

**BUSINESS RECOMMENDATIONS  
FOR  
MICROSOFT MOVIE STUDIO**

26 MAY 2025

# DATA SOURCES

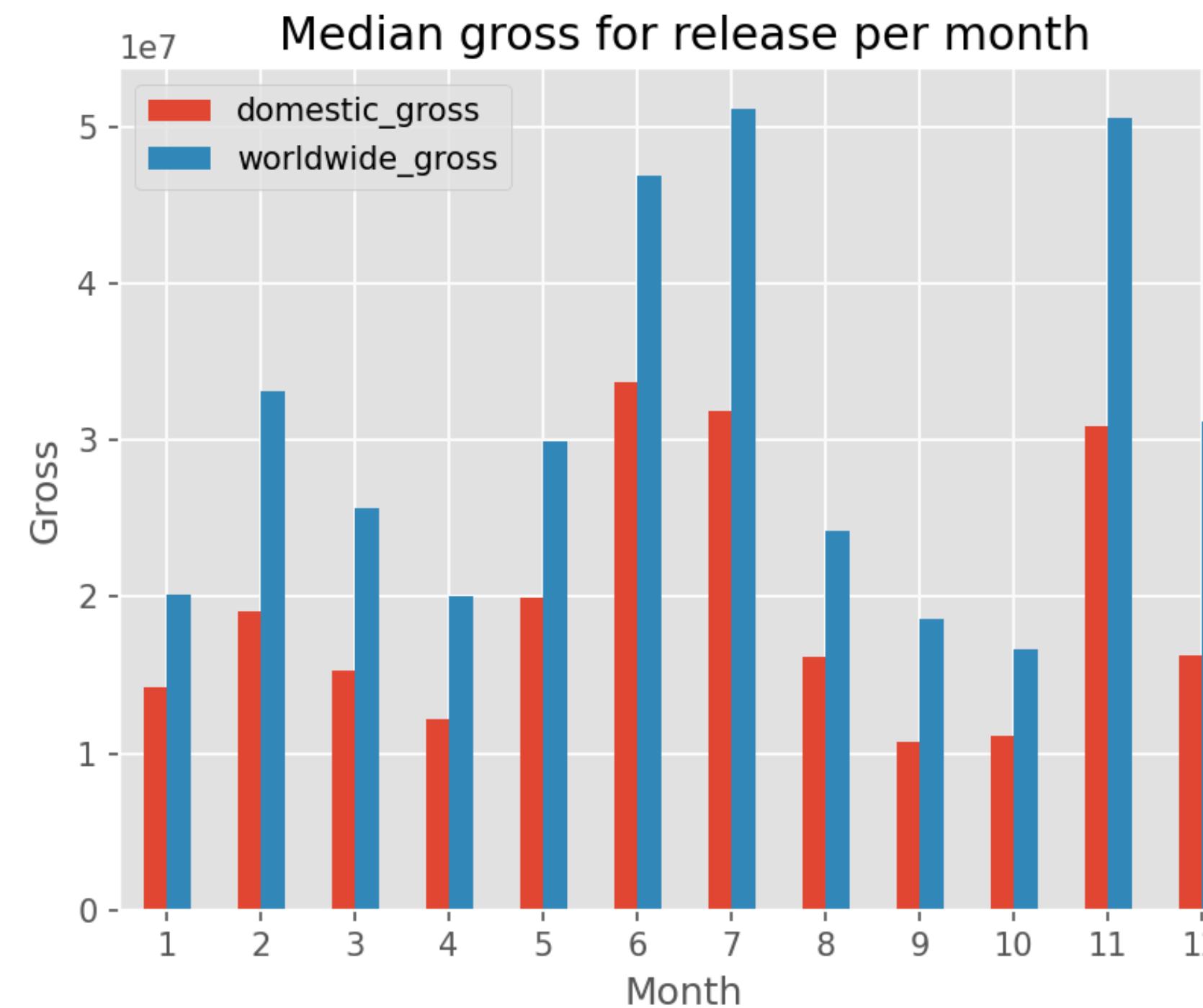
The Numbers, Box Office Mojo, Rotten Tomatoes, The MovieDB, IMDb

Focus: release season, domestic gross, foreign and worldwide gross, genre, box office, and popularity/ positive reception (vote counts)

# METHODS

- Modelling box office data from as early as 1915 up until 2020
- Using correlation matrices to find relationships, and regression analysis to cautiously infer causality
- Using different datasets to analyse similar variables to minimise bias

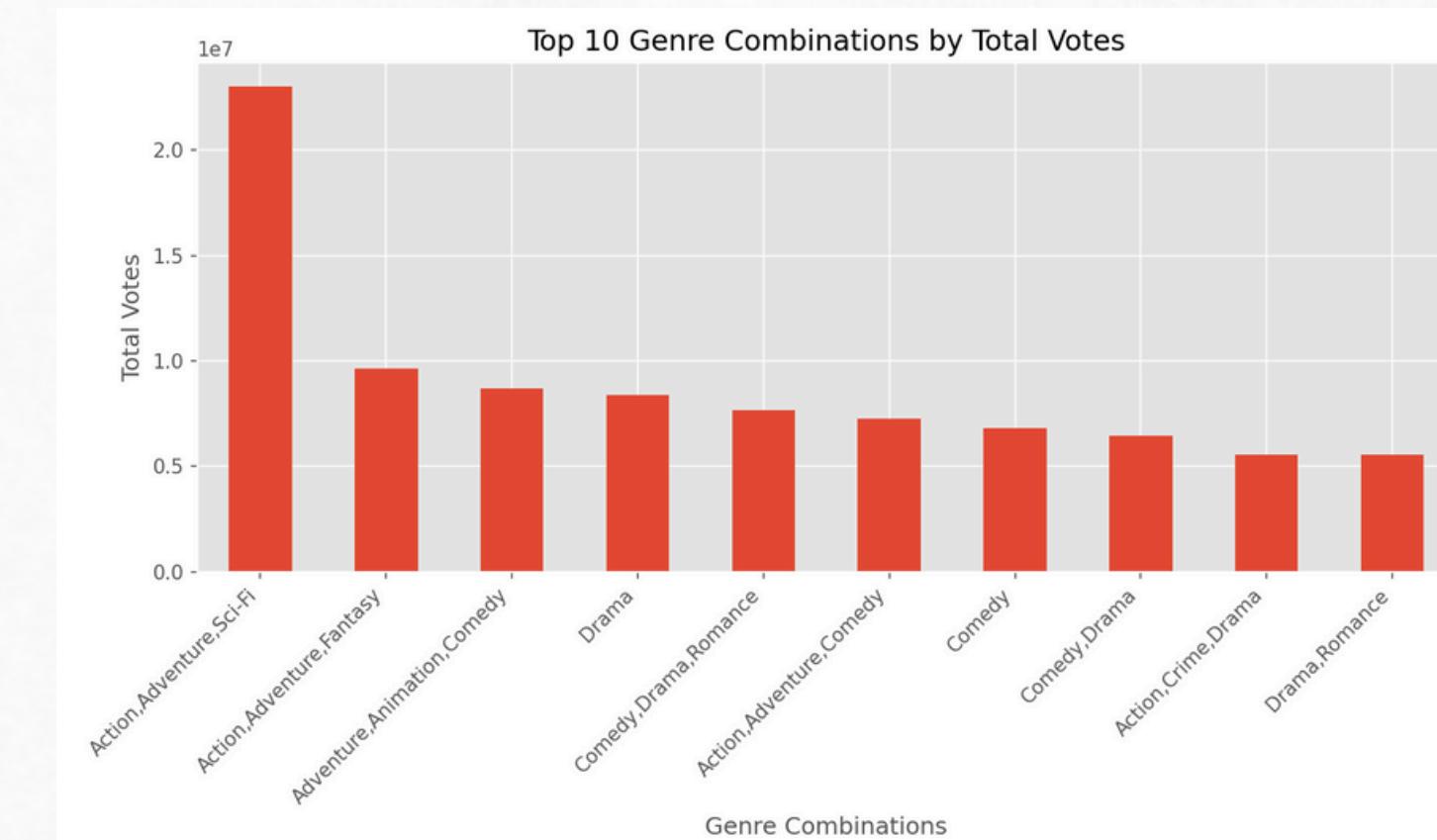
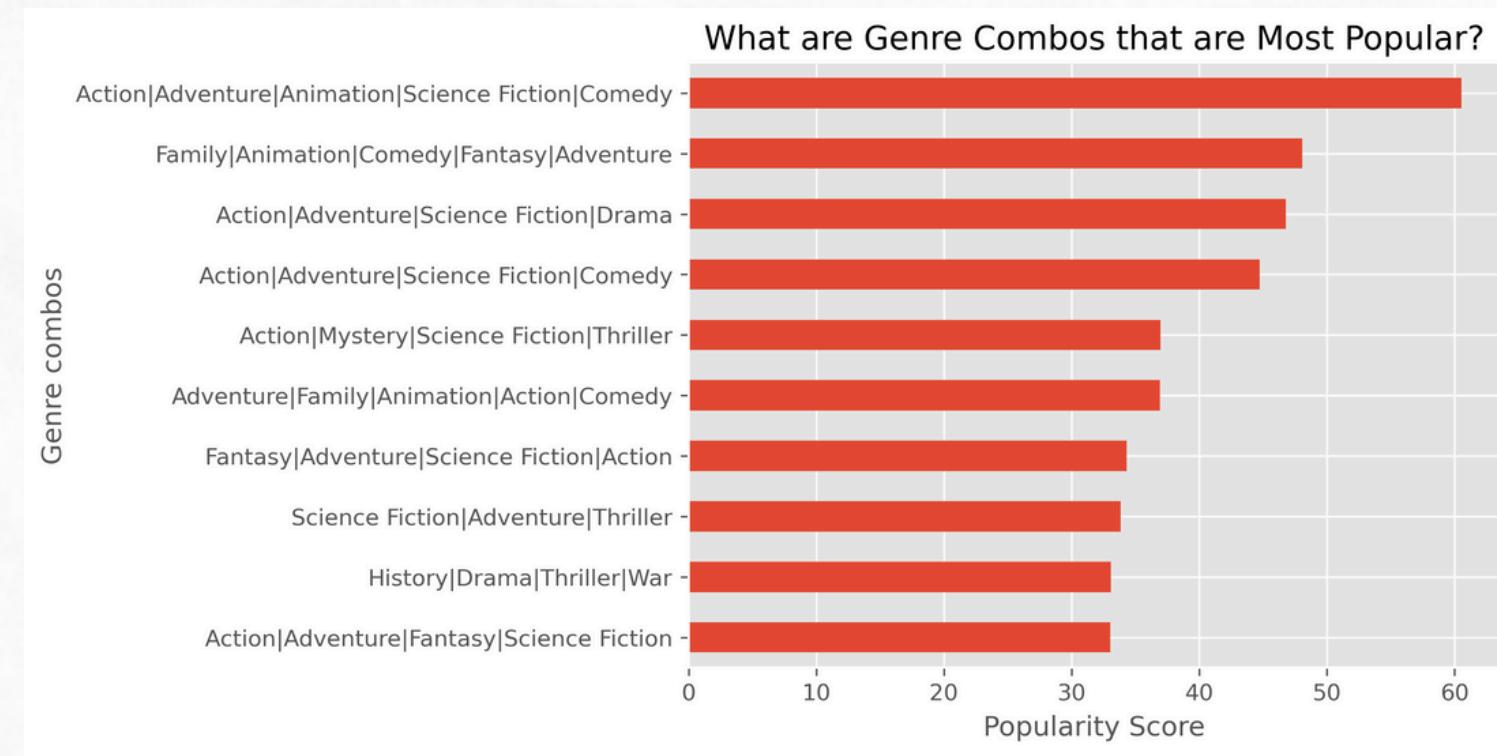
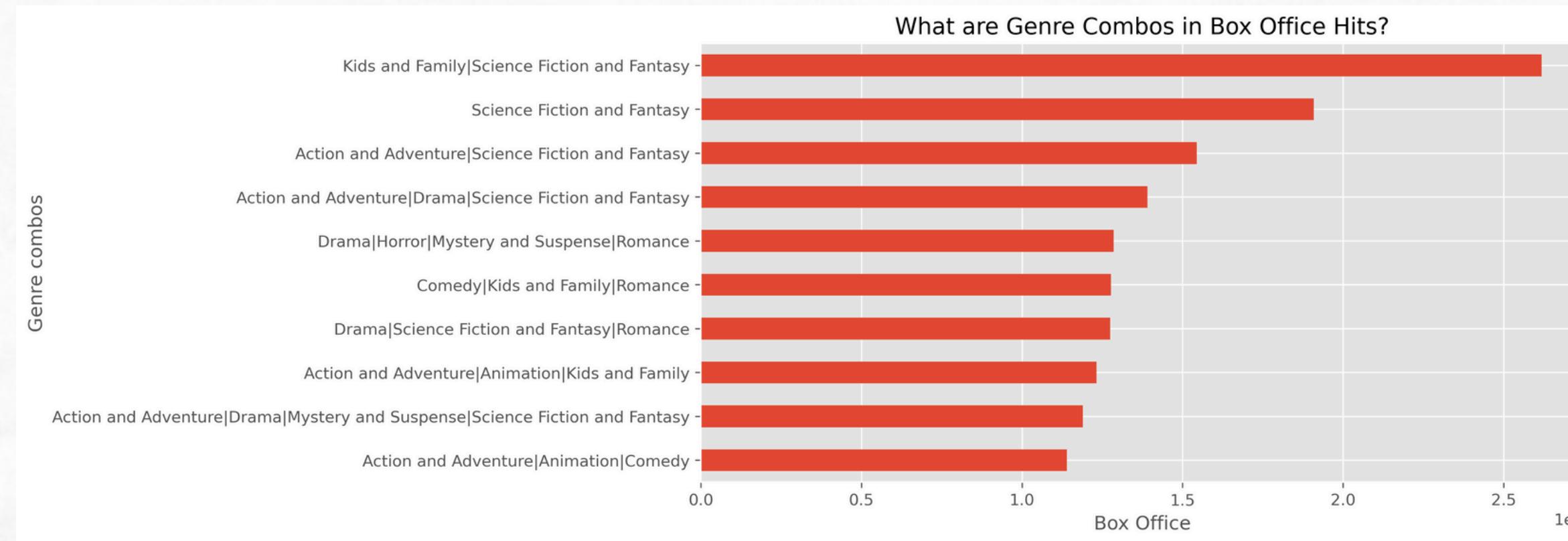
# RESULTS



## Effect of release season on gross earnings

- Highest domestic gross median for movie releases is for releases in June, July, November.
- Highest worldwide gross median for movie releases is for releases in July, Nov, June.
- Worldwide gross is always higher than domestic gross despite the month.

# RESULTS



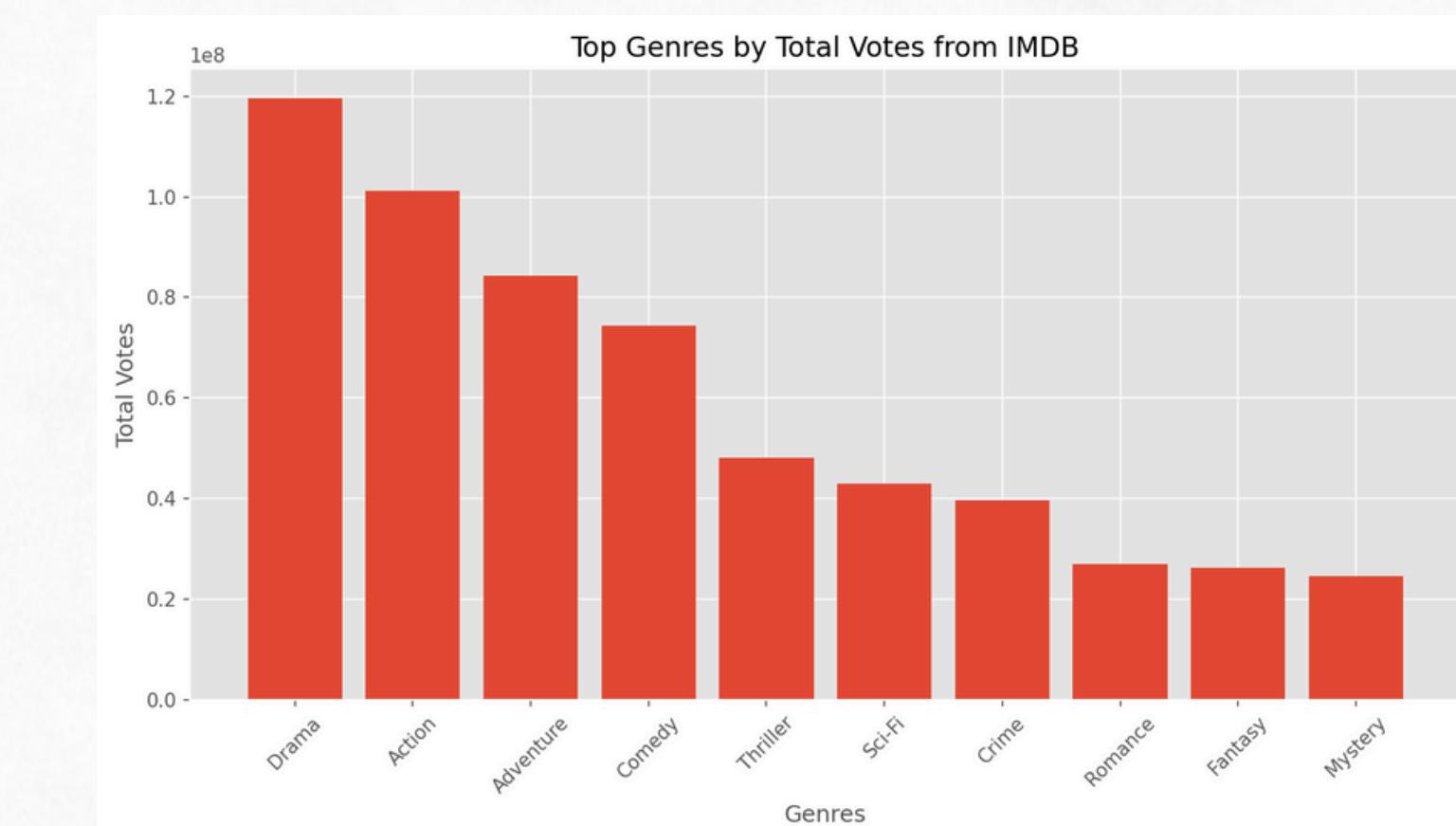
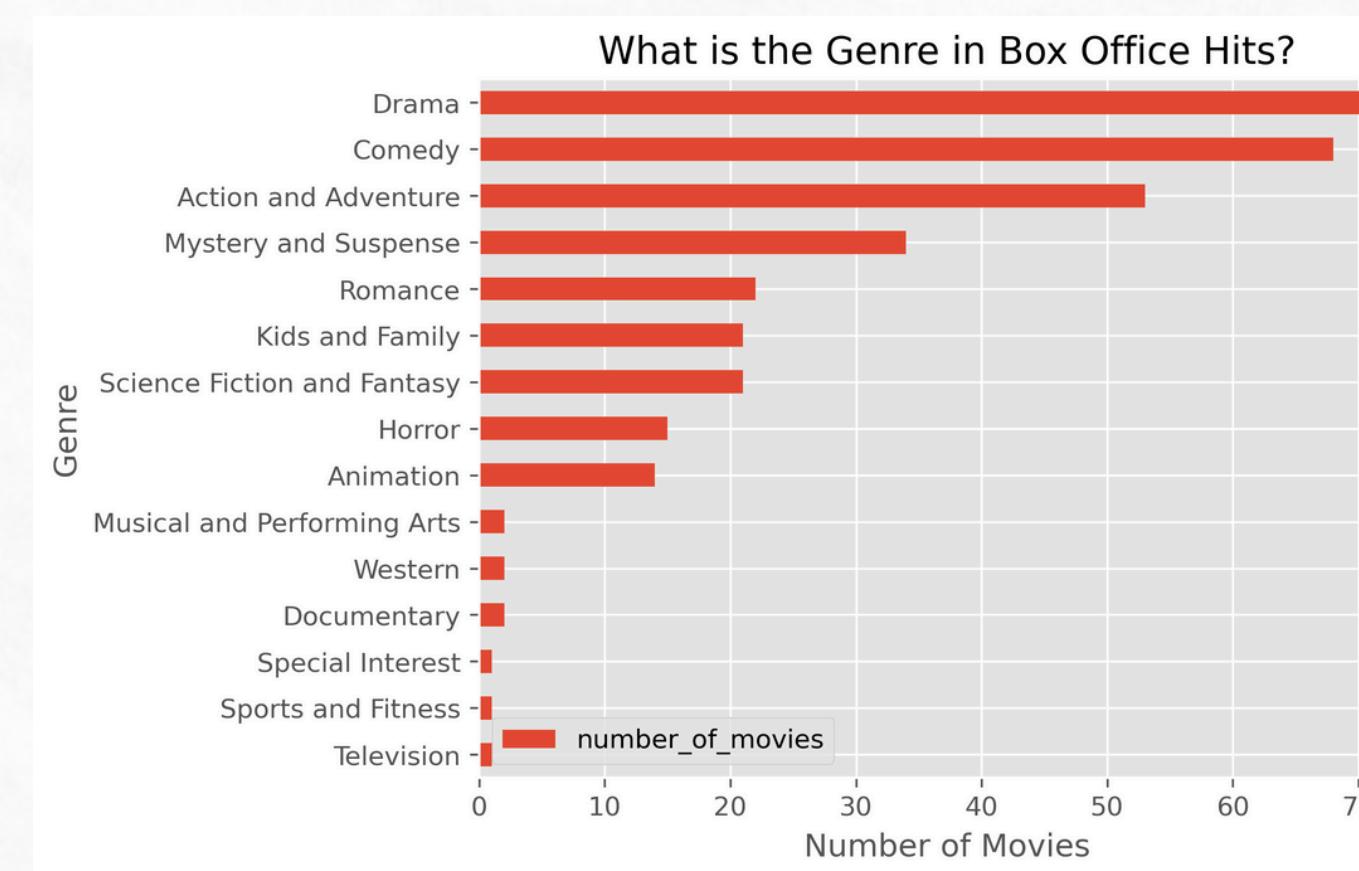
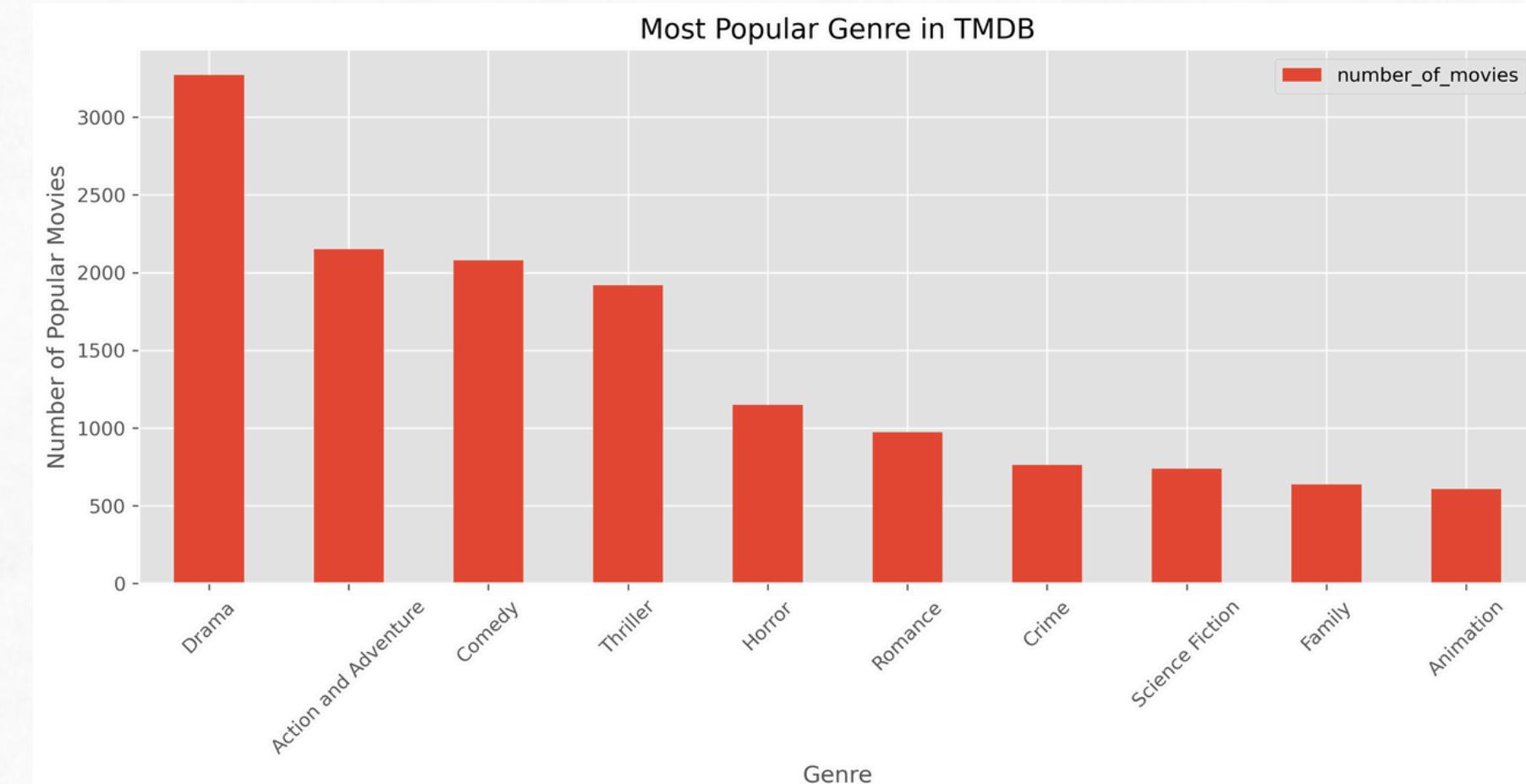
Most genres that appear in top genre combinations:

- Science Fiction, Action and Adventure
- Drama, Comedy
- Fantasy, Romance

# RESULTS

## Most genres that appear in top individual genres:

- Drama, Action and Adventure, Comedy
- Thriller, horror, mystery/suspense



# RESULTS

Top genres in all different datasets and both as individual/ combo of genres:

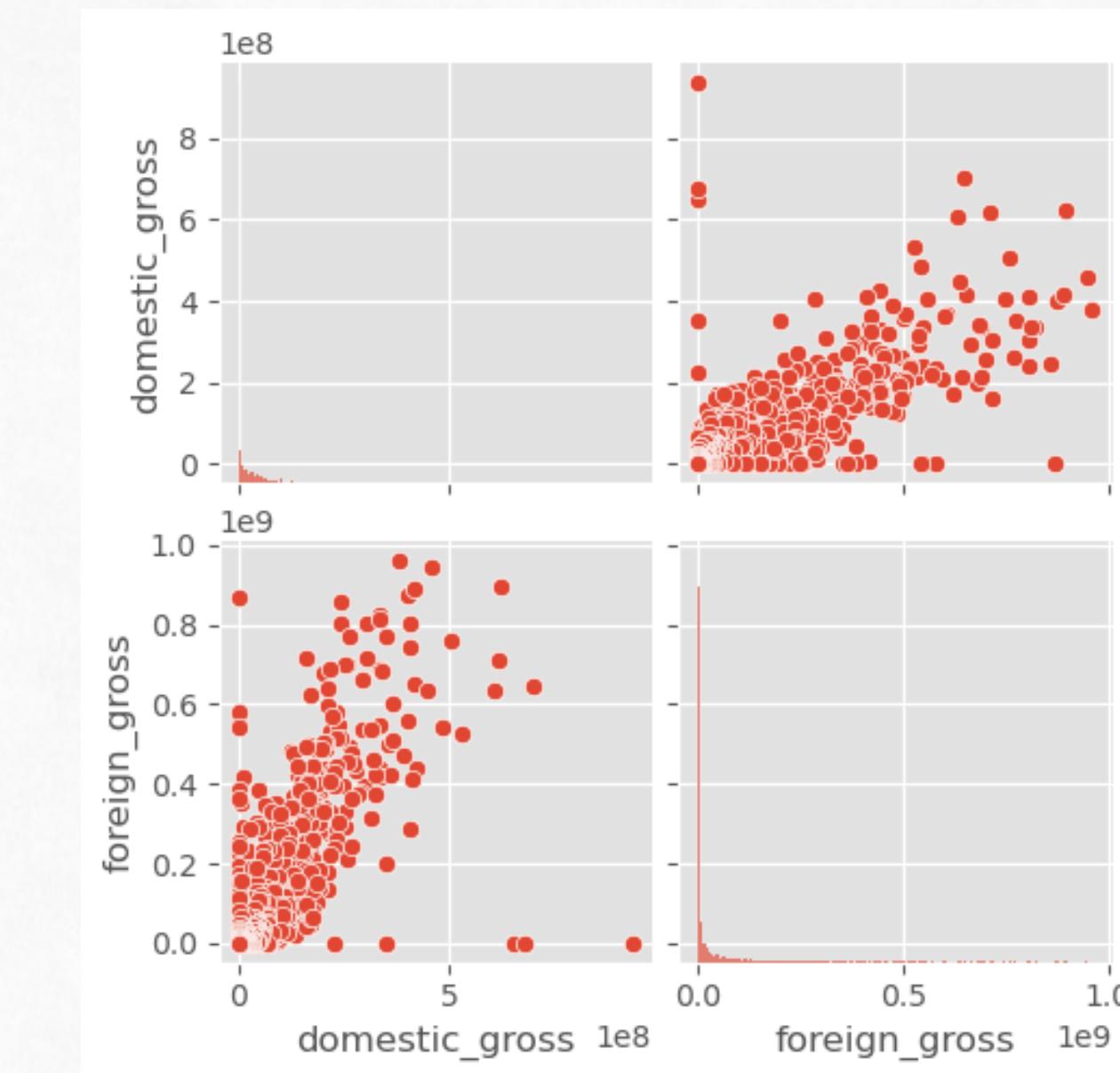
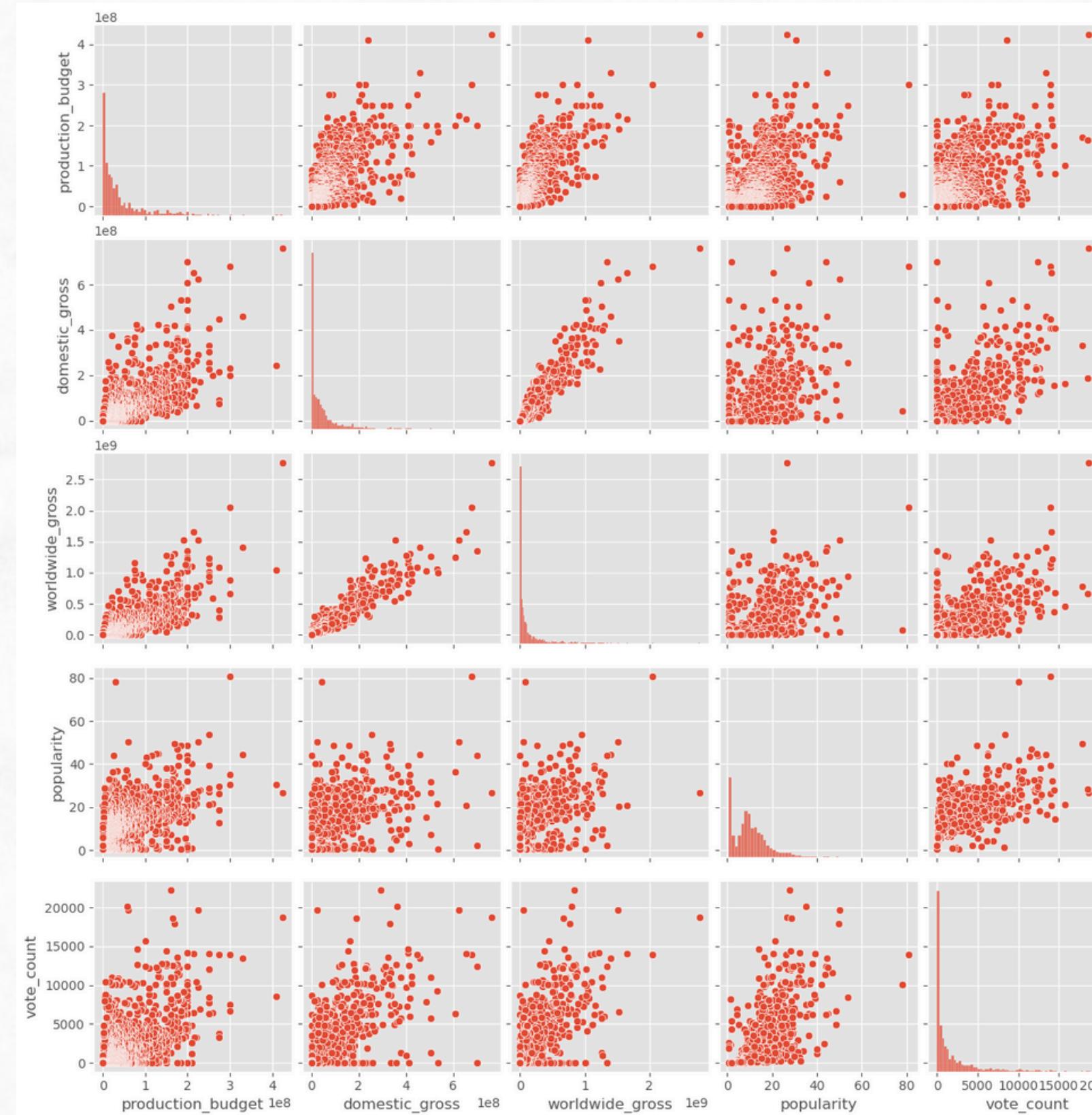
Drama, Comedy, Action and Adventure



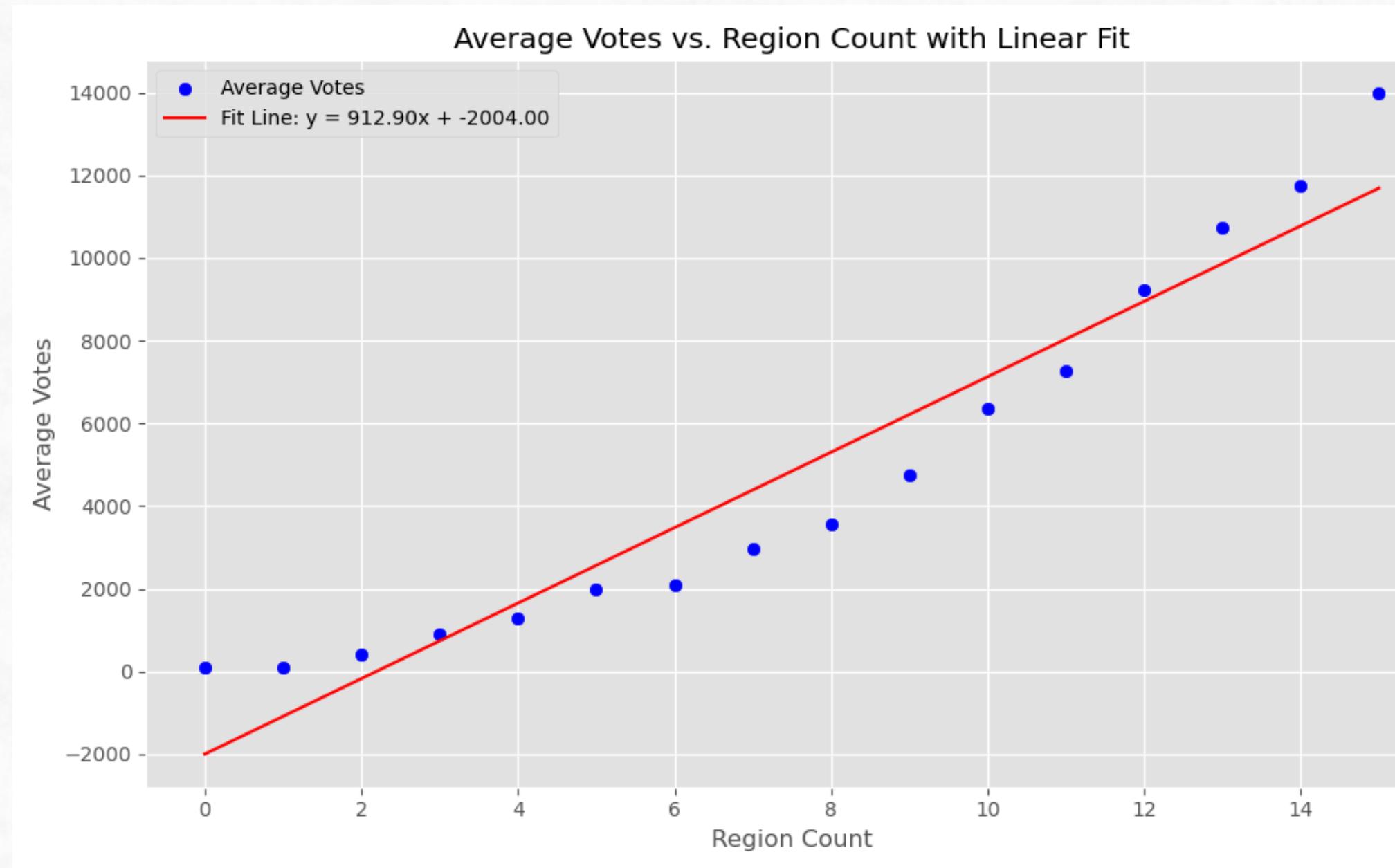
# RESULTS

## Relationship between:

- Production budget vs Domestic and Worldwide gross
- Production budget vs Popularity and Vote count
- Popularity vs Domestic and Worldwide gross
- Vote count vs Domestic and Worldwide gross
- Domestic gross vs Foreign gross



# RESULTS



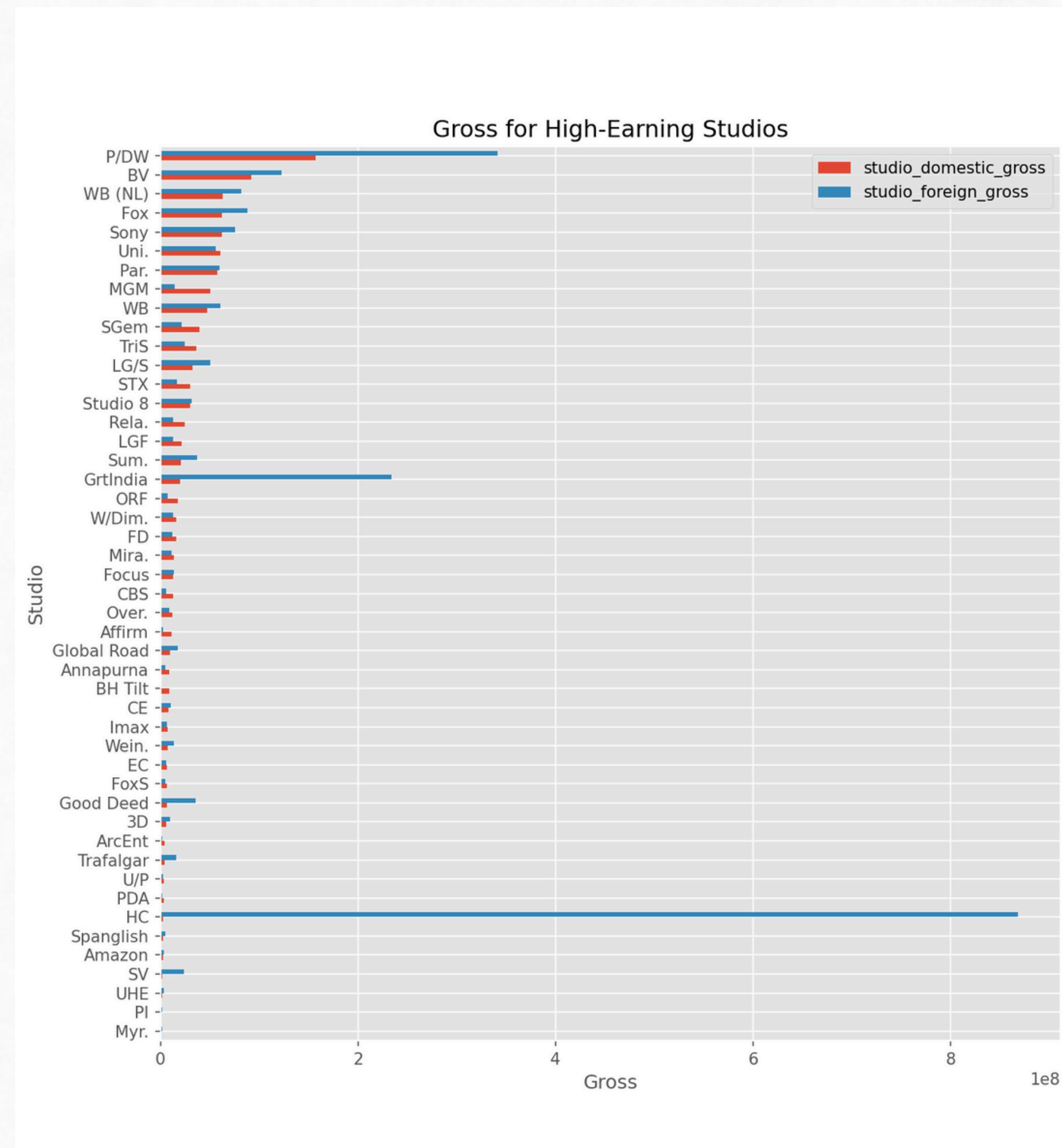
## Regression analysis

- The more regions the movie is released in, the number of votes tend to increase (higher exposure to market/ positive reception)

# RESULTS

## Point of Interest

- Foreign gross beating domestic very significantly for HC, GrtIndia, P/DW
- HC and GrtIndia only released one movie in the Box Office Mojo dataset, but it has highest foreign gross.
- This may suggest that number of movies released doesn't matter, but what matters is the size of the foreign market (Chinese and Indian population globally).



# RESULTS

## Findings:

- Popularity has high correlation to domestic and foreign gross
- Production budget has a strong positive correlation with domestic/ worldwide gross.
- There is moderate positive correlation between the number of regions a movie is released in and number of votes.
- Large markets include global Chinese and Indian viewers.



# RECOMMENDATIONS

- Plan to release first movie in June, July, or November
- Pick main genre of movie to be Drama/ Action/ Adventure/ Comedy.
- Invest in production budget to improve movie quality, and invest in marketing to boost popularity of movie before and during release. Release in more countries wherever possible. It is worth inserting cultural easter eggs or relatable references to capture large global markets, especially the Chinese and/or Indian populations.



# FUTURE STEPS



- Determine which movies are more popular and well-liked by audience: standalone vs sequel/ part of franchise.
- Analyse the combinations of people working in successful movies to identify dream team, especially for production and behind-the-scenes.
- Analyse what type of movies didn't do well in box office and why.

# THANK YOU!

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