

Entering the Movie Business Analysis

SEAN LIM

JULY 12, 2021

Summary

Descriptive analysis of expected profitability of different movie genres, popularity and accolades of genres, and optimal release dates to maximize Microsoft's intended goals:

- Maximize profits by analyzing worldwide gross profits across multiple genres

- Identify the most highly acclaimed types of movies by genres

- Outline the most optimal time to release a movie to maximize viewership and ticket sales



Outline

Business Problem

Data & Methods

Results

Conclusions

Business Problem

Do not know where to begin

Create a profitable movie

Maximize opportunity while minimizing pit falls



Data & Methods

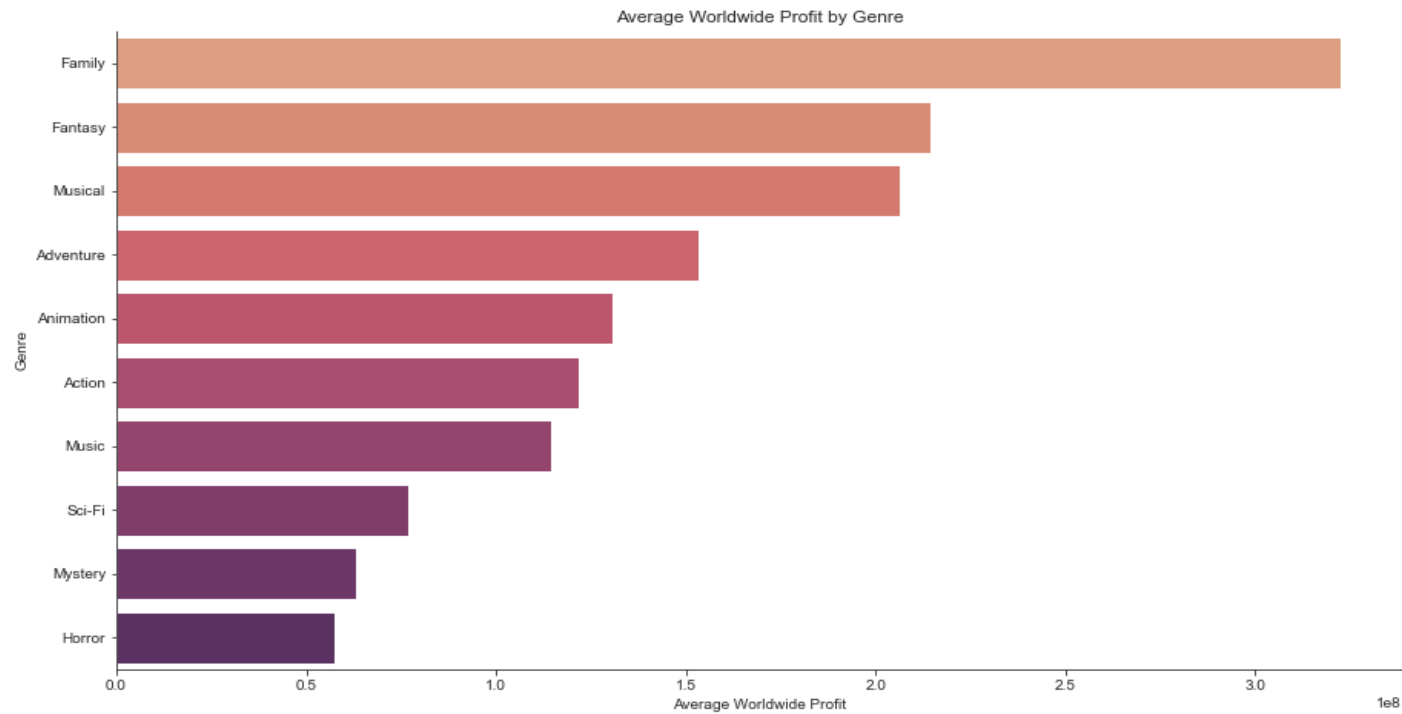
Gross profits from thousands of movies (up til 2018) across over 20 genres

Identification of movie genres from thousands of films

Release dates of associated films

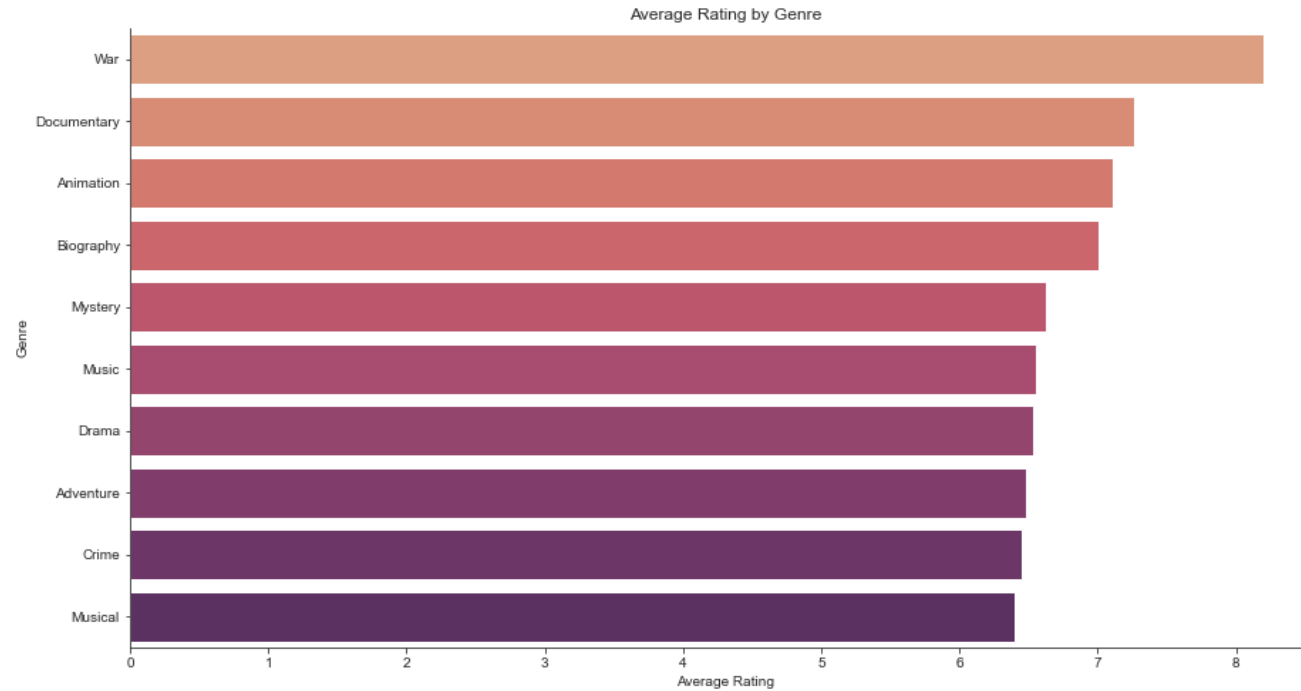
Results

Most profitable genre on average is 'Family'



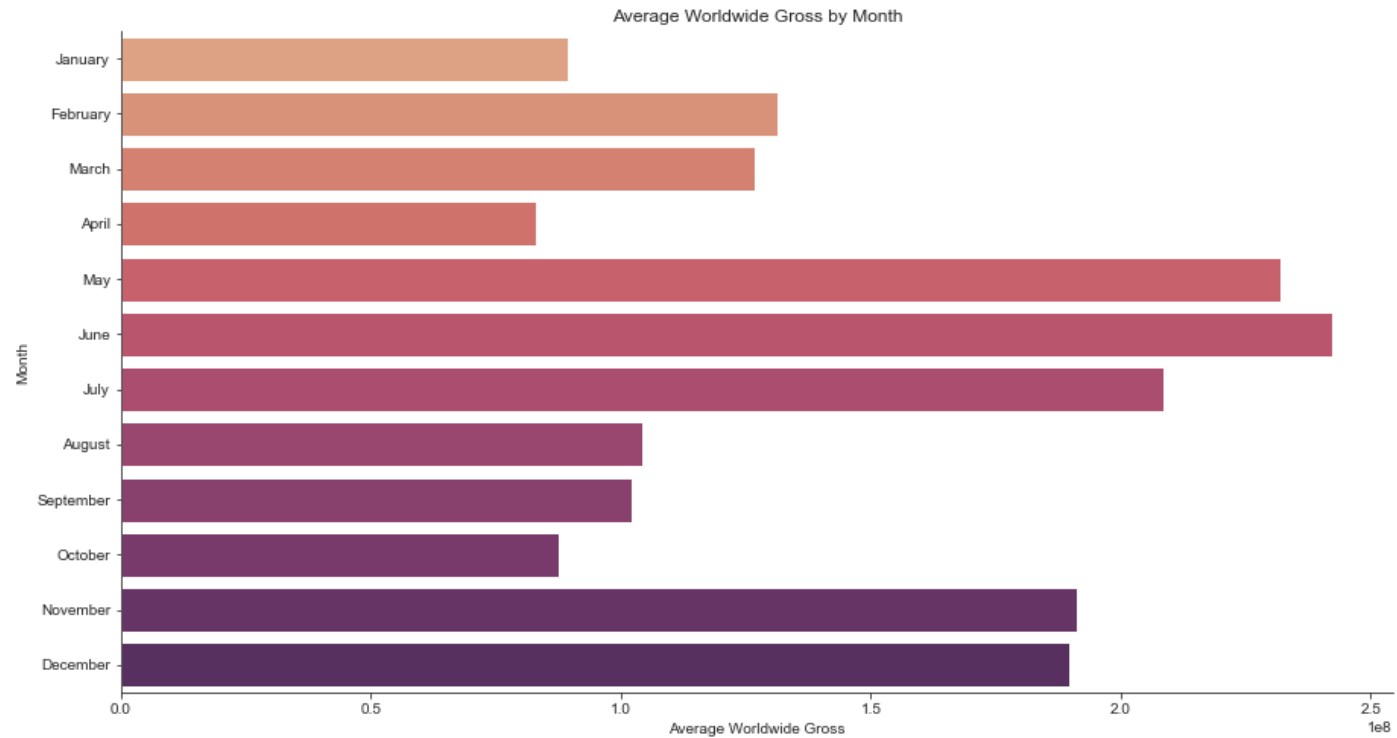
Results

Highest rated genre is 'War'



Results

Best month to release a movie is in June



Conclusions

If the main goal is to make as money as possible; make a movie in the 'Family' genre

If the main goal is to gain as much recognition and accolades as possible; make a movie in the 'War' genre

Regardless of genre, release the movie in June to maximize viewership and ticket sales

Next steps:

Distinguish between domestic or international profitability

Identify the best genre for both profitability and recognition

Predict what genres to avoid