Microsoft's Movie Studio Analysis

December 2022

Summary Overview

01

Microsoft has been regarded as one of the largest technology corporations, but recently they're looking to **enter the filmmaking business**, an industry they lack experience in

Summary Findings

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Comprehensive analysis of IMDB's and Box Office Mojo's database reveal several key insights that Microsoft can leverage when deciding what kind of movie to produce. Results reveal that Microsoft should aim to **release movies with:**

- A runtime between 75-100 minutes
- Themes of action and adventure
- Involvement of notable directors such as Lee Unkrich, Ronnie Del Carmen, and Pete Docter

The Data

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- IMDB contains **factual data** (genre, year, cast, production) and **reviews/ratings**
  - Example from the TV Series Wednesday

- Box Office Mojo summarizes **financial data** for each movie, showing performance through **gross proceeds**
  - Example from the movie Black Panther: Wakanda Forever

Wednesday

TV Series · 2022– · TV-14 · 45m

29 VIDEOS

99+ PHOTOS

Comedy   Crime   Family

Follows Wednesday Addams' years as a student, when she attempts to master her emerging psychic ability, thwart and solve the mystery that embroiled her parents.

▶ **Watch on Netflix** ↗
S1 with subscription

+ Add to Watchlist   ⌄

Creators   Alfred Gough (series created by) · Miles Millar (series created by)

867 User reviews   **69** Critic reviews

Sample data from IMDB

Black Panther: Wakanda Forever

The people of Wakanda fight to protect their home from intervening world powers as they mourn the death of King T'Challa.

📊 Title Summary | Original Release ⌄ | Domestic ⌄

Grosses

DOMESTIC (53.6%)
$415,040,185
INTERNATIONAL (46.4%)
$359,071,286
WORLDWIDE
$774,111,471

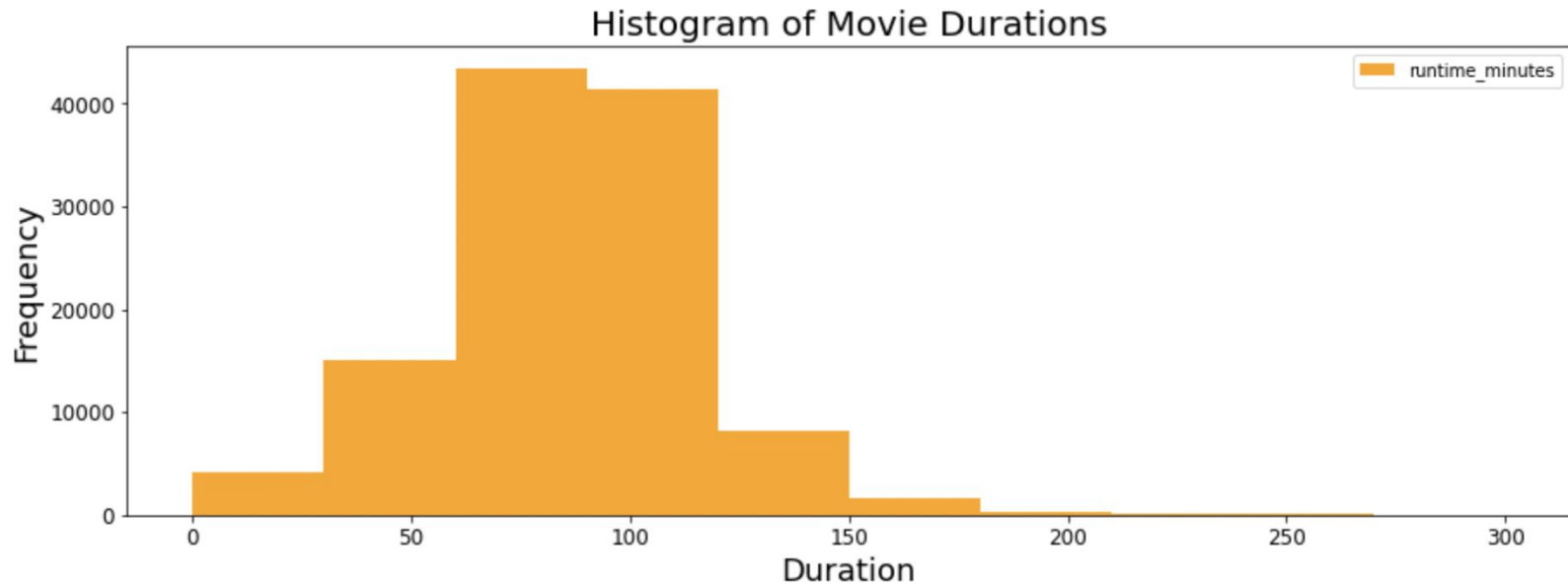|	
Distributor	Walt Disney Studios Motion Pictures See full company information ⧉
Opening	$181,339,761 4,396 theaters
Release Date	Nov 11, 2022
MPAA	PG-13
Running Time	2 hr 41 min
Genres	Action Adventure Drama Fantasy Sci-Fi Thriller
In Release	36 days/5 weeks
Widest Release	4,396 theaters
IMDbPro	See more details at IMDbPro ⧉

Sample data from Box Office Mojo
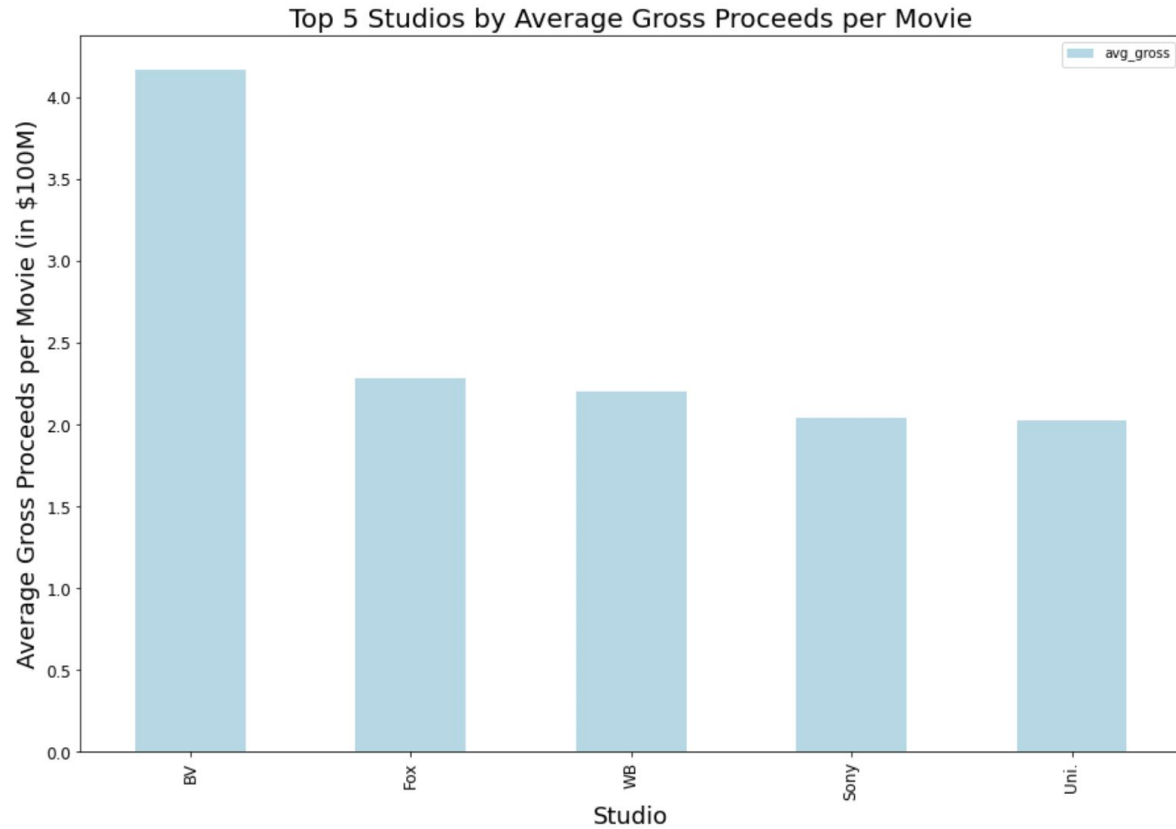
Results

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Microsoft's team can **leverage the data visualizations** that follow to jump start their entry into the show business industry
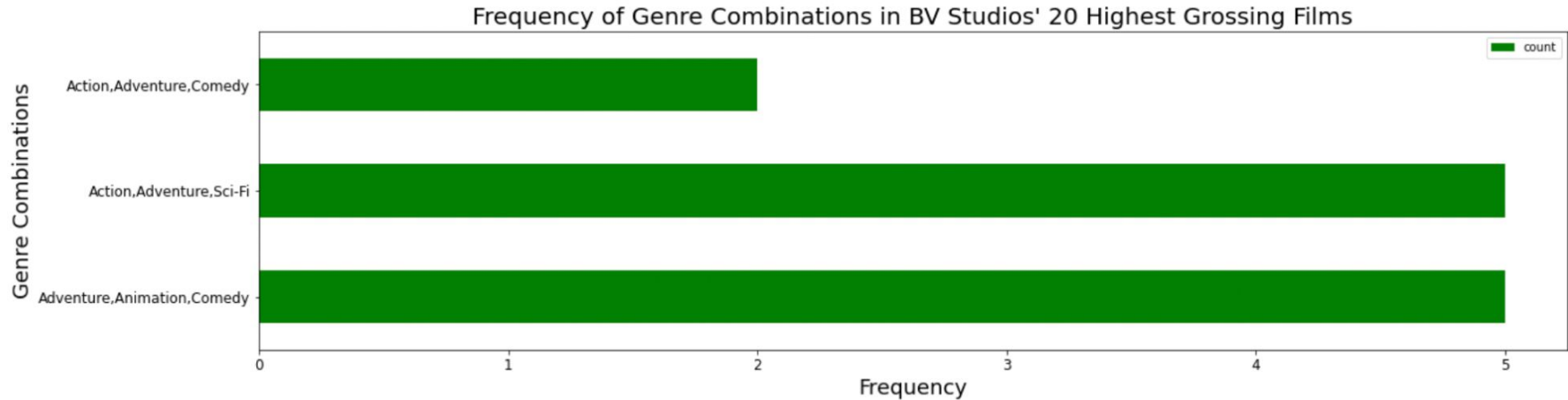
Histogram of Movie Durations

The average movie on IMDB runs for **86 minutes**, with most of the movies in the database **just below or above 100 minutes**

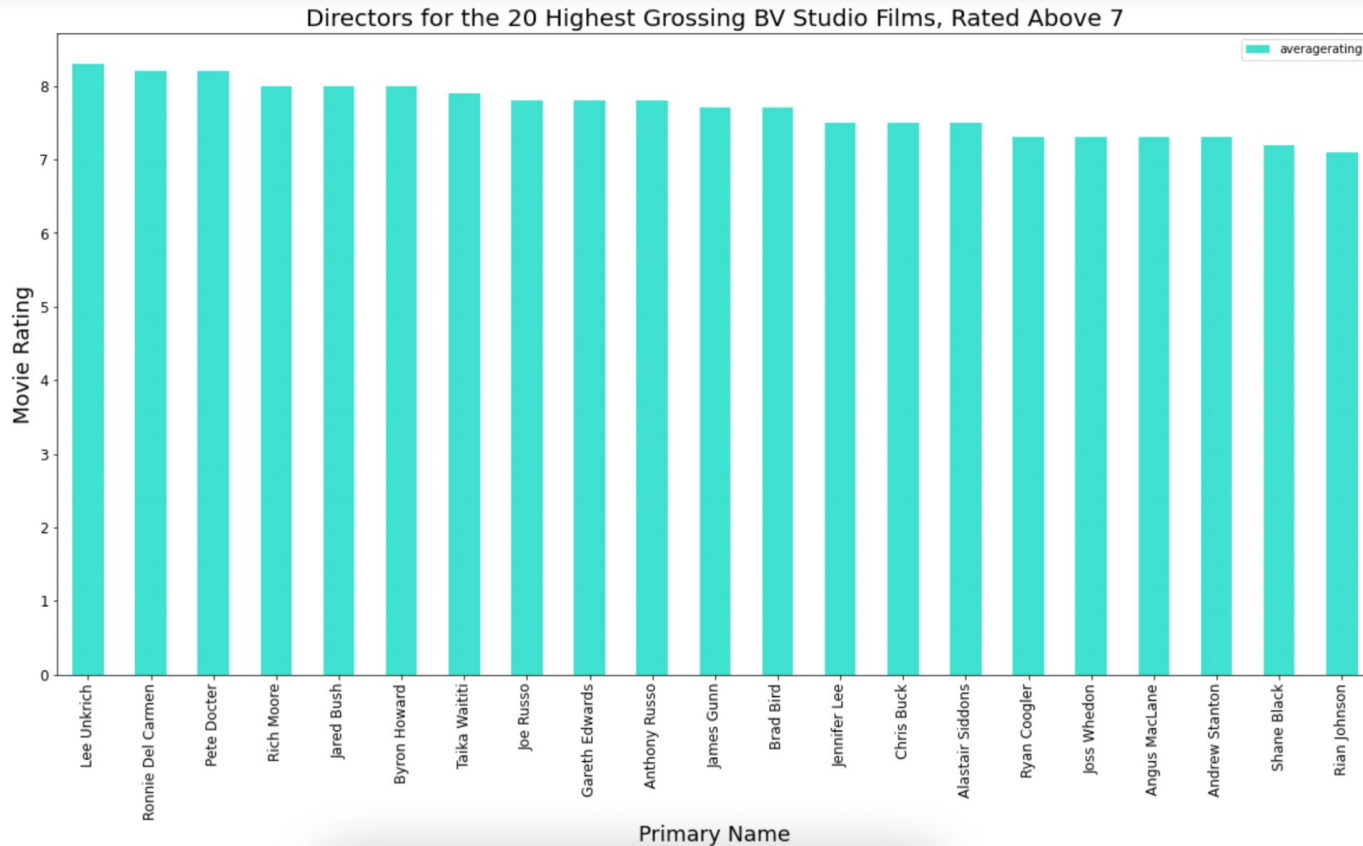Top 5 Studios by Average Gross Proceeds per Movie

BV Studios is the most successful in the space based on its financial performance, yielding the **highest total gross proceeds per movie** among major studios

Frequency of Genre Combinations in BV Studios' 20 Highest Grossing Films

BV Studios' **20 highest grossing films** commonly include genre combinations of **adventure/animation/comedy**, followed by **action/adventure/sci-fi** and **action/adventure/comedy**

Directors for the 20 Highest Grossing BV Studio Films, Rated Above 7

BV Studios' **20 highest grossing films** that received **ratings of 7 or above** were directed by individuals such as **Lee Unkrich, Ronnie Del Carmen, and Pete Docter**

04 **Recommendations**

1 | Produce films between 75-100 minutes, in line with the average

2 | Specialize in films with popular themes of action and adventure

3 | Hire directors such as Lee Unkrich, Ronnie Del Carmen, and Pete Docter

05 **Considerations**

1 | Compare available budget and gross proceeds

2 | Analyze changes in popularity over different years

3 | Leverage data from streaming platforms for metrics like replays

Email: kezia.setokusumo@stern.nyu.edu
Github: @keziasetokusumo
LinkedIn: https://www.linkedin.com/in/keziasetokusumo/