A Movie Production Analysis for Microsoft

By Sameeha Ramadhan

Summary

Descriptive analysis of popular movie genres and profit data show that:

1- **A production budget around $96,194,000 should correlate to a profit margin of around 80%.**

2- **Movies should be released between June and July, as well as over the winter holiday break for increased profits.**

3- **Microsoft should focus their efforts on the top 6 most profitable movie genres: Romance, Cult, Animation, Western, Kids & Family, and Sci-Fi.**

Outline

- Business Problem
- Data
- Methods
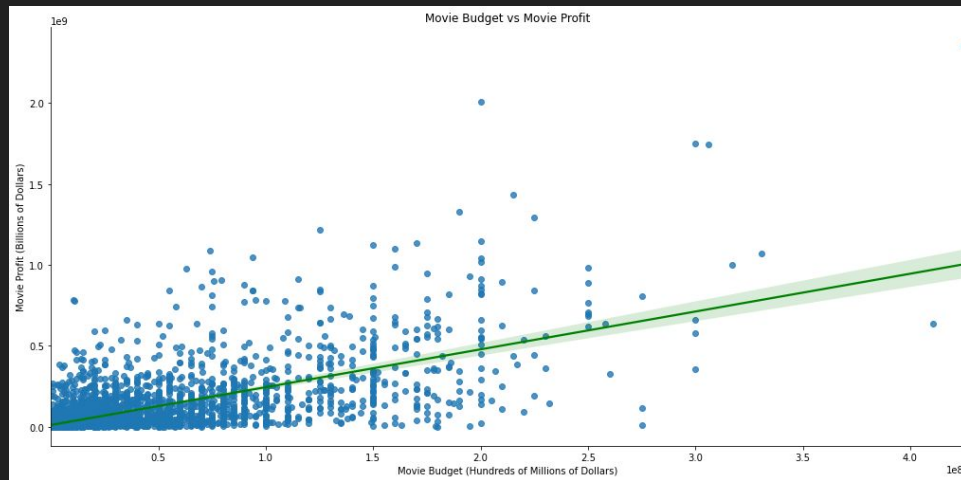- Conclusions
- Next Steps

Business Problem

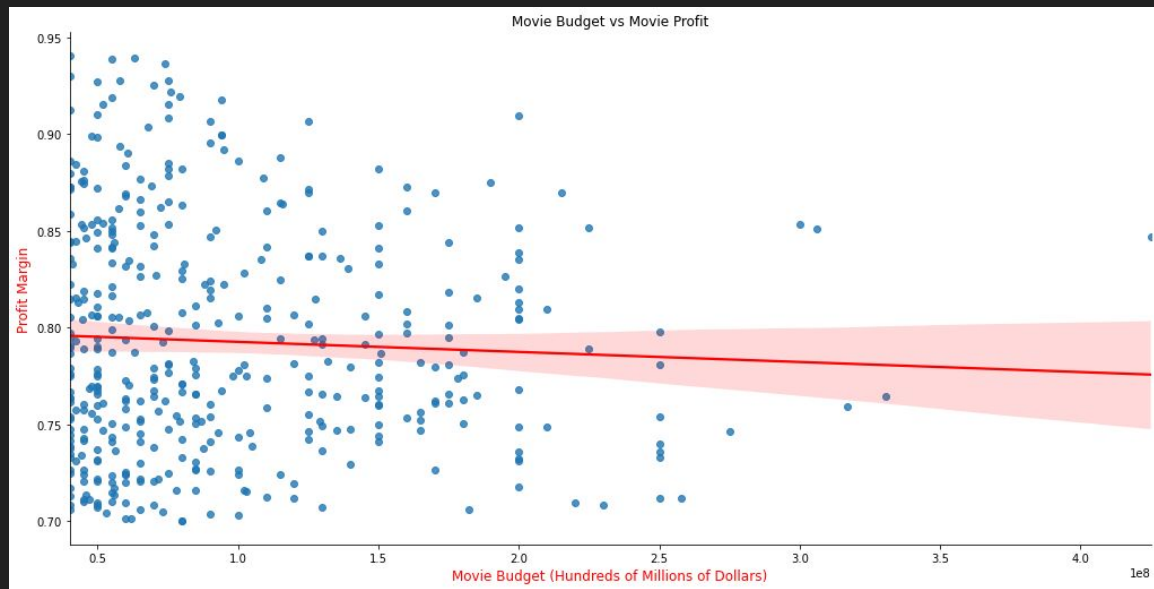Evaluate the best strategies for entering the movie making business:
- Decide on which genres to focus on
- Estimate a goal production budget
- Calculate the best time for releases

Data & Methods

- Comprehensive datasets from well known industry databases such as RottenTomatoes and Imdb.com

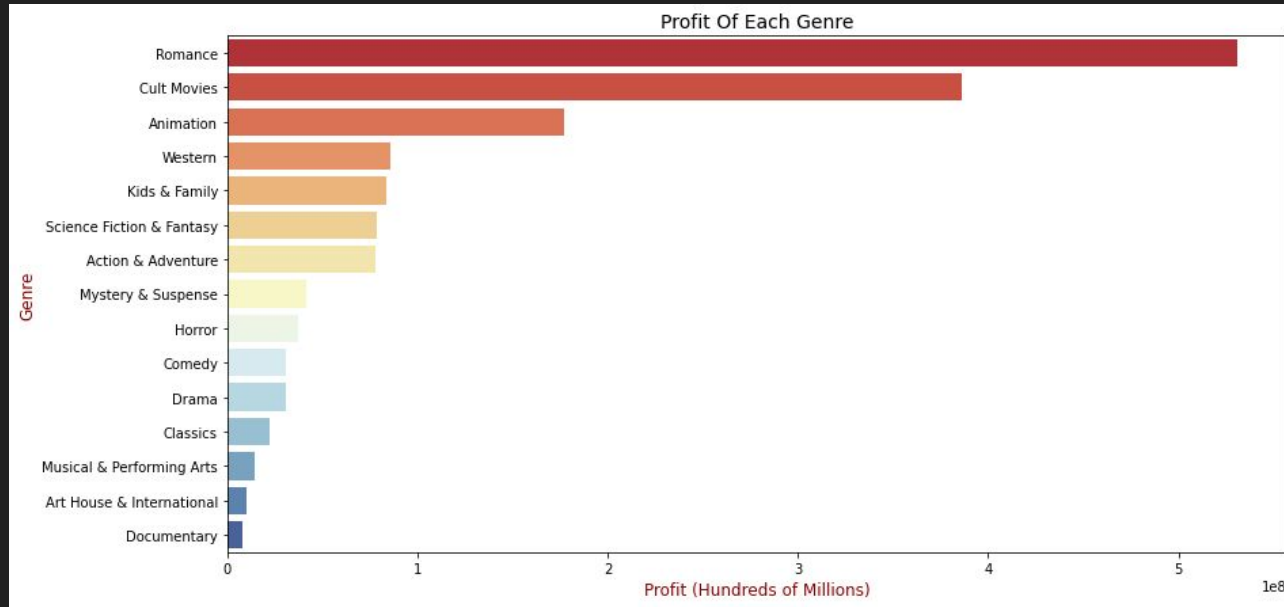- Extensive information including data on genres, profits margins.
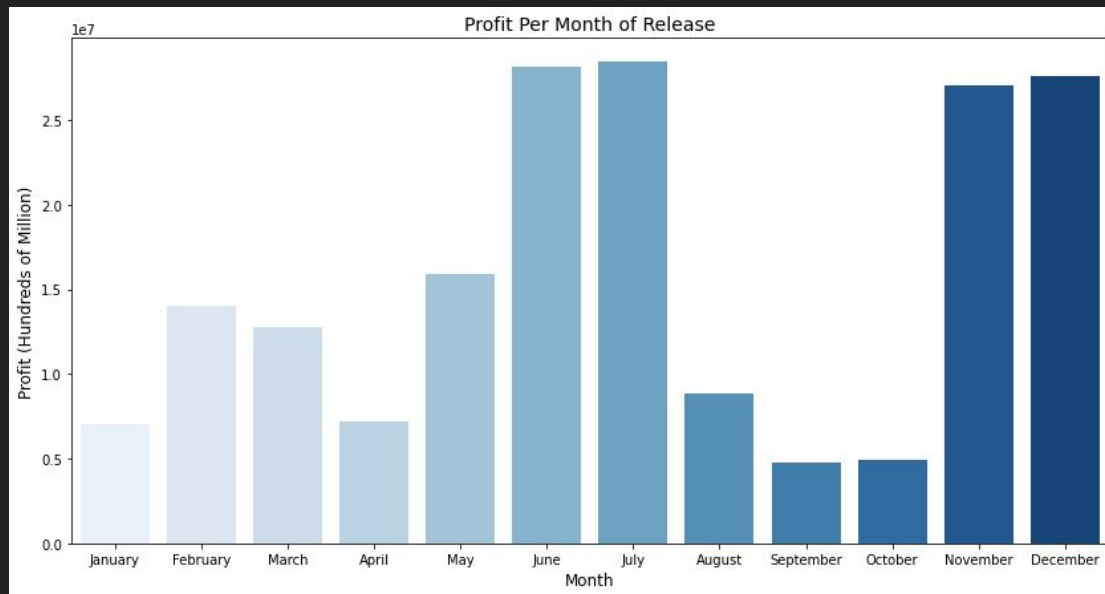
Results

Movie Budget vs Movie Profit

- Higher production budgets often do not translate to higher profit margins, so caution is advised when budgeting.

Results

Profit Of Each Genre

- Romance, Cult movies, and Animation offer the highest profit.

Results

- July then June, followed by December and November respectively, are the most profitable months in the movie industry. This is owed largely to school breaks.

Conclusions

1- **A production budget around $96,194,000 should correlate to a profit margin of around 80%.**

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3- **Microsoft should focus their efforts on the top 6 most profitable movie genres: Romance, Cult, Animation, Western, Kids & Family, and Sci-Fi.**

Next Steps

1- **Research and emulate the best strategies of well known, well established studios to build a successful studio from the start.**

2- **Carefully analyze and determine which directors and producers contribute the most to a movie's success.**

3 - **Determine which actors are most valuable to movie production.**

Thank You!

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