

# Microsoft Studios

Breaking Into The Film Industry

A dark blue diagonal gradient bar that starts from the bottom left and extends towards the top right, covering the lower half of the slide.

# Summary

Analysis of datasets from different movie websites reveal insights to improve rates of success in the film industry:

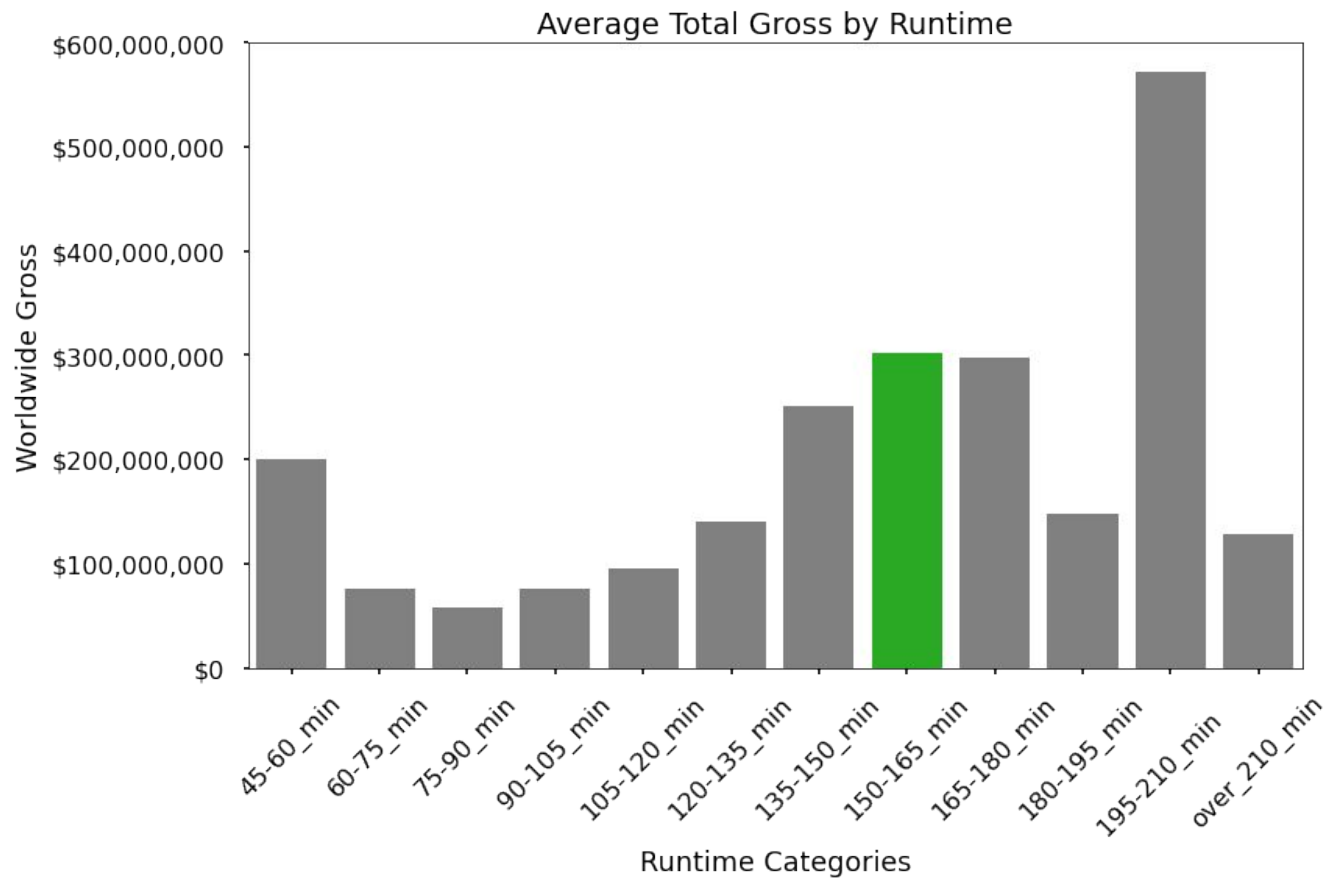
- Keep film runtimes between 150 and 165 minutes
- Focus on Musical, Animation, Adventure, and Fantasy genres
- Release films in the month of June

# Business Problem

- Set up Microsoft for the highest chance of success in the global film market
- Find which types of films did best in theaters worldwide

# Data

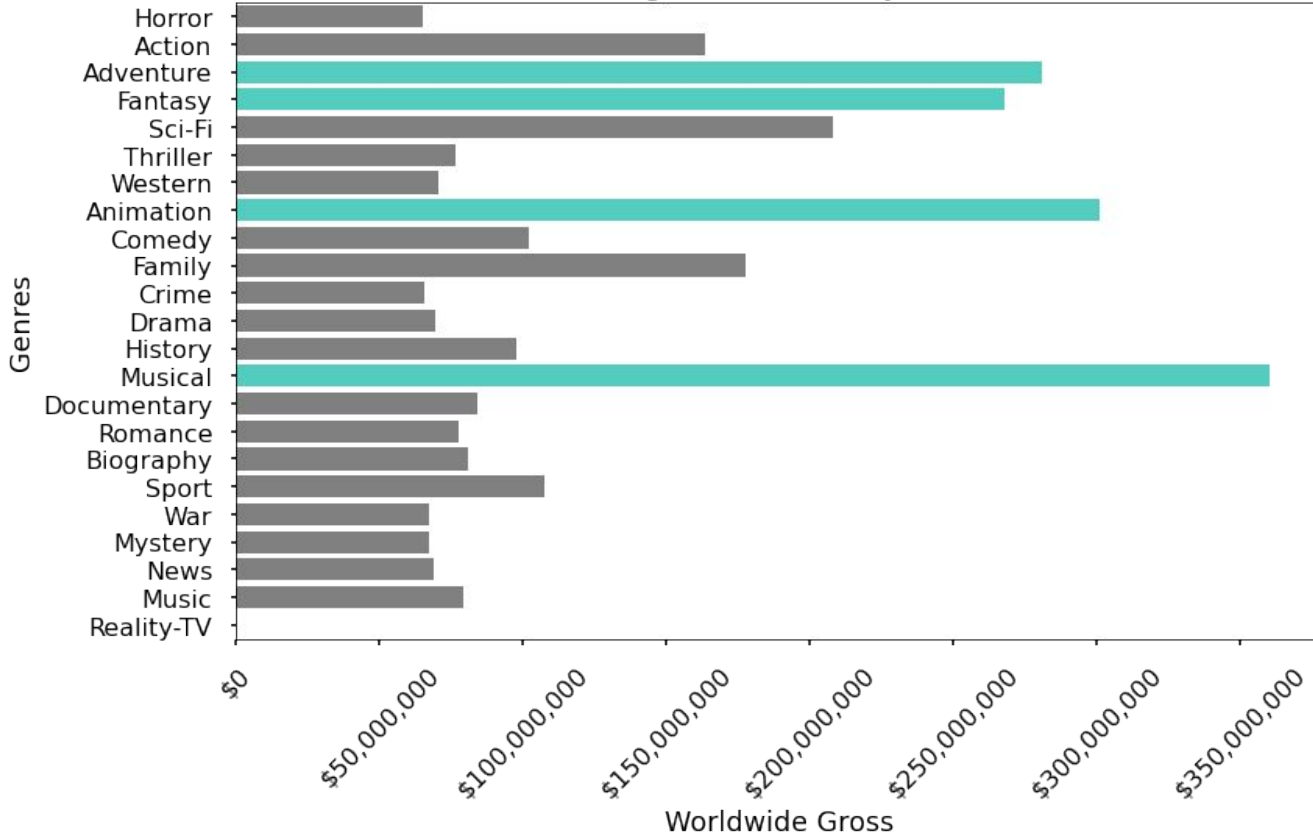
- Worldwide gross for 3,795 films released globally in theaters, from Jan 2000 to Aug 2017, in \$US
- Includes genre categories, release date, and runtimes



The best target runtime for a film is between 150 and 165 minutes.

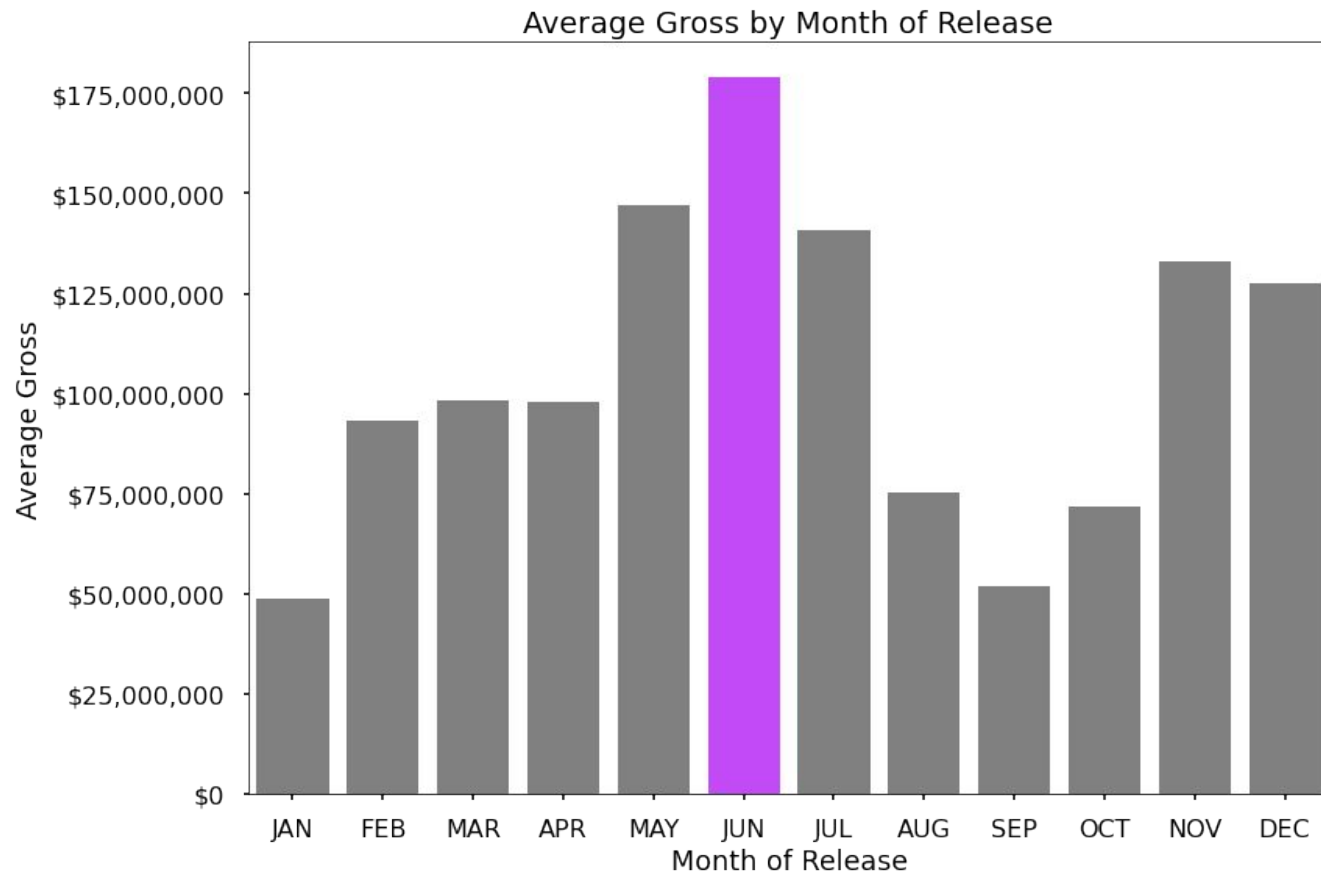
## Results

Average Total Gross by Genre



The highest average grossing film genres are Musical, Animation, Adventure, and Fantasy.

Results



June has the highest average gross for movies released.

## Results

# Conclusions

- Target film runtimes between 150 and 165 minutes
- Focus on high grossing genres including:
  - Musical
  - Animation
  - Adventure
  - Fantasy
- Release films in the month of June for highest grossing potential



# Next Steps

- Explore datasets from 2017 to 2022 to analyze the impacts of covid on box office revenue
- Analyze the profit potential of the short film market
- Analyze films released to streaming only

# Thank You!

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