

Analysis & Recommendations for Microsoft's New Movie Studio

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April 2, 2023

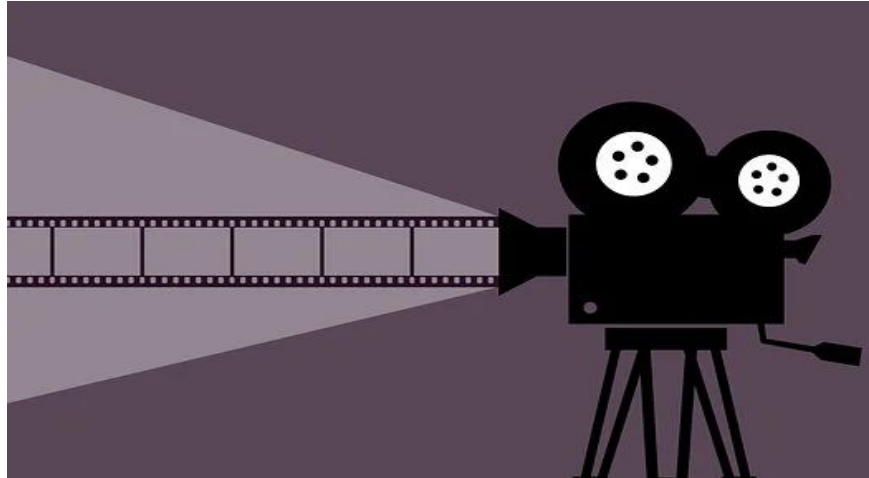
Overview

Microsoft wants to create their own original video content through their new movie studio! Analysis of movie data from multiple sources leads to these recommendations for way in which this new endeavor may be as successful as possible:

- Focus on creating movies that are in the drama, comedy, action or thriller genres (or a combination)
- Allocate an appropriate production budget to their movies, ideally greater than \$50 million dollars
- Focus some of the budget on hiring a well-known director to attract more attention to the movie

Relevant questions for business problem

- What genres of movies are profiting highest?
- Do movies with higher production budgets also receive higher profits?
- When hiring for the new movie studio, what types of professionals should be prioritized in order to gain the most attention for the new movie?

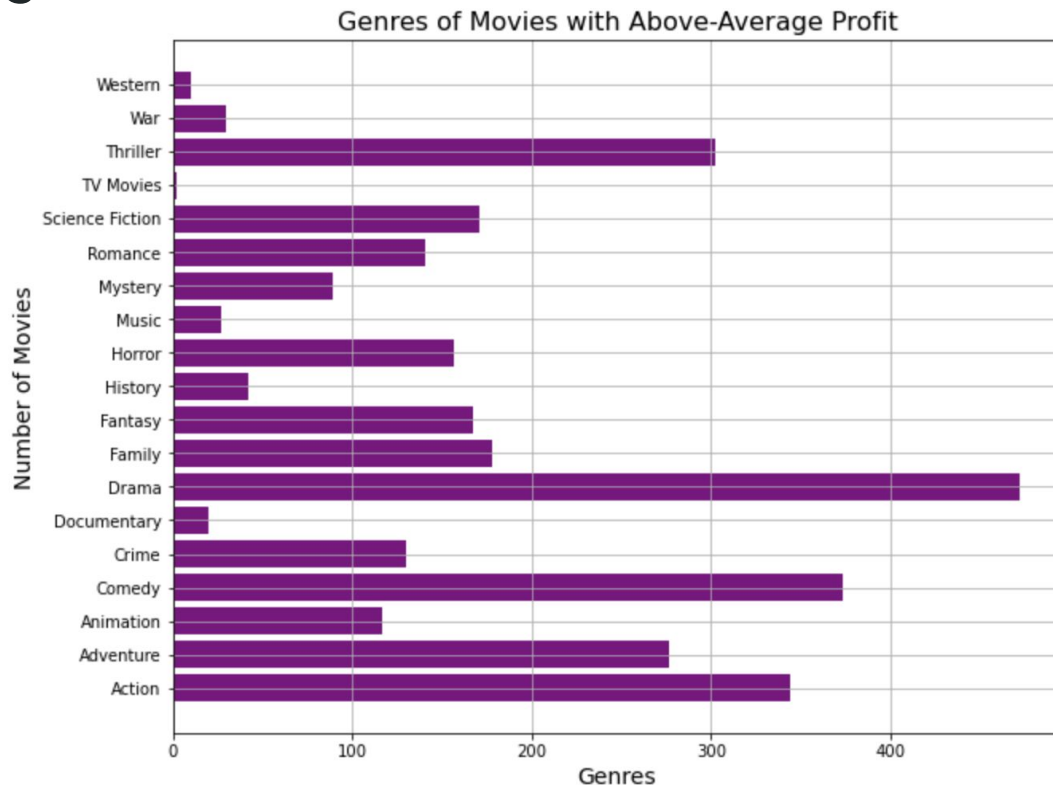


Data Used

- I utilized data from three sources.
 - IMDB: SQL Database containing basic movie information, person movies were known for, and information on those persons
 - TMDB (TheMovieDB): genre codes for movies
 - TN (The Numbers): Production budgets and worldwide gross for movies, used to calculate profit.

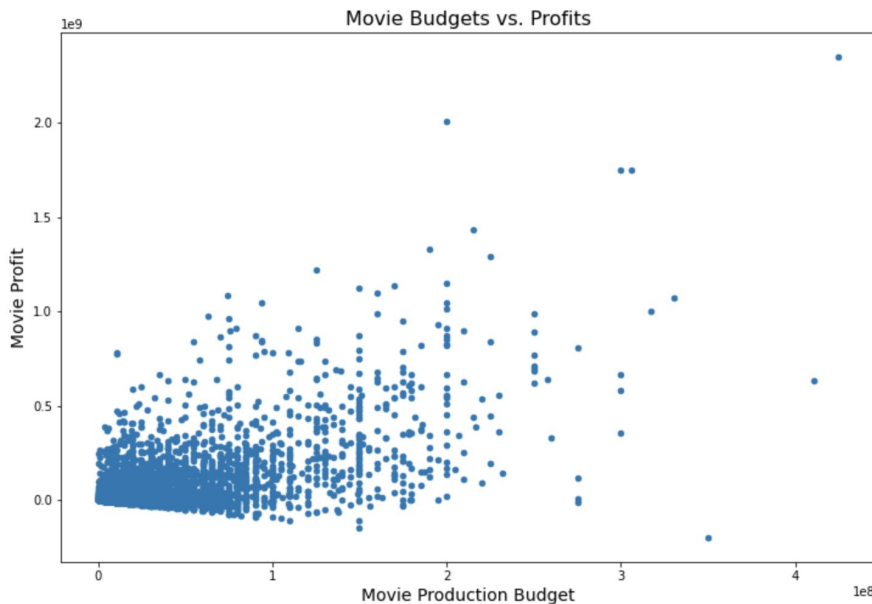
Methods & Data analysis

- This showed the most common genres in the higher-profiting movies were drama, comedy, action, and thriller.



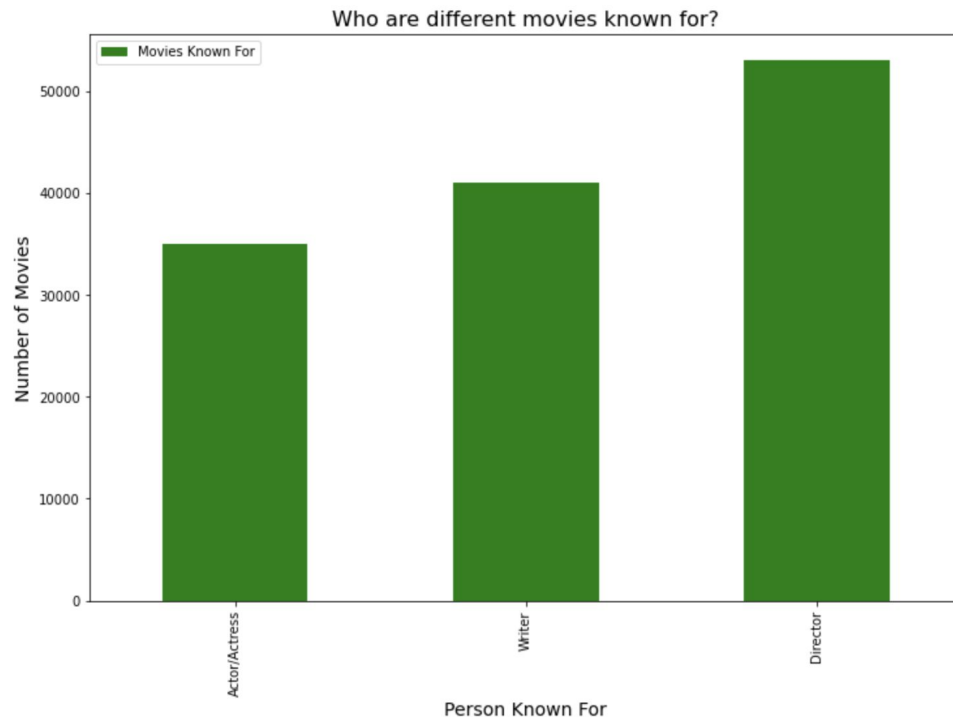
Methods & Data Analysis

- The majority of movies had a low budget (less than \$100,000,000) and a low profit (less than \$500,000,000). However, many of the ones that had a higher budget did also earn higher profits.



Methods & Data Analysis

- Of the movies that were known for either an actor/actress, writer, or director, they were most often known for a director, and least often known for an actor or actress.



Recommendations

- Focus on creating movies that are in the drama, comedy, action or thriller genres (or a combination)
- Allocate an appropriate production budget to their movies, ideally greater than \$50 Million
- Focus some of the budget on hiring a well-known director to attract more attention to the movie

Next Steps

- Compare the numbers of movie genres for high profit movies for how many there were total (some movies may be more common in general and therefore are already more likely to be common among more profitable movies).
- Compare these same factors across the different datasets to see if they trends are the same
- Explore other aspects of the data (i.e. how long the movies showed for in theatres, the region(s) they were released in, etc.).
- Compare the same factors for only recent years (i.e. the last 5 years) to see if the trends change any in recent years.

Thank You!

- Any questions?
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