Microsoft Movie Studio Project

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Summary

Descriptive analysis on current trends of the movie industry reveal which studios are most profitable, which genres perform the best at the box-office and the best month to release.

Outline

- **Business Problem**
- **Data**
- **Methods**
- **Results**
- **Conclusions**

Business Problem

How can Microsoft's venture into the movie making industry be successful?

In order to solve this problem, I intended to find answer for the following questions:

1. What are the highest grossing production studios?
2. What is the highest grossing movie genres?
3. What is the most successful release date patterns?
4. Do rating or movie length impact revenue?
5. What other metrics can be evaluated to define what makes a good movie?

Data

- Four sets of data merged
- Values converted and/or split to ease analysis (release dates/gross revenue/genres)
- Profit/Loss columns added
- Irrelevant or duplicate columns removed
- Null values replaced
- Limited data from movies released between 2010-2018
- Ratings/Run time removed after no correlation to gross revenue identified
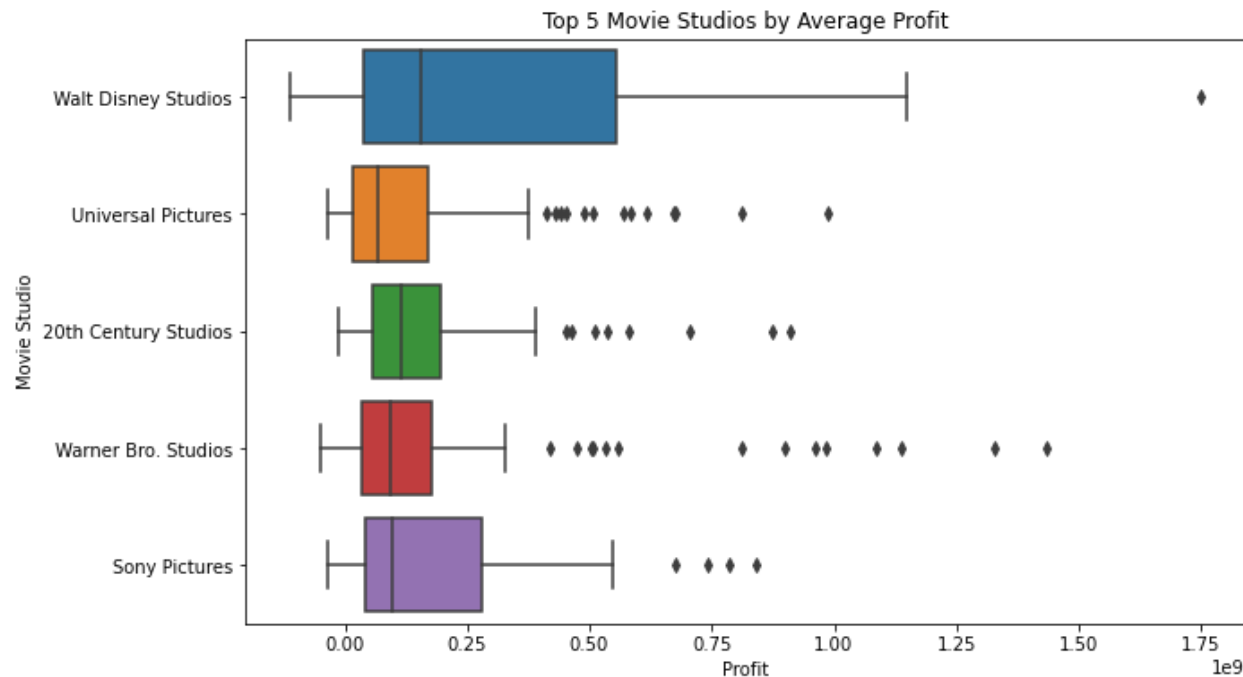- Data grouped by key metrics and evaluated based on Ave profit or gross revenue

Methods

To determine results;

- Ratings and run time showed no correlation with revenue
- Top movies be year identified
- Most profitable movie studios were identified
- Further analysis on the genre of the top movies
- This was taken further to identify best months to release the genre
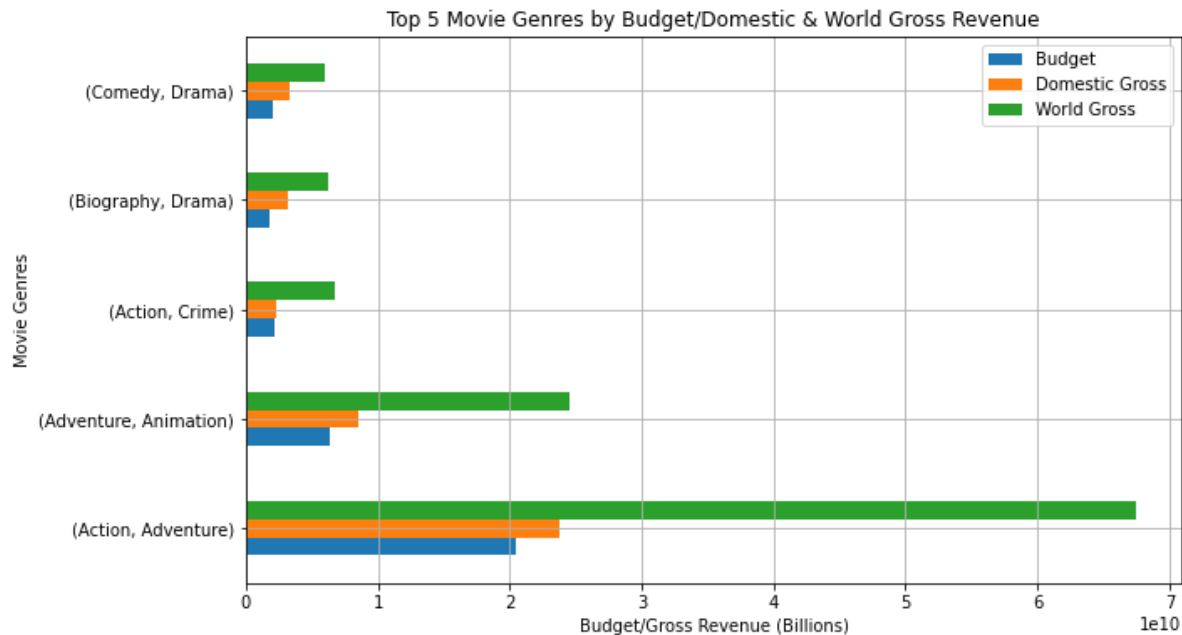
Results

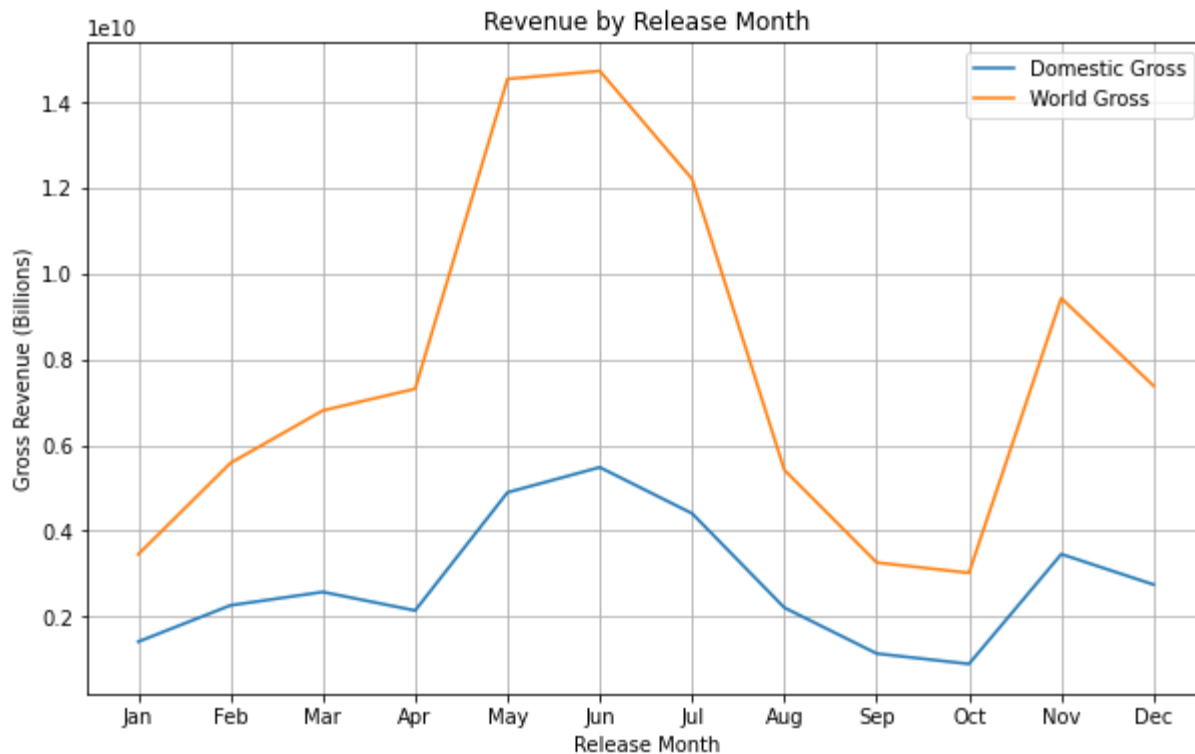- On average, Walt Disney Studios is the most profitable movie studio followed by 20th Century Studios.

Top 5 Movie Studios by Average Profit

Results

- **Action/Adventure and Adventure/Animation genre movies attract the most box-office revenue.**

Top 5 Movie Genres by Budget/Domestic & World Gross Revenue

Results

- **Movies released in May and June yield the most revenue**

Revenue by Release Month

Conclusions

Three recommendations resulting from the analysis are:

- Explore partnership opportunities with established movie studios, much like Disney and Sony with Spider-Man movies.
- Investigate making Action/Adventure movies.
- Releasing these movies across May/June.

Next Steps:

- Analyze streaming services performance along with box office data e.g. Netflix, Amazon Prime.
- Explore smaller budget and/or foreign language films markets as they still may yield attractive profits.
- There is a possibility the high grossing movie studios are not interested in partnership opportunities so it may be worth approaching smaller companies.

Thank You!

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