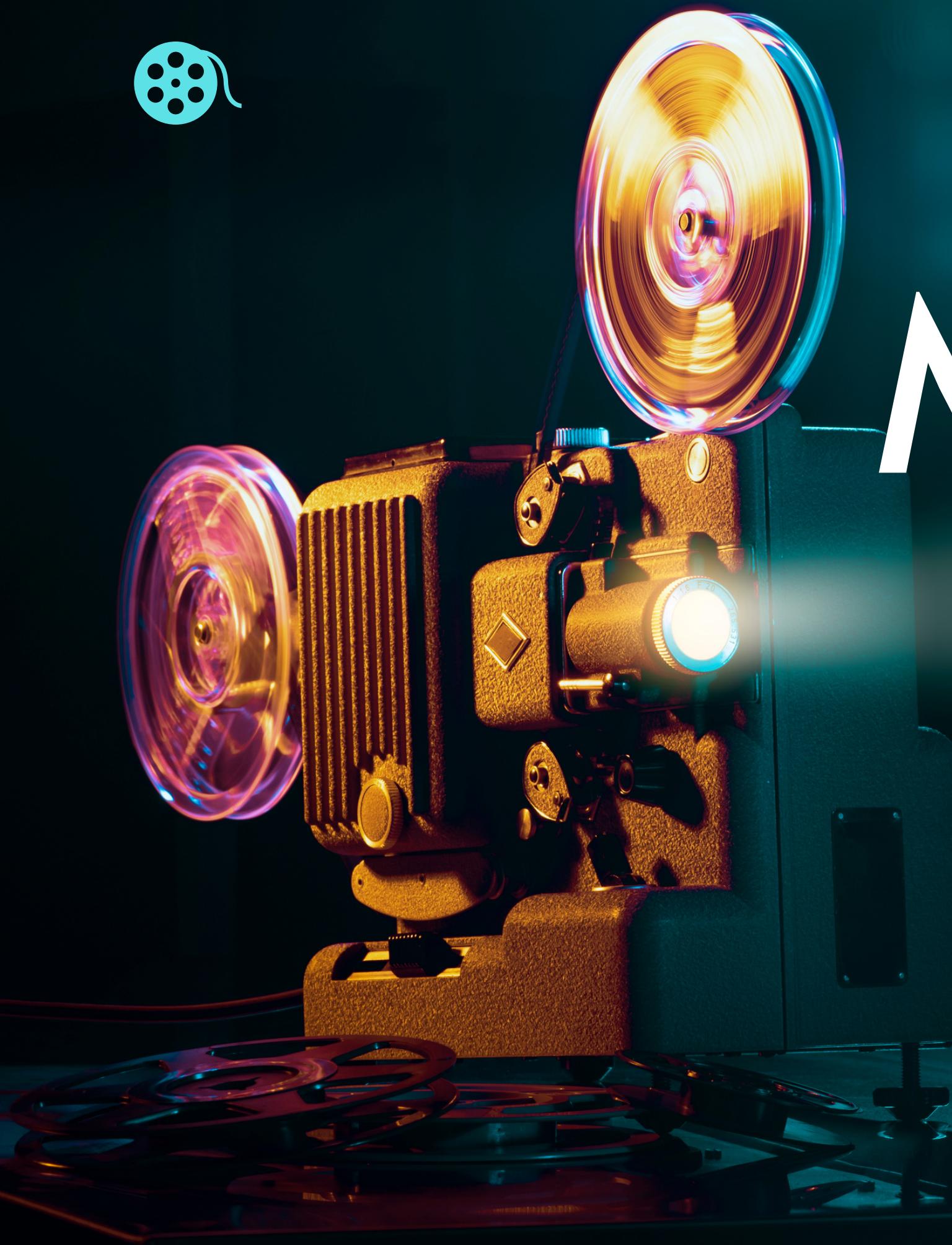




# MICROSOFT MOVIE STUDIO





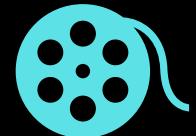
# FILM BUSINESS

- Movie business is extremely diverse owing to the many genres there are, not forgetting the joint-genres.
- It is, therefore, very necessary to venture into the business with as much insights as possible.
- I want to present a balanced approach that considers genre, movie runtime, domestic sales and average rating.



# BUSINESS UNDERSTANDING

- The goal for any business is to make profits. For this particular business, it would be to make profits and make successful movies.
- Given that, generally, a greater number of films generate profits rather than losses. Our exploration of the data will delve into this aspect to uncover strategies for achieving consistent profitability in the movie industry.
- Making informed choices based on factors such as audience preferences, market trends, and potential profitability will significantly impact how well the studio is received right from the start.



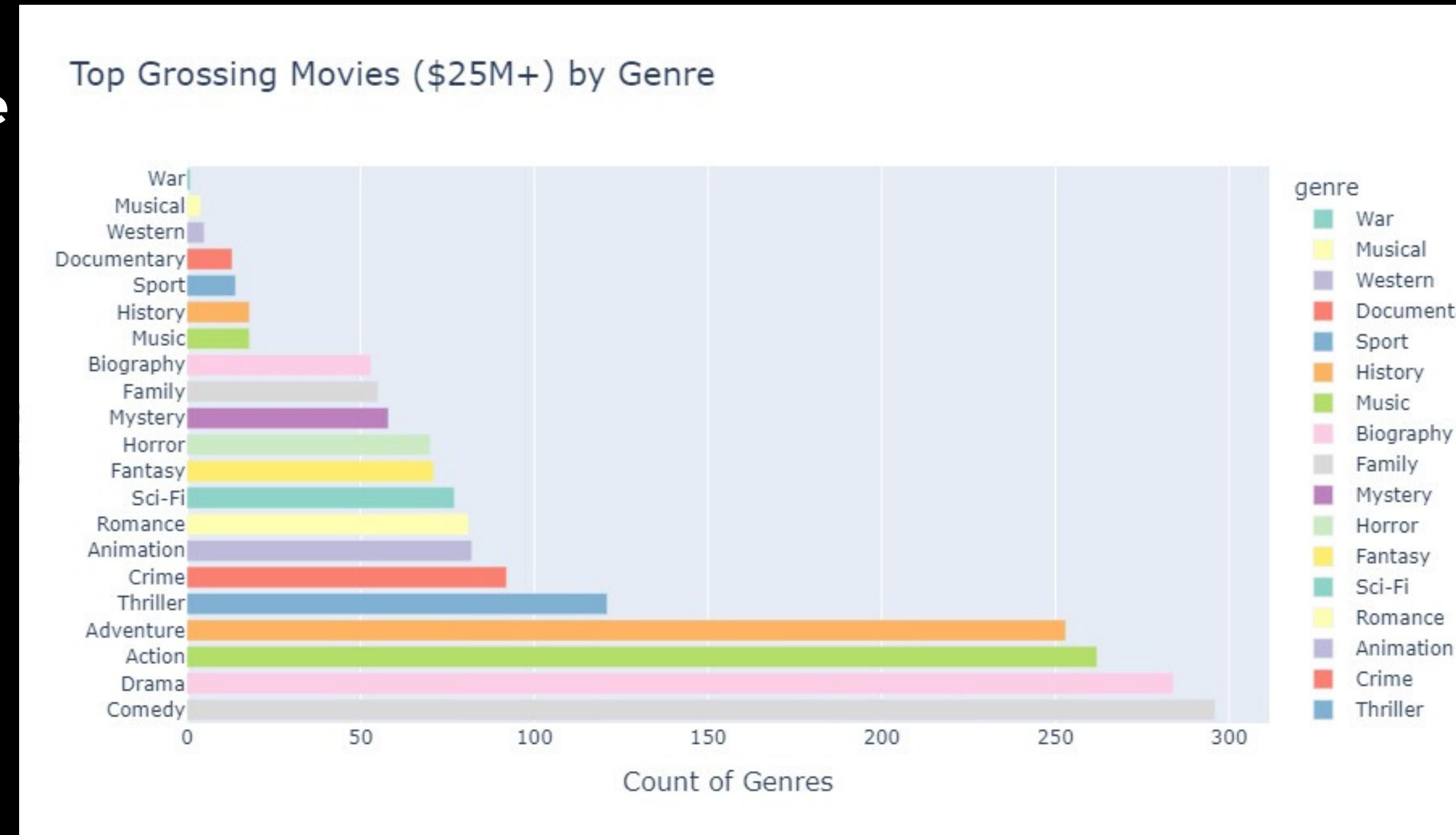
# DATA UNDERSTANDING

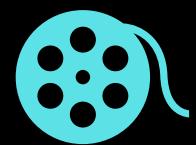
## 1. Top Grossing Movie by Genre

The data from the review companies suggests a number of things. Here we have a list of the top genres that made the highest amount of money.

We see that the genres that made the highest numbers are: Comedy, Drama, Action, and Adventure genres respectively.

This would mean that Microsoft should prioritize producing movies among these to ensure high sales.

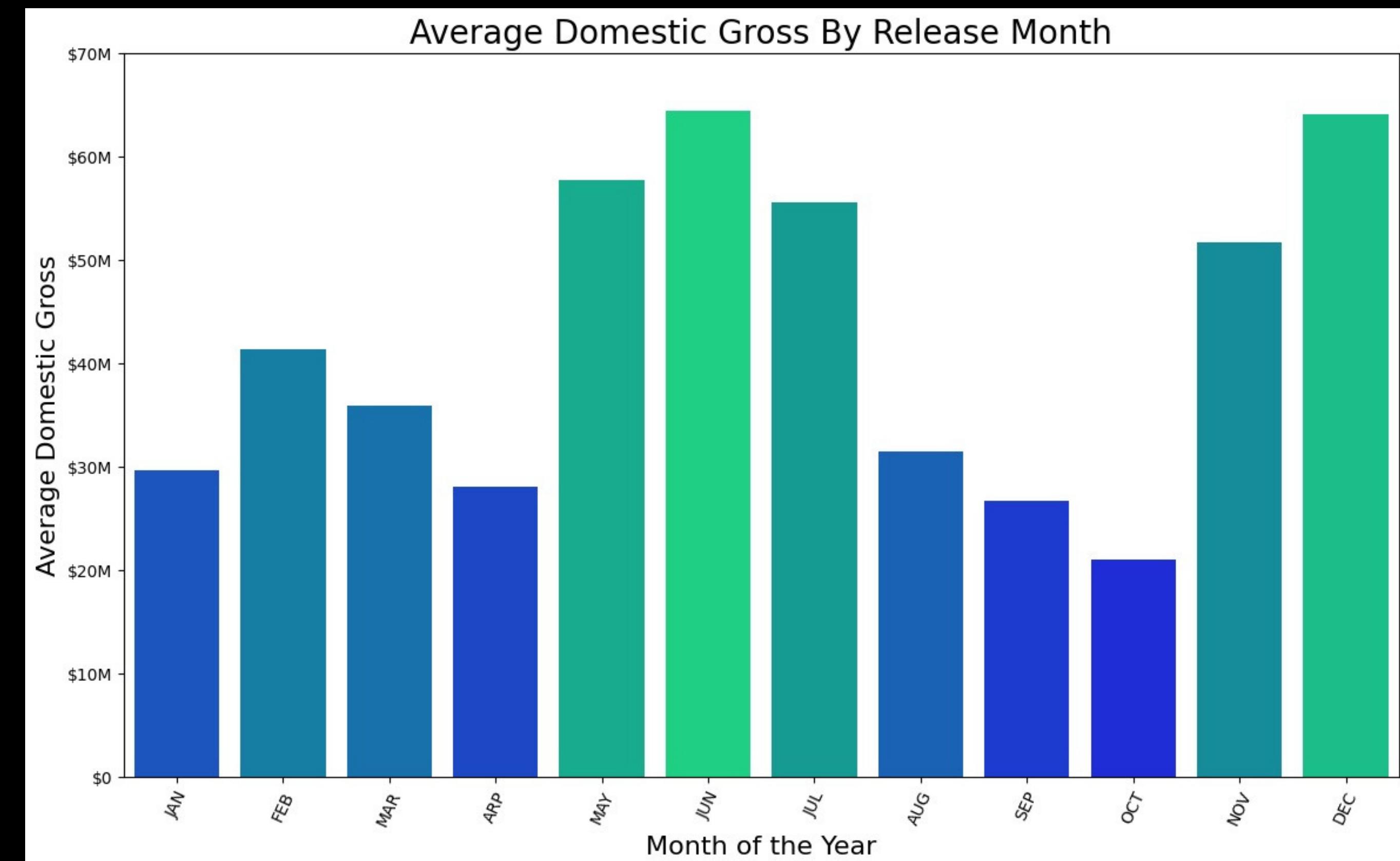


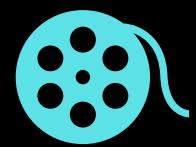


## 2. Average Domestic gross based on Release Month

We observe that the months with the highest movie sales are June and December. This can be interpreted as follows:

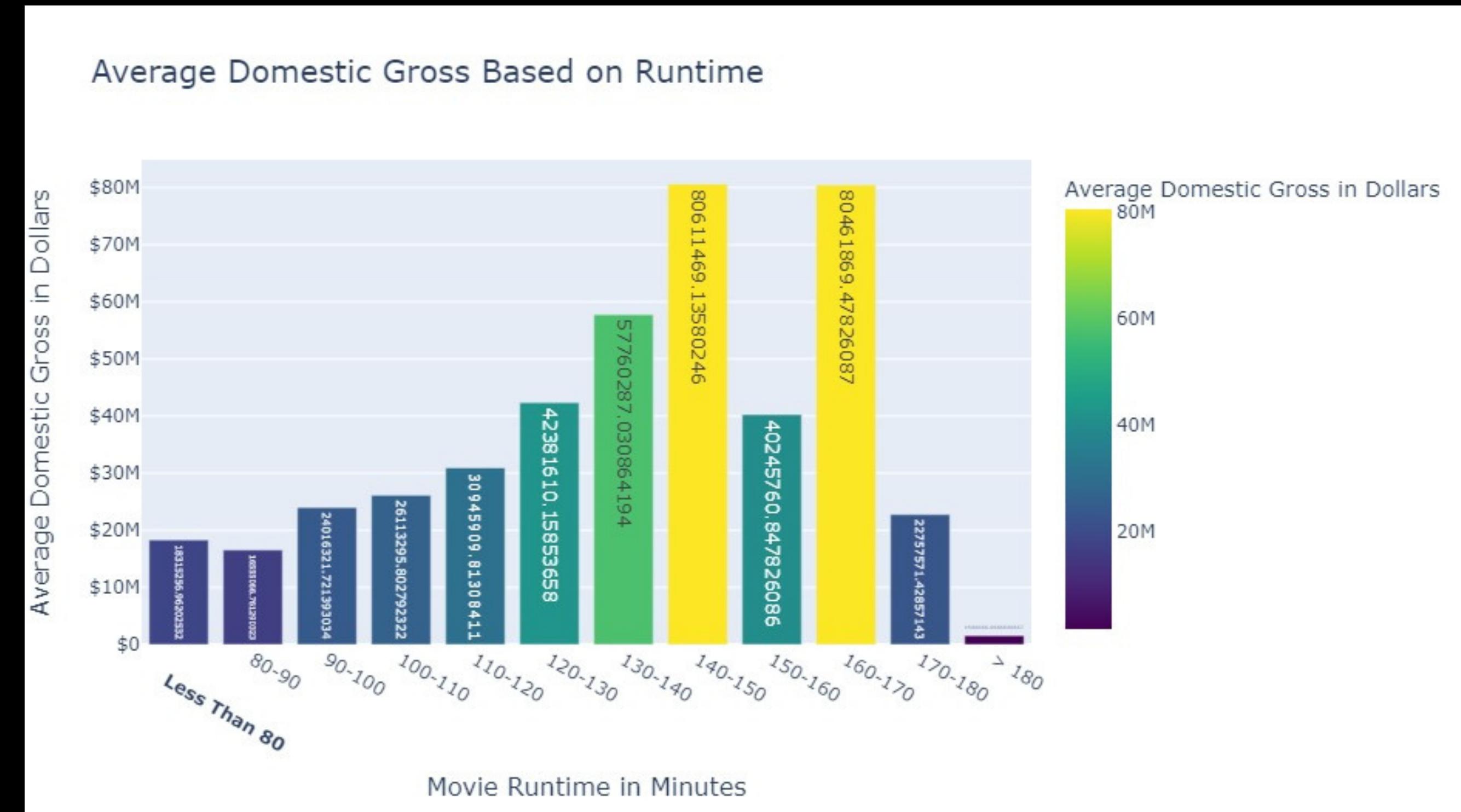
- Seasonal Variation: There's a clear seasonal pattern in movie sales, with noticeable spikes in June and December.
- Consumer Behavior: During June, the increase in sales might be influenced by factors like summer vacations prompting individuals to engage in indoor entertainment options like movie-watching.

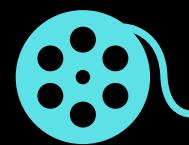




### 3. Domestic gross based on Movie Runtime

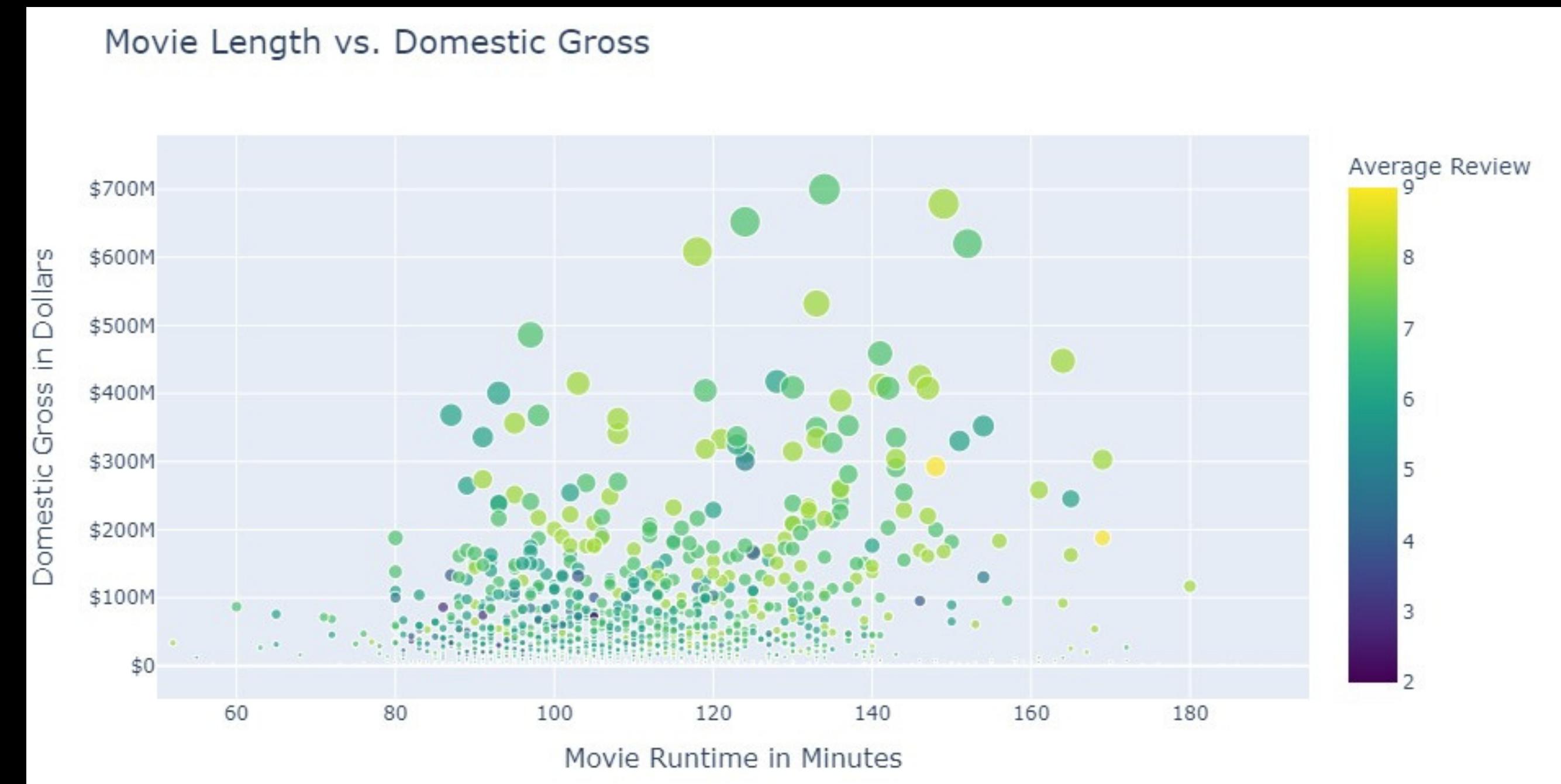
- We observe that the runtime minute range with highest sales were 140-150 and 160-170
- Interesting to note that there is a sharp decline in movies with a runtime of 150 to 160
- From this information, we can effectively determine the runtime minutes for the movies to be produced.





## 4. Domestic gross based on Movie Runtime (considering review rating)

- We see that movies with a runtime ranging from 100 to 120 minutes seem to exhibit a noticeable increase in domestic gross compared to those with a runtime between 80 and 100 minutes.
- This trend appears to continue with movies in the 120 to 140-minute range surpassing those in the 100 to 120-minute range, and again with the 140 to 160-minute range surpassing the 120 to 140-minute range.
- However, once movies exceed a runtime of 160 minutes, there appears to be a decline in domestic gross.





# RECOMMENDATIONS

1. Target June and December for Movie Releases this can be a strategic approach to leverage the observed high sales in these months.
2. Prioritize Longer Movie Runtimes: Focus on producing movies with runtimes in the range of 140-150 and 160-170 minutes as they seem to have a higher sales potential.
3. Considering the data's insight into optimal movie runtime and audience preference for films between 100-120 minutes, it is advisable for the studio to focus on creating movies within this duration range.
4. Focus on Popular Genres: Invest in movie genres that have historically shown to gross the highest amounts.





# CONCLUSIONS

1. Genre Importance: The genre of a movie significantly influences its commercial success.
2. Seasonal Impact: Release months play a critical role in the domestic gross of films, with summer and winter being peak times for the movie business.
3. Runtime and Revenue Correlation: Longer movies (particularly in the 140-170 minute range) have shown higher domestic gross figures, suggesting audience preference for comprehensive storytelling.
4. Balancing Runtime with Quality: While longer movies have the potential for higher sales, it's essential to maintain quality. A moderate runtime of 100-120 minutes with good reviews can still achieve substantial domestic gross.



A close-up photograph of a motorcycle's front end, focusing on the engine, handlebars, and front wheel. The image has a dark, moody tone with a teal overlay.

THANK YOU