



Microsoft Movie Profitability Analysis



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Summary

Data analysis on recent movies and their budgets, profits, genres and ratings indicate how to maximize profit. The primary findings reveal that microsoft should create content that:

- Releases in early, Spring, Summer, or the Holiday season
- Is animated content, ideally in a Sci-Fi or Adventure genre
- Utilizes the appropriate budget to maximize profits

Business Problem

- Aim to maximize profits
- Release at appropriate times of year
- Allocate budget appropriately
- Reach most profitable audiences

Data

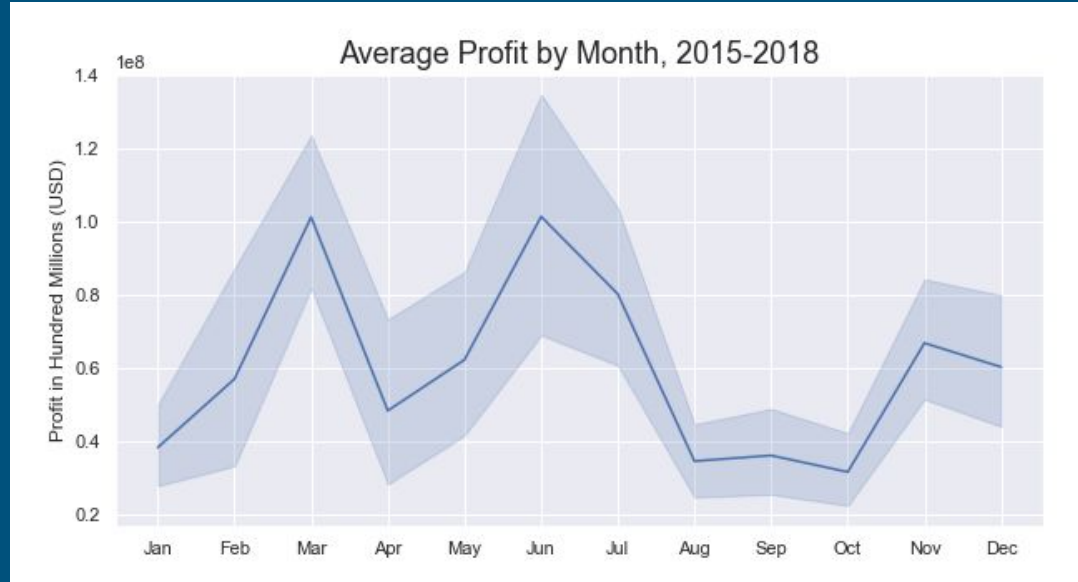
- Recent movie Budget and Income data from [the-numbers.com](https://www.the-numbers.com)
- Movie details (Names, Genres, and Ratings) from IMDB

Methods

- Average profit margins using movie data over several years, separated by month
- Comparison of budget to profit of high grossing content
- Movie profitability comparison by genre
- Correlation of average review score to movie profits

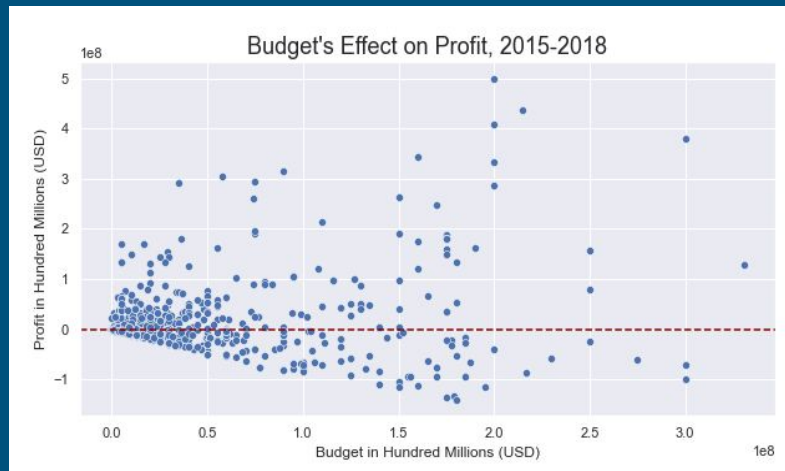
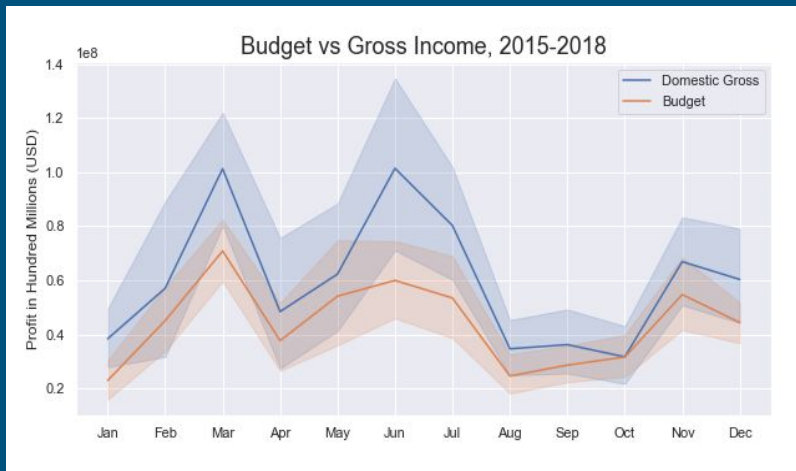
Results

- Highest profits in early Spring, Summer, and Holidays

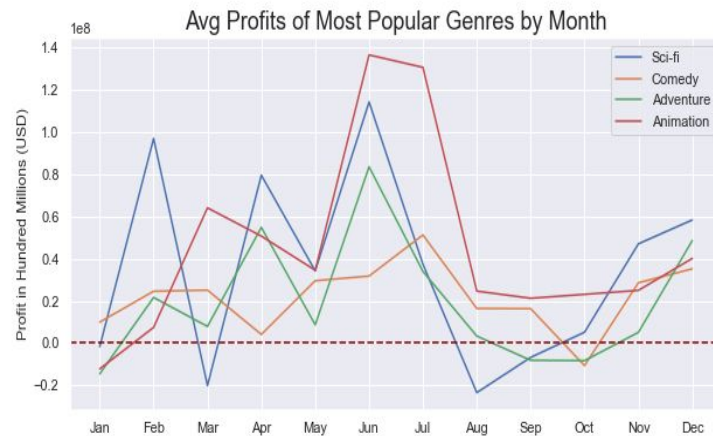
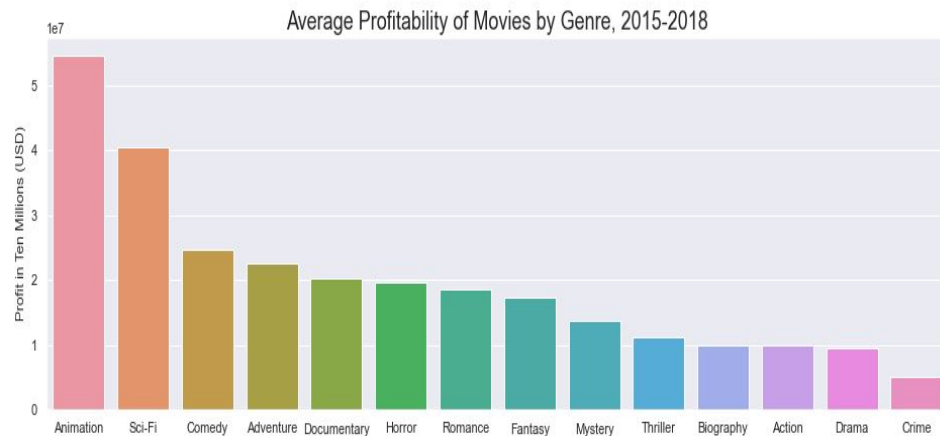


Results

- Budget influences potential profitability
- Budgets above \$50 million have potential for higher profits

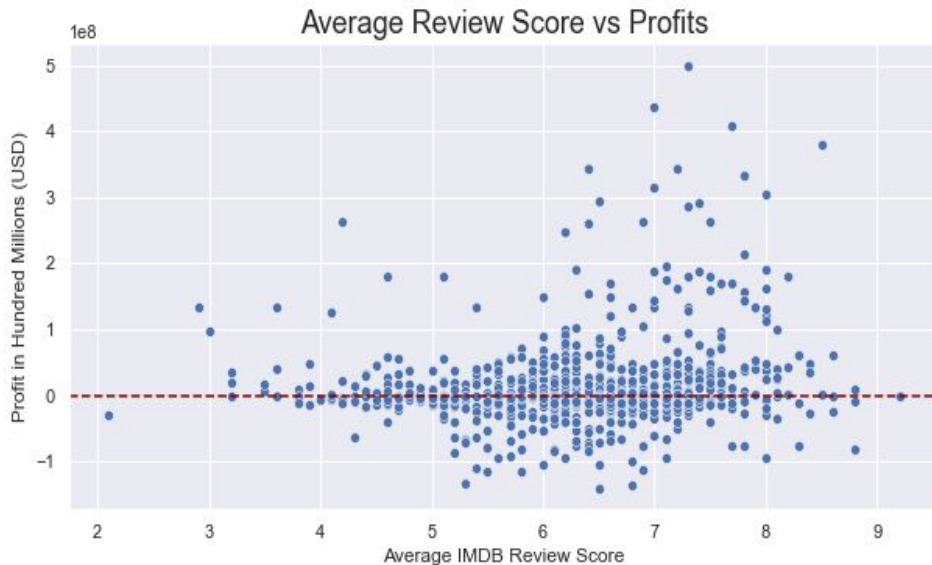


Results



- Animation, Sci-Fi, Comedy and Adventure content yields highest profitability
- Genres have varying time periods of higher profit margin
- Sci-Fi bump in February

Results



- Favorable reviews have at least some correlation to profitability
- Acknowledge which content receives highest average review scores going forward

Conclusions

Analysis of movie data determines that Microsoft should do the following to maximize profitability when creating original content:

- Create content with release dates in early Spring or Summer
- Create Animated content with Sci-Fi or Adventure themes
- Put at least \$50 million budget behind any content created
- Remain conscious of review trends in similar content to maximize viewership

Thank You!

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