Film production recommendations

Microsoft Studios - August 2020

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Problem statement

- To help guide the launch of Microsoft's new content production business, Microsoft Studios, the in-house analytics team was tasked with using historic film financials and associated metadata to develop strategic recommendations

- The following presentation will detail our analytical process and describe our findings

Methodology

- Initial datasets were provided from IMDB, Rotten Tomatoes, Box Office Mojo, and TheMovieDB.org

- Additional data was scraped from IMDB during the analysis process

- Data was cleaned and sorted into one of four following categories for analysis:

    - Movie metadata

    - Ratings and reviews

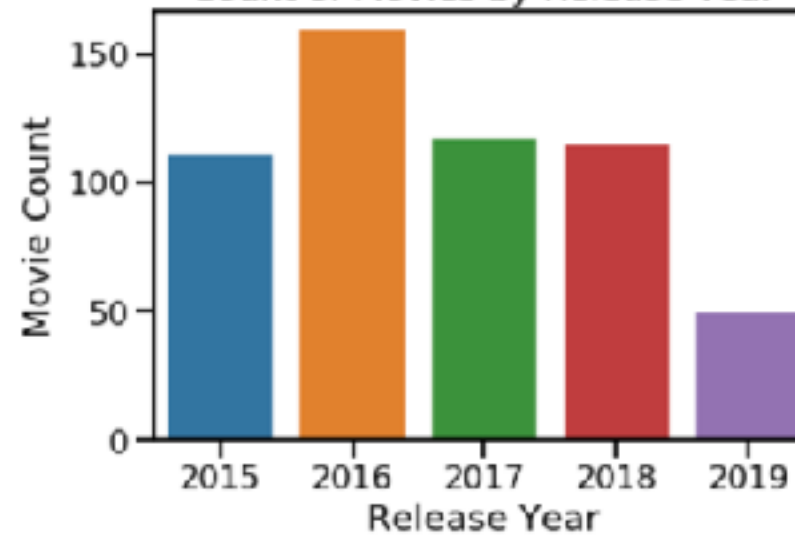   - Cast and crew

    - Financials

Questions for analysis:

- What should the film's rating be?

- What should the film's genre be?

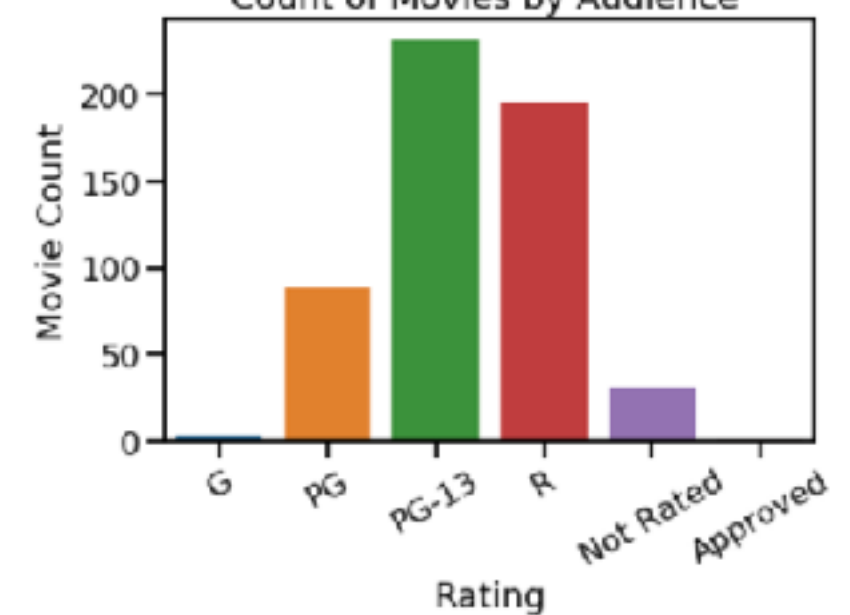- Who should Microsoft hire to compose the soundtrack?

Dataset overview
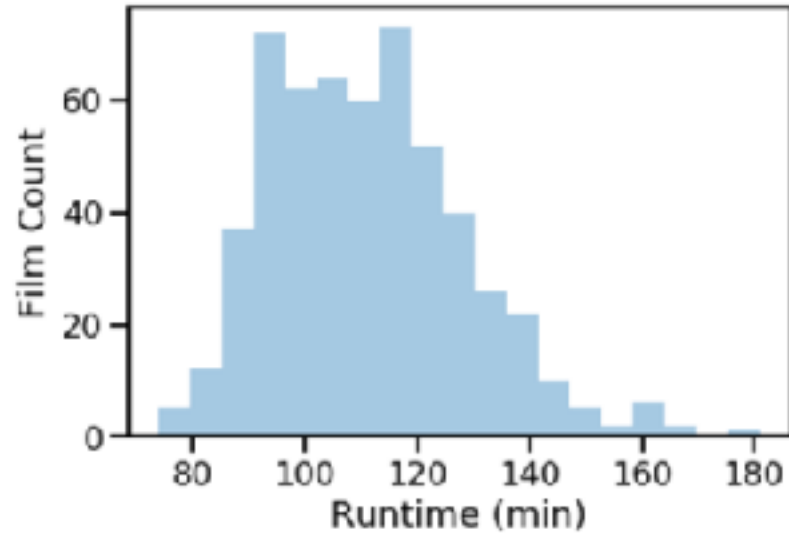
1. Target film rating: PG-13
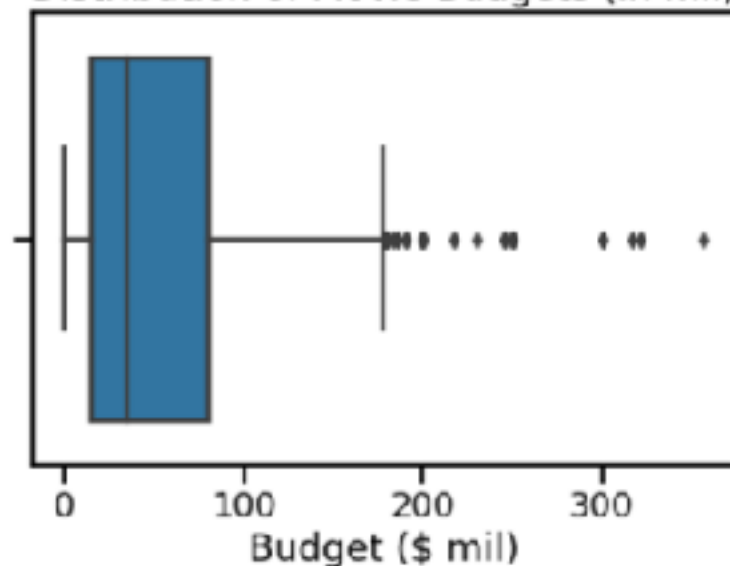

Return as a multiple of Budget, by Film Rating
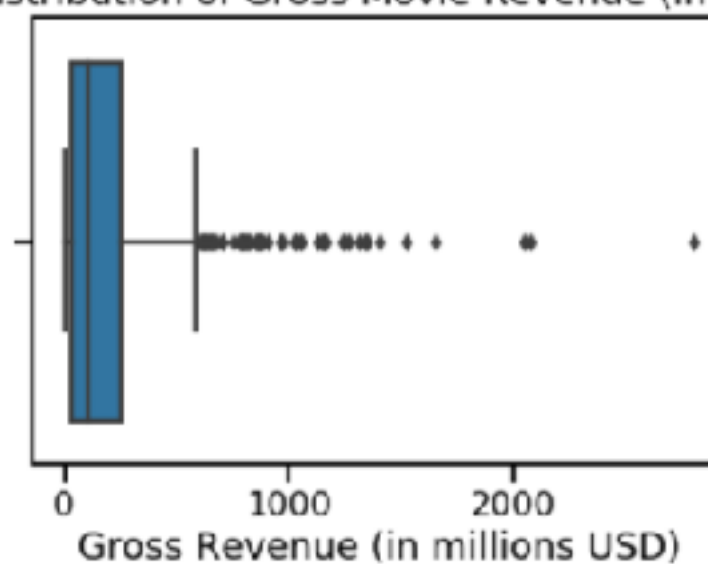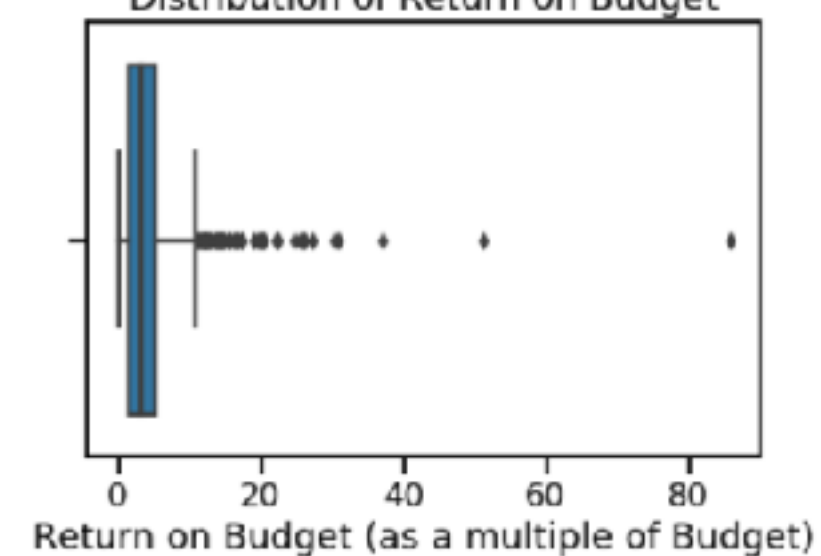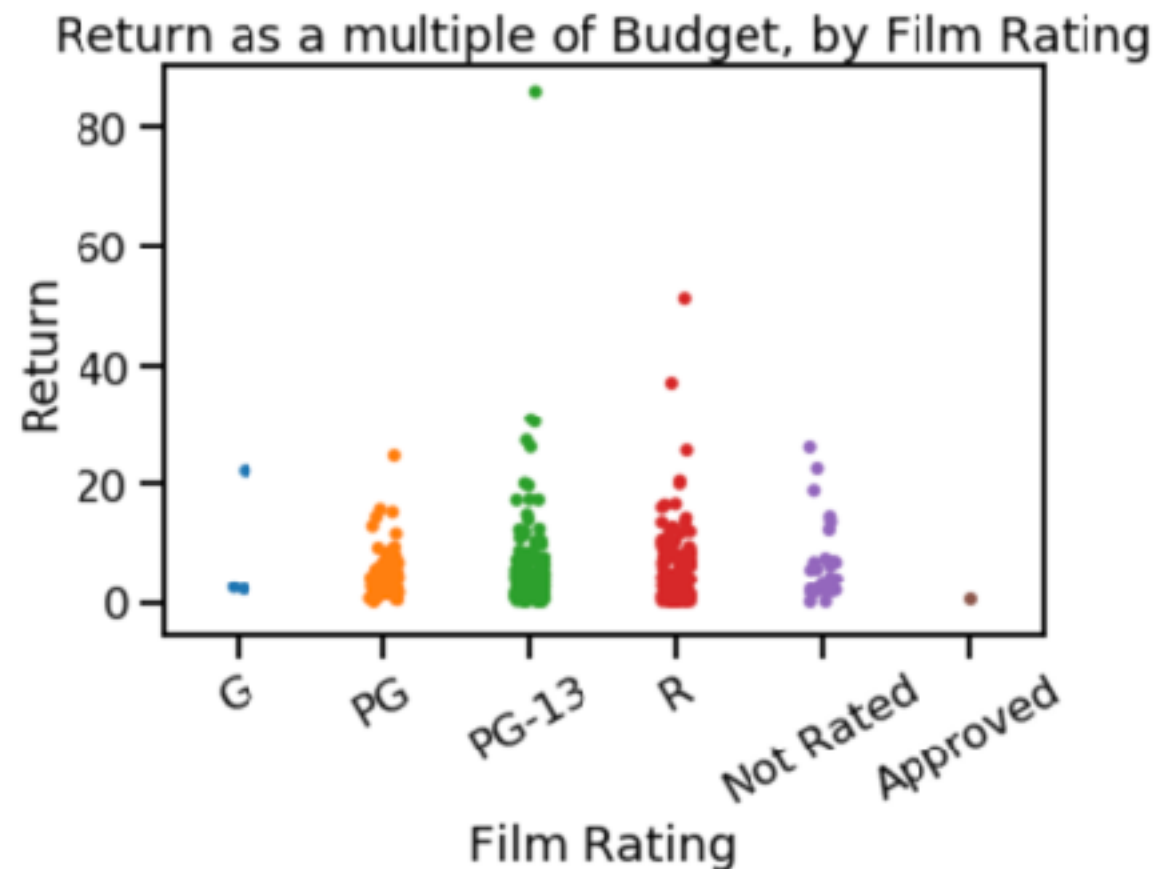
- PG-13 and R-rated movies earned the highest returns at the box office

1. Target film rating: PG-13

Distribution of Profitability, by Movie Rating

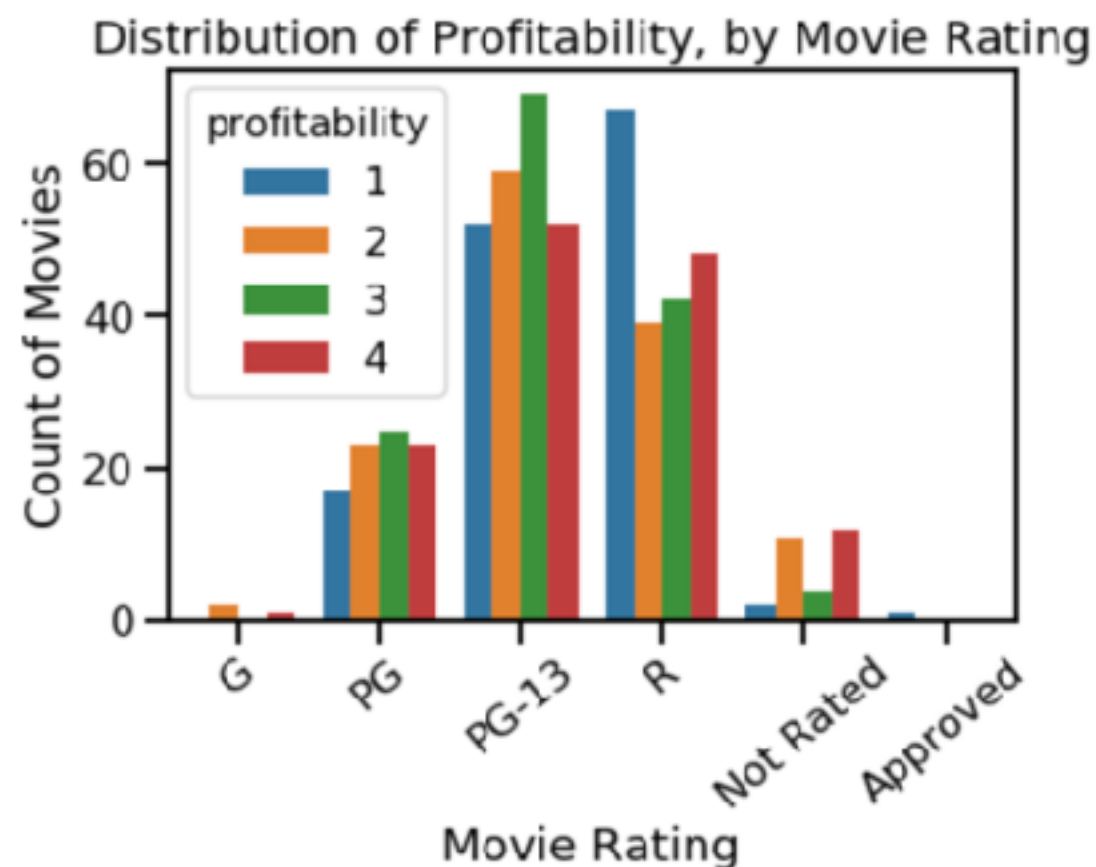- A closer look shows that, in our dataset, R-Rated films are more likely to land in the least profitable quartile of films than any other profitability quartile, making PG-13 films potentially less risky to produce

*NOTE: **Profitability Group #1** represents the overall LEAST profitable quartile of films in our dataset; **Profitability Group #4** represents the MOST profitable quartile of films*

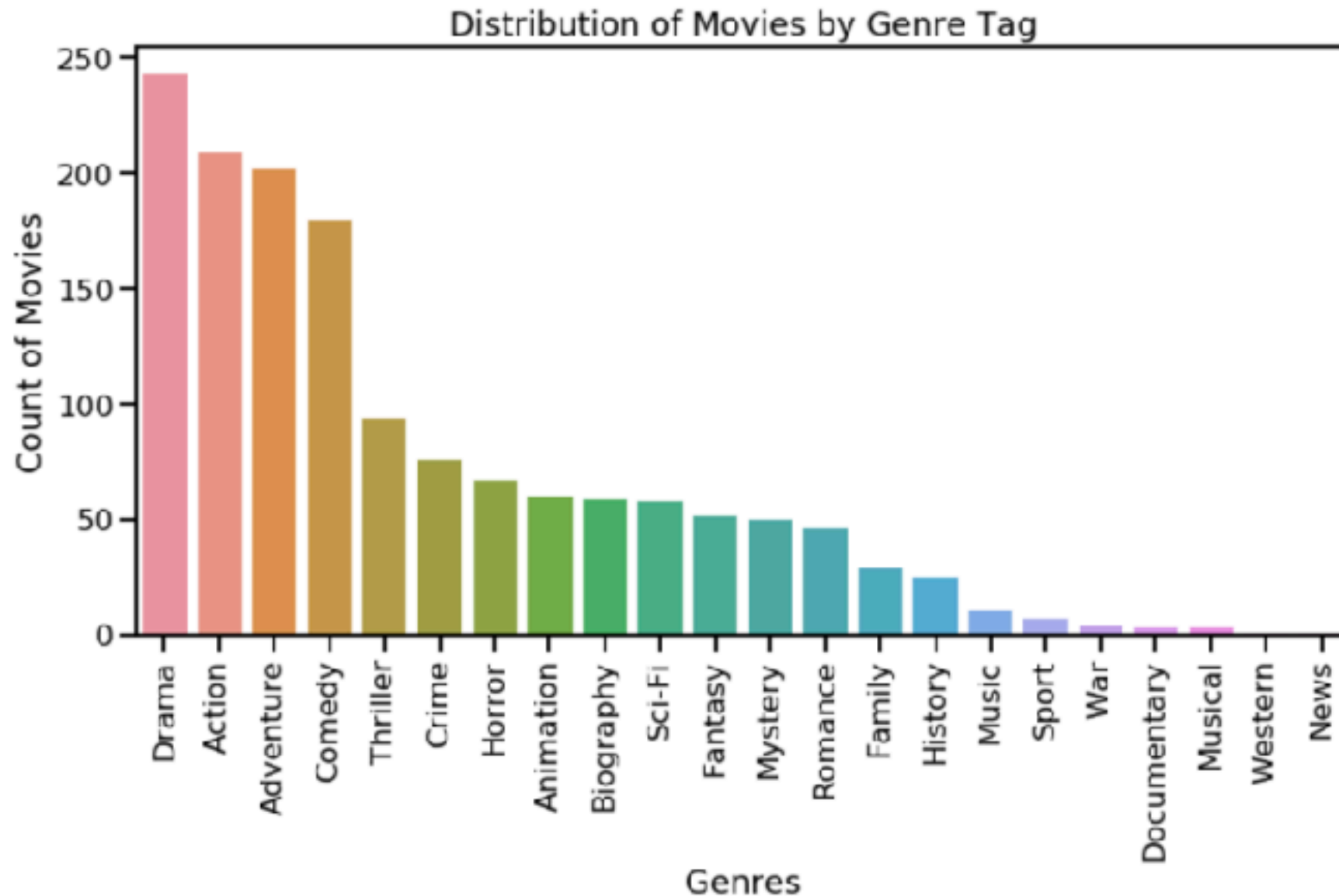# 2. Target genre: Thriller

Top Earning Movie Genre Combos
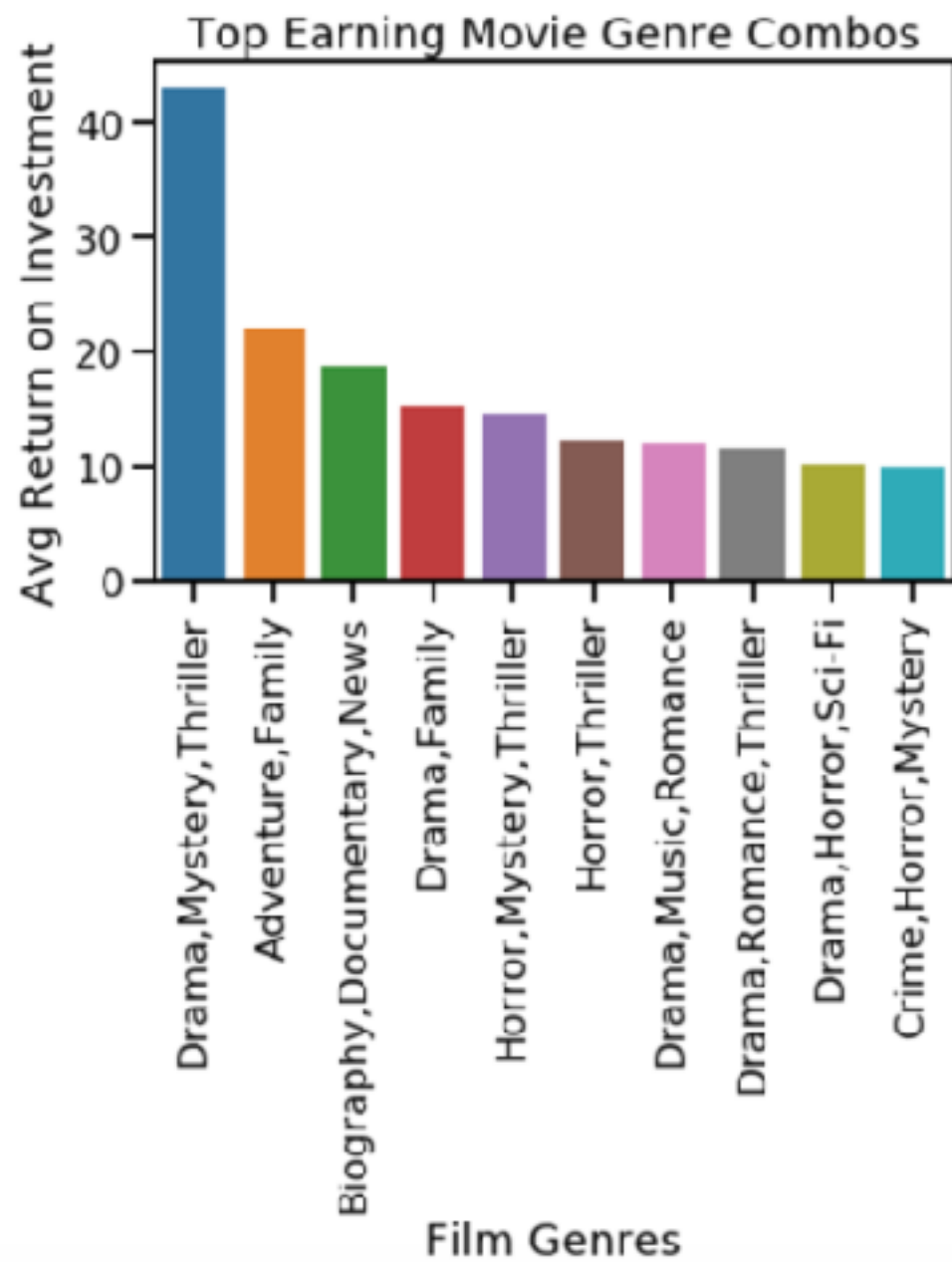
- Films tagged with the genres Drama, Mystery, and Thriller averaged a 40x return on budget at the box office

- Drama and Thriller are the two most common genres included within the top ten

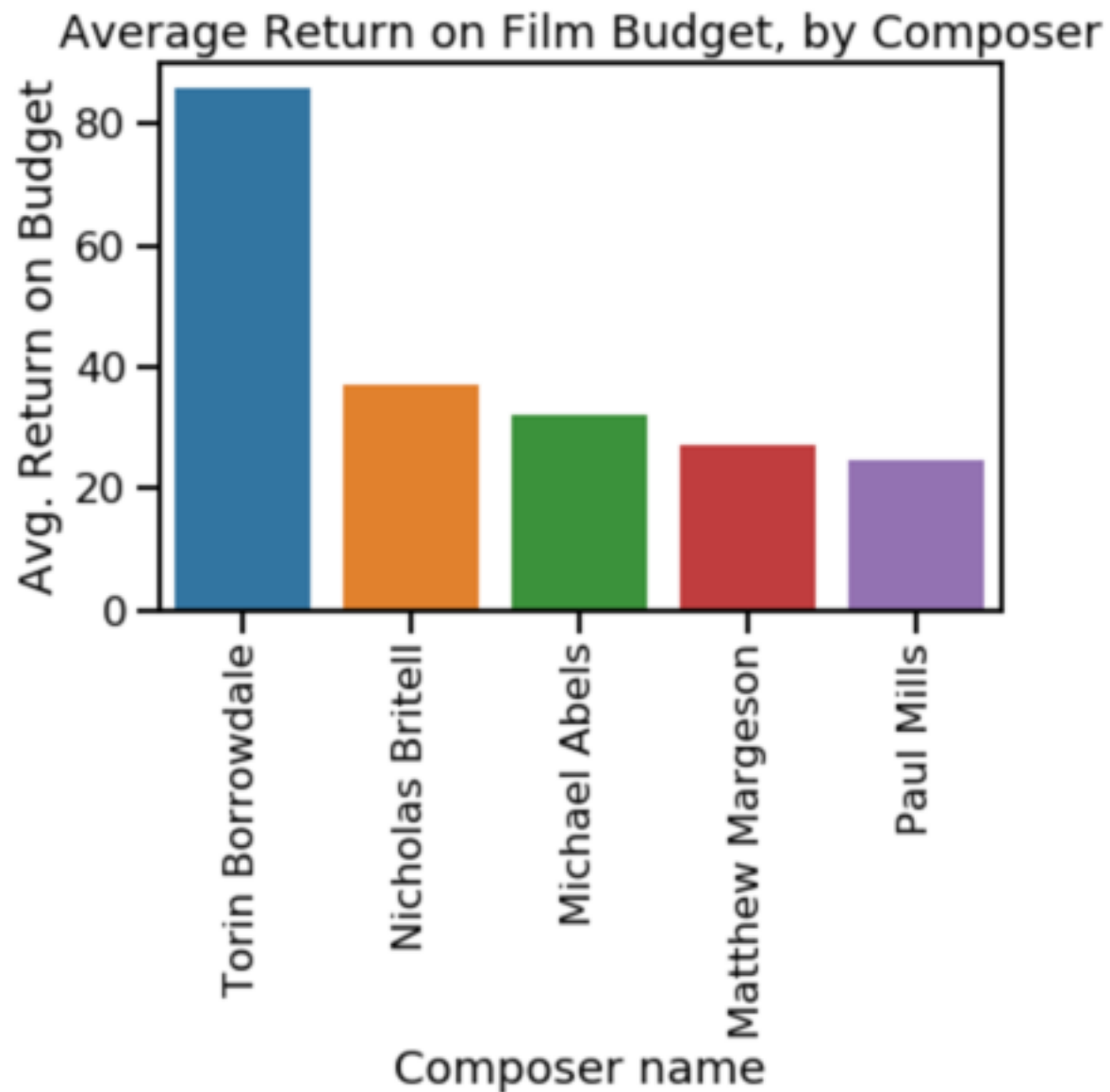# 2. Target genre: Thriller

Distribution of Movies by Genre Tag

- Looking at the distribution of genres within our sample dataset, Drama appears to be the most saturated category for new films, making Thriller a more ideal choice for Microsoft

3. Target composer: Torin Borrowdale

Average Return on Film Budget, by Composer

- Films with scores composed by Torin Borrowdale had the highest returns on average (as a multiple of budget)

- Torin only scored one film in our dataset, which happened to be a thriller, making him a great up-and-coming candidate to score Microsoft's release

Future work

- Demographics:

  - Should Microsoft make a Thriller that is broadly appealing or should they target a specific demographic? If so, which demographic?

- Actors, Actresses, Directors, and Writers:

  - Given a set of target demographics, which actors, actresses, directors, and writers should Microsoft approach to collaborate with?

Thank you!

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