

Microsoft

STUDIO
RECOMMENDATION

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Overview

MS enter: Microsoft decided to create a new movie studio

Data source: **Box Office Mojo**, **The Numbers**, **The Movie DB**, **IMDb**





Summary

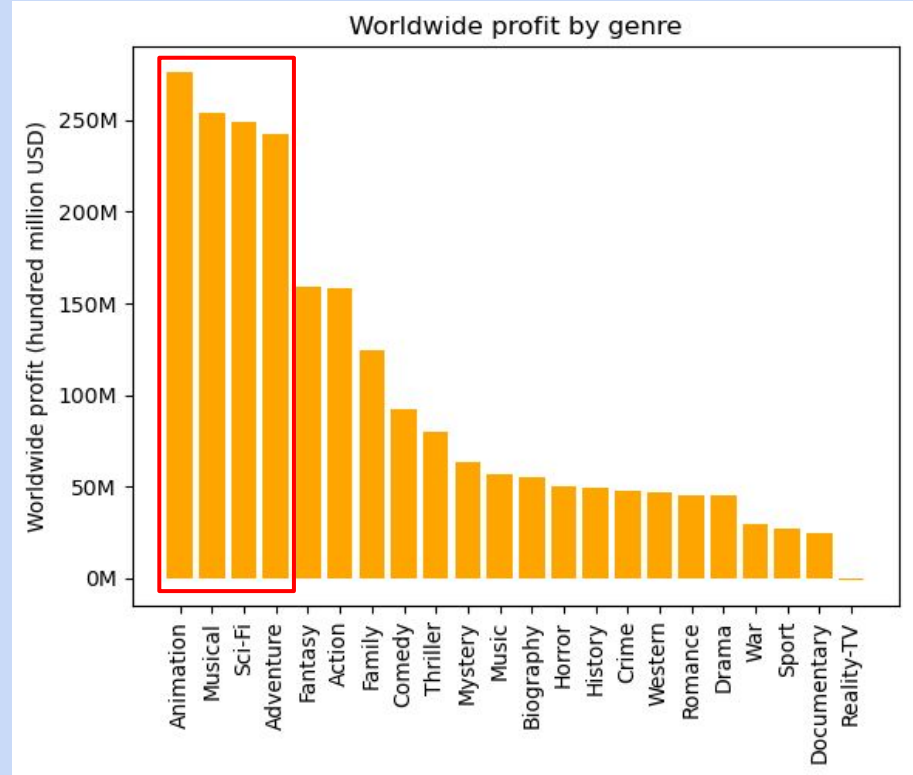
Using data from **Box Office Mojo**, **The Numbers**, **The Movie DB**, and **IMDB**, we aggregated and calculated financial metrics, popularity scores and other metrics for films in order to answer the following questions:

1. Based on current market trends, what are the most profitable genres to produce movies in?
2. How do we maximize our worldwide revenue based on the production budgets for films in the top grossing genres?
3. How can we further enhance our films' worldwide profit based on the most popular genres?

1ST RECOMMENDATION: TOP GENRES

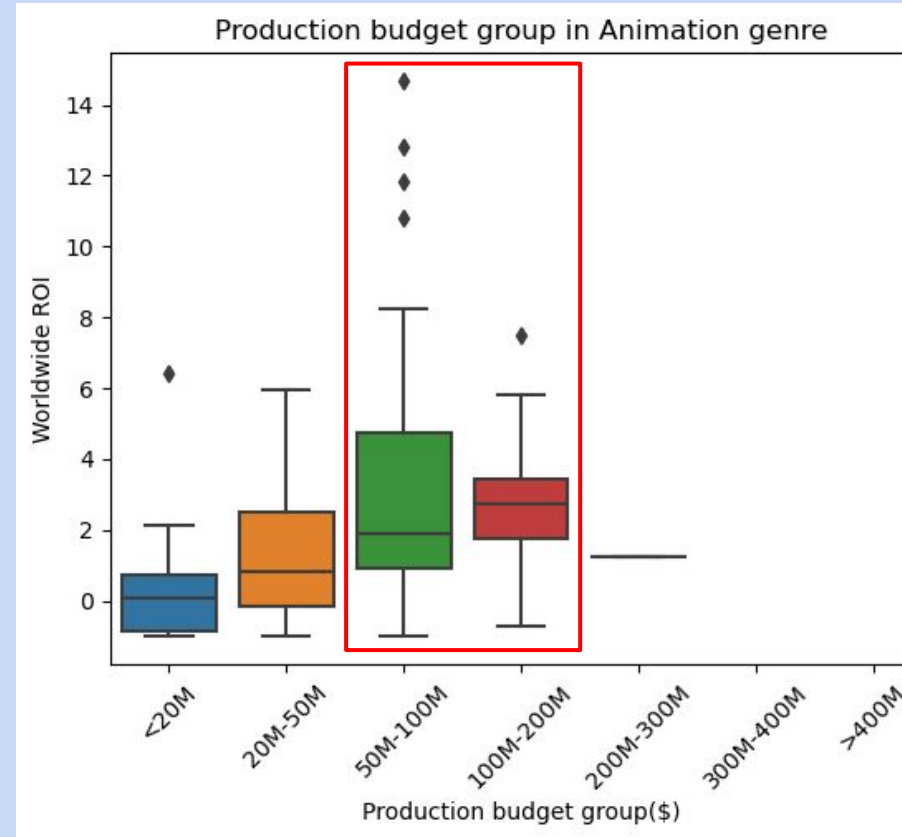
- Financial metrics: Worldwide Profit
- Approach:
 - Analyse the worldwide profit of 22 genres
- Outcome:
 - Focus on the top 4 **genres** which generate the highest worldwide revenue:

Animation, Musical, Sci-Fi, Adventure



2ND RECOMMENDATION: PRODUCTION BUDGET

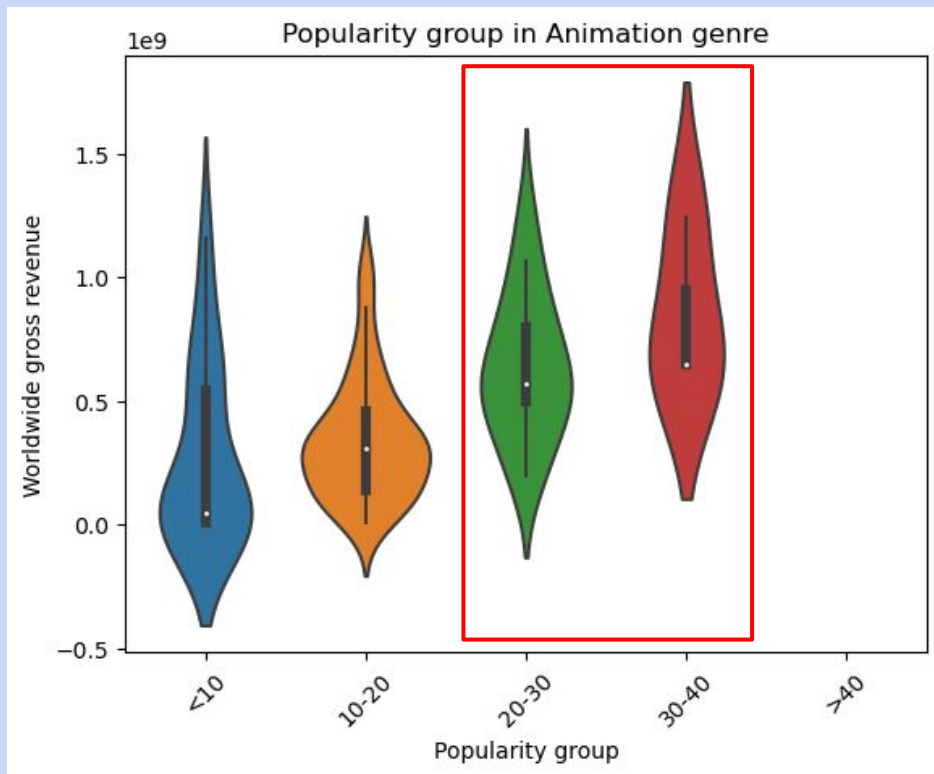
- Financial metrics: Worldwide ROI
- Genres: Animation
- Approach:
 - Group **production budget** into different intervals
- Outcome:
 - Invested budget in Animation movies should be from 50M-200M USD in order to earn ROI $\geq \sim 2$



***ROI**: Return on investment ($ROI = (revenue - cost) / cost$)

3RD RECOMMENDATION: POPULARITY

- Financial metrics: Worldwide revenue
- Genres: Animation
- Approach:
 - Group **popularity** into different intervals
- Outcome:
 - There is a close relationship between Animation movies with revenue > 500M USD and popularity > 20





Recommendations

Our key recommendations are:

1. Microsoft should prioritize making a film in the top four highest grossing genres (i.e., Animation, Musical, Sci-Fi, & Adventure).
2. Microsoft should seek to make an Animation film, one of the most profitable genres, using a production budget from \$50 million to \$200 million USD so that their R.O.I (Return on Investment) is at least double their investment.
3. In order to earn at least \$500 million USD in worldwide profit, Microsoft should manage the popularity of their Animation movies to have at least a score of 20 on The Movie DB.



Next steps

Further analysis could seek to:

- Track the directors, writers of popular films in the animation genre that increase profit
- Run a sentiment analysis on top critics' reviews of animated films using Rotten Tomatoes data
- Analyse the top studio specializing in making animation movies

Thank You!

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