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:
   ○ The best time in the year to release a movie
   ○ The genre with the highest ROI
   ○ The runtime with the highest ROI

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 found using production budget & worldwide gross revenue.

▷ Mean was found for all genres.

Movie Runtime:

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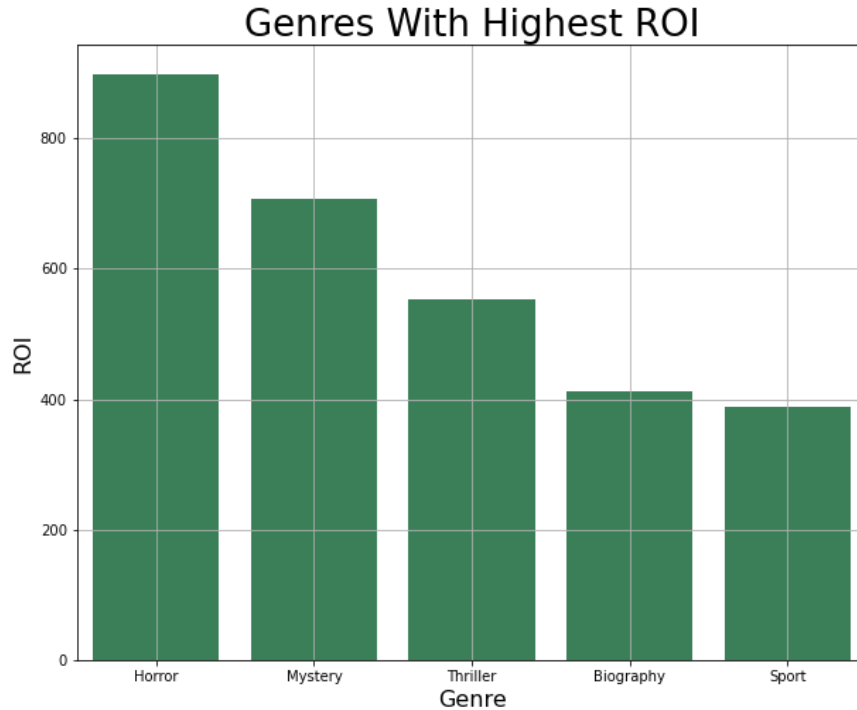
▷ Movies were grouped into categories by their runtime.

Results – Movies Released Per Month

When is the best time to release a movie?

▷ Quarter two has the highest ROI.

▷ May has the lowest number of releases, followed by June and April consecutively.

Movies Released per Month

ROI Per Quarter
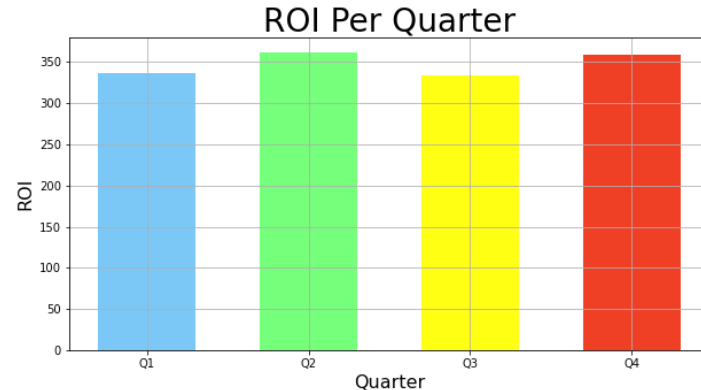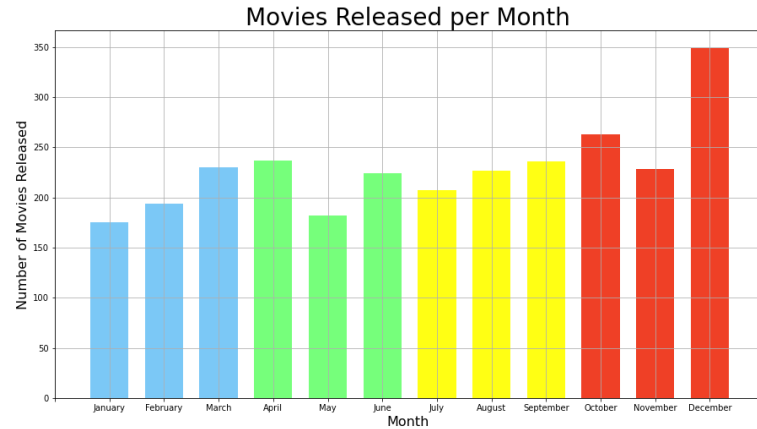
Results – Genres and ROI

Genres With Highest ROI
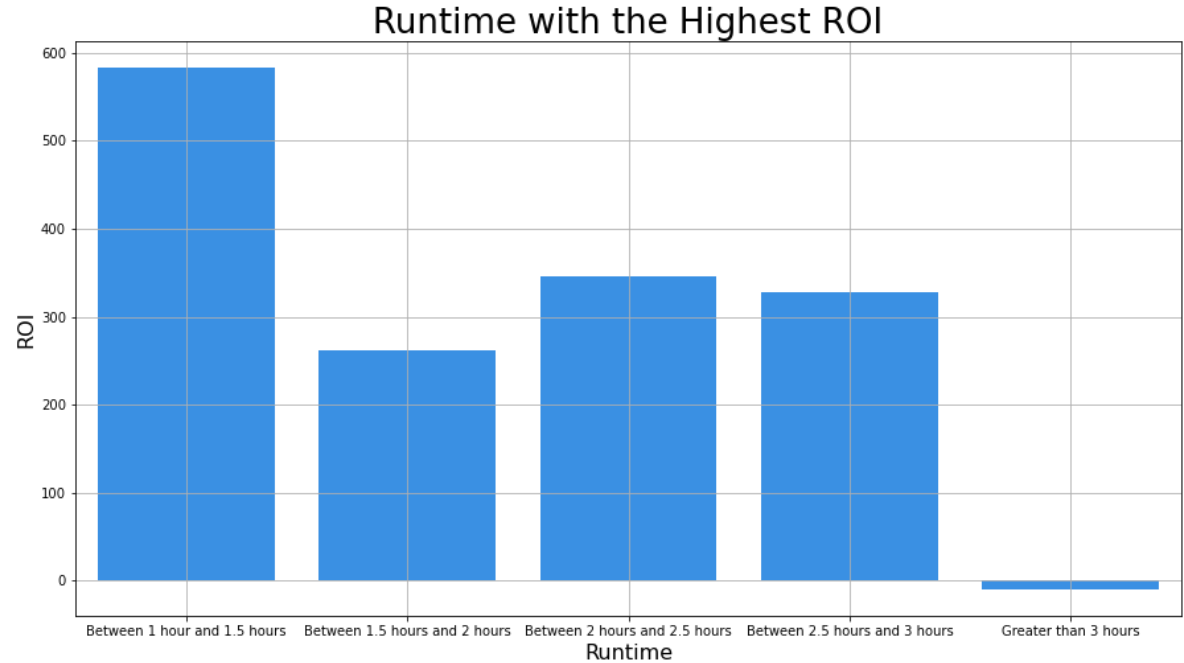
Which movie genre yields the highest ROI?

▷ Horror movies yield the highest ROI.

▷ Mystery & thriller are also good contenders.

Results – Movie Runtime

What's the ideal length of a movie?

▷ Movies between an hour and an hour-and-a-half have the highest ROI.

Runtime with the Highest ROI

Conclusions

Recommendations:

▷ Release a movie in May.

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

▷ Movie runtime should be between 60 and 90 minutes.

Further Improvements:

▷ Determine a production budget.

▷ Hire popular actors.

▷ Develop a strong marketing plan.

Thank you!

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