

# Microsoft Movie Studio Project

---

Nat Berryman

# 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 answer to the following questions:

1. What are the highest grossing production studios?
2. What are the highest grossing movie genres?
3. Are there any release date patterns?
4. Do ratings 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
- Only analysed data from movies released between 2010-2018

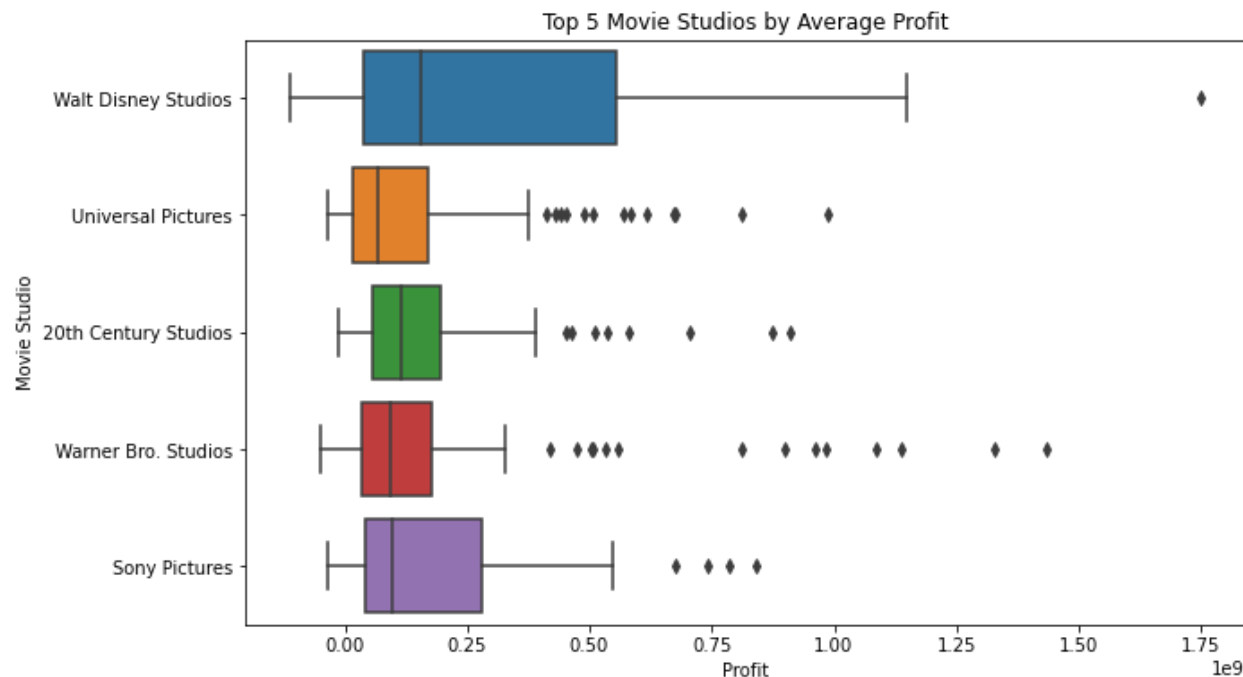
# Methods

To determine results;

- Ratings/Run time removed after no correlation to gross revenue identified
- Top movies by 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
- Data grouped by key metrics and evaluated based on profit or gross revenue

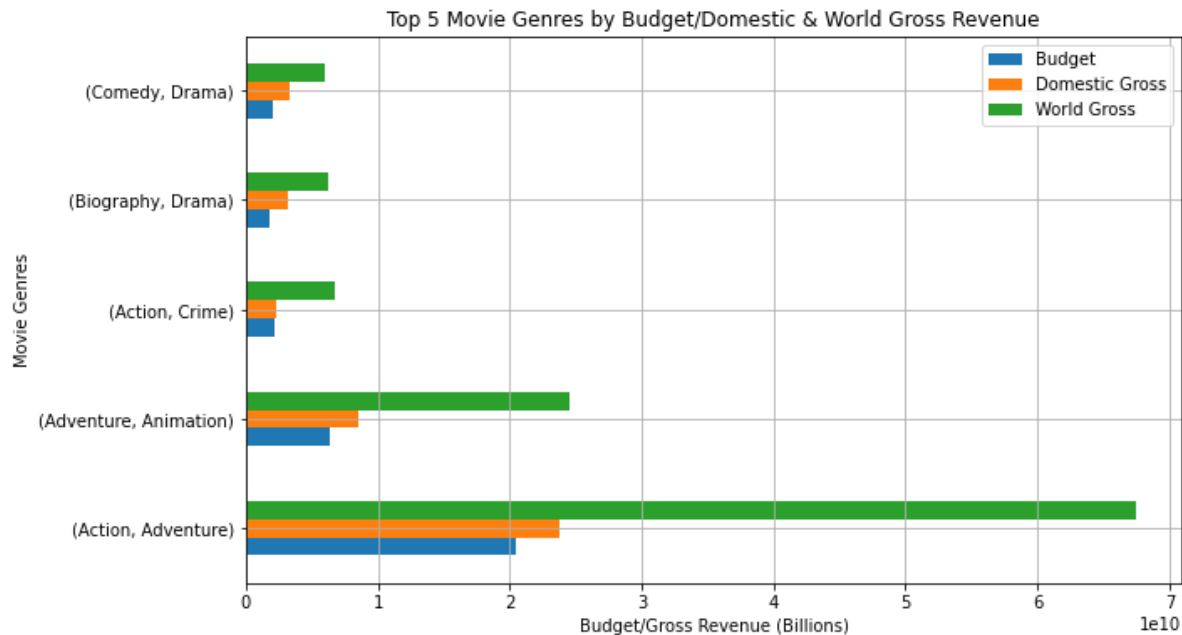
# Results

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



# Results

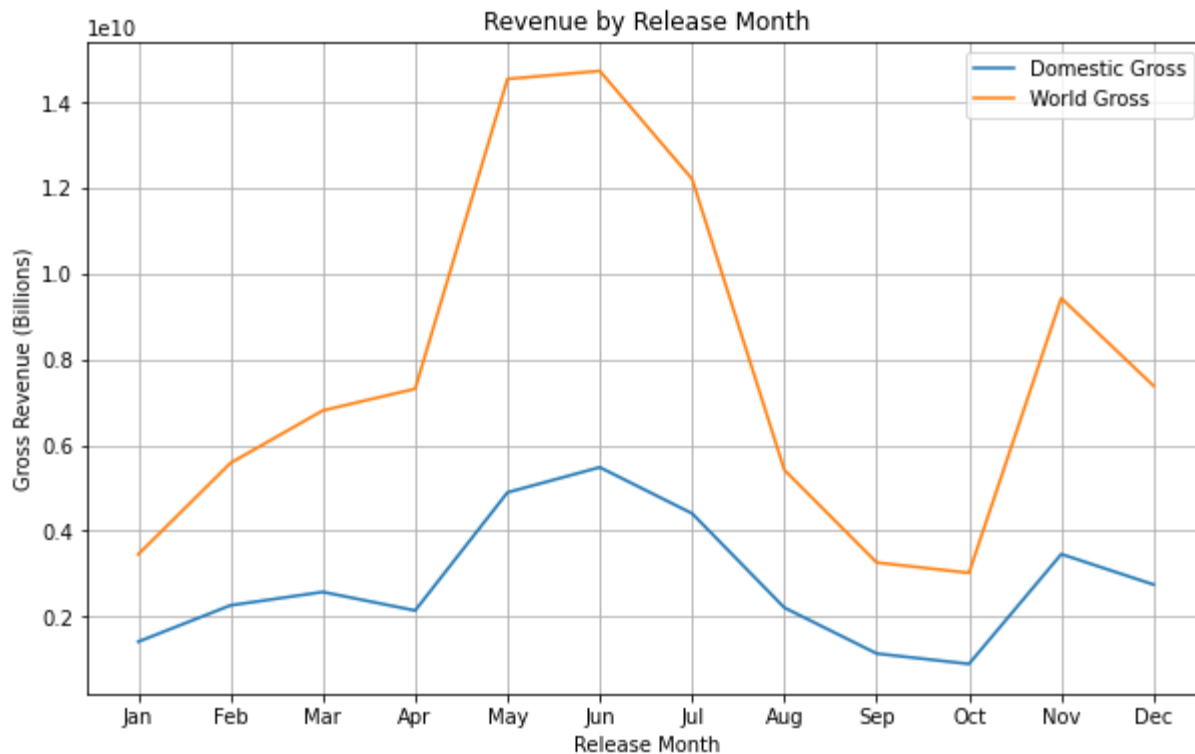
- Action/Adventure and Adventure/Animation genre movies attract the most box-office revenue.





# Results

- Movies released in May and June yield the most revenue



# 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!

Email: [nathaniel.berryman@gmail.com](mailto:nathaniel.berryman@gmail.com)

GitHub: @natberr

LinkedIn: [linkedin.com/in/nathaniel-berryman/](https://www.linkedin.com/in/nathaniel-berryman/)