

“REACH FOR THE SKY”

TAYLOR MORTON



(Young 2017)

Box office

Budget

\$30,000,000 (estimated)

Opening weekend US & Canada

\$29,140,617 · Nov 26, 1995

Gross US & Canada

\$223,225,679

Gross worldwide

\$394,436,586



(Mashable 2019)

TOY STORY (1995)

BUSINESS PROBLEM

Microsoft is one of the oldest leaders in technology and innovation, who is looking for new areas of profit and budding creativity. The Microsoft team is more than capable of capturing the film world in the future. With this leading edge, I will recommend how Microsoft can also "Reach for the Sky" and get the most out of their new film production company.

RESEARCH QUESTIONS

Which release dates (months of the year) would I recommend to Microsoft for their new films?

What genres of movies make the highest domestic gross income?

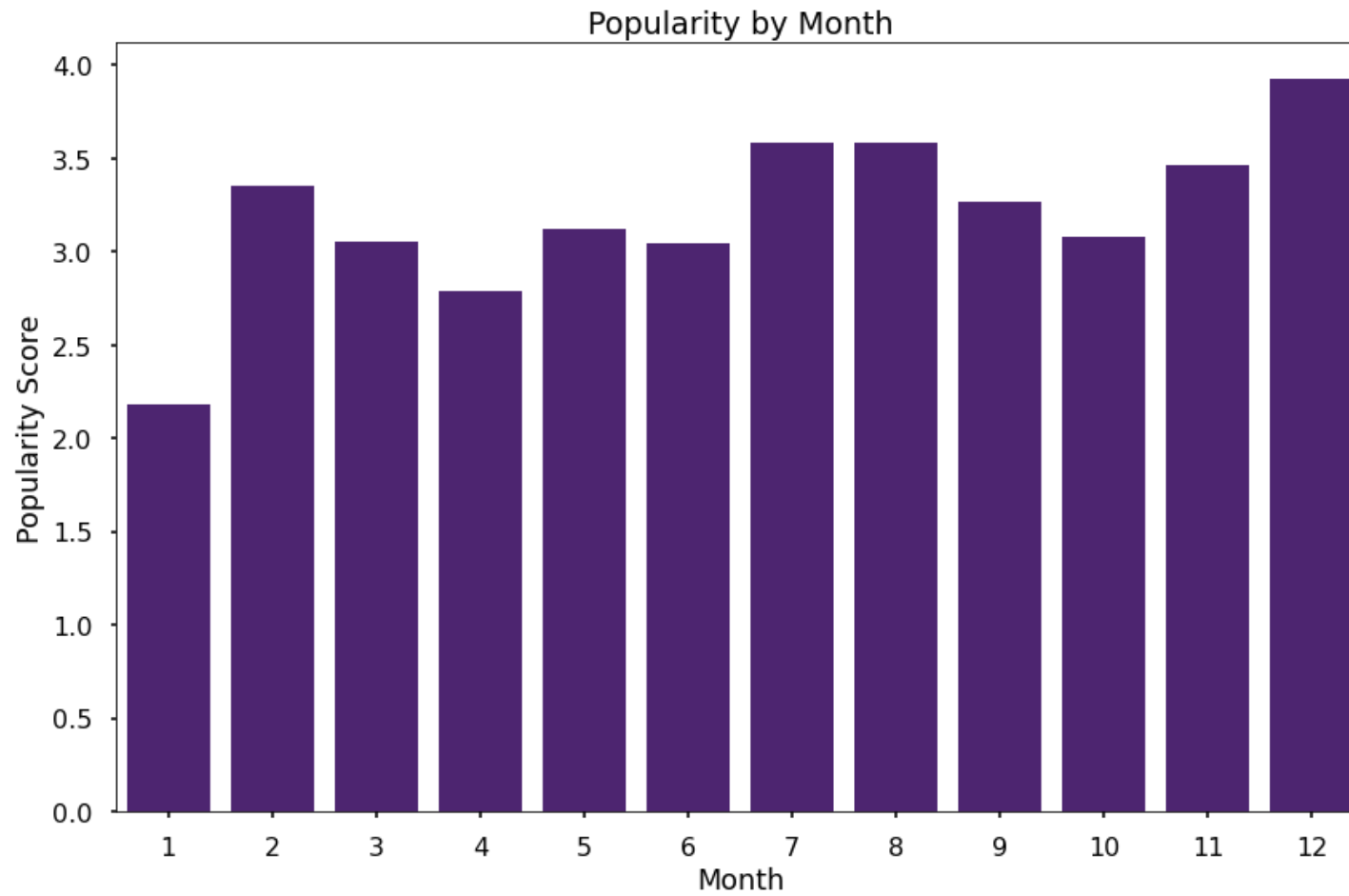
Which studios should Microsoft further study to get a better understanding of what movies to produce?
(comparing studio to domestic gross income)

DATA UNDERSTANDING

- IMDB based csv files were used to narrow down four variables for upcoming movies: release dates, domestic gross, studios, and genres
- The data provided represents movie genres, gross, budgets, and titles, but includes many other csv files and variables

DATA ANALYSIS – RELEASE DATE AND POPULARITY

1. Retrieved information on what columns exist currently in the csv file
2. The 'release date' column was useful information considering that month of release is most useful to a production company
3. Retrieved the most frequent month that movies were released (January) using mode
4. Grouped my data by month, to get a clearer understanding of how the month of release date intersects with popularity

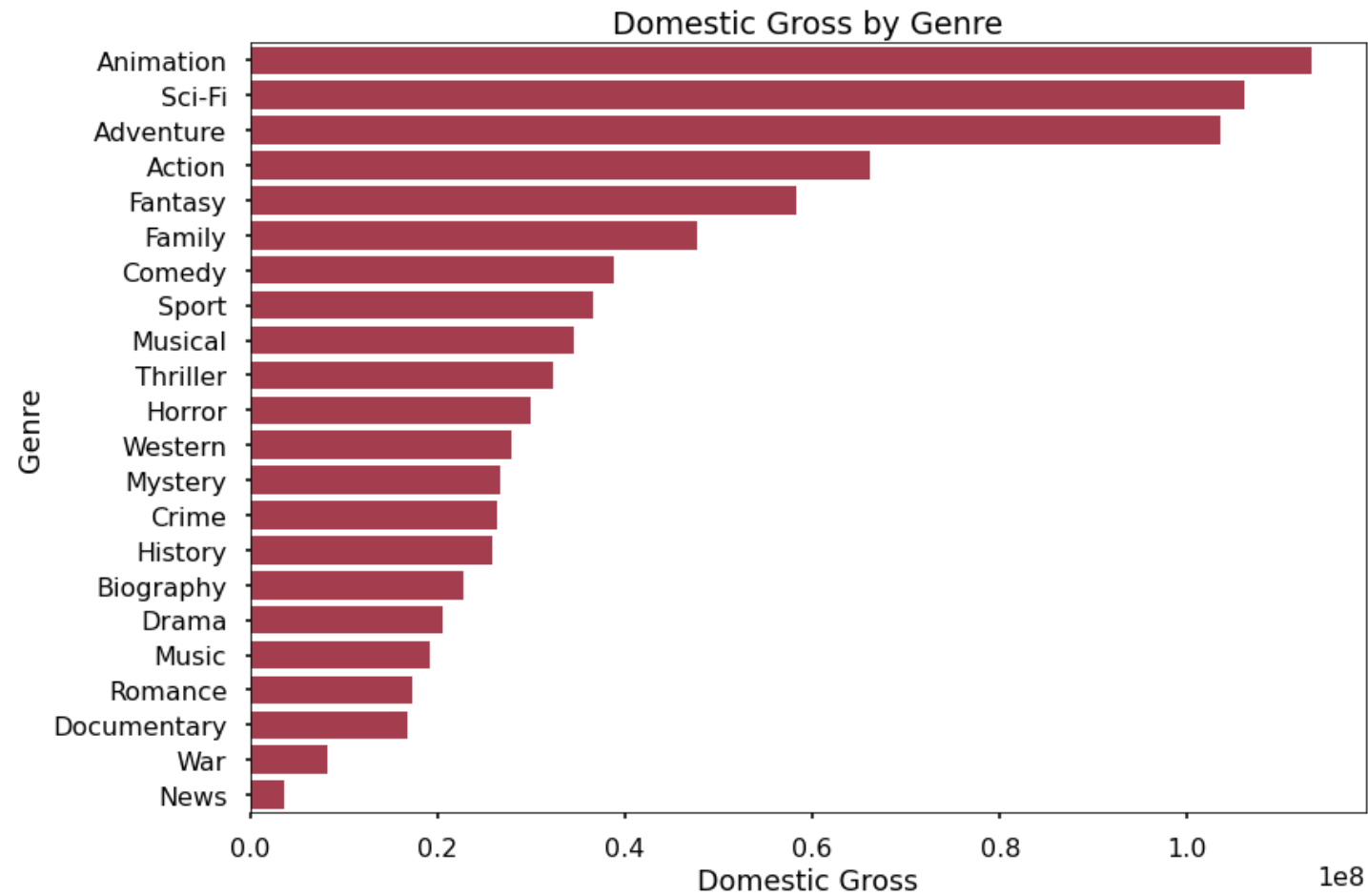


POPULARITY
BY MONTH

DATA ANALYSIS – STUDIOS AND DOMESTIC GROSS INCOME

1. Retrieved information on what information exist currently in the csv file
2. Imported the title basics csv
3. Joined the gross csv and title csv
4. Grouped the joined csv files by studio and sorted by domestic gross

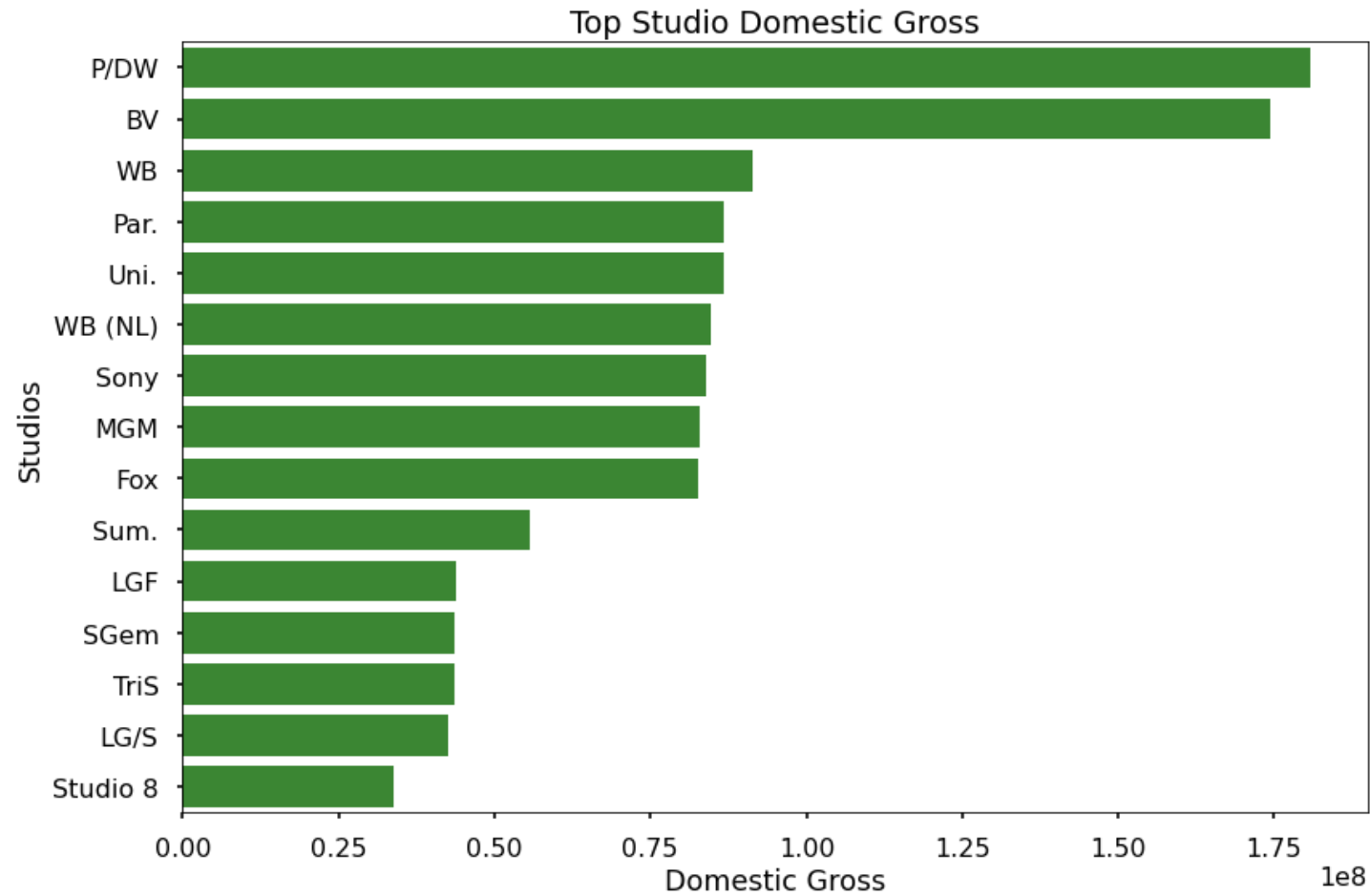
DOMESTIC GROSS OF TOP FILM STUDIOS



DATA ANALYSIS – GENRE AND DOMESTIC GROSS INCOME

1. Retrieved information on what information exist currently in the csv file
2. Imported the title basics csv
3. Joined the gross csv and title csv
4. Grouped the joined csv files by genre and sorted by domestic gross

DOMESTIC GROSS BY GENRE



RECOMMENDATIONS

The Microsoft film release should take place in either **July, August, or December**.

Animation is the top genre recommendation for Microsoft's first film, however **sci-fi** and **adventure** could also be profitable.

Microsoft should follow a model similar to **Paramount/ Warner Brothers studios** who have brought in the highest domestic gross from their films

LIMITATIONS AND FUTURE ANALYSIS

- The limitations of this research center around not including the foreign gross from these films, and factoring in the production budget for these films.
- Future analysis should include a larger analysis on foreign gross, domestic gross, production budget, and return on income that each film in these data set has brought in.

THANK YOU

- Email: mortt802@newschool.edu
- GitHub: [morty802](https://github.com/morty802)
- LinkedIn: [linkedin.com/in/taylormorton12/](https://www.linkedin.com/in/taylormorton12/)

