

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

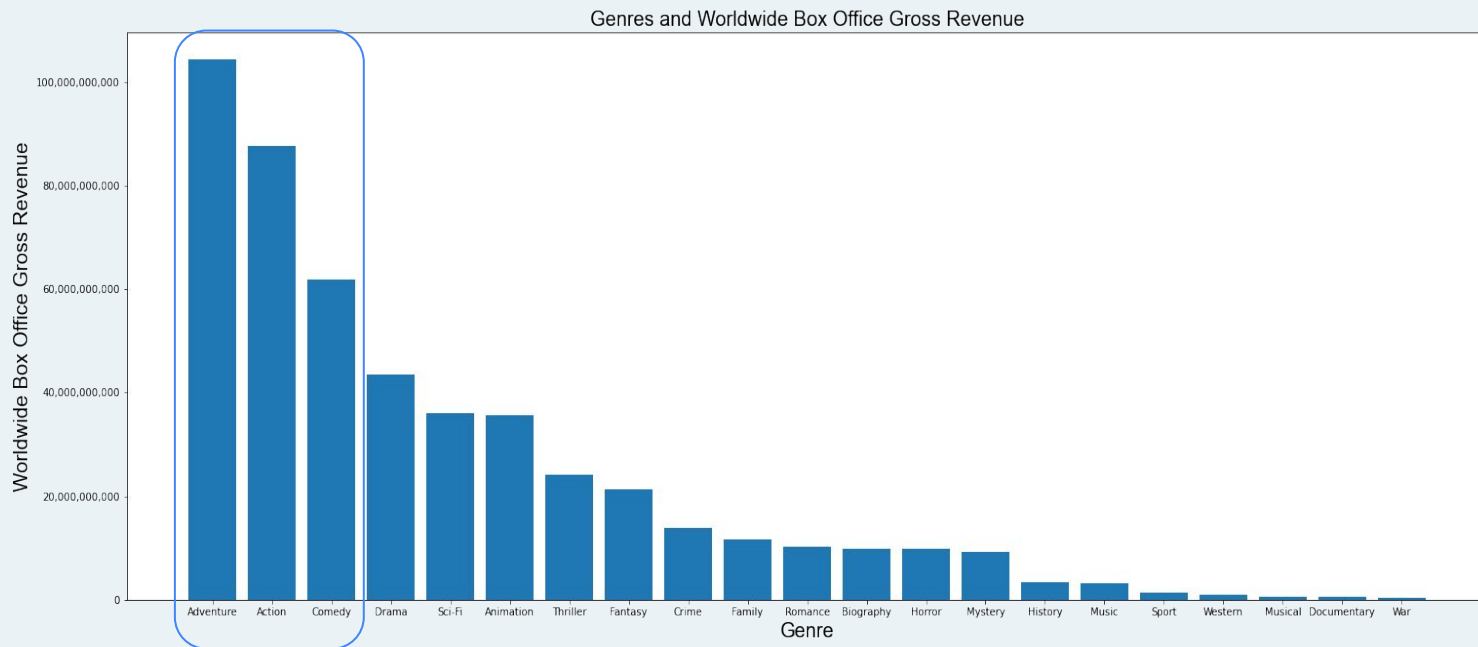
- Microsoft has an exciting opportunity to create original video content that can generate additional revenue
- As a new studio, we can look to see what has been successful at the box office recently and definite the key attributes to develop profitable content
- Key attributes:
 - Genre
 - Runtime
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

Data Sources

- Box Office Mojo:
 - Film
 - Year
 - Domestic Revenue
 - Foreign Revenue
- The Numbers
 - Film
 - Year
 - Production Budget
- IMDb: Internet Movie Database
 - Film
 - Year
 - Run time
 - Genres
 - Average Rating
 - Number of Votes

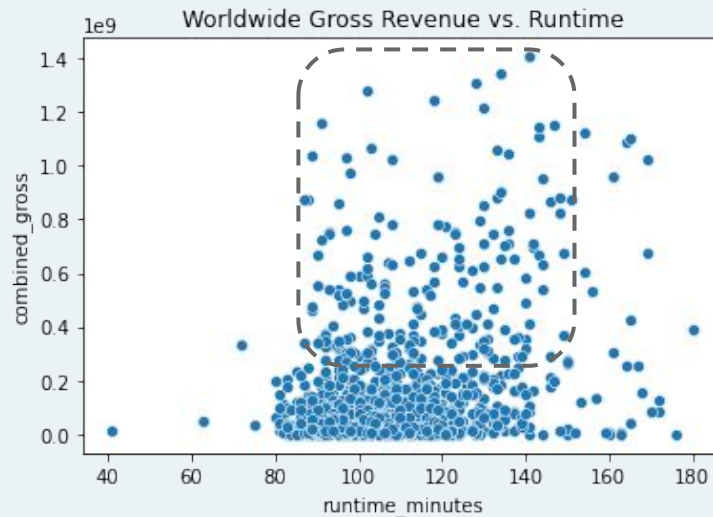
Successful Genres

- The three top grossing genres recently:
 - Adventure \$104B
 - Action \$87B
 - Comedy \$61B



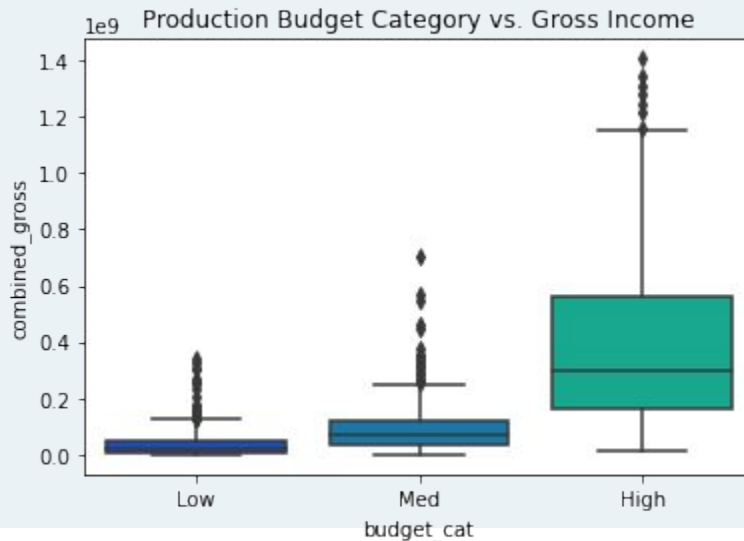
Targeted Runtime

- The highest grossing films generally have the following run time characteristics:
 - No less than 90 minutes
 - No more than 150 minutes
- Of the top 100 highest gross revenue films from 2010 to 2018:
 - Average runtime: 120 minutes
 - Shortest film: 87 minutes
 - Longest film: 169 minutes
 - Average gross revenue: \$775MM



Production Budget

- For maximum profit, the films with the highest Worldwide Gross Revenue had the highest production budgets
 - Average production budget: \$122MM
 - 25th percentile: \$70MM
 - 75th percentile: \$160MM
 - Average Worldwide Gross Revenue: \$394MM
 - 25th percentile: \$164MM
 - 75th percentile: \$560MM



Conclusion

- 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
- Recommended attributes:
 - **Genre:** Action, Adventure or Comedy
 - **Runtime:** Target 120 minutes, no less than 87 minutes and no more than 169 minutes
 - **Production Budget:** Target \$122MM production budget, expecting Gross Worldwide Revenue of \$394MM

Thank you

- Questions
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