

## Microsoft Movie Studio

Flatiron School Data Science Phase 1 Project

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July 2023

## 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			✓

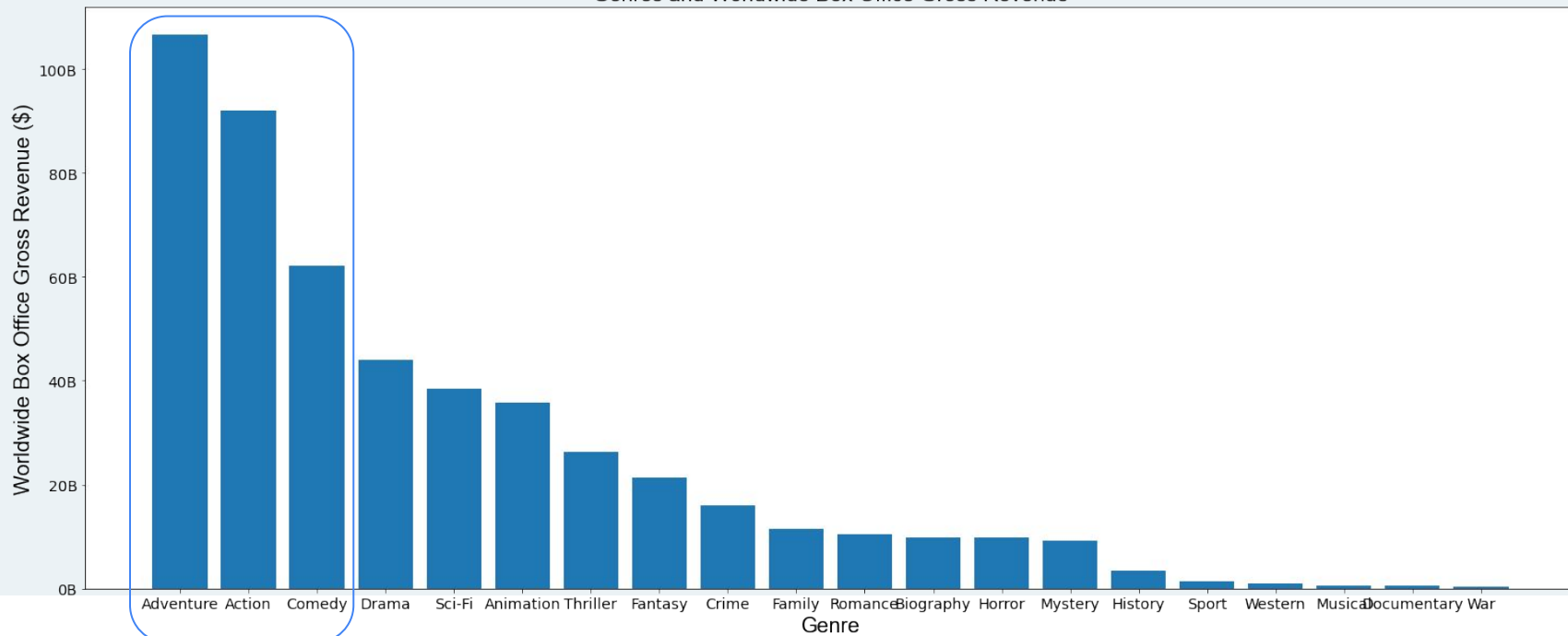
Number of Rows of Data	3,387	5,782	73,856
Start Year	2010	1915	2010
End Year	2018	2020	2019

## Successful Genres

### ■ The three top grossing genres recently:

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

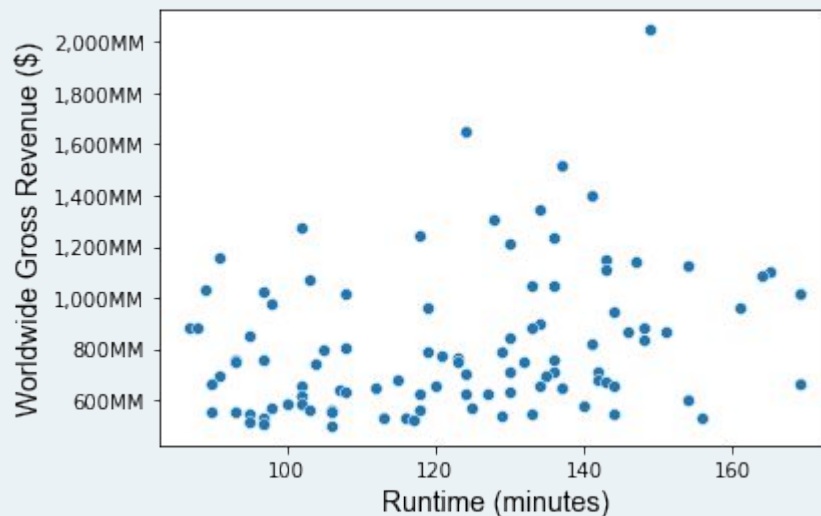
Genres and Worldwide Box Office Gross Revenue



## Targeted Runtime

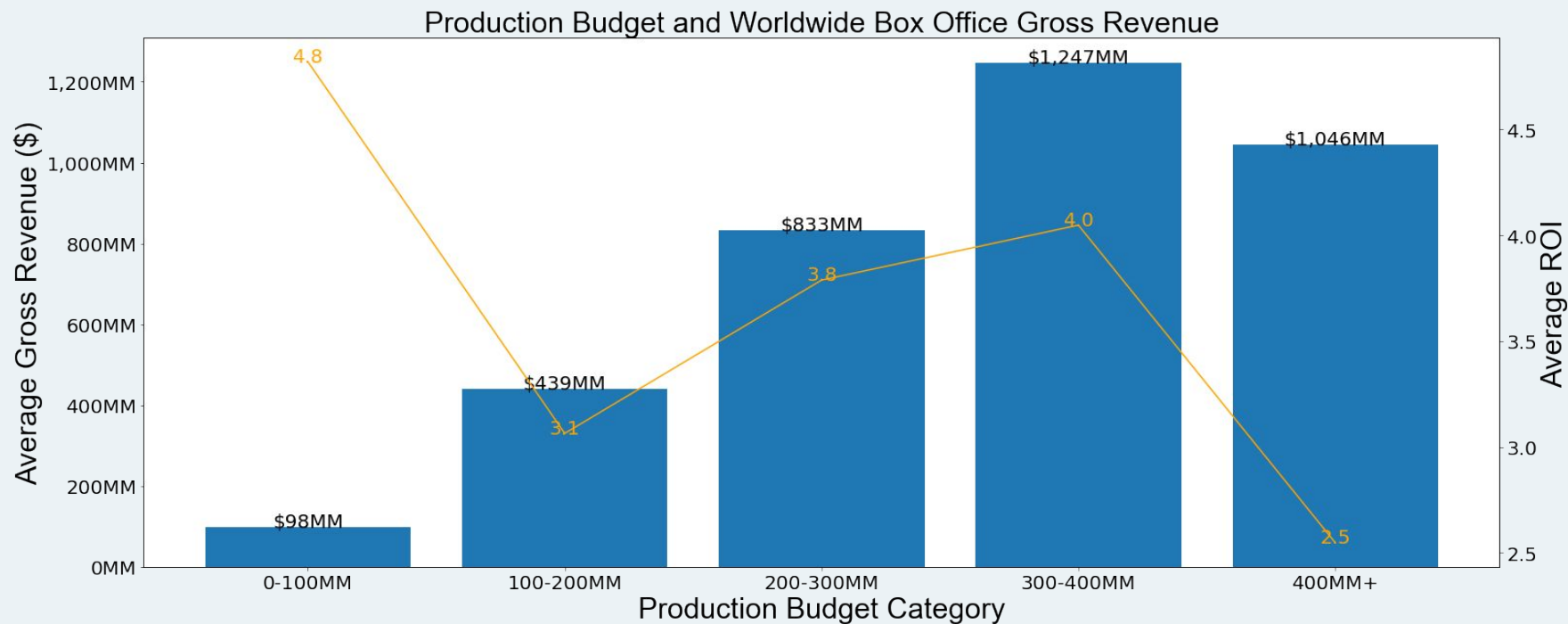
- Of the top 100 highest gross revenue films from 2010 to 2018:
  - Average runtime: 122 minutes
  - Shortest film: 87 minutes
  - Longest film: 169 minutes
  - Average gross revenue: \$817MM

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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