Microsoft Movie Studio Recommendations

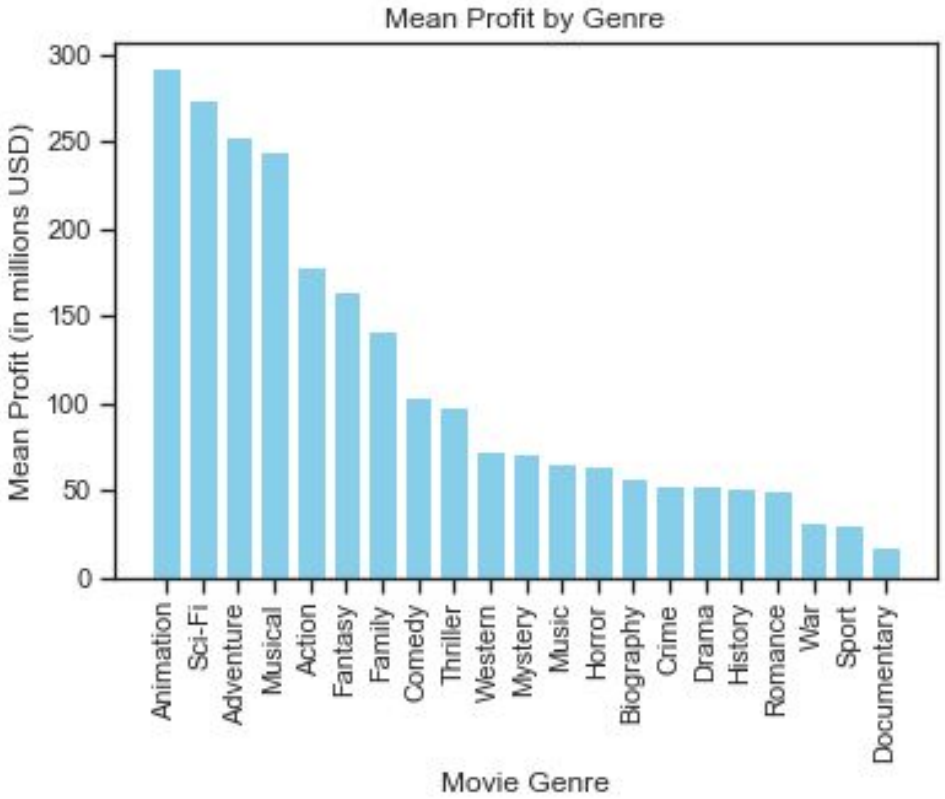
Data-Driven Guidance for the Creation of a New Movie Studio

Introduction

- What main factors need to be taken into consideration to create a successful new movie studio? What movies are doing well?
  - Genre?
  - US vs International Market?
  - Release date?

- What do we want to see?
  - HIGH PROFIT

How important is the **GENRE** of a movie?



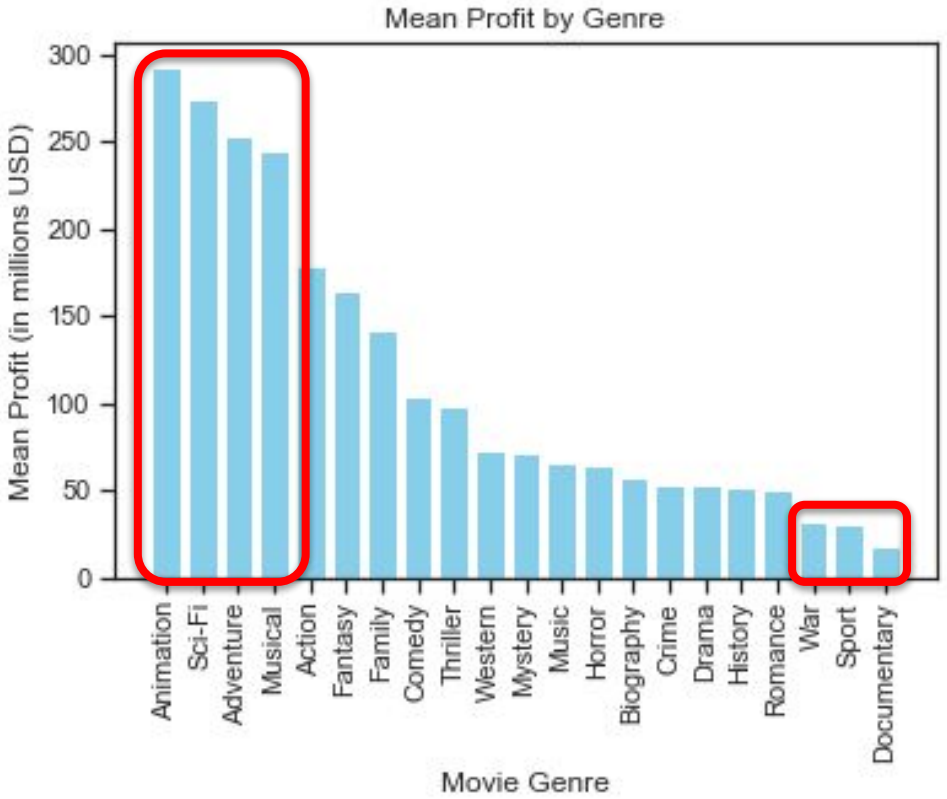
Movies from 2010-2018

Steps:

1. Profit = Worldwide gross - Production cost

2. Mean Profit for each genre

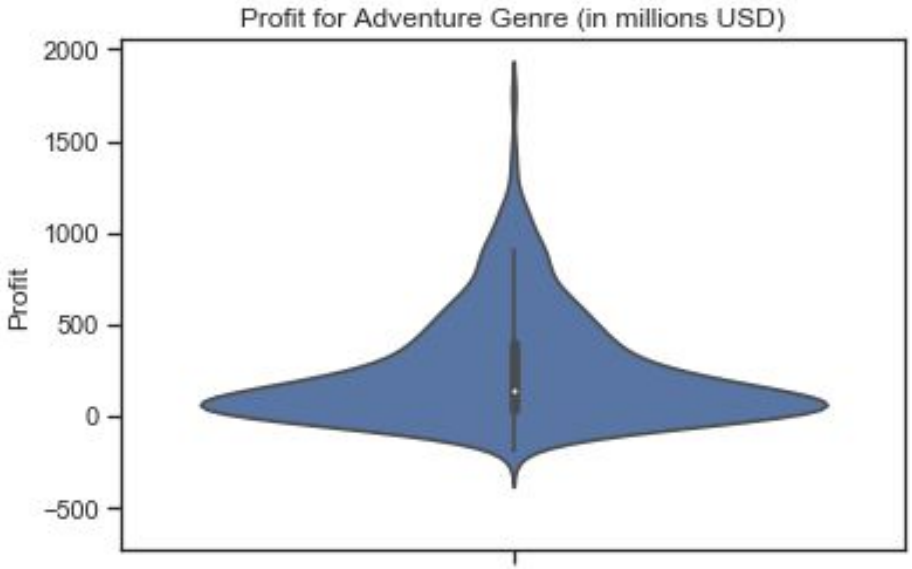
How important is the **GENRE** of a movie?

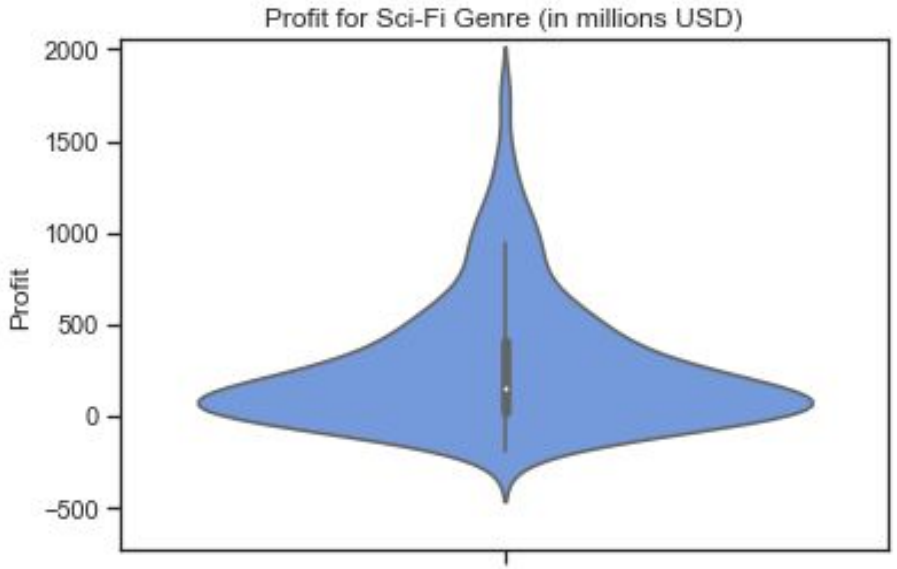


- **BEST PERFORMING:**
  1. Animation
  2. Sci-Fi
  3. Adventure
  4. Musical

- **WORST PERFORMING:**
  - War
  - Sport
  - Documentary

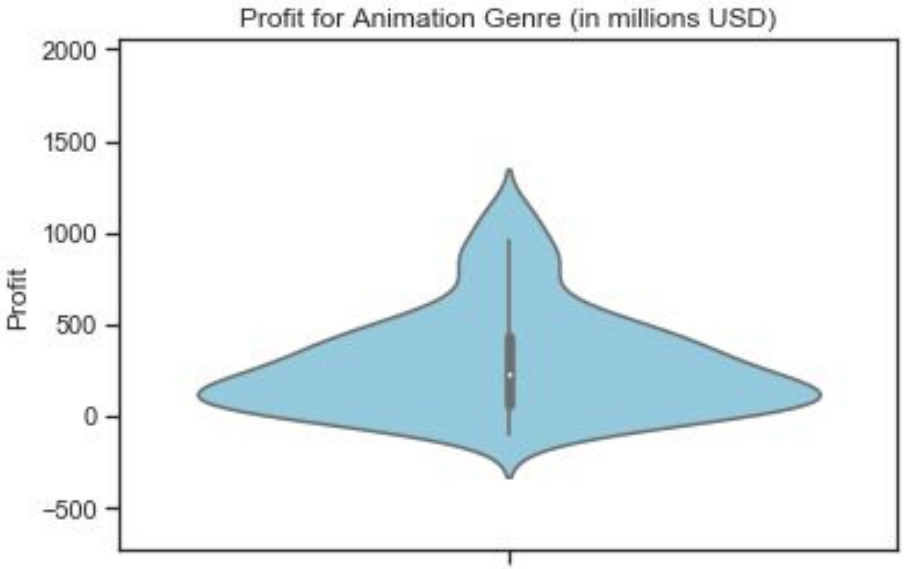
TOP GENRES: **ADVENTURE** & **SCI-FI**

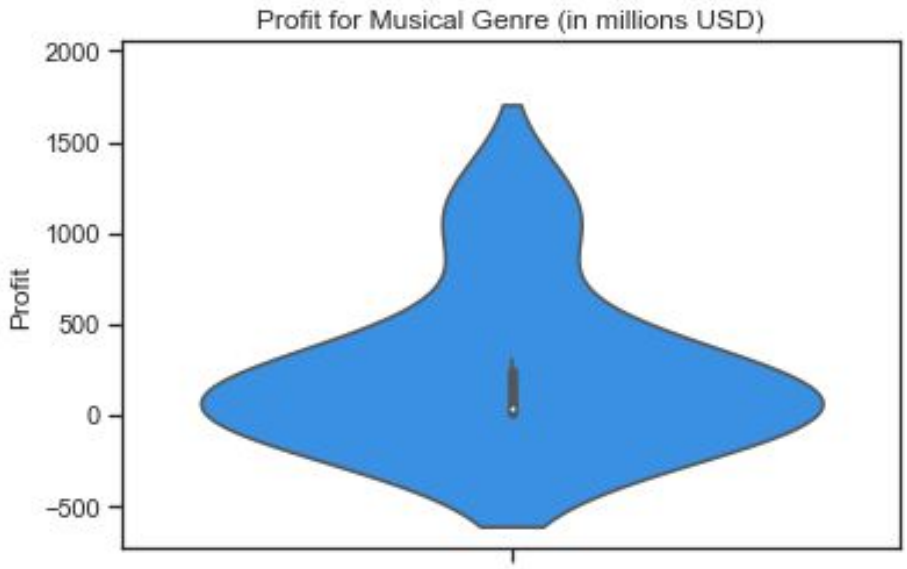




Non-outlier data suggest a high probability of positive profit.
Outliers show a chance to make immense profits.

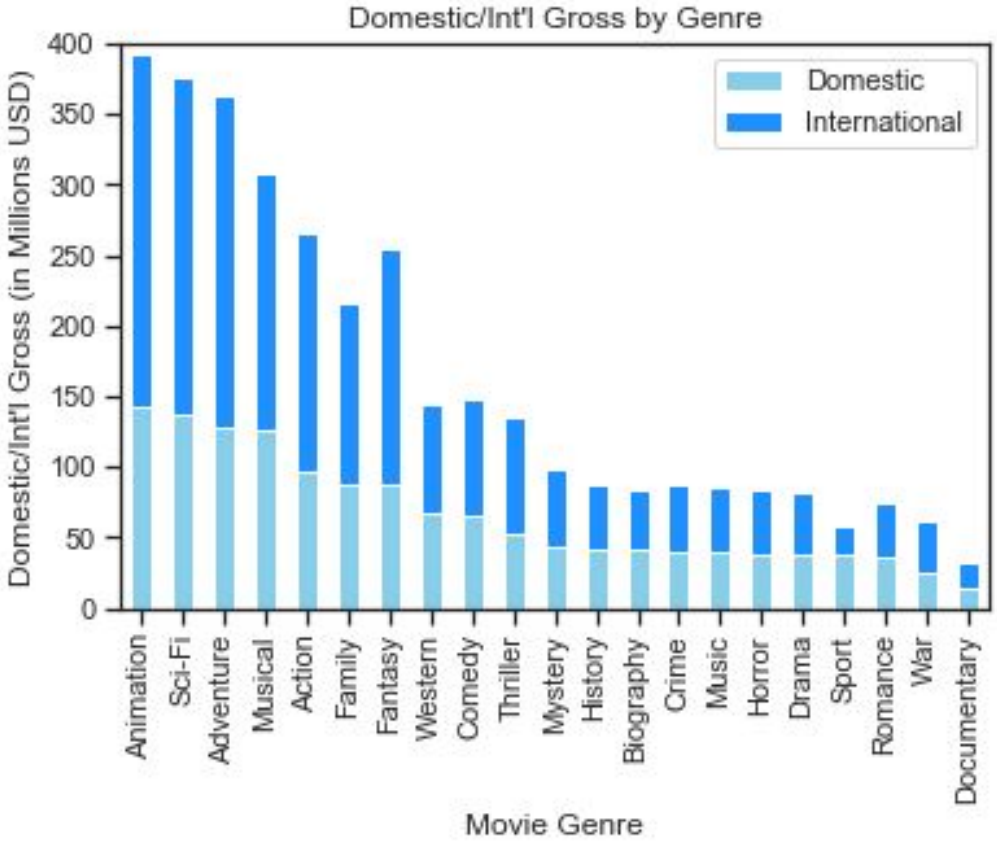
TOP GENRES: **ANIMATION** & **MUSICAL**



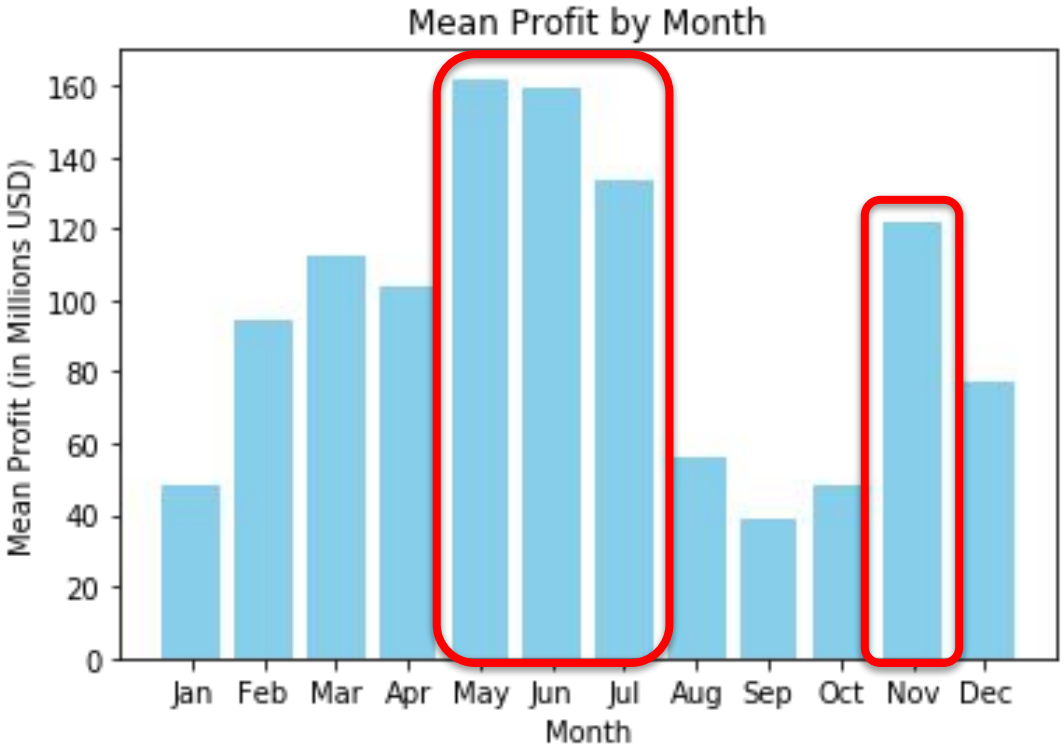


Animation - Less chance for profits at the highest levels.
Musical - Smaller range of potential profits.

How important is **GENRE** x **REGION**?



How important is timing the **RELEASE DATE**?



TOP MONTHS:

- Summer months
  - May
  - June
  - July

- End of the year
  - November

Conclusion

- *Genre Choice*
  - Out of all the genres listed, **Adventure** and **Sci-Fi** movies are more likely to return a higher profit for Microsoft.

- *Release Time*
  - Dependent upon the movie itself
    - A-list, big budget movies should be released from **May to July** to maximize profit potential.
    - Smaller movies with lesser-known talent may be better off being released in **January, September or October**.

Areas to Explore in the Future

- Profit by Director
  - Which directors return the most profit?
- Profit by Screenwriters
  - Which writers return the most profit?
- Lesser-known talent with high probability of profit
  - Non “A-List” actors
  - Younger directors and screenwriters
- Cross-genre identification of films
  - Action-Adventure vs Action-Sci-Fi, e.g.

THANK YOU!