



# MICROSOFT STUDIO

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# OVERVIEW

The executives at Microsoft have requested me to analyze movie industry data to provide high-level recommendations for their new movie studio. I will be recommending genres and budgets for the movies they should develop based on our analysis.





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## KEY FINDINGS

**Based on popularity, Microsoft should focus most on developing movies in the following genres:**

- **Action**
- **Adventure**
- **Fantasy**
- **Science Fiction**

**To achieve the highest likely returns on investment, the studio should expect to spend between \$100 and \$300 million per film.**

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# SOURCES

I used data from:

- The Numbers Movie Budgets
- The Movie Database (TMDB)
- Box Office Mojo

# INSIGHTS







Home

Film

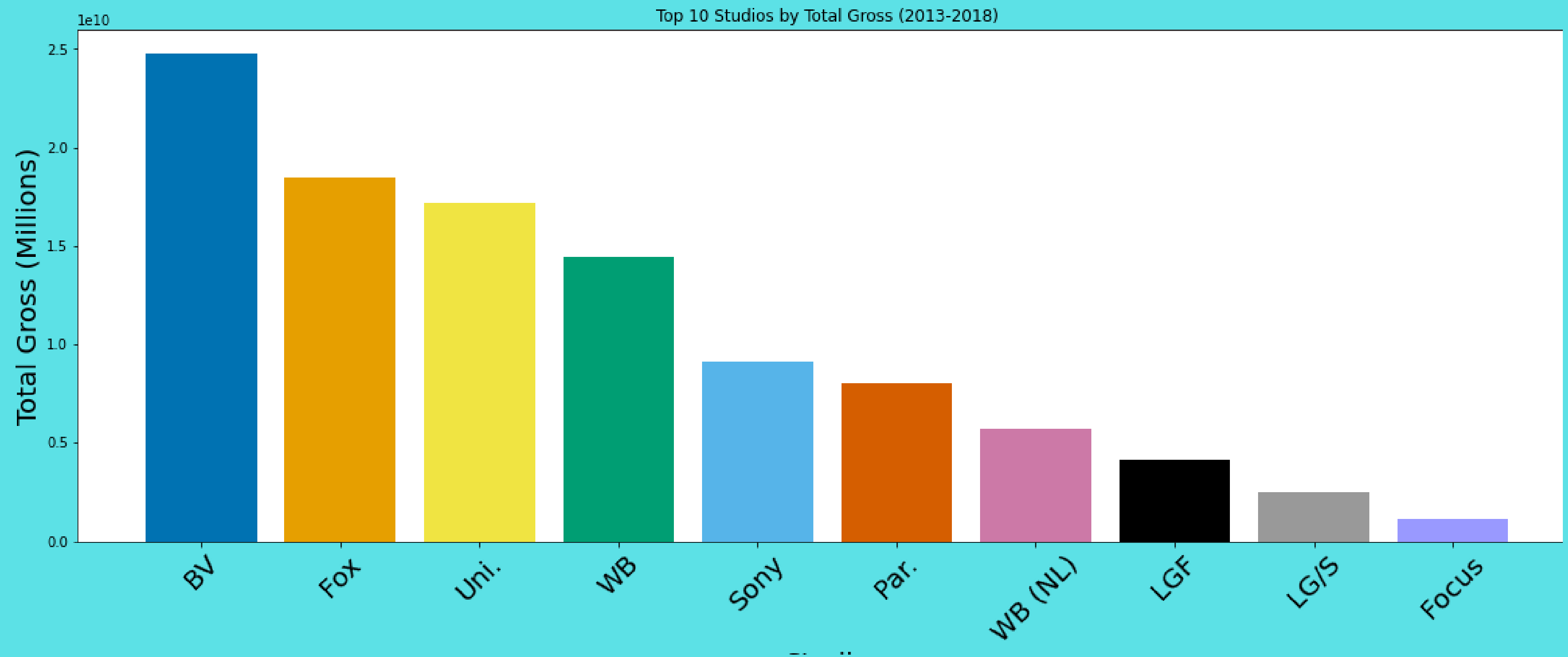
Theater

# WHICH ARE THE BEST STUDIOS?

The top 5 studios in terms of gross income are

1. Walt Disney Studios
2. 20th Century Fox
3. Universal Pictures
4. Warner Bros. Pictures
5. Sony Pictures Entertainment (SPE)

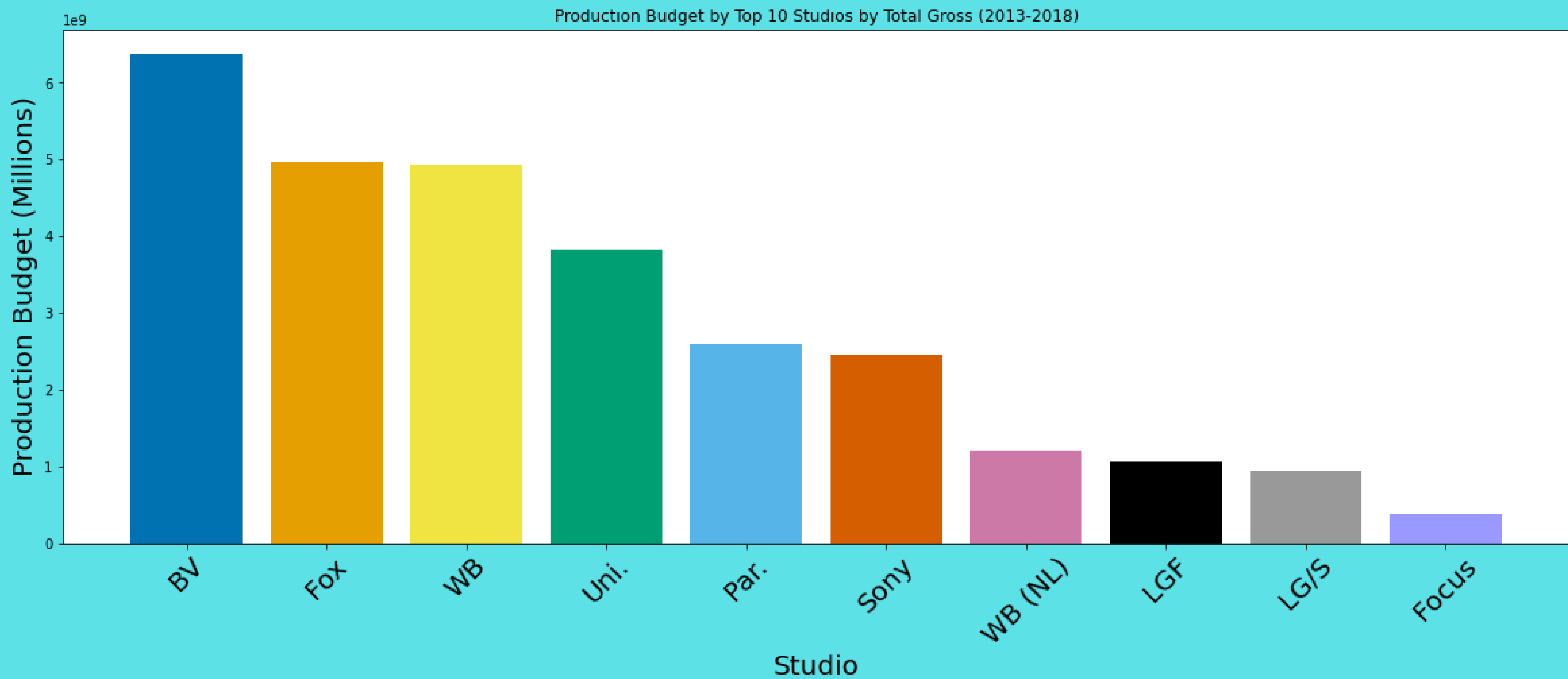


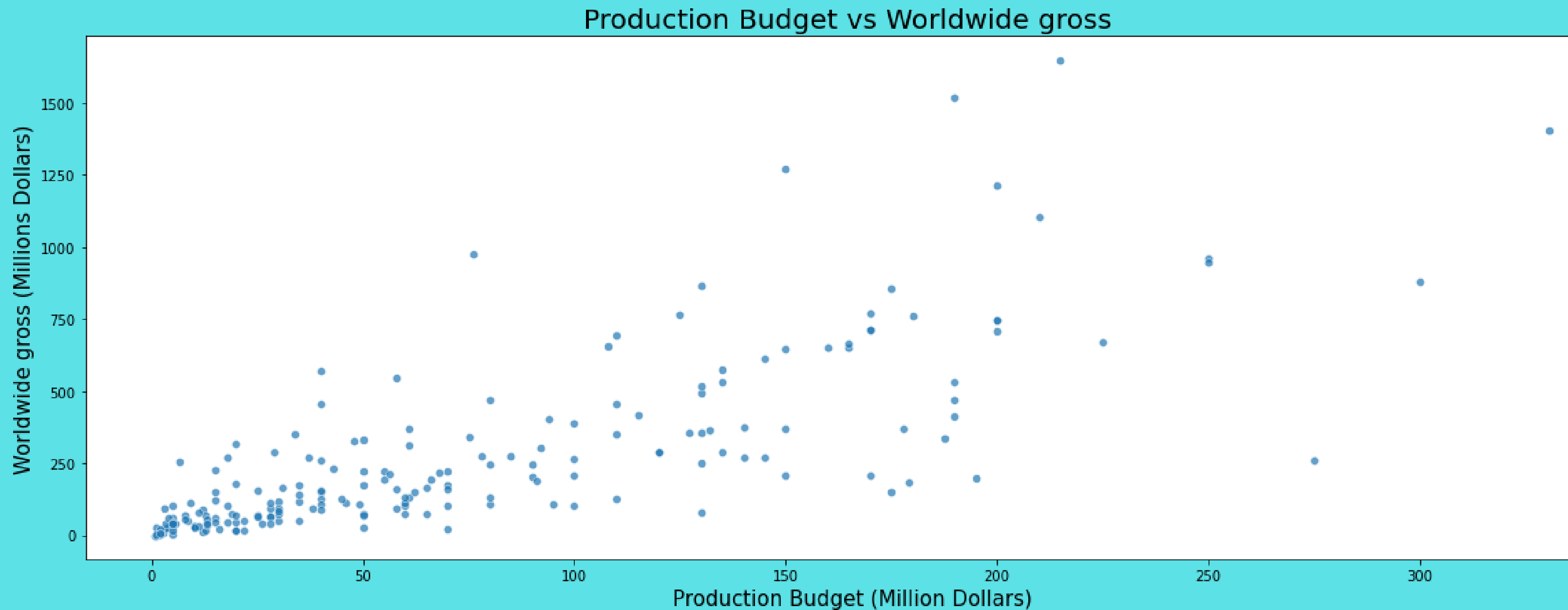


# WHAT IS THE IDEAL BUDGET?

The top studios have a production budget of between 3 to 6 billion dollars. This suggests that studios that invest heavily in production tend to have higher box office grosses. However, it's important to note that a high production budget doesn't necessarily guarantee box office success. Many other factors, such as marketing and distribution, can also play a role in a movie's success at the box office.







**As the production budget for a movie increases, the worldwide gross also tends to increase. The strength of the correlation indicates that this relationship is fairly consistent across the dataset, although it does not necessarily imply causation. Other factors, such as the quality of the movie or its marketing, could also contribute to the relationship between production budget and worldwide gross.**

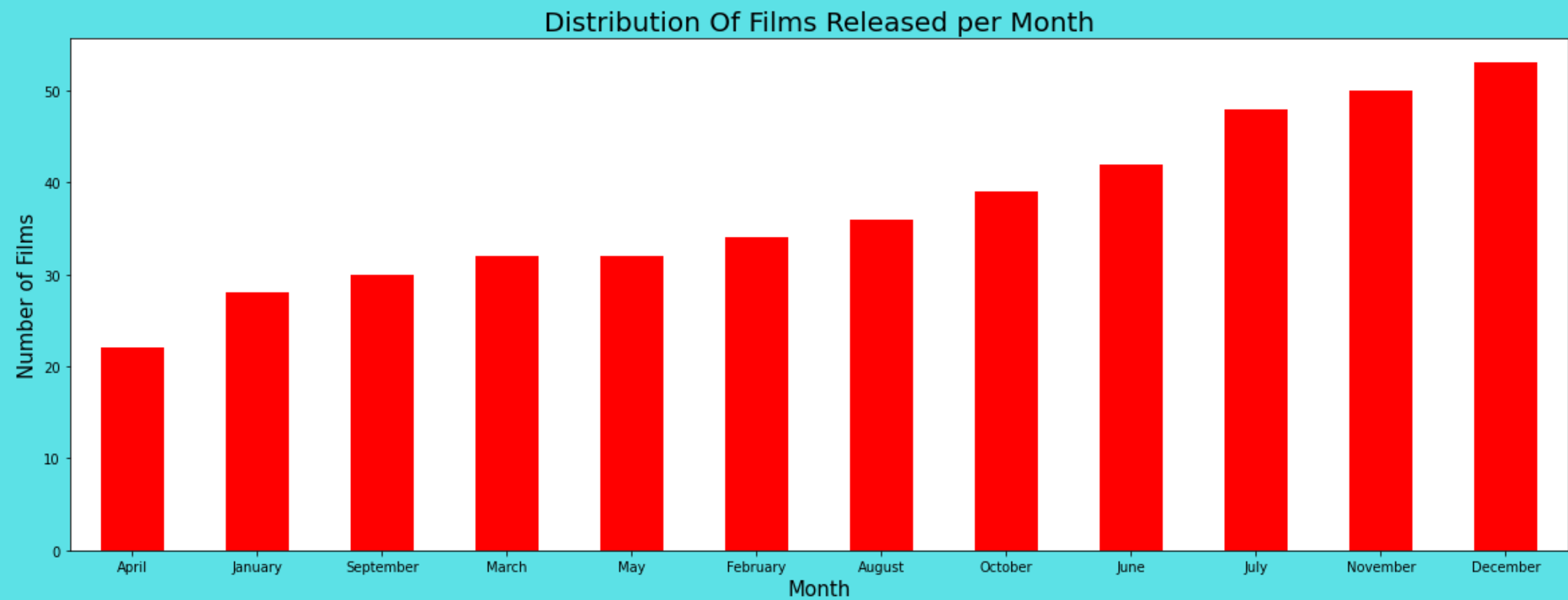
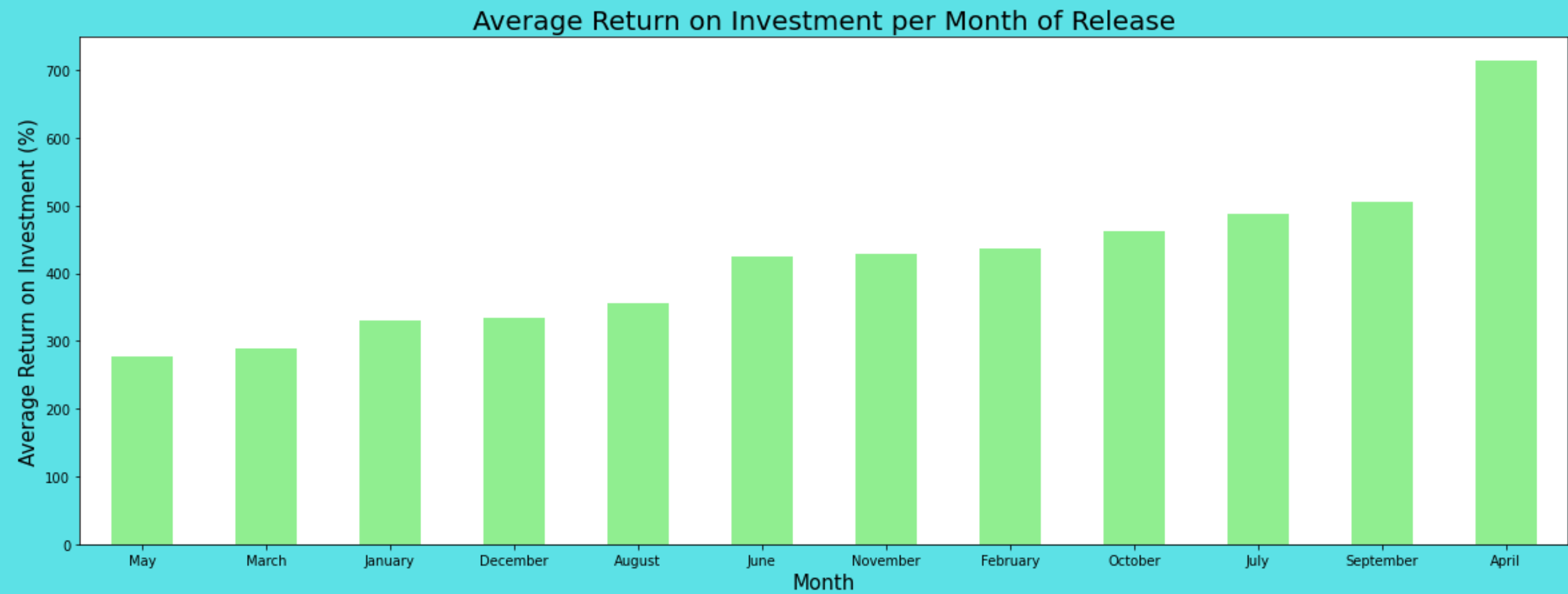




# WHEN IS IT BEST TO RELEASE?

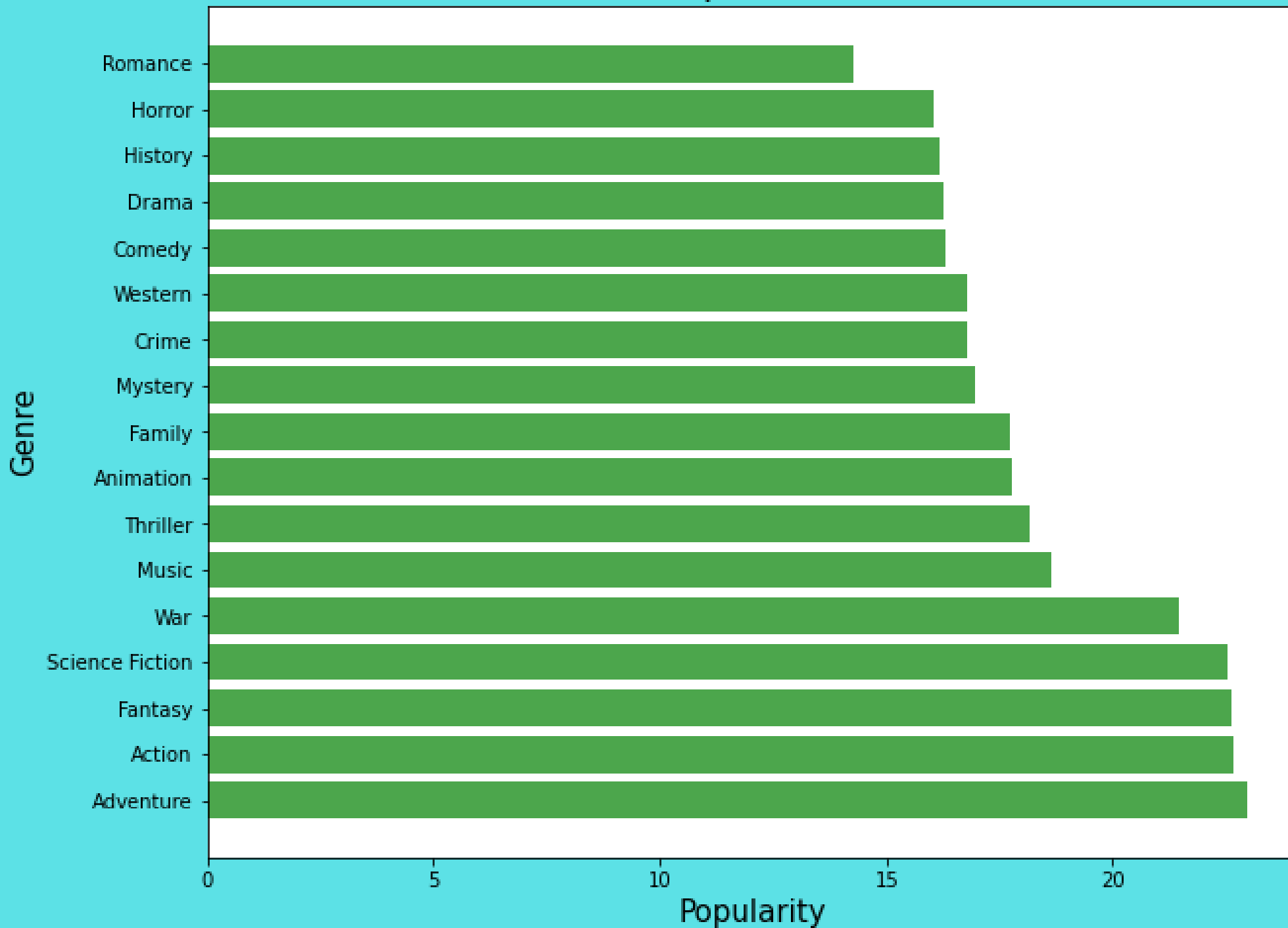
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The movies released on the month of April had the highest ROI followed by September and July. Contrastingly, April and September trail last when it comes to the number of films released on those months. This explains why they have a higher ROI. July seems to be an interesting month for movie release since movies released in July have a relatively high ROI.



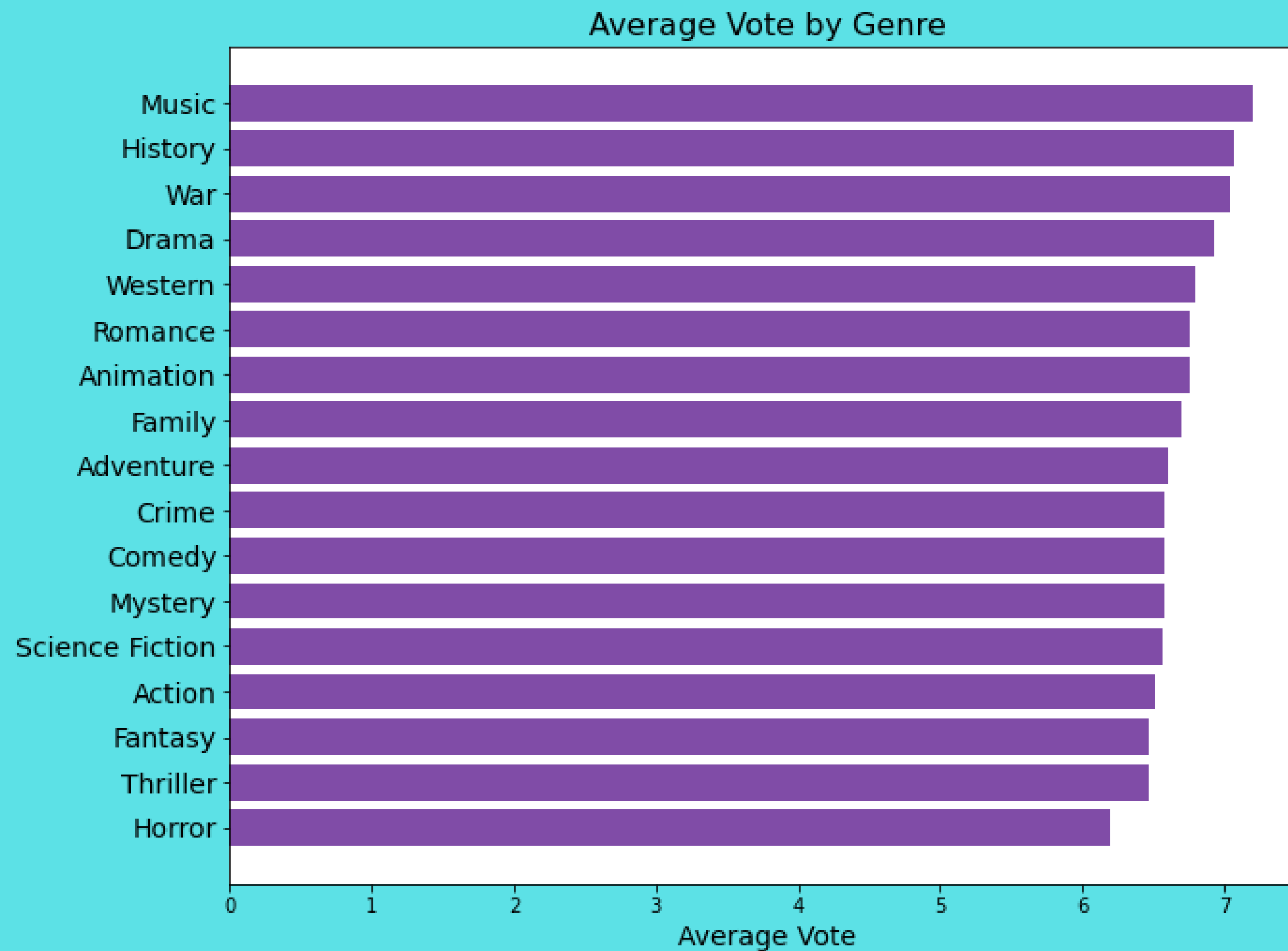


Most Popular Genres



Based on my analysis, I identified the five most commonly occurring genres, which are

1. Adventure
2. Action
3. Fantasy
4. Science Fiction
5. War



The top five genres with the highest average rating (in terms of stars) are

1. Music
2. History
3. War
4. Animation
5. Drama



# CONCLUSION

- Microsoft could obtain their intellectual property rights from any of this top movie studios, including Walt Disney, Universal Pictures, Warner Brothers, 21st Century Fox, and Sony Pictures Entertainment since it has no prior experience in film production.
- The Production Budget of a film has a weak positive correlation with its return on investment.
- The Worldwide Gross of a film has strong positive correlation with Production Budget.
- Movies released in July are more likely to yield a higher return on investment.
- 'Horror' and 'Music' genres are more likely to have a higher return on investment but 'Action' and 'Adventure' films are the top most popular genres. Exploring the popularity of genres gives Microsoft way forward.

# THANK YOU

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