



Microsoft

# PROPOSAL FOR MICROSOFT STUDIOS

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A visual and descriptive analysis of top performing movies reveals recommendations to Microsoft about the types of films they should produce in their new feature film studio:

- Focus efforts on blockbuster and animation film types
- Produce both live action and animated movies, giving the adventure and fantasy genres top priority
- Include strong consideration to international audiences in the production process

## Summary

# Outline



**BUSINESS PROBLEM**



**DATA &  
METHODOLOGY**



**RECOMMENDATIONS**



**CLARIFY THE TYPES  
AND GENRES OF FILMS  
TO BE PRODUCED**



**ANALYZE COSTS AND  
PROFITS AMONG  
VARIOUS STUDIOS**



**PROVIDE COMPARATIVE  
REVIEW OF DOMESTIC  
AND WORLDWIDE DATA**

# Business Problem

# Data & Methodology

The datasets of this project are from the following websites:

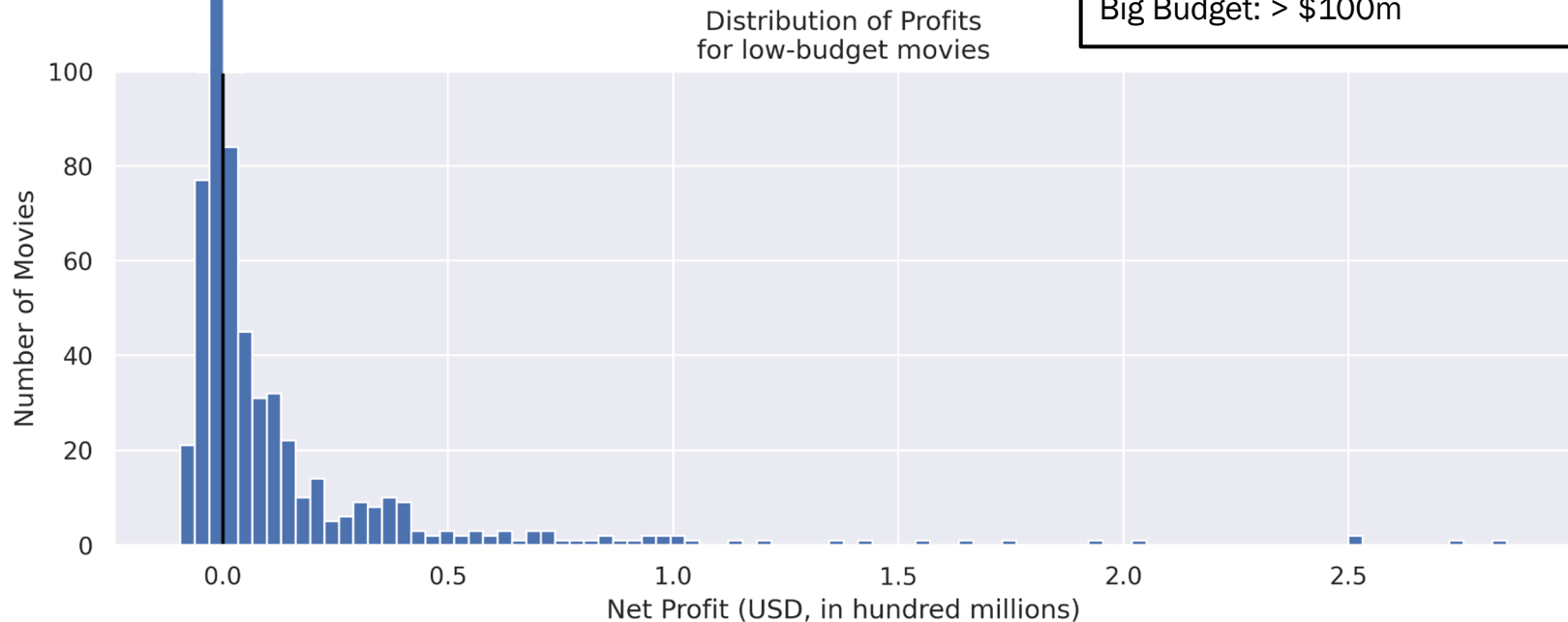
- Box Office Mojo
- IMDB
- The Numbers

Restricting the data to the last eleven years (2008-2018), we performed exploratory data analysis with visualizations to better understand the different information from the datasets

# What budget levels are profitable?

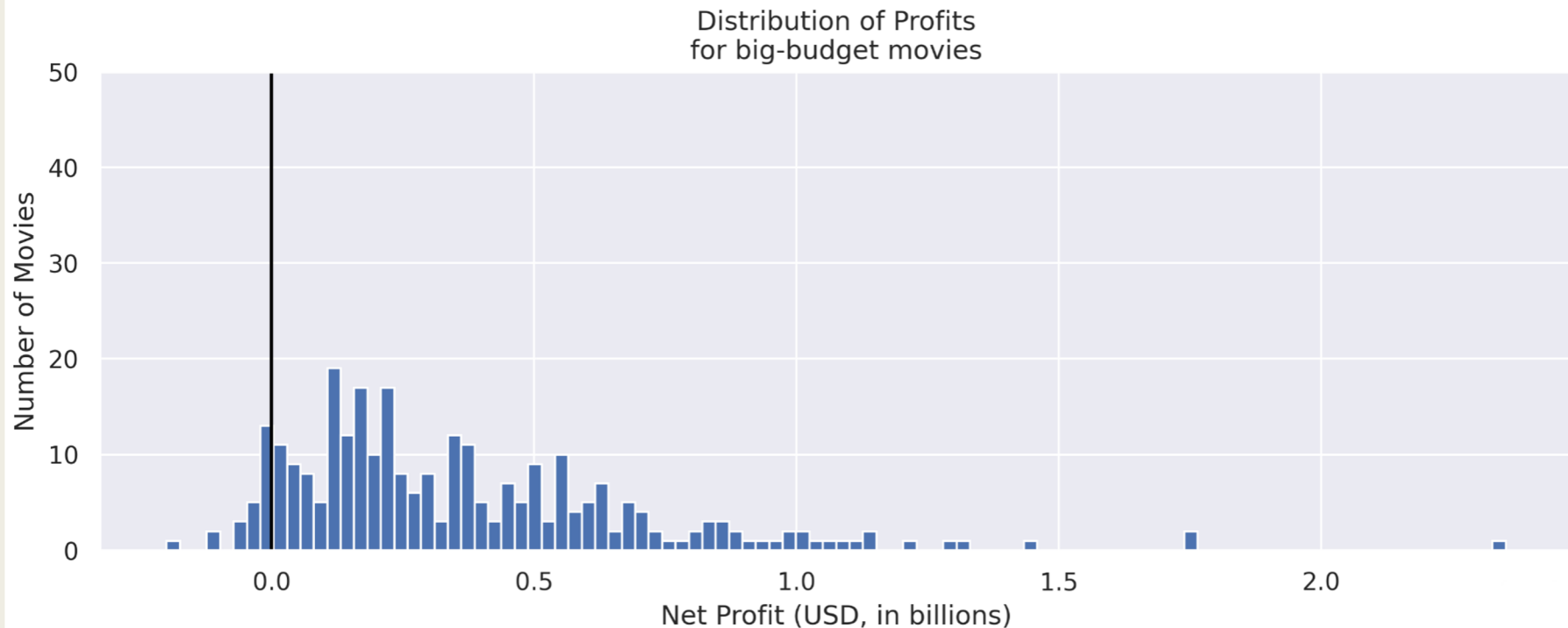
And with what consistency?

Low Budget: < \$10m  
Middle Budget: \$10m - \$100m  
Big Budget: > \$100m

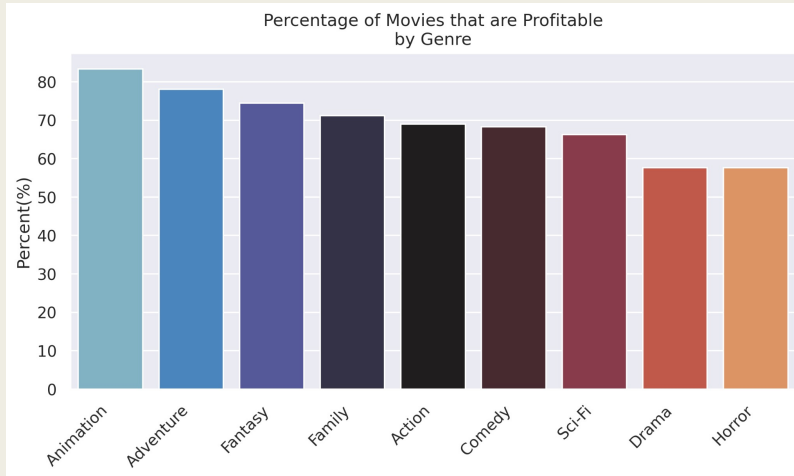


# Profit Distribution for Big Budget Movies

Only 56.21% of low budget movies are profitable.  
73.94% of middle budget movies are profitable.  
93.29% of big budget movies are profitable.

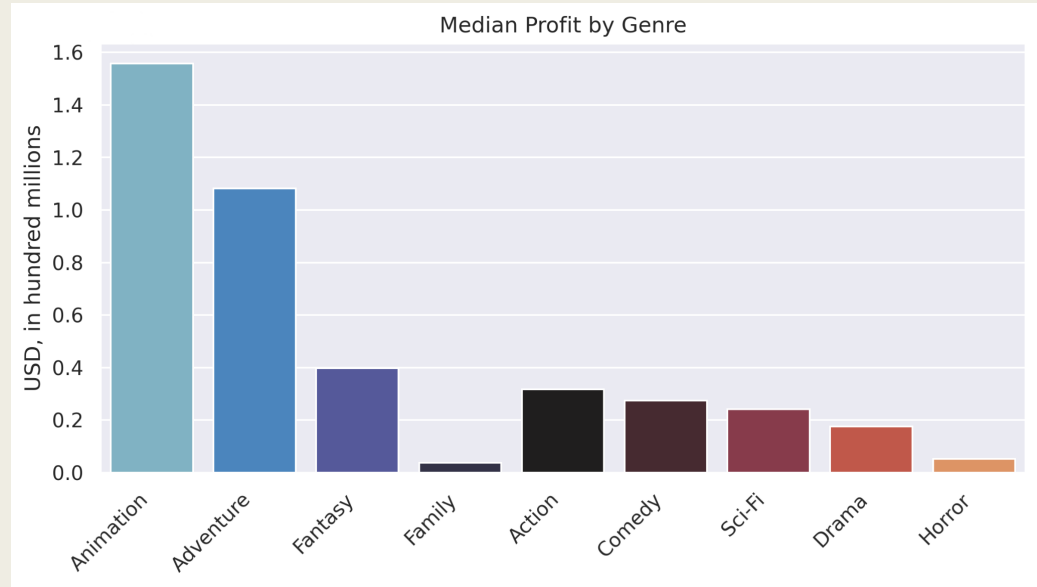


# What Genres should Microsoft Studios focus on?

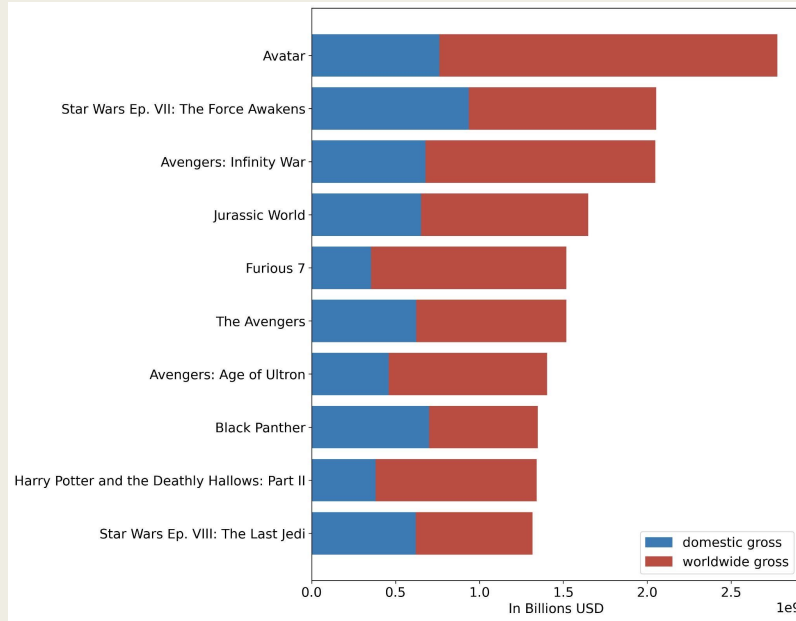




## What Genres should Microsoft Studios focus on?



# Top 15 Grossing Movies 2008 - 2018

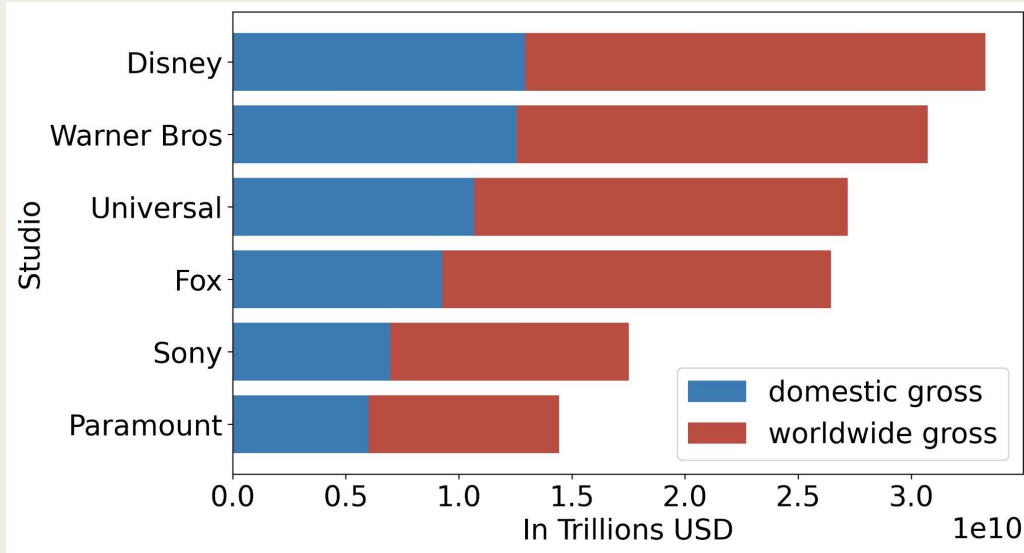


Worldwide gross earnings  
represent a larger portion  
of total gross in most  
instances



13 of the top 15 films are  
in the action / adventure /  
fantasy genres

## Top 4 Grossing Movie Studios - 2008 - 2018



- Worldwide gross represents a majority portion of revenues in the leading studios

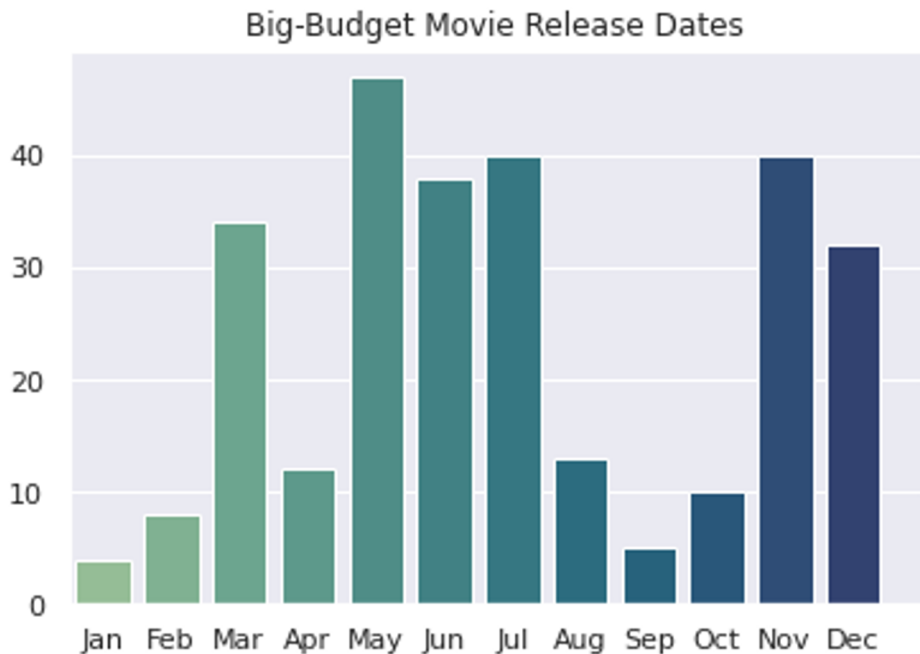
## Top Directors - All Genres by Net Profit - 2008 - 2018

These are the directors that turn up the most often in the Top 100 most profitable films

Number of films in Top 100	
Name	
Pierre Coffin	4
Christopher Nolan	3
Peter Jackson	3
Francis Lawrence	3
Chris Renaud	3
Joe Russo	3
Anthony Russo	3

# When should we release the movies?

- Big budget movies are generally released in the summer and leading up to the holidays
- Mid budget movies avoid the summer
- Low budget movies avoid the holidays



# Recommendations

1

Focus on big-budget tent-pole releases: they make more money, *and* they make it more often.

2

Open or acquire an animation arm for the studio. Focus on the same genres as the mainline studio: Adventure and Fantasy.

3

Always consider the international market and audience; they will generate the vast majority of your profits.



**QUESTIONS?**