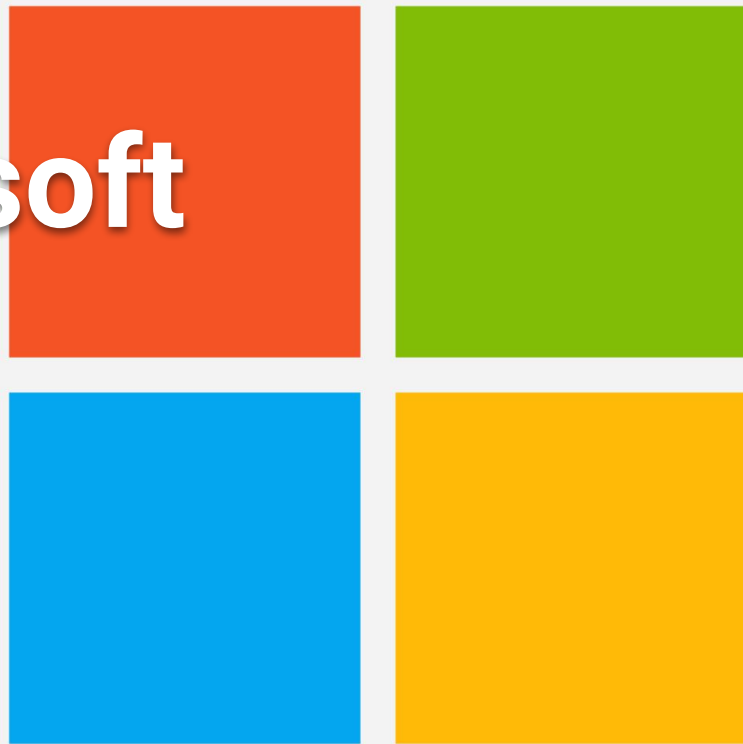


Movies For Microsoft

Caleb Elgut & Steven Zych - June 2020



Introduction

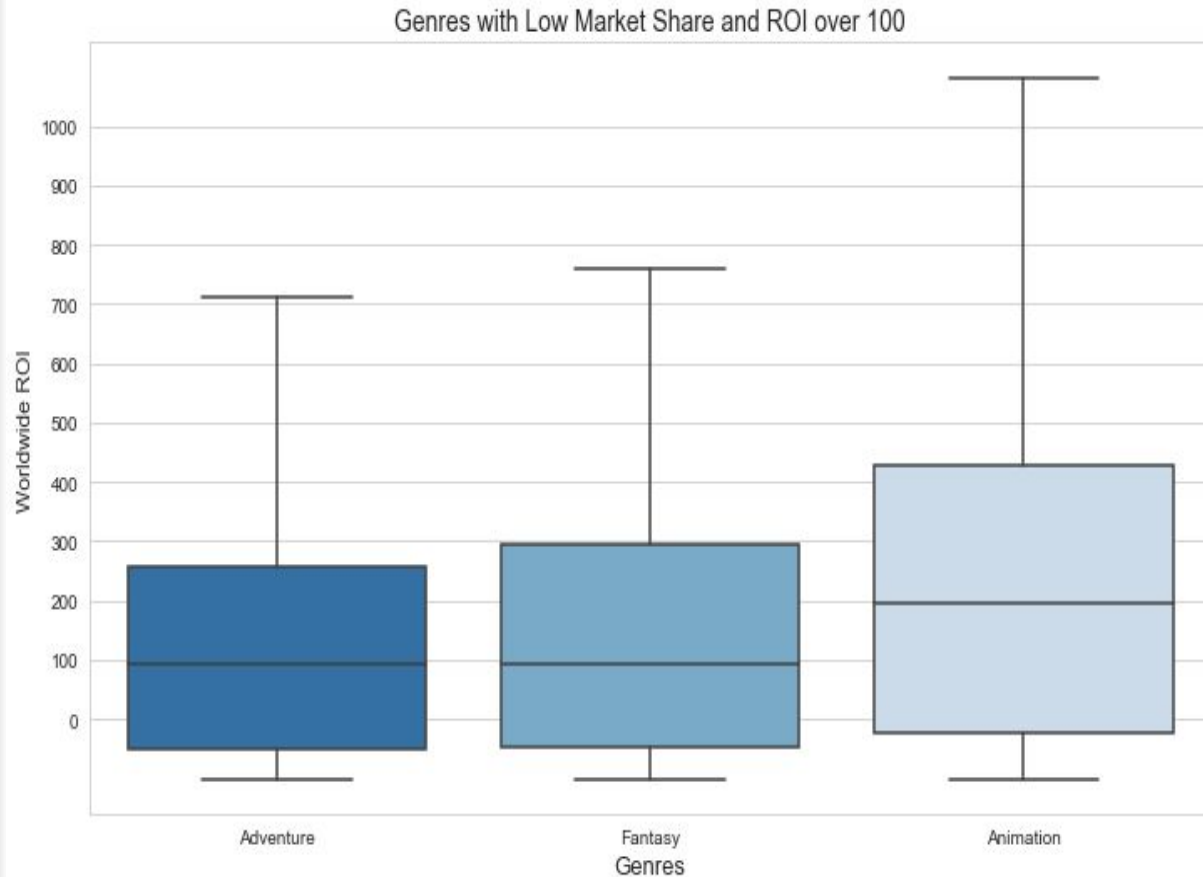
Our team has conducted novel research that will **disrupt the film industry** by providing key insights to **Microsoft stakeholders**.

Our **data** comes from IMDB, Rotten Tomatoes, Box Office Mojo, The Numbers, and The Movie Database.

1 - Is there a genre with low market share and high ROI that we can tap into?

Low market share + high ROI = Golden Opportunity!

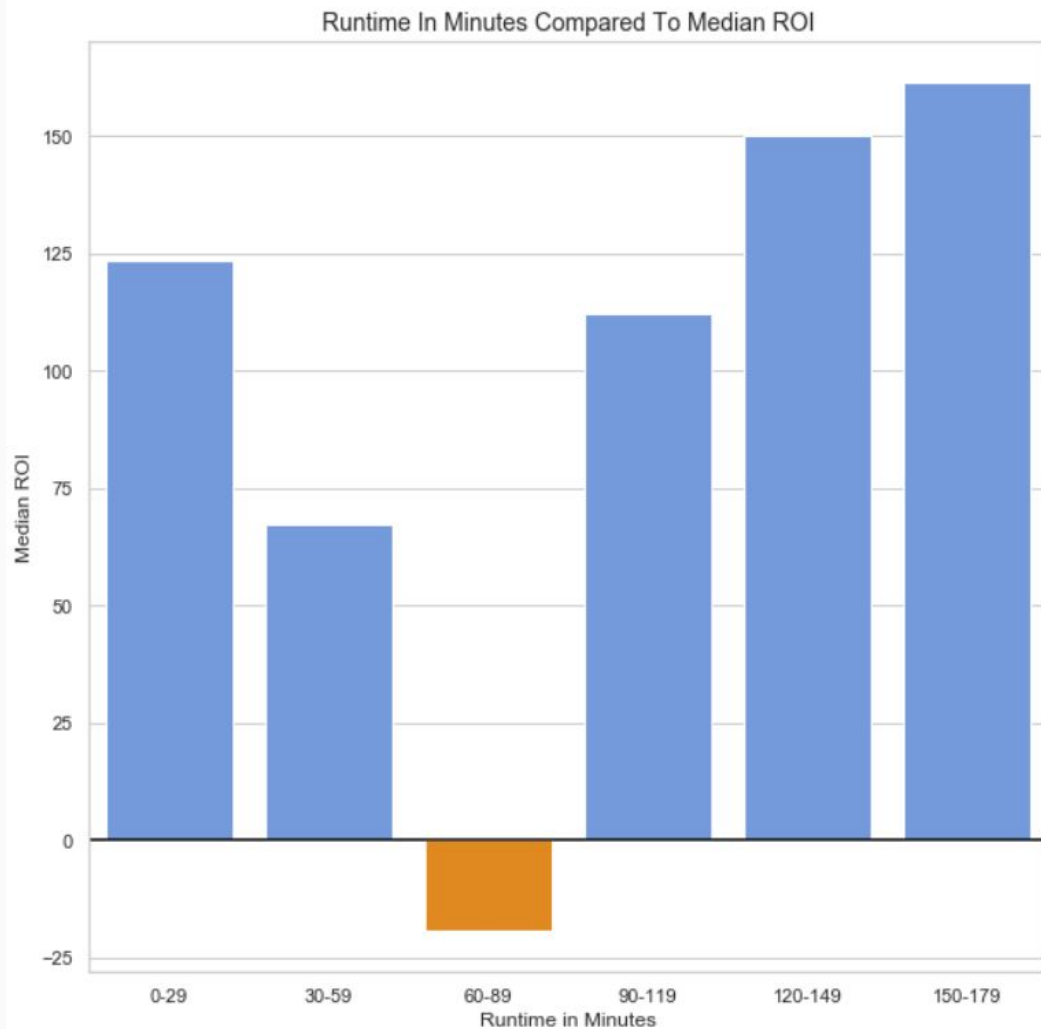
Our focus: Those genres that have between 2 and 6% of the market share with an ROI of at least 100.



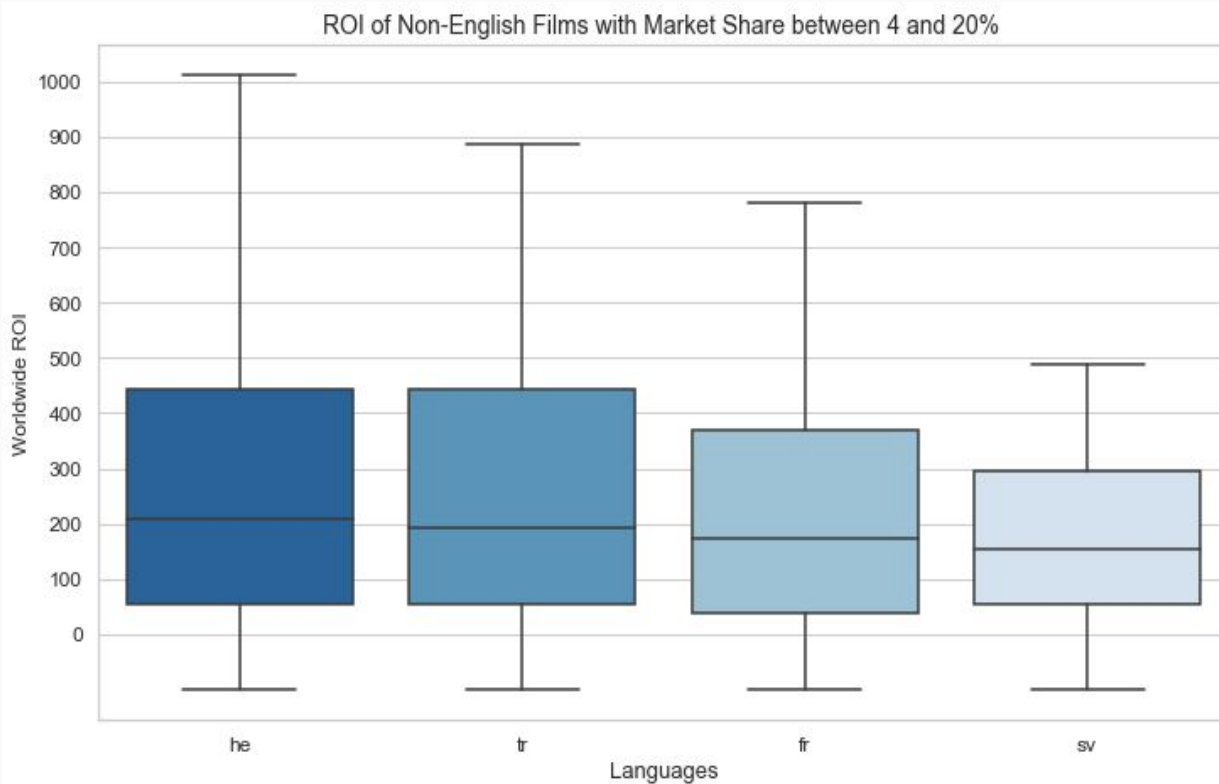
2 - Does runtime correlate with ROI?

Negative ROI for films 60-89 minutes.

Affected greatly by amount of films in bin.



3 - Can the success of a non-English language film predict its ROI?

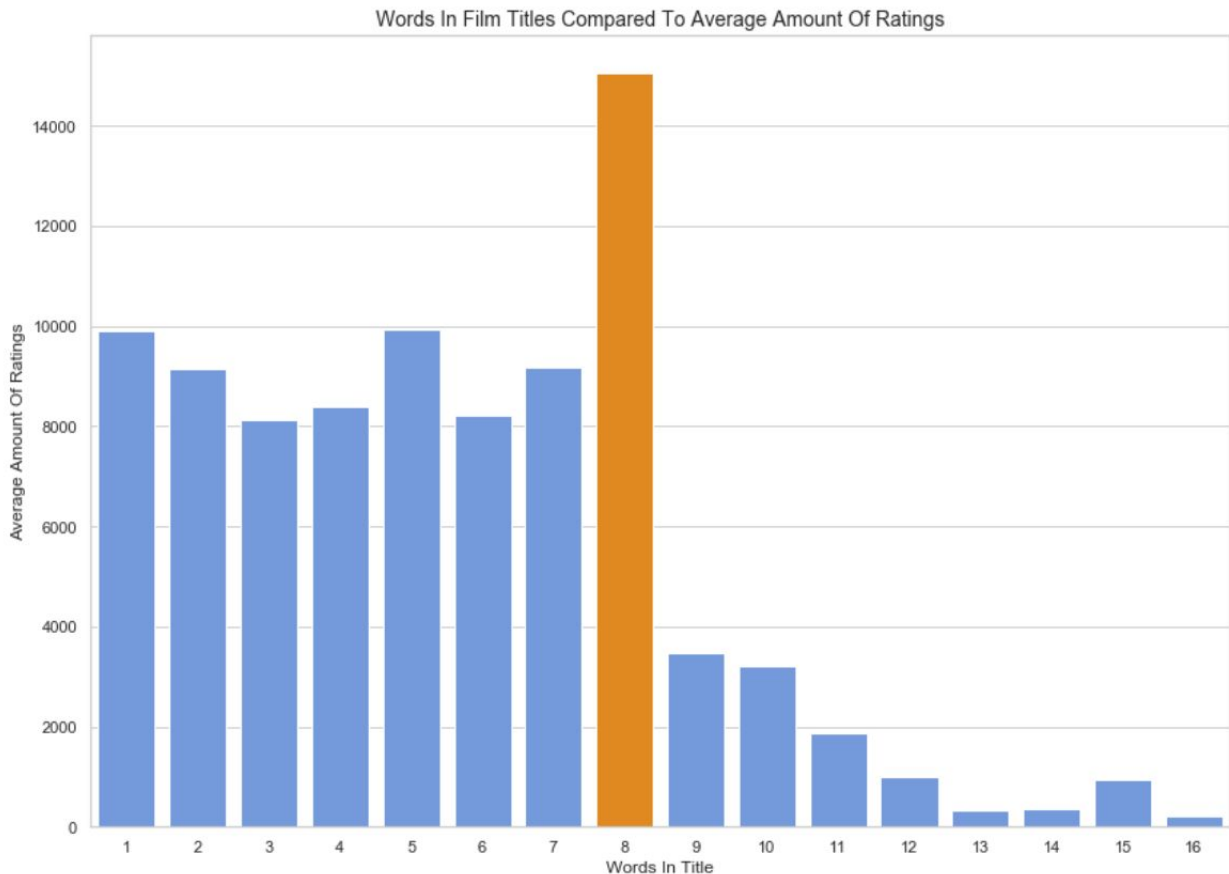


We chose languages whose prevalence was more than 100.

The market share of the **English language was over 40%**.

All four languages have an ROI well over 100 with Swedish having the lowest at 150.

4 - Does title length affect ratings?



Films with **8 words** in title received **>50% more ratings on average.**

8 word titles split the data into distinct groups.

Key Findings

1. Of the three genres examined in our plot, **animation is the only one that does not dip much into a negative ROI.**

2. Films between **60-89 minutes** tend to **lose money.**

3. Films made in the **Hebrew** and **Turkish** languages bring in an ROI of **200.**

4. Films with **8 words** in their title tend to receive **more reviews.**

Further Research

1. Will we want to make our debut with a **fantasy-adventure animation**?

2. Do **60-89 minute** films still average poorly if **indie films** are **removed** from the data?

3. Is the **country of origin** of the film a factor in its success when we analyze its language?

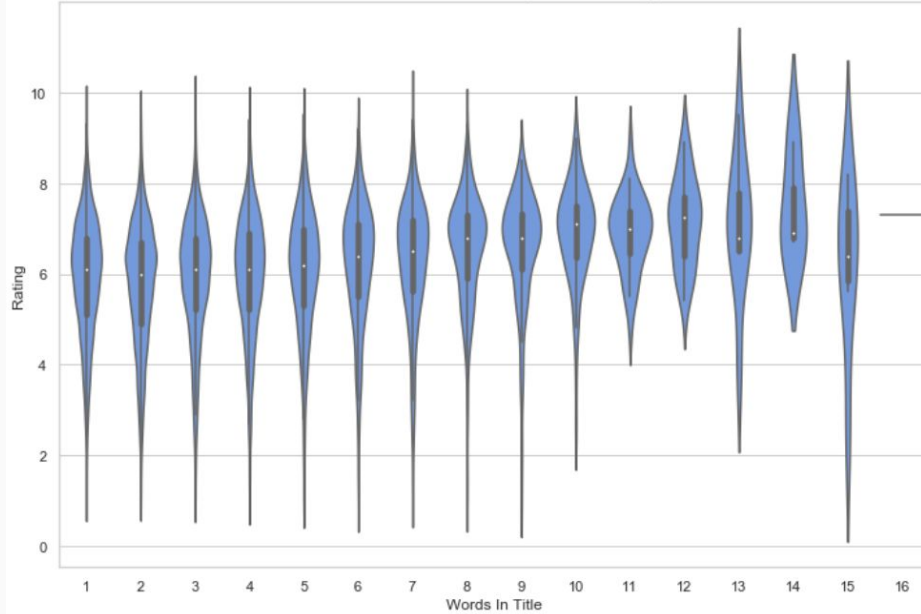
4. Does **title length** affect **ratings** for films that **aren't in English / are translated**?

Thank you!



Appendix

Words In Film Titles Compared To Ratings



Worldwide ROI of Genres with Low Market Share

