

# Microsoft Studios

Industry Entry Analysis

By T.J. Kyner



# The Business Problem



**What type of movie should Microsoft produce?**



**Introduction**



Analysis



Recommendation

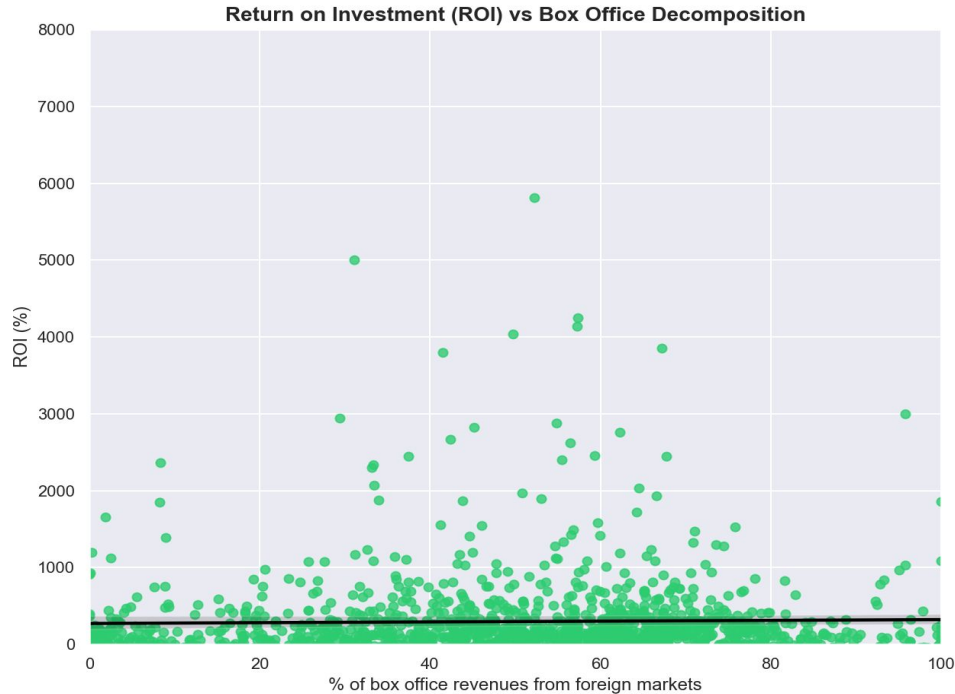


Next Steps



Appendix

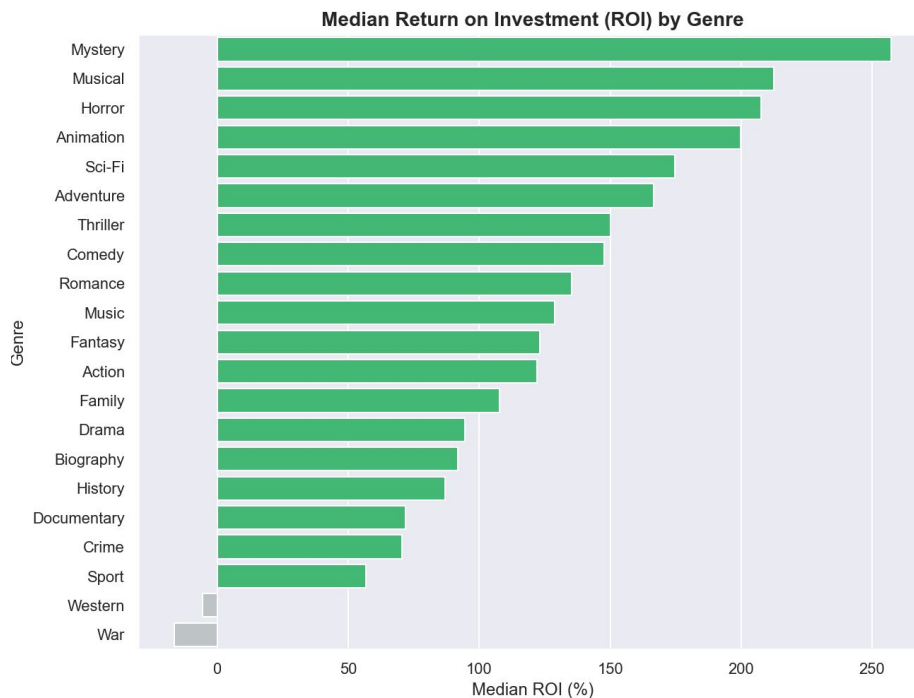
# Domestic vs. Foreign



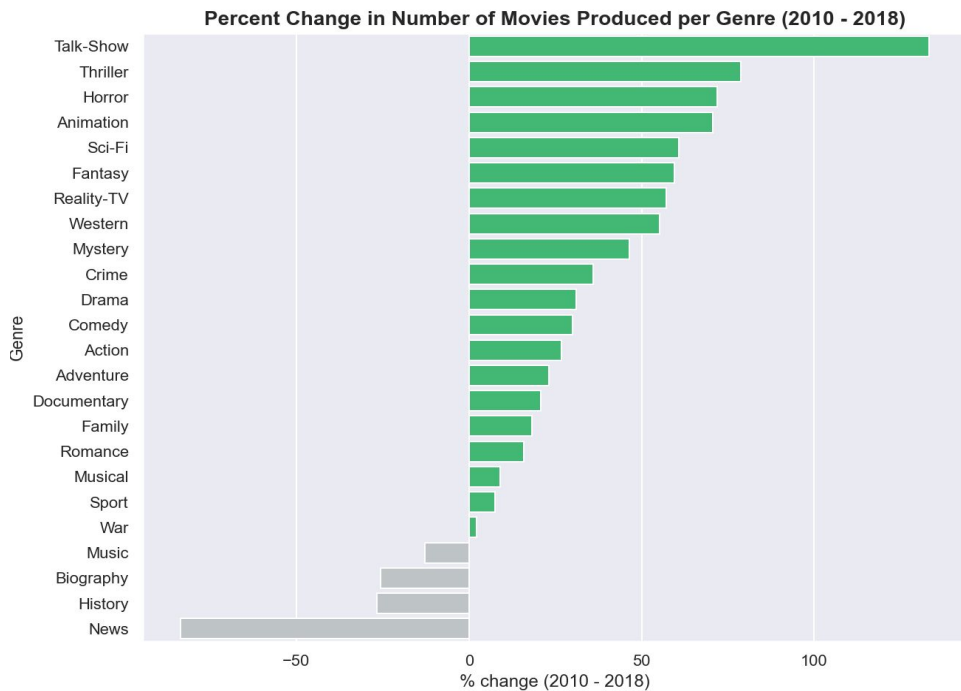
- **No correlation** between a movie's ROI and percent of box office revenues from foreign markets
- A strong correlation would have indicated a need to analyze foreign and domestic markets **separately**

# Best Performing Genres

- Selecting genres with a **higher median ROI** could increase the probability of success
- Genres with a **negative median ROI** can be excluded from consideration since the likelihood of success is low

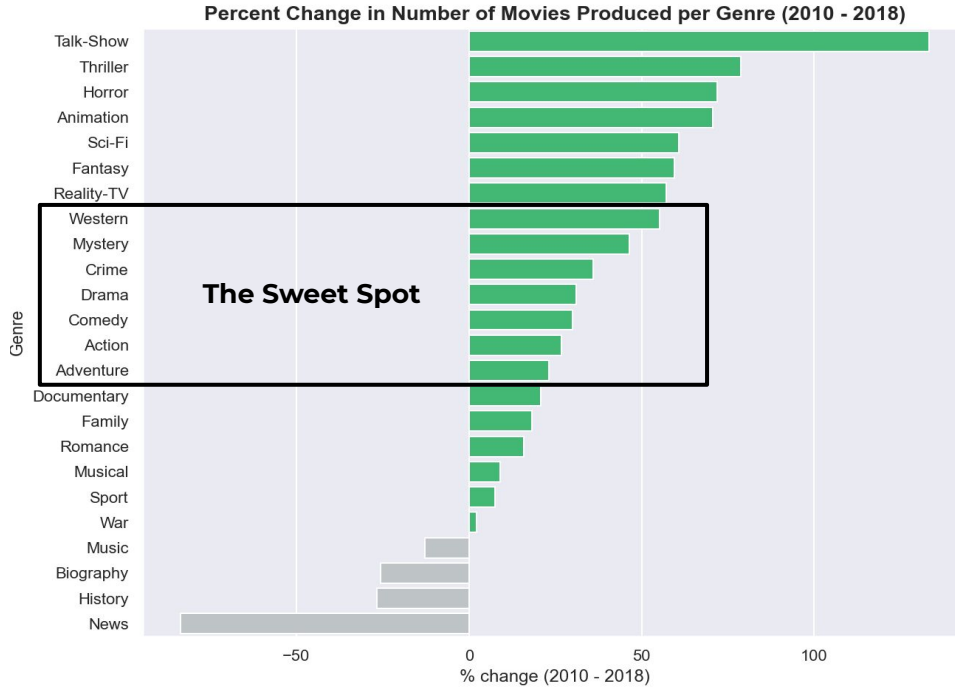


# Popularity Trends



- Measuring the percent change in the number of movies produced per genre is a **proxy for popularity trends**
- The Mystery genre is in the **sweet spot**: increasing popularity without the highest increase in competition

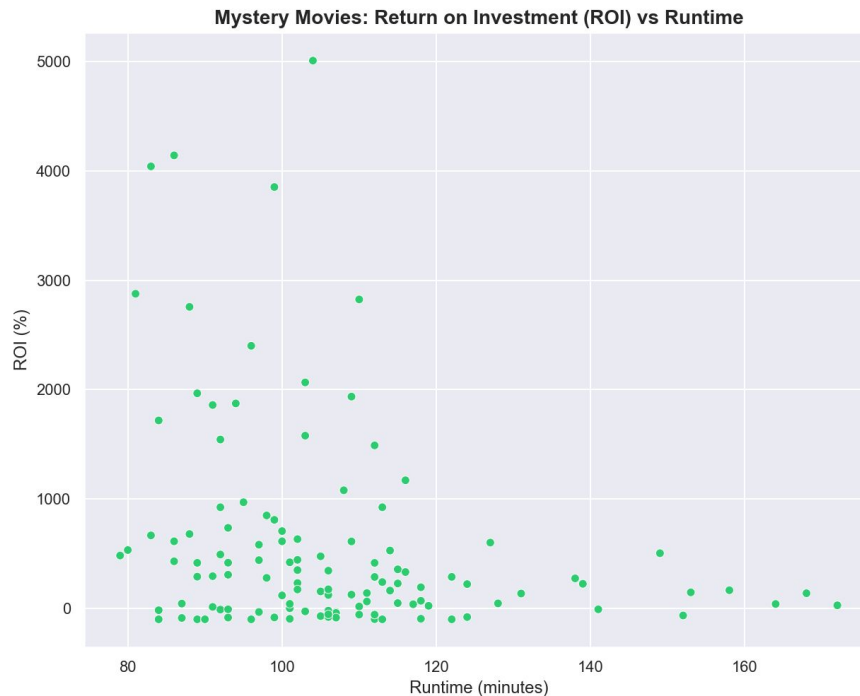
# Popularity Trends



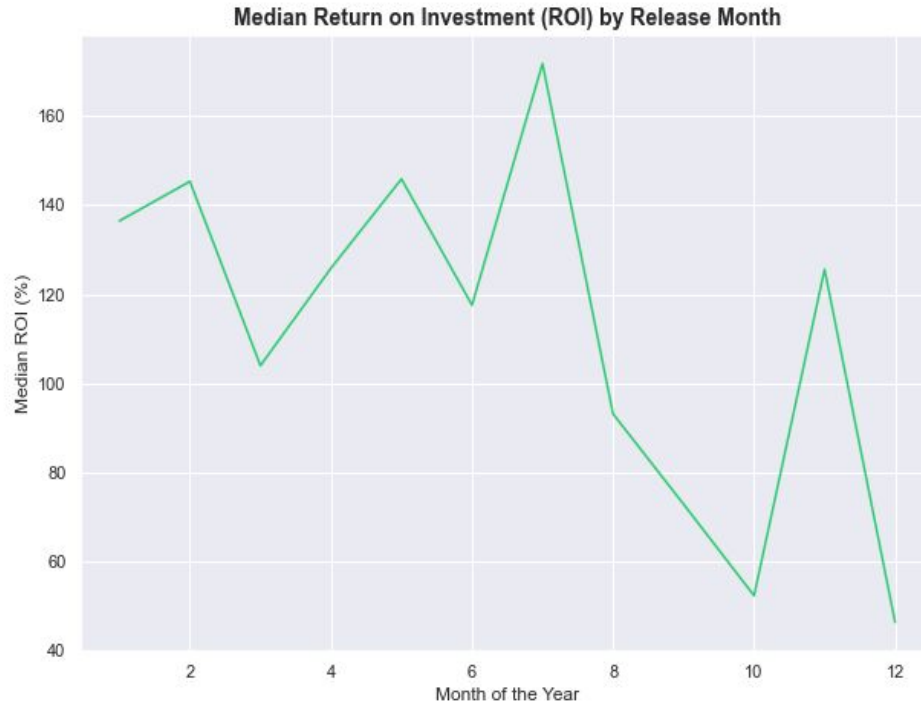
- Measuring the percent change in the number of movies produced per genre is a **proxy for popularity trends**
- The Mystery genre is in the **sweet spot**: increasing popularity without the highest increase in competition

# Efficient Runtimes

- Mystery movies that last longer than two hours (120 minutes) appear to have a **sharp decline in ROI**
- Longer runtimes are likely correlated with higher production budgets and therefore **reduce potential ROIs**



# Timing the Release



- Releasing a movie in **May or July** has historically had the two highest median ROIs
- The wide range of median ROIs across different months indicates that **release timing can be a critical factor** for the success of a movie



## Recommendation

To maximize potential ROI, Microsoft Studios should produce:

- A mystery movie
- Under 2 hours
- Released in May or July



## Next Steps

What makes a good Mystery movie?

Items to consider exploring:

- Are there any specific directors or writers that excel in the Mystery genre?
- What should the production budget be?
- Can box office data be found for movies older than 2010?



Thank you for your time

**Any Questions?**



## Appendix

- All illustrations from [undraw.co](https://undraw.co)
- Data sources used:

