

Microsoft Studios Movie Analysis

A Guide Into The Movie Industry



Presented by Flatiron LLC

By Brian Matsiko, Ryan Reilly, & Kyle Dufrane

Business Problems

- Budget
- Competition
- Directors
- Timing
- Duration



An Exploratory Analysis of Below Datasets

IMDB:

- Over 38,000 films
- Personnel & Ratings



The Numbers:

- Over 5,000 films
- Budget & Revenue

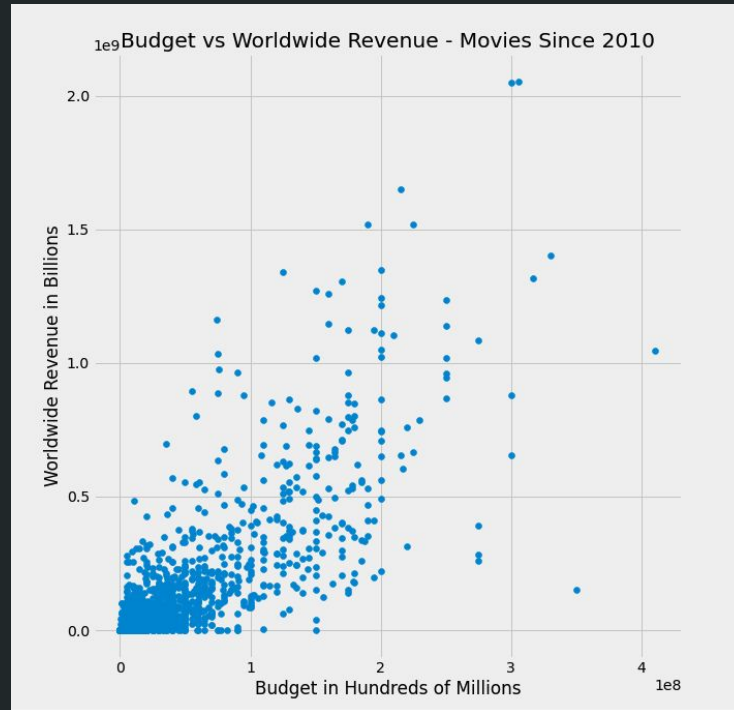


Box Office Mojo:

- Over 3,000 films
- Studio Revenue

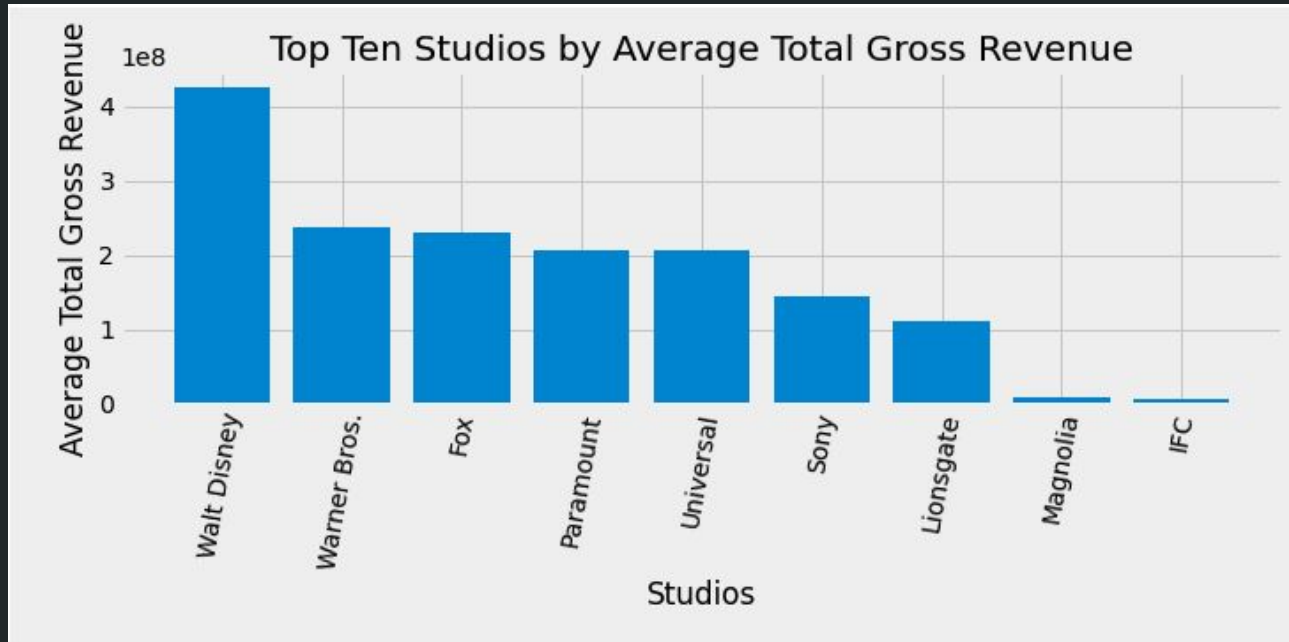


Scared money doesn't make money



Results

Competition - Walt Disney & Warner Bro's Studio's

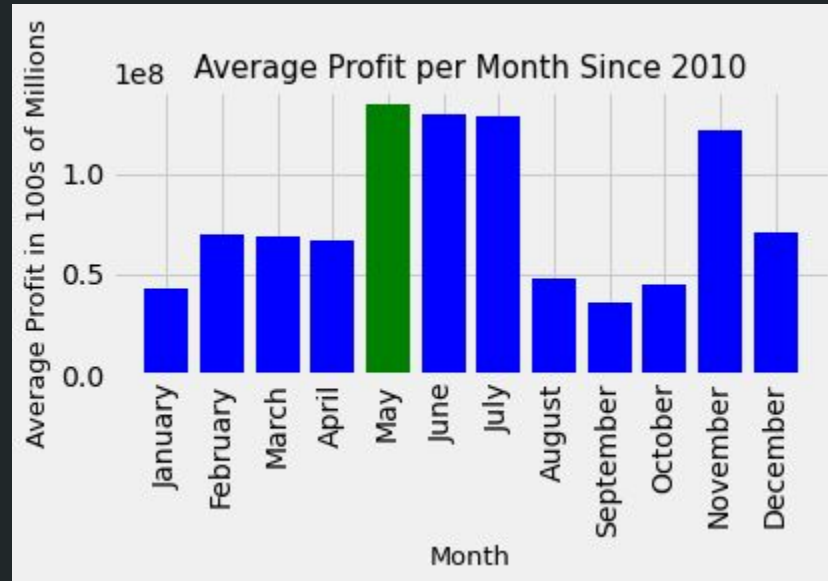


Working with the top Directors

<u>Top Directors Names</u>	<u>Top Directors Average Rating</u>
Christopher Nolan	8.5
Lee Unkrich	8.3
Joe Russo	8.2
S.S. Rajamouli	8.2
Asif Kapadia	8.1

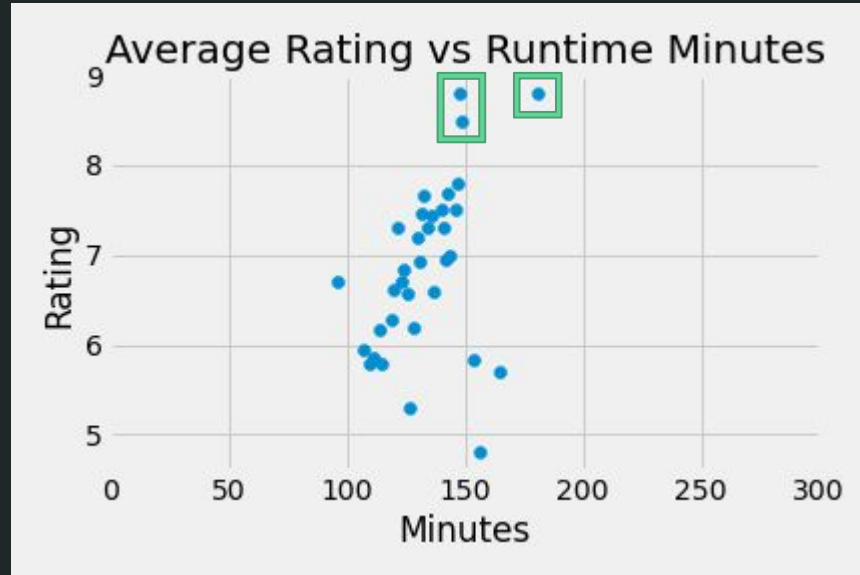


Releasing your movie in May



Results

Longer is better with the right people!



Conclusion



Budget

\$223 Million



Competition

Walt Disney & Warner Bro's



Directors

Chris Nolan & Joe Russo



Timing

May



Duration

Longer is better

Next Steps

- Breakdown of budgets and profits
- Better qualitative analysis
- Better idea of studio culture

Thank you!

Ryan Reilly

Email: ryan.m.reilly@gmail.com
Github: <https://github.com/ryanreilly>
LinkedIn: <https://www.linkedin.com/in/ryanreilly1/>

Kyle Dufrane:

Email: kyle.dufrane@gmail.com
Github: <https://github.com/kyledufrane>
LinkedIn: <https://www.linkedin.com/in/kyle-dufrane-8131086b/>

Brian Matsiko:

Email: matsikobrian@yahoo.com
Github: <https://github.com/makryan77>
LinkedIn: <https://www.linkedin.com/in/brianmat>