



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:

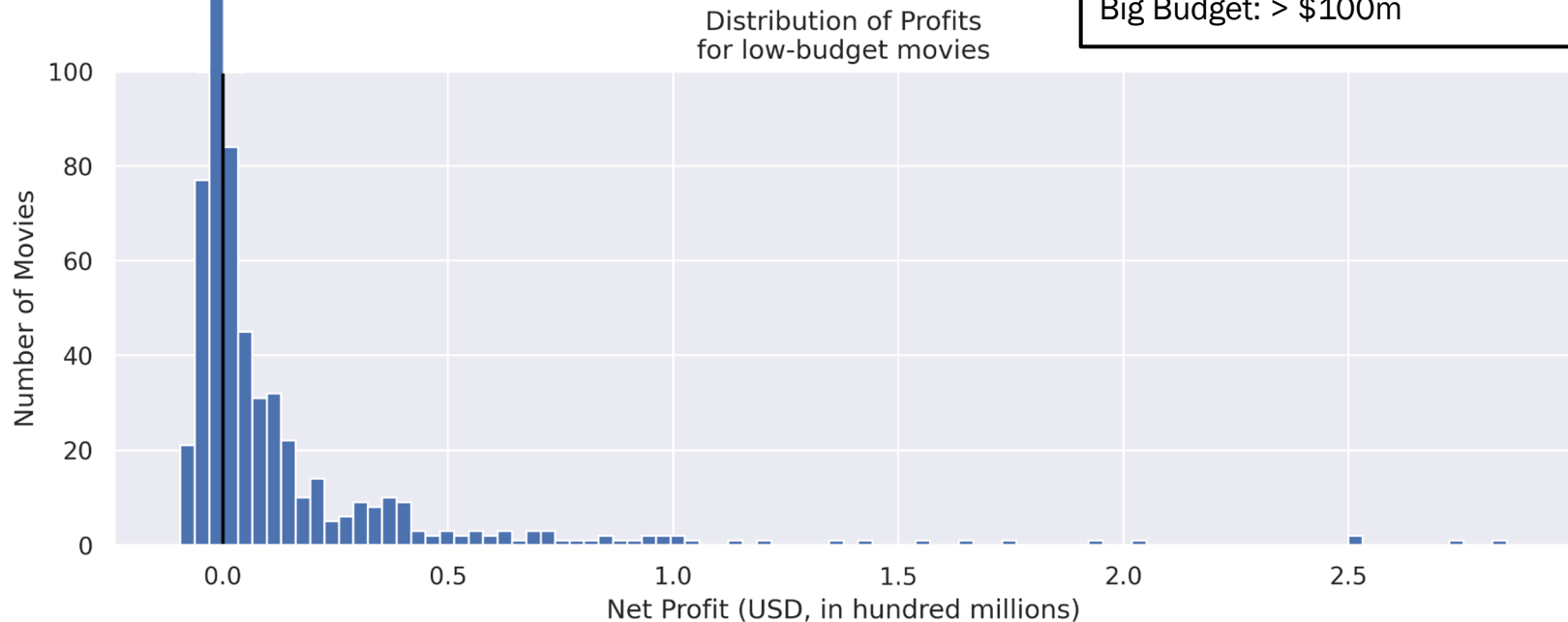
- Box Office Mojo
- IMDB
- The Numbers

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?

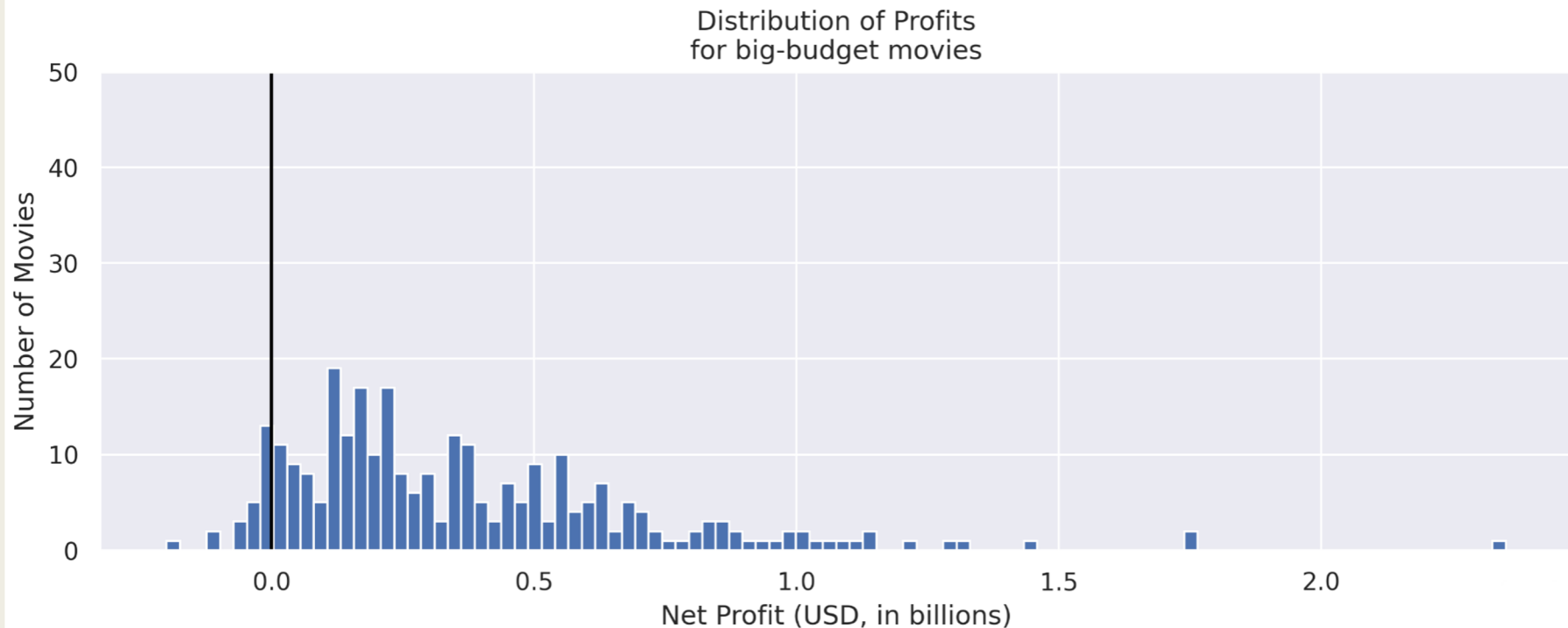
And with what consistency?

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

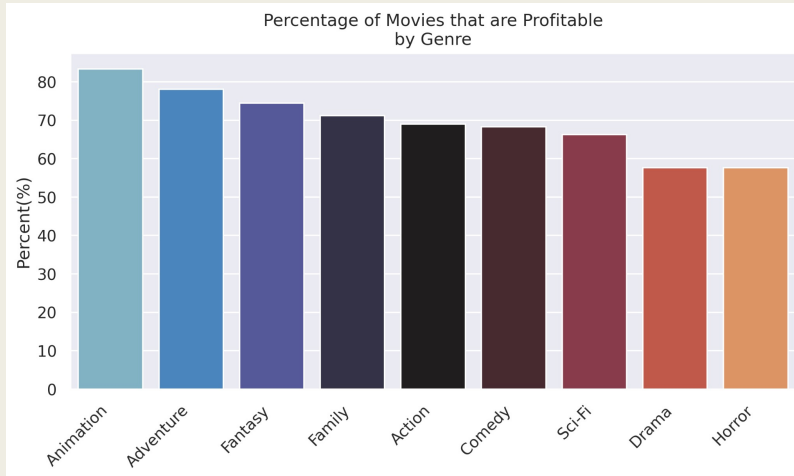


Profit Distribution for Big Budget Movies

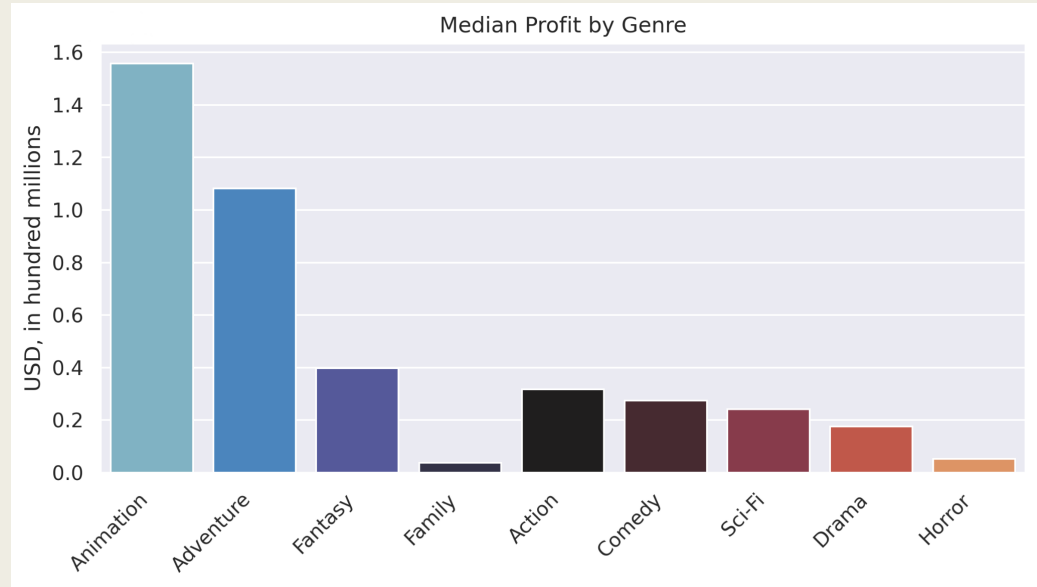
Only 56.21% of low budget movies are profitable.
73.94% of middle budget movies are profitable.
93.29% of big budget movies are profitable.



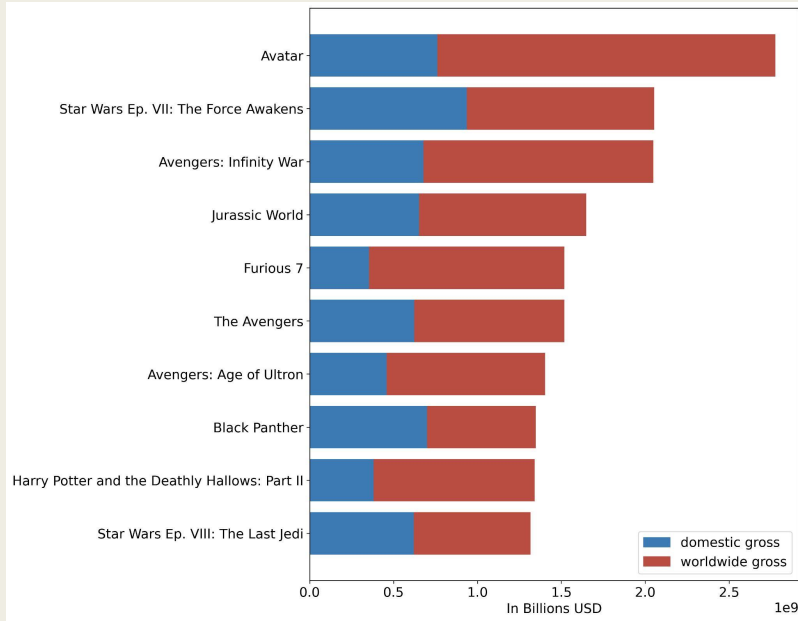
What Genres should Microsoft Studios focus on?



What Genres should Microsoft Studios focus on?



Top 15 Grossing Movies 2008 - 2018

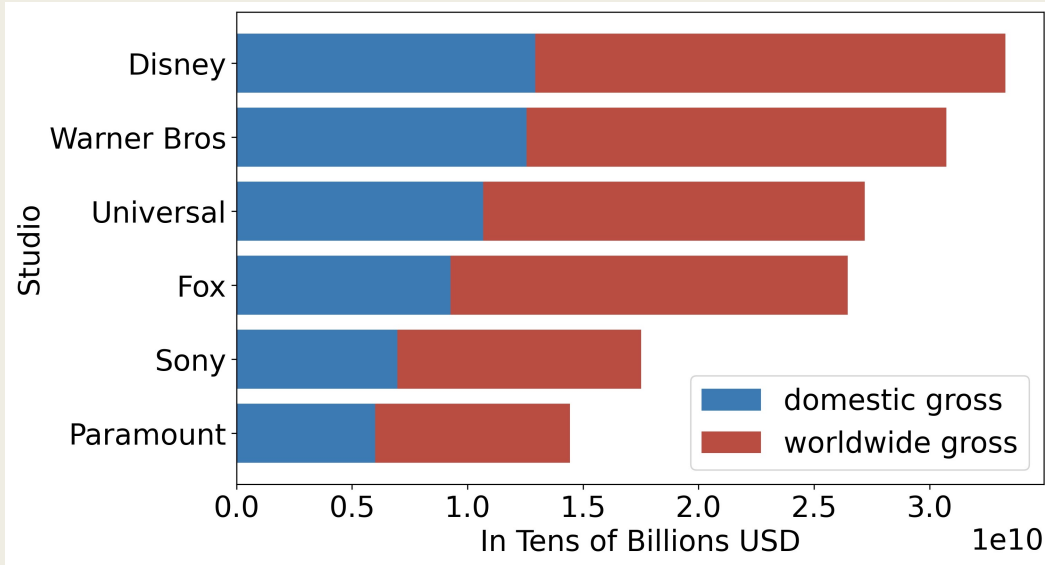


Worldwide gross earnings
represent a larger portion
of total gross in most
instances



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

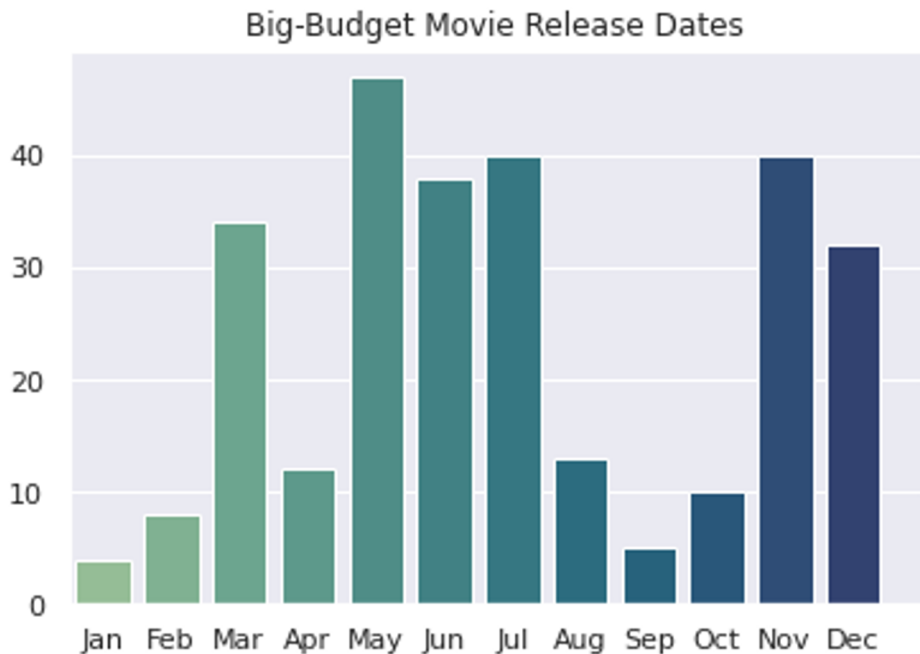
Top Directors - All Genres by Net Profit - 2008 - 2018

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?