



# Recommendations for Microsoft Studios

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# Summary

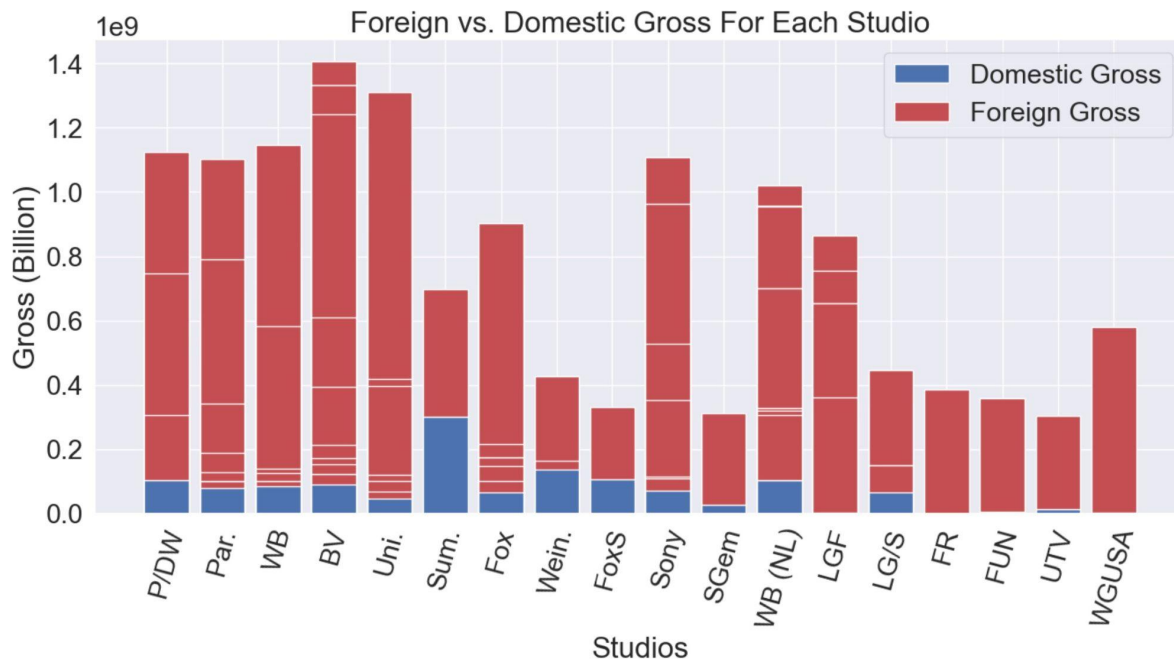
- We used the IMDB, movie info, movie gross, and movie reviews data to get our findings

We used this data to decide on how Microsoft should approach the film industry and being an independent studio. We looked into:

- Foreign vs Domestic Market
- The production budget
- The ratings of movies
- The original language of movies

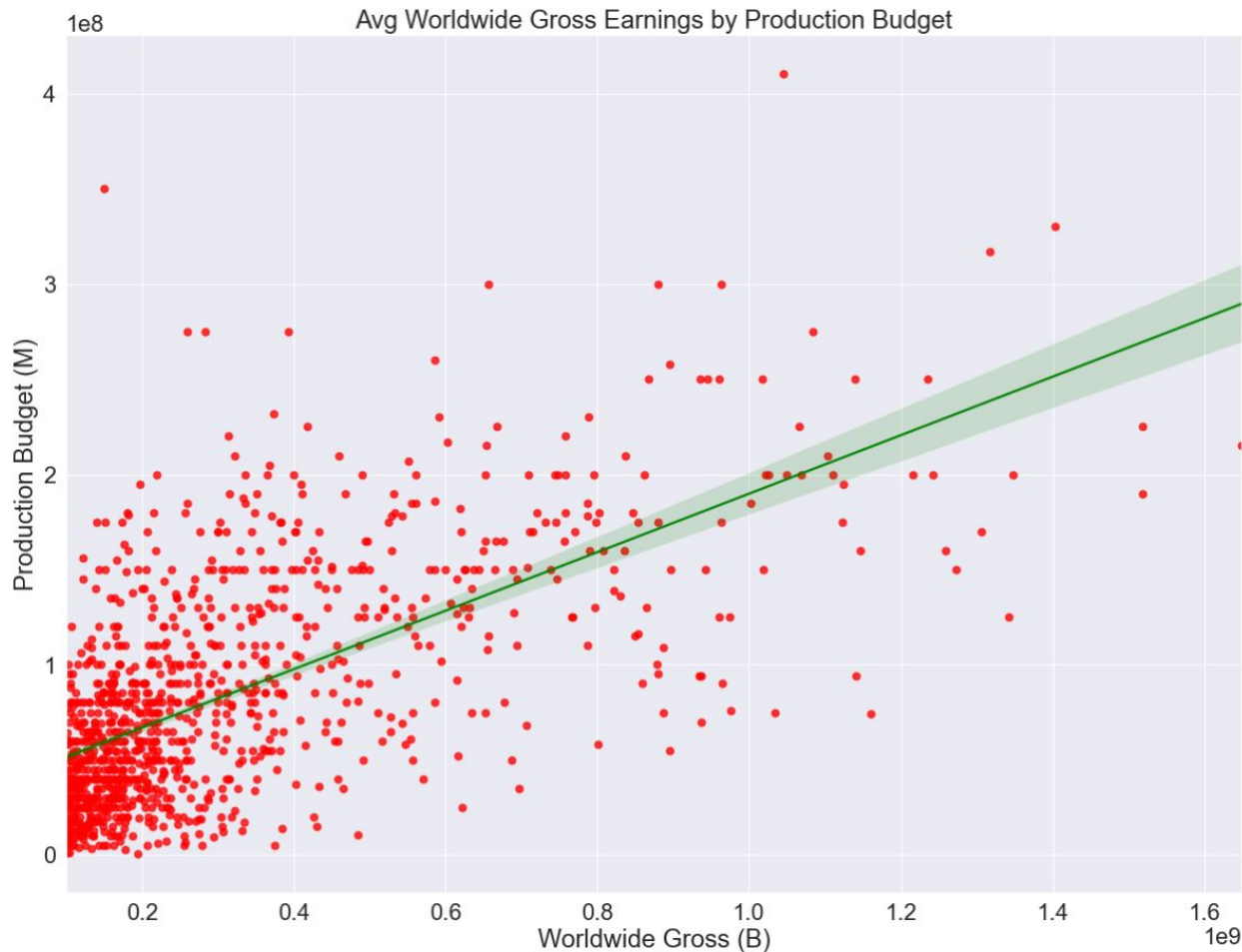
# Results

- The most profitable movie studio is Buena Vista
- The foreign market is more profitable than the domestic market for all movie studios

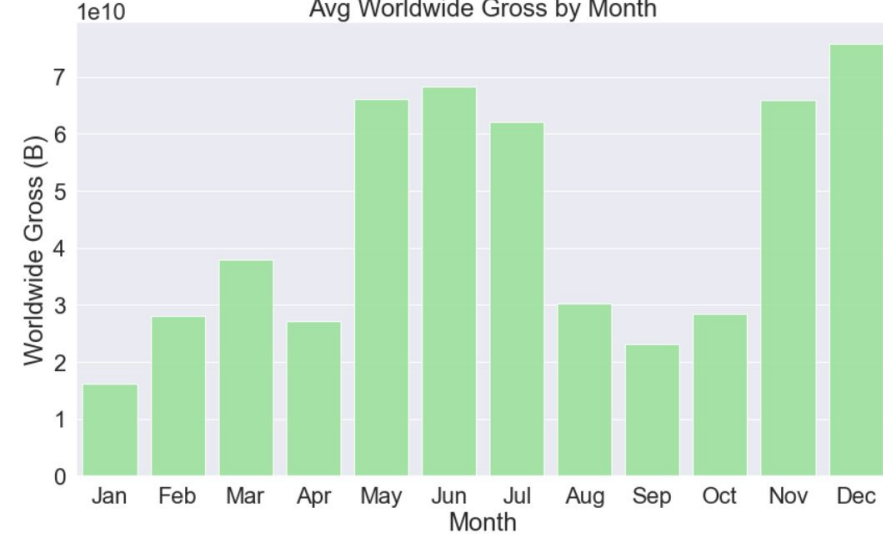


# Results

There is a positive correlation between the **Production Budget** of movies and the **Worldwide Gross** of movies

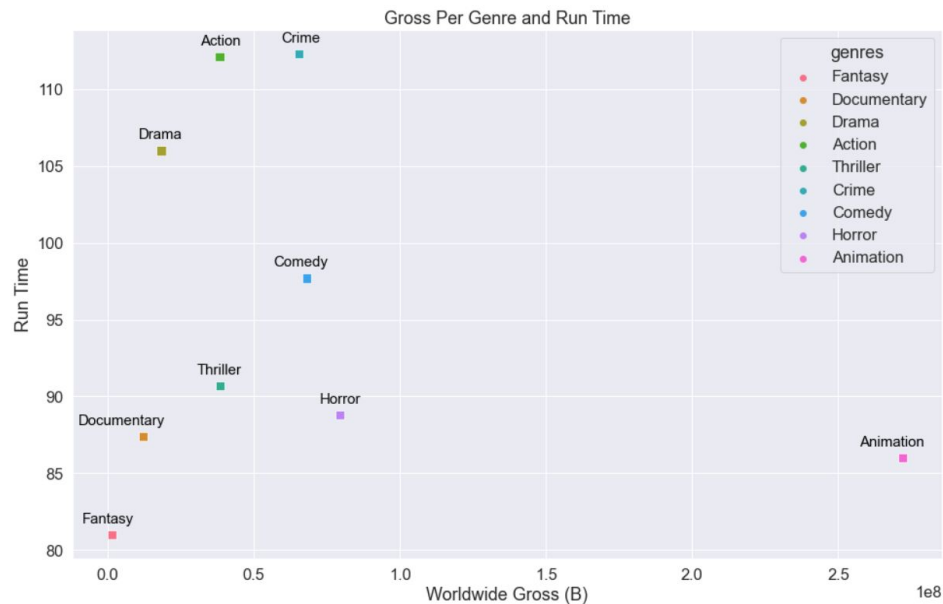


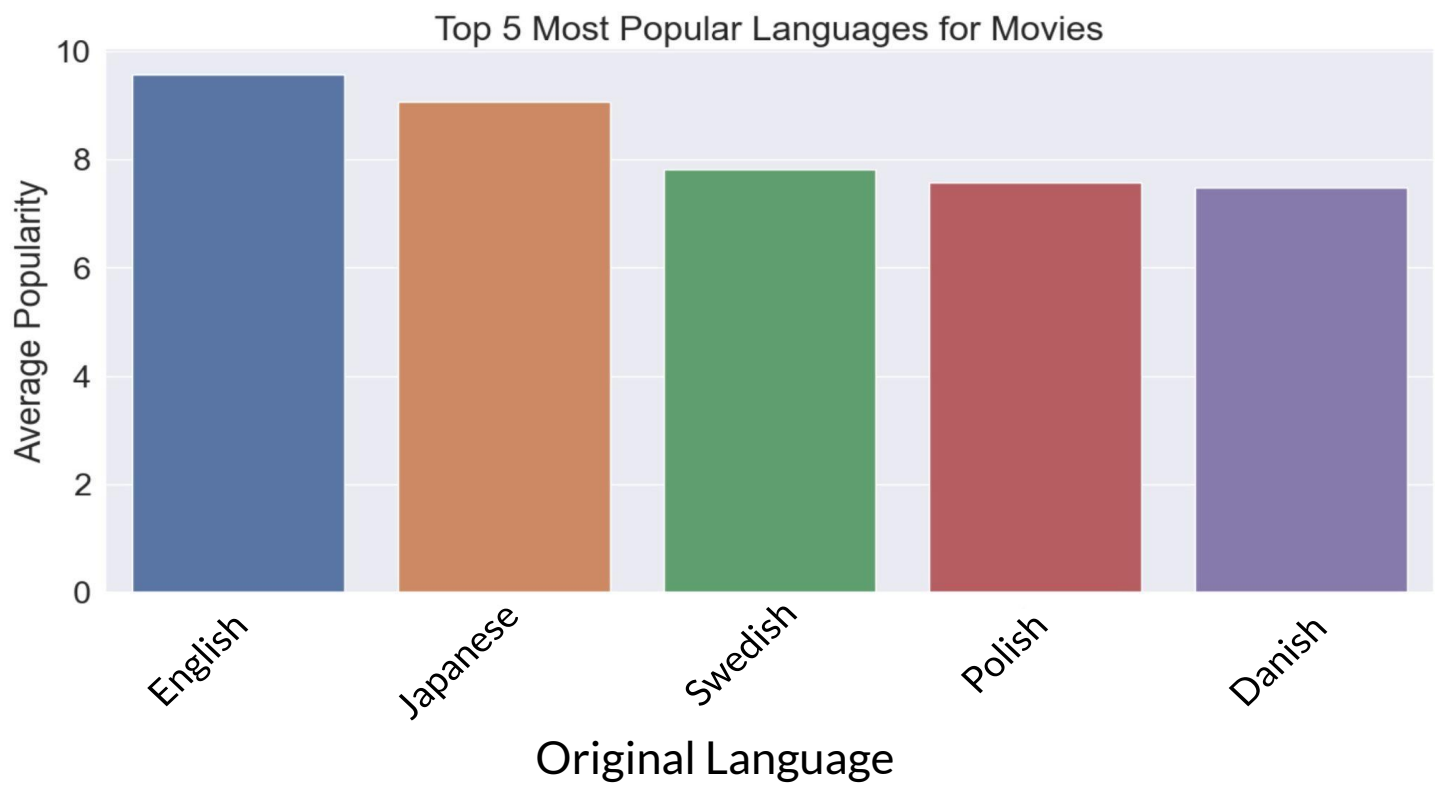
Avg Worldwide Gross by Month



- The Worldwide gross is greater in May, June, July, November, and December
- The animated movie genre seems to be the highest grossing genre with a lower runtime compared to other genres

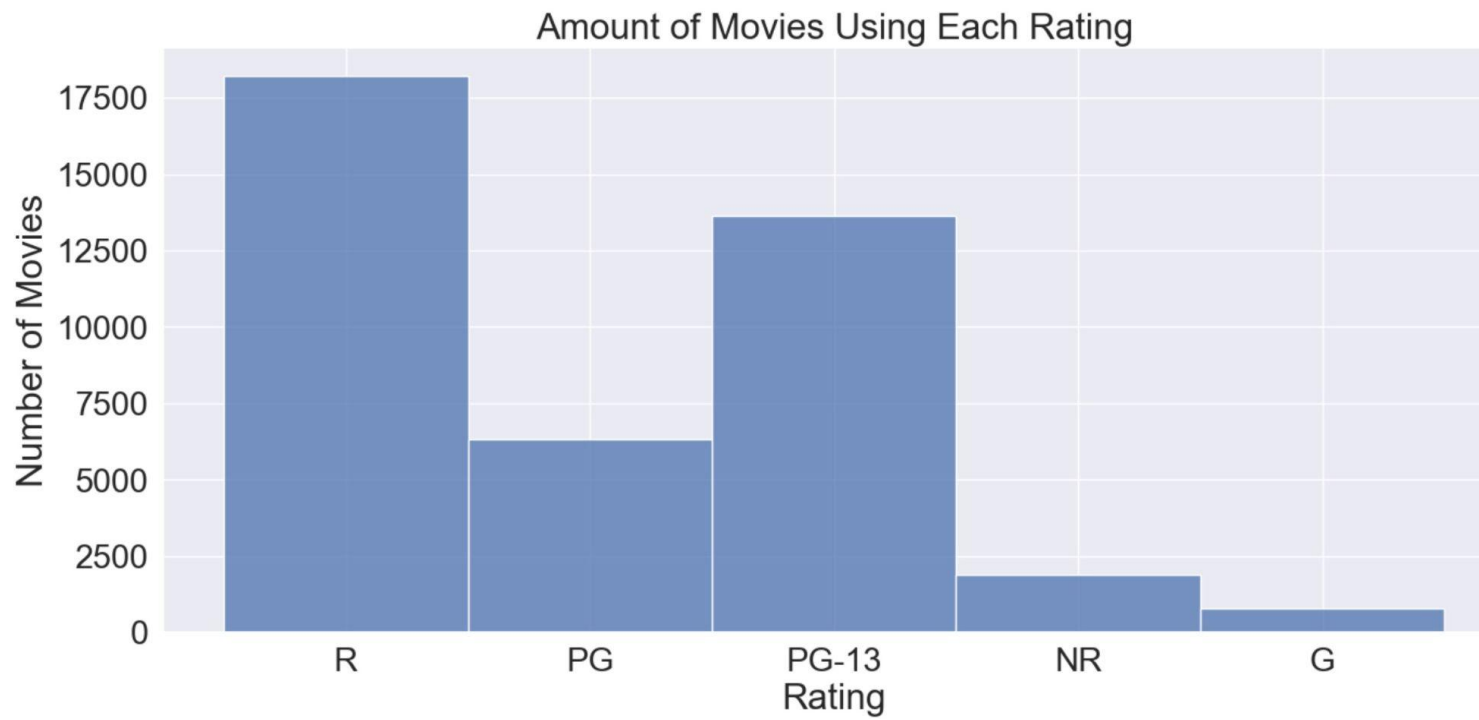
# Results





## Results

The top 5 most popular languages for movies are English, Japanese, Swedish, Polish, and Danish respectively.



# Results

The R-rating and the PG-13 rating are the most popular for movies and English is the dominant language for both the ratings respectively

# Recommendations

1. Invest into **foreign markets**
2. Have a **production budget** of at least \$100 million
3. **Release** in the Summer or Winter season
4. Look into **animated movies** around **90 minutes**
5. Make **R-rated** or **PG-13** movies & look at countries such as **Japan** and the **European Union**

## Next Steps:

- Average production budget of animated movies
- What rating should be used for animated movies