# Microsoft's Movie Studio Analysis

December 9, 2022

# Overview and Summary

01

**Business Issue:** Microsoft is looking to break into the show business by starting their own movie studio

**Summary Findings:** A comprehensive analysis of IMDB's and Box Office Mojo's database of movies 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 the below characteristics.

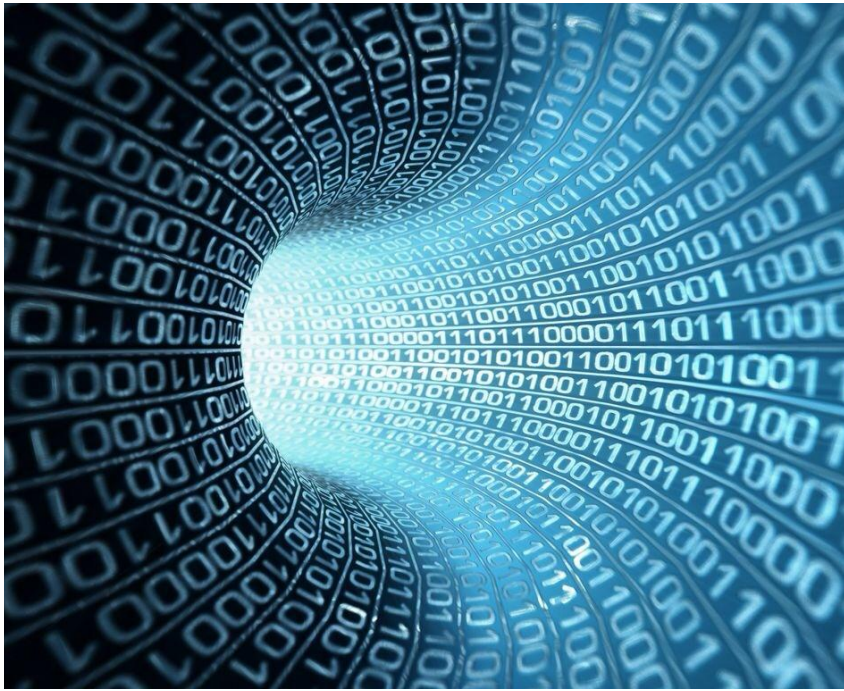
- A runtime between 80-100 minutes
- Themes of action and adventure
- Involvement of notable persons in the crew such as Brian Baucum and Paul Greive

# The Data

02

- IMDB contains detailed movie data such as genre, year, rating, cast, production, and more

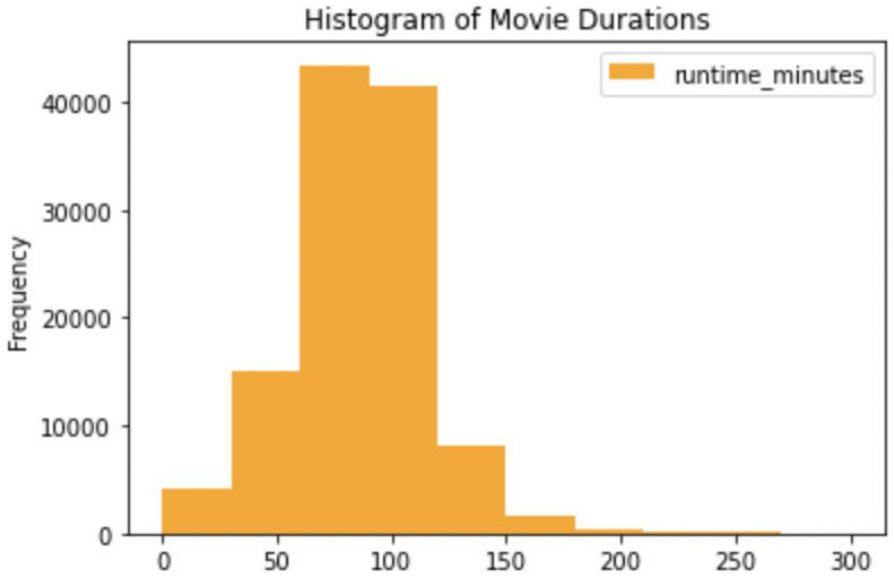
- Box Office Mojo summarizes financial data for each movie, showing its performance through gross proceeds

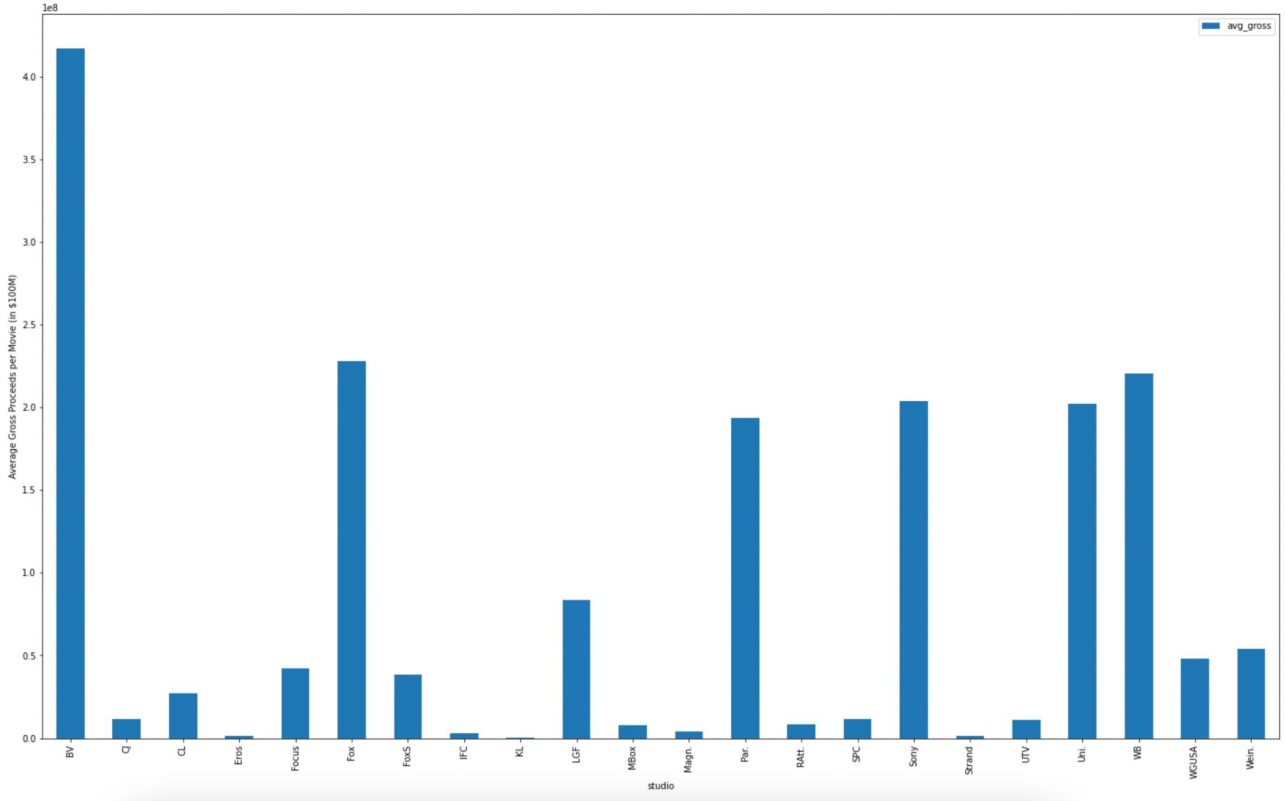


# Results

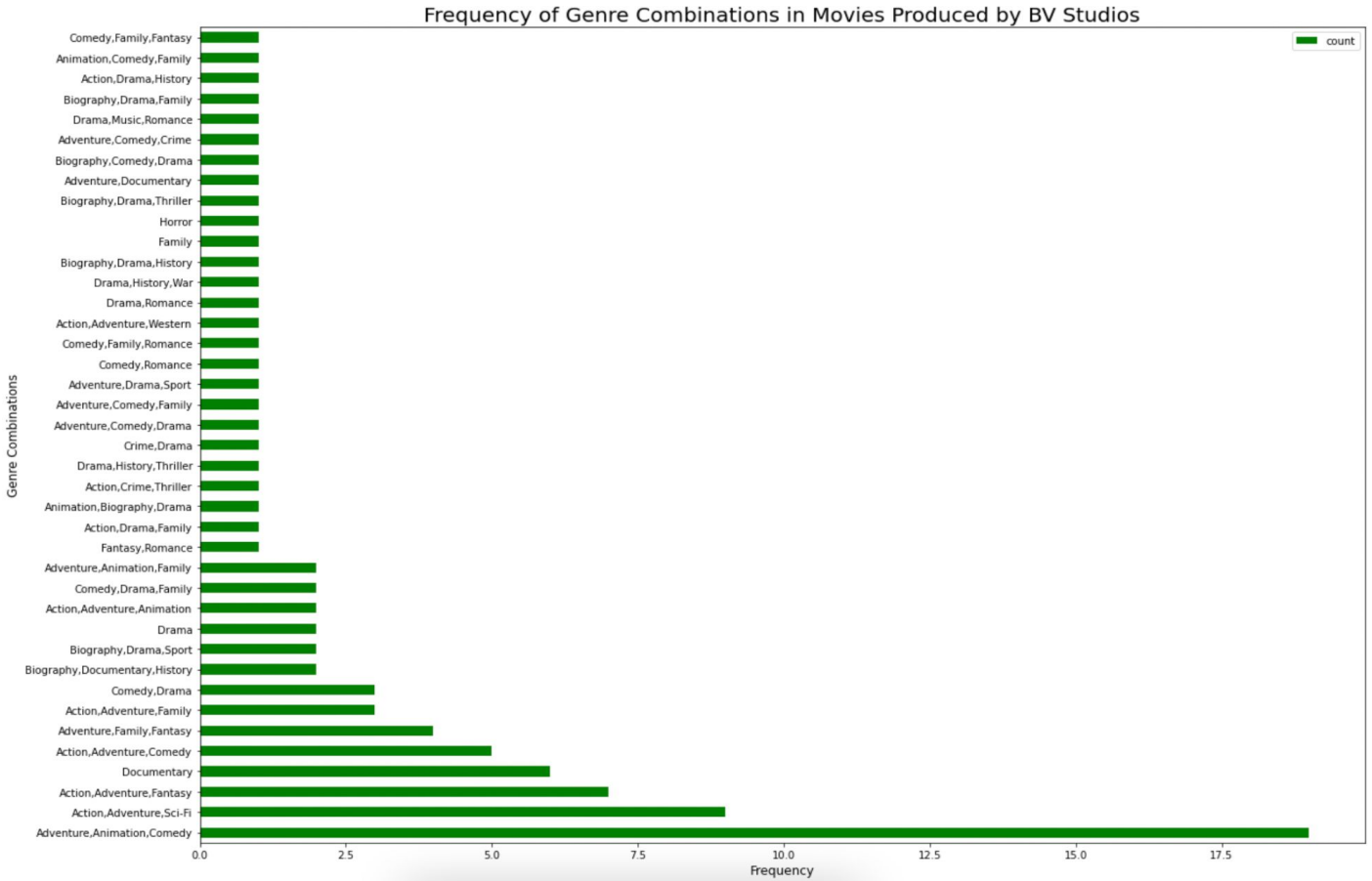
03

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

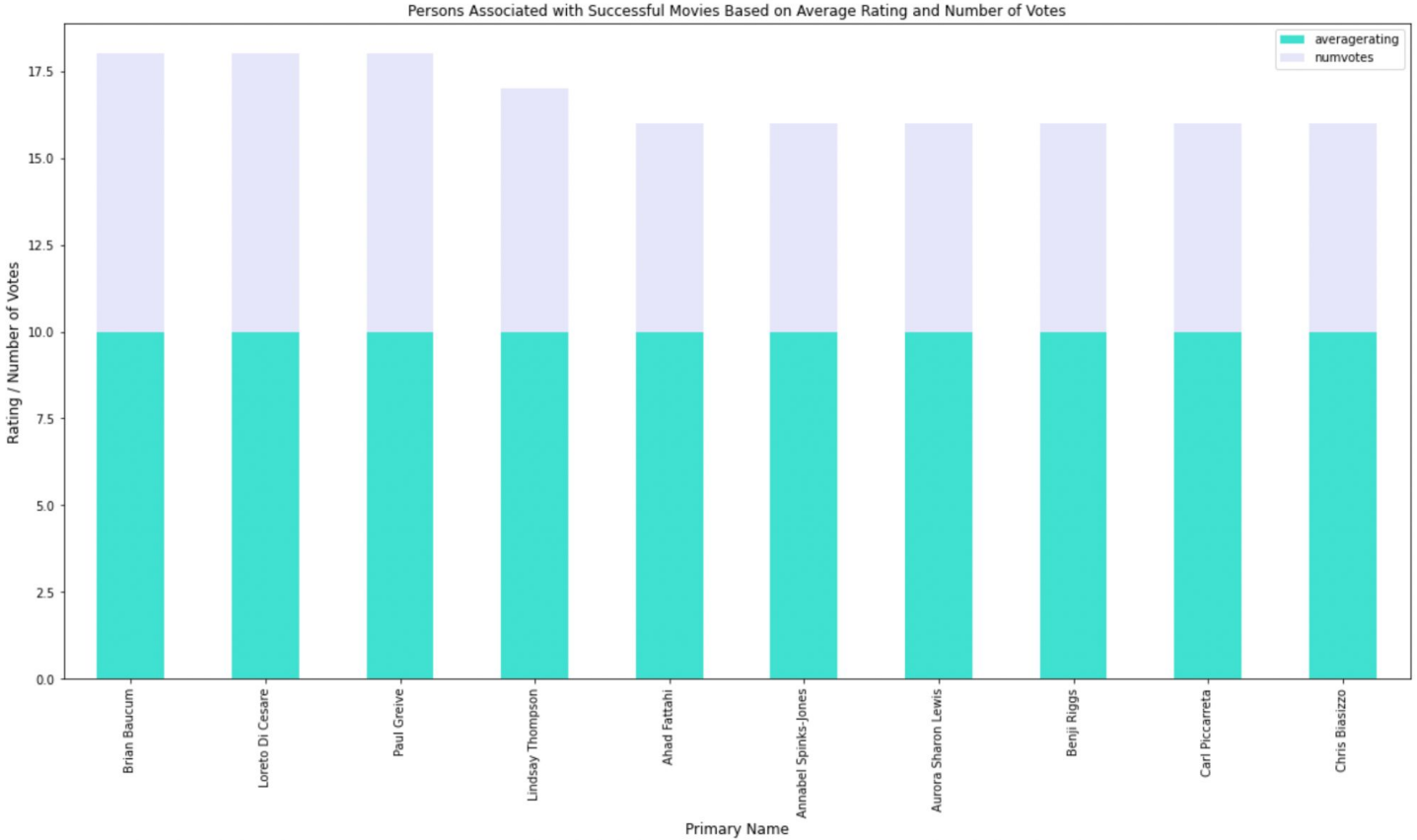





**BV Studios** is the most successful in the space based on its financial performance, yielding the **highest total gross proceeds per movie** among major studios




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

01 | Identify certain characteristics of successful movies

02 | Produce films that are in line with average times, not too long or short

03 | Understand which competitors capture most of the market

04 | Hire experienced crew members with a good track record

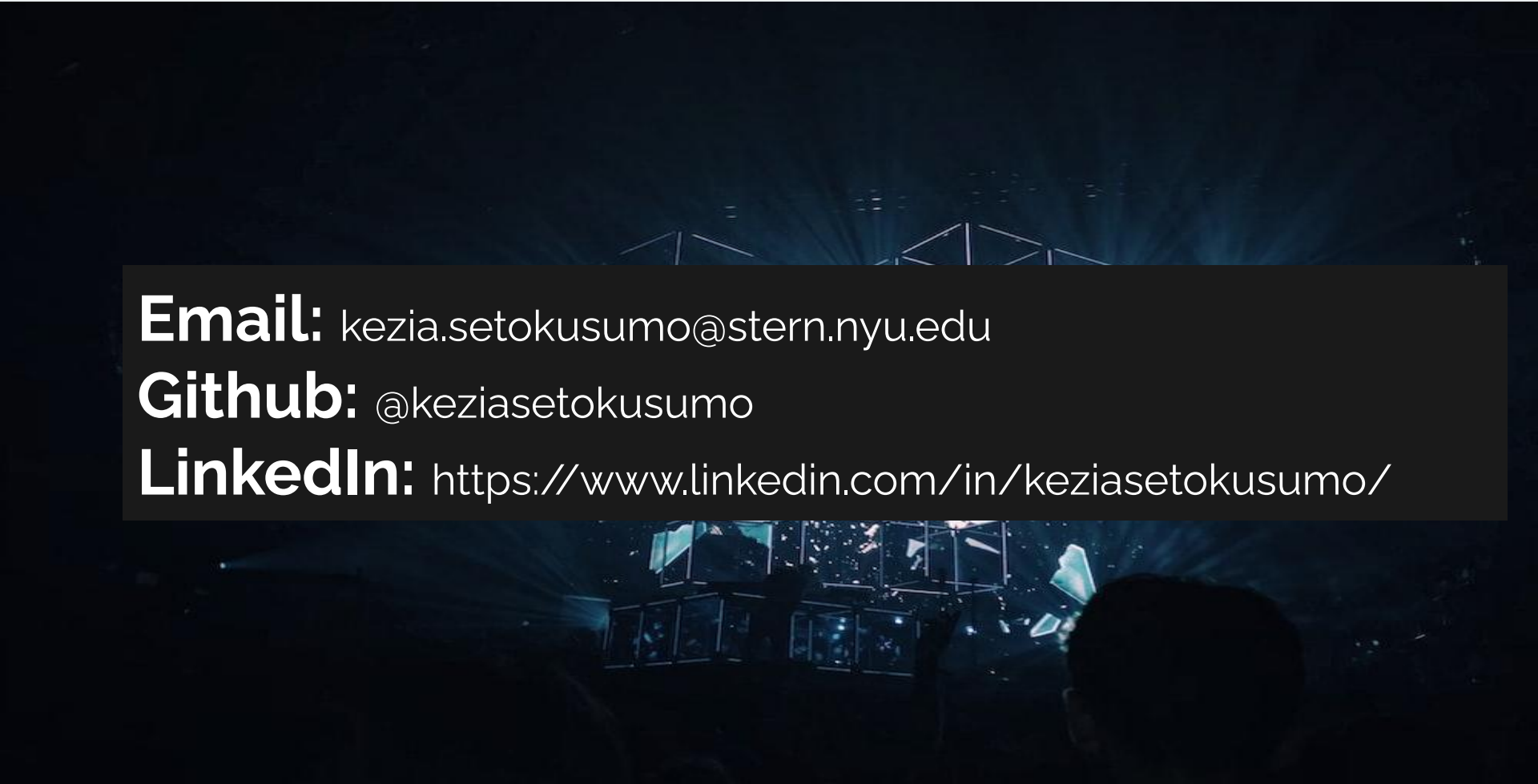
# 05 Considerations

01 | Compare available budget and gross proceeds

02 | Analyze changes in popularity over different years

03 | Leverage data from streaming platforms for metrics like replays





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