Recommendations for Microsoft Studios

By: Diego Rangel, Srinivasan Ramakrishnan

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

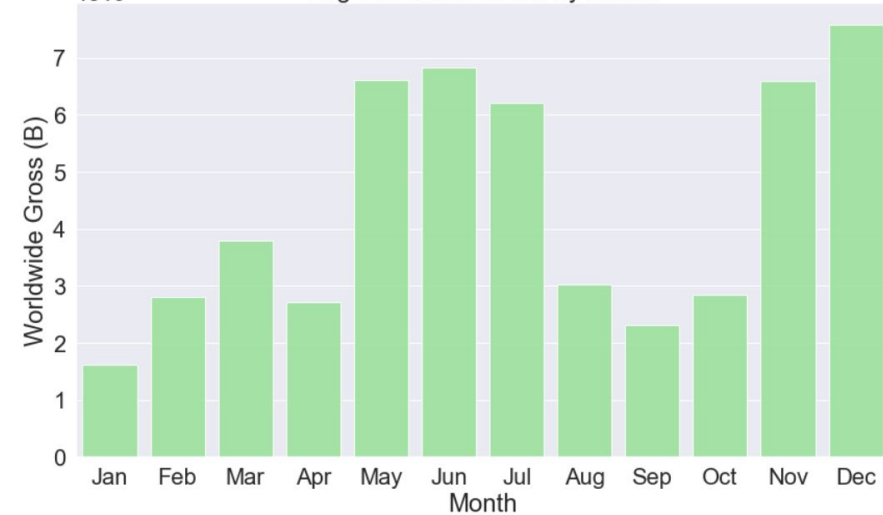- The foreign market grosses more than the domestic market for all movie studios

Foreign vs. Domestic Gross For Each Studio
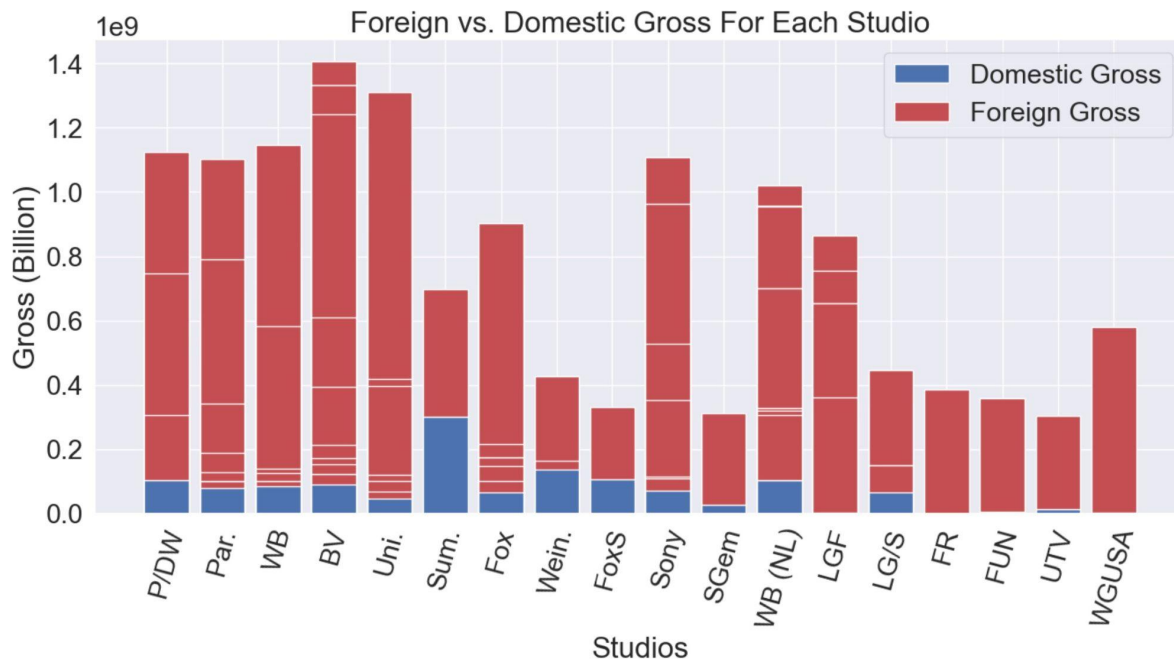
Results

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

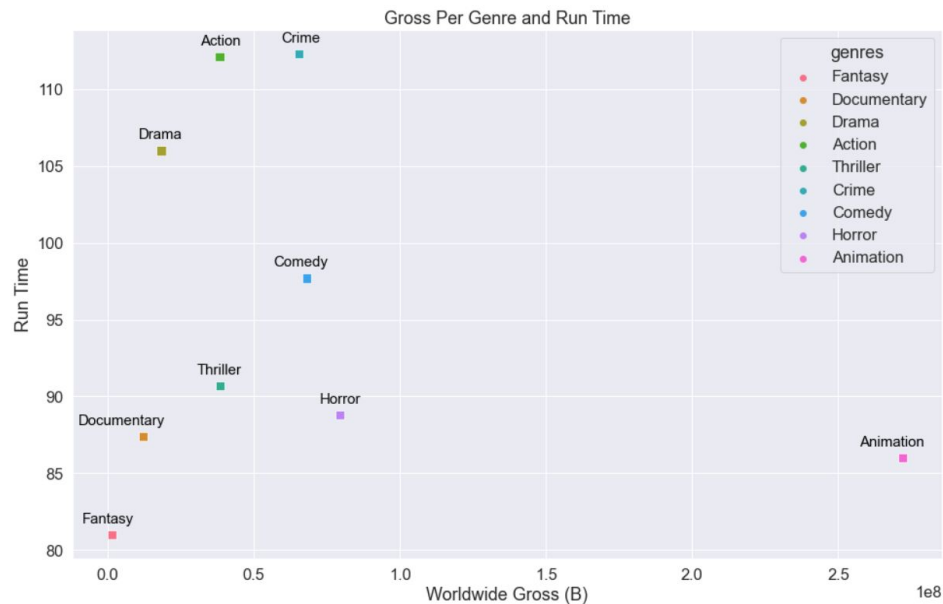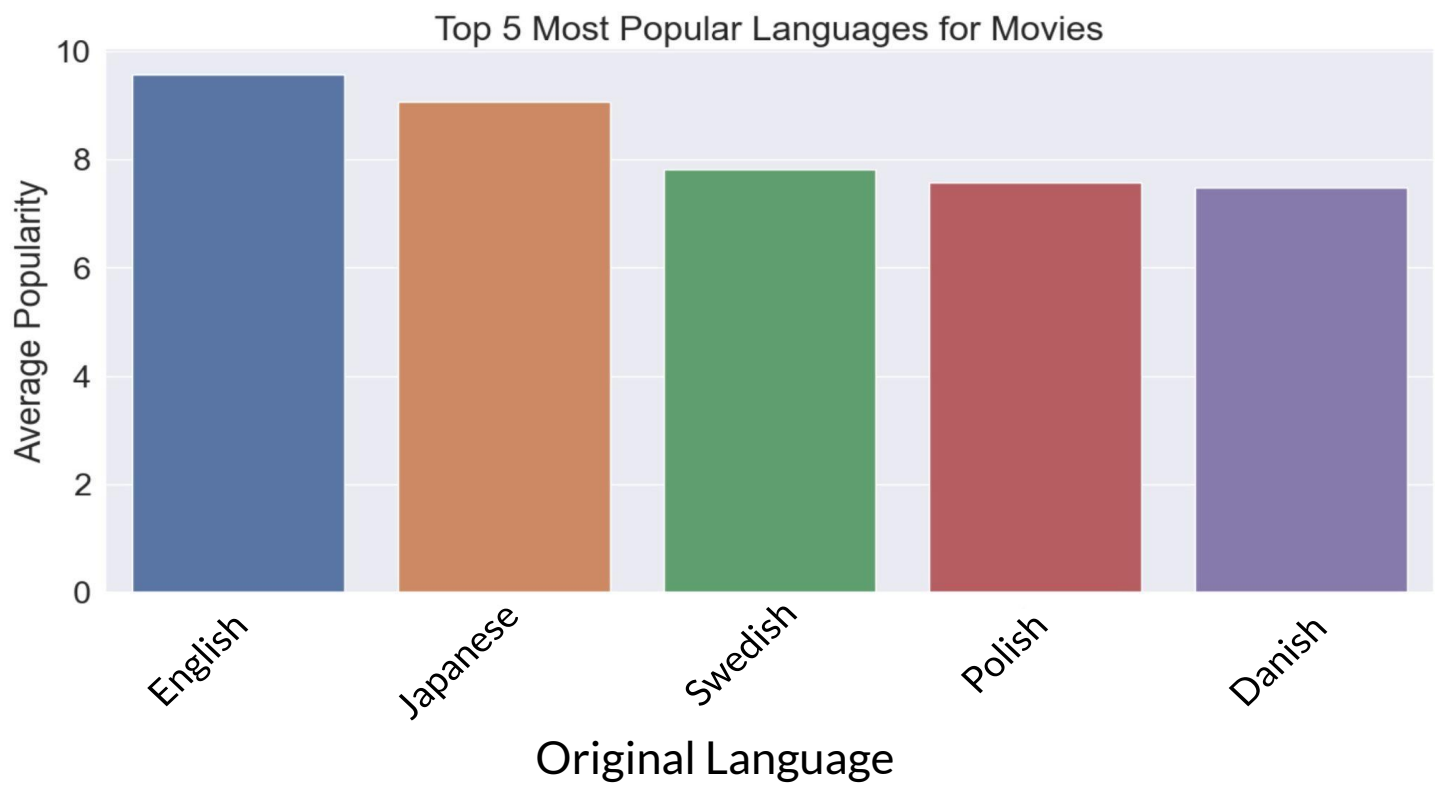Avg Worldwide Gross Earnings by Production Budget
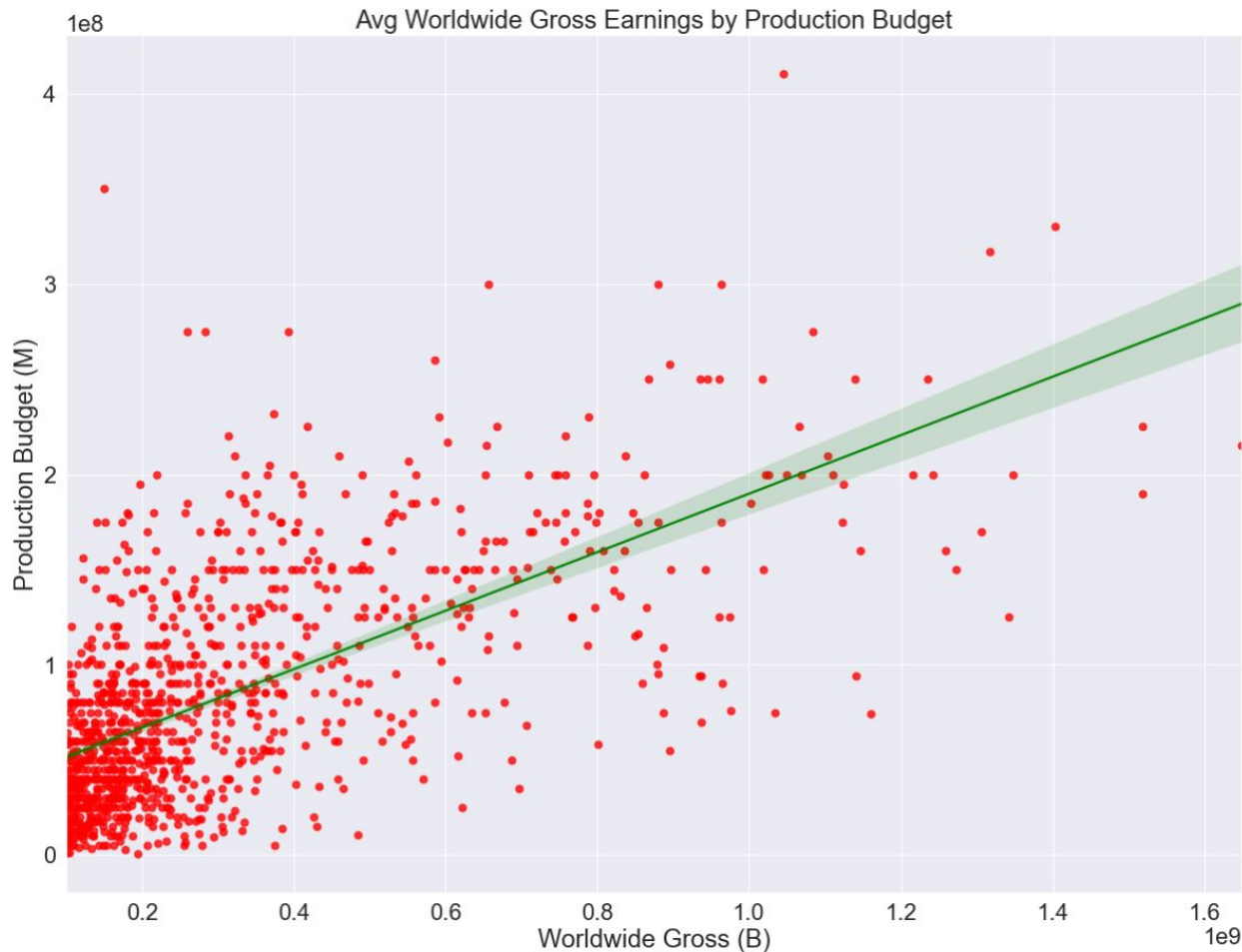
Results

Avg Worldwide Gross by Month

Gross Per Genre and Run Time

- 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
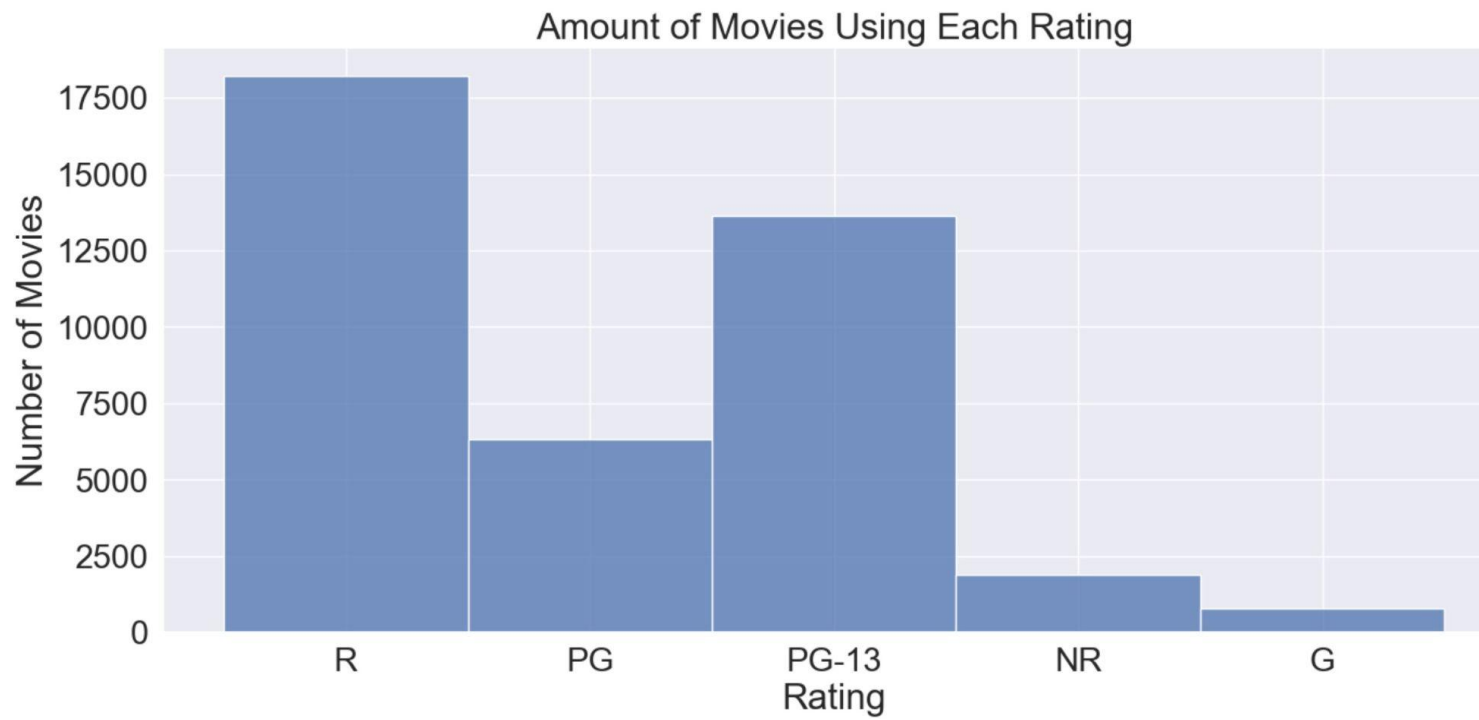
Top 5 Most Popular Languages for Movies

Results

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

Amount of Movies Using Each Rating

Results

The R rating and the PG-13 rating are the most popular for movies

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 regions such as **Japan** and the **European Union.**

Next Steps:

- Average production budget of animated movies.

- What specific rating should be used for animated movies.