

MICROSOFT MOVIE ANALYSIS

Picking a Genre, Director and Release Date



OUTLINE

- Business Problem
- Data & Methods
- Results
- Conclusions

BUSINESS PROBLEM

In any movie project we need to answer three questions:

- What type of project should we pursue?
- What talent should be hired?
- What is the timeline of the project?

QUESTIONS ANSWERED

- What genre has had the high profit in the past 20 years?
- What directors have had the highest return in that genre?
- What month of the year is good to release a major film?

DATA SOURCES

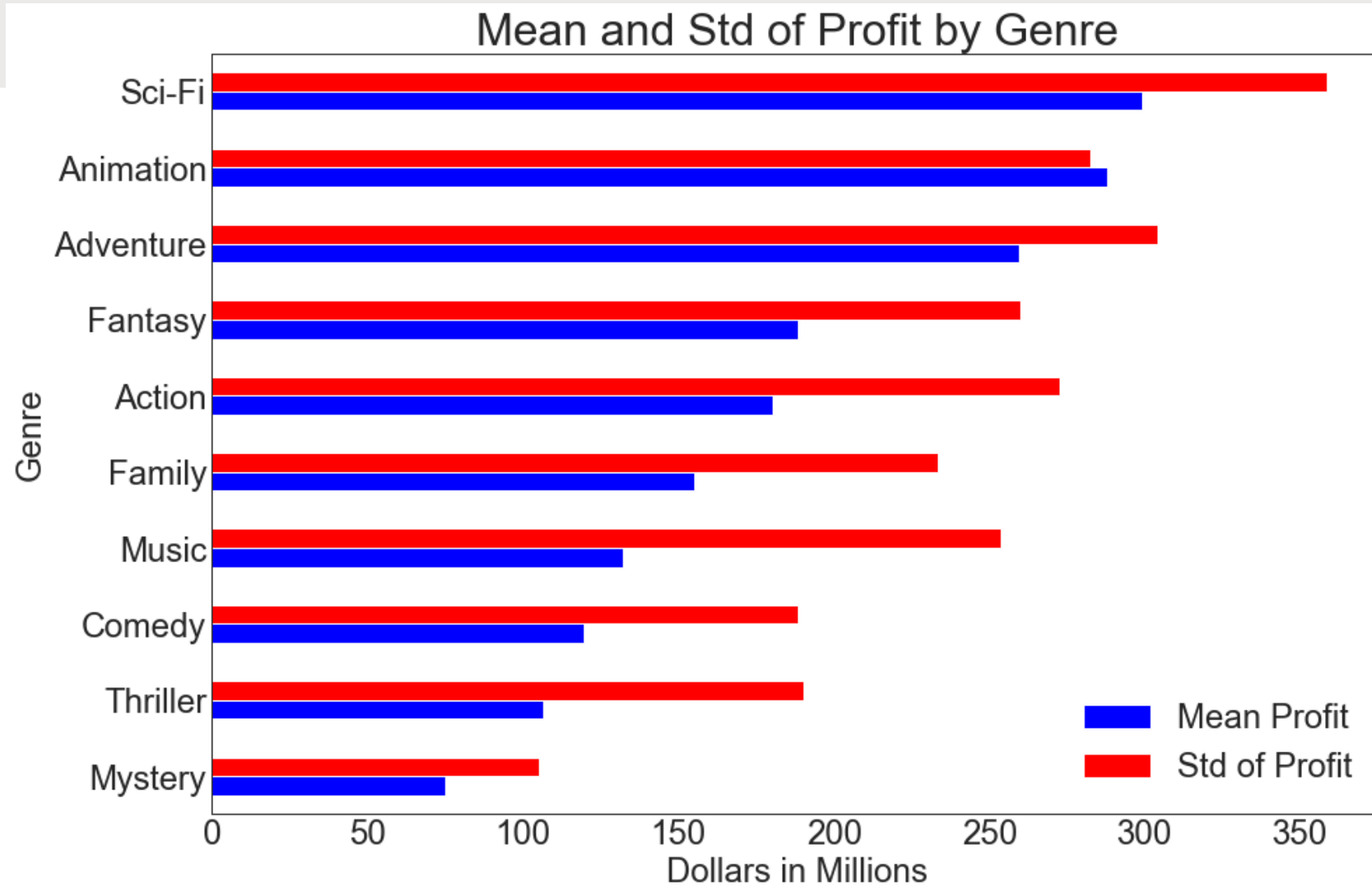
- Data on budgets and revenue from The Numbers.
- Data on director, genres and release dates from IMDb.

METHOD OF ANALYSIS

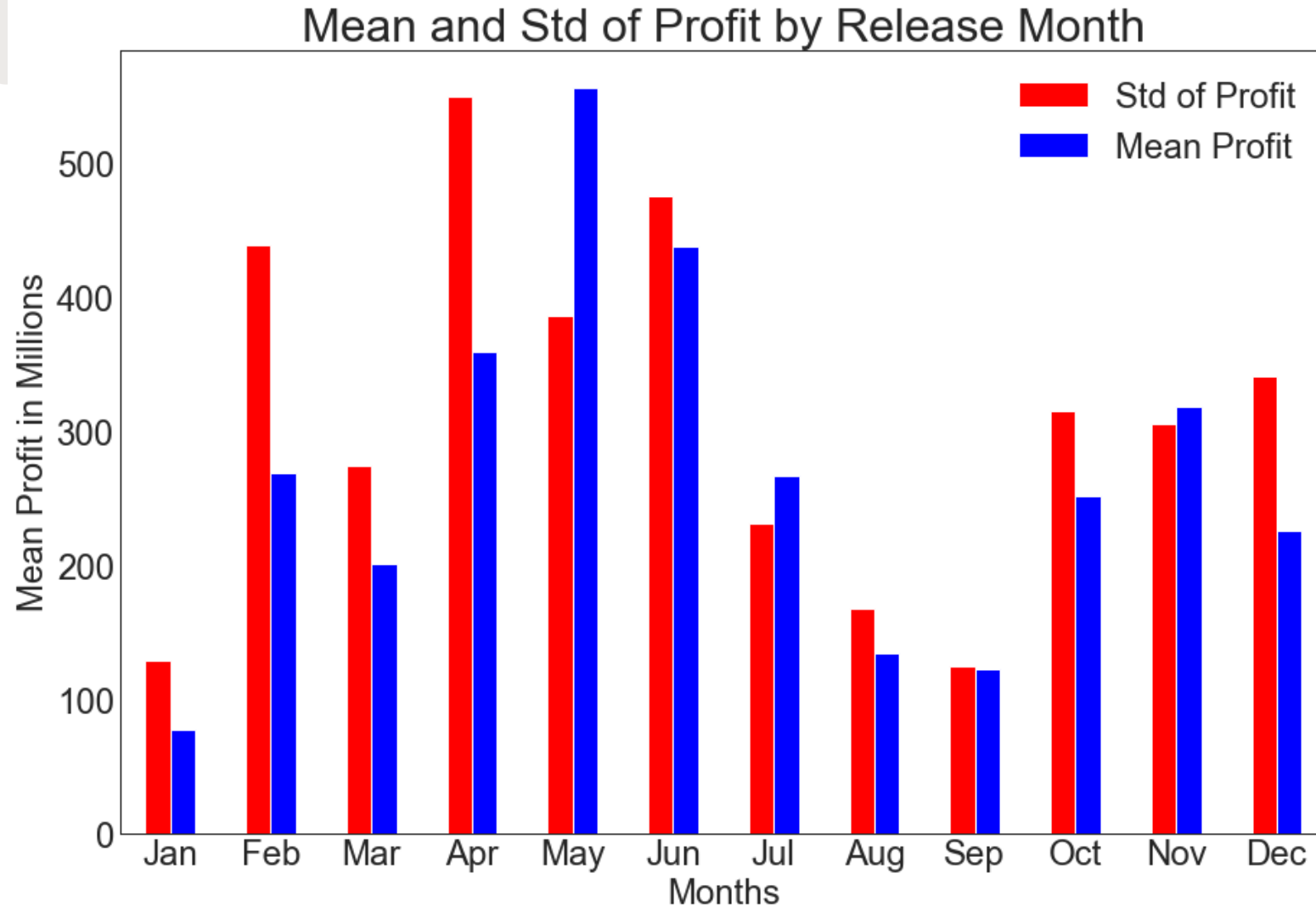
Descriptive analysis of:

- Profits for large budget movies in each genre for the past 20 years
- Profits for each release month for movies in the genre.
- Profits for the directors working within the recommended genre.

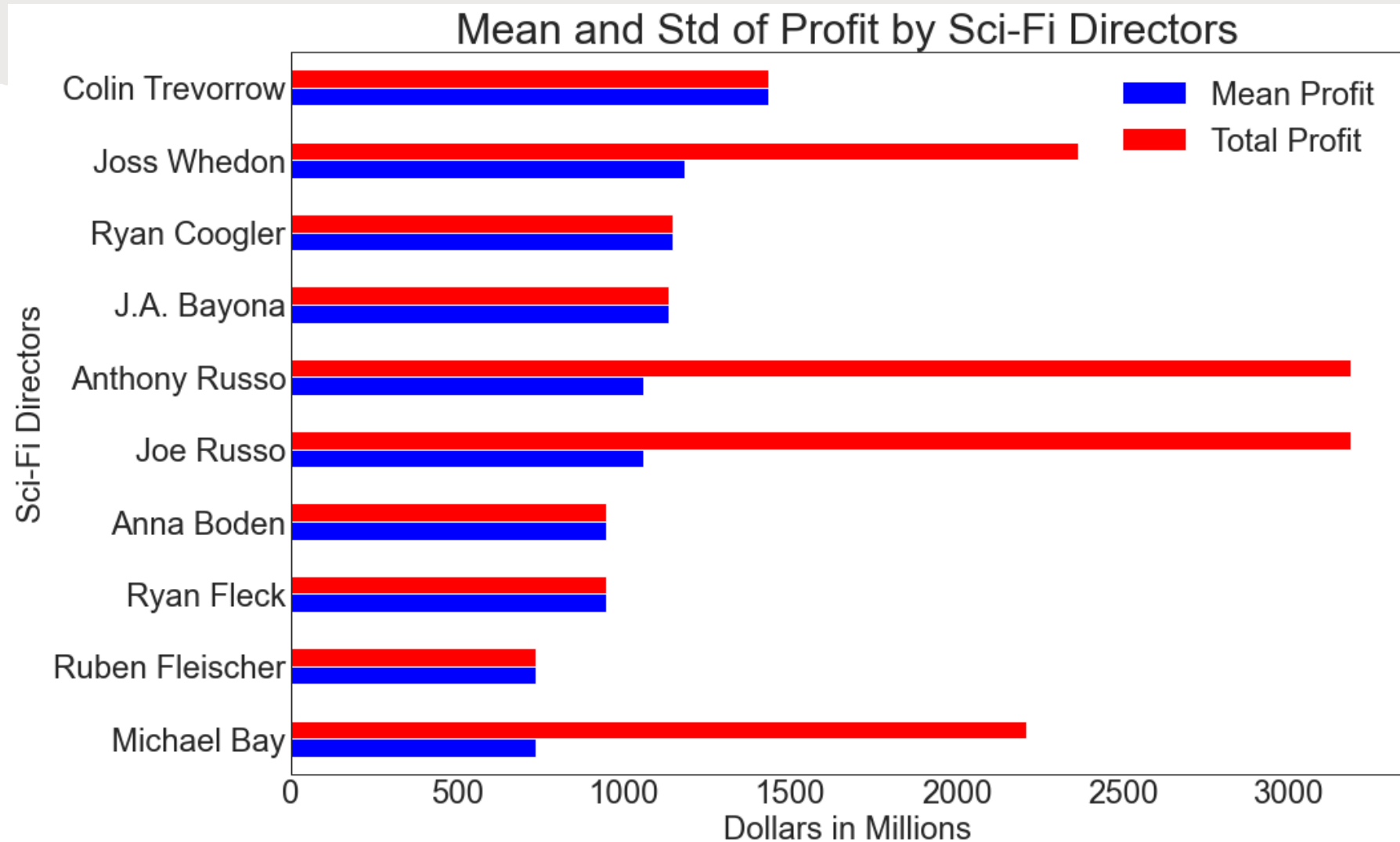
RESULTS: GENRE



RESULTS: RELEASE DATE



RESULTS: DIRECTOR



CONCLUSIONS

Recommendations:

- Release a Sci-Fi film.
- Hire Joss Whedon to direct it.
- Aim to release the movie in May with July as a backup in case of delays.

Suggestions for Future Research:

- Reanalyze profit data with data that includes marketing budgets
- Investigate existing Microsoft brands that would fit well with a Sci-Fi film.
- Investigate sales in the Sci-Fi novel genre