

Microsoft Movie Industry Analysis

Overview

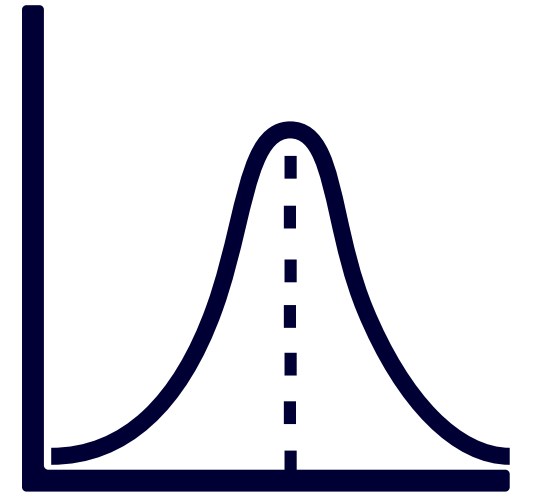


- This presentation was created to assist Microsoft with their transition into the movie industry. To accomplish this I analyzed some of the top movies of recent years and determined the key to Microsoft's success will be the cash flow and wide variety of tools that are only available to multi-billion dollar corporations.

Business Problem

- How can Microsoft enter the movie industry and be financially successful?
- What factors can be used to determine whether a movie will be successful or not?
- How to stand out amongst the competition?

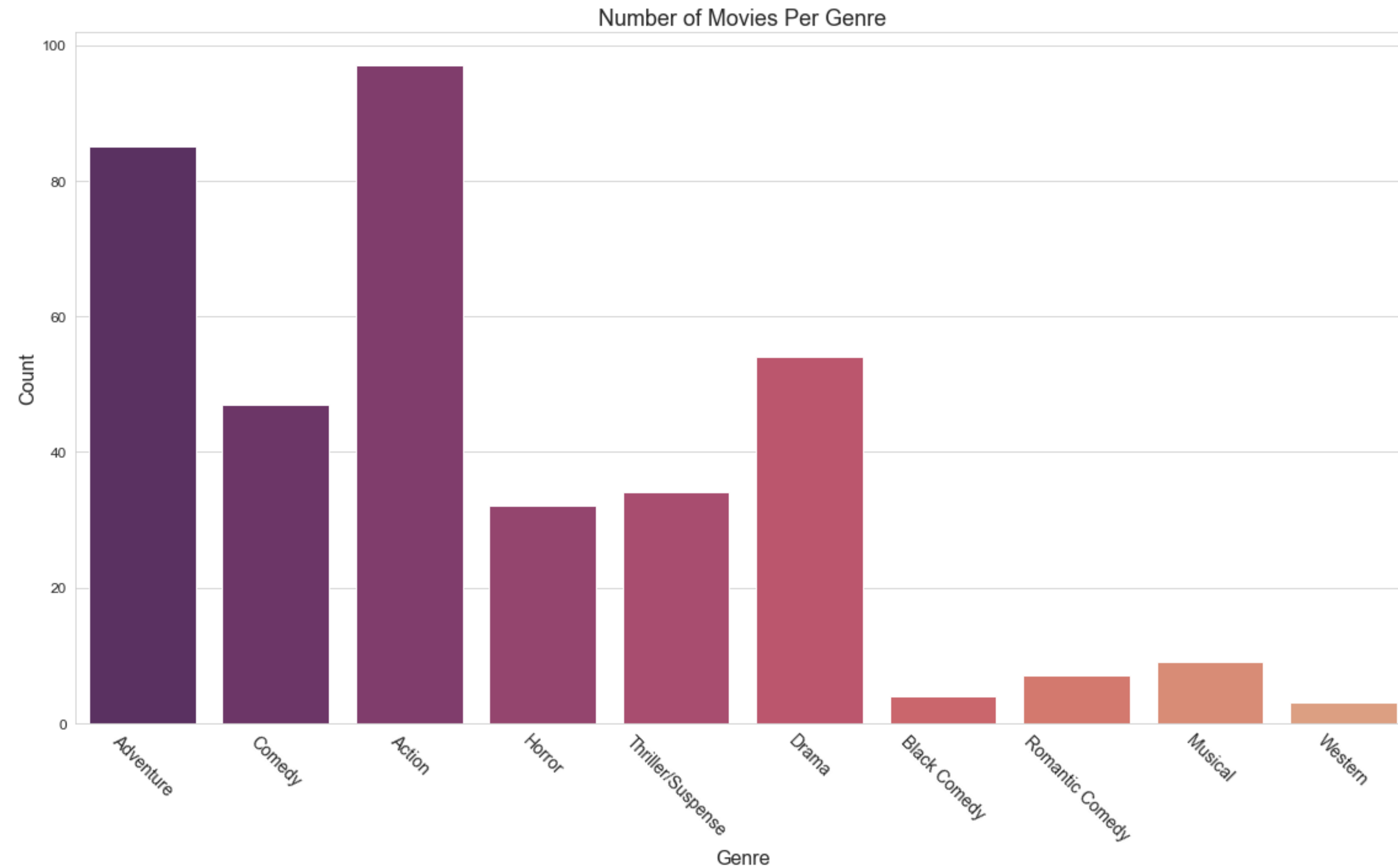
Understanding the Data



- The data used for this project was gathered from 3 different sources:
 - **IMDB.Title**
 - Contains identification numbers, titles, release years, run time and genres
 - **IMDB.Ratings**
 - Contains identification numbers, average ratings and number of votes
 - **The Numbers**
 - Genres, budgets, box office sales, run time, number of theaters

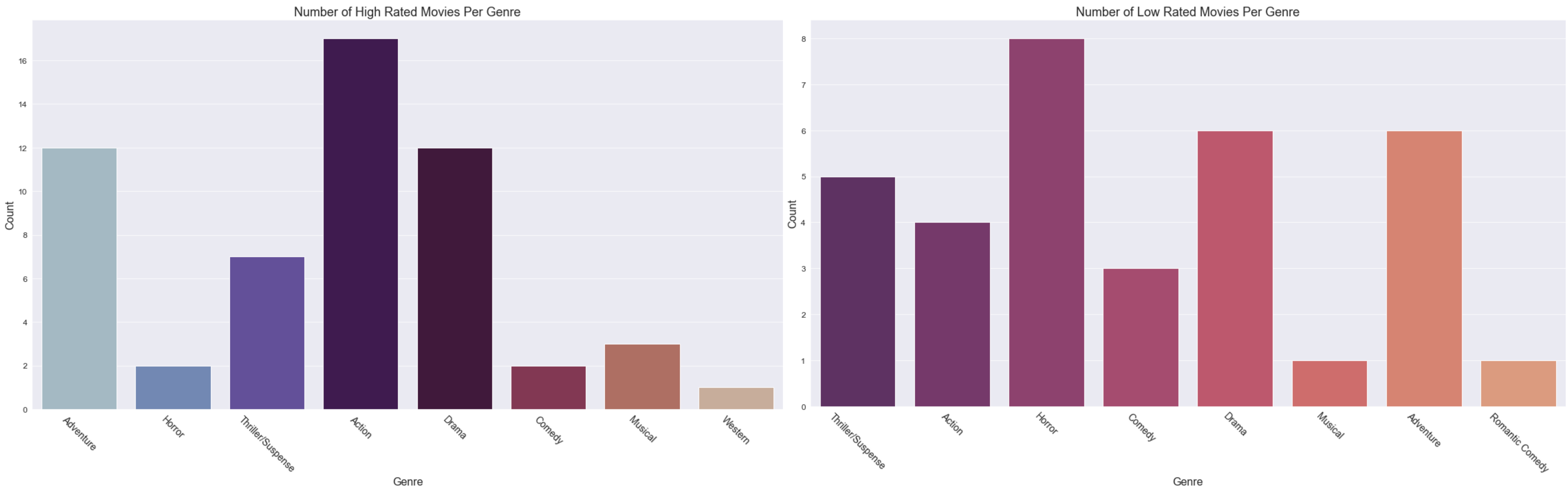
Working with the Data

- Most popular genre?



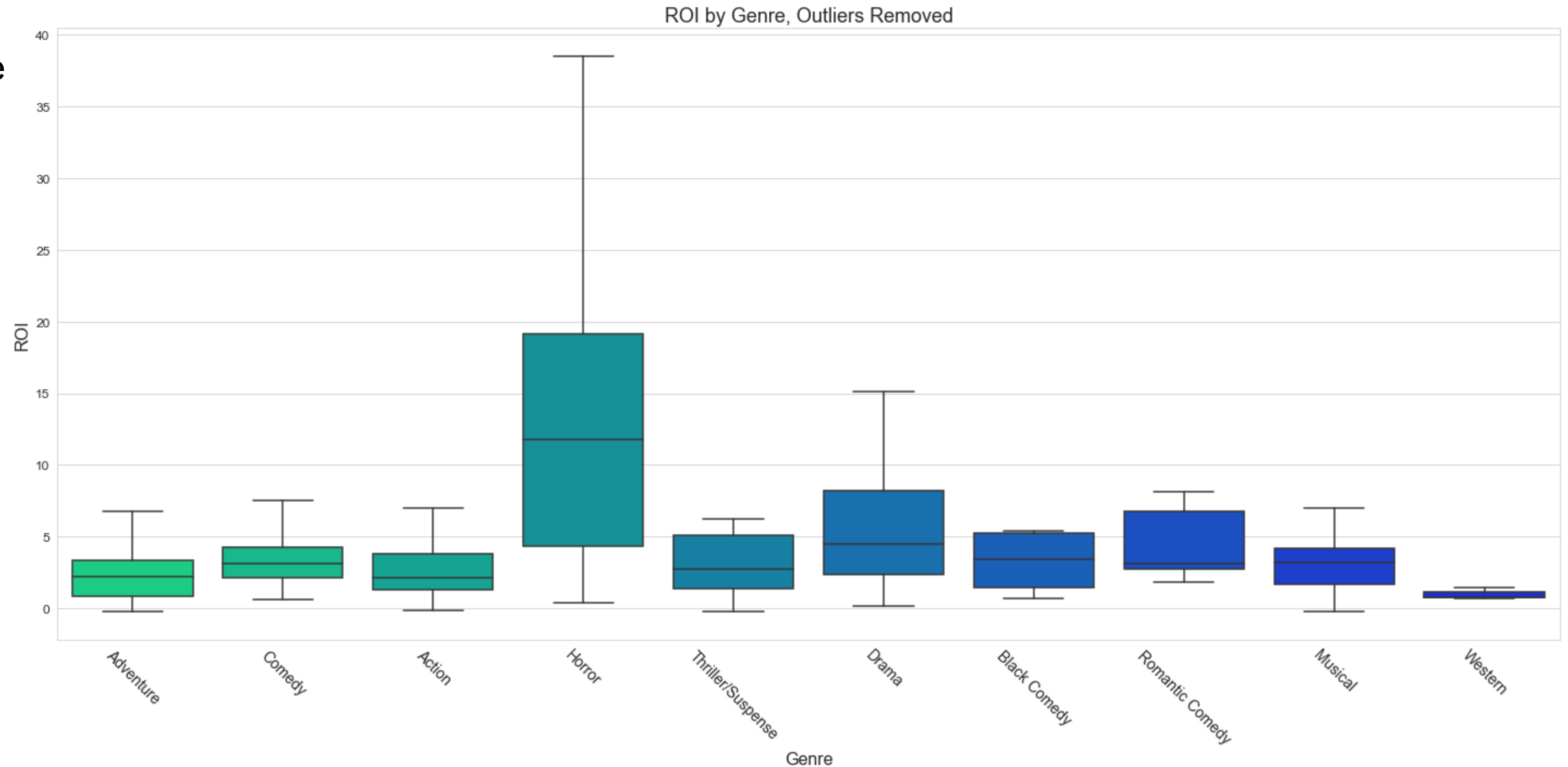
Working with the Data

- Genre by reviews



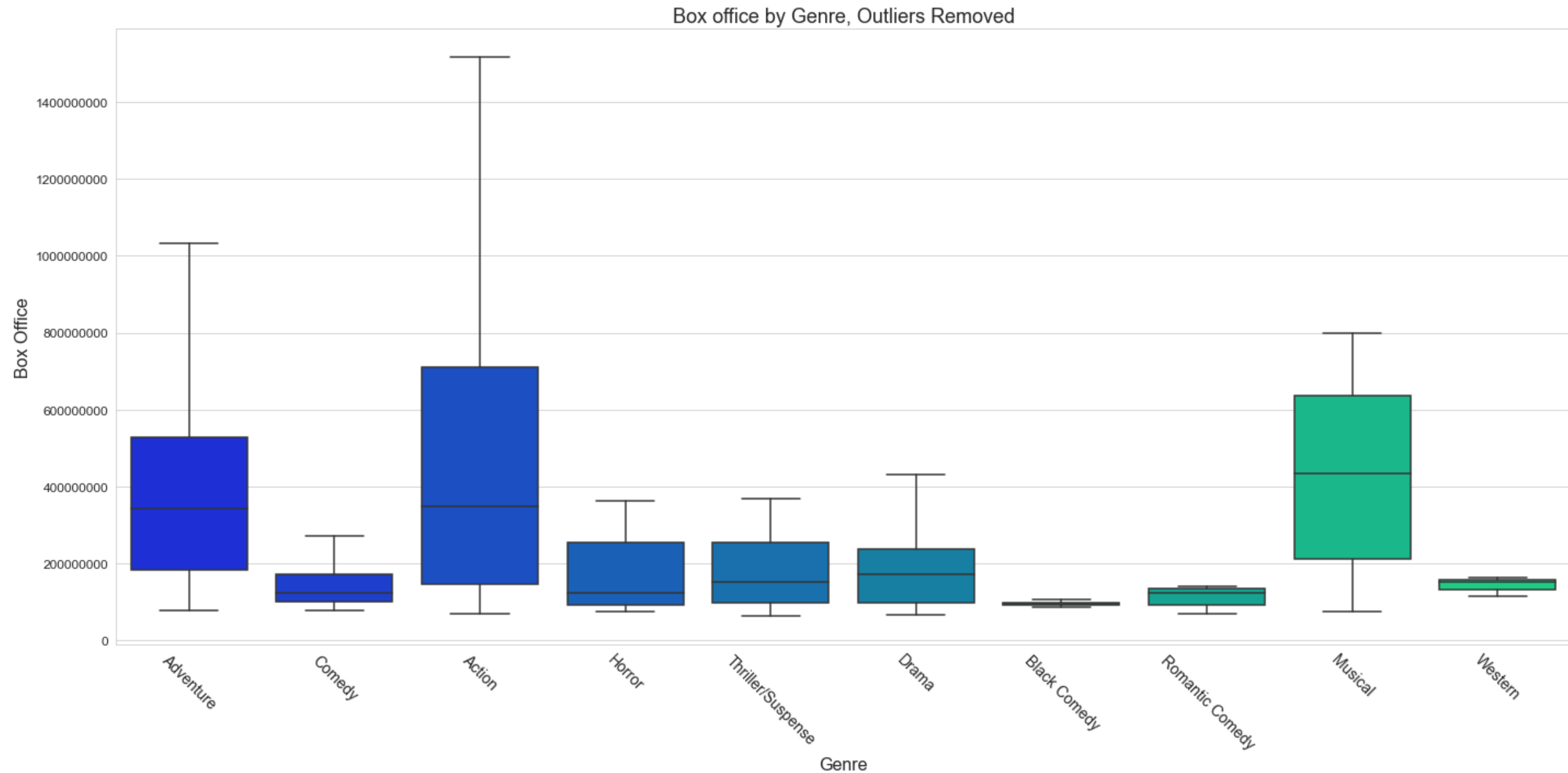
Working with the Data

- ROI by Genre



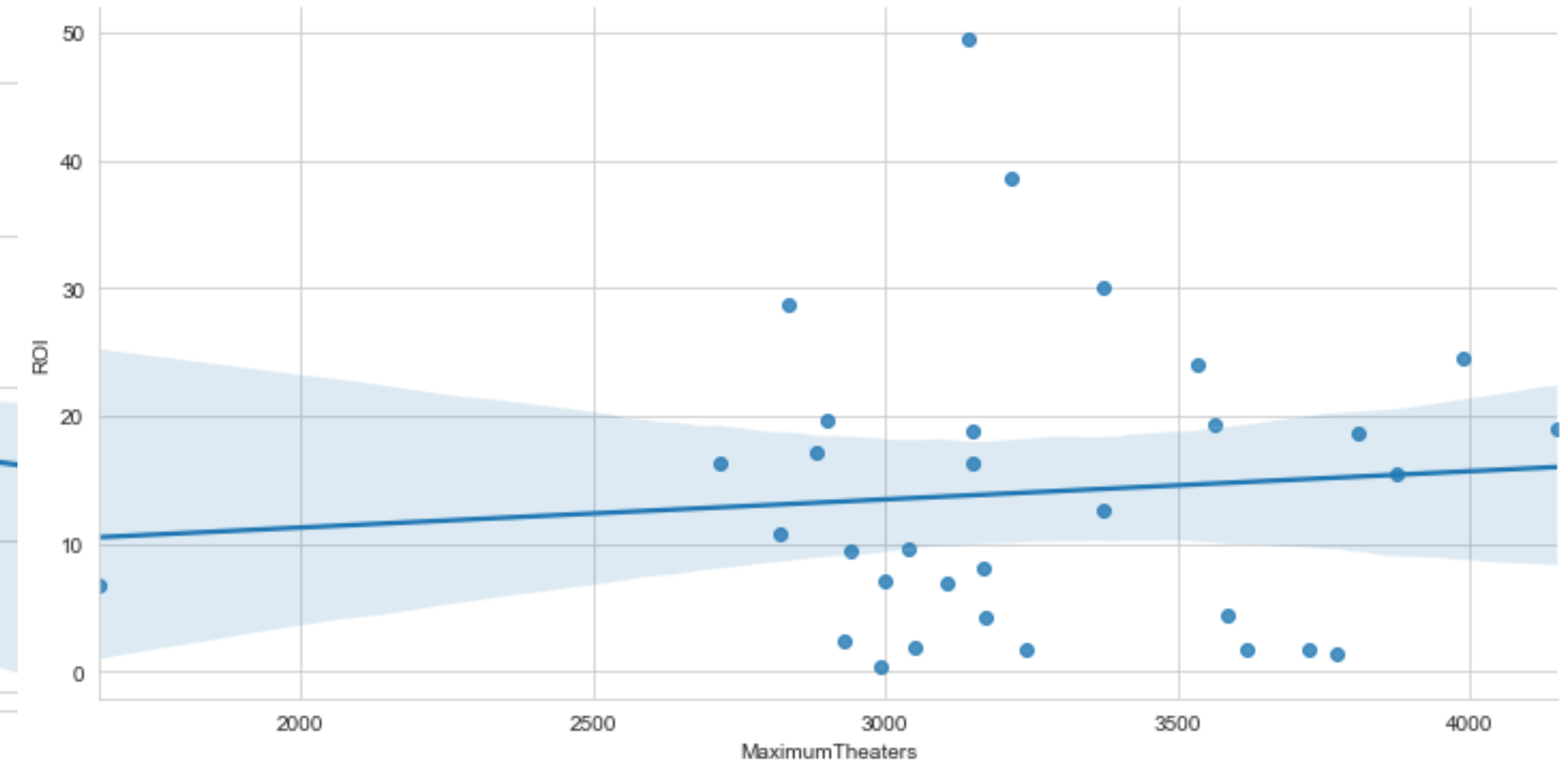
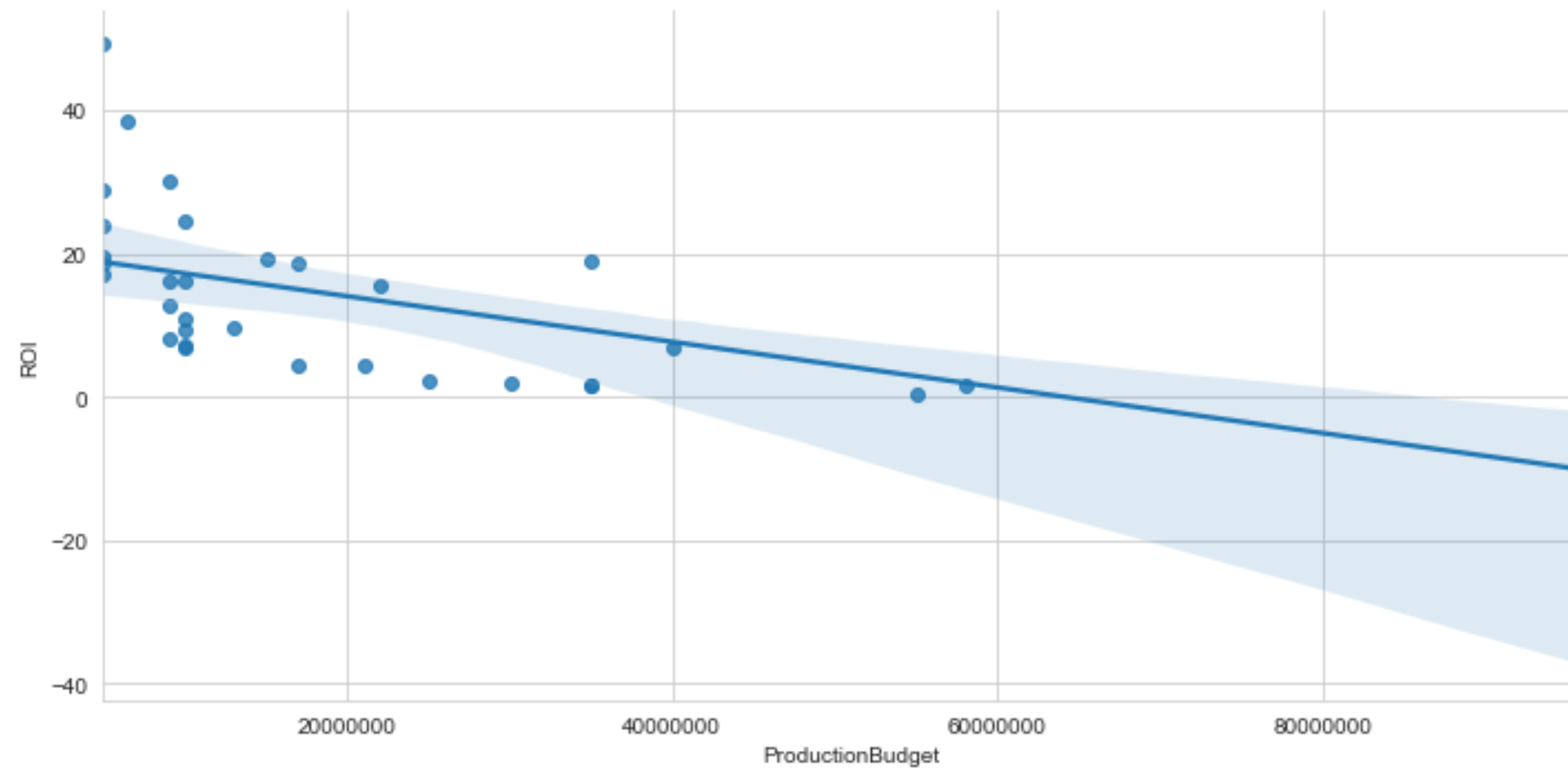
Working with the Data

- Box office by genre



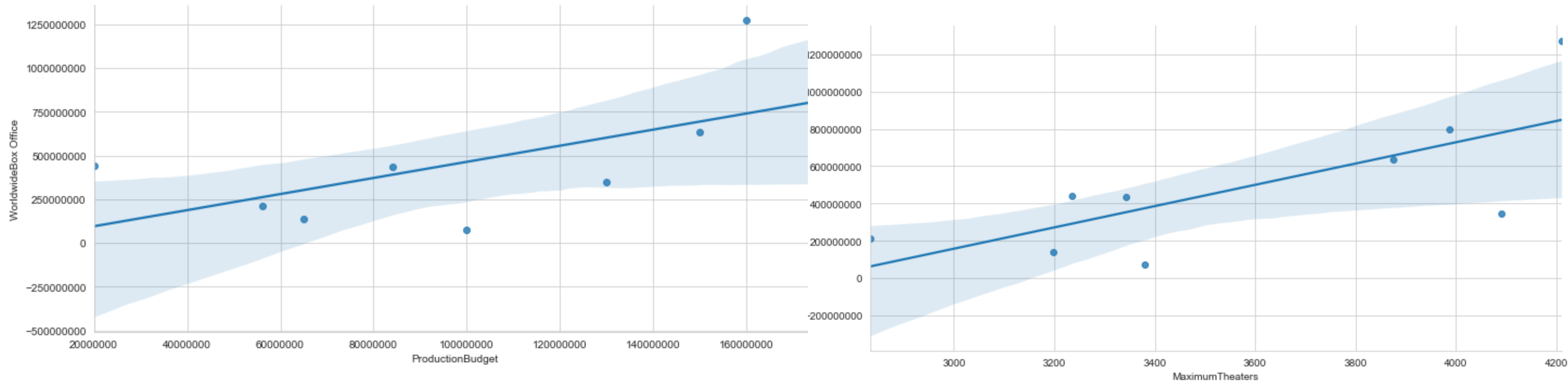
Working with the Data

- Visualizing the ROI benefits of movies in the horror genre.



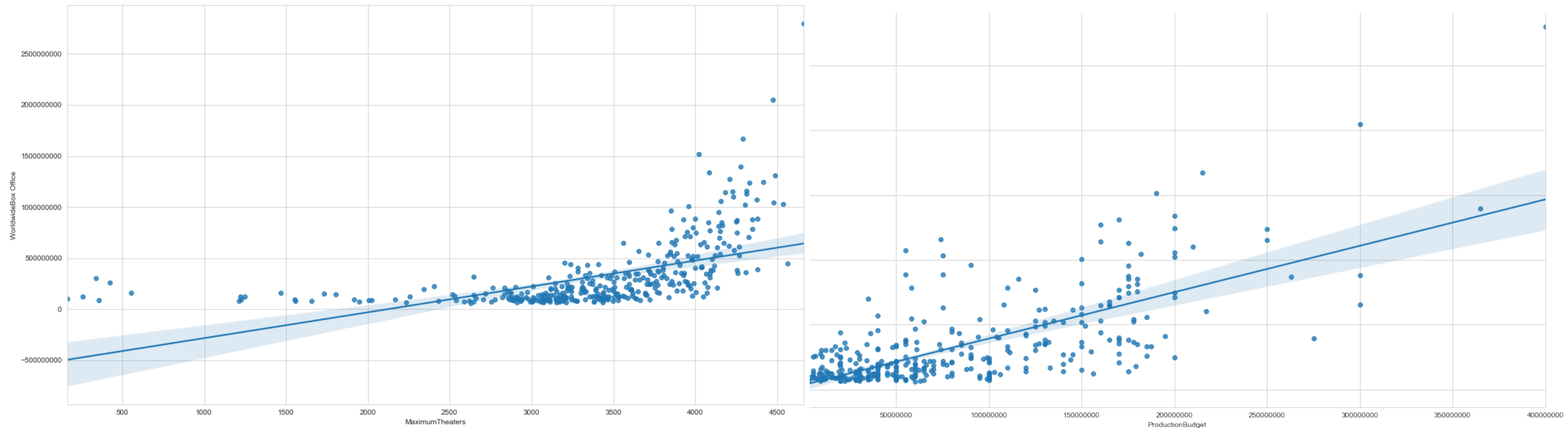
Working with the Data

- Visualizing the box office earning power of musicals.



Working with the Data

- Showing that if you spend money, you will make money



Conclusion

- **BUDGET:**
 - The more you spend the more you earn!
- **THEATERS:**
 - Releasing to more theaters than your competitors pays off!
- **GENRES:**
 - Niche markets such as Horror movies and Musicals show potential for higher than average earnings.