

A person wearing a black cap and glasses is sleeping in a movie theater. They are holding a large cup of popcorn. The theater has red seats and yellow lights along the aisle. The background is dark with some colorful light streaks.

Microsoft Movies Analysis

MOSES KIGO • NOV 2023

Background

Since the early 1900s, when specialized cinema theaters first appeared, motion pictures have been an integral part of contemporary culture. It is anticipated that box office receipts worldwide would rise rapidly in the upcoming years.

Making a movie is a difficult process with many steps and obstacles. The cost of production is high up front, and there is a significant wait before any returns appear. Consequently, making a movie is a dangerous endeavor because it is difficult to predict whether a film will be financially successful or not. This is particularly problematic for high-end films because there's a lot of money on the line.

There are five significant phases in the making of a movie:

- Development
- Pre-production
- Production
- Post-production
- Distribution

The Process

FILMS

Genres

Musical

horror

designer

director

make-up artist

western

stunt person

travels

Comedy

choreographer

actor/actress

making the costumes

humorous

violent

STOP

sad

Adjectives describing

editing the film

hiring the actors

writing the screenplay

building the set

A black and white photograph of the Hollywood sign on a hill. Several bright spotlights are shining down on the sign from the top left, creating a dramatic effect. The sign is large and made of white letters. The hill is covered in dark, dense vegetation.

Business Problem

- Microsoft sees all the big companies creating original video content and they want to get in on the lights, camera, action, and the money they can make from the industry.
- They have decided to create a new movie studio, but they do not know anything about creating movies.
- We will explore what types of films are currently doing the best at the box office.
- The findings will be translated into actionable insights that the head of Microsoft's new movie studio can use to help decide what type of films to create.



Data sets used

- bom.movie_gross
- title.basics
- title.basics
- ▶▶▶ title.ratings
- tn.movie_budgets
- rt.movie_info
- rt.movie_info
- rt.reviews
- tmdb.movies
- genres



Methodology

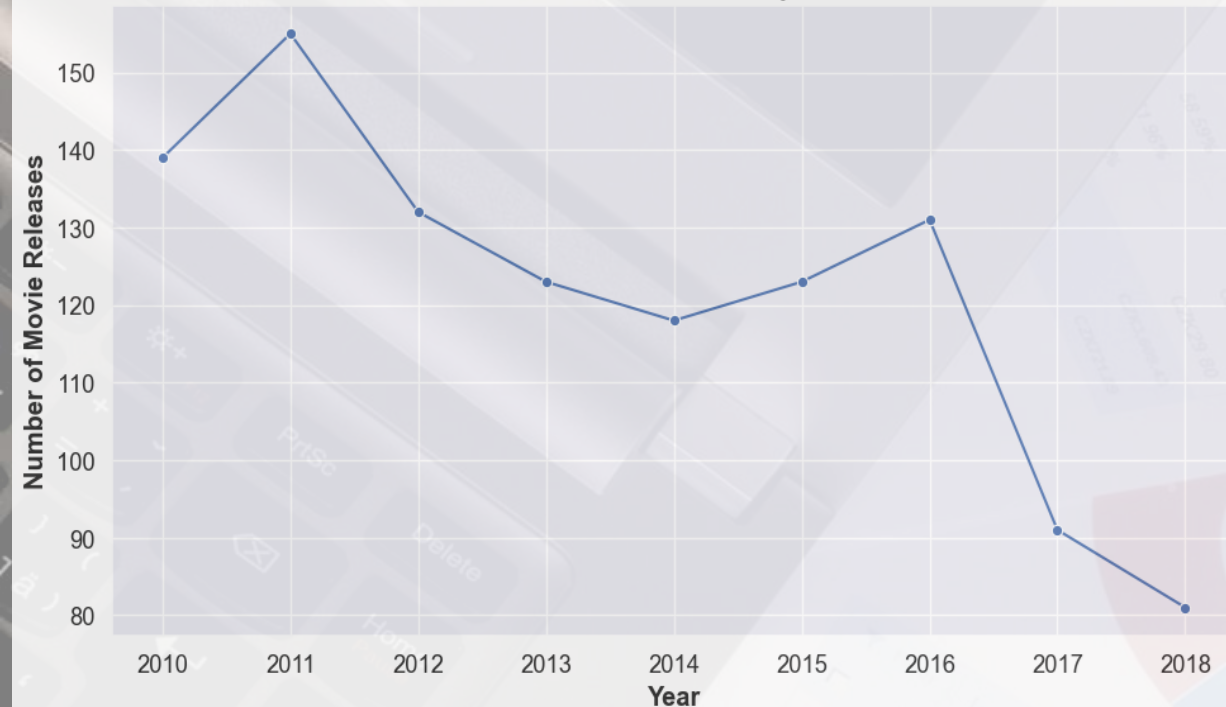
- Exploratory Data Analysis (EDA) for trends and correlation to provide key insights into the movie industry and identify entry strategies for Microsoft.

RESULTS

Releases

There has been a downward trend in the number of movies released in 9 years between 2010 and 2018.

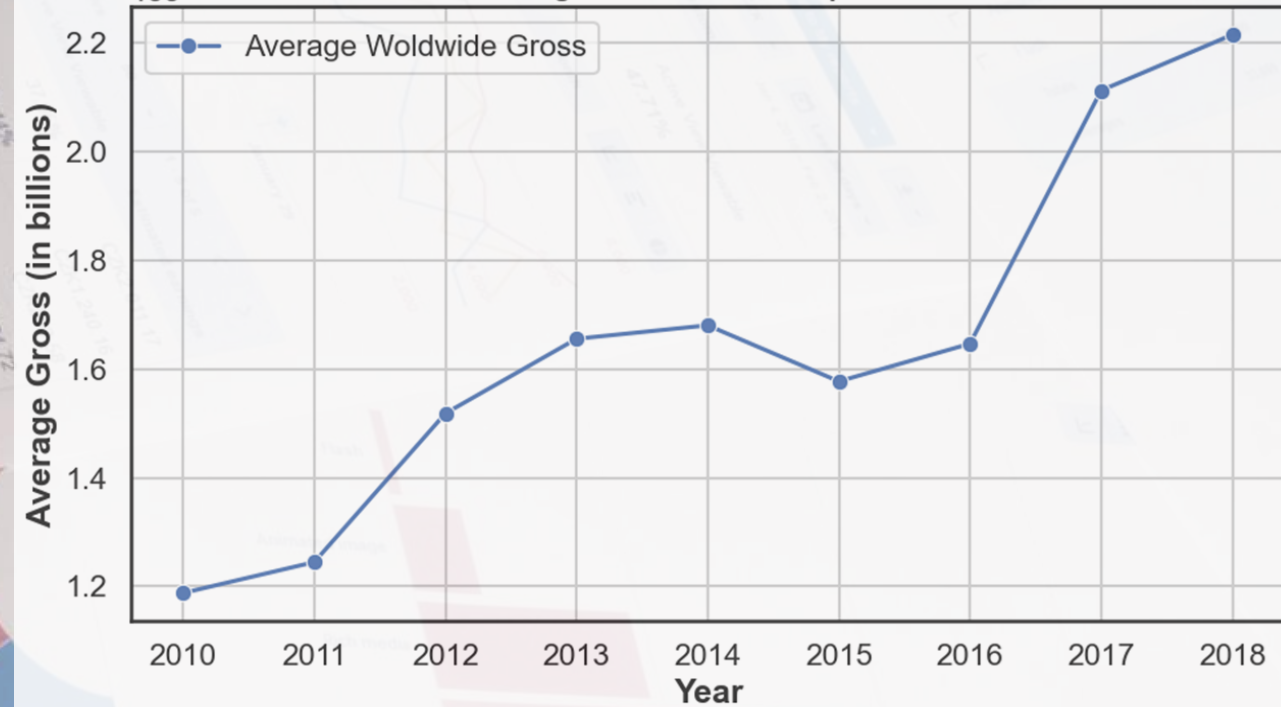
Trend of Movie Releases per Year



Gross income

However, the movies released have had a significant increase in worldwide box office sales over the same period.

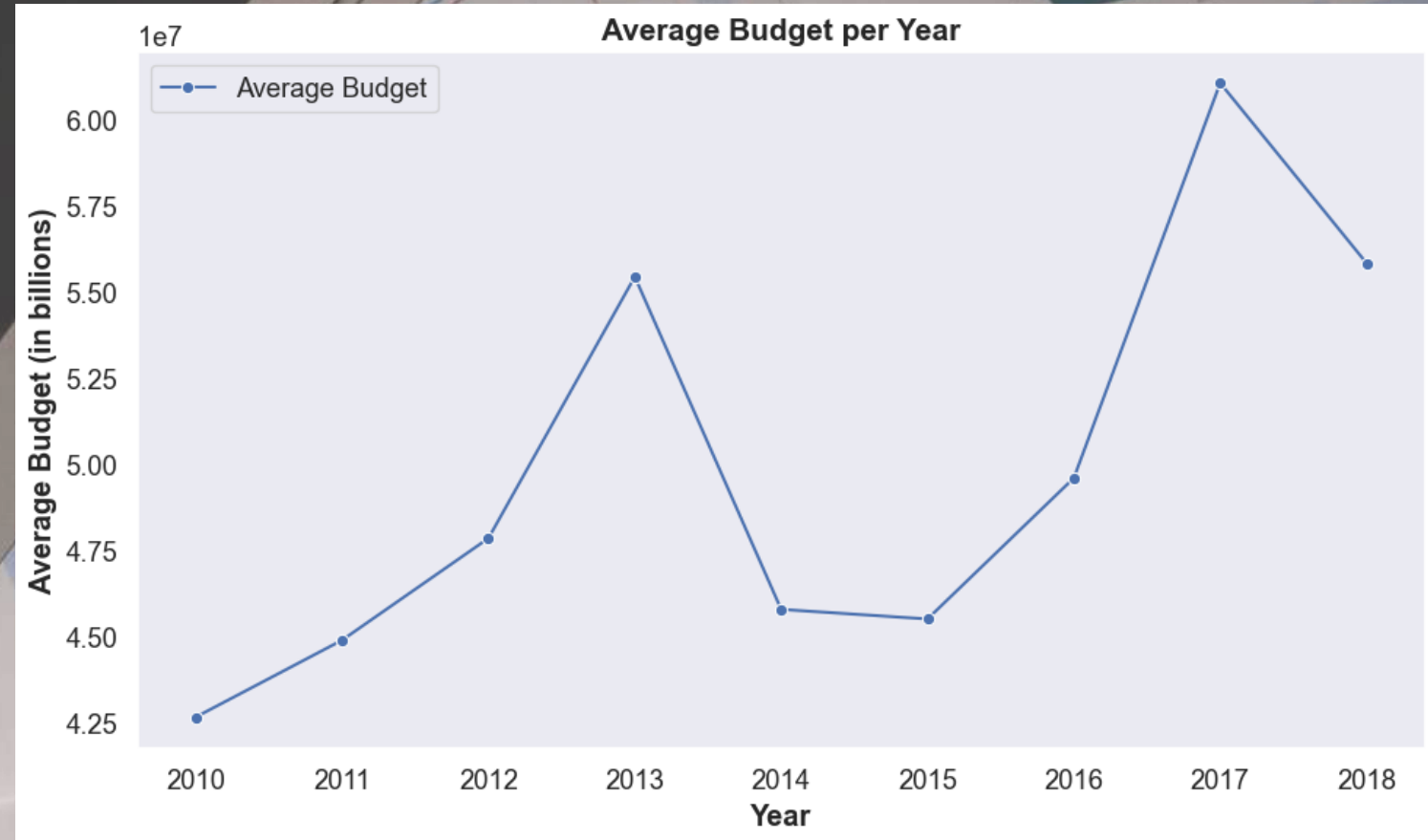
Average Worldwide Gross per Year



Results

Budget

Production budgets have been on the raise for the years researched

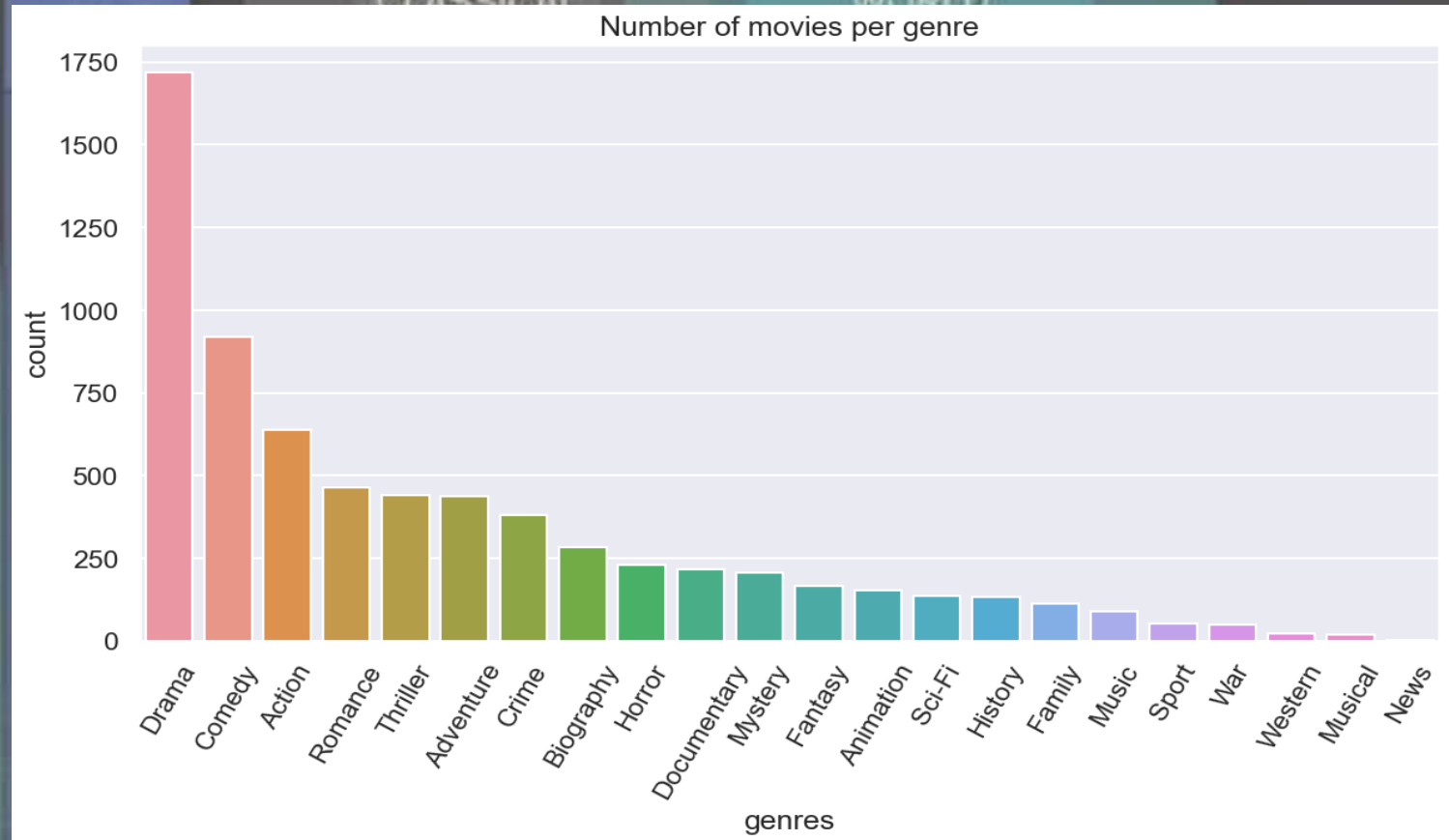


Results

Movie Genres

The most popular genres are

- Drama
- Comedy
- Action
- Romance
- Thriller

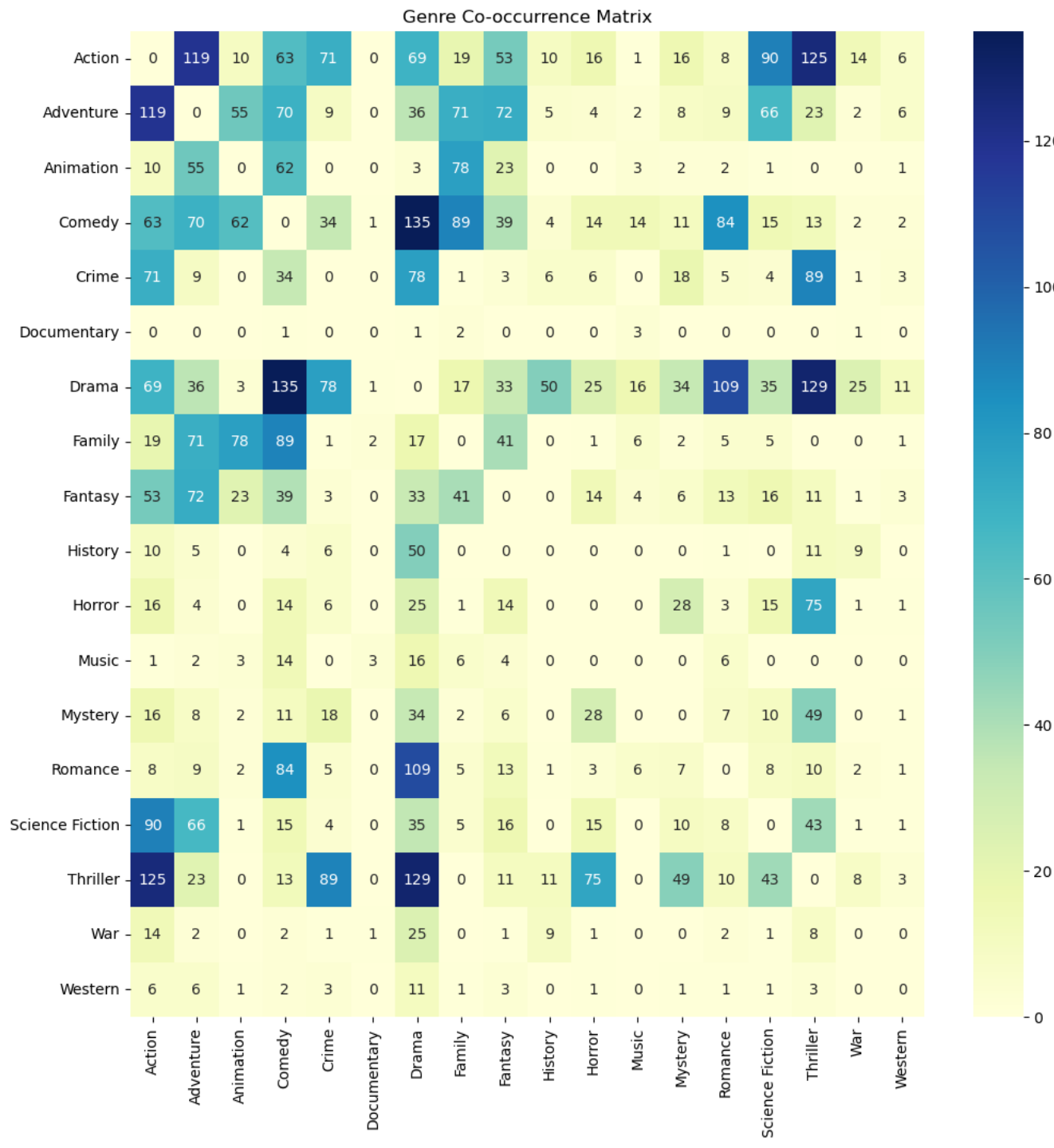


Results

Genre Combos

Heat mapped Genre combinations

- Comedy/Drama
- Thriller/Drama
- Thriller/Action
- Action/Adventure

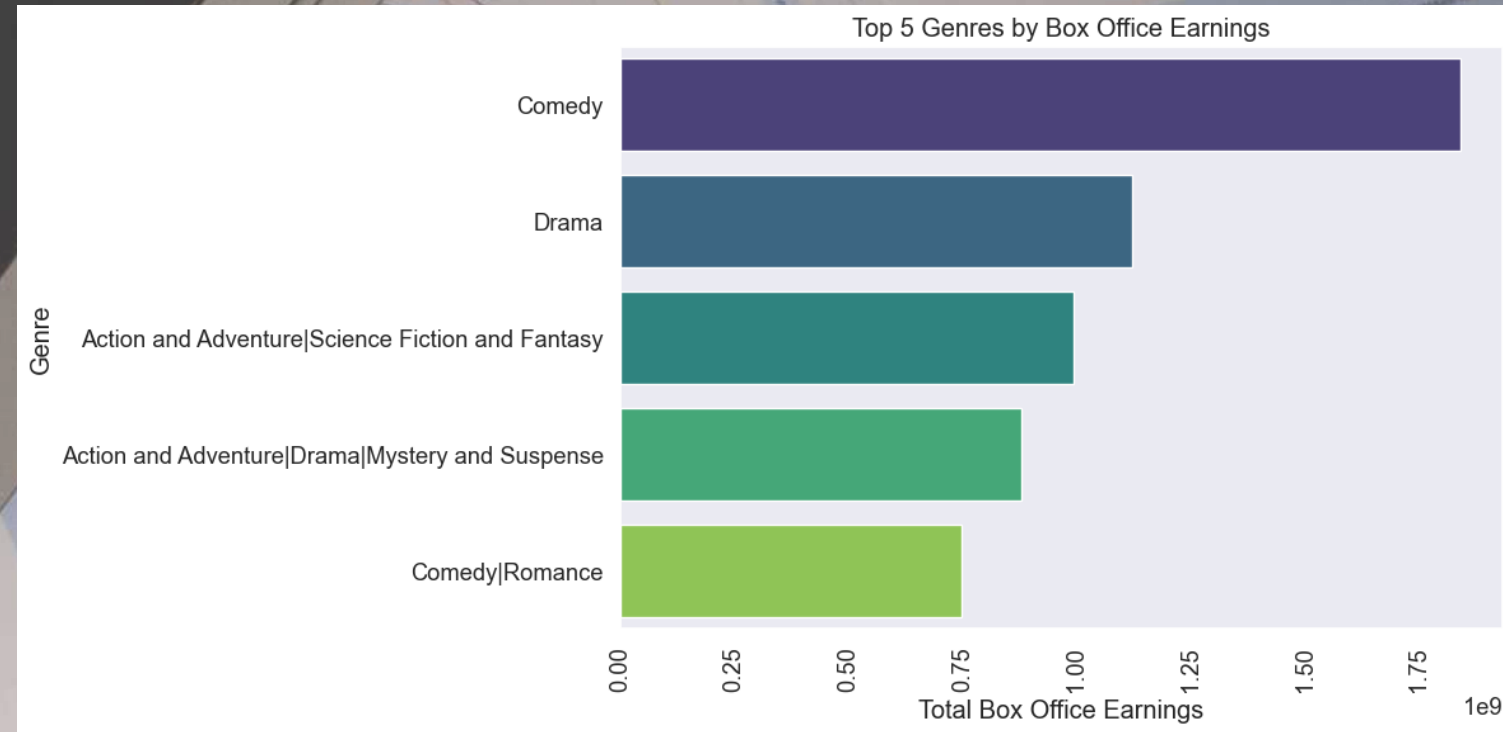


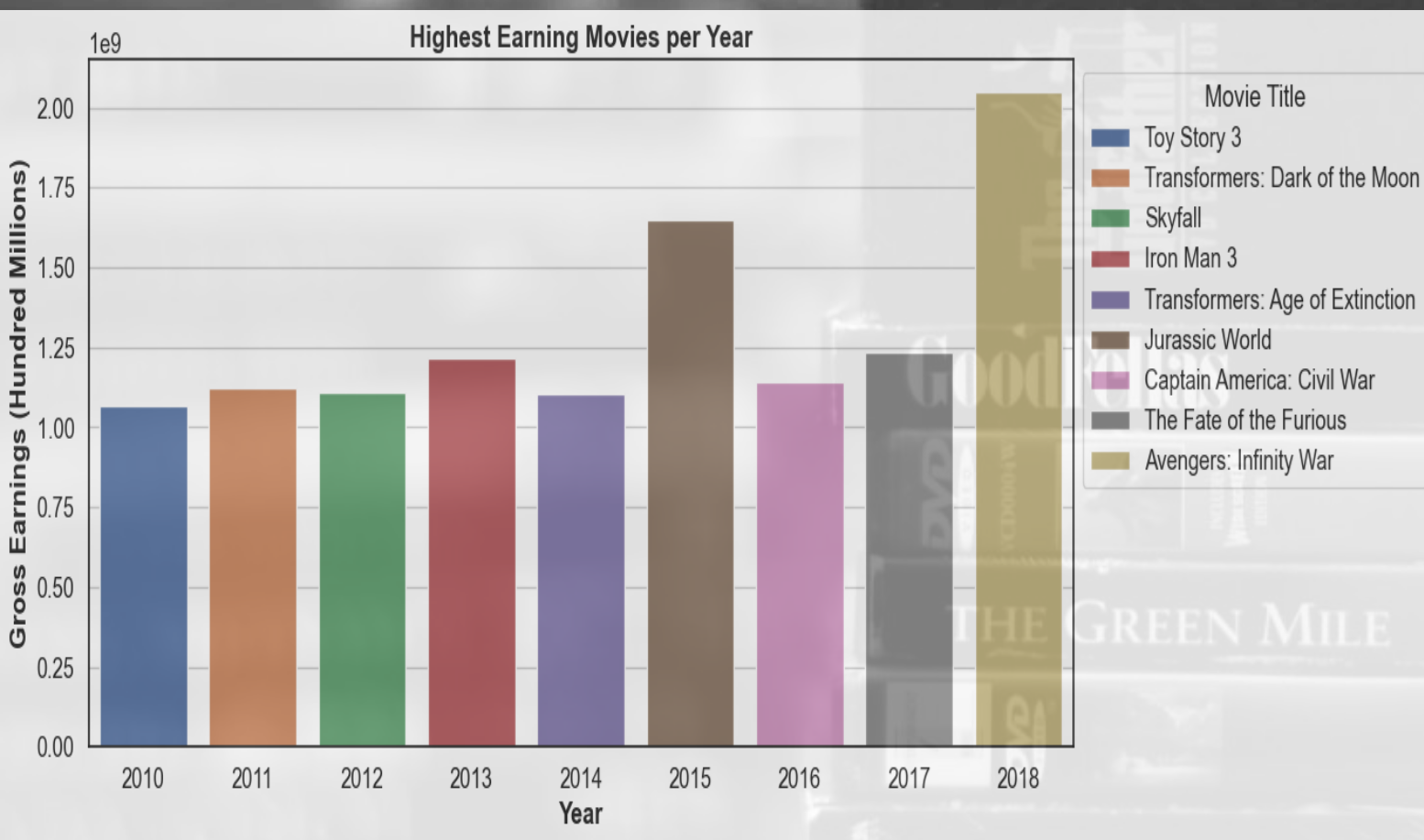
Results

Genre Performance

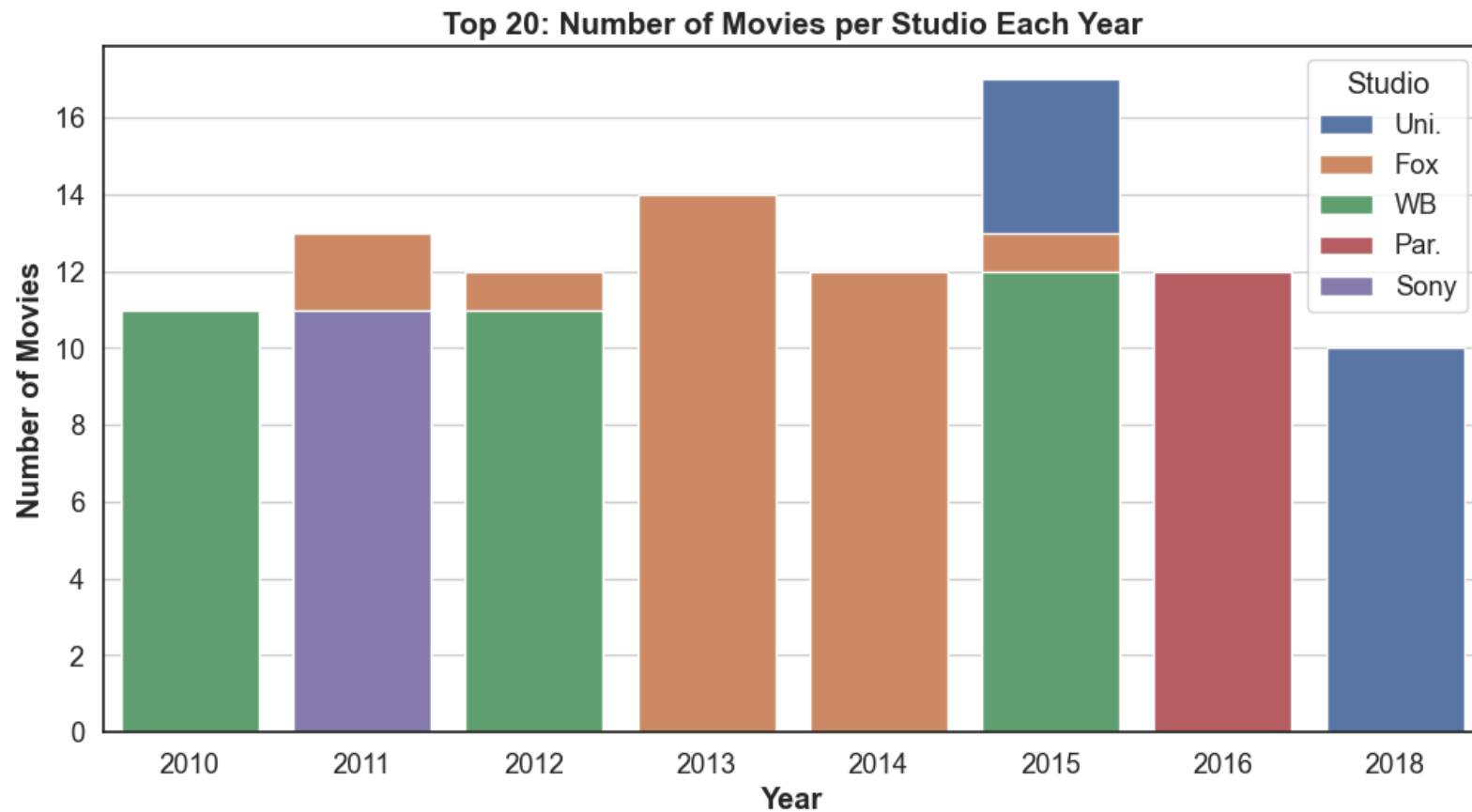
The most successful genre combinations

- Comedy
- Drama
- Action and Adventure
- Science Fiction and Fantasy
- Mystery and Suspense (Thriller)
- Comedy and Romance





Highest Grossing Titles Yearly



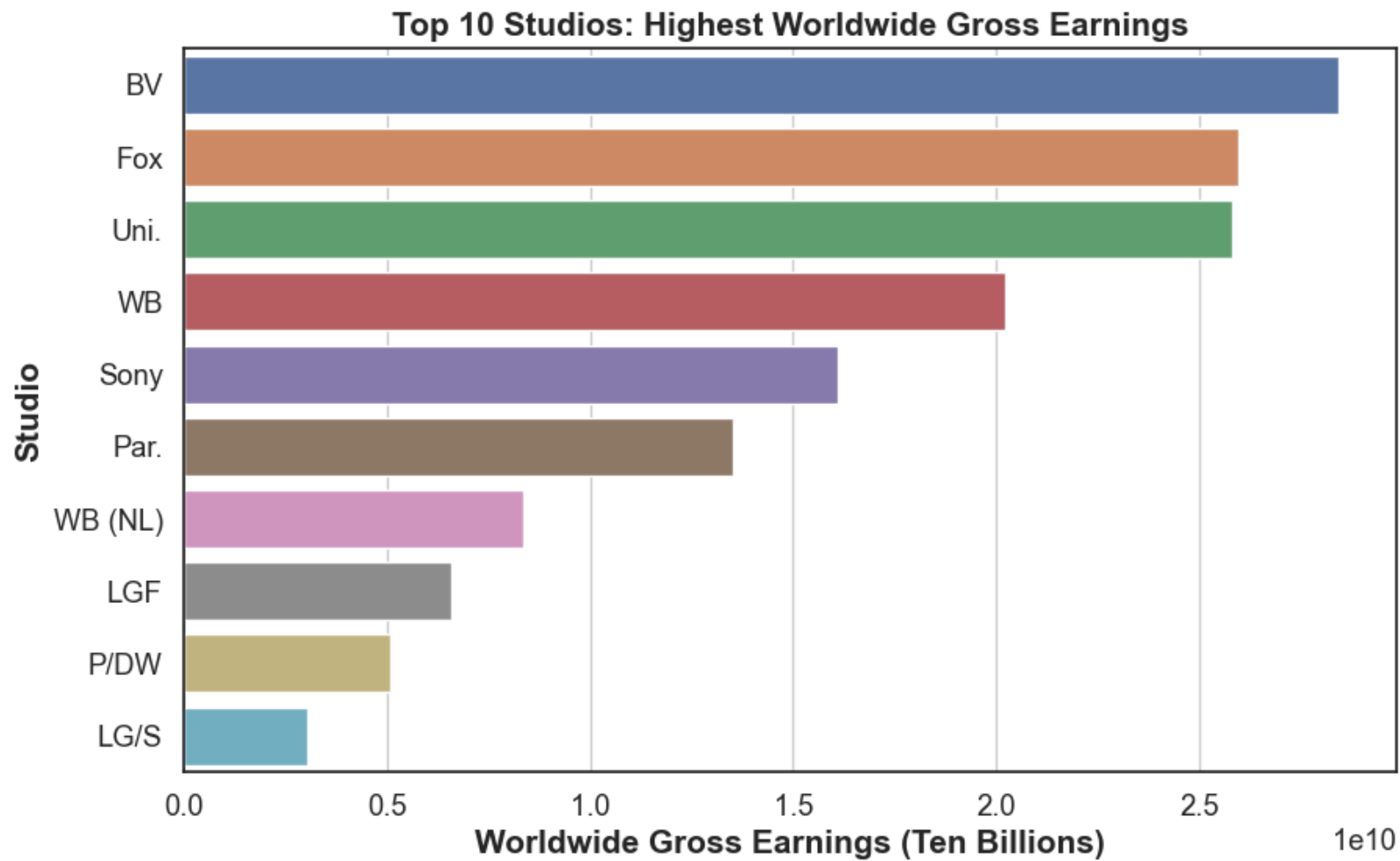
Studios

Competitor analysis for studio releases.



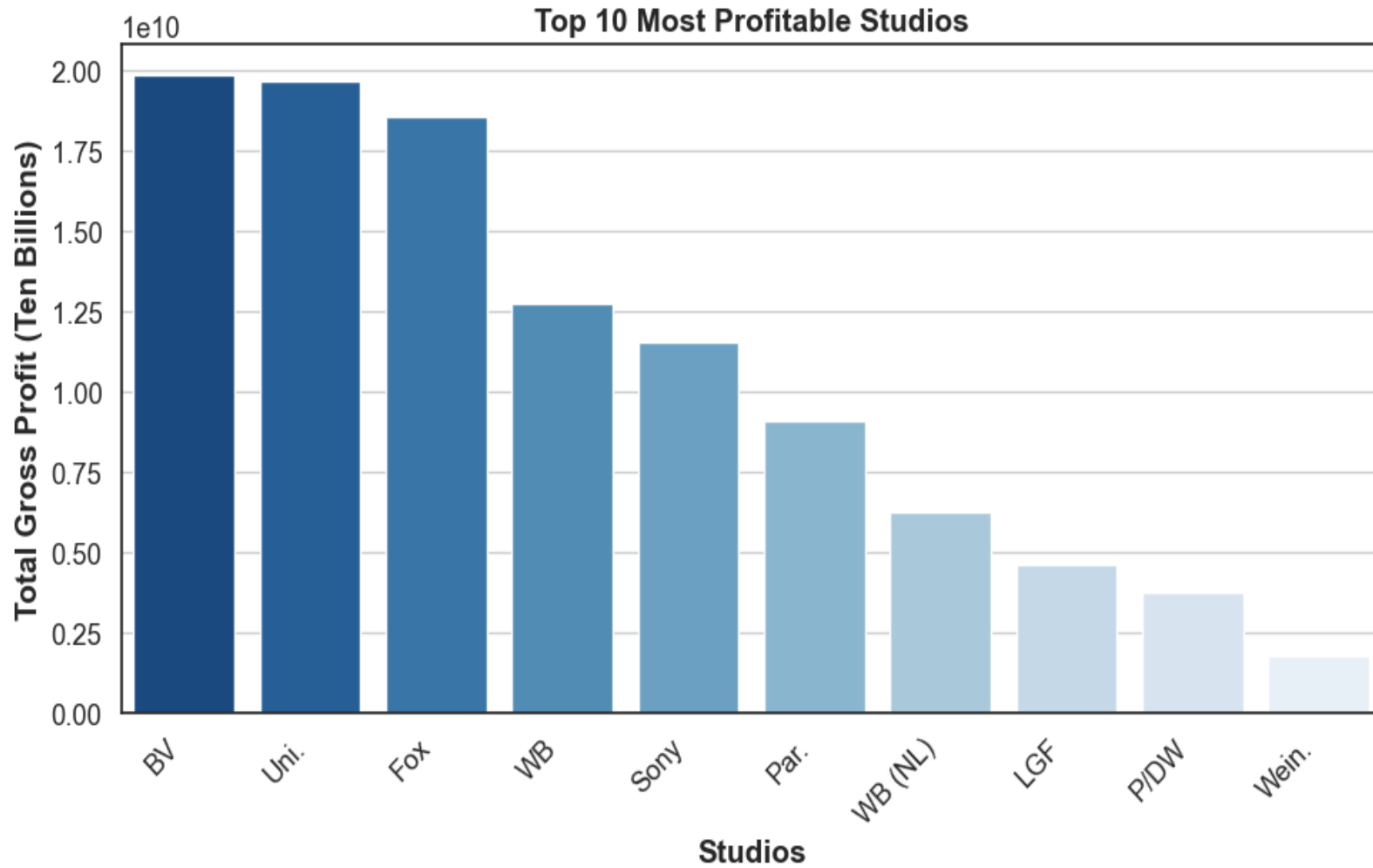
Studios

Competitor analysis for Box Office earnings.



Studios

Competitor analysis for
Total Worldwide earnings.

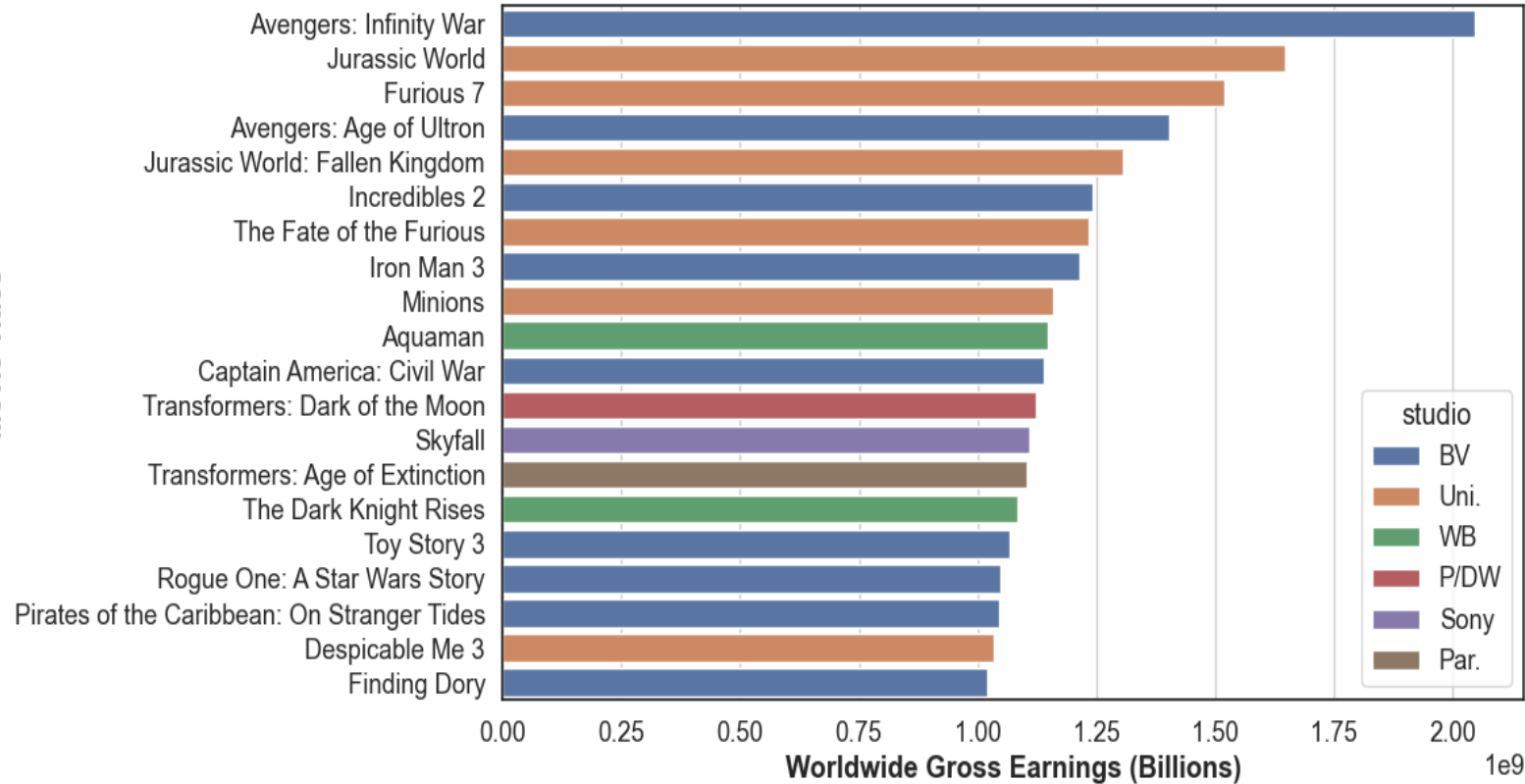


Studios

Top Ten Most Profitable Studios

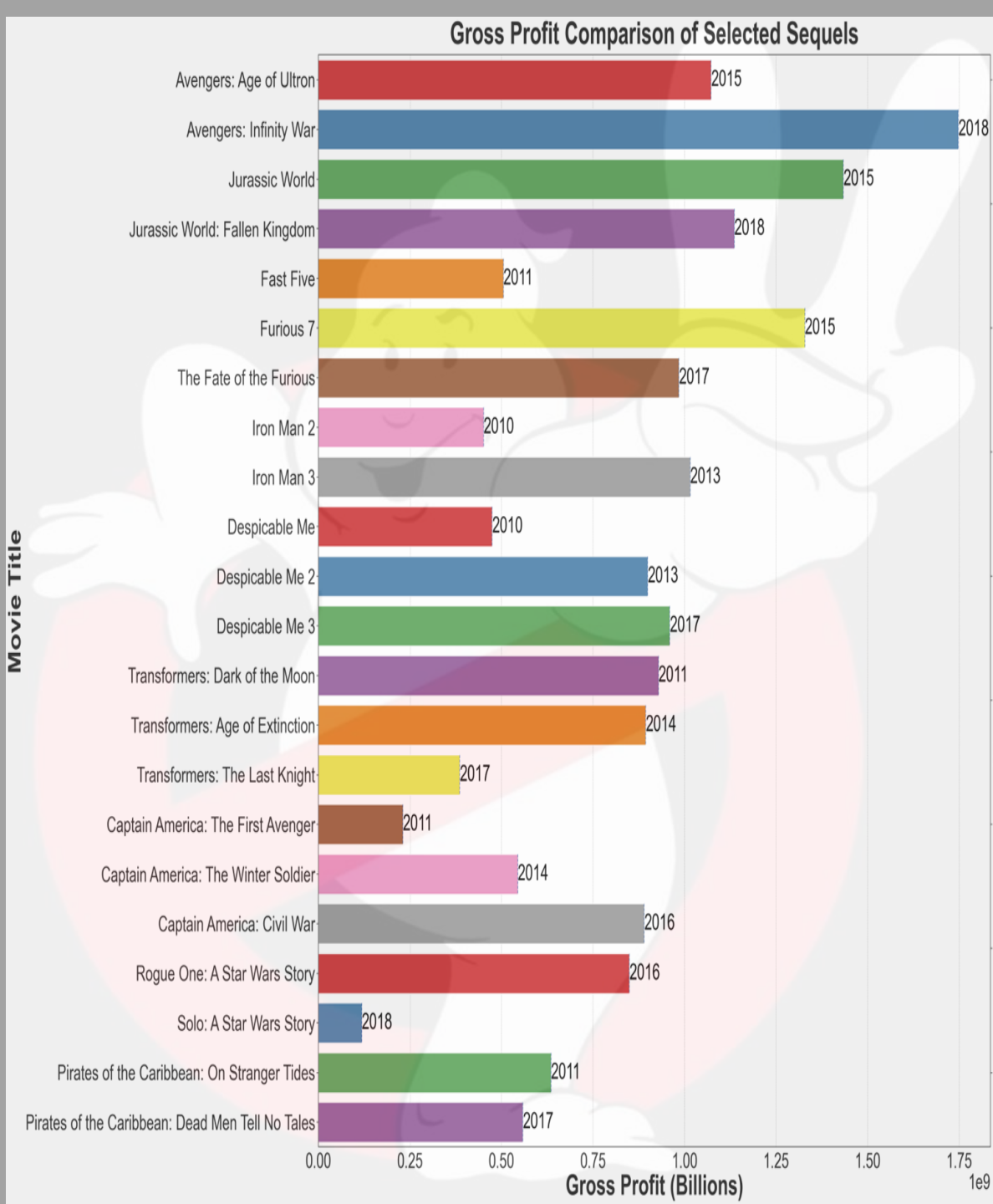
Movie Titles

Top 20: Woldwide Movie Earnings Per Studio



Studios

Top Twenty Most Profitable
Titles by studio



MOVIE SEQUELS

Effect of sequence on gross profits



Conclusion

- The movie industry, despite a decline in the number of releases, remains highly profitable.
- Dominated by major studios, their success lies in creating franchises, and sequels.
- Focusing on lucrative genres like Action, Adventure, Sci-Fi, Animation, and Comedy.
- International markets are crucial for their success.
- The COVID-19 pandemic disrupted the industry, leading to postponed releases and global box office losses.
- However, it boosted streaming services and offered opportunities for independent cinema productions to gain wider exposure.

Further Research

- 1. Demographic Trends in Film Preferences
- 2. Economic Factors and Box Office Performance
- 3. Influence of Awards and Critical Acclaim
- 4. Impact of Directors and Filmmakers
- 5. Marketing and Promotion Strategies
- 6. Impact of Social Media and Online Communities
- 7. Technology and Production Quality
- 8. Adoption of Sustainable Practices in Filmmaking
- 9. Streaming Service Original Content Strategy



BBC



Q&A