



Microsoft

MICROSOFT MOVIE STUDIO ANALYSIS

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OBJECTIVE AND METHODOLOGY

- Explore historical movie data to determine types of movies that are most successful at the box office for Microsoft's studio to utilize. This exploratory analysis dives into the following topics:
 - Genre Analysis
 - Crew Analysis
 - Monthly Trends
- Data is sourced from The Numbers (<https://www.the-numbers.com/>) and IMDB (<https://www.imdb.com>)



OVERALL FINDINGS

KEY FINDINGS

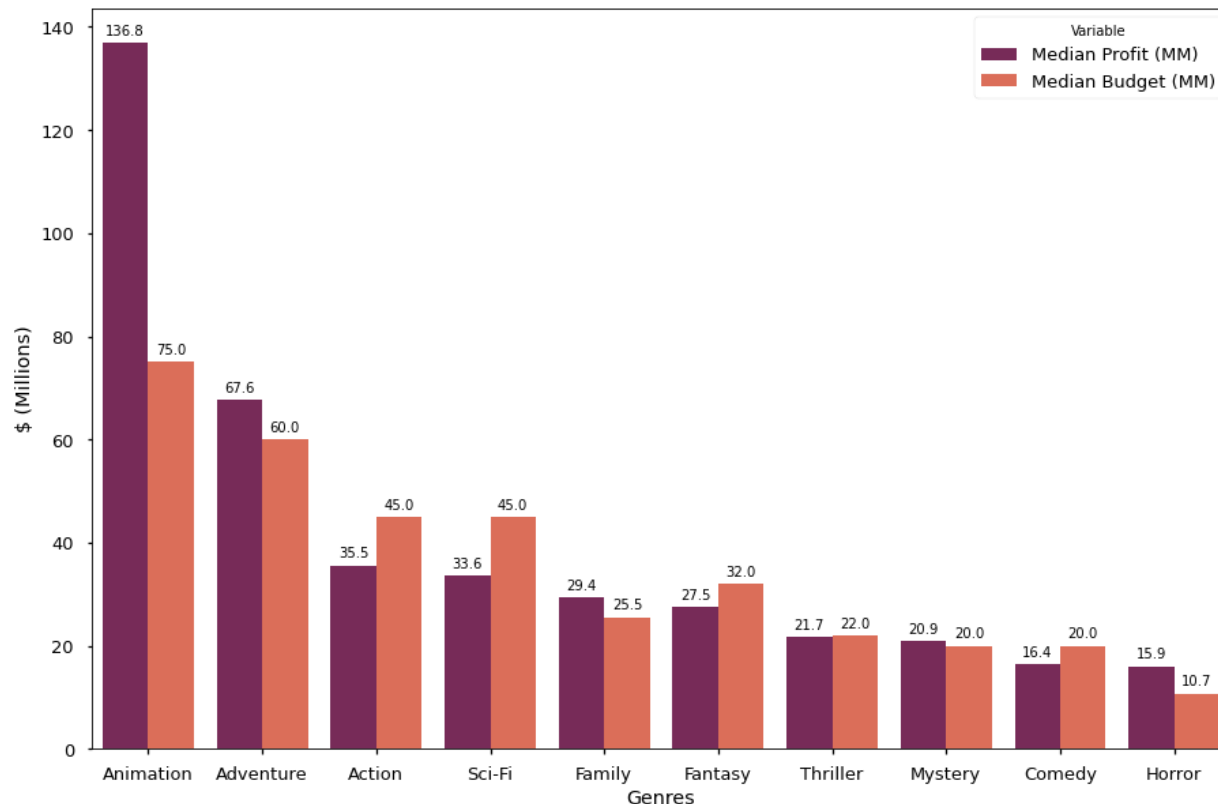
Animation, Adventure, and Family genres generate the highest profits while maintaining low relative costs on average.

Experienced crew members in these genres such as Pierre Coffin as Director, Janey Healy as producer, and Michael Giacchino as composer are responsible for multiple of the most successful films.

Film releases in May generate the largest worldwide gross on average.

FILMS IN THE ANIMATION GENRE ARE MOST PROFITABLE ON AVERAGE, WHILE COSTING ABOUT HALF THEIR NET EARNINGS

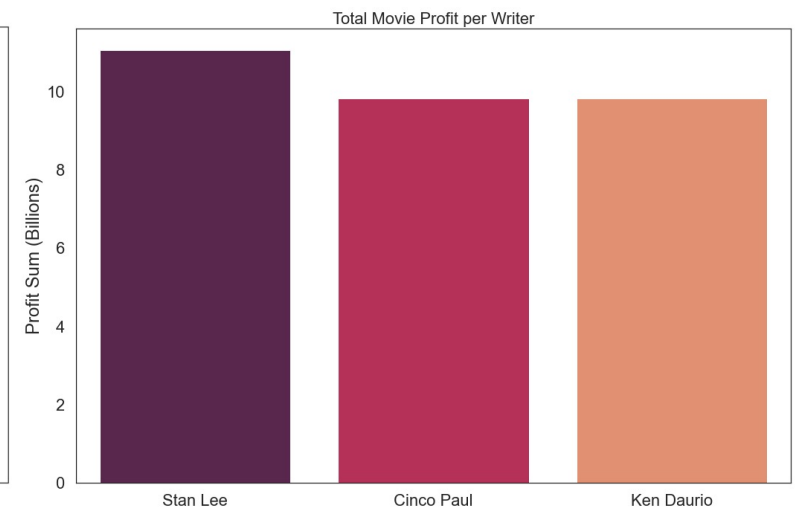
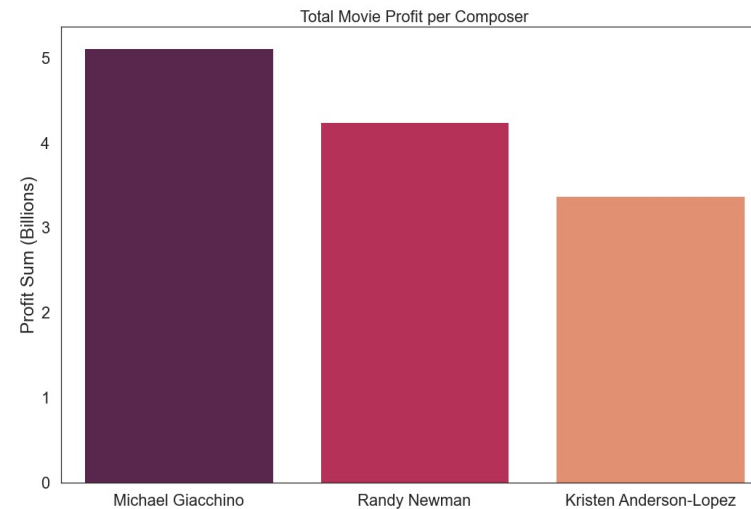
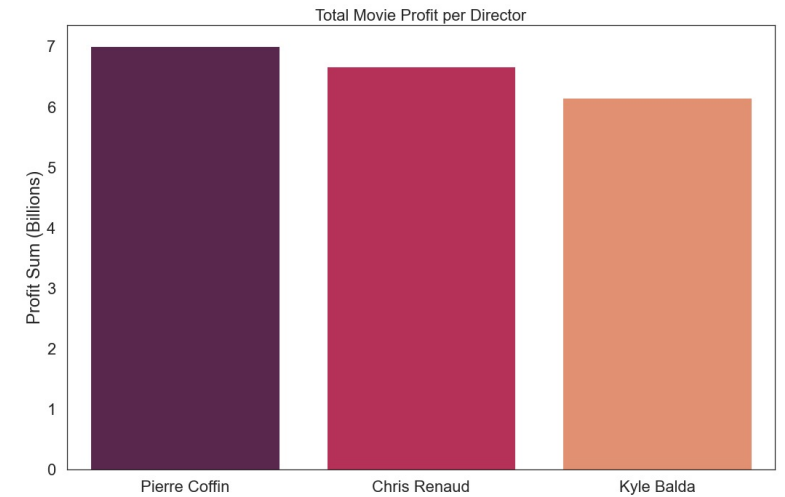
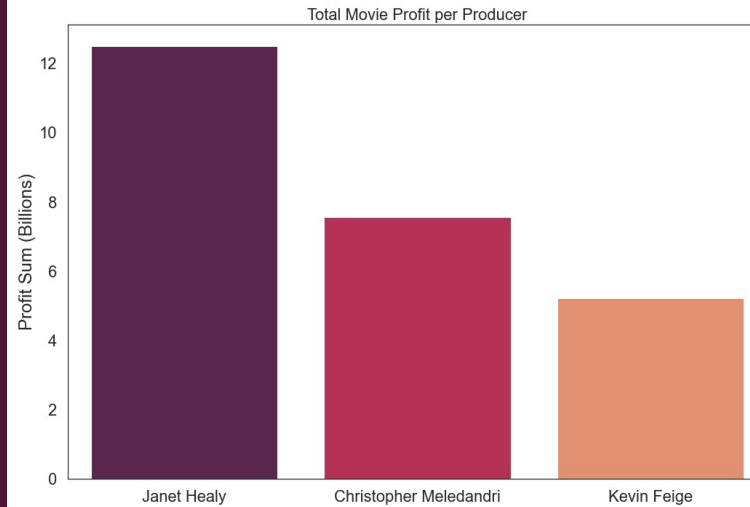
Median Profit and Budget (MM) by Genre



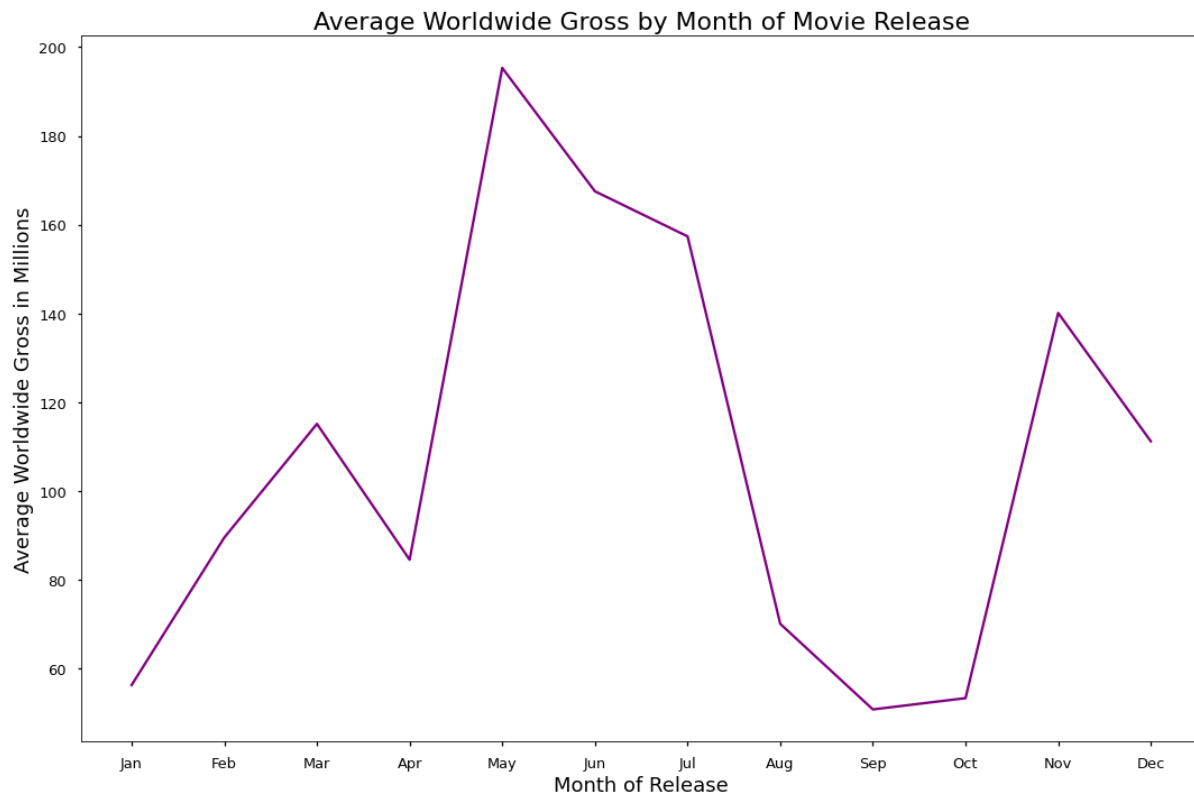
- Animation films outperformed all other genres with a median profit of 136.8MM. Median budget for this genre was 75MM.
- Adventure and Family genres have high average profits as well while keeping low relative costs
- Action, Sci-Fi, Fantasy, and Comedy genres have higher budgets than profit on average
- Using the median rather than the mean excludes potential outliers in films, demonstrating Animation films as a clear winner

HIRING EXPERIENCED CREW MEMBERS CONTRIBUTES TO SUCCESSFUL FILMS

- Janet Healy is the most profitable producer with 7 works in the Animation Genre.
- Pierre Coffin is the most successful director in the animation and adventure genres
- Michael Giacchino tops the list of most successful composers, with experience composing 6 works that vary in genre
- Cinco Paul and Ken Daurio write the most successful animation and adventure films



MAY FILM RELEASES GENERATE THE HIGHEST WORLDWIDE GROSS ON AVERAGE



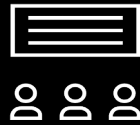
| Release Month | Gross (MM) |
|---------------|------------|
| Jan | 56.3 |
| Feb | 89.5 |
| Mar | 115.1 |
| Apr | 84.5 |
| May | 195.3 |
| Jun | 167.5 |
| Jul | 157.3 |
| Aug | 70.1 |
| Sep | 50.7 |
| Oct | 53.3 |
| Nov | 140.1 |
| Dec | 111.1 |

- Movies released in late spring to early summer generate substantial worldwide gross earnings, with May generating 195MM on average.
- Late summer and early fall movie releases yield the lowest worldwide gross on average

CONCLUSIONS AND NEXT STEPS:



Kick off Microsoft's movie studio by creating an animation film, as this genre generates the highest profits with minimal risk of costing more than its gross earnings. Adventure and Family films also generate high profits with relatively low budgets.



Utilizing experienced crew members in the Animation genre such as Pierre Coffin as Director, Janey Healy as Producer, and Michael Giacchino as composer will yield successful films, and demonstrate versatility across genres.



Microsoft should prioritize releasing films in May, June, or July, as viewers are more likely to hit the movie theatre in these months. Avoid delaying movie releases, as late summer and early fall generate the lowest gross among films.