

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 different data sets of over 1000 movies between 2010-2018
- Includes studios, genres, budget, domestic and gross revenue
- Excludes any streaming services data

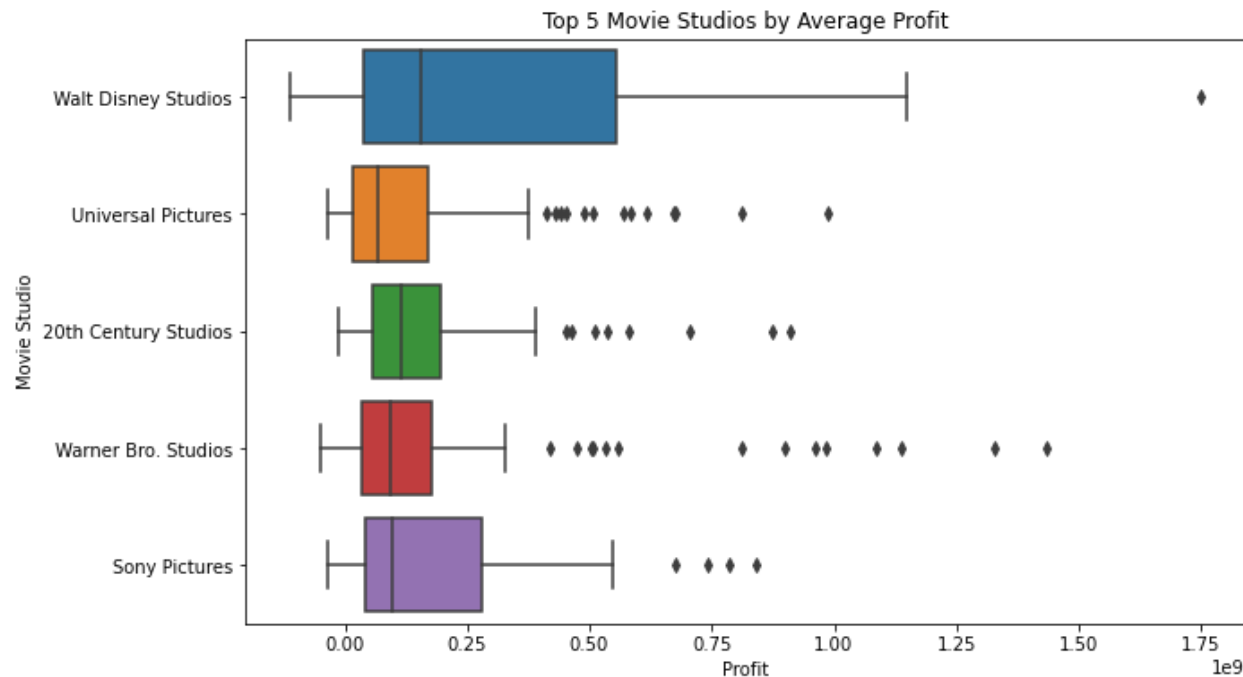
Methods

To determine results;

- Most profitable studios and highest grossing genres identified
- Any correlation between ratings and running time investigated
- Key metrics grouped by revenue or profit/loss

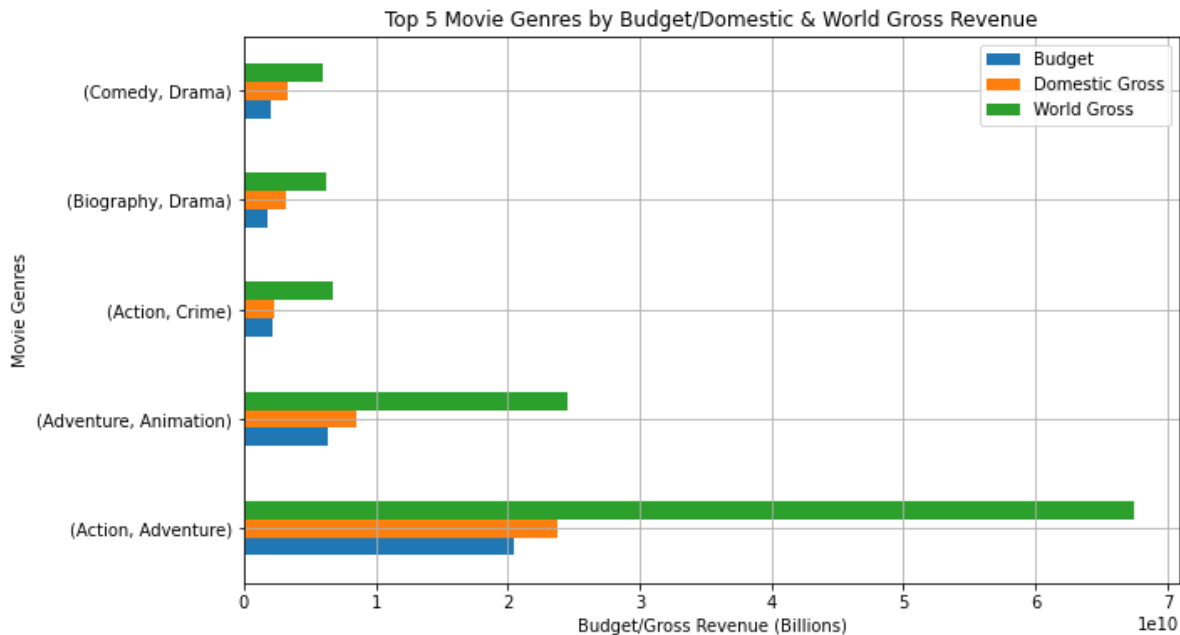
Results

- Walt Disney is the most profitable movie studio across all metrics – This graph only takes into account top 5 movie studios.



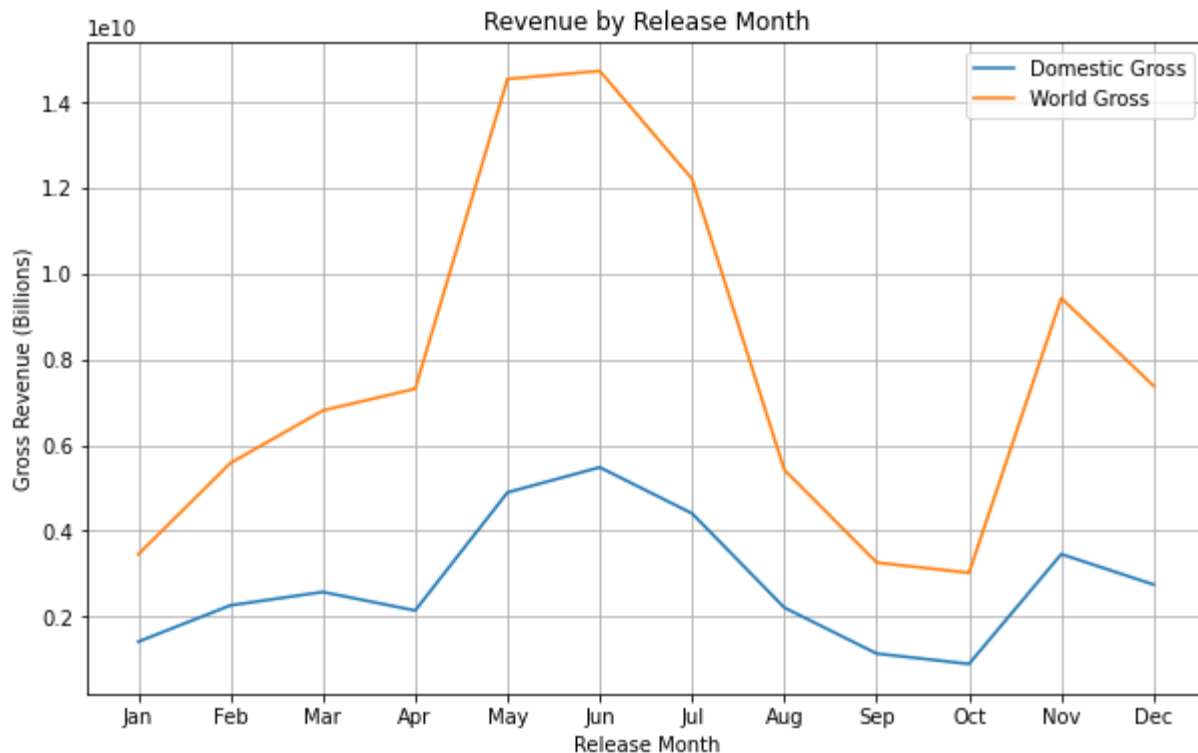
Results

- Highest grossing genres primary genre Action, sub-genre Adventure – This requires significant investing however the worldwide returns justify this.



Results

- Action movies have a steady increase from January but have a sharp peak in May and June
- November also sees a peak after a drop from June



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

GitHub: @natberr

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