

The background of the slide is a dark blue gradient. In the upper right, there is a faint, semi-transparent image of a tablet computer mounted on a tripod. The tablet screen shows a video player interface with a film scene, a progress bar, and some technical data like '00:26' and '50 2.8'.

MICROSOFT

# FILM INDUSTRY ANALYSIS

A Report by Eric An

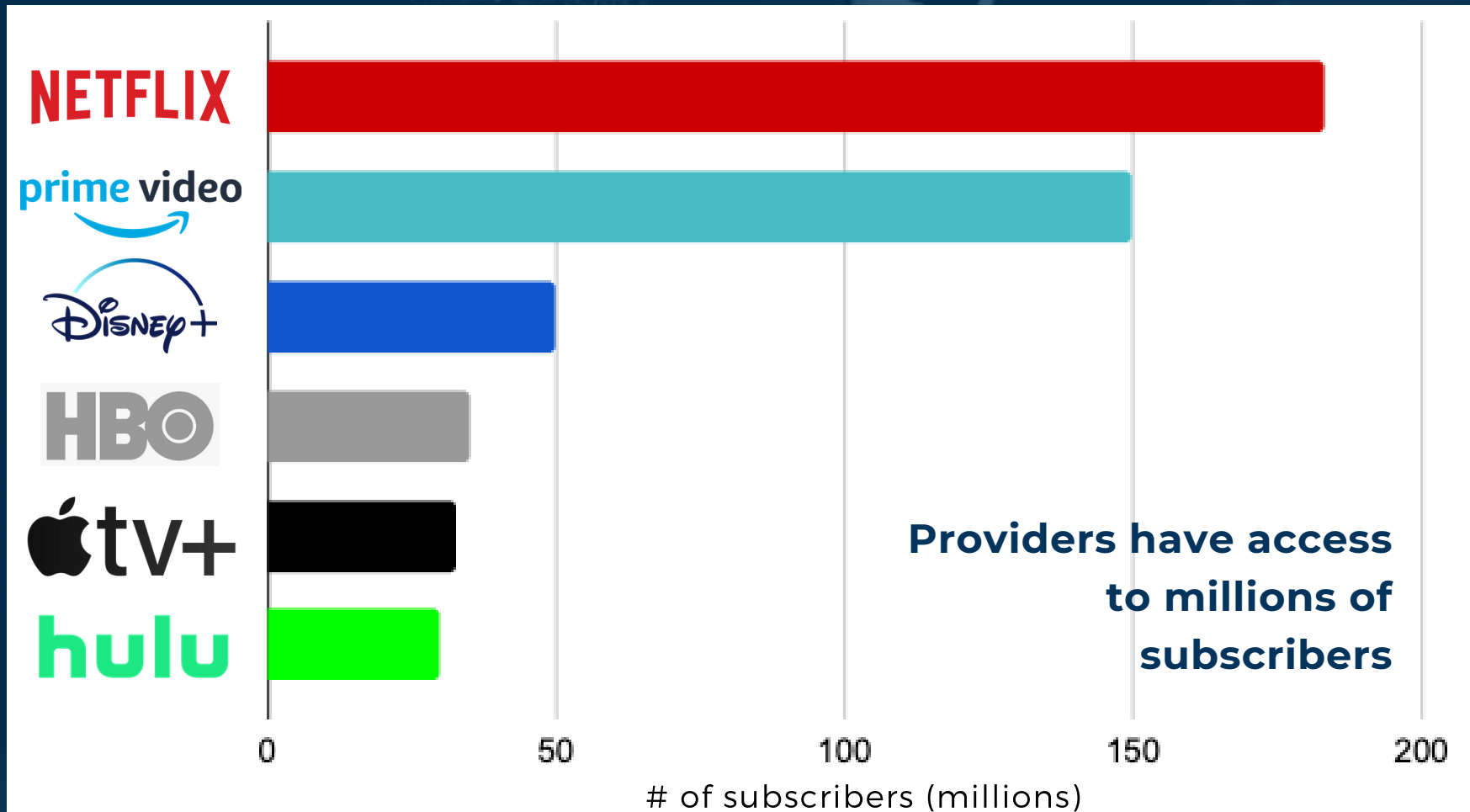
# PROBLEM STATEMENT

## MICROSOFT'S NEW FILM STUDIO:

- not established
- limited understanding of movie industry
- no experience creating movies



# ORIGINAL CONTENT PROVIDERS



# BUSINESS VALUE

- better understanding of movie industry
- actionable next steps

# METHODOLOGY

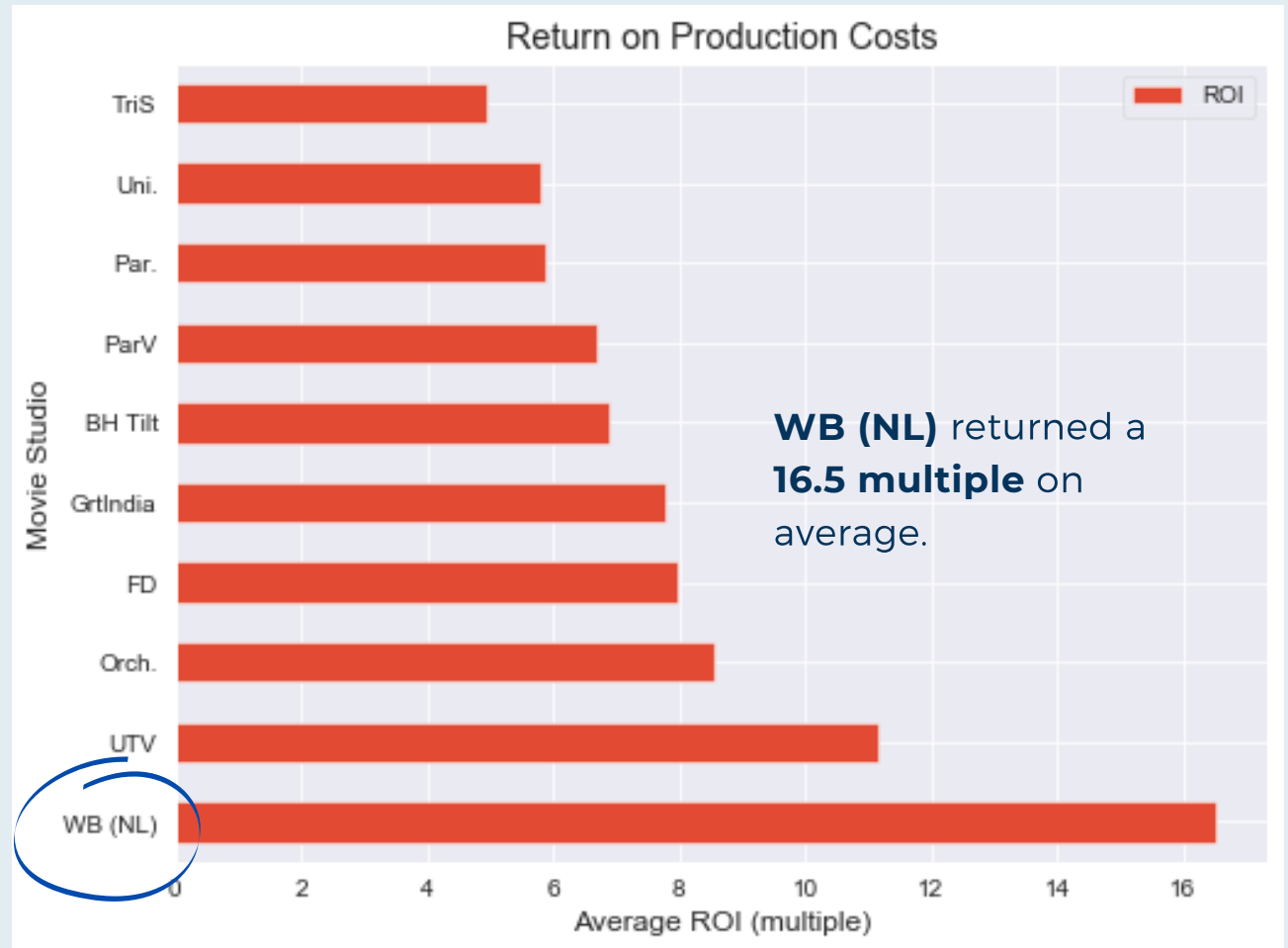
## DATA ANALYSIS

movies from 1967 - 2018

RETURN ON PRODUCTION COSTS ("ROI")

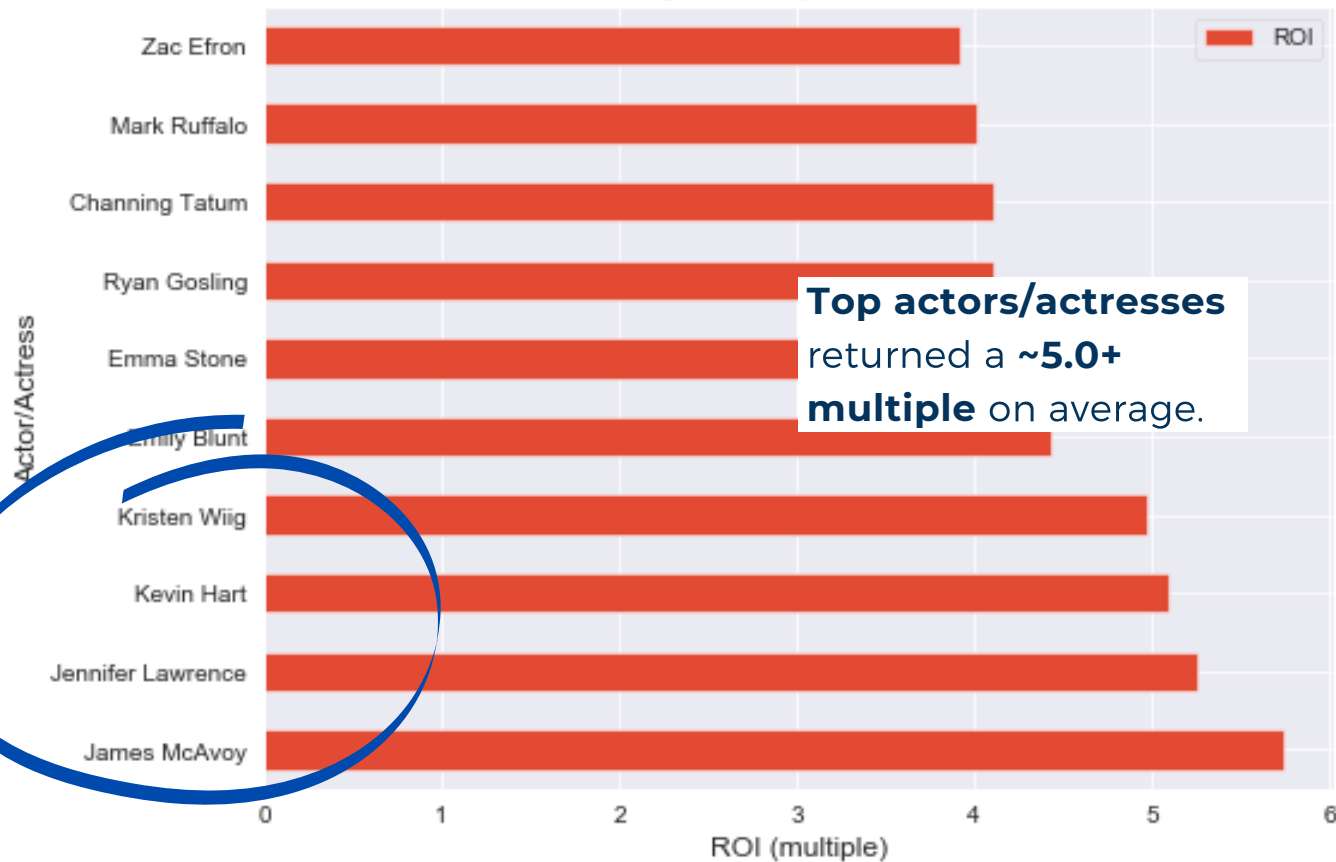
WORLDWIDE GROSS BOX OFFICE SALES

# ROI BY STUDIO



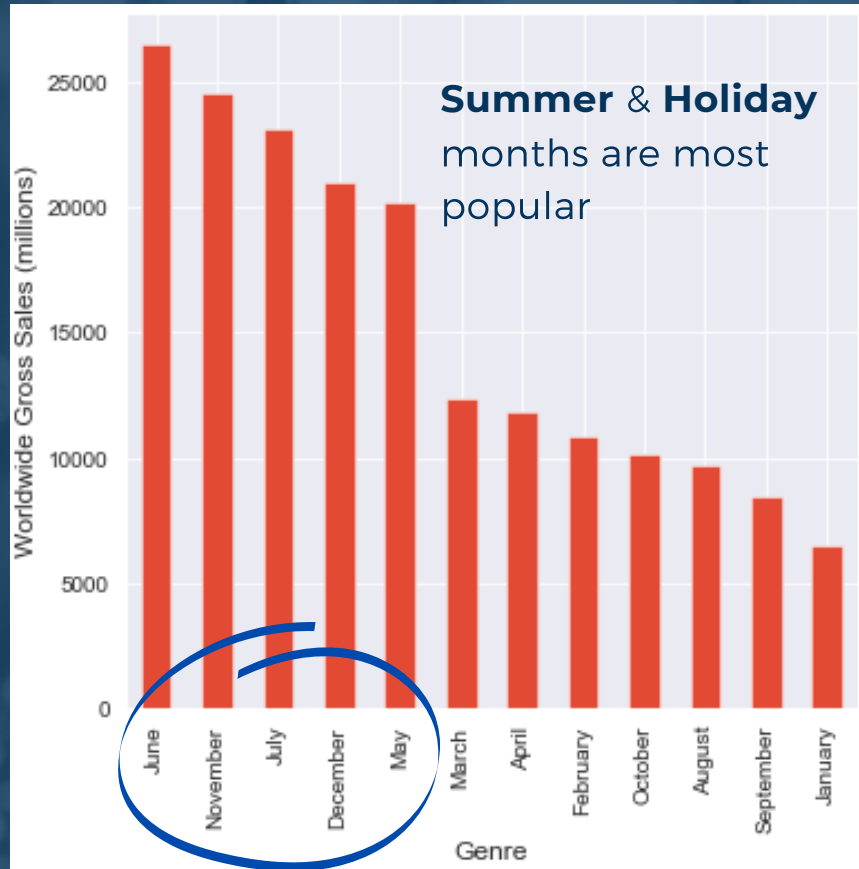
# ROI BY ACTOR/ACTRESS

Average ROI By Actor/Actress





# WORLDWIDE BOX OFFICE STATS





# FUTURE WORK

- ▶ **STATISTICAL SIGNIFICANCE**  
can the results be attributed to chance?
- ▶ **DIRECTORS**  
return on production costs (ROI)
- ▶ **WHEN MOVIES ARE RELEASED**  
investigate release schedule competition
- ▶ **POPULARITY**  
average film ratings for studios, actors, etc.



**THANK YOU**

