

The First Microsoft Movie

How to thrive in the movie industry

Summary

- ❑ objective : give insight into the movie industry
 - ❑ Analyse data
 - ❑ Find out consistent trends
 - ❑ Give three business recommendations

The Recommendations

1. liberally invest into the production of the movie
2. make an Action/ Comedy movie
3. keep the movie around 130 minutes

Outline

- Business Problem
- Data
- Methods
- Results
- Conclusions

Business Problem

Participating in the movie industry and producing Microsoft's first movie.

Guiding questions:

1. does a bigger investment into the movie production yield higher returns?
2. what is the most popular genre? Do their popularity vary with the time of year?
3. Does the length of the movie correlate to its revenue?

Data

❖ The Numbers

- Over 5000 movies
- Production budget
- Worldwide gross

- ❖ Rotten Tomatoes

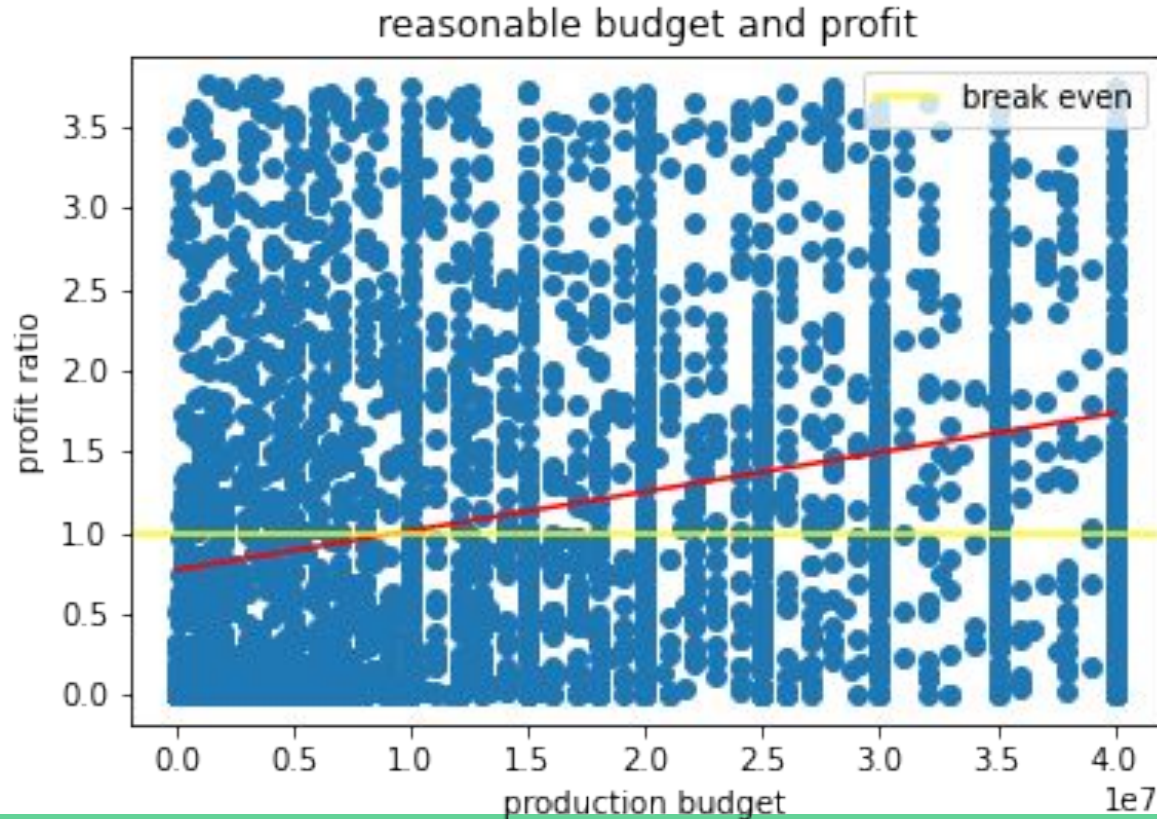
- 340 movies
- Genre
- Theatre release date
- Runtime

Methods

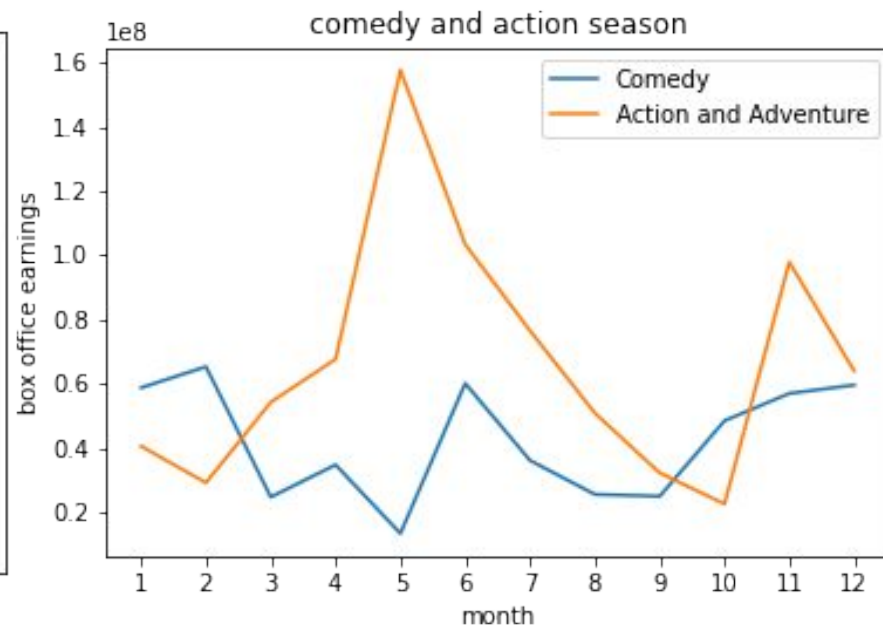
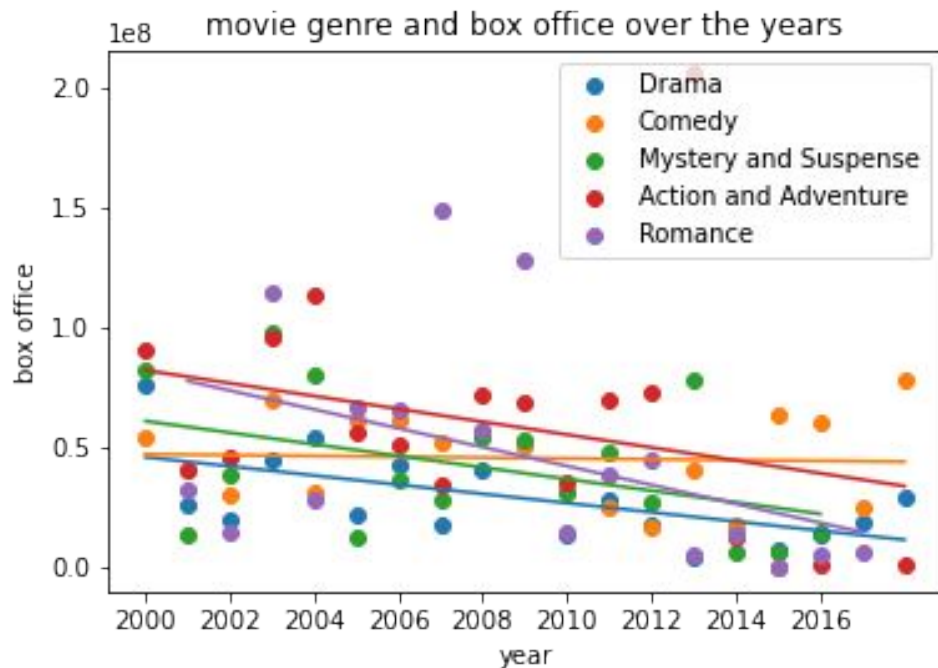
- Focus on the majority
 - Eliminate extreme values
 - Eliminate values with too few data points
- Isolate relevant characteristics (budget, genre, runtime)
- Create scatter plots and add trend line to make trend apparent

Results

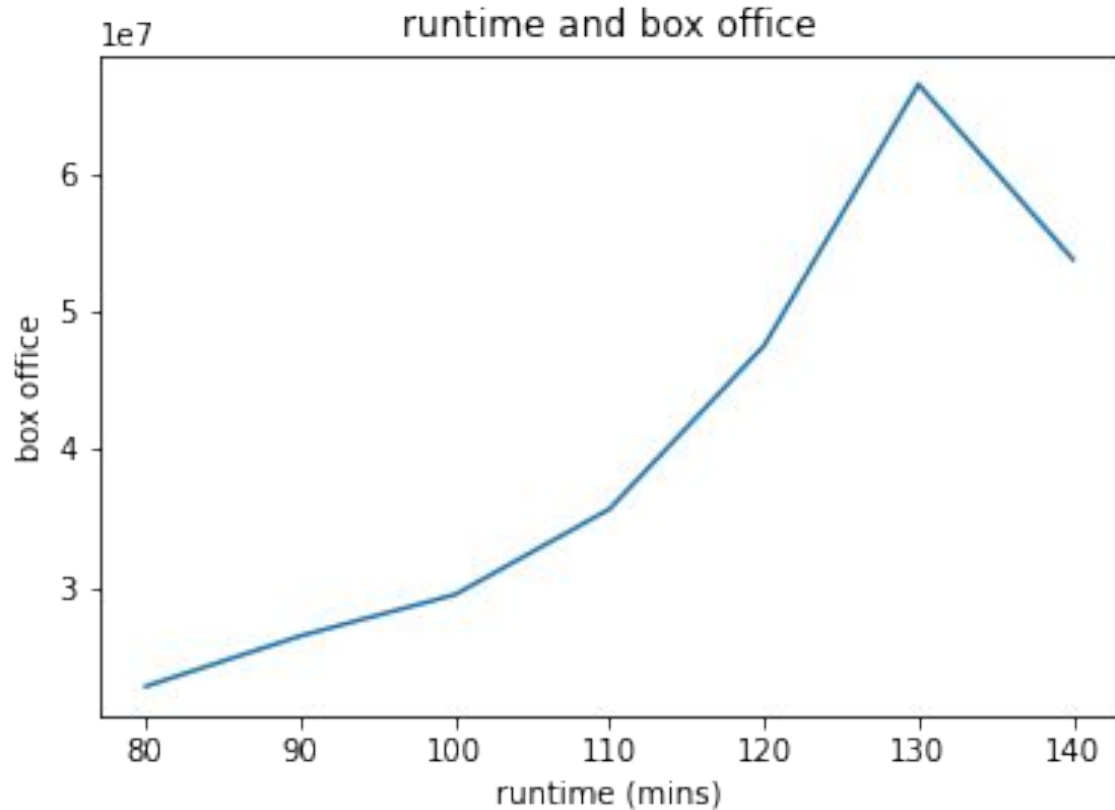
1. Budget is positively correlated with profit



2. Action and Comedy are the two top genres



3. Optimal runtime is around 130 minutes



Conclusions

1. liberally invest into the production of the movie
2. make an Action/ Comedy movie
3. keep the movie around 130 minutes

Caveats:

- Correlation is not causation
- Some plot points are turbulent and trendline is a very rough estimate
- Many more factors not looked into

Thank You!

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