

Movies at Microsoft

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Summary

Microsoft has decided to create their own movie studio. However, they have no working knowledge of the movie industry and need guidance to create profitable content.

In this presentation, I will analyze past movie data to help Microsoft meet this goal.

The following questions will be addressed:

1. What are the production budgets and release dates of the top 10 most profitable movies?
2. When is the best time of year to release a movie?
3. Which movie budgets yield the highest profits?



Presentation Outline

- Business Value
- Methods
- Data and Findings
- Conclusions



Business Value

A successful movie studio will not only create a new revenue stream for Microsoft, it will also improve brand recognition for future and already-existing Microsoft products.

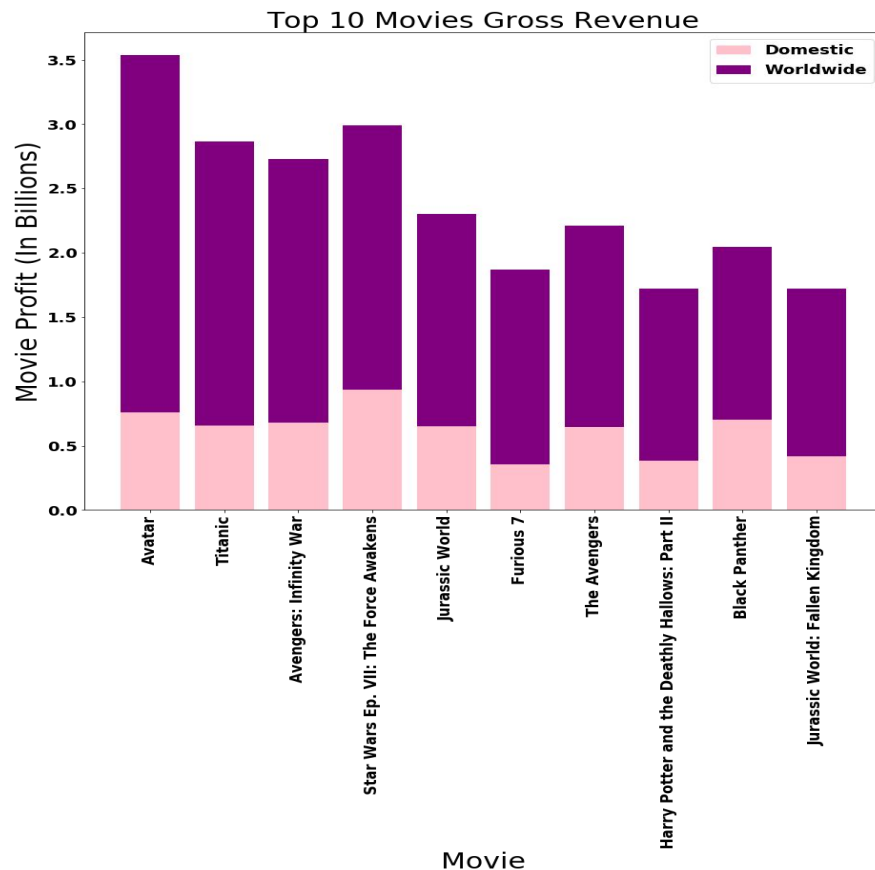
Methods Used in Data Analysis

This project uses descriptive analysis. Pandas, Numpy and Matplotlib are used to organize and display data.



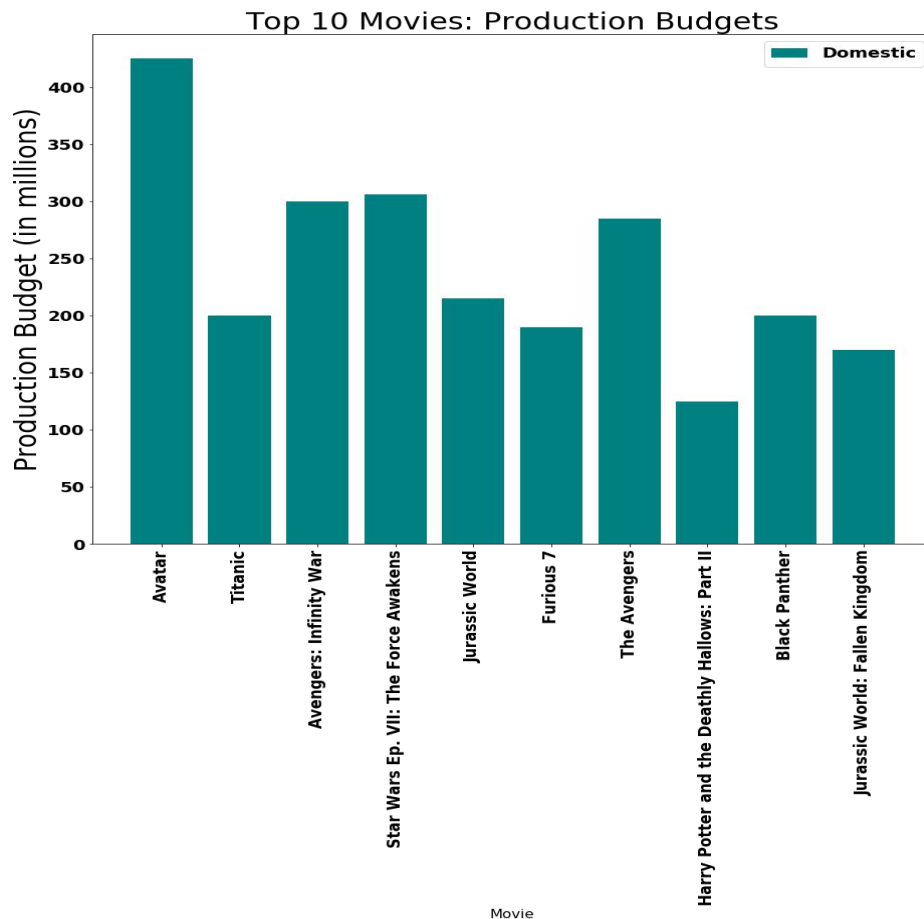
What are the top 10 most profitable movies?

- Gross revenue is broken into worldwide and domestic categories.
- Worldwide revenue is much higher than domestic revenue
- Avatar takes the top spot with an overall profit of 3.5 billion dollars.
- The average gross profit for these films is 1.7 billion dollars



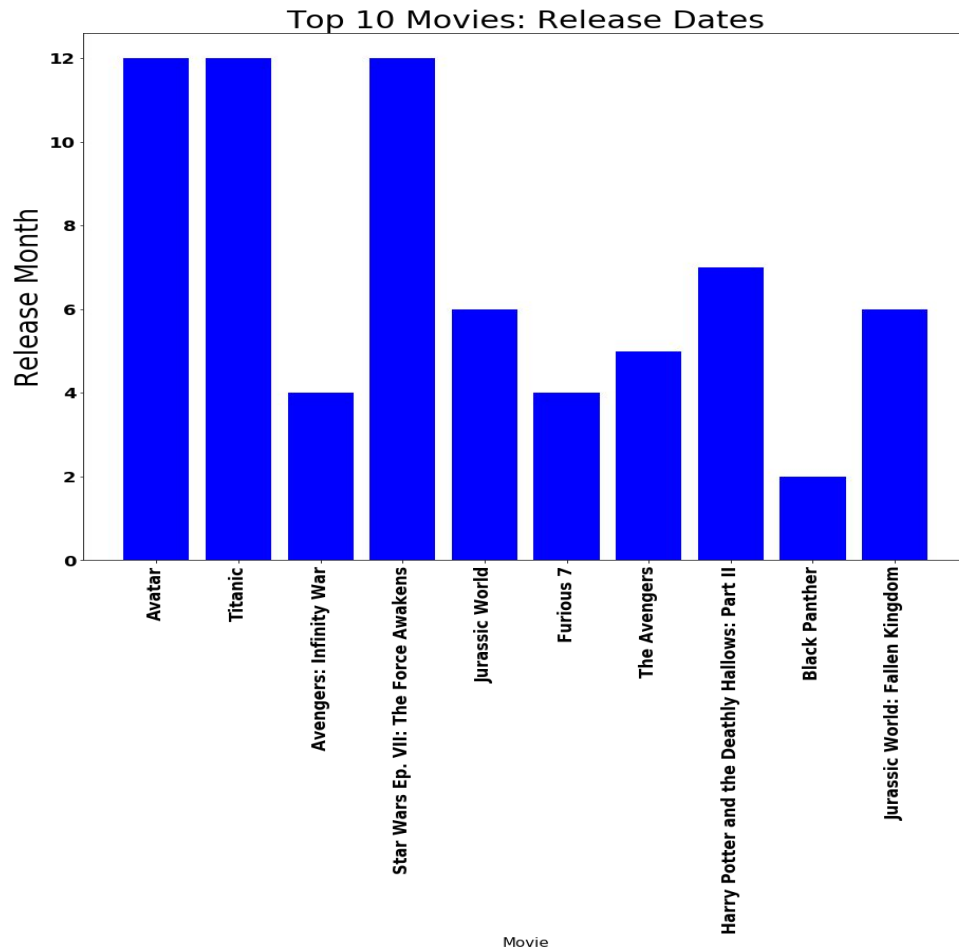
What are the production budgets of the top 10 most profitable movies?

- Avatar-our highest grossing movie-also had the highest production budget of \$425,000,000
- The average production budget for the top 10 movies is \$242,600,000



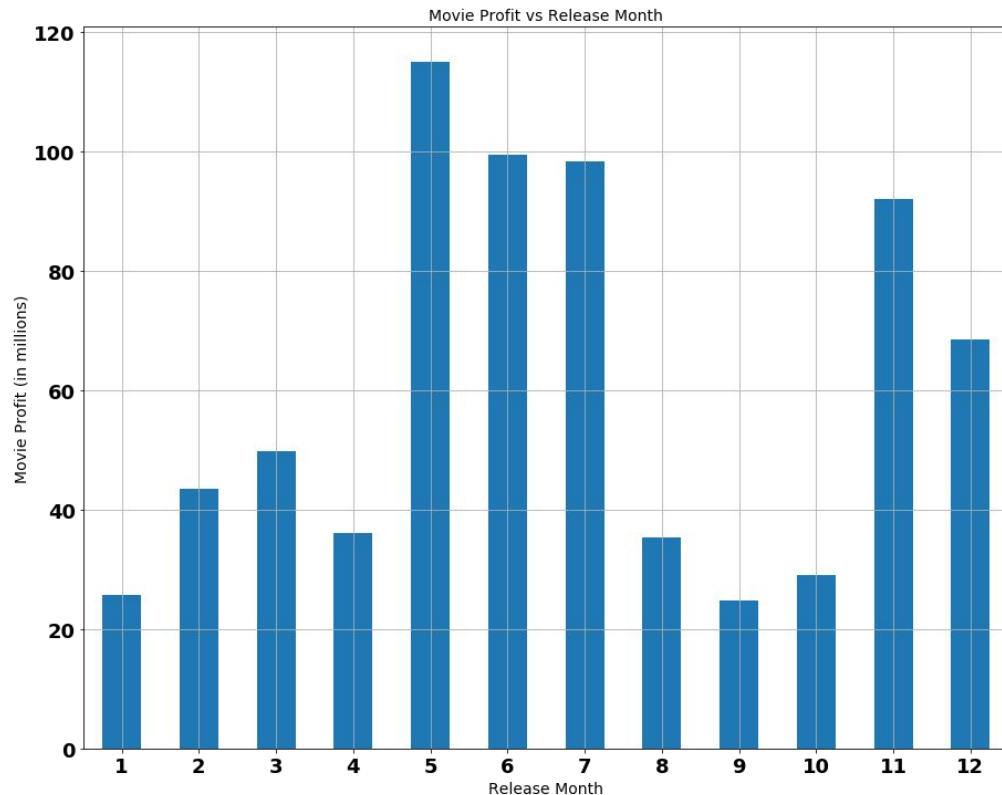
What are the release dates of the top 10 most profitable movies?

- Our top three highest grossing films-Avatar, Titanic, and Star Wars Episode VII-were released in December.
- All other films in the "Top 10" were released in Spring or early Summer-the exception being Black Panther, which was released in February.



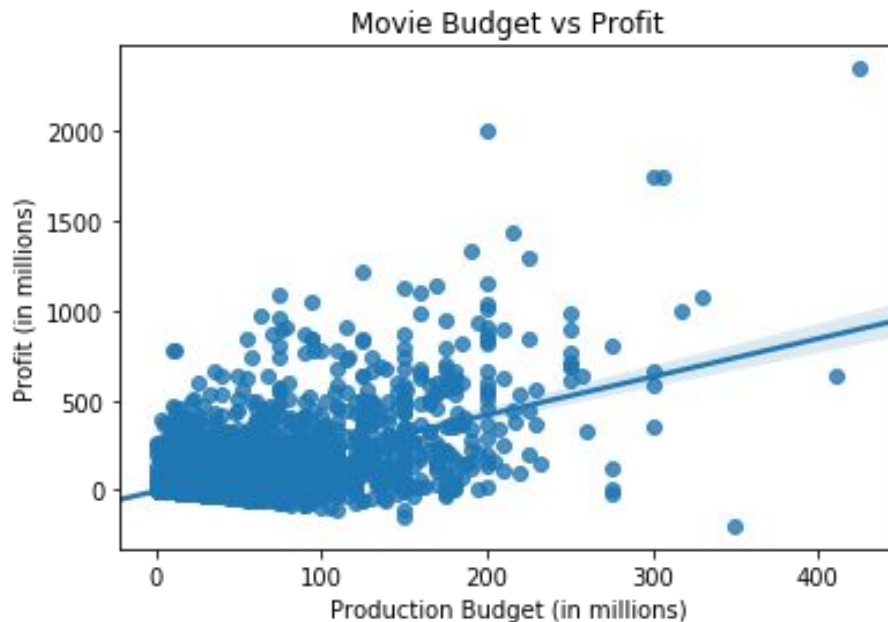
When is the best time of year to release a movie?

- The holiday season is a profitable time of year to release a movie-particularly December.
- Late spring and early summer are also profitable seasons for movie releases.

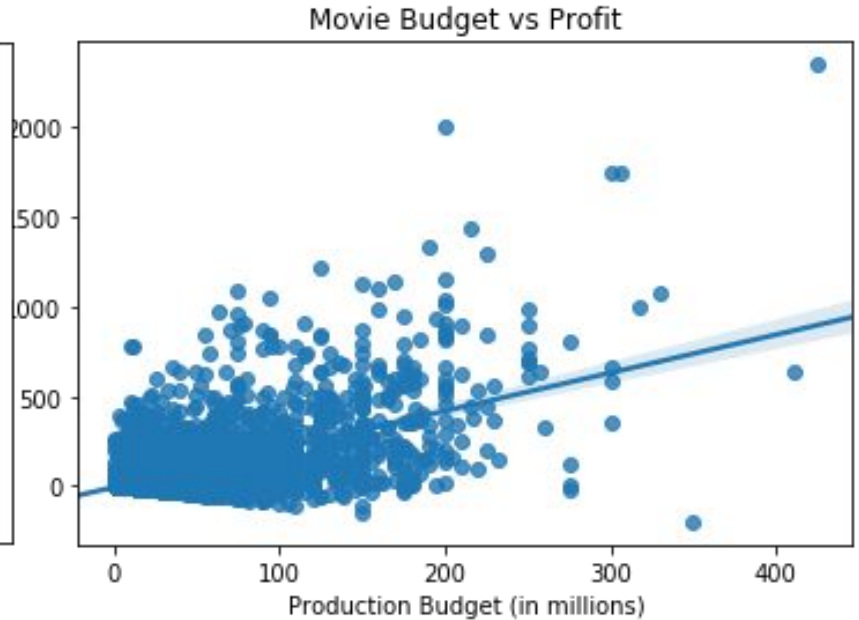
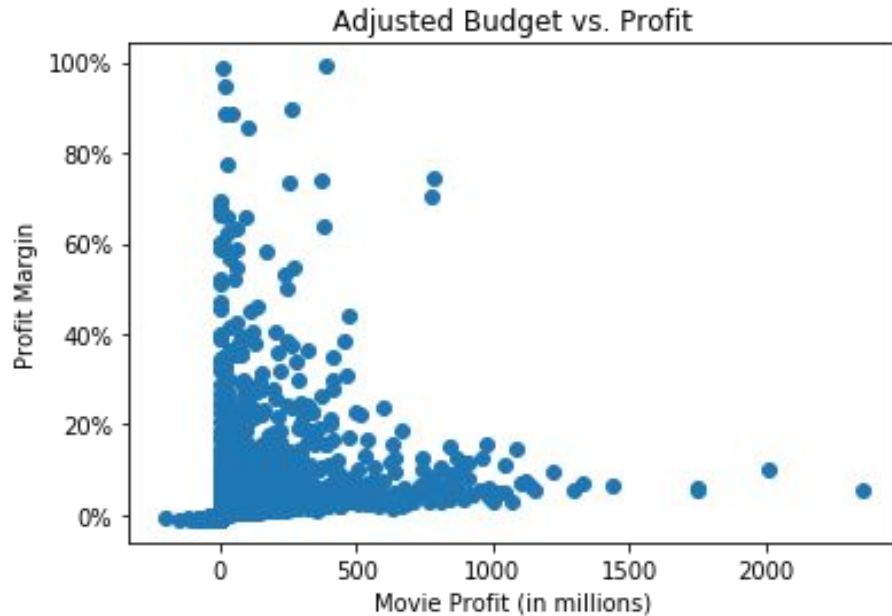


Which movie budgets yield the highest profits?

- There is a strong, positive relationship between a movie's production budget and its resulting profit (as a movie's production budget increases, so does its profit)
- The average production budget of all profitable movies is \$38,000,000, which correlates with an average profit of \$100,000,000



Which movie budgets yield the highest profits?



Conclusions

- Microsoft should release the bulk of their movies during the early summer and late fall months-ideally close to the holidays.
- A minimum production budget of \$50,000,000 is recommended for all movies. This amount correlates with an overall gross profit of \$113,000,000 (44% margin)
- If Microsoft wishes to compete with the Top 10, an average budget of \$296,000,000 is recommended

Follow-Up

For further analysis, Microsoft should research-in greater detail-the development behind the top ten most profitable movies. What strategies did they use to become successful, and how can those strategies be implemented at Microsoft?

Thank You!

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