

# Microsoft:

## Peak Movie Performance

“The summit is what drives us, but the climb  
itself is what matters.” - Conrad Ankers, Mountain Climber



# TOC

The Problem

Hollywood in 2020

The Solutions:

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Data Insights

Information Advantage

The Road to the Top



# Hollywood in 2020

It's no secret that Hollywood in 2020 is changing. Multiple disruptors from the tech industry have moved into the movie market. While more traditional market participants may see the current market conditions as putting them in crisis, it represents a major opportunity for market leaders from other sectors to gain a foothold in the industry.

There are **BIG** opportunities for Microsoft in Hollywood!



# Data Overview



## Table of Contents

### movie\_budgets

0..id \*  
1..release\_date  
2..movie \*\*  
3..production\_budget  
4..domestic\_gross  
5..worldwide\_gros

### movie\_gross

0..title \*  
1..studio  
2..domestic\_gross  
3..foreign\_gross  
4..year

### movie\_basics

0..movie\_id \*  
1..primary\_title \*\*  
2..original\_title  
3..start\_year  
4..runtime\_minutes  
5..genres

### movie\_ratings

0..movie\_id \*  
1..averagerating  
2..numvotes

### known\_for

0..person\_id \*  
1..movie\_id \*\*

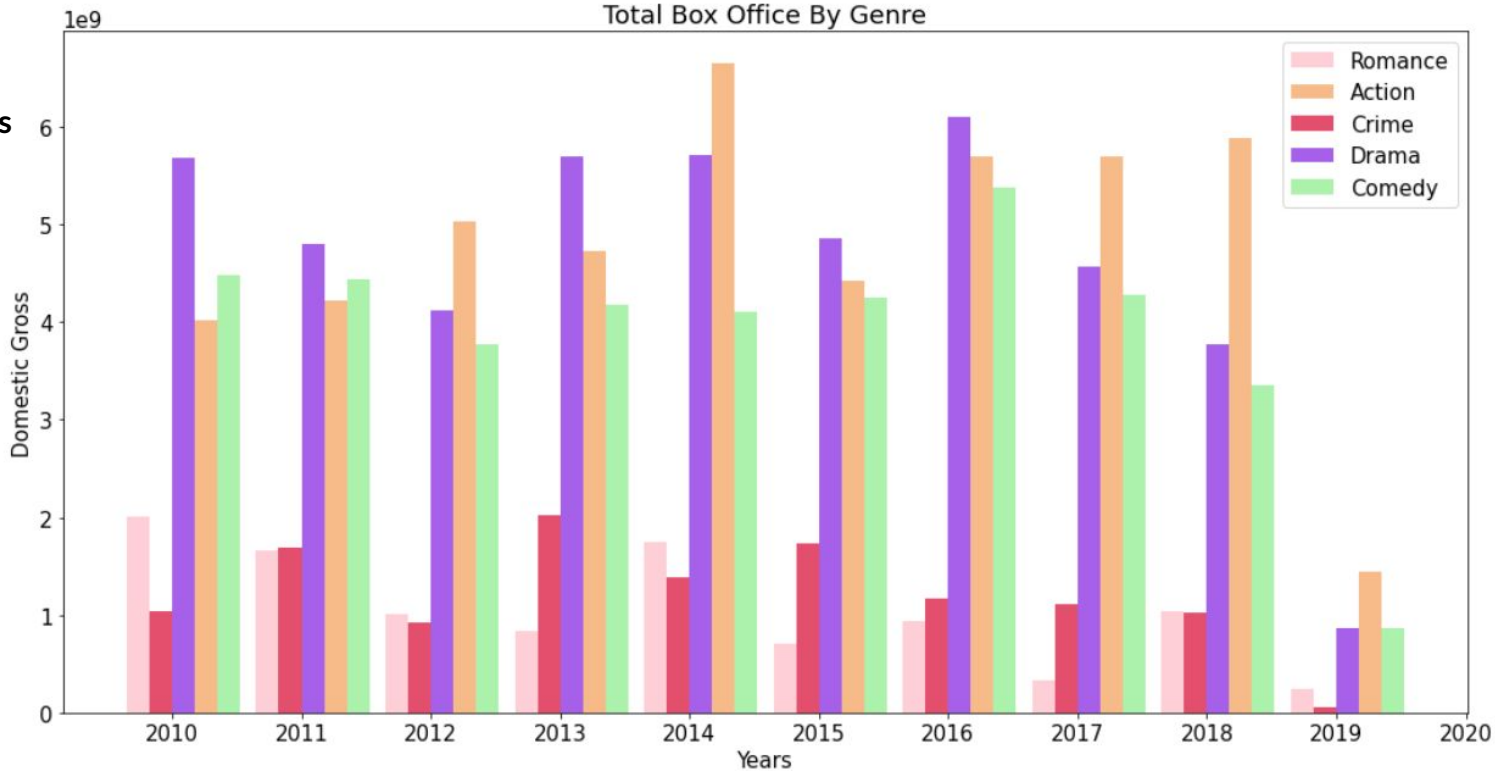
### persons

0..person\_id \*  
1..primary\_name  
2..birth\_year  
3..death\_year  
4..primary\_profession

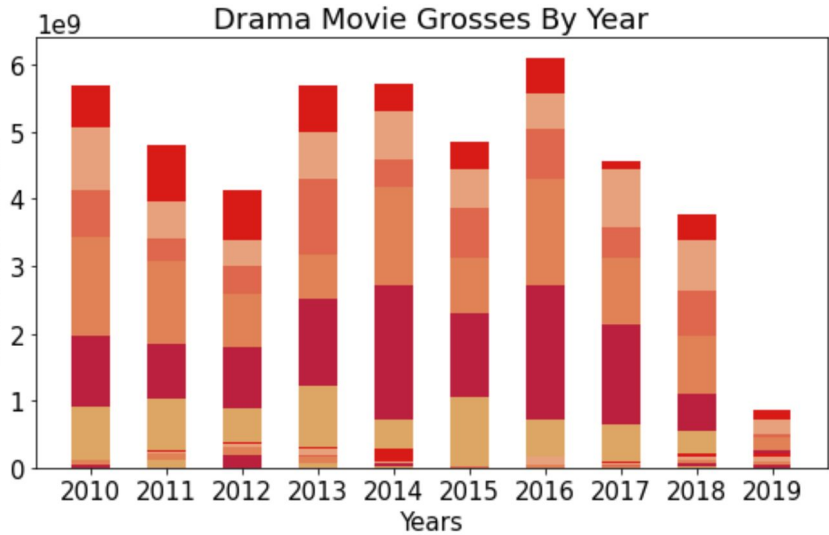
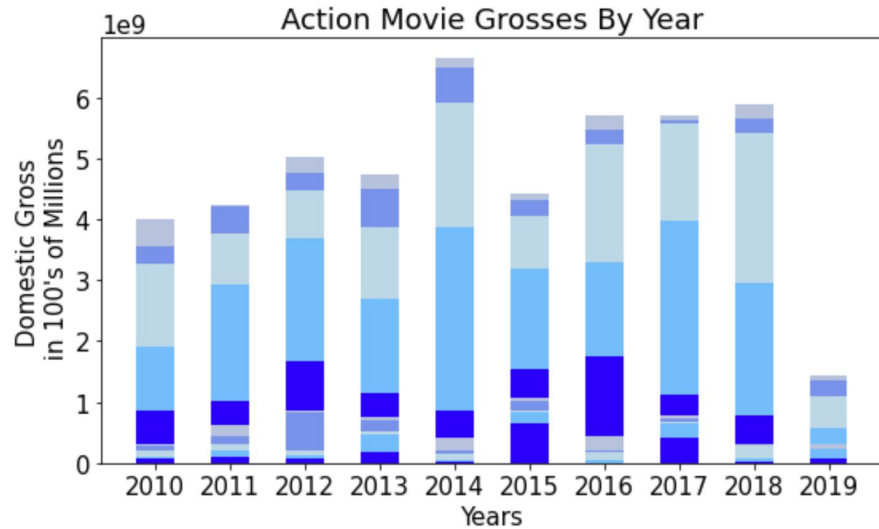
# Trend analysis

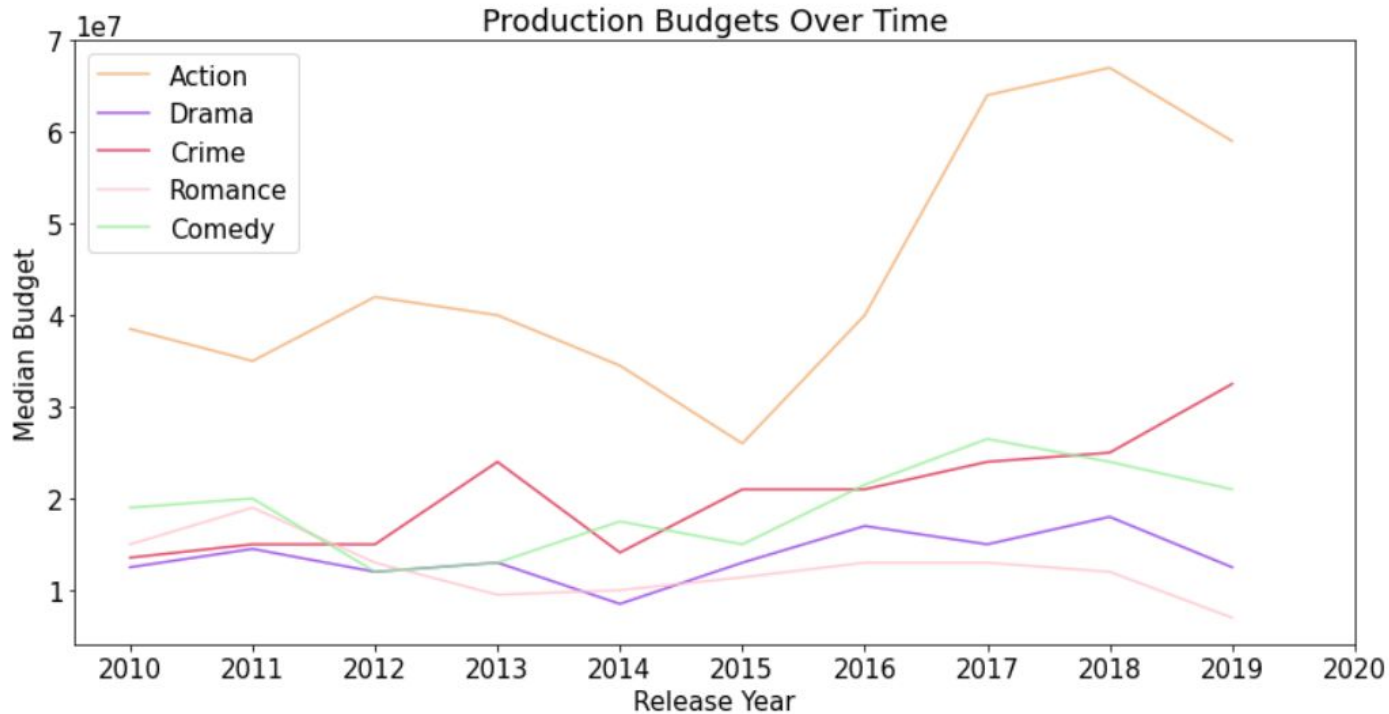
## Clear Market Leaders

- Drama
- Action
- Comedy



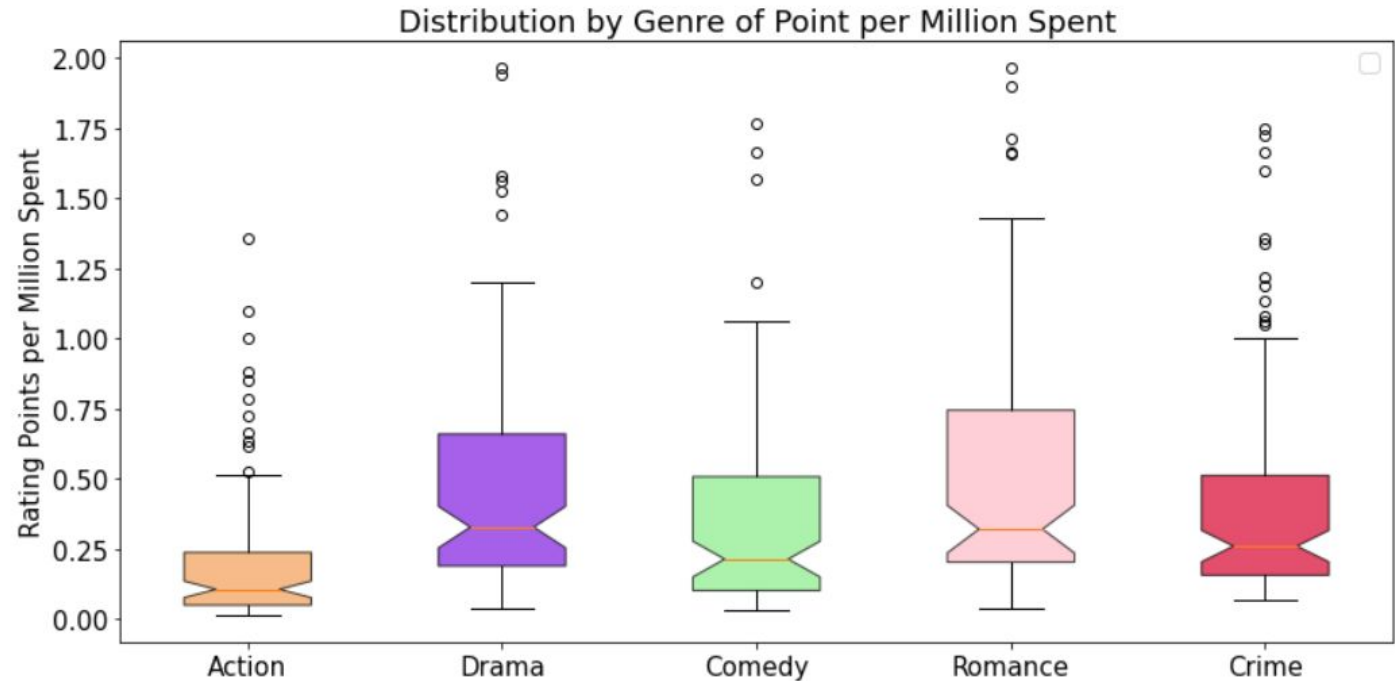
## Comparison of Gross within each Genre by Year





- Action genre remains the most expensive market
- Dramas consistently demand some of the lowest investment despite overall market share

- Audience ratings per million dollars spent in production show clear advantages for lower cost films.







# Business Solutions

1

Microsoft can use their superior access to capital to invest heavily in low cost/high return areas of the film production.

2

Films within the genre of Drama offer access to a large market share and much lower startup cost for a new player entering the entertainment industry.

3

Microsoft can use its expertise in technology, AI, and data analytics to focus investment and initial project development resources to maximize pecuniary benefit.

# Areas for Further Research

Given more time several areas of this research could be deepened and improved.

Disambiguate Genre Relationships/Overlap

## High priority

Many of the genre categories overlap. Mapping the frequency and multiplier effects between these overlaps would help deepen the understanding of this data.

Develop More Sophisticated Visualizations

## High Priority

Improve general communicative value of visualizations

Revisit Early Investigations into other Aspects of the Data

## Low Priority

Scraping more data and filling out missing sections could open up areas of inquiry not currently practical within the dataset.



# Thank you.

