Microsoft x Hollywood

Summary

▷ Project does a deep-dive into the movie industry to help Microsoft successfully release their first movie.

▷ Various description analyses were done:
- o The best time in the year to release a movie
- o The genre with the highest ROI
- o The ideal runtime for a movie

Outline

▷ Business Context

▷ Data

▷ Methods

▷ Results

▷ Conclusion

Business Context

▷ Microsoft wants to create a movie studio.

▷ No previous industry experience.

▷ For the studio to be successful in the long run, the first movie needs to be a banger.

▷ This will set the stage for future movies.

Data

▷ Publicly source data used from:
  ○ thenumbers.com (tn)
  ○ IMDb (Internet Movie Database)

▷ Created an inclusive dataset of ~2,700 movies.

▷ Original dataset had 6 columns.

▷ 3 more columns were created and added for analysis.

Methods

Movies Released Per Month:

▷ Release date was categorized into months.

▷ Months categorized into quarters.

Genre and ROI:

▷ Movies were grouped per genre.

▷ ROI was determined using budget & revenue.

▷ Mean was found for all genres.

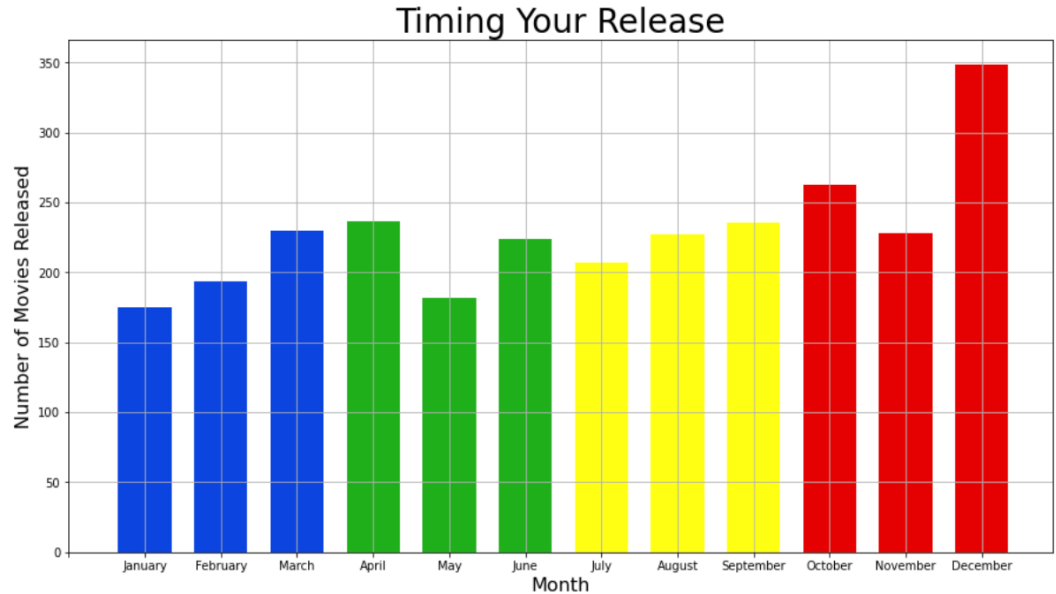**Movie Runtime:**

▷ Movies less than an hour and over three hours were excluded from the analysis.
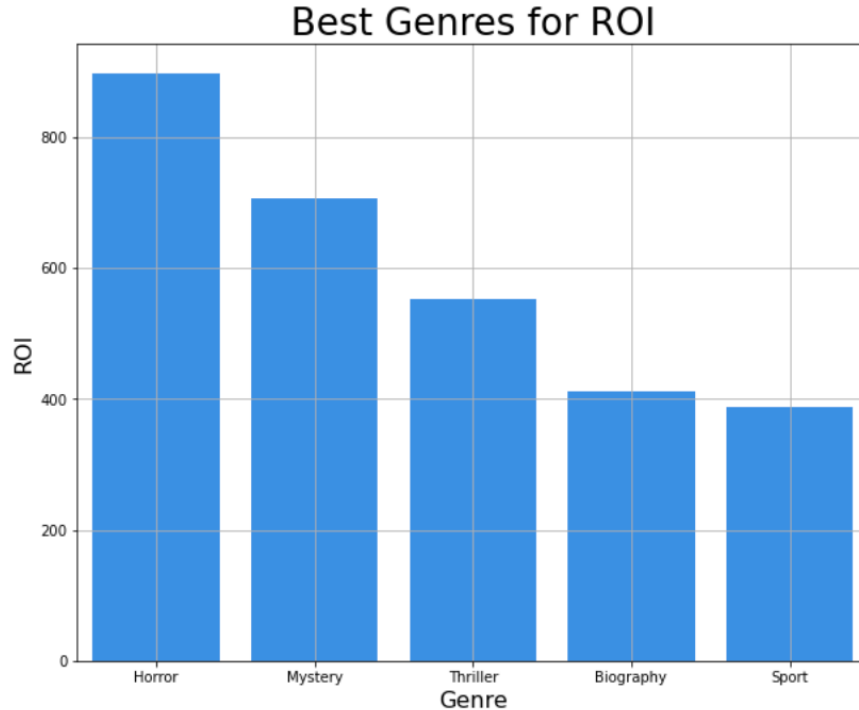
▷ Movies were grouped into categories by their runtime.

Results – Movies Released Per Month

When is the best time to release a movie?

▷ December had the highest number of releases & January had the lowest.

▷ Quarter 1 had the lowest average, closely followed by quarter 2.

Timing Your Release

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Results – Genres and ROI
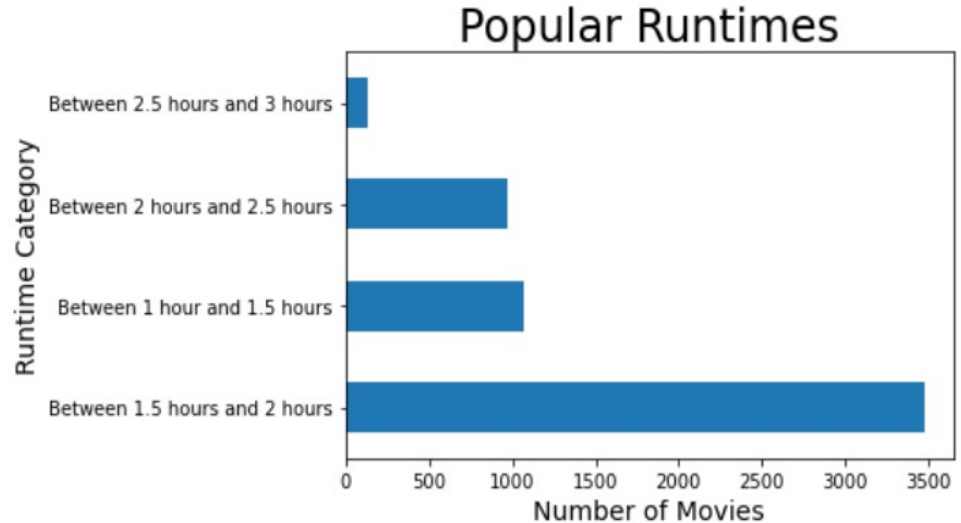

Best Genres for ROI

Which movie genre yields the highest ROI?

▷ Horror movies yield the highest ROI.

▷ Mystery & thriller are also good contenders.

Results – Movie Runtime

What's the ideal length of a movie?

▷ Most popular runtime is between 1.5 hours and 2 hours.

▷ Least popular runtime is between 2.5 hours and 3 hours.

Popular Runtimes

Conclusions

Recommendations:

▷ Release a movie in Q2.

▷ Horror movies have the highest ROI, followed by mystery & thriller.

▷ Movie runtime should be between 90 and 120 minutes.

Further Improvements:

▷ Determine a production budget.

▷ Hire popular actors.

▷ Develop a strong marketing plan.

Thank you!

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