

# Microsoft Studios Movie Analysis

A Guide Into The Movie Industry



Presented by Flatiron LLC

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# Business Problems

- Distribution based on studio
- Which personnel to choose
- When to release a movie
- How much money to budget for a movie
- How long to make a movie



## An Exploratory Analysis of Below Datasets

IMDB: Over 38,000 total films ratings & personnel

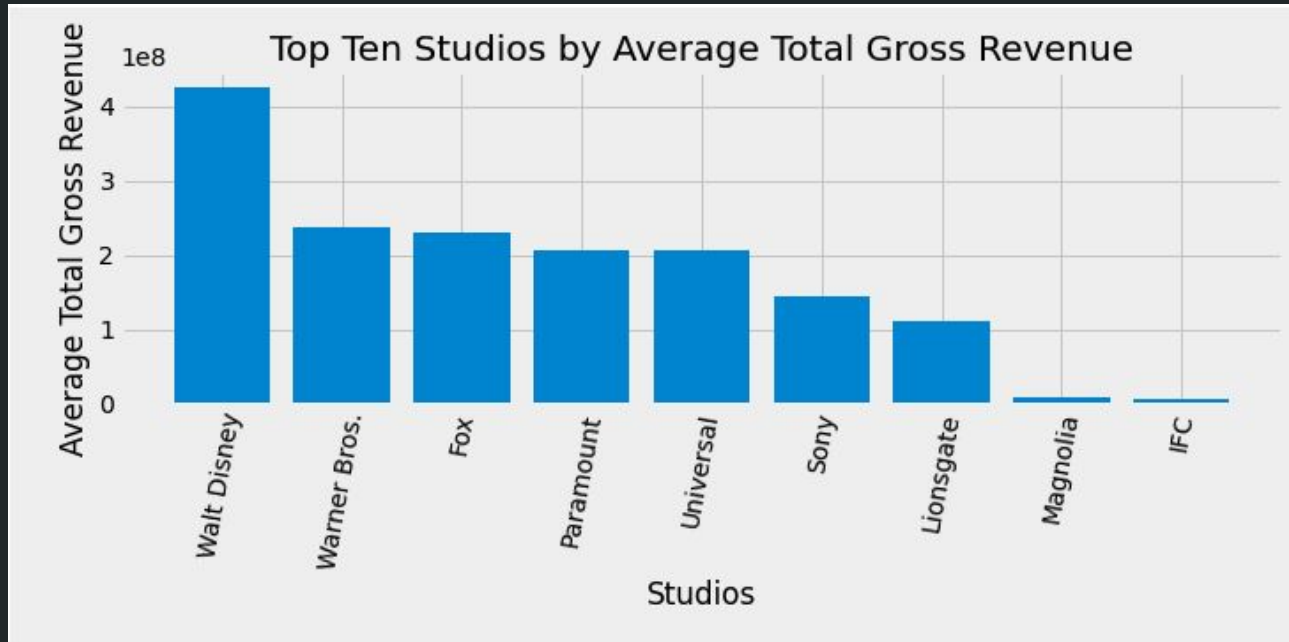
The Numbers: Over 5,000 total films budget & revenue numbers

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Box Office Mojo: Over 3,000 total films and studio revenue

# Results

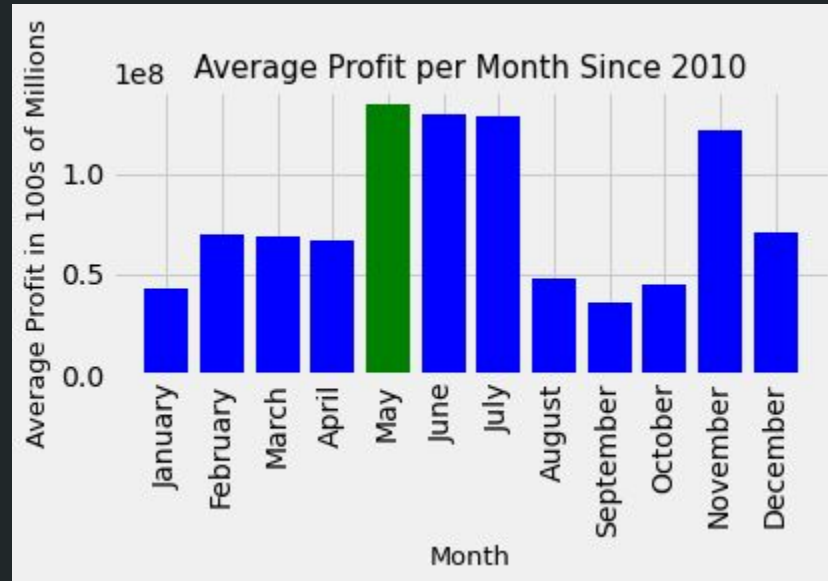
- Working with Walt Disney & Warner Bro's Studio's



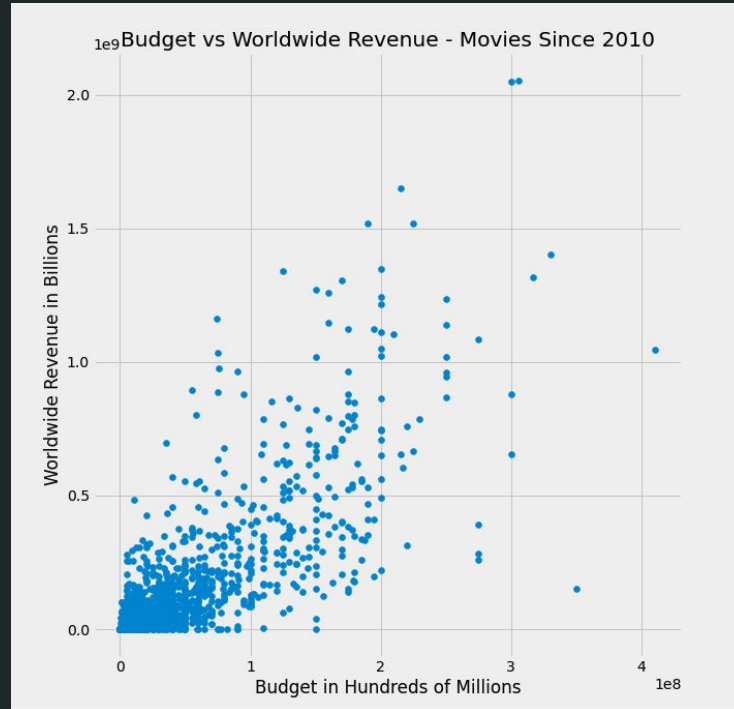
- Working with the top Directors

<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



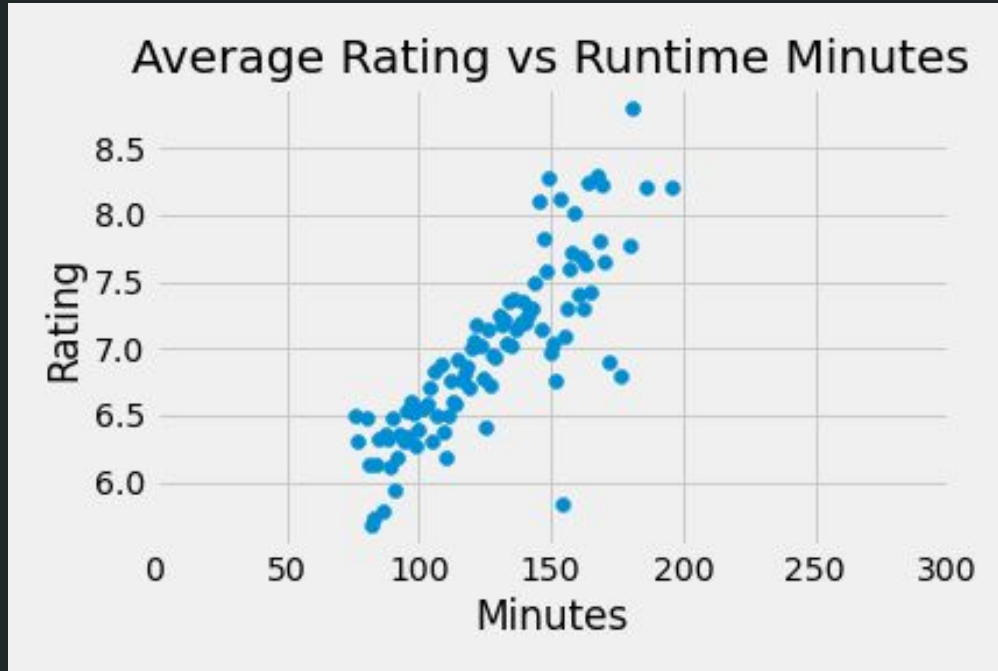
- Scared money doesn't make money





# Results

- Longer isn't always better!



# Conclusion

- Work with Walt Disney or Warner Brother's as a movie studio
- Preferably work with Chris Nolan or Joe Russo as your director
- Release the movie in May
- Spend roughly \$223 million dollars
- Have the movie be roughly 130 minutes



## Next Steps

- Breakdown of budgets and profits for movies in each studio
- Better Idea of what personnel will crossover well into different genres.
- Better qualitative analysis
- Better idea of studio culture



# Thank you!

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