


What Movies Should Microsoft Make?

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A woman with blonde hair, wearing a blue and white pinstriped blazer, is seated in the driver's seat of a car at night. She is looking out the window with a contemplative expression. The background is dark with some blurred lights. The text is overlaid in the upper right corner.

Somehow...
heartbreak feels
good in a place
like this

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Overview & Business Problem

The brief: Microsoft sees all the big companies creating original video content and they want to get in on the fun. They have decided to create a new movie studio, but they don't know anything about creating movies.

Explore the data to **determine what types of films are currently doing the best at the box office.** Translate these findings into **actionable insights** a company like Microsoft can use.

The Data

The data used in this analysis came from **IMDB** and **The Numbers** and only includes movies that came out in 1999 and after.

The datasets contain movie information, including titles, runtime, genres, release dates, production budgets, domestic and worldwide gross revenue, director names, and more.

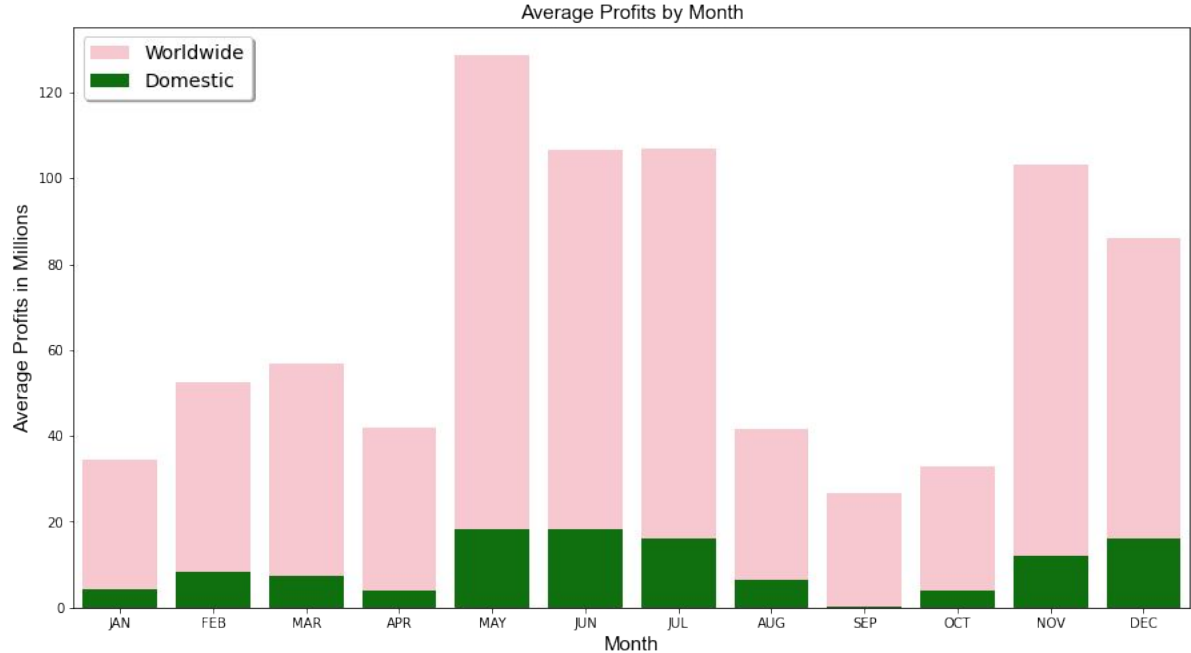
Because successful movies are determined mostly by profitability, this analysis focuses on **maximizing profits** for Microsoft.

Findings

Finding: Month of Release

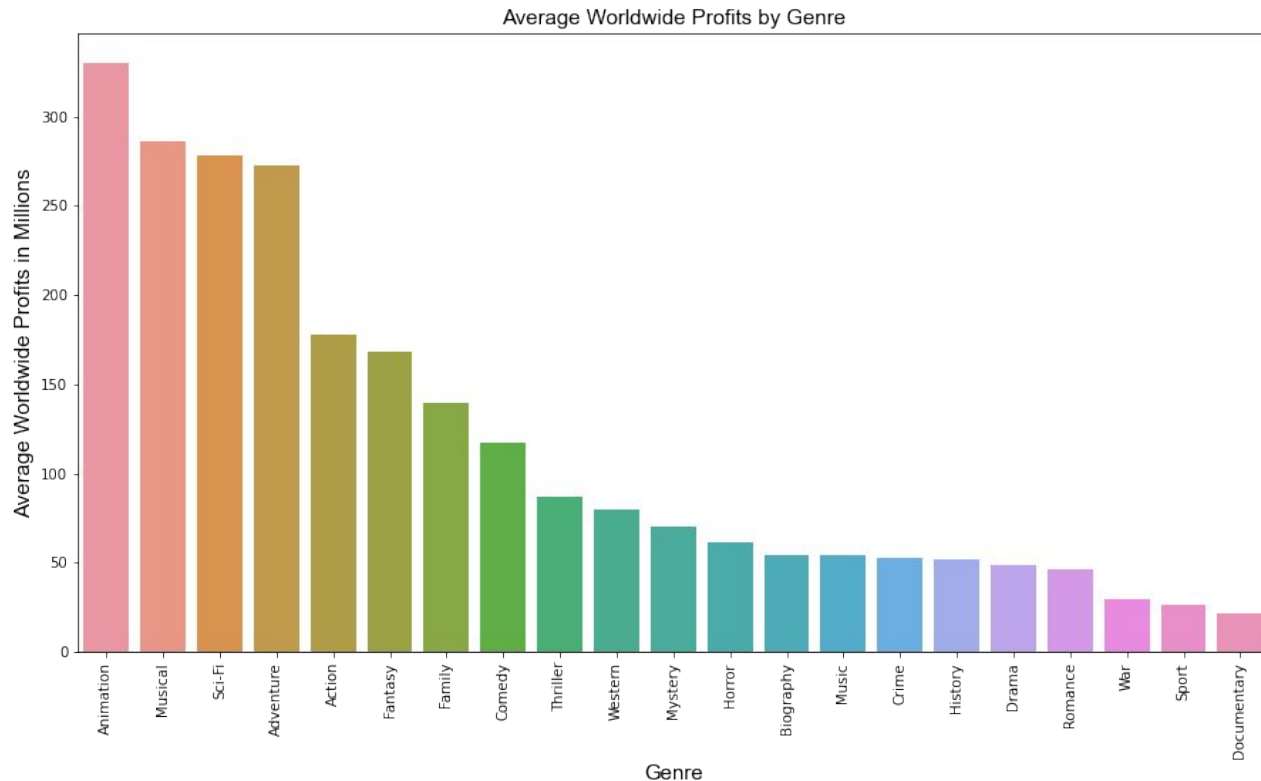
Worldwide release profits considerably higher than domestic release.

May, June, July, November, and December are best months for movie releases. September is the worst.



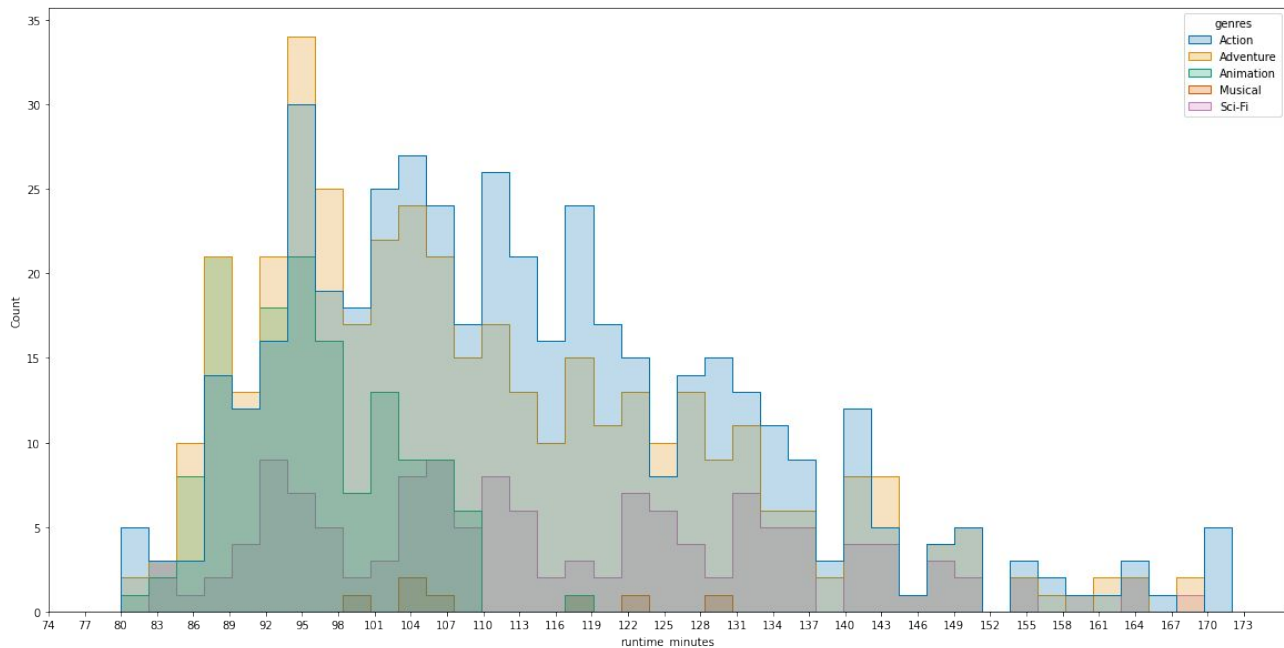
Finding: Most Profitable Genres

Animation, Musical, Sci-Fi, Adventure, and Action films are the most profitable (in that order).



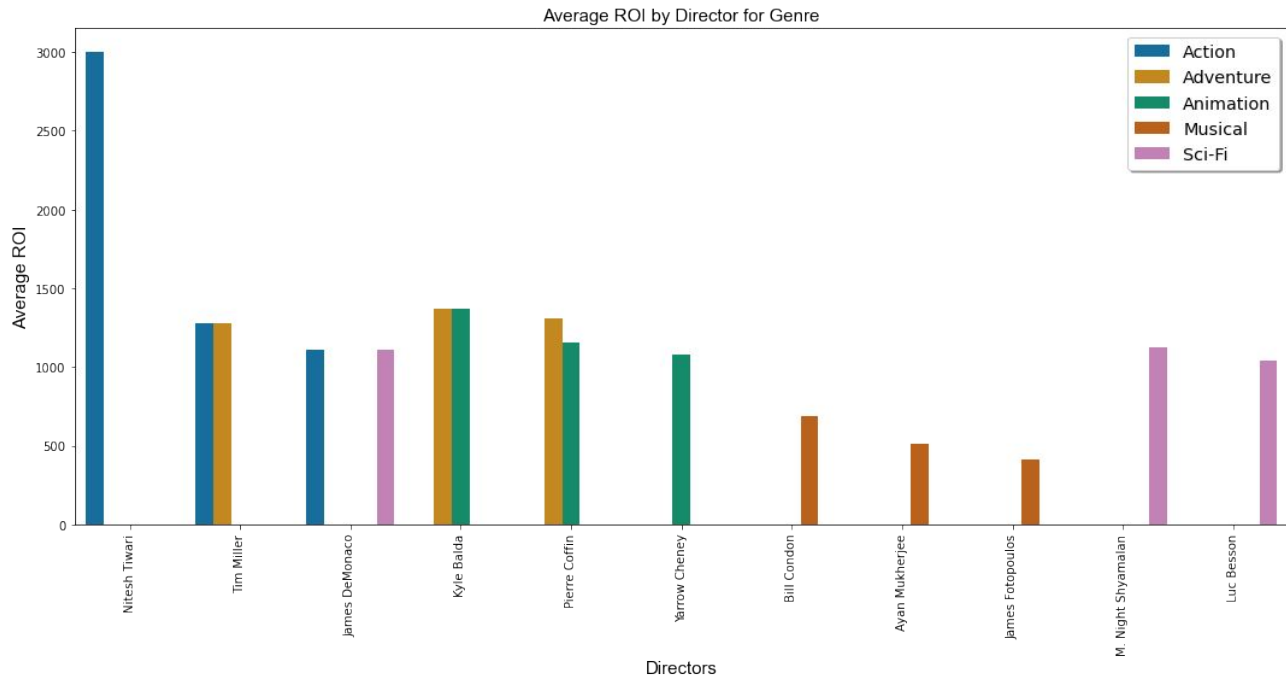
Finding: Runtime by Genre

- Action and adventure films can go as long as **2.5 hours**, but they peak around **95 minutes**.
- Animation can be as short as 80 minutes but should not exceed 110. **95 minutes** is ideal.
- Musicals should be near **104 minutes**.
- Sci-Fi movies should be on the longer side between **110-155 minutes**.



Finding: Director ROI

- **Nitesh Tiwari** has the best ROI for action films
- **Kyle Balda** the best for adventure and/or animated films
- **Bill Condon** for musicals
- **M. Night Shyamalan** for science fiction



Recommendations

In summary, Microsoft should do the following to maximize profits:

- Focus on worldwide releases.
- Release movies in May, June, July, November, and December.
- DO NOT release movies in September.
- Release action, adventure, animation, musical, and/or sci-fi films.
- Go longer for action, adventure, and sci-fi films but stay close to 104-110 minutes for animated movies and musicals.
- Hire Nitesh Tiwari for action films, Kyle Balda for adventure and/or animated films, Bill Condon for musicals, and M. Night Shyamalan for science fiction.

Next Steps

1. **Update the data with more recent information.**

The vast majority of the data we used is from 2019 or before. Recently successful films are better indicators of future successful films. The pandemic as well majorly influenced cinema-attendance trends with a move towards home streaming for new releases. To continue making recommendations, we need to understand how people are watching movies now.

2. **Consider marketing and branding.**

Some of the most successful films in our dataset come from movie franchises like Fast & Furious, major brands like Marvel and Disney, and have highly expansive digital and media advertising strategy attached. It's worth looking at how advertising and brand recognition come together to determine profitability.

3. **Determine the brand niche.**

While a lot of the analysis above is centered around maximizing profits, it's clear to see that the current marketplace for movies is overcrowded with superhero films, high-budget CGI productions, and movies that generally require high investment for high reward. It is worth considering whether a brand like Microsoft can make a niche in one genre, like Horror, Thriller, or Video Game Adaptations, or via a medium like streaming, or within a smaller production budget range.

Thank you.