



Microsoft's Movie Studio Analysis

December 2022





Overview

01

Microsoft has been regarded as one of the largest technology corporation, but recently they're looking to **enter the filmmaking business**





Summary Findings

02

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 80-100 minutes
- Themes of action and adventure
- Involvement of experienced crew members such as Brian Baucum and Paul Greive



The Data

03

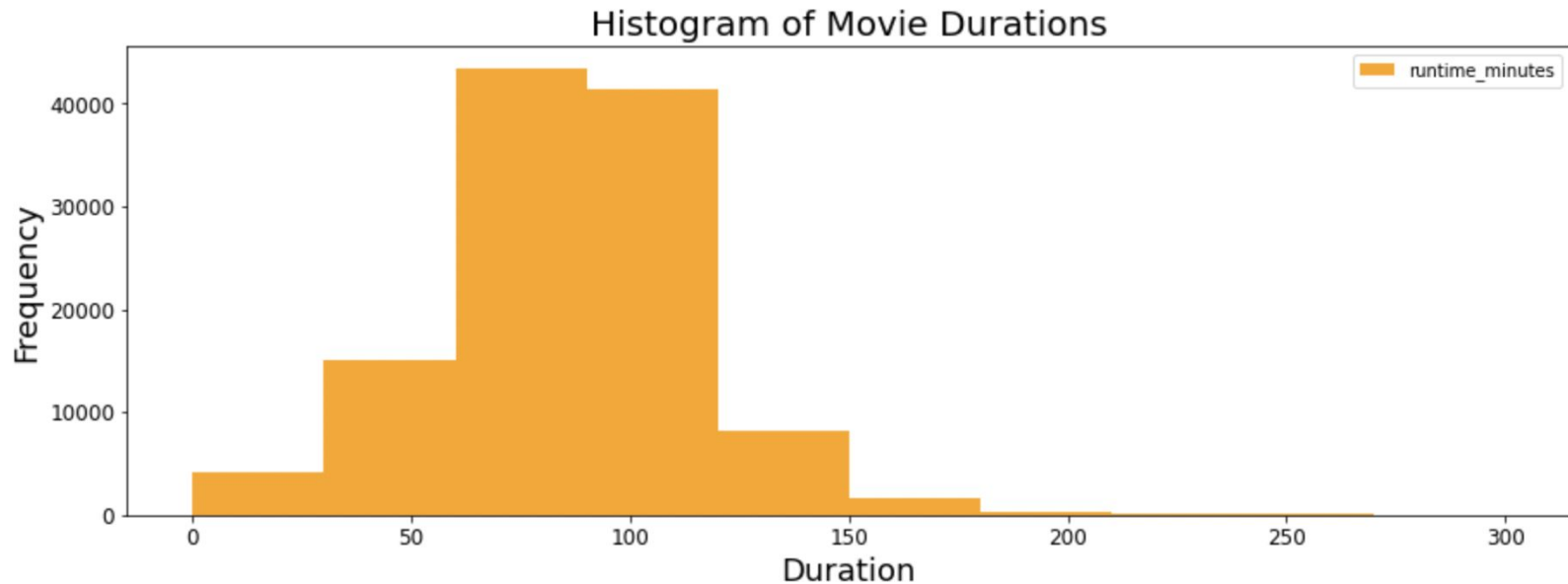
- IMDB contains **factual data** (genre, year, cast, production) and **reviews/ratings**
 - Example from the TV Series Wednesday
- Box Office Mojo summarizes **financial data** for each movie, showing performance through **gross proceeds**
 - Example from the movie Black Panther: Wakanda Forever

Results

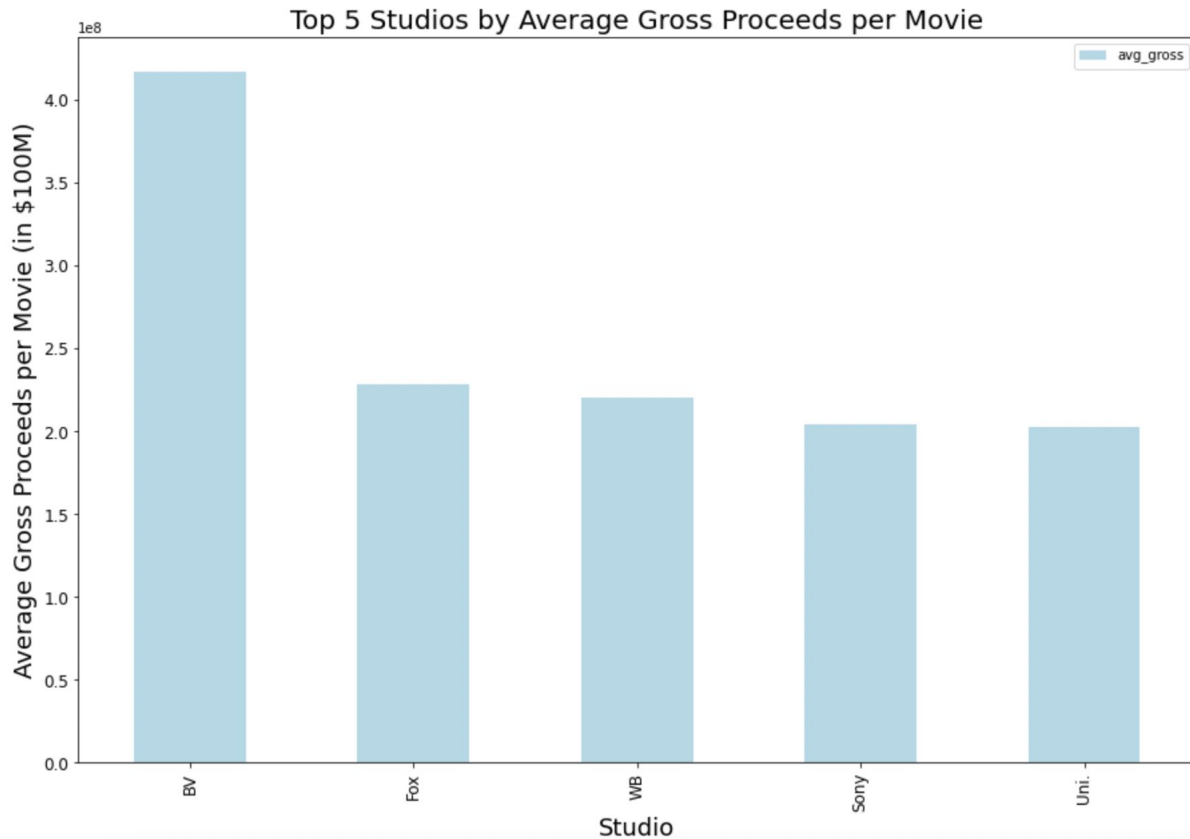
03

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

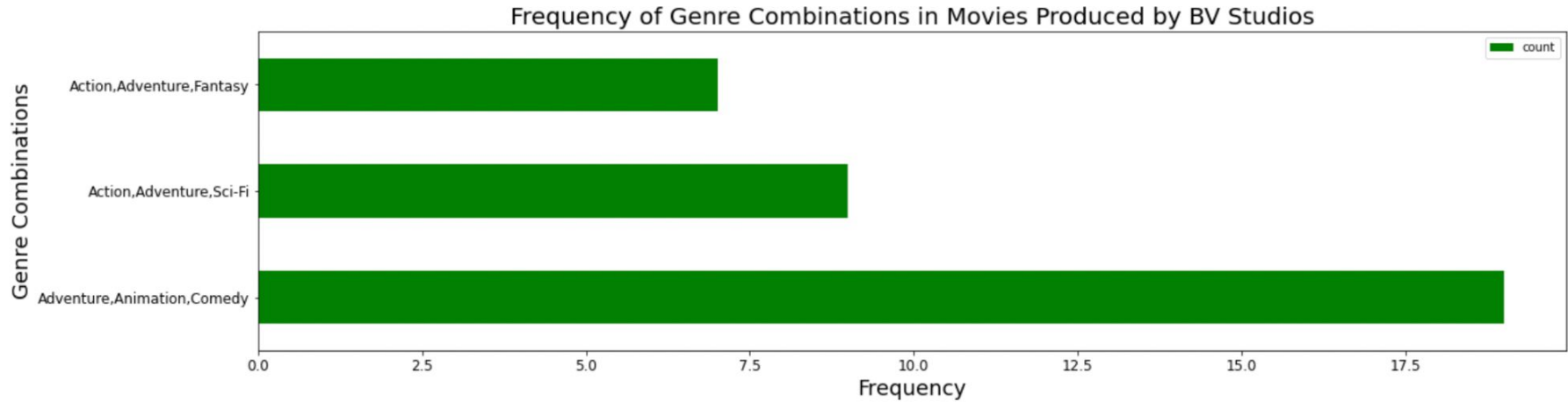




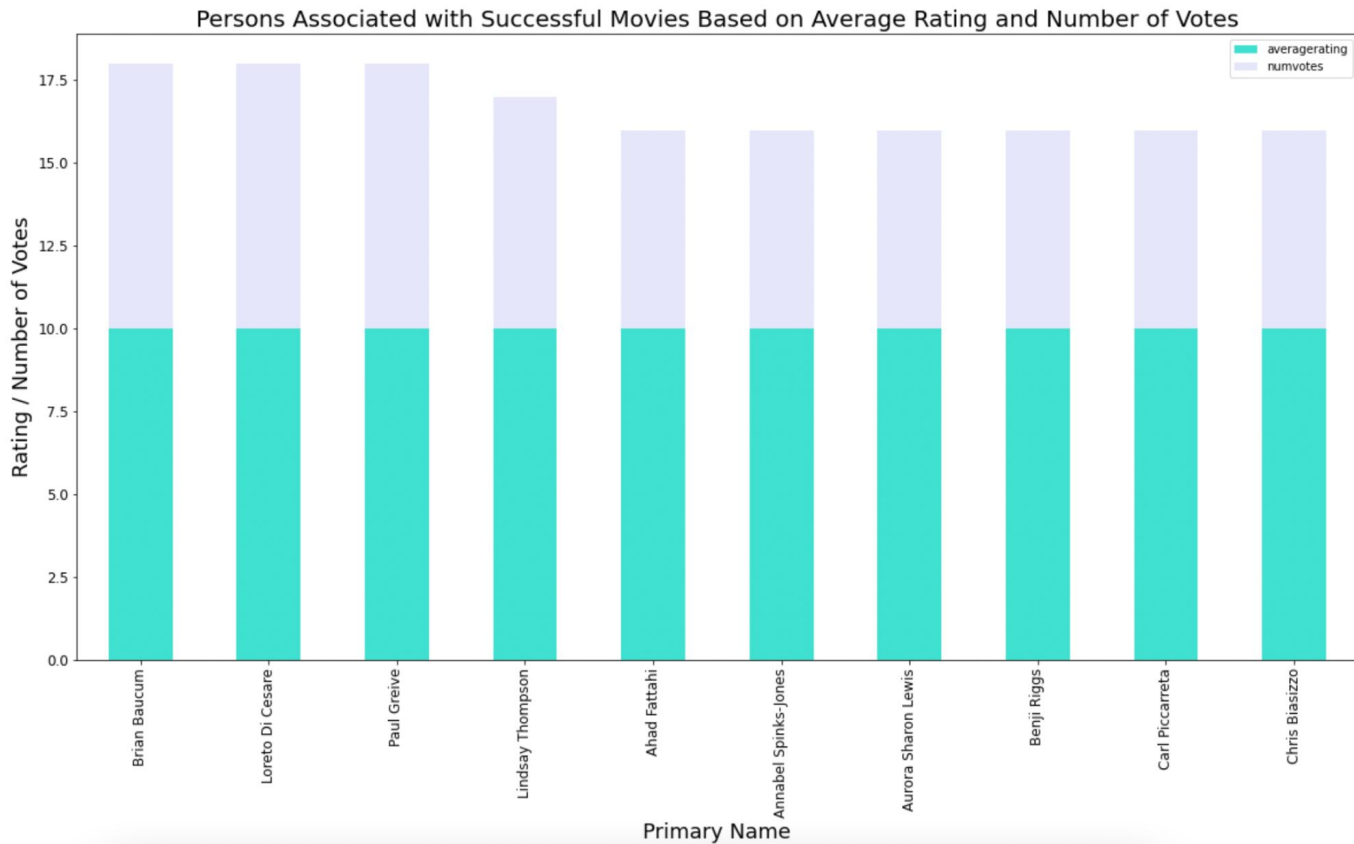
The average movie on IMDB runs for **86 minutes**, with most of the movies in the database **just below or above 100 minutes**



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



Of the movies released by BV Studios, they often produce shows with [adventure/animation/comedy](#) themes, followed by [action/adventure/sci-fi](#) and [action/adventure/fantasy](#)



The **10 most successful movies** from IMDB based on **average rating and number of votes** have notable crew members involved, including **Brian Baucum, Loreto Di Cesare, and Paul Greive**, among others

04 Conclusions

- 1 | Identify certain characteristics of successful movies
- 2 | Produce films that in line with average times, not too long or short
- 3 | Understand which competitors capture most of the market
- 4 | Hire experienced crew members with a good track record



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





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