

Microsoft Movie Studio

Flatiron School Data Science Phase 1 Project

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Agenda

1. Overview
2. Business Understanding
3. Data Understanding
4. Data Analysis
5. Recommendations
6. Next Steps
7. Thank You

Overview

- Microsoft has an exciting opportunity to create original video content that can generate additional revenue
- As a new studio, we can look to see what has been successful at the box office recently and definite the key attributes to develop profitable content
 - Genre
 - Runtime
 - Production Budget

Data Sources

| Attribute | Box Office Mojo | The Numbers | IMDb: Internet Movie Database |
|-------------------|-----------------|-------------|-------------------------------|
| Movie Name | ✓ | ✓ | ✓ |
| Year | ✓ | ✓ | ✓ |
| Genre | | | ✓ |
| Runtime | | | ✓ |
| Domestic Revenue | ✓ | ✓ | |
| Foreign Revenue | ✓ | | |
| Worldwide Revenue | | ✓ | |
| Average Rating | | | ✓ |
| Number of Votes | | | ✓ |

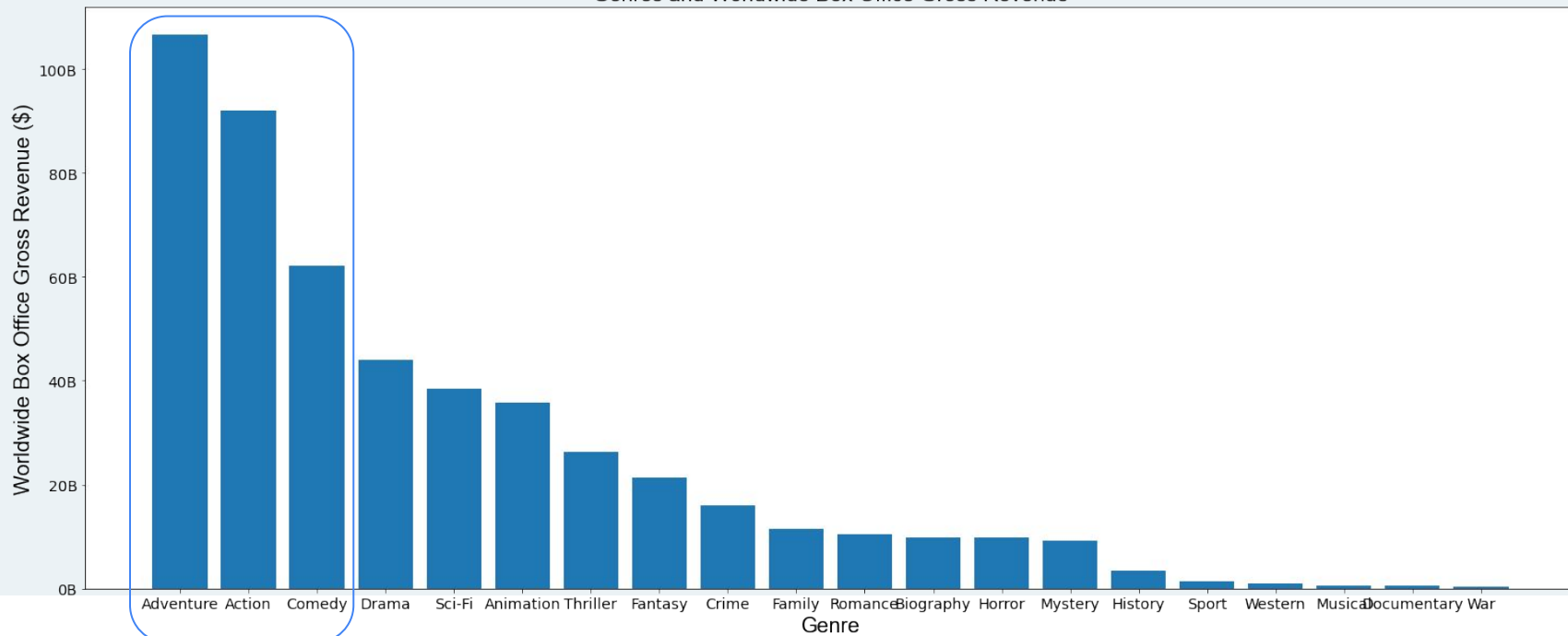
| | | | |
|------------------------|-------|-------|--------|
| Number of Rows of Data | 3,387 | 5,782 | 73,856 |
| Start Year | 2010 | 1915 | 2010 |
| End Year | 2018 | 2020 | 2019 |

Successful Genres

■ The three top grossing genres recently:

- Adventure \$104B
- Action \$87B
- Comedy \$61B

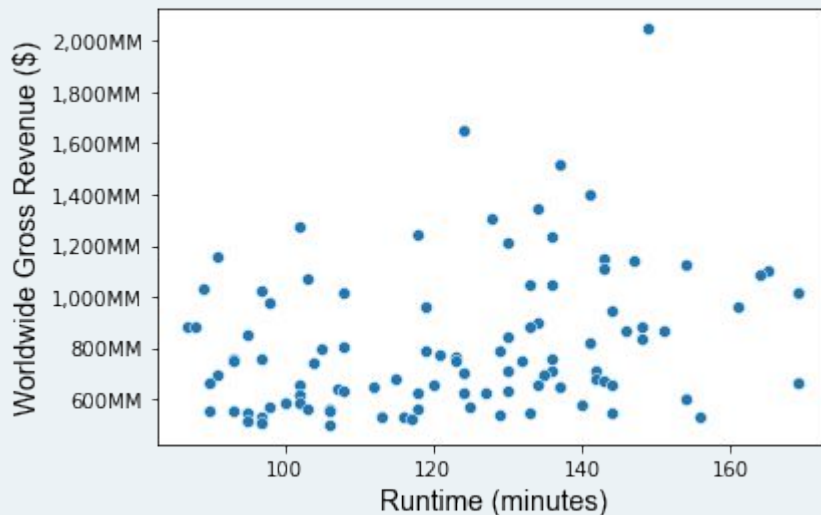
Genres and Worldwide Box Office Gross Revenue



Targeted Runtime

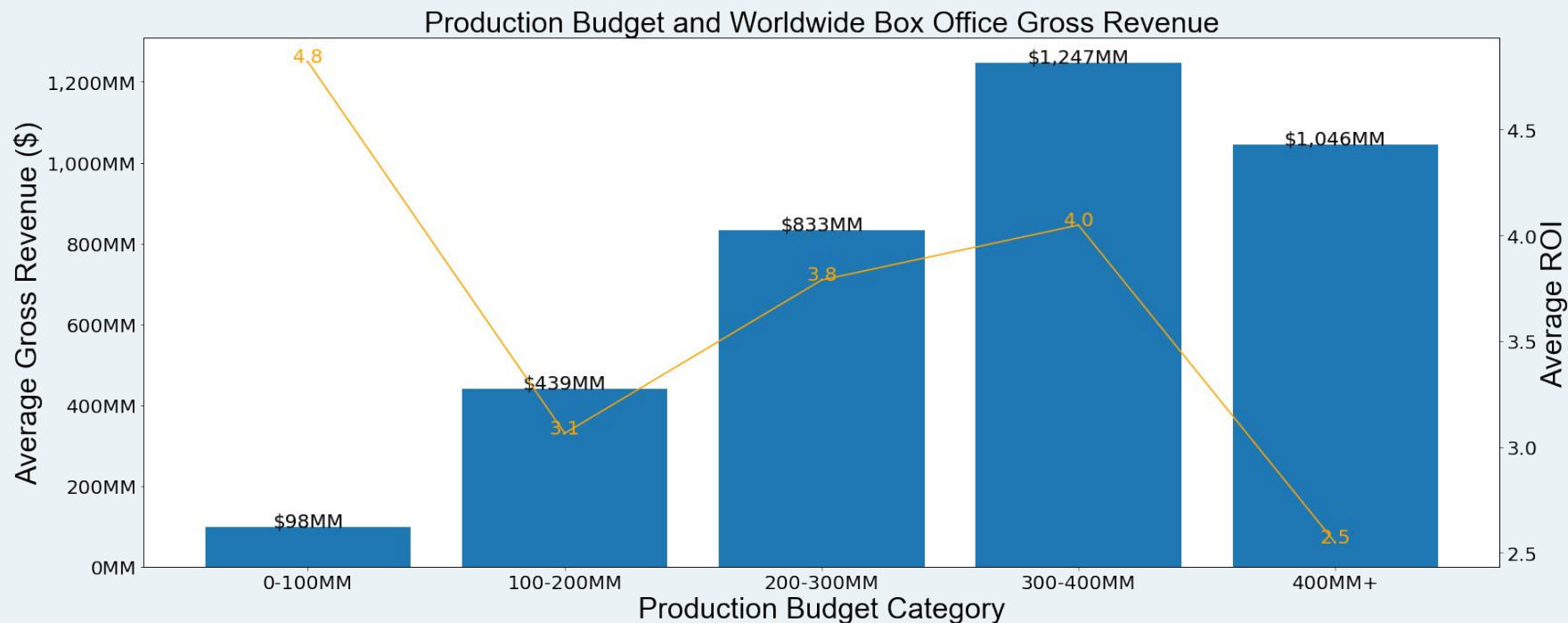
- Of the top 100 highest gross revenue films from 2010 to 2018:
 - Average runtime: 122 minutes
 - Shortest film: 87 minutes
 - Longest film: 169 minutes
 - Average gross revenue: \$817MM

Worldwide Gross Revenue vs. Runtime



Production Budget

- For maximum revenue, target a budget of \$300MM-\$400MM, resulting in a 4x ROI



Conclusion

Microsoft has an exciting opportunity to create new content. By analyzing the movies that have been successful recently, the following attributes are recommended:

- **Genre:** Action, Adventure or Comedy
- **Runtime:** Target 120 minutes, no less than 87 minutes and no more than 169 minutes
- **Production Budget:** Target \$300MM-\$400MM, with an expected 4x ROI

Thank you

- Questions
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