

# MICROSOFT'S MOVE TO MOVIE STREAMING

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# OUR ANALYTICS TEAM



**Misha Berrien**

“There’s nothing on.”



**Cliff Bridges**

“Make it a  
blockbuster night.”

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# RECOMMENDATIONS

## *Get In, Get In Now, and Get In Slowly*

**01** Spend in the Goldilocks zone.

**02** Invest healthy amounts in advertising

**03** Invest in biography, animation and adventure movies.

**04** Hire directors who consistently produce highly rated films.

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# METHODOLOGY

**01**

Explore prominent, well-maintained data.

**02**

What we watch on the couch isn't what we watch in the theater.

**03**

"But Netflix hides their Data!"

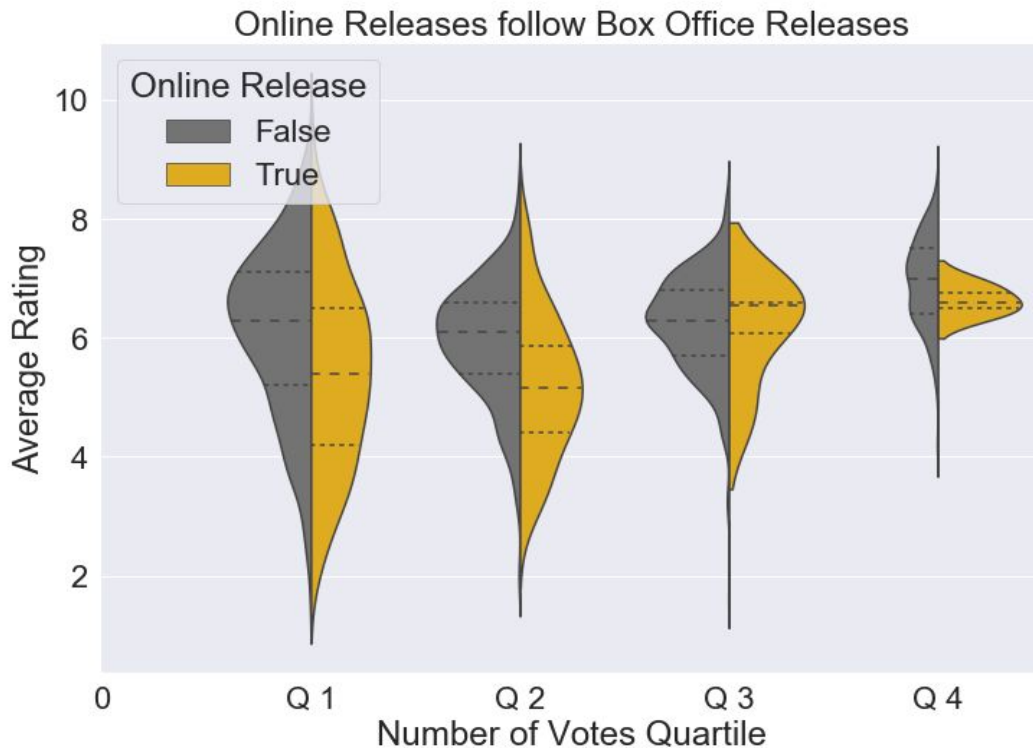
**04**

Create visualizations of key insights.

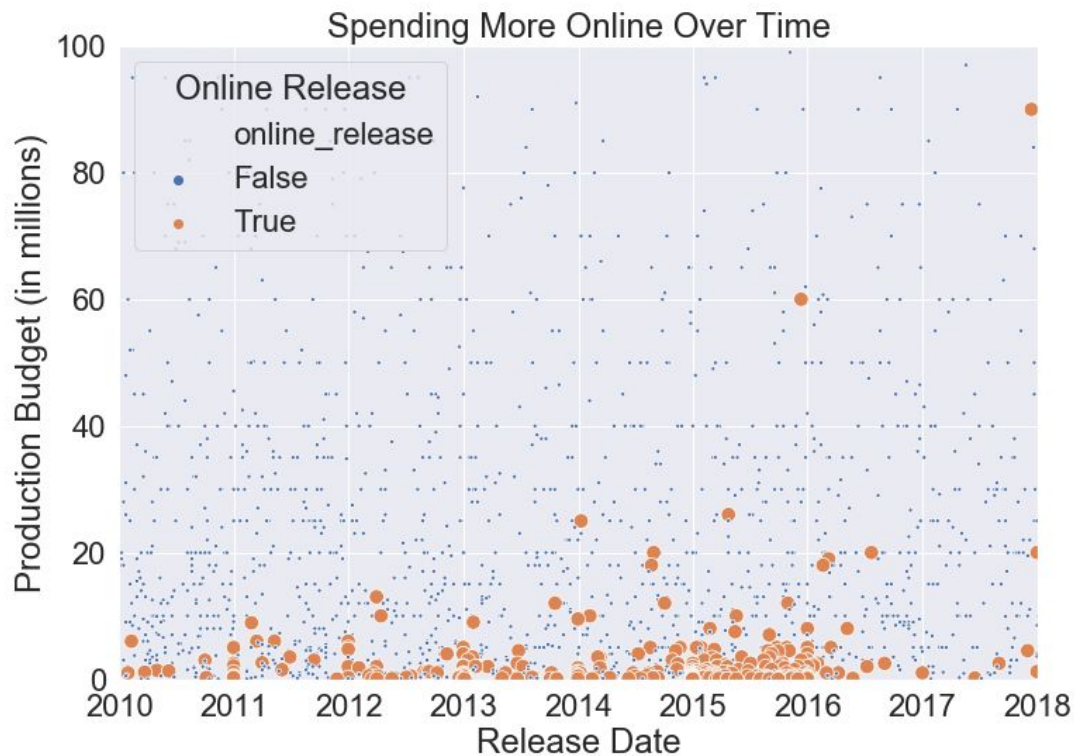
# TOTAL VOTES TREND WITH RATINGS ACROSS MEDIUMS

## RECOMMENDATION

**Four:** Don't shortcut the advertising budgets.



# ONLINE RELEASE BUDGETS ARE RISING

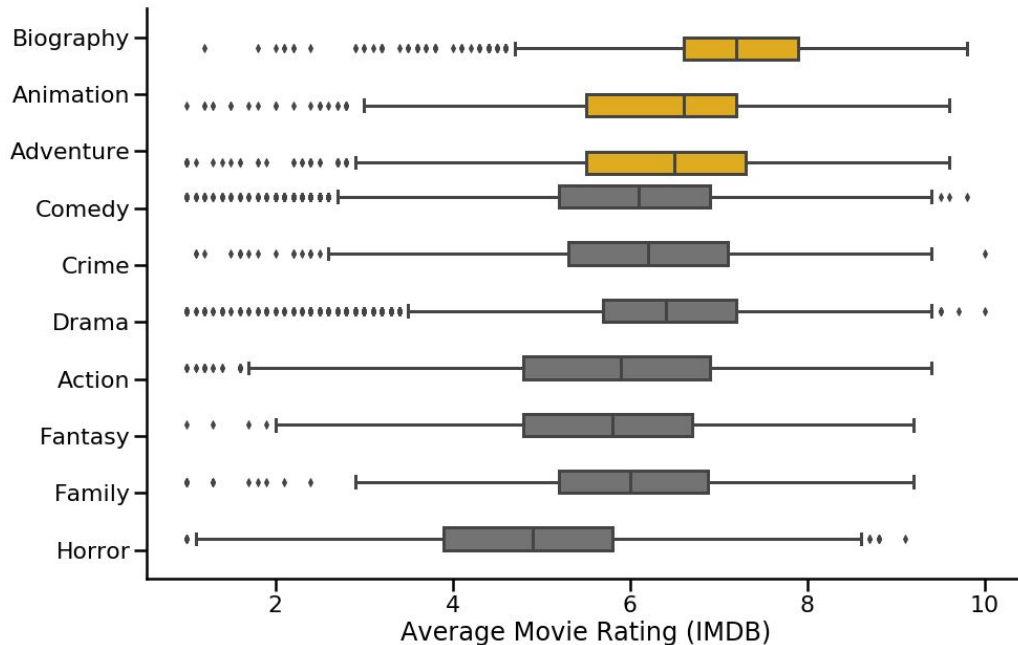


## RECOMMENDATION

**Three:** Join the trend of spending more on online releases.

# BIOGRAPHY, ANIMATION AND ADVENTURE ARE POPULAR

AVERAGE MOVIE RATINGS BY GENRE



## RECOMMENDATION

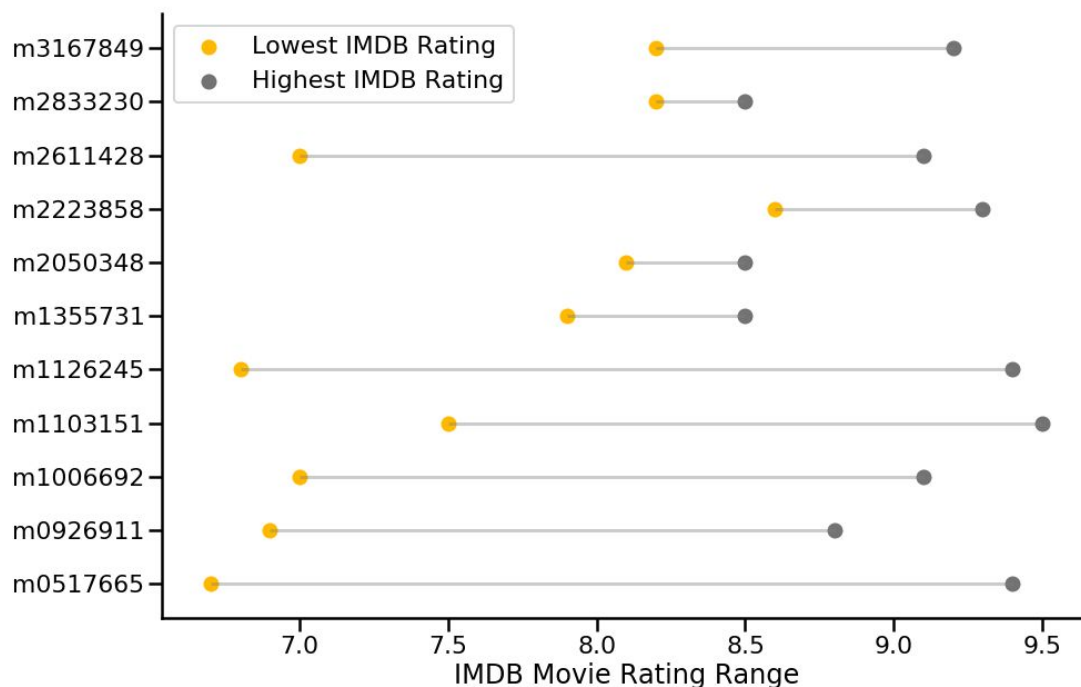
**One:** Produce movies in the biography, animation and adventure genre.

# DIRECTOR CONSISTENCY IS HARD TO FIND

## RECOMMENDATION

**Two:** Work with prolific and highly-rated directors (Yasmine Asha, Nick Rosen, Steve Ravic and Peter Mortimer).

Movie rating range by director between 2010 and 2018





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# DATA SOURCES

1. Internet Movie Database, *title.basics.tsv.gz*, (2019), distributed by IMDB, <https://datasets.imdbws.com/title.basics.tsv.gz>
2. Internet Movie Database, *name.basics.tsv.gz*, (2019), distributed by IMDB, <https://datasets.imdbws.com/name.basics.tsv.gz>
3. Internet Movie Database, *title.ratings.tsv.gz*, (2019), distributed by IMDB, <https://datasets.imdbws.com/title.ratings.tsv.gz>
4. The Movie Database, *tn.movie\_budgets.csv.gz*, (2019), distributed by The Movie DB, <https://developers.themoviedb.org/3/discover/movie-discover>
5. Internet Movie Database, *imdb.title.principals.csv.gz* (2019), distributed by IMDB, <https://datasets.imdbws.com/title.ratings.tsv.gz>

QUESTIONS?