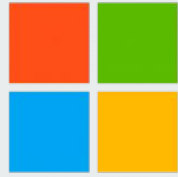




Microsoft Movie Studio

An Exploratory Analysis

By: Mohammed Siddiqui
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Microsoft

SUMMARY

Descriptive analysis of movie data reveals insights about what type of movie we should make as a studio:

- Allow for higher budgets
- Prioritize Animated, Science Fiction and Comedy movies
- Release films in June, July, November or December



OUTLINE

- Business Problem
- Data and Methods
- Results
- Conclusions



BUSINESS PROBLEM

- Maximize Return on Investment
- Find most successful film genres
- Decide when to release films



DATA & METHODS

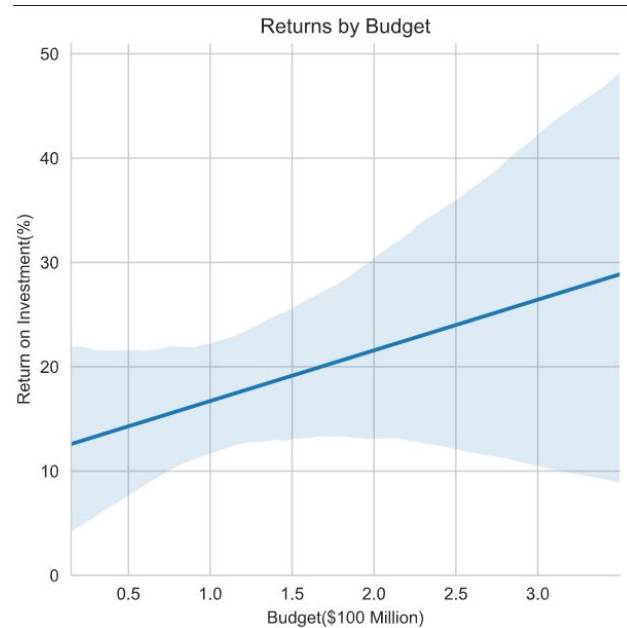
- Financial and Genre data for movies with a budget of over \$15 Million from 2009 through 2018
- Financial data adjusted for inflation
- Performance will be based on Return on Investment

RETURN ON INVESTMENT

$$\frac{\text{Studio Revenue} - \text{Budget}}{\text{Budget}}$$

RESULTS

- Performances increase with budget



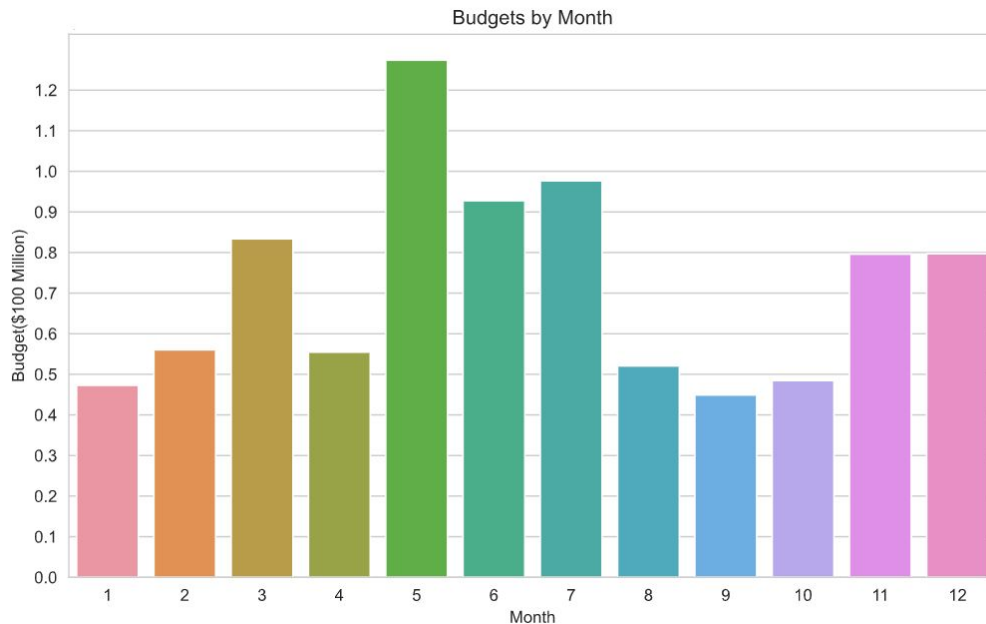
RESULTS

- Performance is highest in the month of July
- June, November and December also perform well
- March, September and October show very poor performance



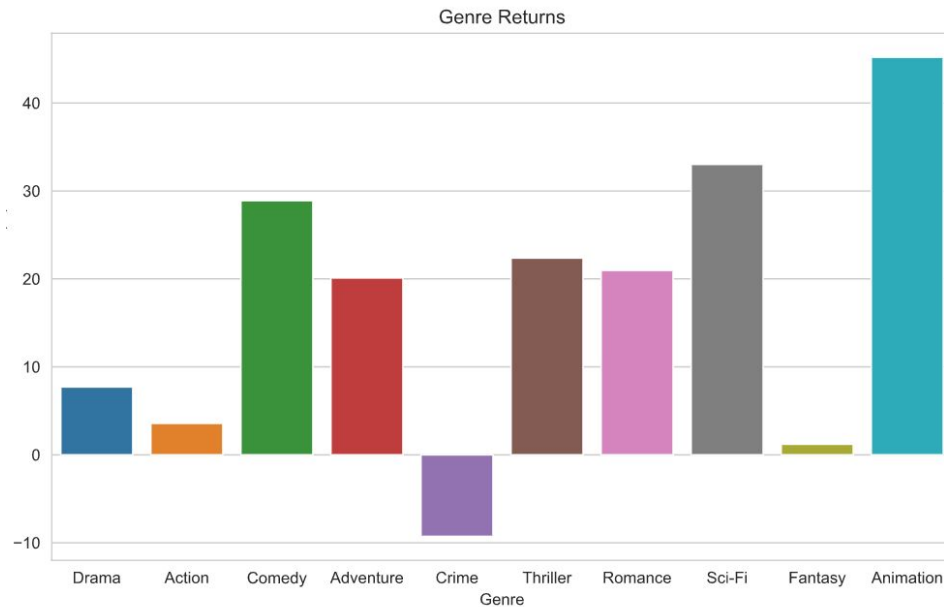
RESULTS

- Budgets are highest for movies released in May
- March, June, July, November and December have average budgets over \$80 Million



RESULTS

- Performance for Animated movies is the highest
- Science Fiction and Comedy also perform well
- Crime genre performs very poorly





CONCLUSION

- Allow for higher budgets
- Prioritize Animated, Science Fiction and Comedy movies
- Release films in June, July, November or December

NEXT STEPS

- Analyze performance within specific budget ranges
- Explore genre patterns by season
- Account for revenues once movies become available for home viewing

Thank You

Email: siddiqui@mohammed@gmail.com

GitHub: [@saifword](#)

