

Microsoft Movie Analysis

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Summary

What types of films should Microsoft create for its new movie studio?

Measure of Success:
Return on Investment

Method:
Descriptive Analysis

Statistics Analyzed:

- **Personnel**
- **Budget**
- **Release Month**
- **Runtime**
- **Studios**

Who should Microsoft focus on?



Actors

Kristen Wiig, Jennifer Lawrence, Channing Tatum, and Dwayne Johnson



Directors

Steven Soderbergh, James Wan, Steven Spielberg, and Tim Story



Writers

Guillermo del Toro, Oren Peli, Larry Lieber, and Stan Lee

What budget should Microsoft aim for?

**Keep the budget in the range of
68-268 million USD**

**OR increase the budget above
268 million USD**



What other factors should Microsoft consider?



Release Month

Release films in June



Runtime

**Limit films to a runtime
of 99-110 minutes**



Other Studios

**Emulate Universal,
Warner Brothers,
Paramount, and Sony**

Outline

A decorative graphic consisting of a series of horizontal white lines of varying lengths, stacked vertically, creating a comb-like or staircase effect.

01

**Business
Problem**

02

Data

02

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04

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**Contact
Information**



Business Problem

How should Microsoft approach it's
new movie studio?

Data

IMDB

SQL database consisting of 8 tables of film data

Box Office Mojo

CSV file with 3,387 rows of data on film

The Numbers

CSV file with 5,782 rows of data on film metrics

Methods

Look at, clean, and prepare data

Use data from IMDB, Box Office Mojo, and the Numbers

Use descriptive analysis to evaluate data

Use scatter plots, histograms, bar plots, and box and whisker plots

Generate actionable recommendations

Use return on investment and grossing to evaluate each finding

Return on Investment Formula

$$\frac{\text{Grossing} - \text{Budget}}{\text{Budget}} \times 100$$

Trends Explored

1

Personnel



Look at actors, directors,
and writers

2

Budget



Look at production
budget

3

Other factors



Look at release month,
run time minutes, and
other studios

Results

Personnel

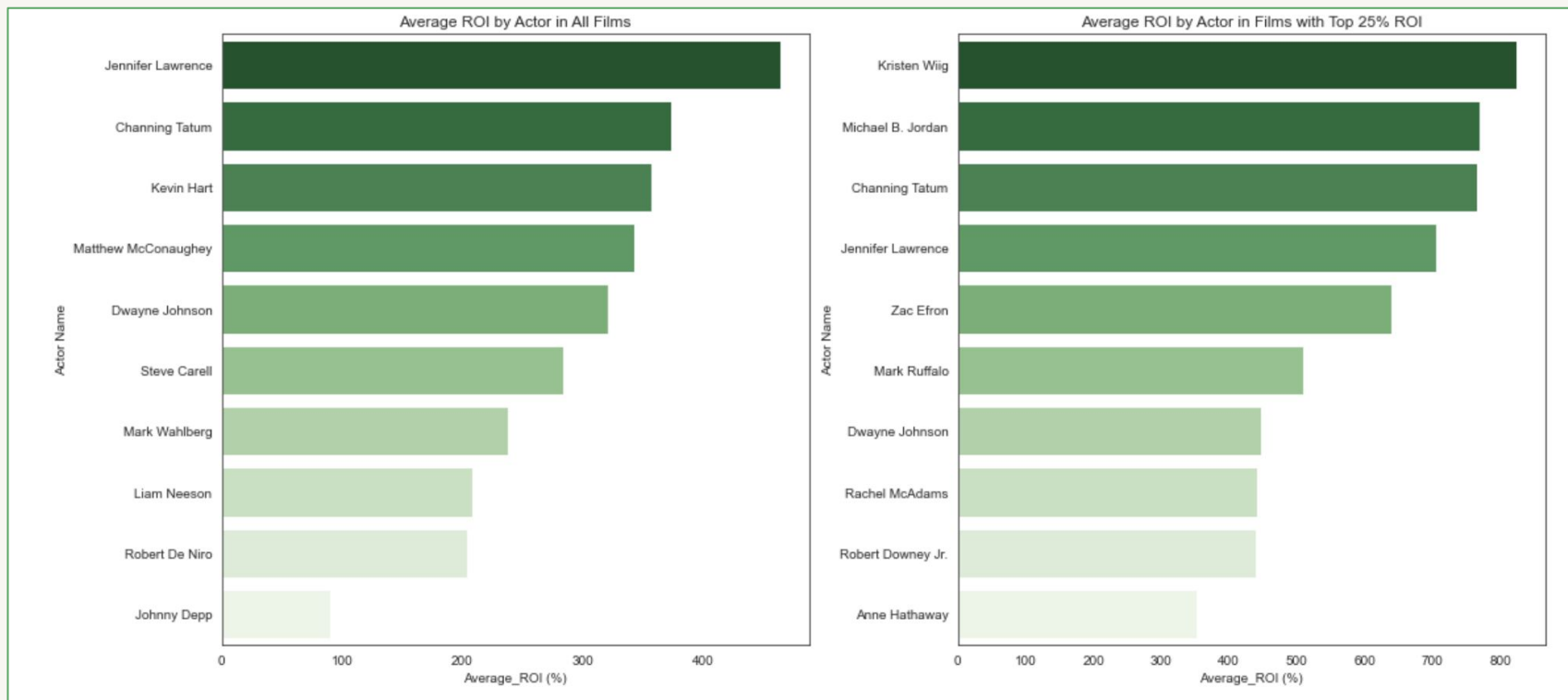
Actor Insights

Channing Tatum

Kristen Wiig

Jennifer Lawrence

Dwayne Johnson



Director Insights

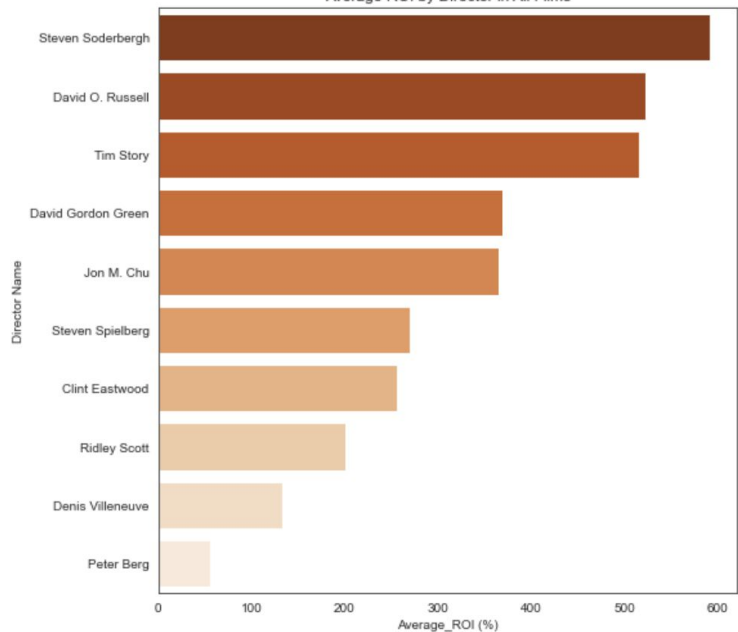
James Wan

Tim Story

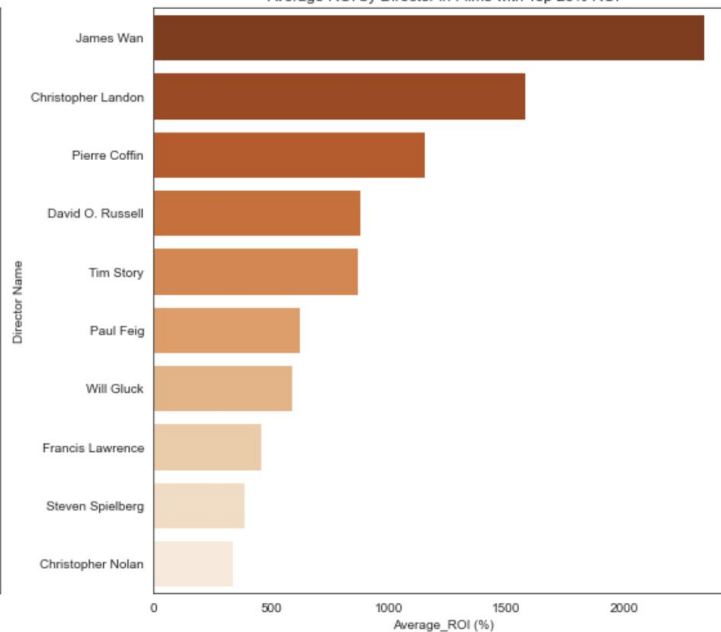
Steven Soderbergh

Steven Spielberg

Average ROI by Director in All Films



Average ROI by Director in Films with Top 25% ROI



Writer Insights

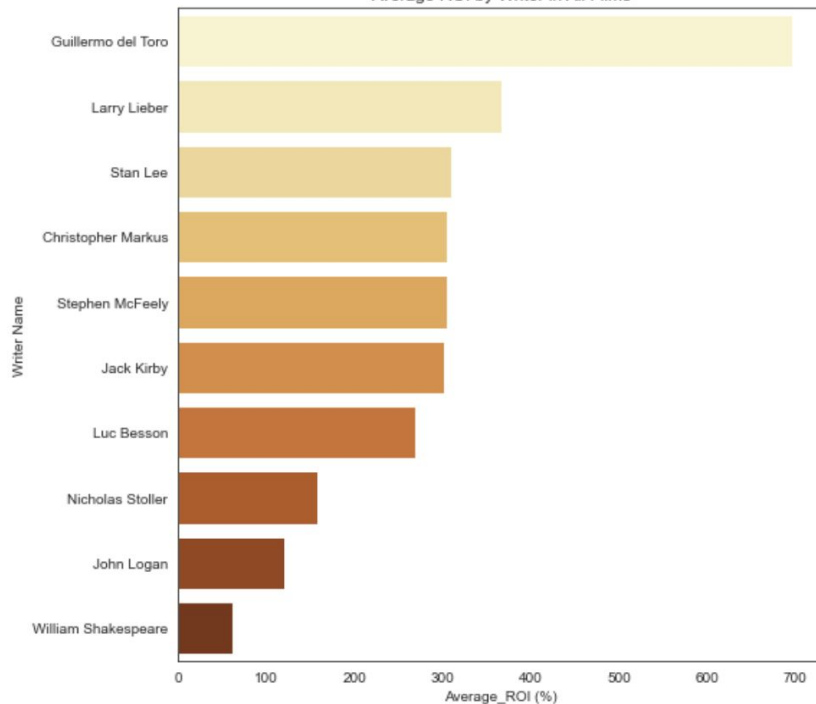
Guillermo del Toro

Oren Peli

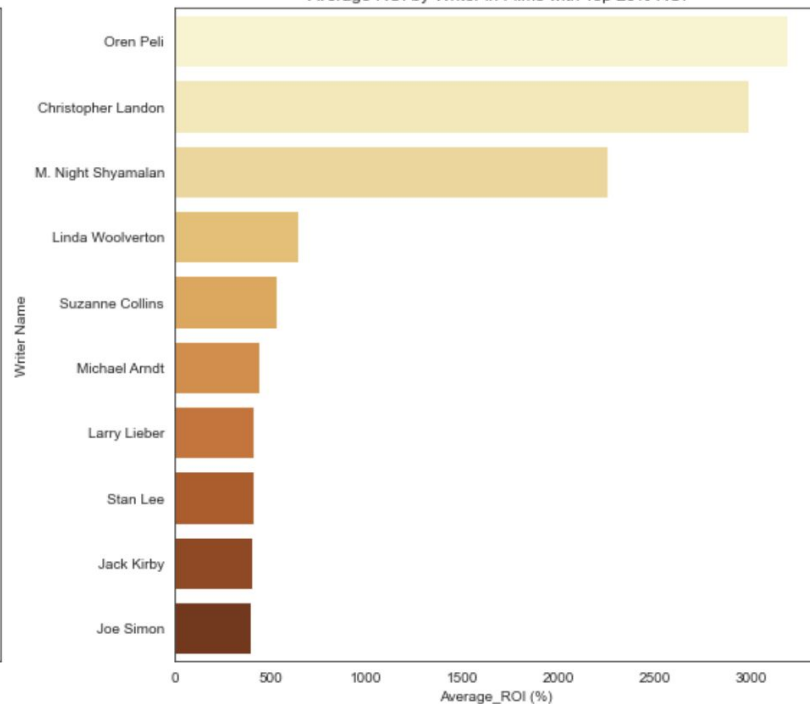
Larry Lieber

Stan Lee

Average ROI by Writer in All Films

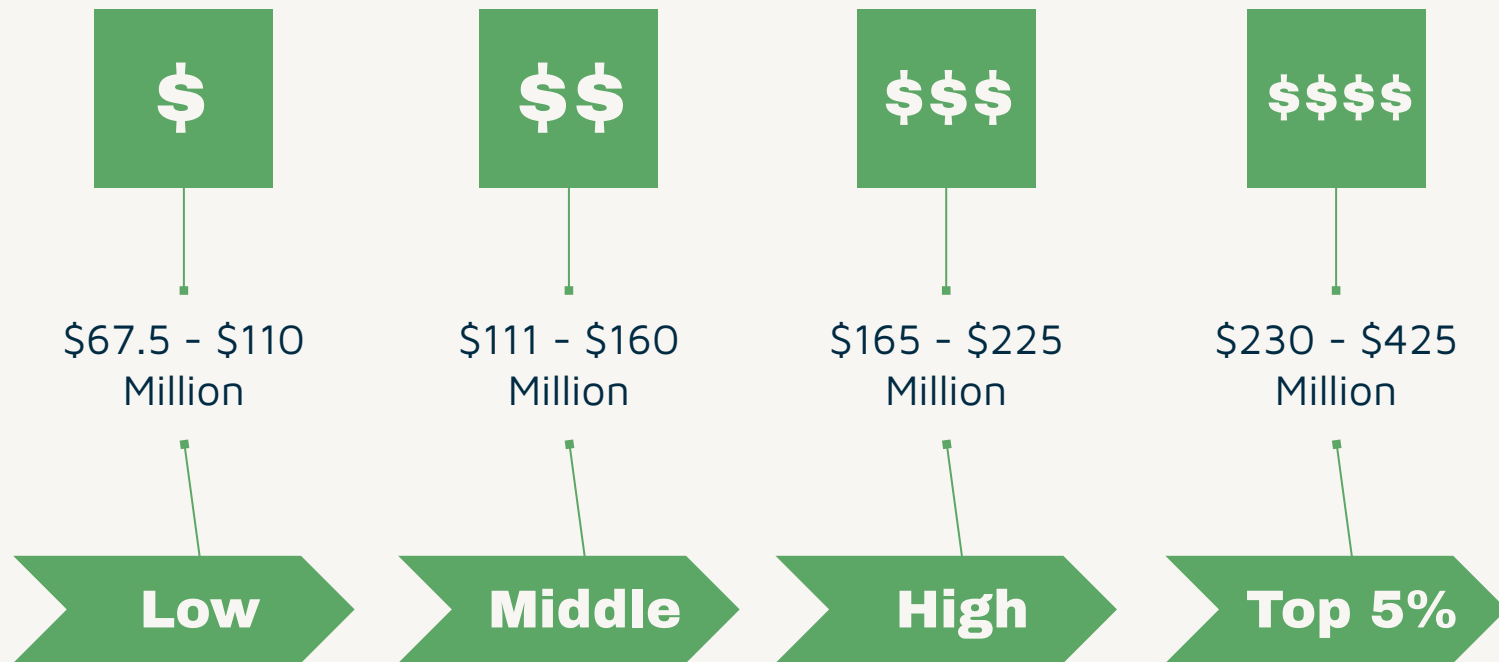


Average ROI by Writer in Films with Top 25% ROI

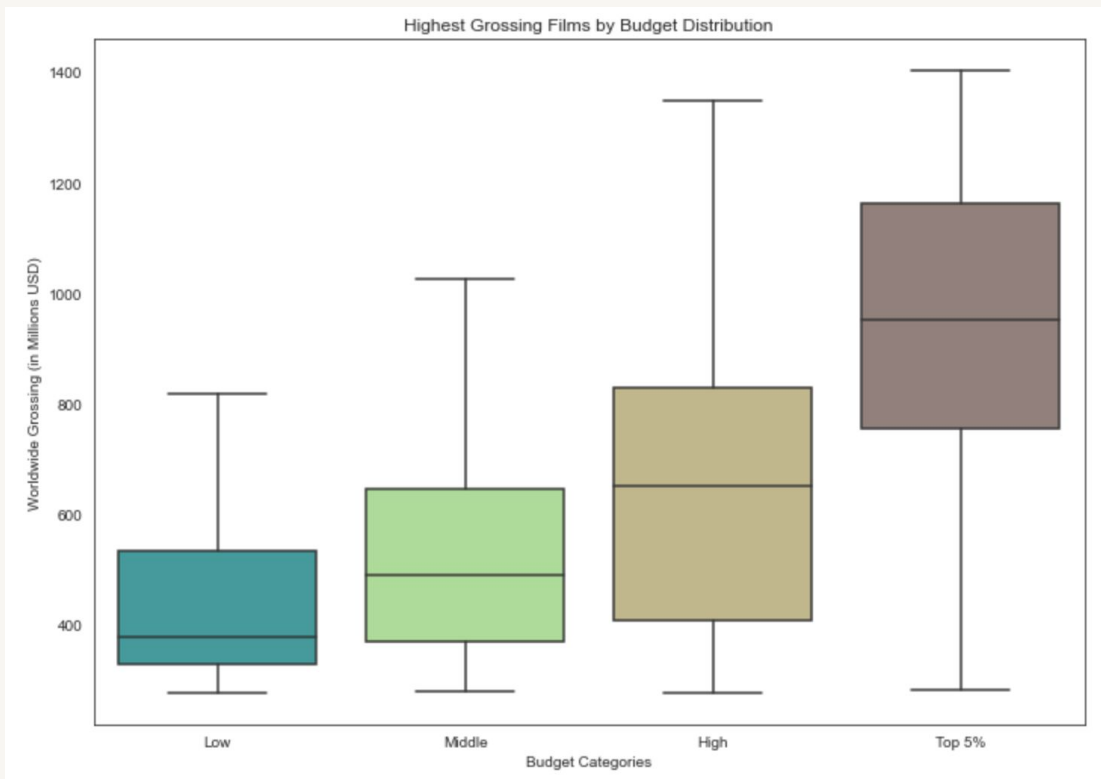


Budget

Production Budget Categories



Production Budget Distribution



**Similar from:
\$68 - \$268
Million**

**Large return:
Over \$268
Million**

Other Factors

Release Month

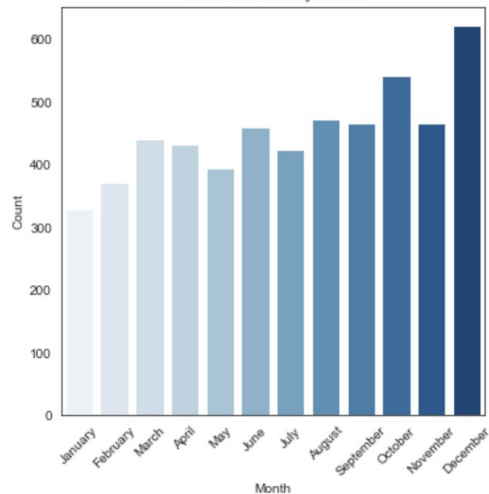
June

July

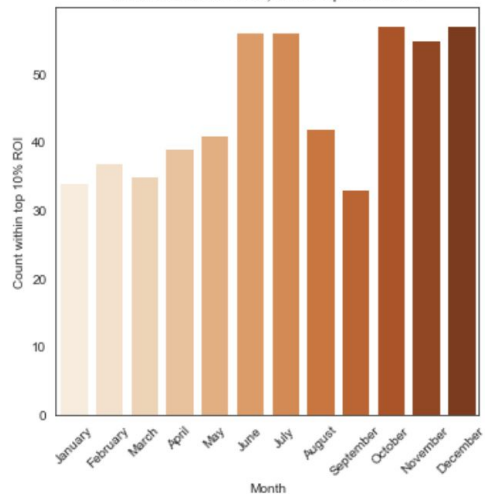
October

December

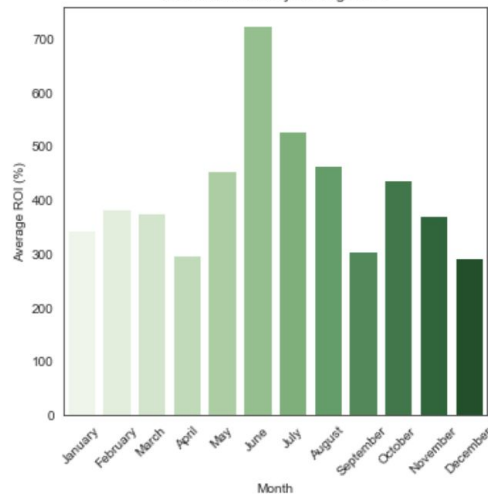
Release Month by Count



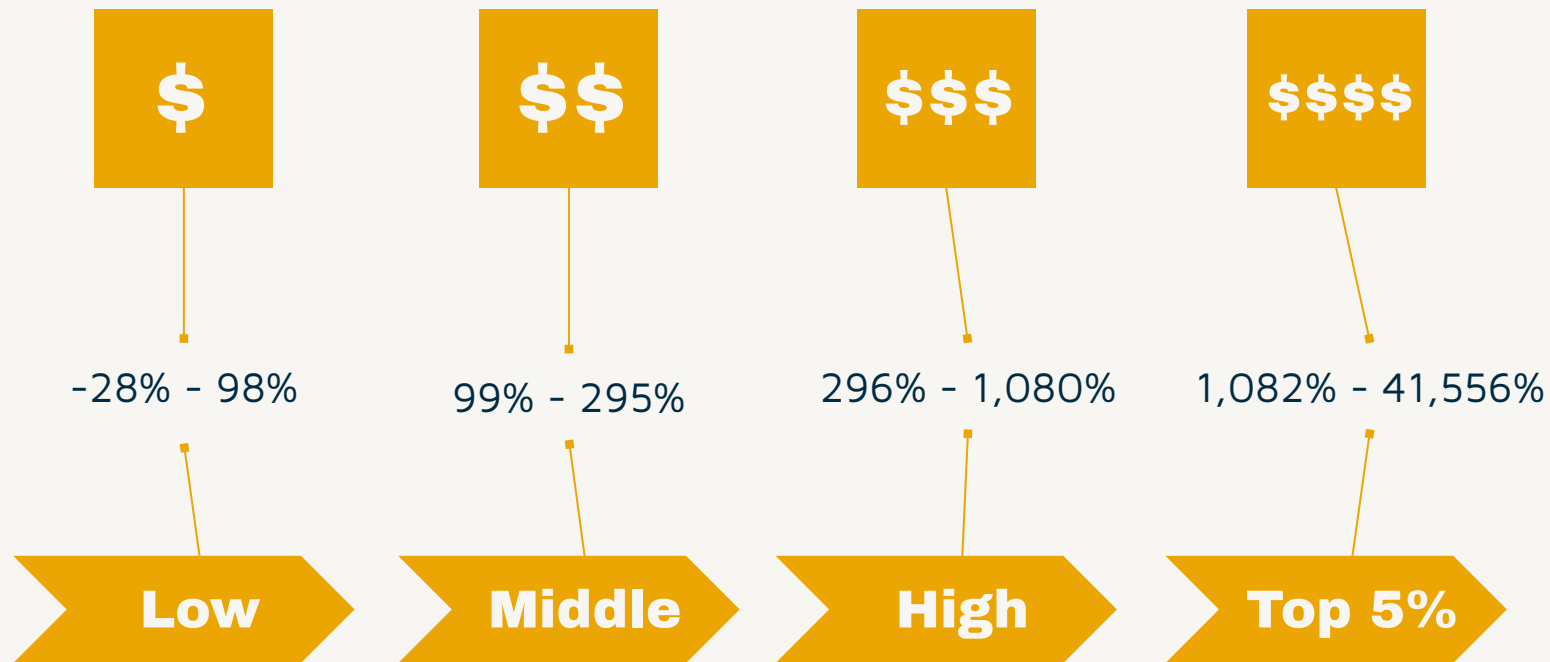
Release Month Count, From Top 10% ROI's



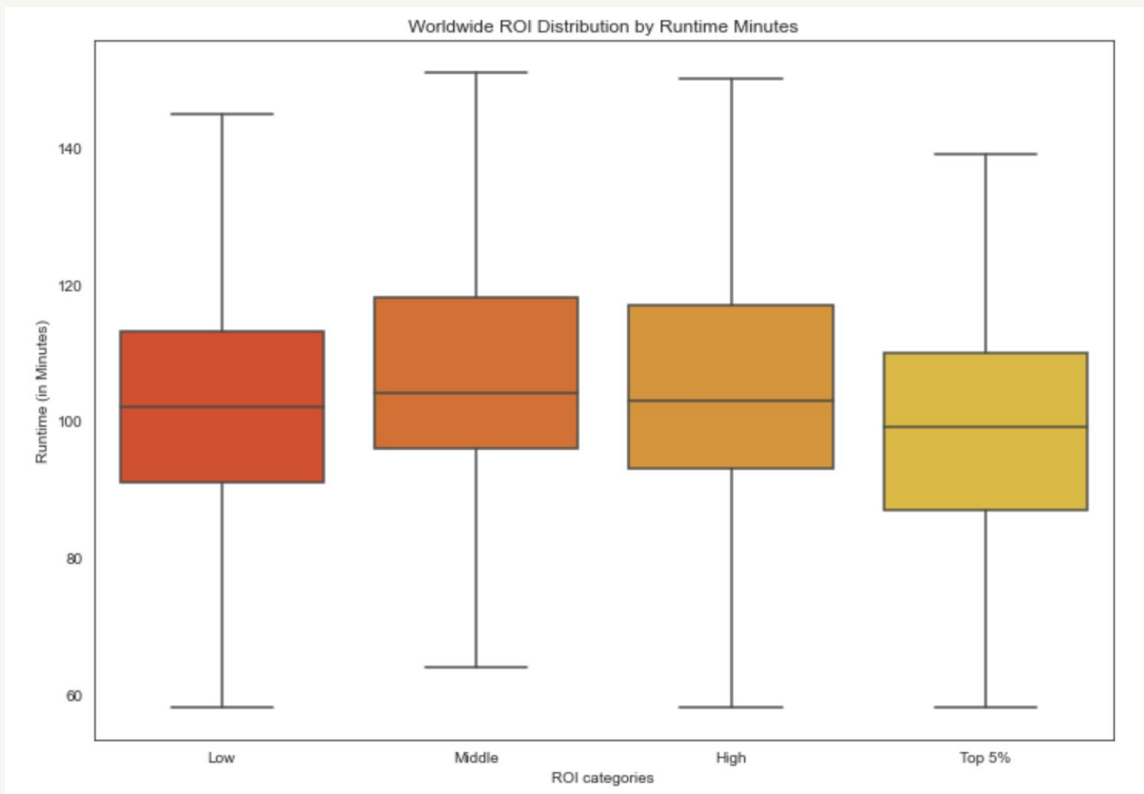
Release Month by Average ROI



ROI Categories by Runtime



Runtime Distribution



**Highest ROI:
99 - 110
Minutes**

**Highest ROI
has shorter
films**

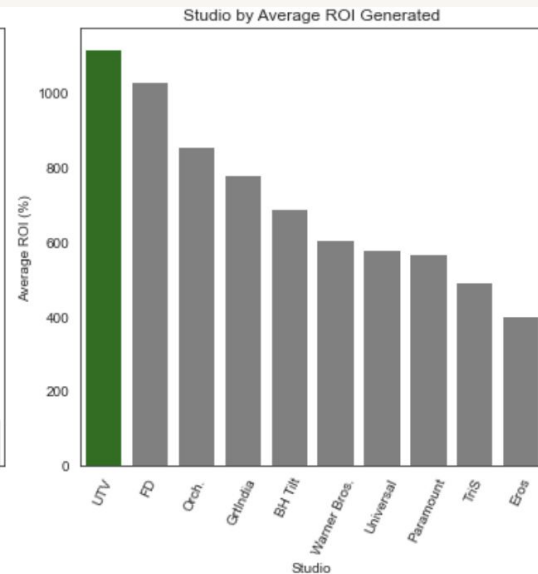
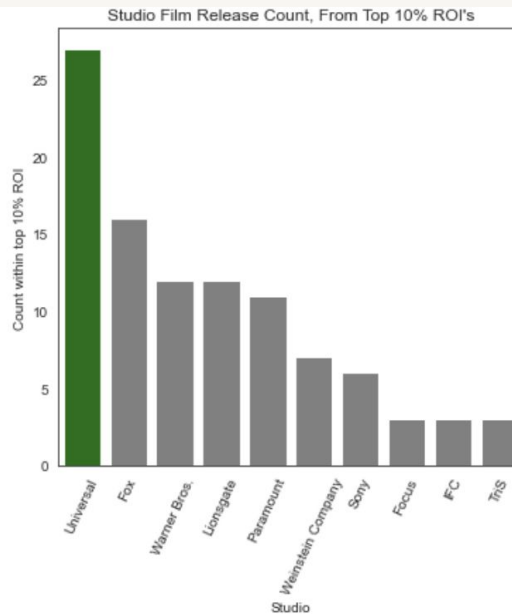
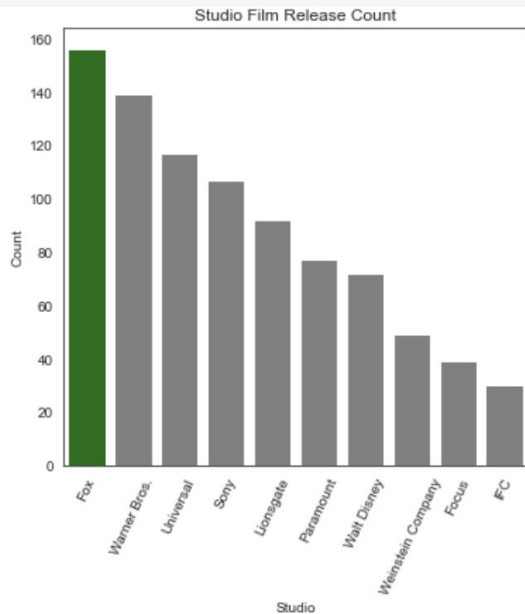
Studios to Emulate

Universal

Paramount

Warner Bros

Sony



Conclusion

Recommendations



Actors

Kristen Wiig, Channing Tatum,
Dwayne Johnson, Jennifer
Lawrence



Writers

Steven Soderbergh, James
Wan, Steven Spielberg, Tim
Story



Directors

Guillermo del Toro, Oren Peli,
Larry Lieber, Stan Lee



Budget

Do not increase from 68-268
million USD. OR increase
above 268 million USD



Release Month

June, followed by July,
October, and December



Runtime

99-110 minutes. No
shorter than 99 minutes.
No longer than 118
minutes



Studio

Learn from Universal,
Warner Brothers,
Paramount, and Sony

Next Steps

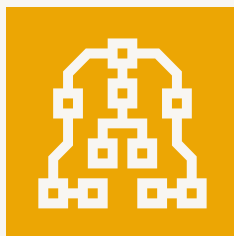
Personnel

Look into impact of personnel on budget



Studio

Look into films where studios have historically lost the most money



Culture

Look into cultural trends and how this impacting films



Genre

Look into genre data and how ROI is impacted

Thank you!

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