


Microsoft Movie Studios Analysis

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Outline

- Business Problem
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- Conclusions

Business Problem

- Microsoft is launching new movie studio
- Has not participated in this market before
- Needs to determine what type of movies to create in order to generate high box office earnings

Summary

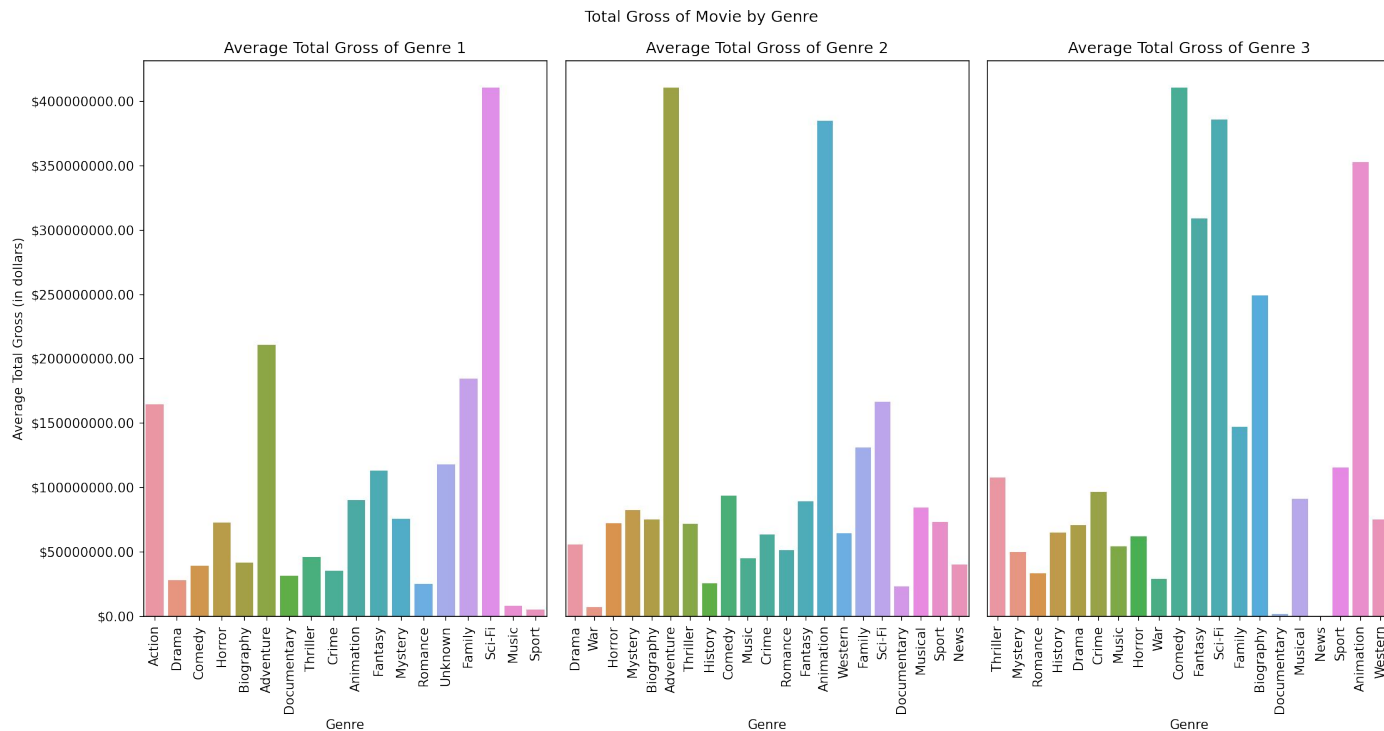
Descriptive analysis of IMDb and Box Office Mojo data identifies strategies Microsoft can implement to create movies that have high box office earnings:

- Make movies of the highest grossing genres
- Runtime should not be overlooked
- Ratings are everything

Data & Methods

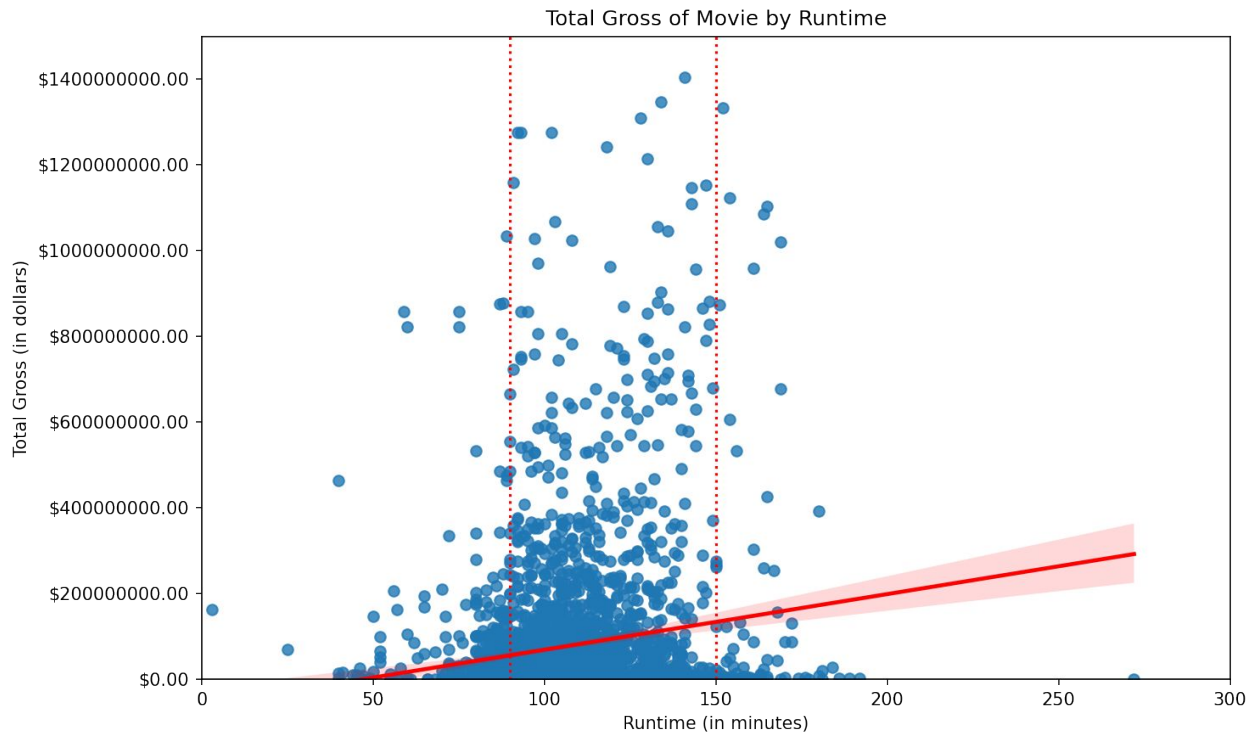
- Data sourced from IMDB and Box Office Mojo
- Data sourced from IMDB included information on movie title, genre, runtime and rating
- Data from Box Office Mojo included information on box office gross earnings
- Dataset encompassed 3027 movies from 2010-2019
- Conducted descriptive analysis leveraging these data

Results



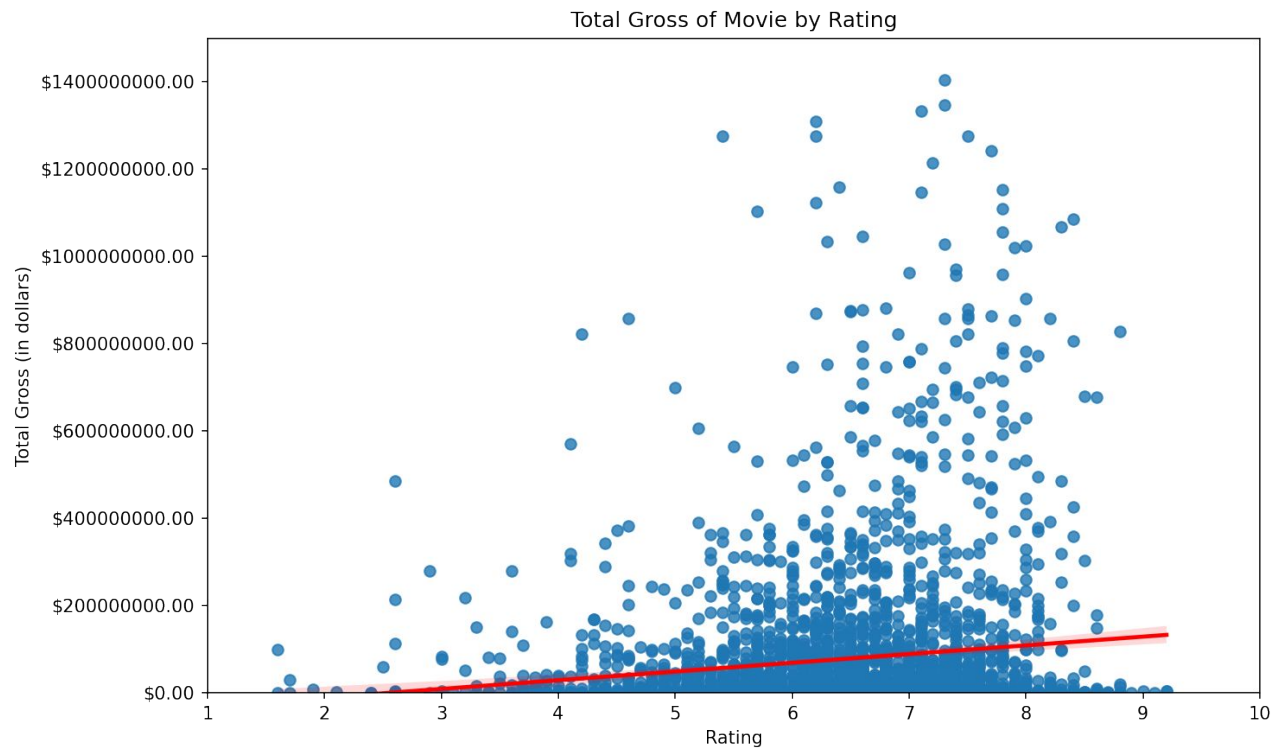
- Certain genres tend to have higher box office earnings
- Figures show adventure, sci-fi, animation, comedy, fantasy, action, and biography genres had the highest average total grosses

Results



- There is a positive relationship between runtime and box office earnings, to a certain point
- Movies between 90 and 150 minutes had the highest returns

Results



- There is a positive relationship between movie rating and box office earnings
- Movies with rating of 6 or higher had highest returns

Conclusions

- **Make movies of the highest grossing genres.** The movies that could be categorized in the adventure, sci-fi, animation, comedy, fantasy, action, and biography genres tended to have higher box office earnings. Microsoft should focus on these genres the most.
- **Runtime should not be overlooked.** In general, movies that had longer runtimes also had higher box office earnings. However, once movies surpassed a runtime threshold, box office performance was hampered. Microsoft should focus on making movies within that sweet spot between 90 and 150 minutes.
- **Ratings are everything.** The data showed that the movies with the higher ratings tended to have higher box office earnings. Microsoft should prioritize making quality, well reviewed movies that can score at least a 6 on IMDb's scale.

Next Steps

- Sourcing more data and conducting further analysis could provide Microsoft more insight on what type of movies to create.
 - Including more data, for example data on MPAA ratings, movie budgets, distribution location, release date, actors, directors, and more, could provide much more detailed insight into how to make profitable movies.

Thank You!

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