

PRESENTATION

FINANCIAL OUTLOOK

# MICROSOFT MOVIE STUDIO: BOX OFFICE INSIGHTS

DATA-DRIVEN RECOMMENDATIONS FOR NEW MOVIE  
PRODUCTIONS

# BUSINESS PROBLEM

MICROSOFT WANTS TO MAKE MOVIES BUT DOESN'T KNOW WHAT SELLS

- COMPETITORS LIKE NETFLIX, DISNEY, AMAZON DOMINATE ORIGINAL CONTENT
- MICROSOFT WANTS TO ENTER THE FILM MARKET STRATEGICALLY
- GOAL: IDENTIFY MOVIE TYPES THAT MAXIMIZE BOX OFFICE REVENUE

# DATA OVERVIEW

## ANALYSIS USES INDUSTRY DATA

WHAT IS THE INDUSTRY'S HISTORY  
AND WHAT ARE ITS USUAL TRENDS?  
DO YOU SEE NEW PATTERNS  
DEVELOPING? GIVE A PREDICTION  
OR OUTLOOK ABOUT WHERE THE  
INDUSTRY IS HEADED.

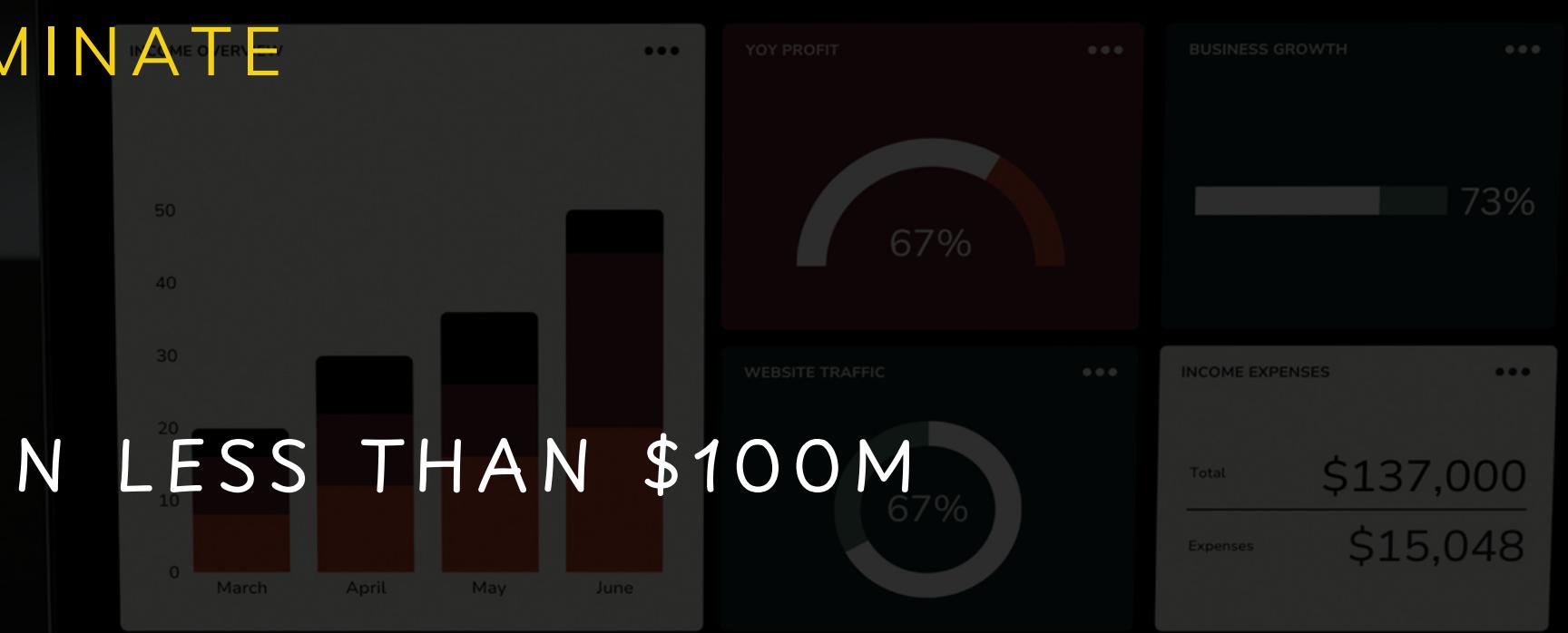
- BOX OFFICE MOJO - DOMESTIC & INTERNATIONAL REVENUE
- IMDB TITLE BASICS - MOVIE METADATA (TITLE, YEAR, RUNTIME, GENRE)
- IMDB RATINGS - AUDIENCE RATINGS & VOTES



# KEY FINDING 1: REVENUE PATTERNS

MOST MOVIES EARN MODEST REVENUE. A FEW BLOCKBUSTERS DOMINATE

- MOST FILMS EARN LESS THAN \$100M
- TOP 10% OF MOVIES DRIVE THE MAJORITY OF PROFITS



# KEY FINDING 2: RUNTIME & RATINGS

SUCCESSFUL MOVIES HAVE COMMON TRAITS

- 90-120 MIN MOVIES DOMINATE THE MARKET
- LONGER MOVIES (120-180 MIN) OFTEN BECOME EVENT BLOCKBUSTERS
- RATINGS 6-7.5 ARE MOST COMMON; HIGH RATINGS ≠ GUARANTEED REVENUE

# KEY FINDING 3: MODERN TRENDS

NEWER MOVIES OUTPERFORM OLDER RELEASES

- 2010S-2020S MOVIES GENERATE THE HIGHEST REVENUE
- SUCCESS DRIVEN BY FRANCHISES, GLOBAL MARKETING, AND STREAMING SYNERGY

# BUSINESS RECOMMENDATIONS

## THREE CLEAR ACTIONS FOR MICROSOFT

- INVEST IN HIGH-REVENUE GENRES - ACTION, ADVENTURE, FAMILY
- OPTIMIZE MOVIE RUNTIME - 90-120 MIN FOR GENERAL RELEASES
- LEVERAGE SEASONAL RELEASES - SUMMER & HOLIDAY WINDOWS