



Microsoft

Movie Studio

Overview

- Analyzing the global film market landscape
- Help decision making about

What GENRE of Movie to make

How MUCH to invest

When to RELEASE

Outline

- ➡ Business Problems
- ➡ Data & Method
- ➡ Analysis of Data
- ➡ Recommendations



Business Problems

- ➡ **Entering** a new business field
- ➡ **Developing** new revenue streams
- ➡ **Ensuring** the success of first-time project

Data

“The Numbers” dataset has **5,782 film data** that includes the information on *release time*, *production budget*, *domestic sales*, and *foreign sales* of each movie.

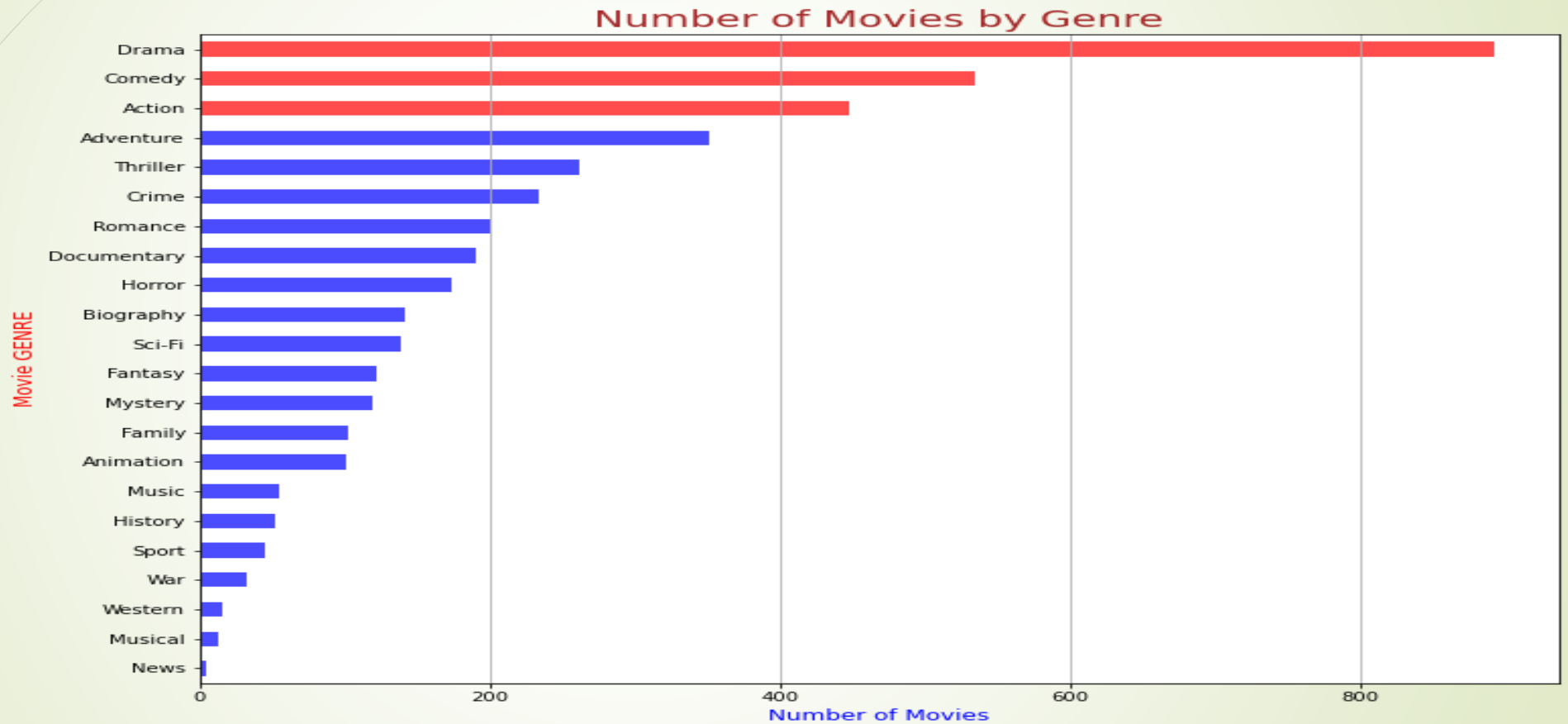


The “IMDb” provides the **146,144 film** dataset that contains records showing the *title and genres* of each movie.

Method

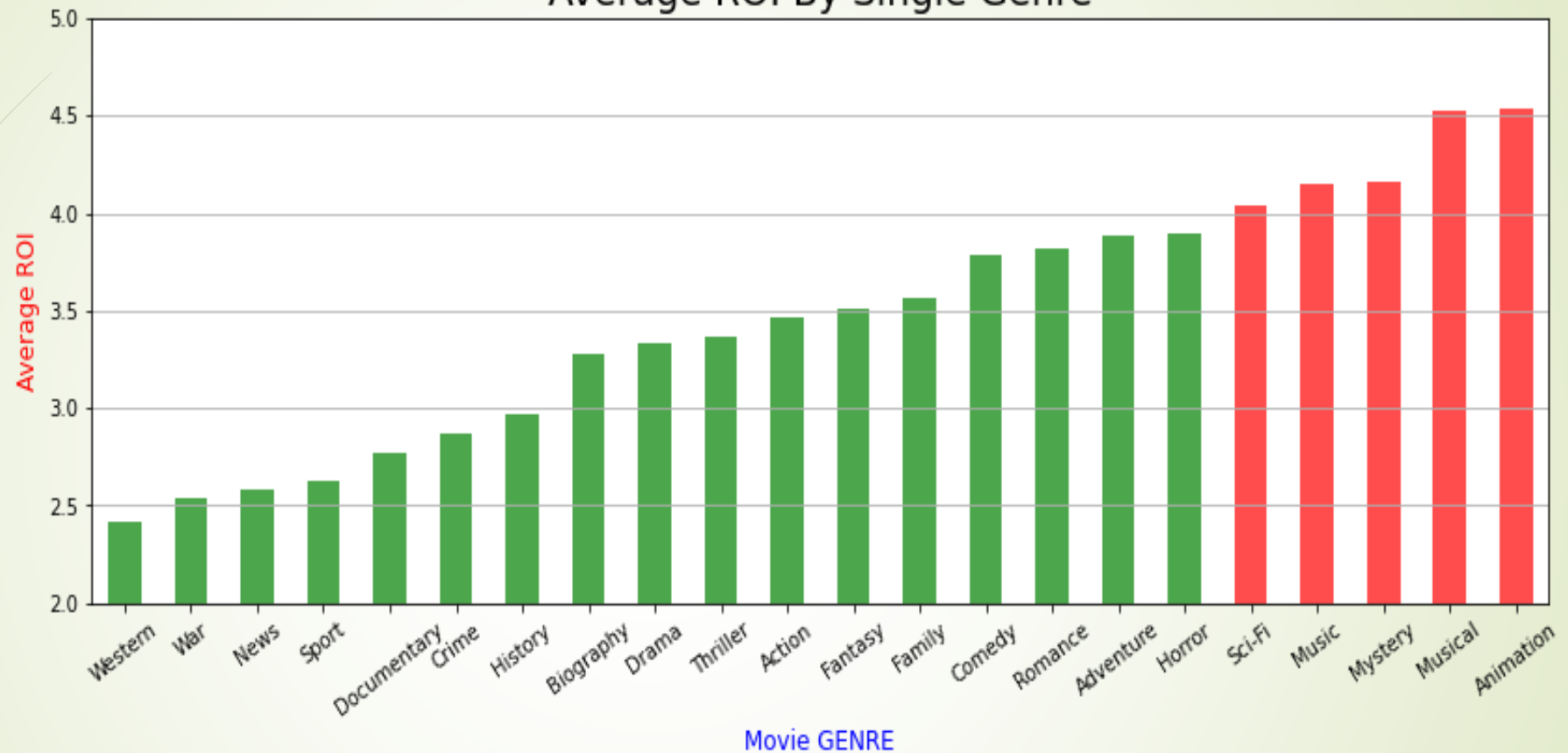
- The return on investment (**ROI**) =
(domestic sales + foreign sales) / budget
- **The Genre** : movies grouped into single and mixed genres
calculate the average **ROI** of the movies by genres
- **The budget** : divided into 22 different sizes, increasing by 20 Million,
and the average **ROI** of each budget was compared by size
- **The timing** : movies grouped by month, and comparing
the average ROI and the number of movies of each month

Analysis 1. **GENRE**



Among the 4,226 sample, '**Drama**' is the most common movie genre.

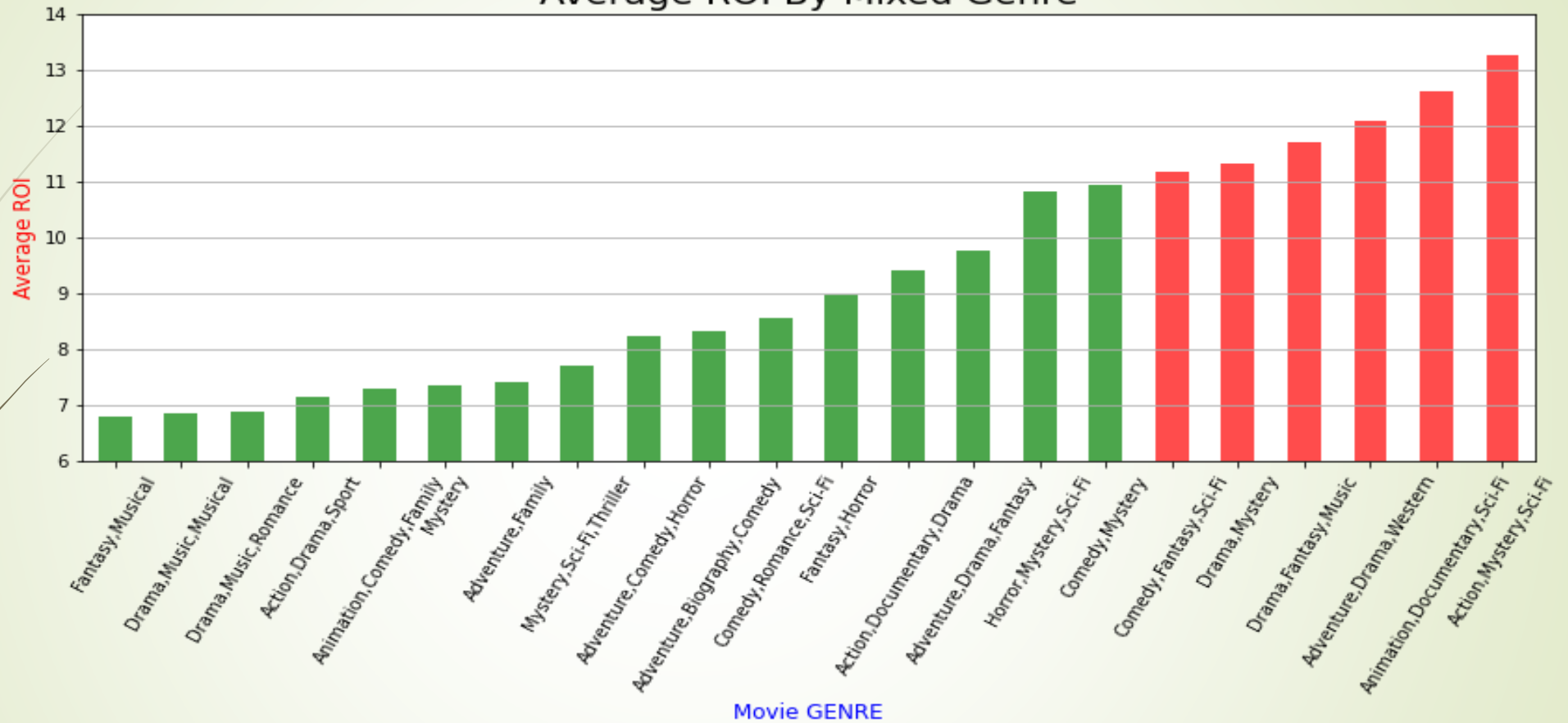
Average ROI By Single Genre



8

The most profitable movie genre is '**Animation**' then '**Musical**', '**Mystery**', '**Music**' and '**Sci-Fi**'

Average ROI By Mixed Genre



9

Action-Mystery-Sci-Fi, Animation-Documentary-Sci-Fi, Adventure-Drama-Western, Drama-Fantasy-Music, and Drama-Mystery genres were the most profitable mixtures

Most profitable

- **Single genres :**

Animation, Musical

Mystery, Music, *Sci-Fi*

- **Mixed genres :**

- Action-*Mystery*-*Sci-Fi*

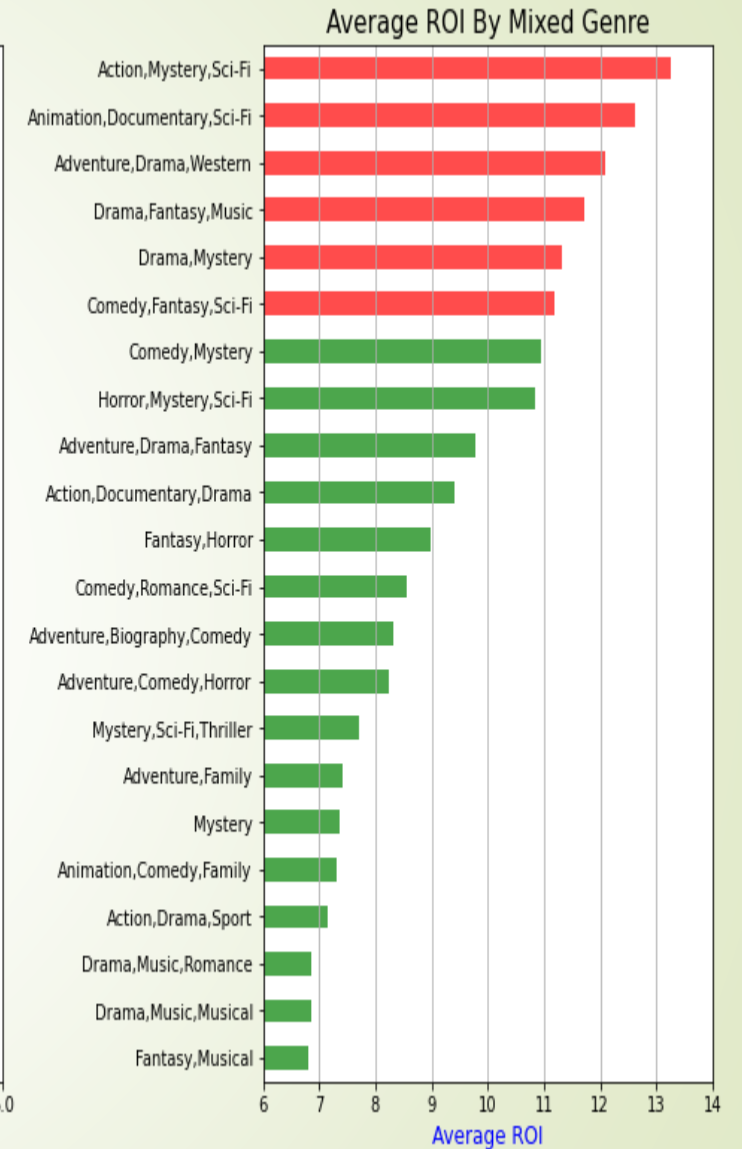
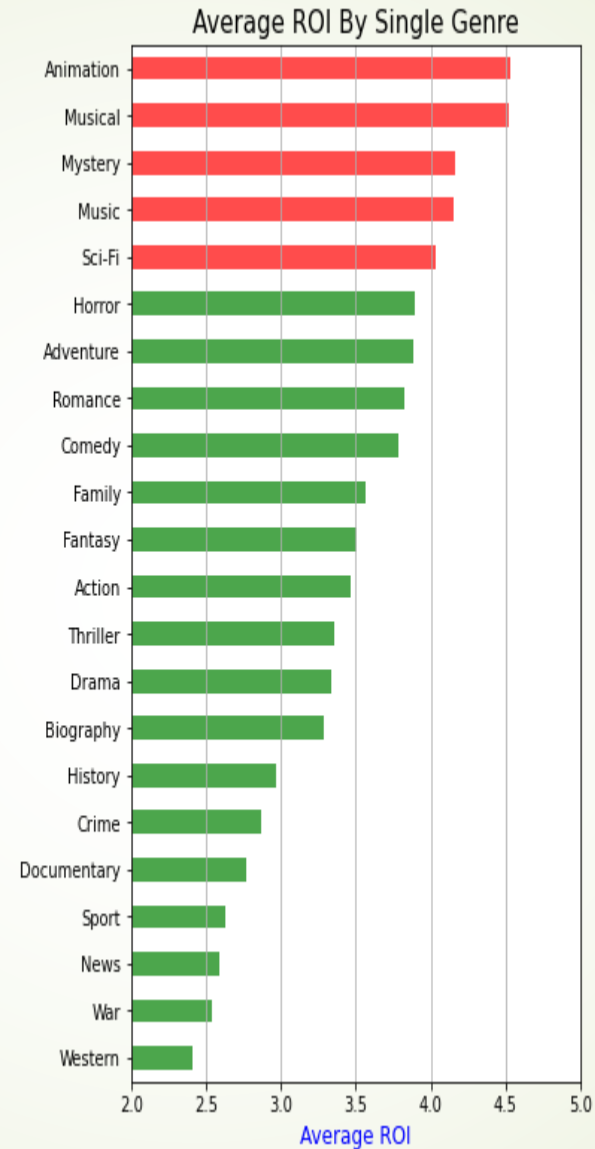
- *Animation*-Documentary- *Sci-Fi*

- Adventure-*Drama*-Western

- *Drama*-*Fantasy*-Music

- *Drama*-*Mystery*

- Comedy-*Fantasy*-*Sci-Fi*



Analysis 1. **GENRE** - **RESULT**

► The most common movie genres : **Drama**, Comedy and Action

► The **high 'ROI'** movie genre :

Single genre : **Animation**, Musical, **Mystery**, Music, **Sci-Fi**

Mixed genres : Action-**Mystery**-**Sci-Fi**, **Animation**-Documentary-**Sci-Fi**,

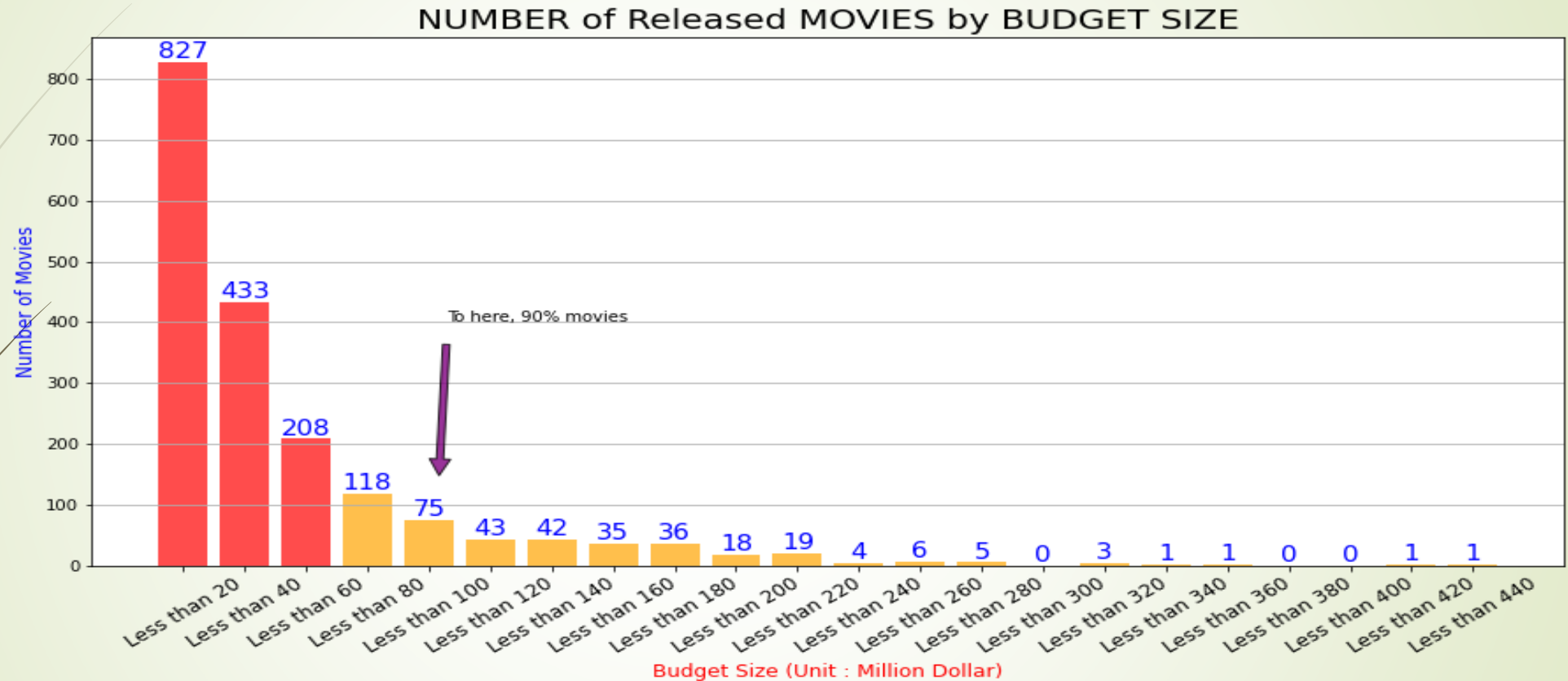
Adventure-**Drama**-Western, **Drama**-Fantasy-Music, and

Drama-**Mystery**, **Comedy**-Fantasy-**Sci-Fi**

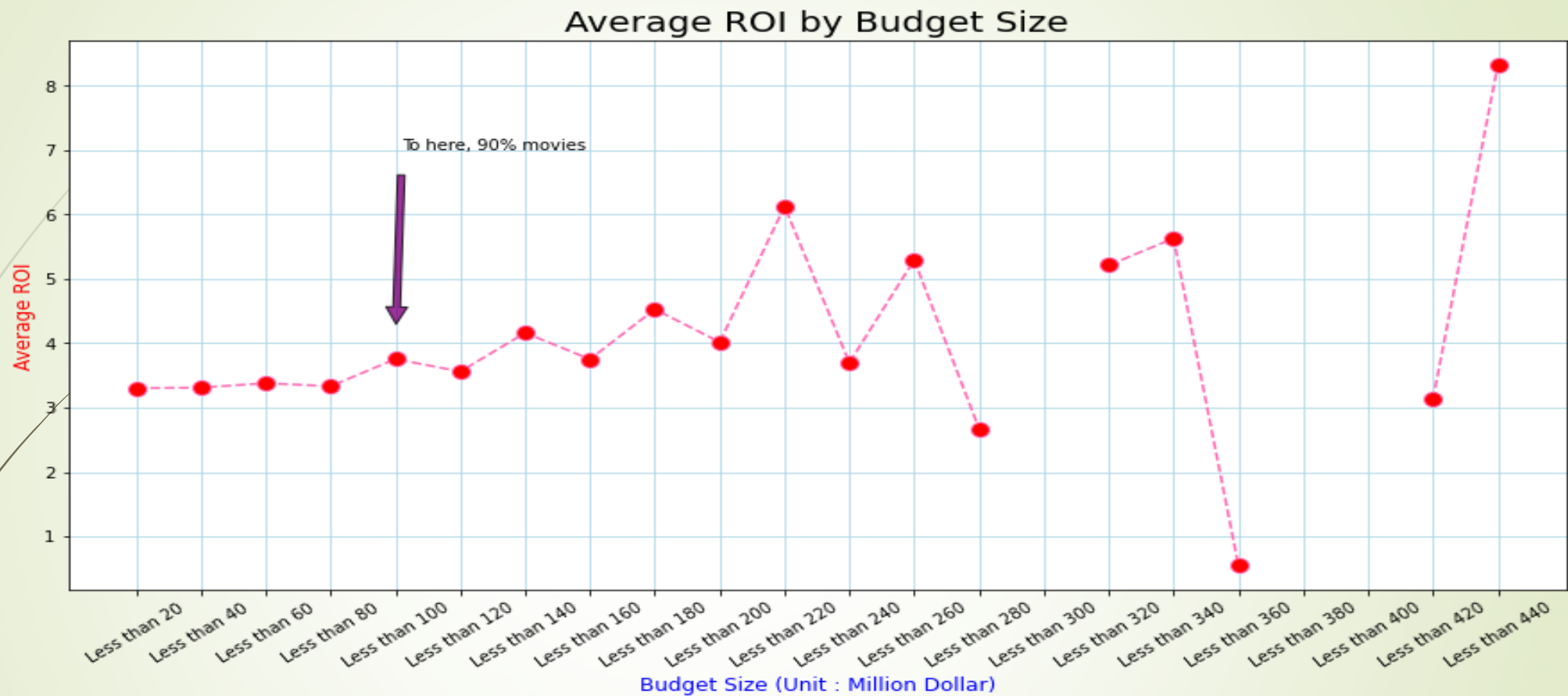
► Appear in common and most frequently in both genres : **Mystery**, **Sci-Fi**,

Animation, **Drama**, **Fantasy**

Analysis 2. BUDGET



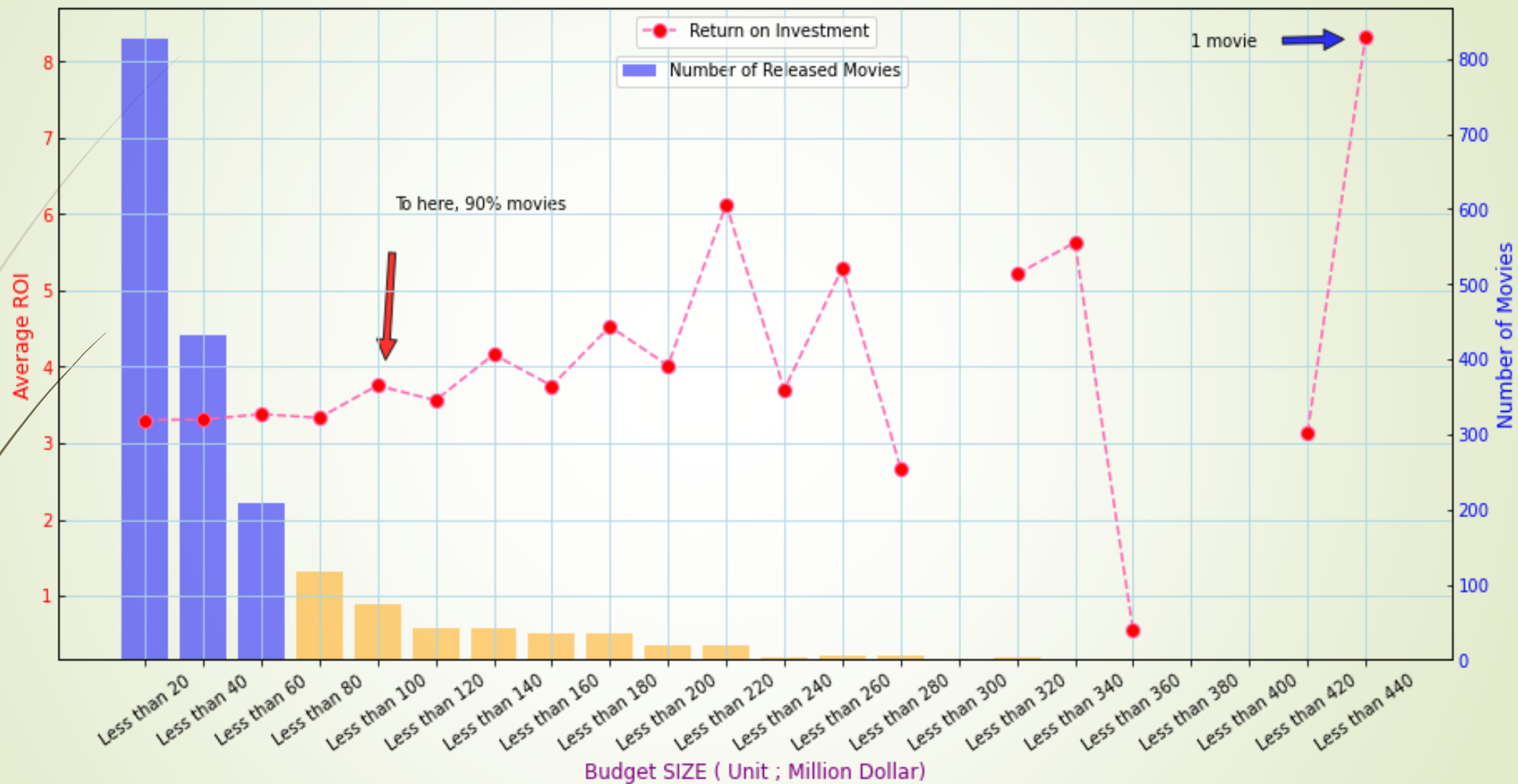
Of the 1876 movies, 45% of movies - with a budget of less than 20 million
90% of movies - with a budget of less than 100 million



Of the 1876 movies, ROI of 90% movies - not much different

The movies with a budget of over 100 million : too few to be considered

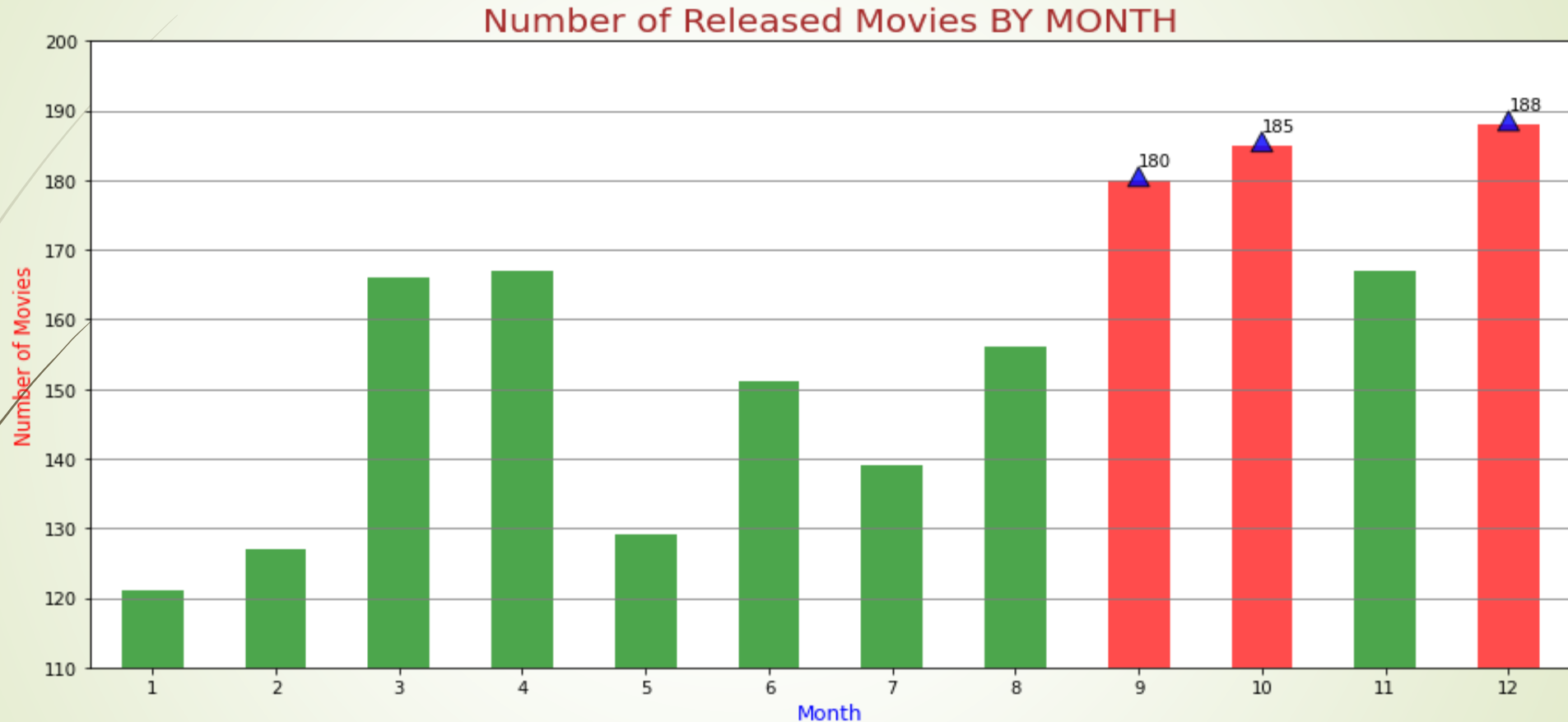
Number of Released Movies and ROI BY BUDGET SIZE



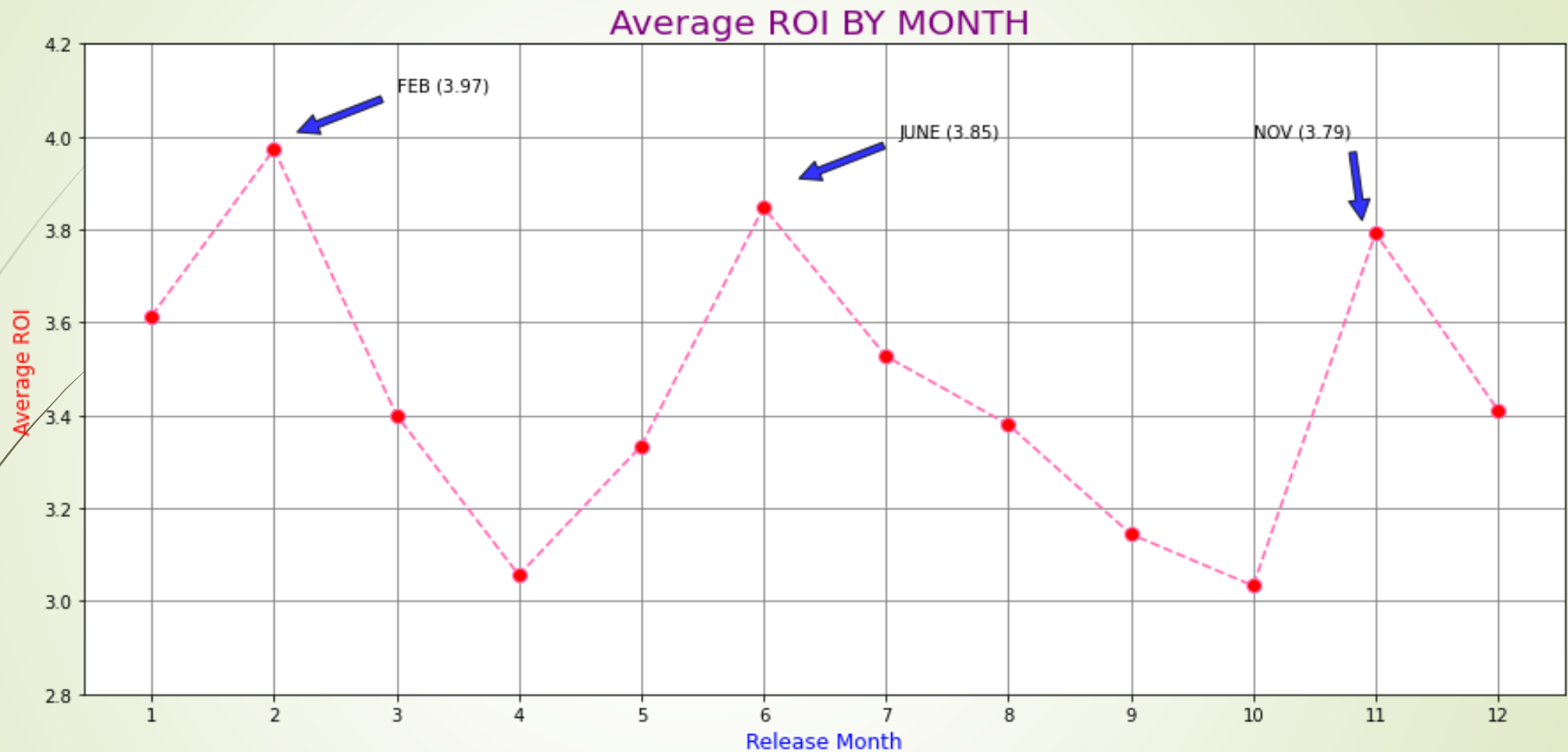
Analysis 2. **BUDGET - RESULT**

- Budget Under **20 Million** Dollars – **45%** of Movies
- Budget Under **100 Million** Dollars – **90%** of Movies
- The ROI by Budget – not much different
- Budget over 100 Million Dollars – too few to be considered

Analysis 3. **RELEASE TIMING**

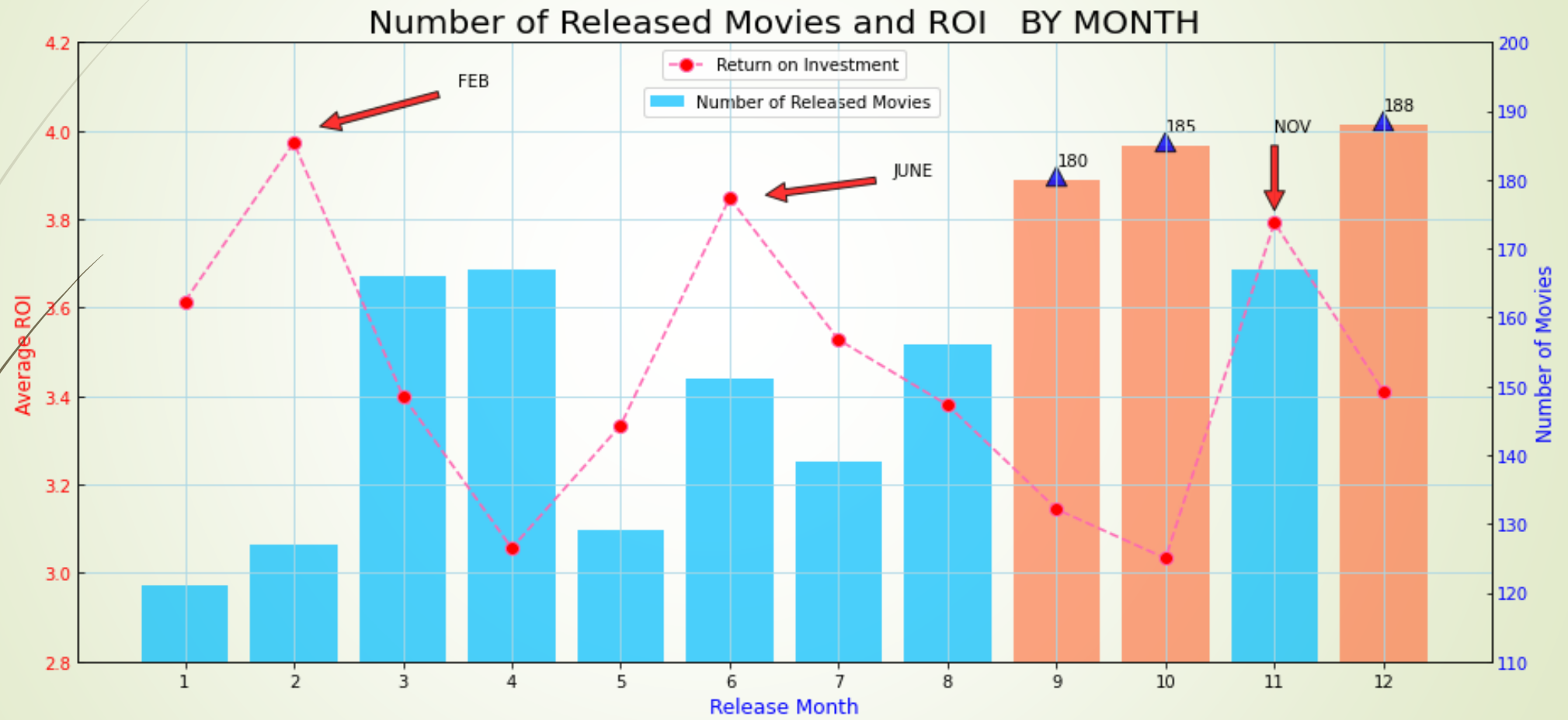


The largest number of released movie – DECEMBER, OCTOBER, SEPTEMBER



The Highest ROI – **FEBRUARY**, JUNE, NOVEMBER

The months in which many movies are released are generally not profitable.



Analysis 3. **RELEASE TIMING - RESULT**

- ▶ A large number of films are released in **December**, October, September.
- ▶ But the profitability was not very good.
- ▶ Rather, movies released in **FEBRUARY**, JUNE, NOVEMBER show the best profitability.



Recommendations

► What Genre of Movie to Make

Mixing two or three of these Genres :

Mystery, **Sci-Fi**, **Animation**, **Drama**, **Fantasy**

► How Much to Invest

Less Than 100 Million

► When to Release

FEBRUARY, JUNE, NOVEMBER



Thank You !



➤ Email : **jwchung60@gmail.com**