Microsoft Movie Analysis

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Presenter

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👋 **Hello!**

Agenda

- Summary

- Business Opportunity

- The Data

- Results

- Conclusion
  - Recommendations
  - Next Steps

Summary

This analysis of films between **2010** and **2019**, which uses **descriptive statistics** 🧮 and **data visualization**📈, reveals that Microsoft should:

- Invest in mostly **high budget films** 💸, with a mix of mid budget films.
- Select directors with experience delivering **high net profit** 💰 or have received **high critical acclaim** 🏆.
- If possible, hire directors that can **do both** things simultaneously.

Why these dates? To ensure that the conclusions are relevant to today's filmmaking conditions.

Business Opportunity

OR HOW TO MAKE MONEY MAKING MOVIES

Making movies is a risky business! There are many factors to come into play to make a successful film.

Ultimately, Microsoft's goal is to:

- maximize profit 💰
- increase positive brand awareness 🙌

Business Opportunity: 3 Major Keys 🔑

Finances 💰

Ultimately, this is a business opportunity and we should look at this venture from a **business lens**.

In filmmaking, the important factors are:
- Production budgets
- Net Profit
- ROI

Awards 🏆

Winning awards would **legitimize** Microsoft as a studio and make it a contender in the filmmaking space. There is a difference between Hallmark and HBO.

Per Atlantic Studios, awards provide films (and studios) with:
- Credibility ✅
- Boost in sales 💵

Directors 🎥

The director is one of the earliest people attached to new film projects.

What do directors do? They:
- Interpret scripts
- Hire cast and crew
- Follow budgets and schedules
- Coordinate with all stakeholders to create the final product

In short, a director is like a **project manager**.

The Data

IMDB

- Launched in 1990
- Owned by Amazon since 1998
- Houses a large amount of movie data like movie titles, directors, writers, regions, languages, and release dates.

The Numbers

- Started in 1997
- Largest freely available database of movie business information
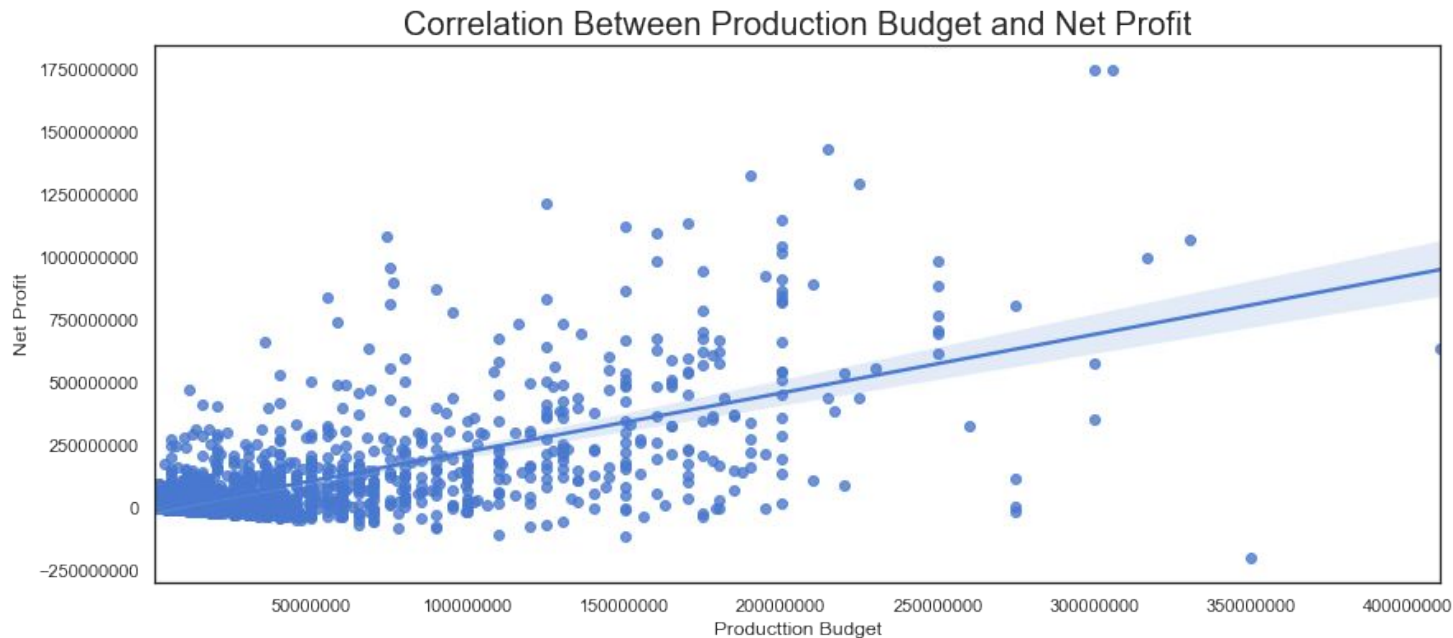- Contains information about movie titles, production budgets, and gross revenue

The Academy Awards

- Data created by scraping the Academy database for a Kaggle competition.
- Most prestigious filmmaking award in America
- Contains data on Oscar nominees and winners since 1927

Results

What is the right budget to maximize profits? 💰

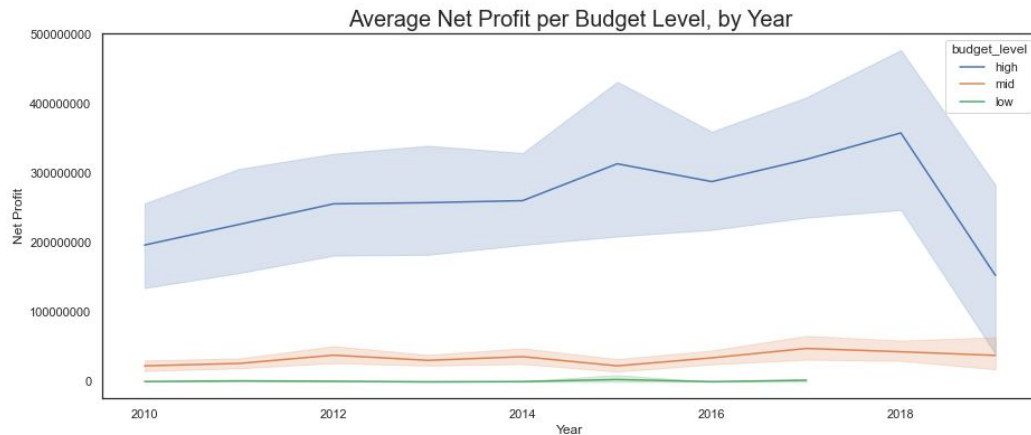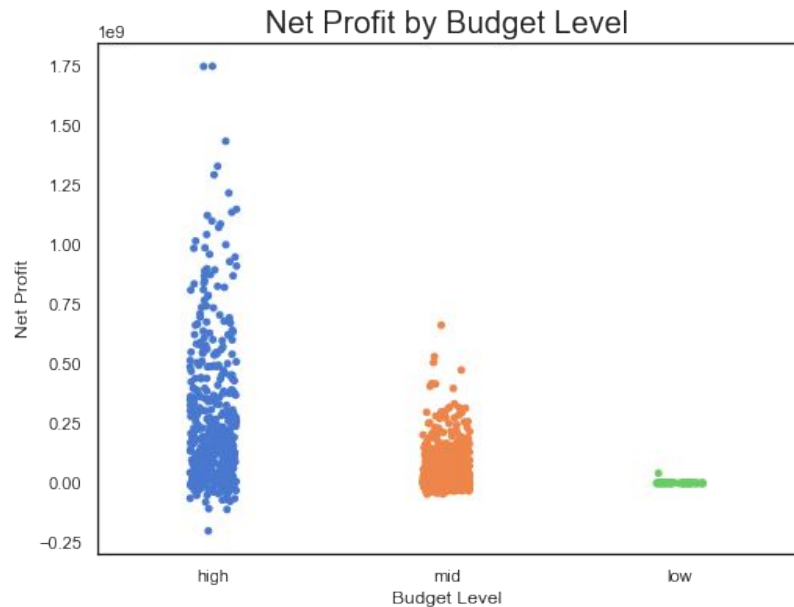Correlation Between Production Budget and Net Profit

🕵️ - **Moderate positive correlation:** the more you spend, the more you *can* make
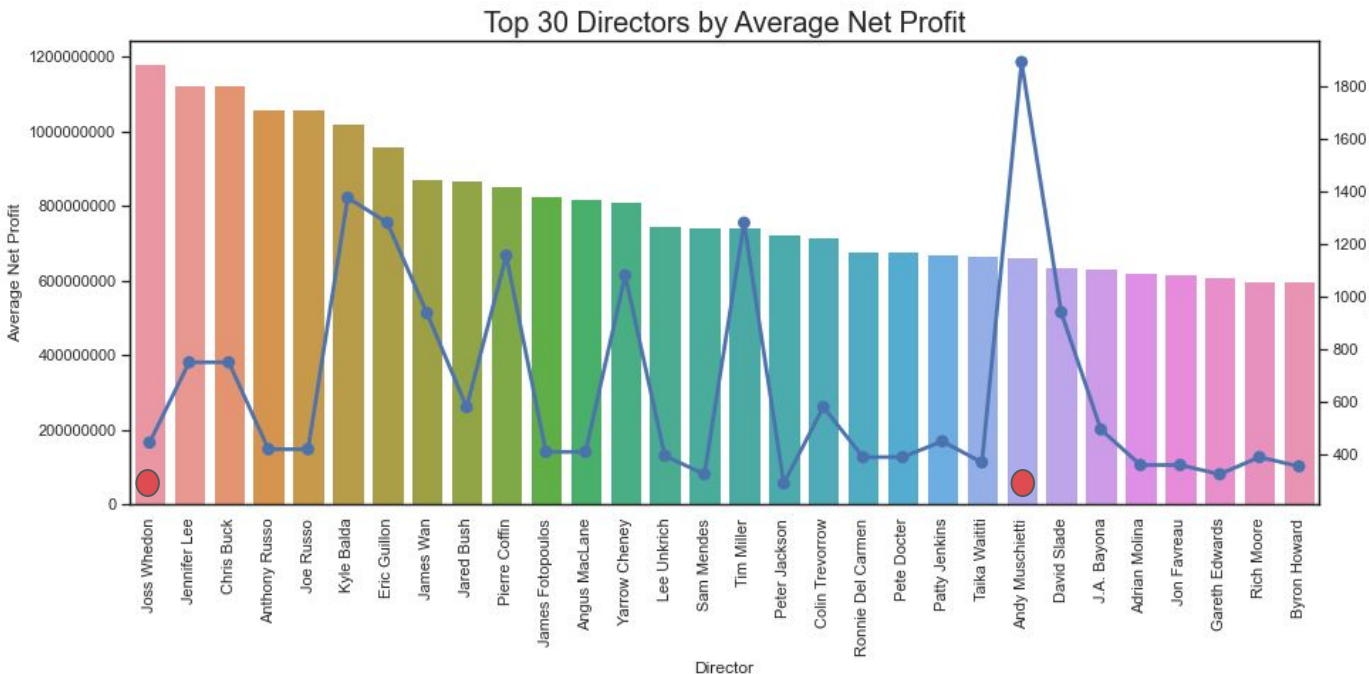
What is the right budget to maximize profits? 💰

Production Budget Categories
Low < $5m **Medium $5m - $50m** **High > $50m**

Net Profit by Budget Level

Average Net Profit per Budget Level, by Year

✅**High budget films** have a much higher earning potential

Which directors can deliver high profits? 💰

Top 30 Directors by Average Net Profit

Highlights:

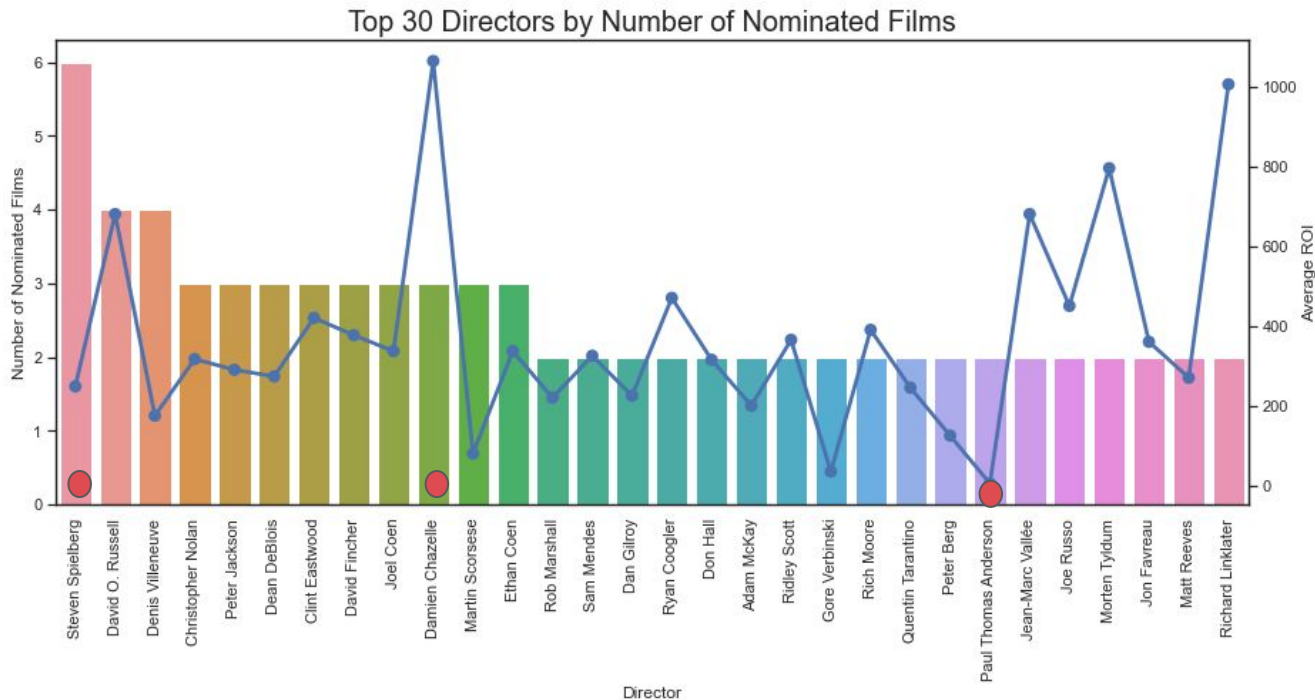**Joss Whedon - 2 x Avengers** 🚀
High gross + very high production budgets
= Lower ROI

Andy Muschietti - 2 x It 🤡
Smaller production budget + high gross
= Higher ROI

Which directors can deliver acclaimed films? 🏆

Top 30 Directors by Number of Nominated Films

Highlights:

Steven Spielberg 👽
The Adventures of Tintin 💵
War Horse
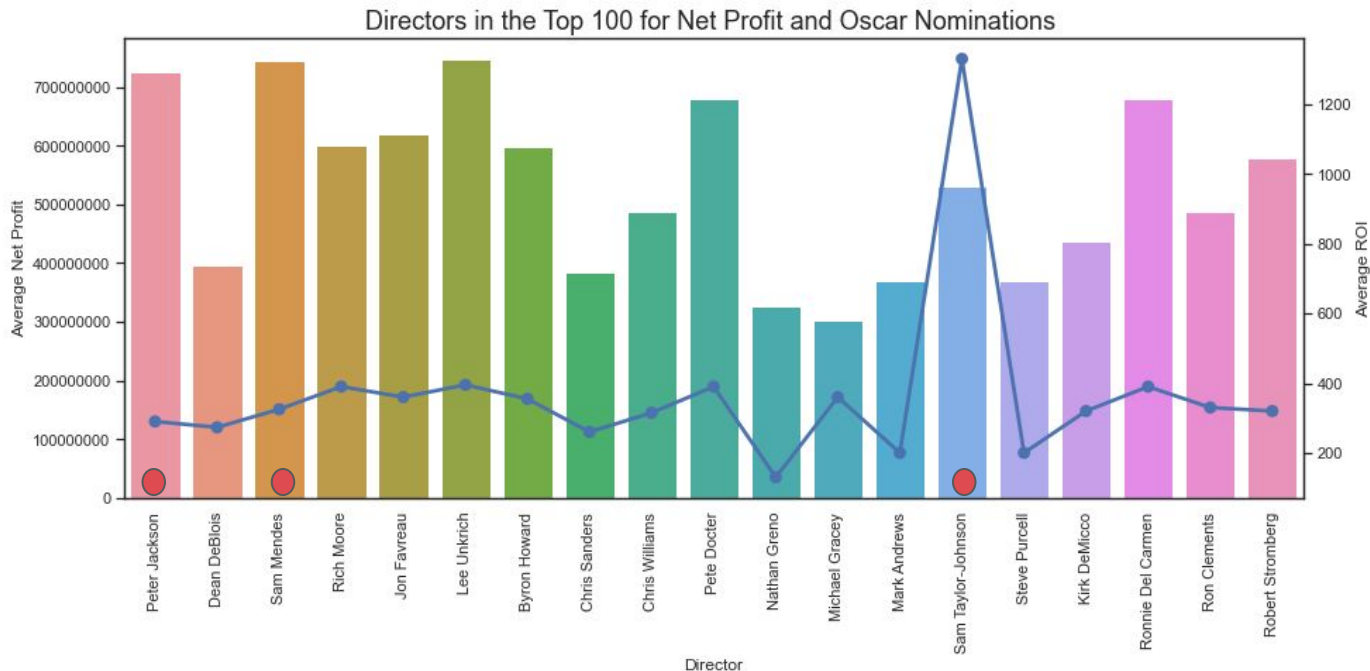Lincoln 💵
Ready Player One💵

Damien Chazelle 💃
Whiplash 💵
La La Land 💵
First Man

Paul Thomas Anderson 🧵
Phantom Thread 🏆

Are there directors that do both? 🦄

Directors in the Top 100 for Net Profit and Oscar Nominations

19 directors fit the bill! But none from either top 30.

Highlights:

Sam Mendes 🧑‍💼
Skyfall 💵🏆 (🎶🎥)
Spectre 💵(🎵)
1917 🏆(🥇)

Peter Jackson 🧝‍♂️
The Hobbit 💵🏆(🧨🎹🔥)

Sam Taylor-Johnson 😅
Fifty Shades of Gray 💵(🎵)

In Conclusion 🟠

Recommendations

1 Invest in mostly **high budget films** 💸, with a mix of **mid budget films**.

2 Select **directors** with experience delivering **high net profit** 💰 or have received **critical acclaim** 🏆.

3 If possible, hire directors that can **do both** things simultaneously. (They exist! 🦄).

Next Steps

1 Investigate other **filmmaking talent** 👩‍🦰 aside from directors.

2 Research movie by **genres** 🤠.

3 Look into the role of **intellectual property** 🧠 as a success factor.

Thank You!