



Microsoft Studios 2022 Strategy Recommendations

Robert Cauvy



Business Problem

Microsoft Corporation (MSFT) has recently made the business decision to create original content for the Box Office. Being a new business division, the new studio head must determine which projects should be strategically prioritized. Since this is a brand new movie studio, informed decision making must rely on public and readily available historical data of past movie releases.

Data

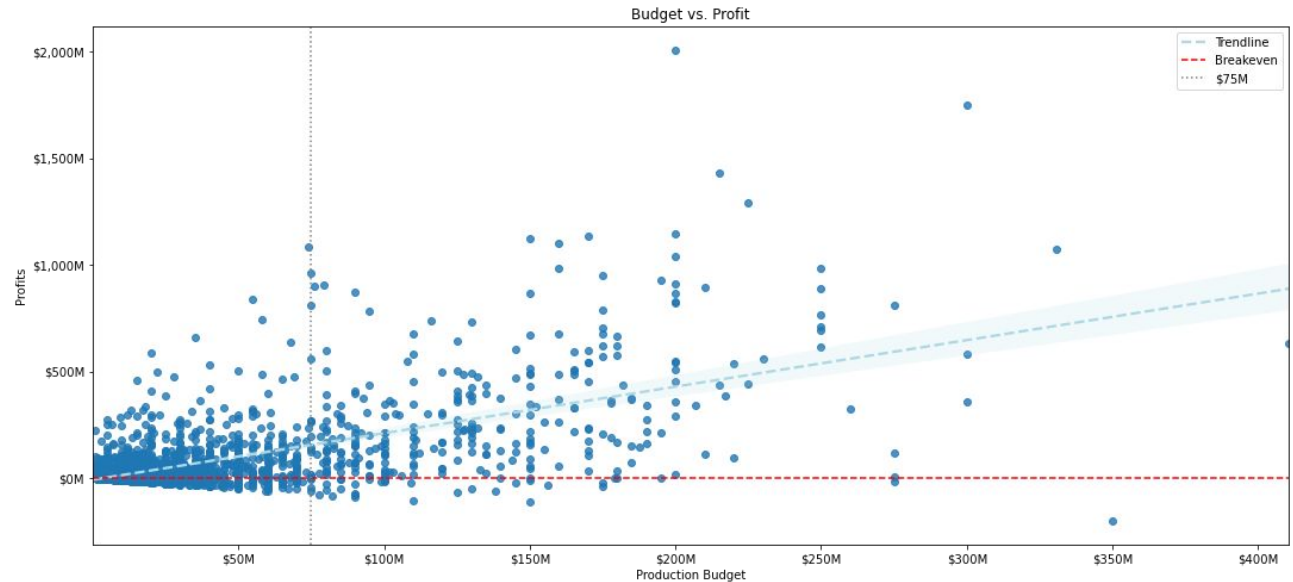
- Merged data from IMDB and TN
- Analyzed used budgets and revenue to calculate gross profit and return on investment
- Measured historical performance by release month, genre and filmmaker
- Dataset contains 2,299 unique films between 2020-1971 categorized in 21 different genres



Profits vs ROI

- 91% of movies with a +\$75M are profitable
- Budgets under \$50M are only 56% profitable.

Recommendation: Big Budget Productions



Profits vs ROI



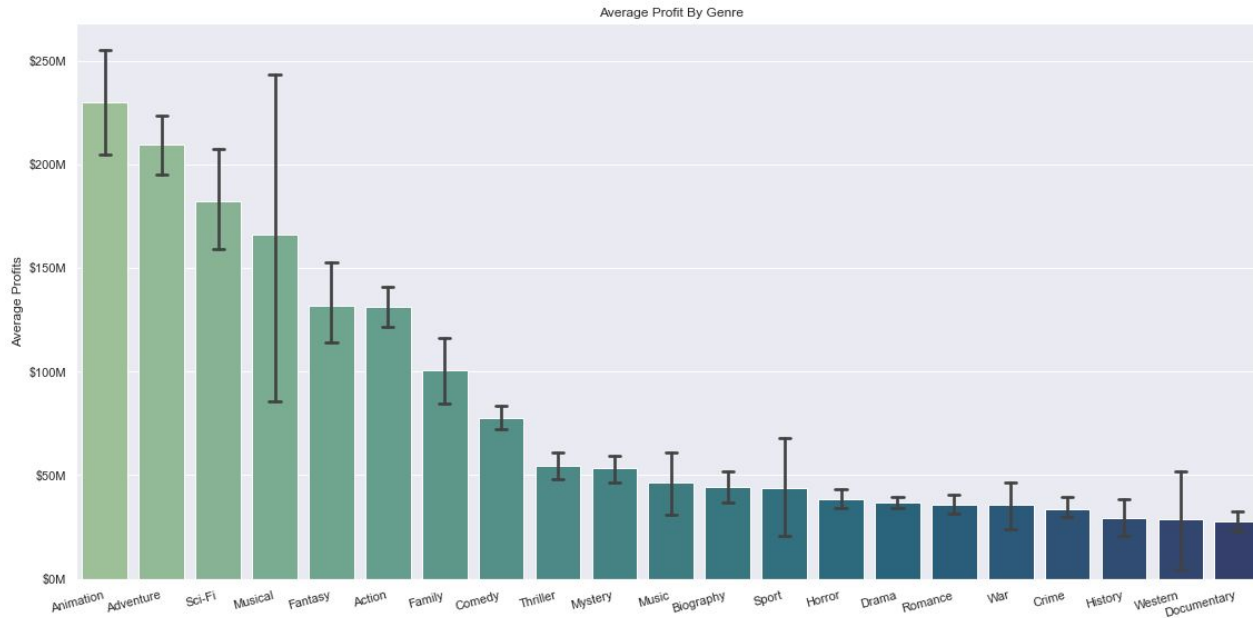
- Small budgets have produced enormous returns

Recommendation: Small Budget Productions

Should we prioritize certain genres?

Recommendations:

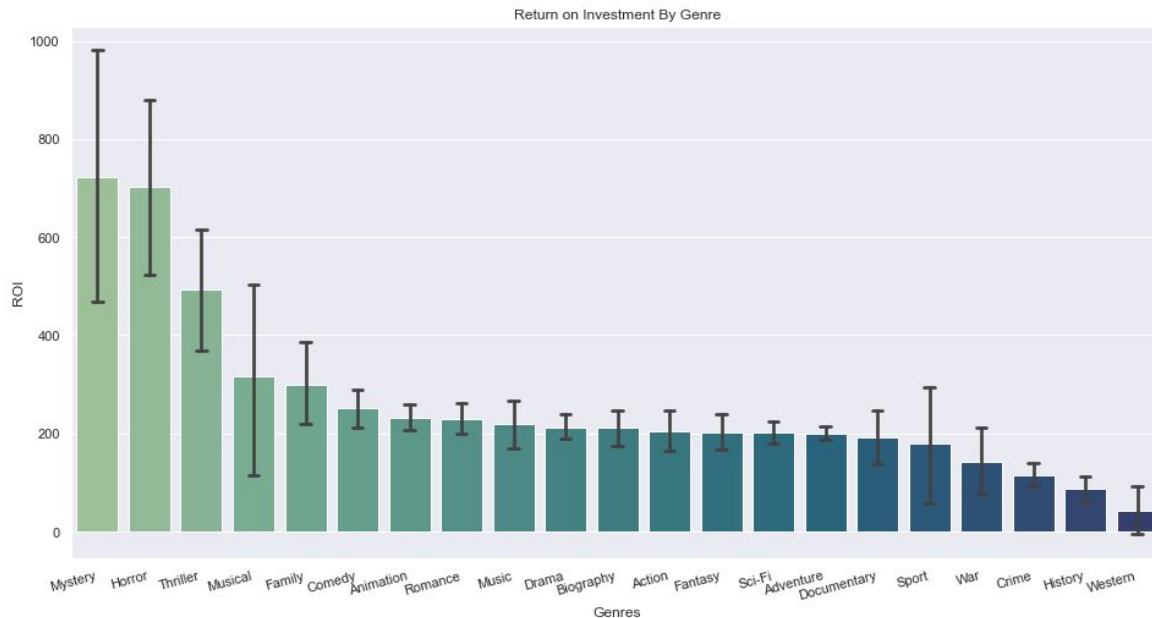
- Top Overall: Animation, Comedy, and Family
- Most Profitable: Adventure, Sci-Fi, Fantasy and Action
- Best ROI: Mystery, Horror, Thriller and Romance
- High Risk: Musicals



Should we prioritize certain genres?

Recommendations:

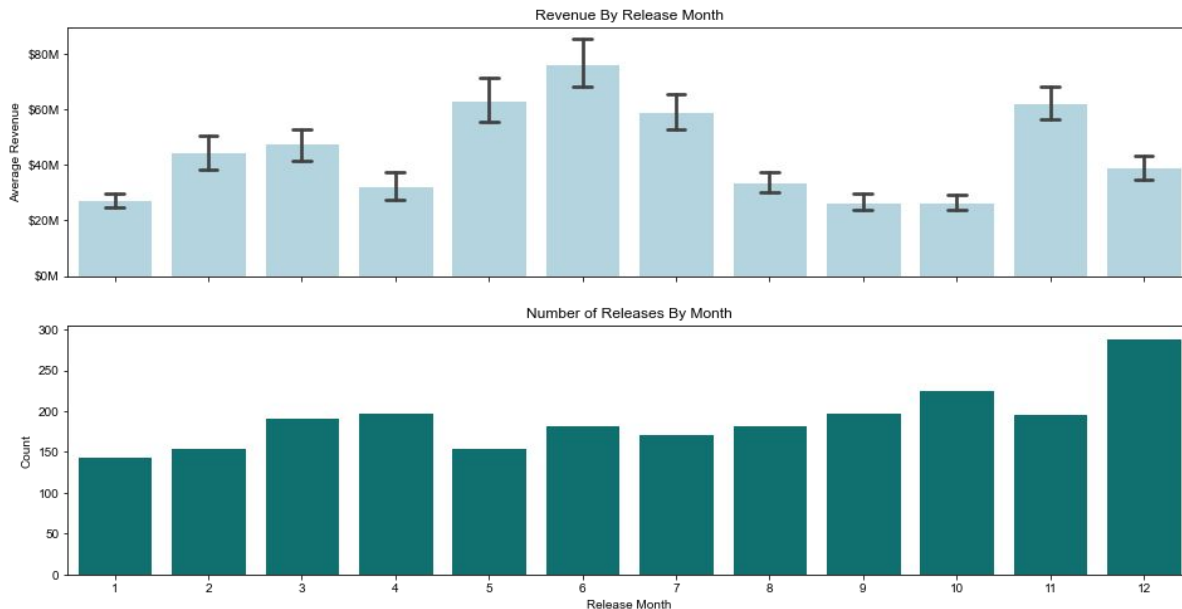
- Top Overall: Animation, Comedy, and Family
- Most Profitable: Adventure, Sci-Fi, Fantasy and Action
- Best ROI: Mystery, Horror, Thriller and Romance
- High Risk: Musicals



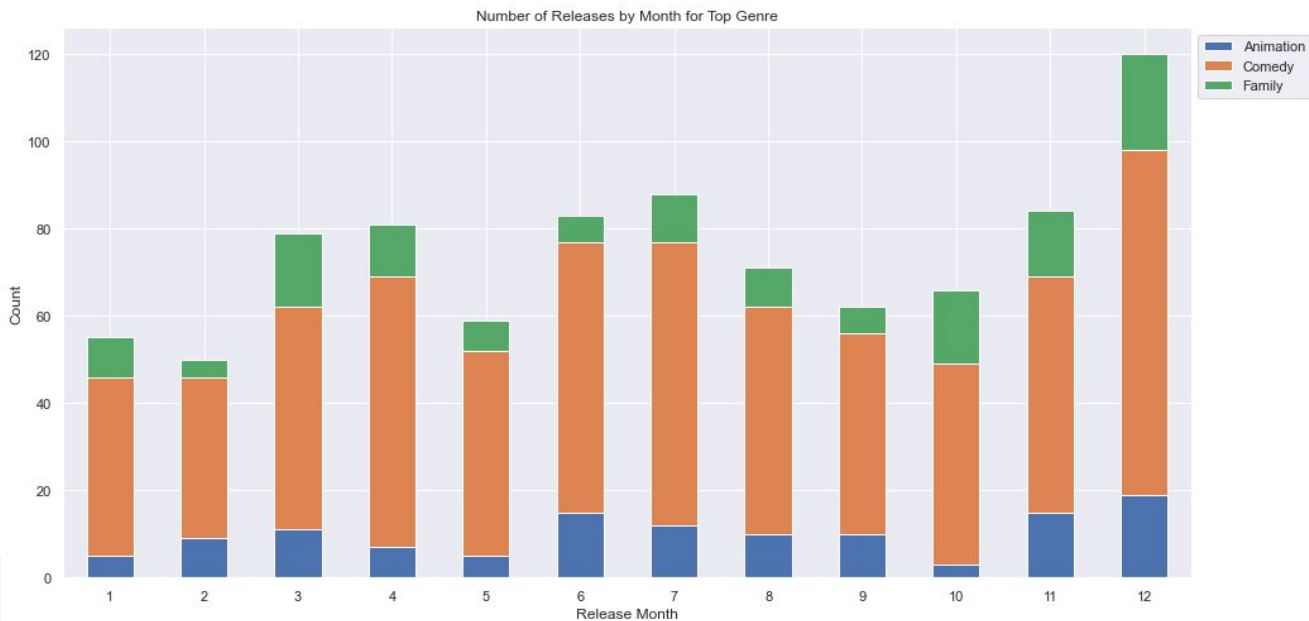
When should we schedule our releases?

- May, Jun, Jul, Nov average the largest earnings
- Mar, Apr, Oct, Dec have the most releases

Recommendation: Plan releases for the Summer



Does it depend on the genre?



No actionable insights

Any notable directors to work with?

Animation			Comedy		Family	
primary_name	profit		primary_name	profit	primary_name	profit
0	Brad Bird	1,042,520,711	Kyle Balda	1,023,031,962	Bill Condon	843,815,419
1	Kyle Balda	1,023,031,962	Eric Guillon	959,727,750	Peter Jackson	767,003,568
2	Eric Guillon	959,727,750	Jared Bush	869,429,616	Robert Stromberg	578,536,735
3	Jon Favreau	906,914,868	Lee Unkrich	868,879,522	Christophe Lourdelet	559,454,789
4	Jared Bush	869,429,616	Pierre Coffin	854,936,333	Garth Jennings	559,454,789
5	Lee Unkrich	868,879,522	Andrew Stanton	821,215,193	David Yates	537,311,470
6	Pierre Coffin	854,936,333	Angus MacLane	821,215,193	Caleb Doyle	488,461,394
7	Andrew Stanton	821,215,193	Yarrow Cheney	811,750,534	Kyle Lawrence	488,461,394
8	Angus MacLane	821,215,193	Tim Miller	743,025,593	Pierre Coffin	474,464,573
9	Yarrow Cheney	811,750,534	David Leitch	676,680,557	Chris Renaud	474,464,573

Any profitable directors to work with?

Action			Adventure		Fantasy		Sci-Fi	
primary_name	profit		primary_name	profit	primary_name	profit	primary_name	profit
0	Colin Trevorrow	1,433,854,864	Kevin Lincoln	2,008,208,395	James Wan	986,894,640	Colin Trevorrow	1,433,854,864
1	Ryan Coogler	1,148,258,224	Pete Meads	2,008,208,395	Bill Condon	843,815,419	Ryan Coogler	1,148,258,224
2	J.A. Bayona	1,135,772,799	Colin Trevorrow	1,433,854,864	Peter Jackson	724,316,015	J.A. Bayona	1,135,772,799
3	Anthony Russo	1,060,868,501	Ryan Coogler	1,148,258,224	Patty Jenkins	671,133,378	Joe Russo	1,060,868,501
4	Joe Russo	1,060,868,501	J.A. Bayona	1,135,772,799	David Slade	638,102,828	Anthony Russo	1,060,868,501
5	James Wan	986,894,640	Adam Green	1,122,469,910	Joachim Rønning	558,241,137	Ryan Fleck	948,061,550
6	Ryan Fleck	948,061,550	Joe Russo	1,060,868,501	Espen Sandberg	558,241,137	Anna Boden	948,061,550
7	Anna Boden	948,061,550	Anthony Russo	1,060,868,501	David Yates	537,311,470	Joss Whedon	784,645,092
8	Jake Kasdan	874,496,193	Kyle Balda	1,023,031,962	Scott Derrickson	511,404,566	Michael Bay	736,240,986
9	Joss Whedon	784,645,092	James Wan	986,894,640	Seth MacFarlane	506,016,627	Jon Watts	705,166,350

Any high return directors to work with?

Thriller			Horror		Romance		Mystery	
primary_name	ROI		primary_name	ROI	primary_name	ROI	primary_name	ROI
0	Chris Lofing	41,556	Travis Cluff	41,556	Jamie Buckner	5,479	Travis Cluff	41,556
1	Travis Cluff	41,556	Chris Lofing	41,556	Josh Boone	2,460	Chris Lofing	41,556
2	Joaquin Perea	10,076	Joaquin Perea	10,076	Richard Dailey	1,874	Levan Gabriadze	6,336
3	Chris Stokes	9,458	David Gordon Green	8,101	Ryan Coogler	1,850	Jordan Peele	5,007
4	David Gordon Green	8,101	Levan Gabriadze	6,336	Drake Doremus	1,391	Bradley Parker	4,141
5	Levan Gabriadze	6,336	Tod Williams	5,817	Sam Taylor-Johnson	1,327	James Wan	4,024
6	Jordan Peele	5,007	Jordan Peele	5,007	David Lowery	1,296	John R. Leonetti	3,852
7	Bradley Parker	4,141	Bradley Parker	4,141	John Madden	1,246	Henry Joost	3,399
8	James Wan	4,024	James Wan	4,024	Troy Murray	1,146	Ariel Schulman	3,399
9	John R. Leonetti	3,852	Ariel Schulman	3,399	Justin Baldoni	1,050	Robert Heath	2,618



Next Steps and Further Analysis

- MPA ratings
- Actors
- Marketing



Summary Conclusion

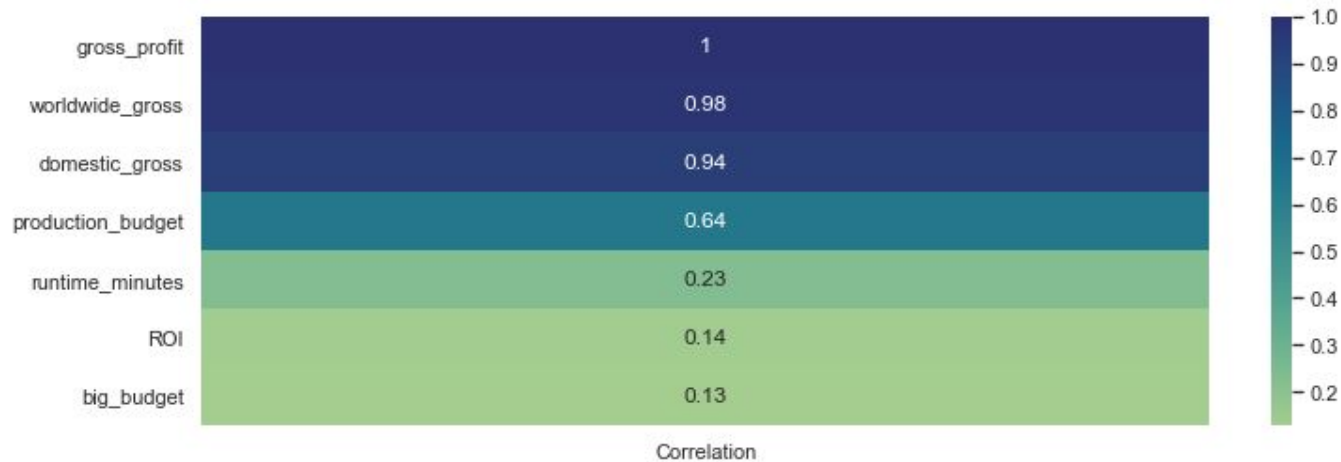
- Determining Budgets
- Plan projects that fall into the strategic tiers
 - Top Overall: Animation, Comedy, and Family
 - Most Profitable: Adventure, Sci-Fi, Fantasy and Action
 - Highest ROI: Mystery, Horror, Thriller and Romance
- Target May, June, July and November release dates
- Work with top filmmakers by genres
- Further Analysis



Questions?



Appendix



Appendix

