Profitable Opportunities in the Movie Industry

Microsoft Movie Studio

Key Questions

What to consider to be profitable in the movie industry if Microsoft opens a movie studio.

Best months:
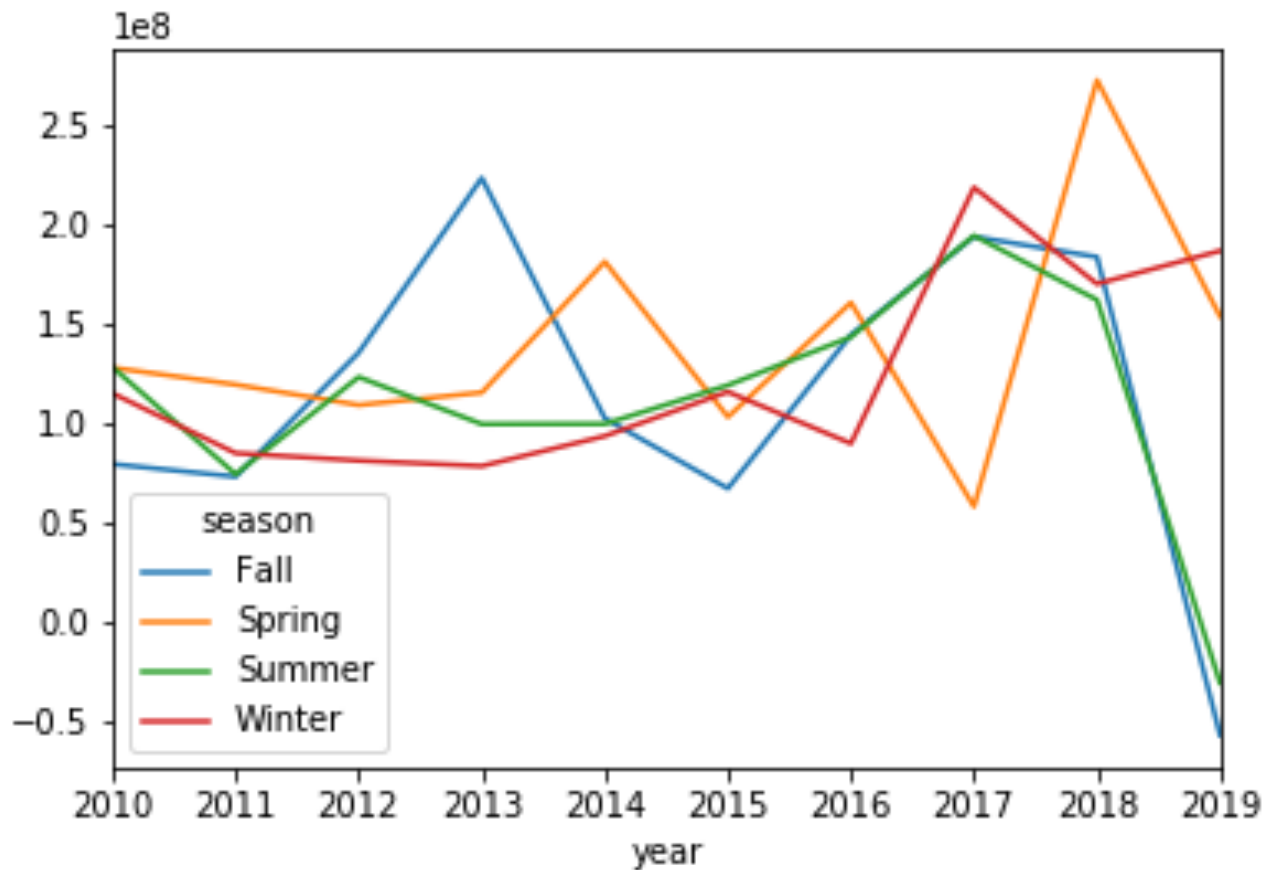- What are the key months to release?

Best themes by month:
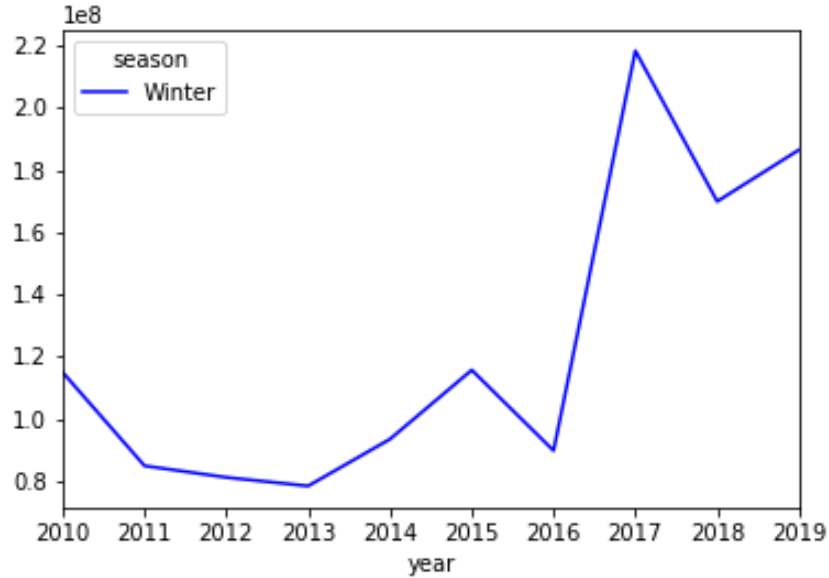- What are the outperforming genres based on month released?

Datasets:
- TheMovieDB.org
  - Movie_budgets.csv
- IMDB
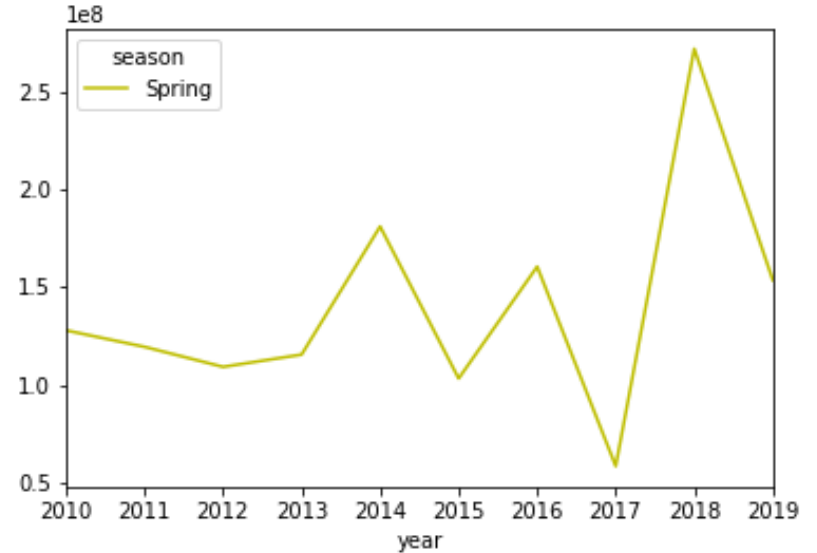 - Title.basics.csv

Seasons by Mean Gross Profit (GP) for Past Decade
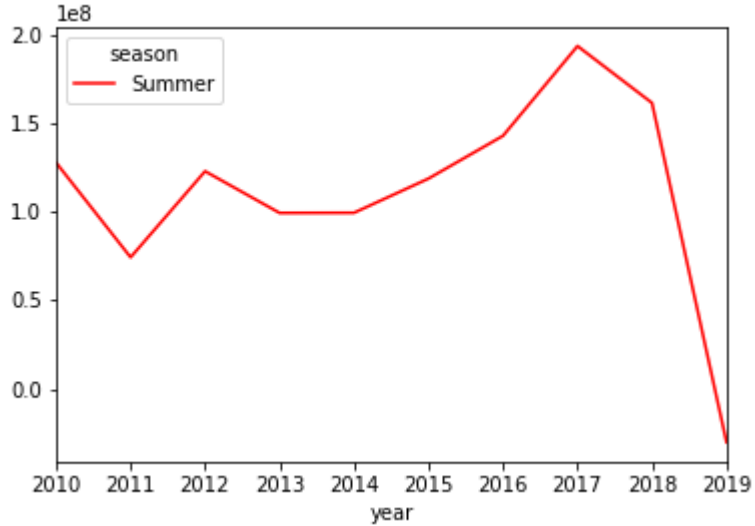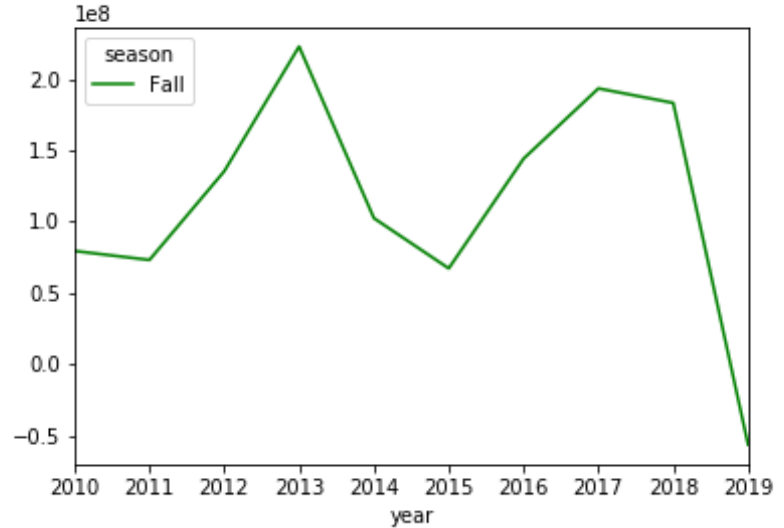
Winter & Fall Mean GP By Decade

Winter

Spring

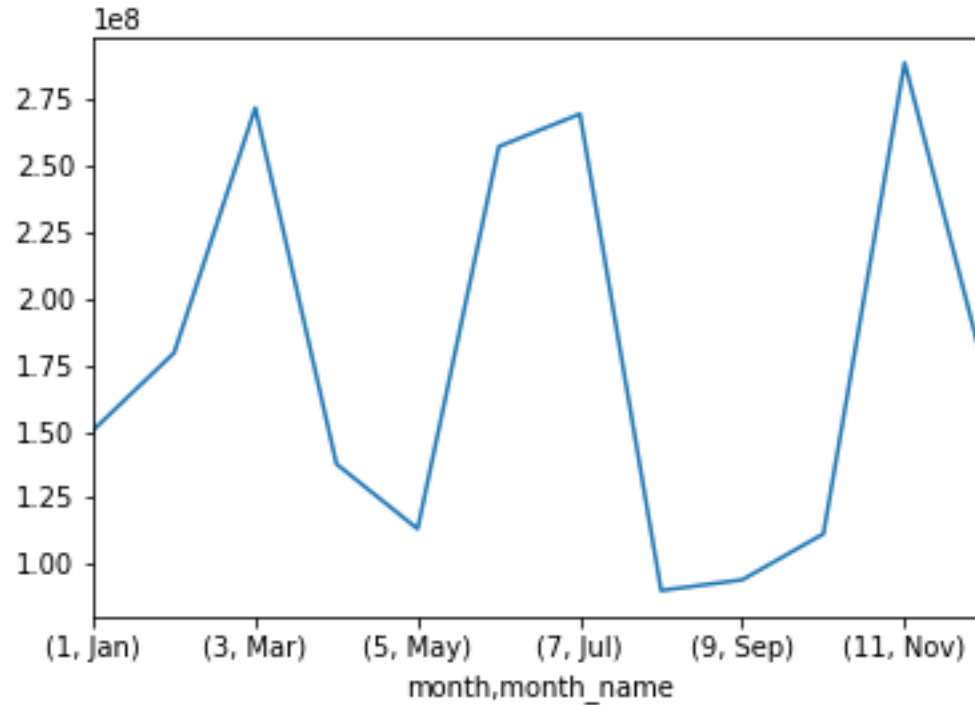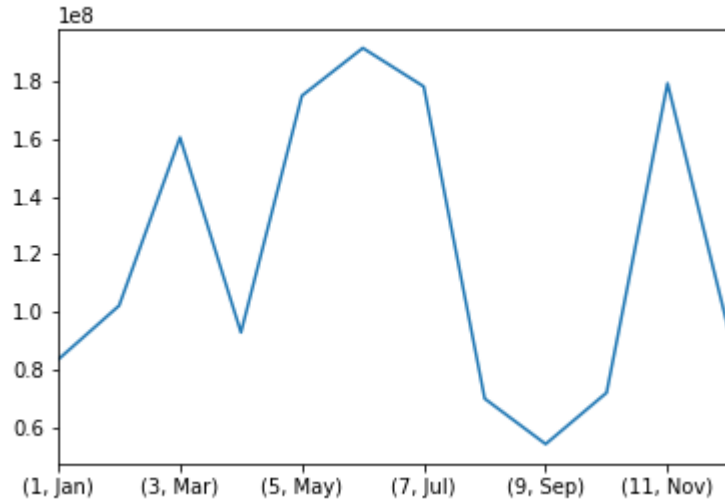# Summer & Spring Mean GP By Past Decade
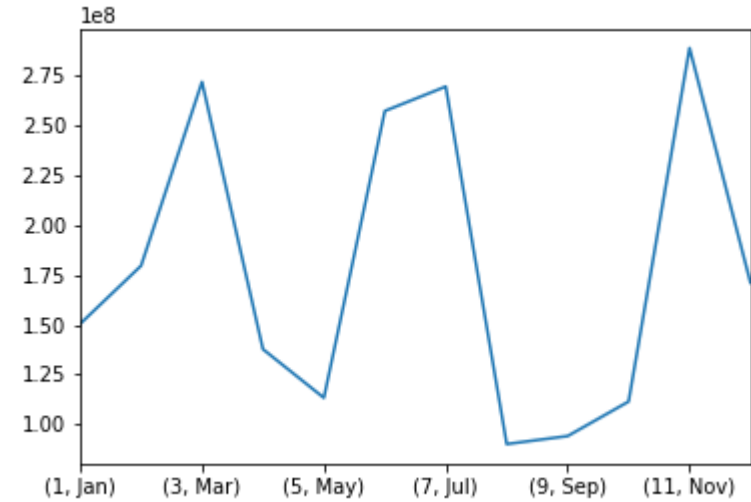

Summer

Fall

Mean Gross Profit by Month for 2017-2018

Mean Gross Profit by Month Comparison

2017-2018

10 years

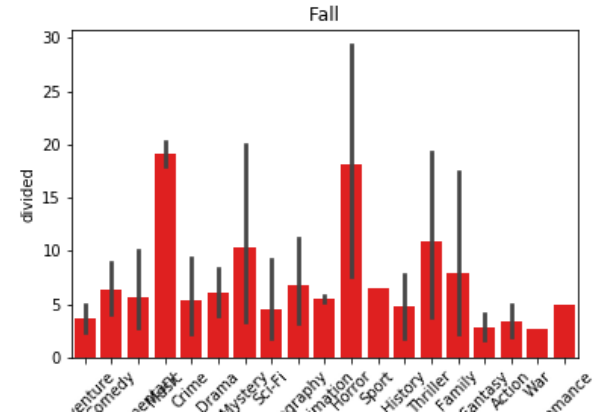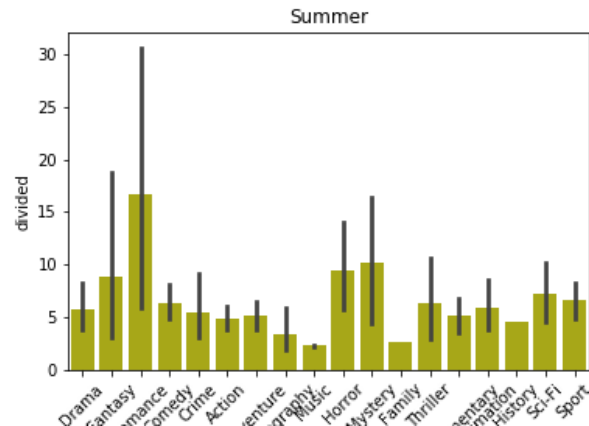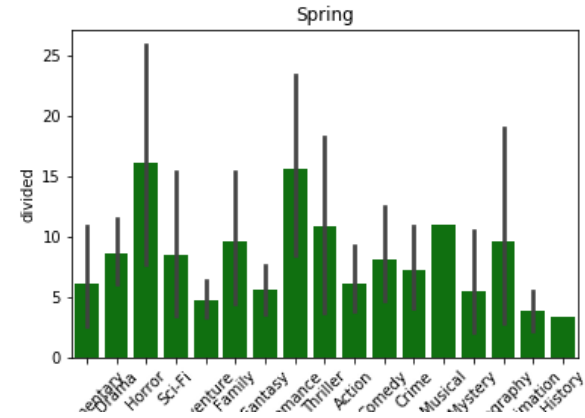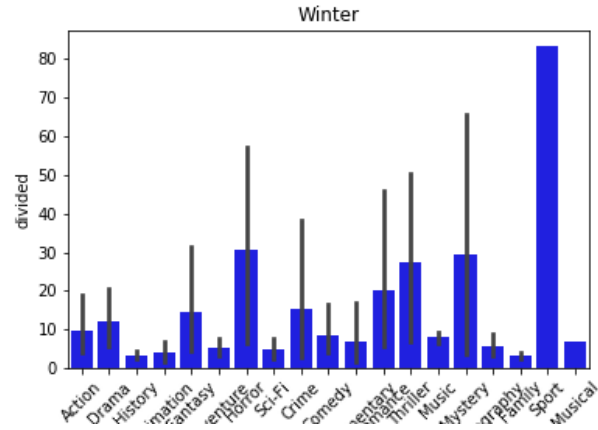# 2017-2018 GP Distribution by Month
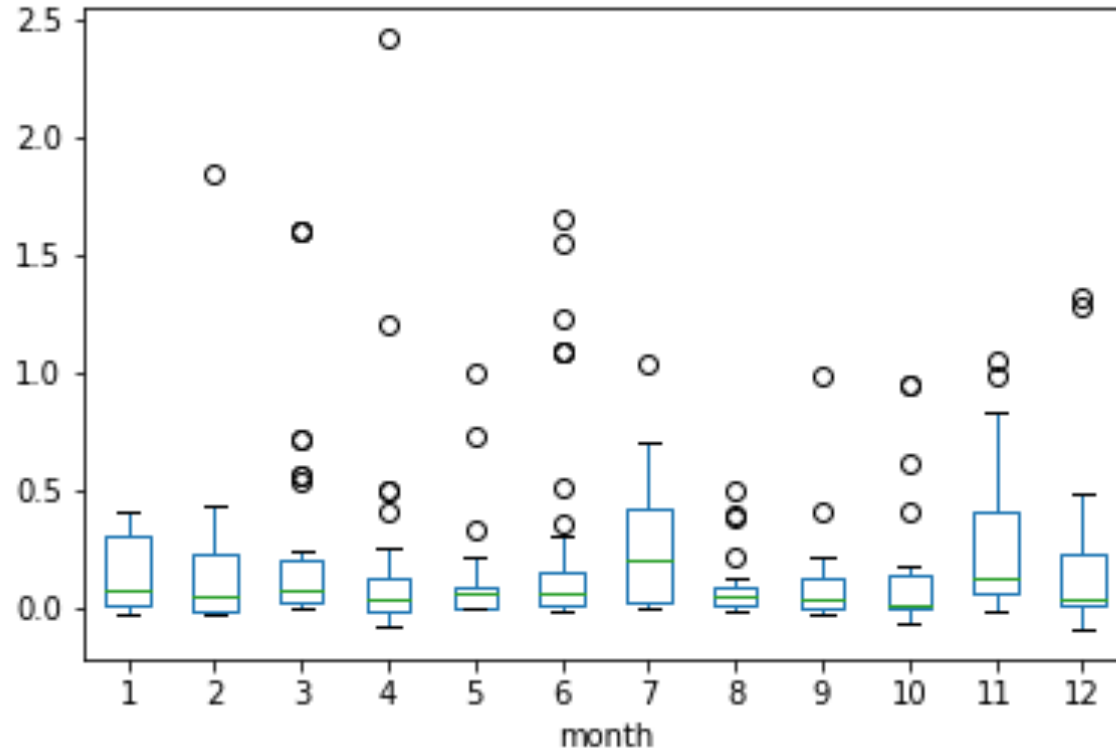
10 year GP Distribution by Month
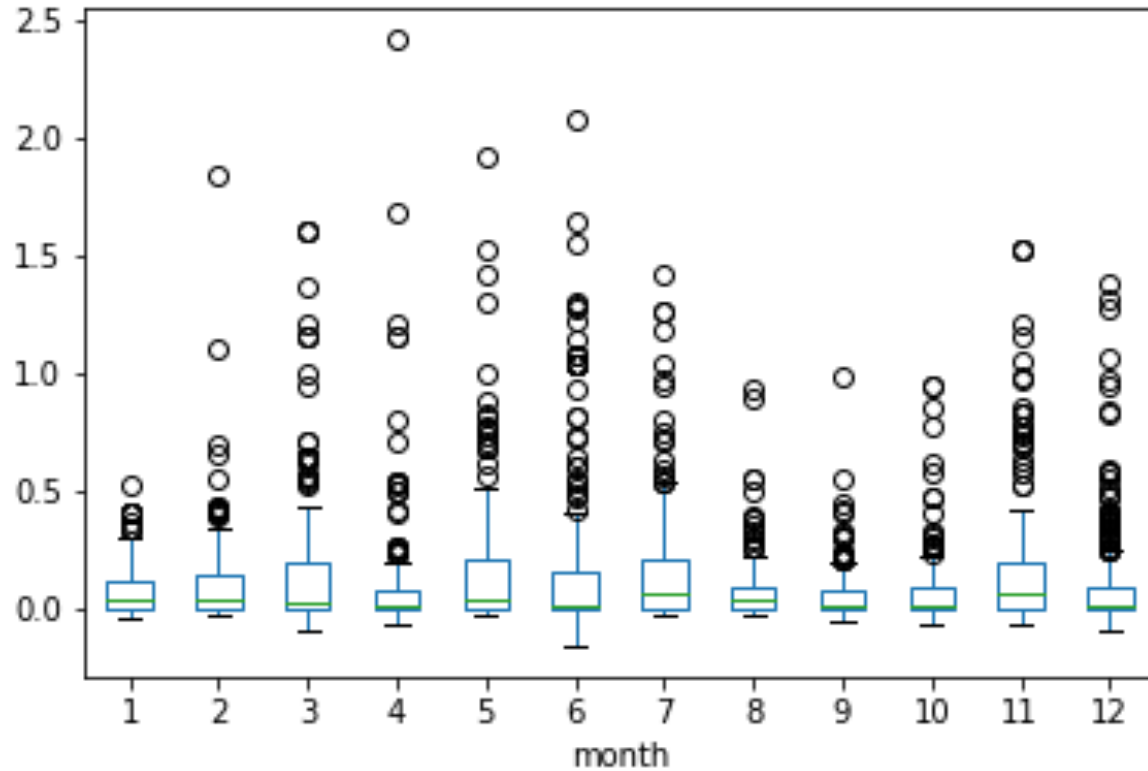
All Seasons Gross Profit from 2017-2018

Recommendations & Limitations

➢ **We recommend releasing:**

- Romance in <u>July</u>

- Horror in <u>November</u>

Further Research and Next Steps

➢ Limitations by complete data

➢ Characteristics of box office hits (outliers)

➢ Provide expected gross profit given budget, release date, and genres

Thank You!