Microsoft Movie Studio

● ● ●

June, 2022

Project objective:
Analyze and deliver recommendations to Microsoft on what makes past blockbuster hits successful.

Understanding the problem

Budget

How much money should be allocated to a movie production budget?

Profit

What kind of profit can microsoft intend to see from this endeavour?

Types

What types of movies will be most successful in providing a high return on investment?

Understanding the problem

Budget

- Average Budget
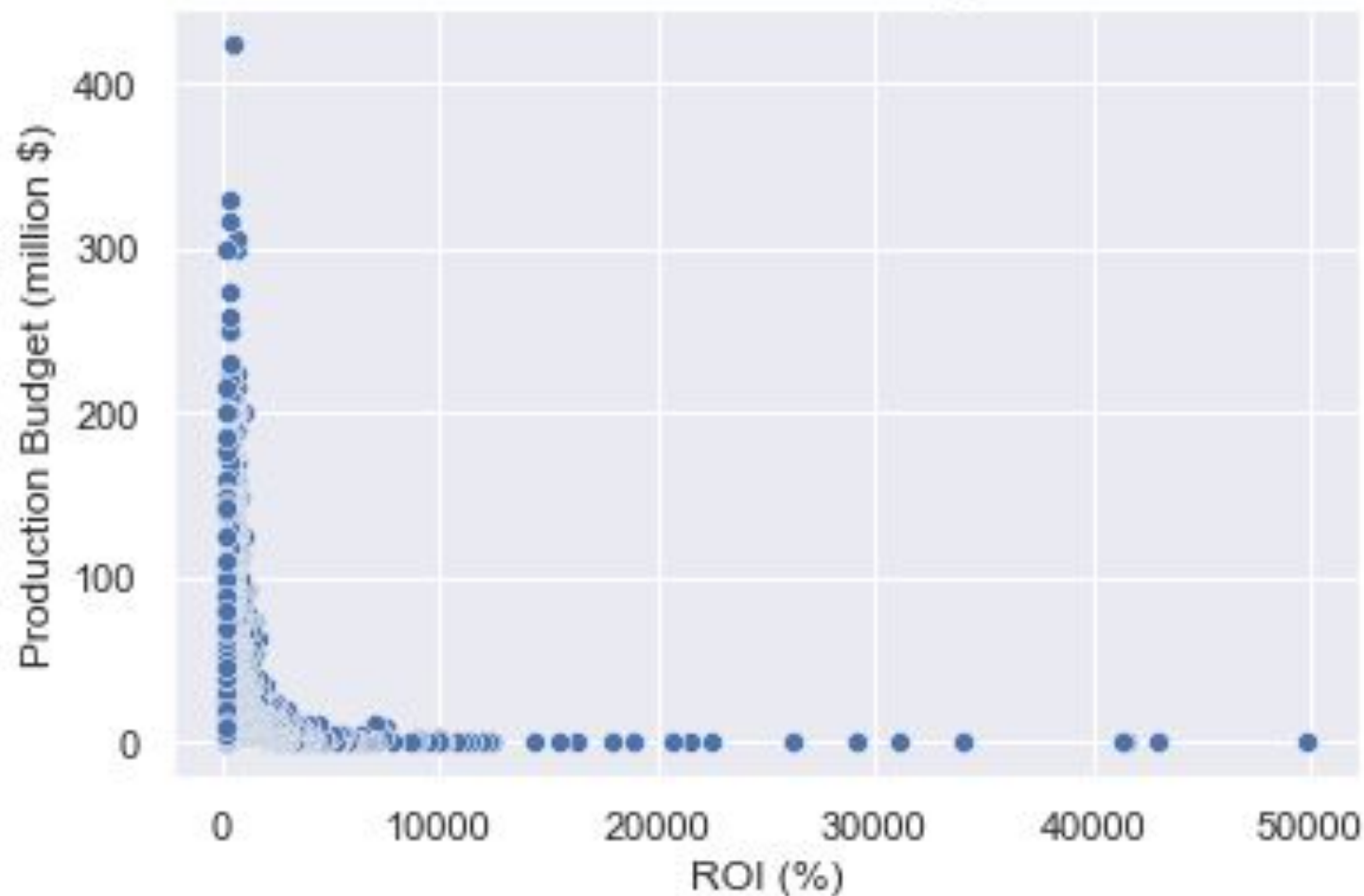- Typical Budget range (from 25% to 75% quartile with more than 200% ROI)

Profit

- Average Profit
- Typical Profit range (from 25% to 75% quartile with more than 200% ROI)
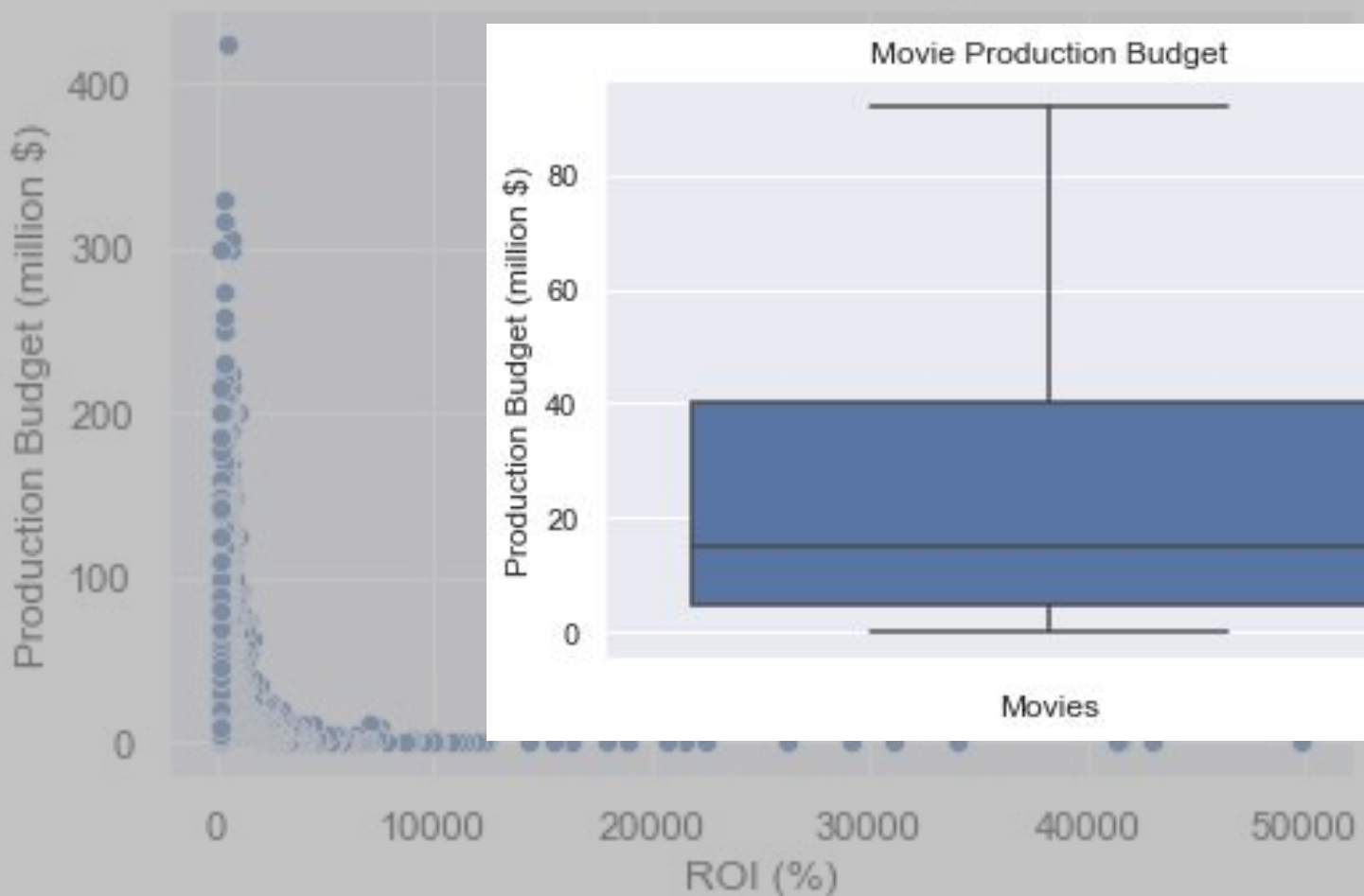
Movie Types

- Hard recommendation on Runtime, Genre from previous data
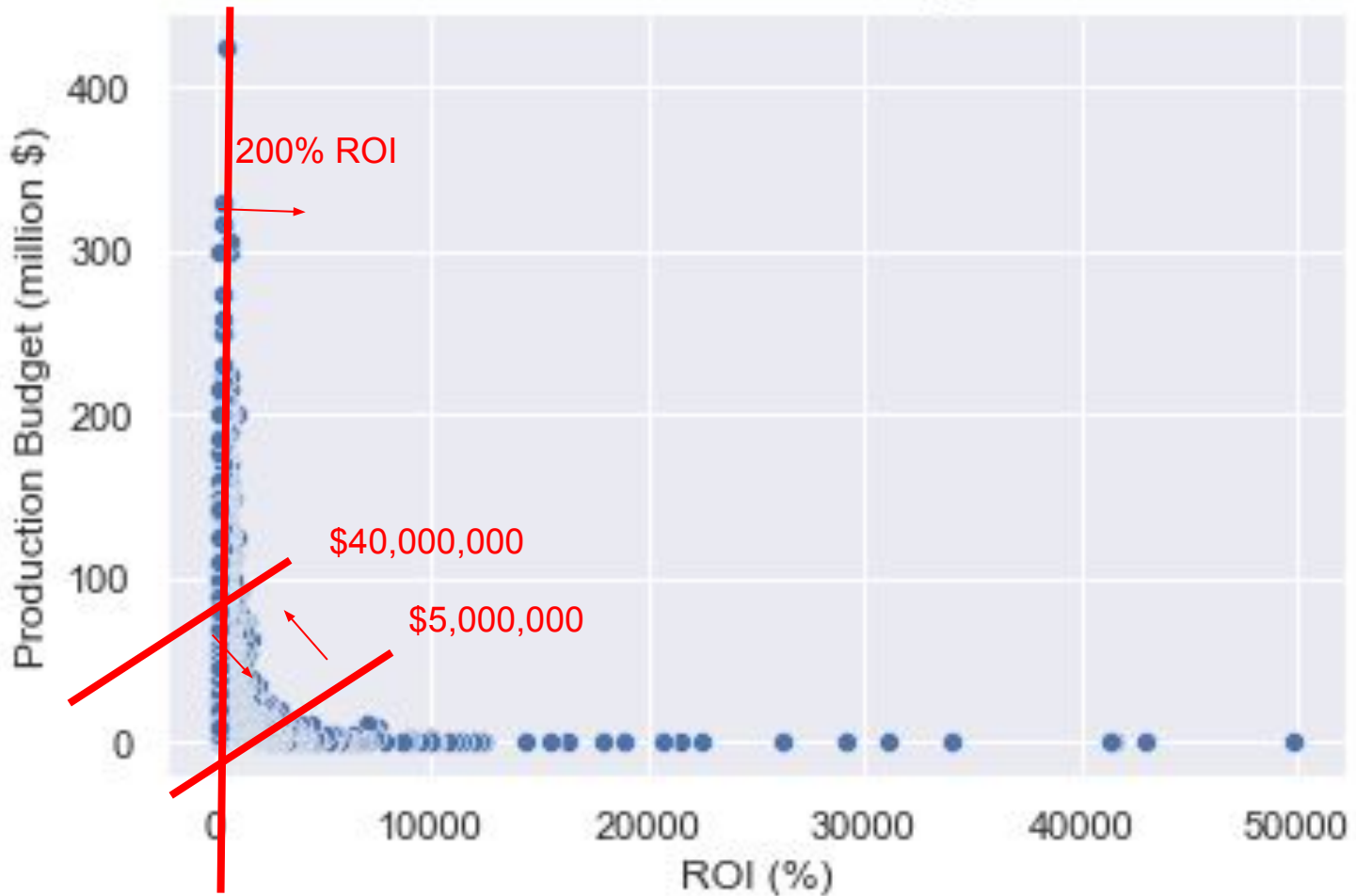- Soft recommendation on Director and Movie Rating based on viewer rating
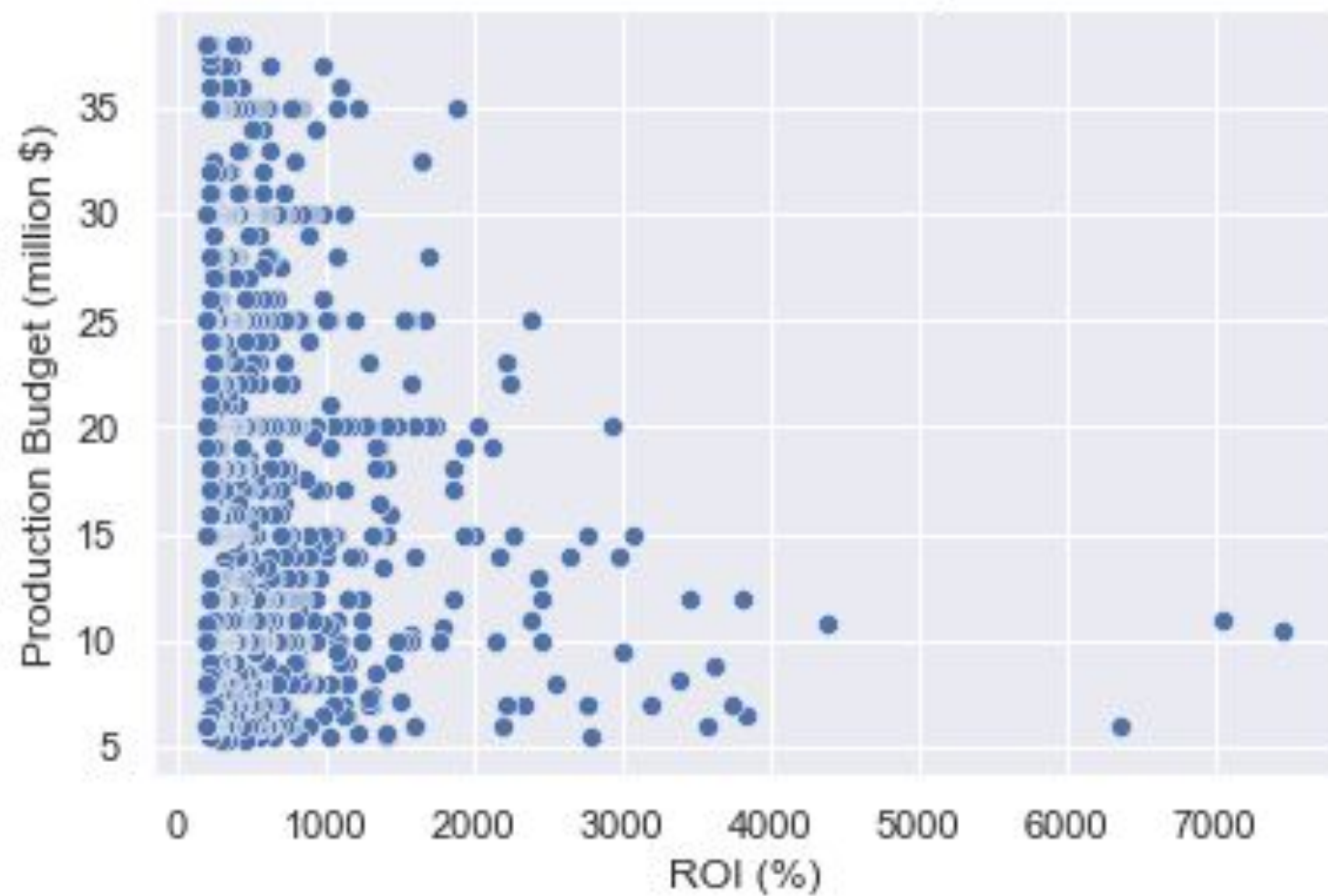
ROI vs Production Budget
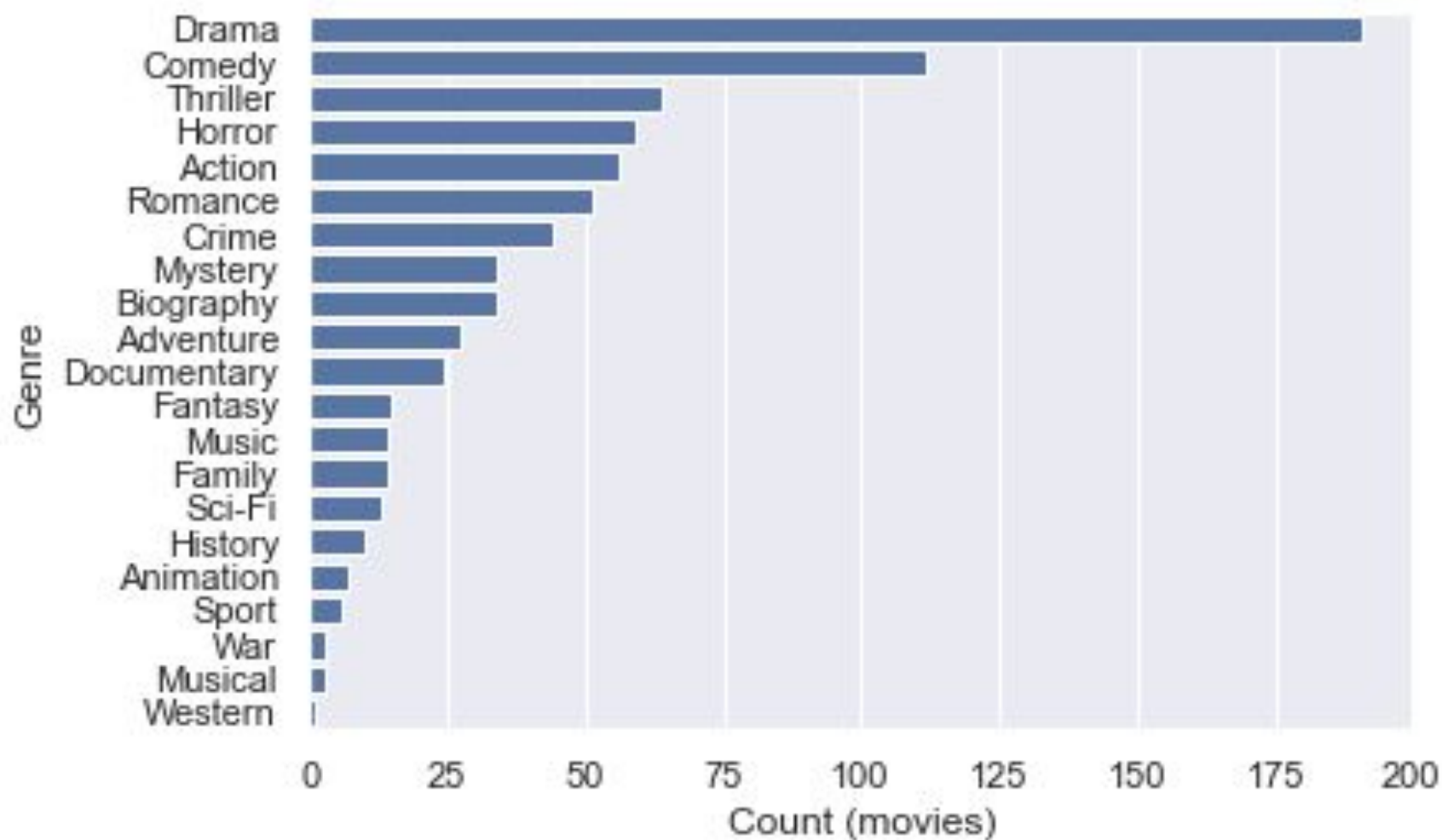
ROI vs Production Budget

Movie Production Budget

ROI vs Production Budget

ROI vs Production Budget
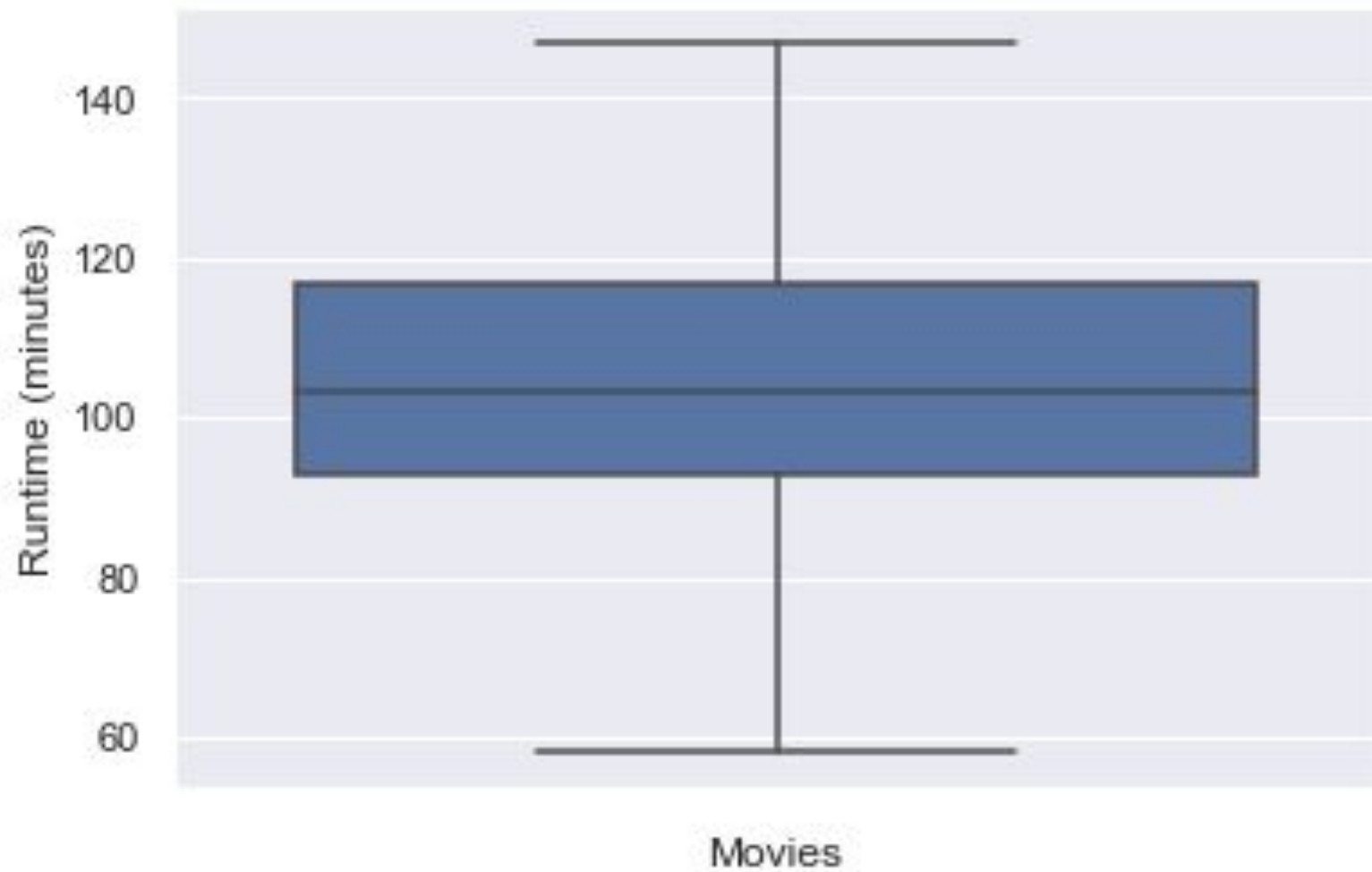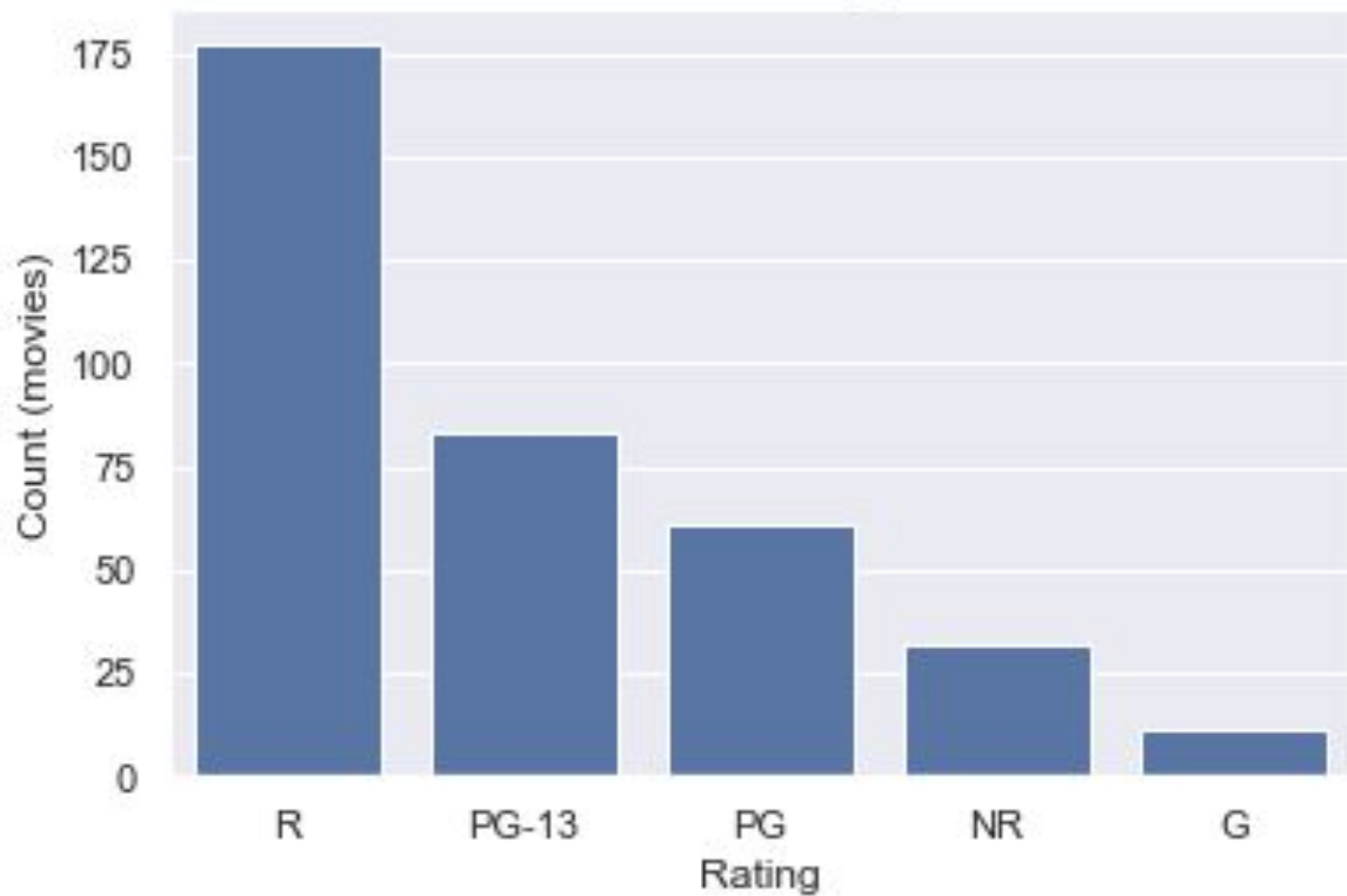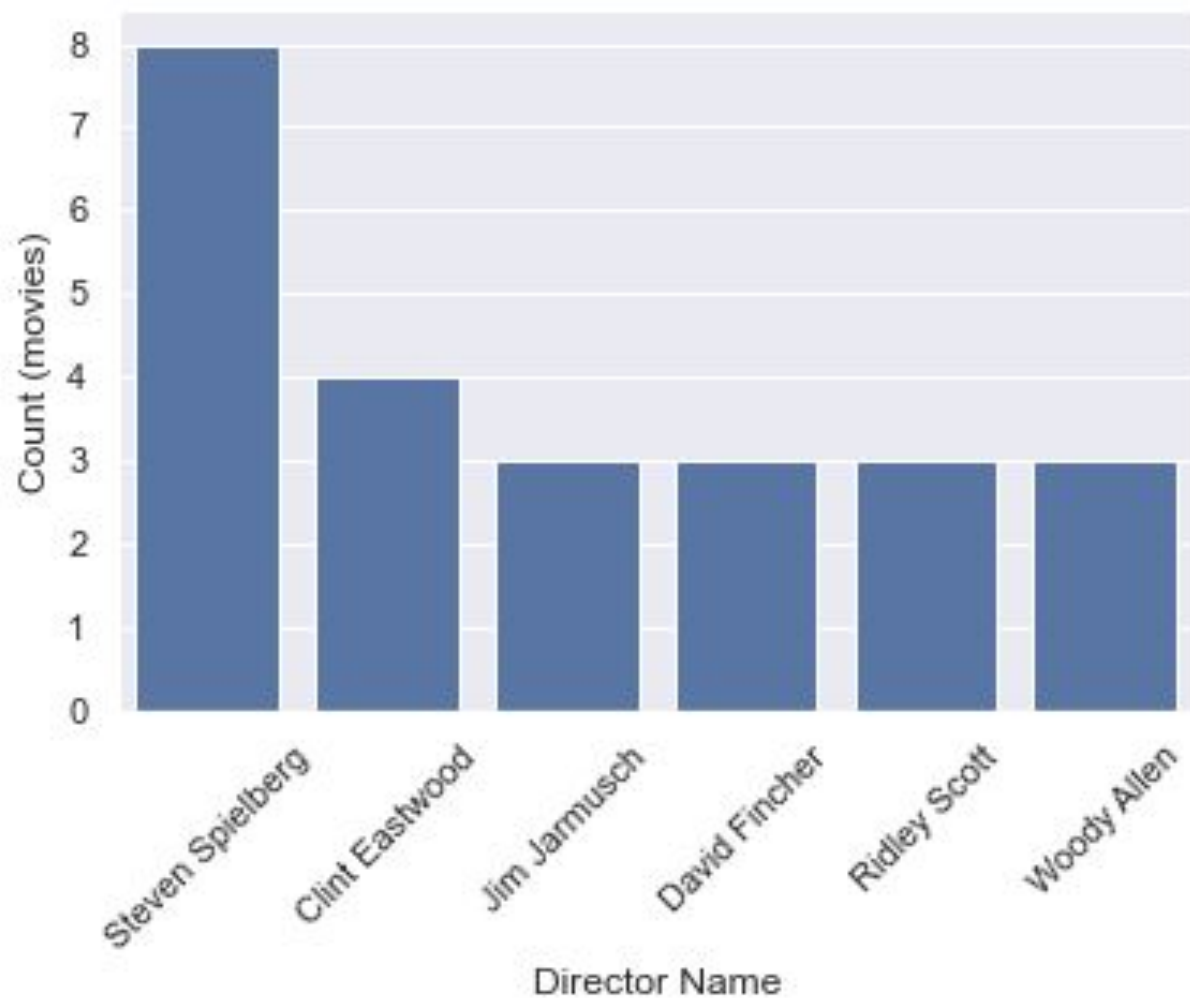
Movie Profit

Movie Genres

Movie Runtime

Movie Rating

Movie Director

RESULTS

Financial

- Budget between
  5 to 40 million dollars
- Profit to be
  12 to 260 million dollars

Types of Movies to pursue

- Genre
  1. Drama
  2. Comedy
  3. Thriller

- Runtime
  - Between 93 to 116.5 minutes.
  - 104 minutes on average

- Movie Rating
  1. R
  2. PG-13
  3. PG

- Director
  1. Steven Spielberg
  2. Clint Eastwood, Ridley Scott, Jim Jamusch, David Fincher

FUTURE WORK

If given more time the following could be pursued:

1. Perform analysis on the soft recommendation categories to correlate to the budget and profit of movies

2. Look at other categories that would be relevant to pursue to understand movie success such as movie studio, domestic vs foreign gross, and movie writer

3. Integrate marketing spending vs profit

THANK YOU