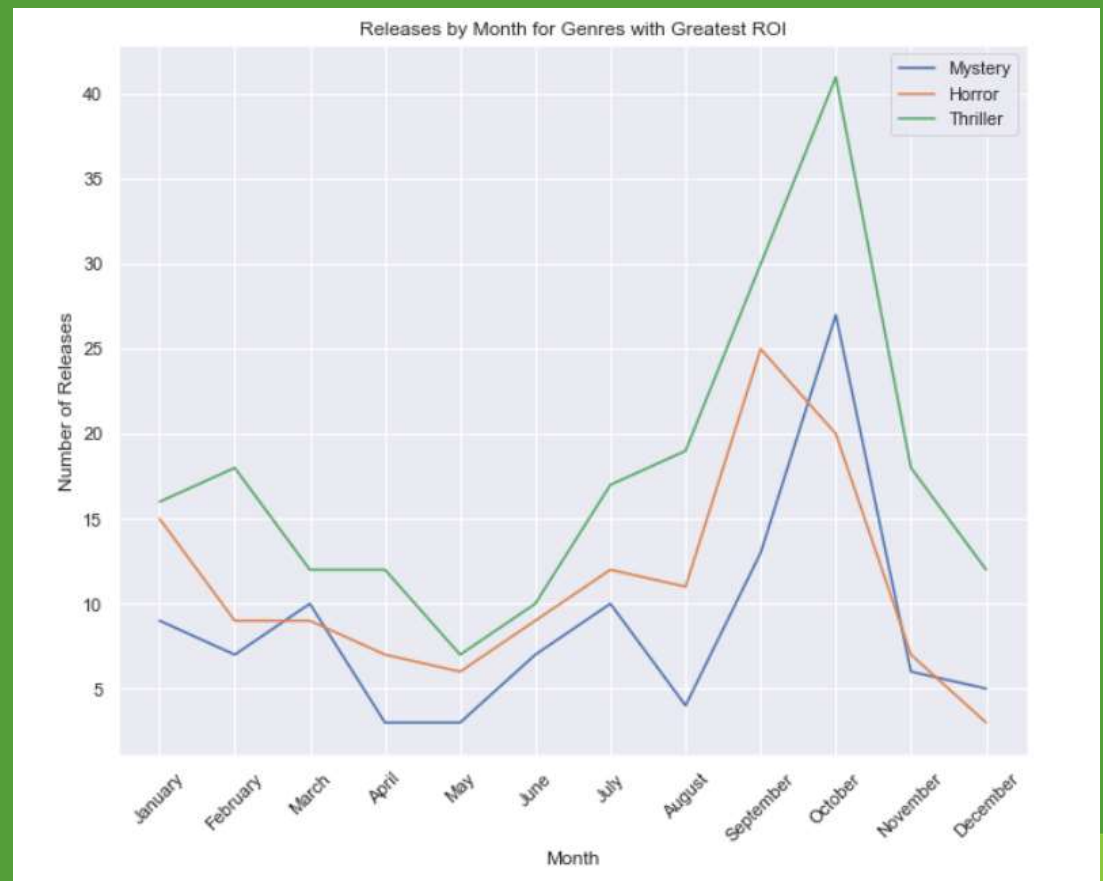
Results

Documentary is least produced with highest ROI



Results

Fewest movies released at the end of the year with another dip in releases over April & May.



Conclusions

- As a new production company, Microsoft should focus on the best return for their product. This will ensure revenue for future products.
- Release schedule should take advantage of end of year and late spring lulls in order to maximize visibility of product. Limited competition requires decreased marketing budget for these offerings.

