

# MICROSOFT STUDIOS FILM RECOMMENDATIONS

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# AGENDA

Overview

Primary Goal

Data & Methods

Recommendations

Conclusions

Next Steps





# OVERVIEW

Microsoft is seeing all the big companies create original video content and have decided this is a revenue stream they want to tap into. Their first thought is to create a new movie studio, but they do not know anything about creating movies.

This presentation explores what types of films perform best at the box office and translates those findings into actionable insights that Microsoft Studios can use to help decide what type of films to create.



# PRIMARY GOAL

Use descriptive analysis of movie studio data to give Microsoft 3 concrete business recommendations on how to best approach making films for their new movie studio.



# DATA & METHODS

Movie studio data from 2010 to 2018 was used from 3 resources to better understand why movies perform well at the domestic box office.



Box Office Mojo

Movie Gross Data



The Movie Database

Movie Information

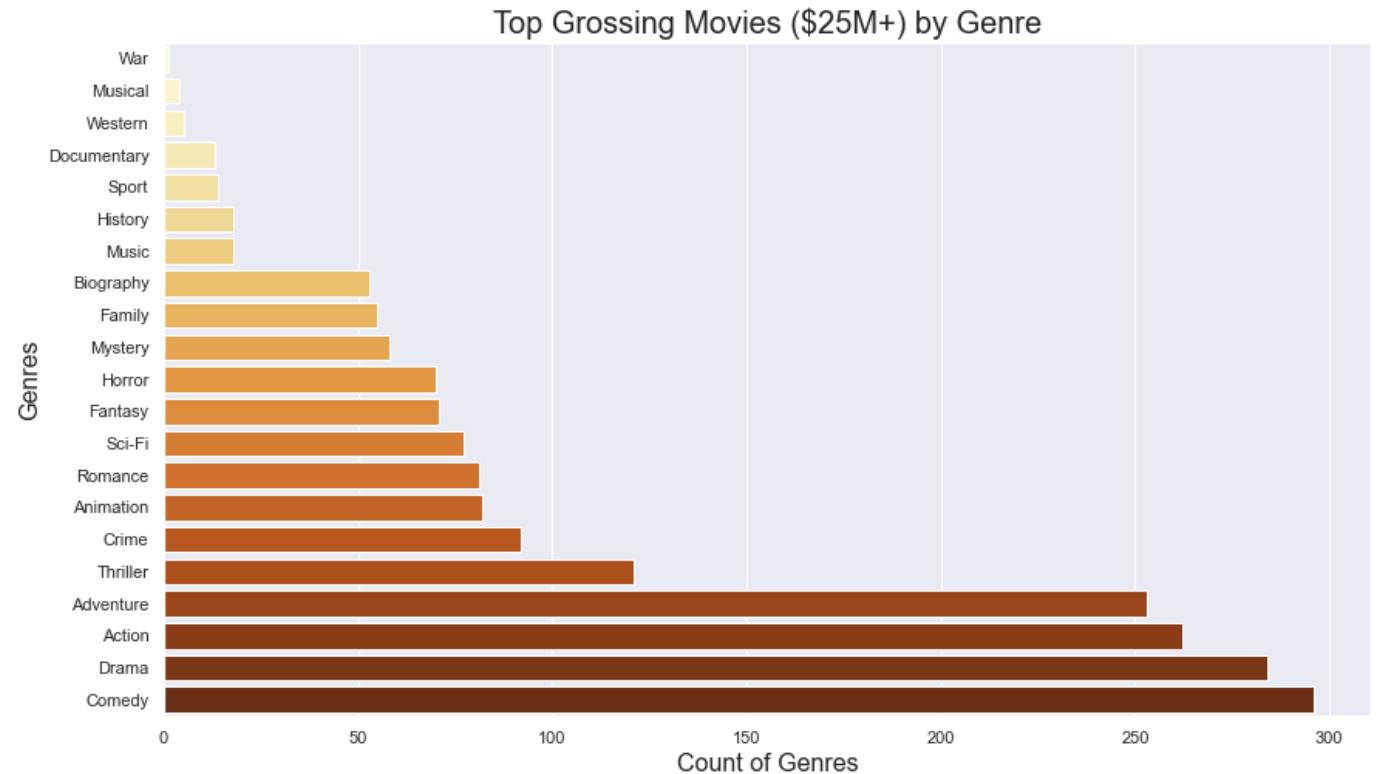


IMDb

Movie Basics & Movie Ratings

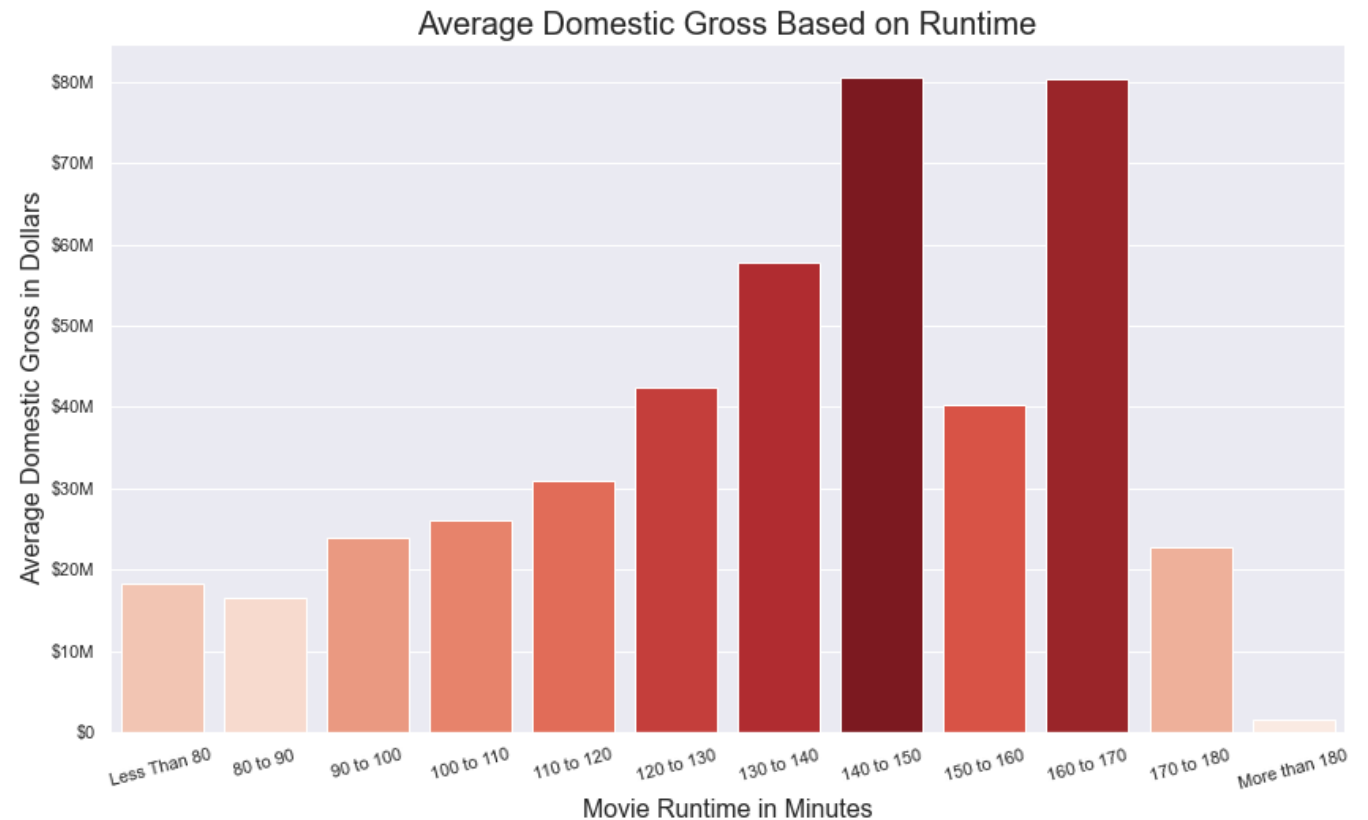
# RECOMMENDATION #1

- Produce movies that are comedy, drama, action or adventure films.
- Avoid making movies that are war, musical, or western films.



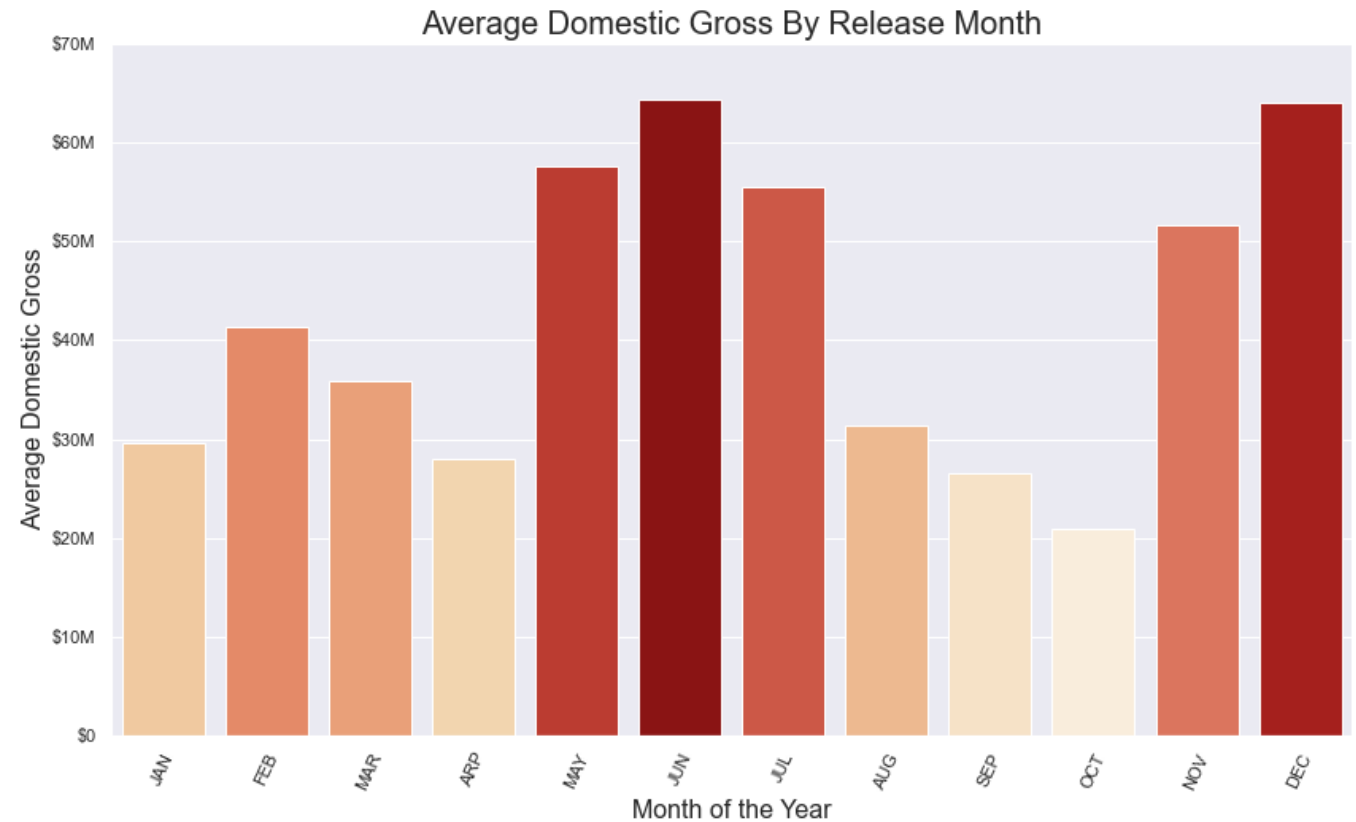
# RECOMMENDATION #2

- Make movies 120 to 170 minutes long.
- Avoid making movies that are shorter than 120 minutes and longer than 170 minutes.



# RECOMMENDATION #3

- Release movies in May, June, July or December.
- Avoid releasing films in September and October.





# CONCLUSIONS

- Produce movies that are comedy, drama, action or adventure films.
- Make movies 120 to 170 minutes long.
- Release movies in May, June, July or December.





# NEXT STEPS

## ROI

Analyze production budgets for each film and see what genre has the best return on investment based on movie gross.

## MARKETING

Examine marketing budgets for each film to see where money was spent. Options could include out of home, linear TV advertising, digital advertising, custom content, etc.

## COMPETITION

Evaluate the distribution strategy for movies since some films are going straight to home entertainment release rather than an exclusive theatrical window.

# QUESTIONS?

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