



GETTING MICROSOFT STUDIO STARTED

INTRODUCTION

- ❖ This project is aimed at helping Microsoft's new studio to get into the film-making industry
- ❖ This project specifically uses data analysis methods to help generate insights into the industry since the movie industry is hard to break into.



PROJECT GOALS

- ❑ This project aims to generate more revenue and help the studio gain a hold on the industry.
- ❑ This is done by answering the following questions:
 1. What genres are currently performing well in the market?
 2. How does the runtime of a movie influence its success?
 3. Which genre of movies perform well in different regions of the world?
 4. What is the best time of a year to launch a movie?

DATA

The Data for this project was mainly sourced from IMDB and the Numbers.



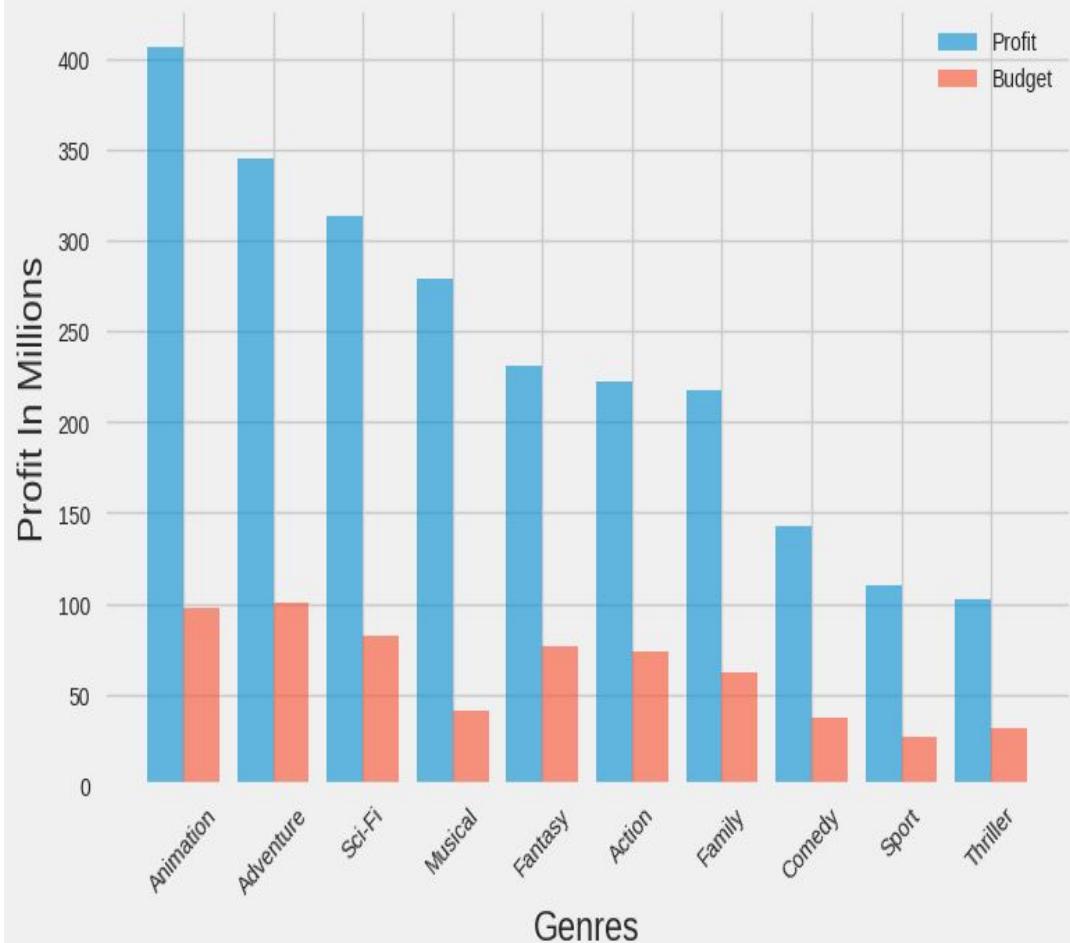
METHODS

- ❖ Data Collection to gather the data in one place.
- ❖ Data analysis by use of statistical methods.
- ❖ Identifying patterns and trends using comparative analysis.
- ❖ Giving recommendations based on the trends and patterns.

GENRES AND PROFITS

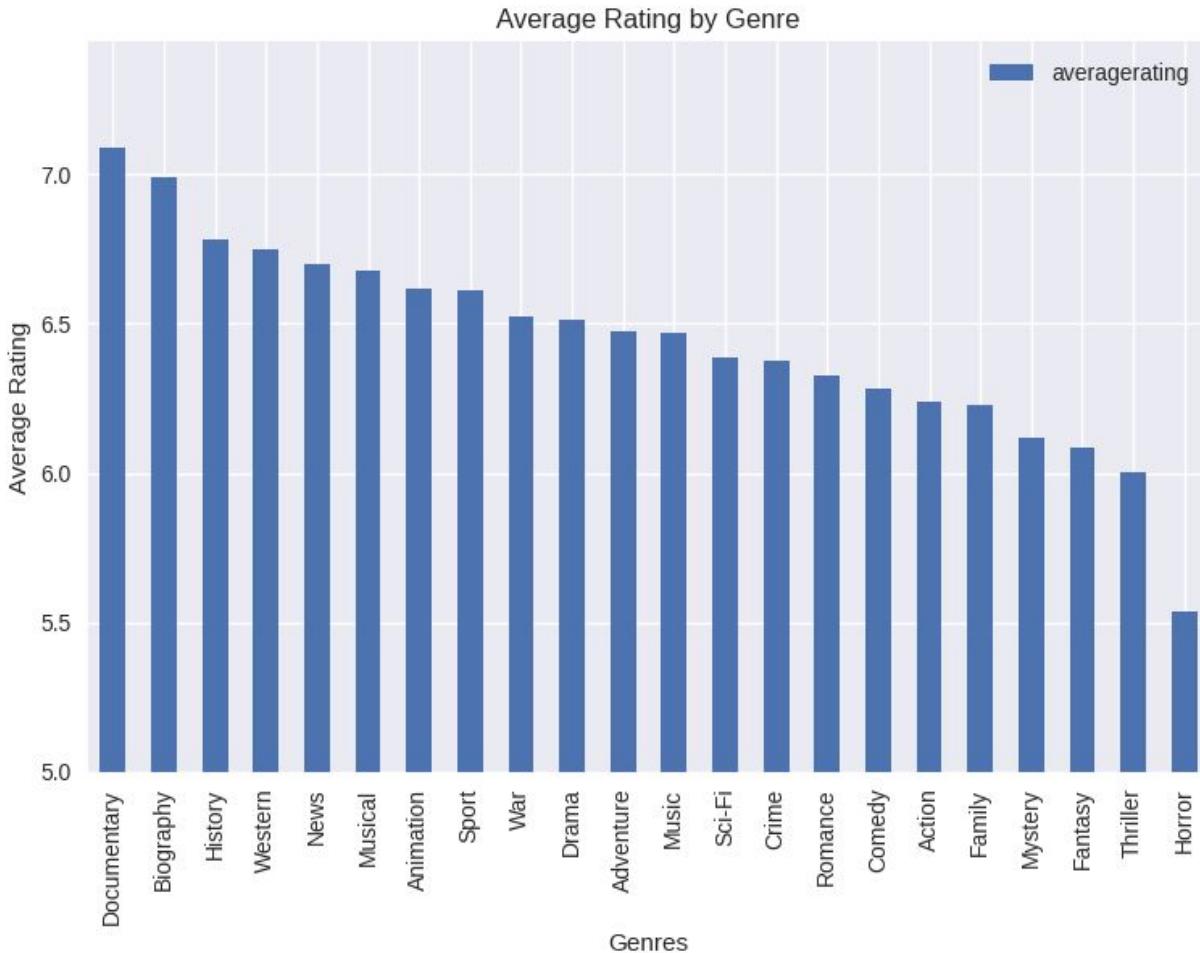
INSIGHTS

- ❖ Animation brings in the most revenue with adventure coming second
- ❖ Some genres perform better despite having a lower budget e.g Musical.
- ❖ The average budget is around 45 million.



GENRES AND RATINGS

- ❖ Documentary is the best rated genre
- ❖ Although some genres generate a lot of revenue, they are not that popular with the audience.



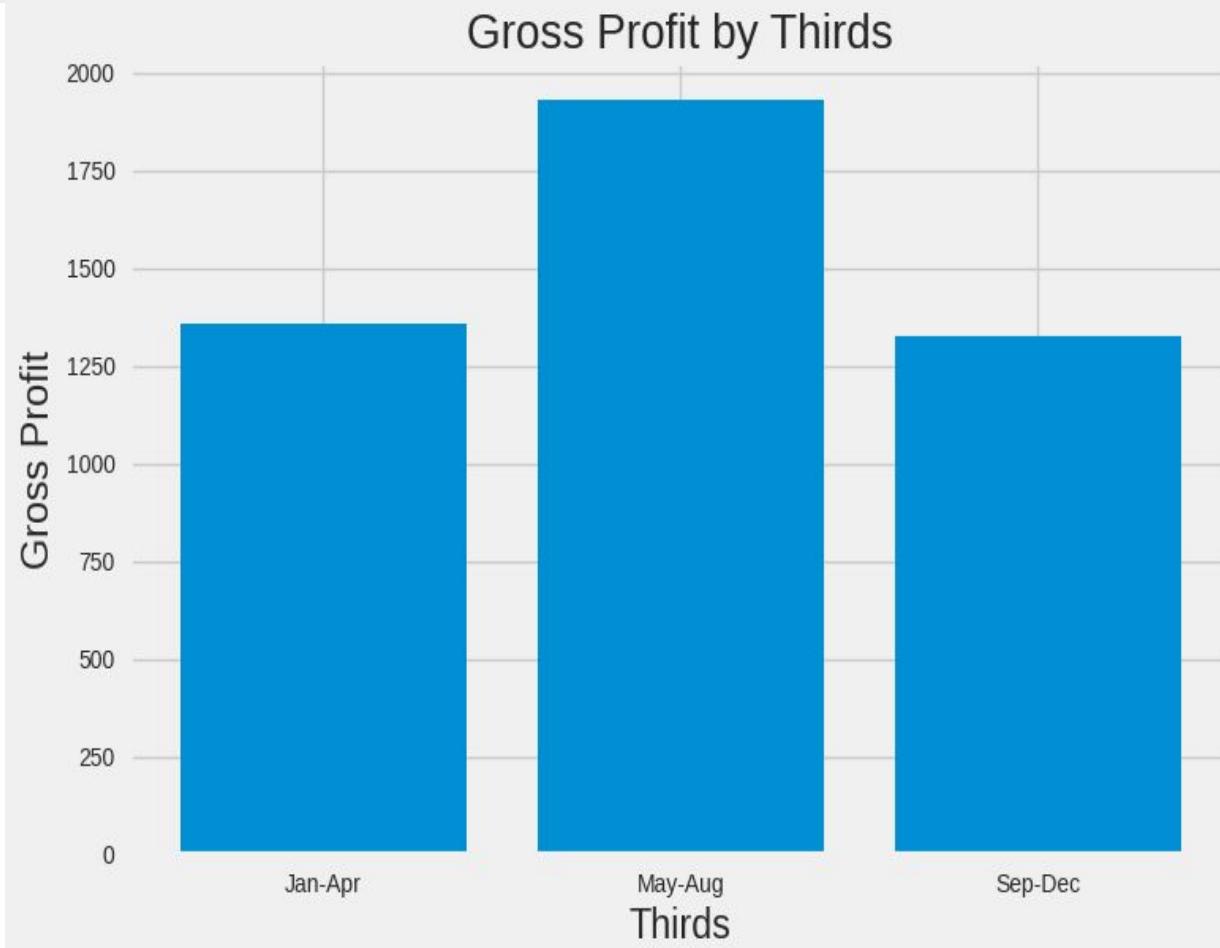
RUNTIME AND RATINGS

- ❖ The highest rated movies usually have a runtime from 75-120 minutes.
- ❖ There are exceptions i.e outliers in the plot but are few.



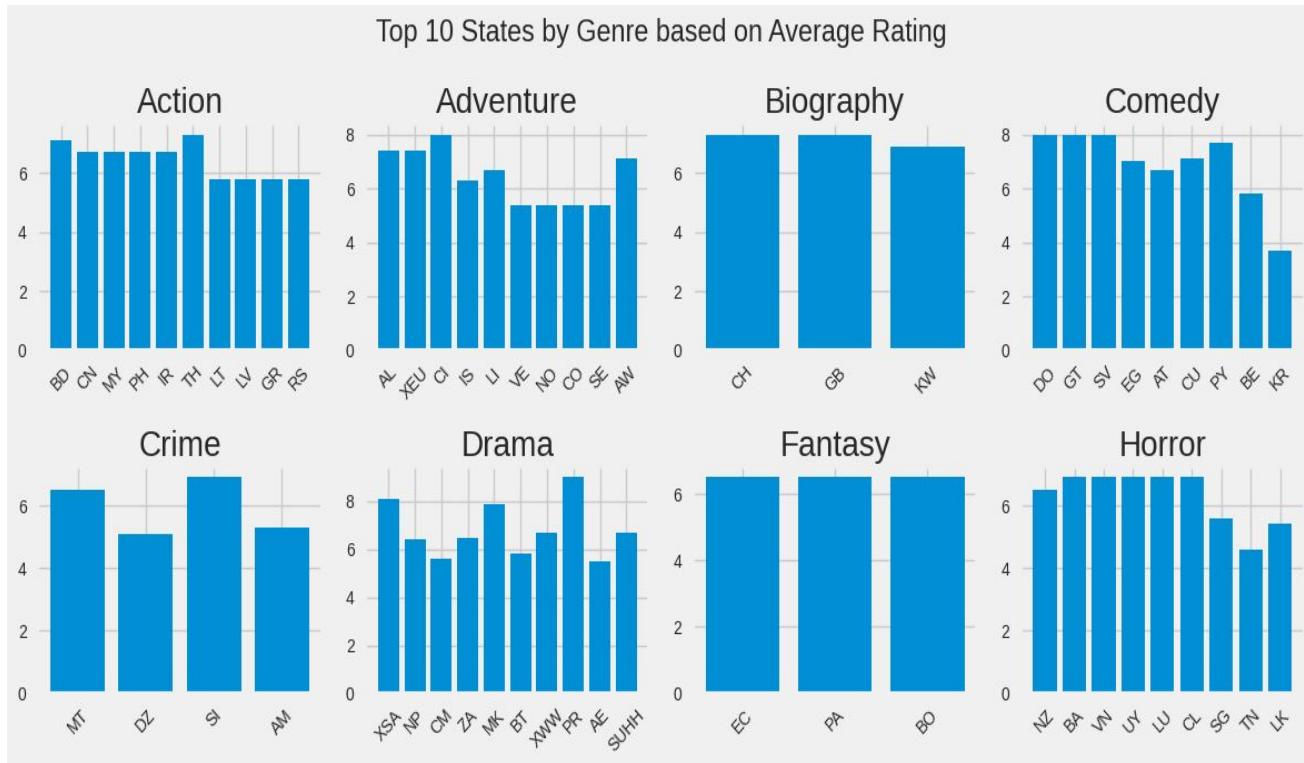
LAUNCH DATES

- ❖ The May to August period of the year is the best time to launch a movie to generate more revenue.
- ❖ The other periods are seen to be almost equal.



GENRE BY REGIONS

- Different genres are seen to be liked differently in various regions.
- For the genres with less states the states that appear were the best for that specific genre.



RECOMMENDATIONS

❖ Genre

- ❖ The studio should focus on making genres that have a high return on investment such as Animation, Adventure etc.
- ❖ It should also not count out genres that require a small investment but have a high return on investment like Musicals.

- ❖ The studio should also focus on making high-rated content to gain a strong reputation with the audience and possibly be a strong competitor in the industry.

CONCLUSIONS

- ❖ The recommendations above should help the studio in breaking into the industry.
- ❖ Although there are many factors that determine a movie studio's success, taking the right steps by analysing and garnering insights from data should help put the studio on the right track.

❖ **RUNTIME**

- ❖ The studio should try to keep the runtime of the movies not too short or too long. It should follow the runtime of the high rated movies which is between 75-120 minutes.

❖ **LAUNCH TIME**

- ❖ The Studio should try as much as possible to time their launch dates to the period between May and August since movies typically generate more revenue during this time.

❖ Genre and region

The studio should realise that different genres perform differently in different regions and therefore should tailor their movies accordingly.

This should help the studio earn an international reputation and help build the foreign revenue as much as possible.

THANK YOU

Thank you to the stakeholders for taking the time to read and review this.

I sincerely appreciate the trust you put in me and hope my recommendations help the studio to achieve success.