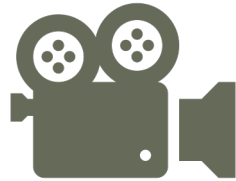


MICROSOFT BUSINESS ANALYSIS

KIMLEY KADOCHÉ
APRIL 6TH, 2022

OVERVIEW & CHALLENGE OF MICROSOFT BUSINESS PROBLEM



Overview: Microsoft is looking to tap into the movie industry by creating a movie studio.



Challenges: Microsoft has zero knowledge of the film industry.



The movie industry is a red market: how can Microsoft thrive in the movie industry and become a key player?

AGENDA

- Analysis of the movie industry.
- Data analysis and recommendations.



DATA

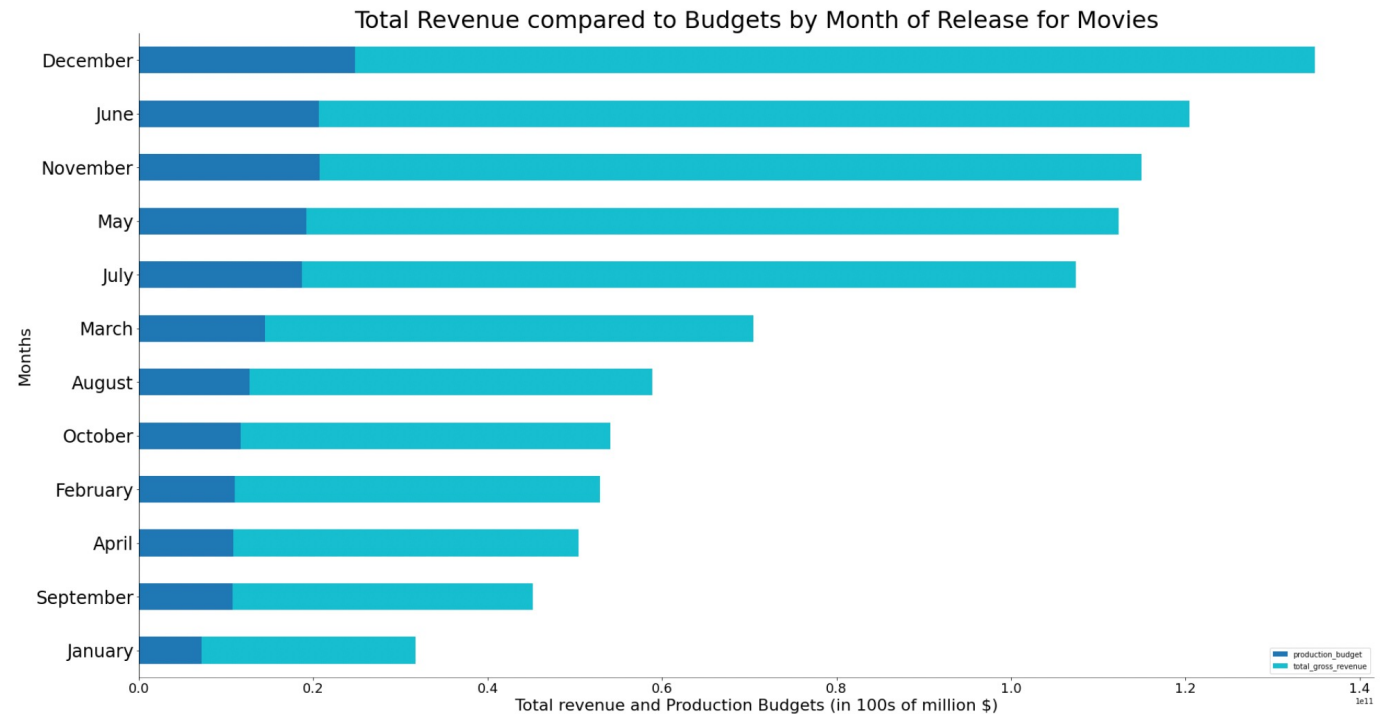
The 2 main datasets used to perform the analysis were:

- Movie budgets csv file on production budgets and domestic + international gross returns on movies and release dates.
- IMDB movie info and movie ratings file (ratings and budgets per genres).

	release_date	movie	production_budget	domestic_gross	worldwide_gross
0	Dec 18, 2009	Avatar	\$425,000,000	\$760,507,625	\$2,776,345,279
1	May 20, 2011	Pirates of the Caribbean: On Stranger Tides	\$410,600,000	\$241,063,875	\$1,045,663,875
2	Jun 7, 2019	Dark Phoenix	\$350,000,000	\$42,762,350	\$149,762,350
3	May 1, 2015	Avengers: Age of Ultron	\$330,600,000	\$459,005,868	\$1,403,013,963
4	Dec 15, 2017	Star Wars Ep. VIII: The Last Jedi	\$317,000,000	\$620,181,382	\$1,316,721,747
...
5777	Dec 31, 2018	Red 11	\$7,000	\$0	\$0
5778	Apr 2, 1999	Following	\$6,000	\$48,482	\$240,495
5779	Jul 13, 2005	Return to the Land of Wonders	\$5,000	\$1,338	\$1,338
5780	Sep 29, 2015	A Plague So Pleasant	\$1,400	\$0	\$0
5781	Aug 5, 2005	My Date With Drew	\$1,100	\$181,041	\$181,041

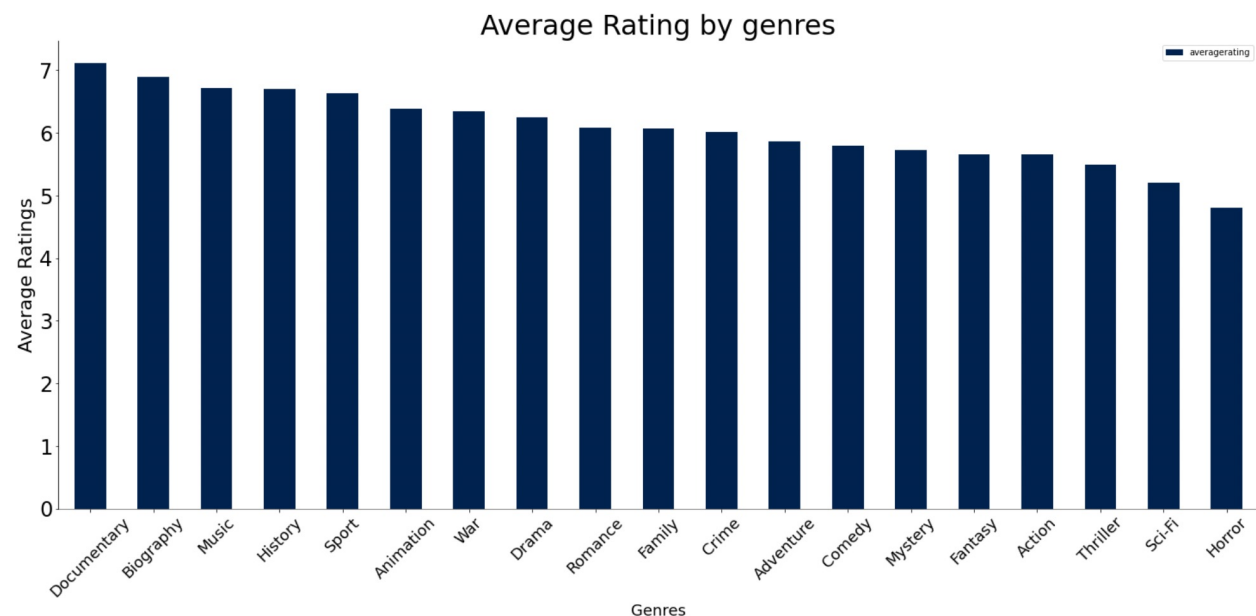
MOVIE INDUSTRY: KEY METRICS (1)

- December, November and the summertime are the most profitable months to release a movie;
- Average Ratio: x4.9 of ROI for December and x4.7 of ROI for July.



MOVIE INDUSTRY: KEY METRICS (2)

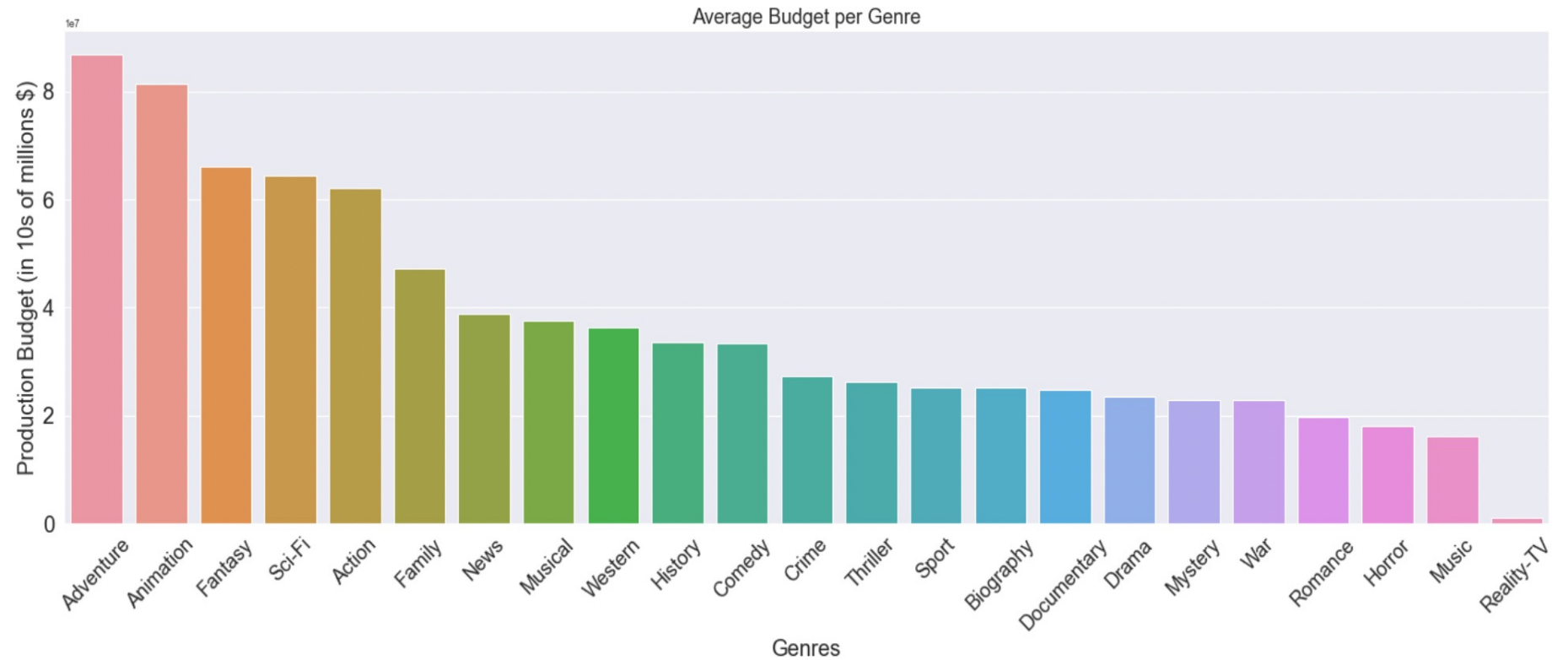
- Documentary > 7,
- Biography, Music*, History, Sport, Animation, War, Drama, Romance, Family and Crime are the genres that have a rating > 6.
- The average runtime of a movie (independently of the genre) is 103 minutes: One hour and 43 minutes.



Music* is not a genre of movie but a feature. [Read more.](#)

MOVIE INDUSTRY: KEY METRICS (3)

Range of average budget: between 20 and 40 millions USD.



CONCLUSION

The Analysis leads to 3 recommendations for the decisions Microsoft should follow to strive in the movie industry:

- I. Release period is of prime importance.
- II. Highest rated movie genres.
- III. Accurate analysis of budget needed to be spent (it is easy to overspend and not always worth it!).

A STEP FURTHER

Based on the data provided, we could perform a deeper analysis in order to generate more insights:

- I. More details on budget/ratings ratios (for more accurate budget projections).
- II. More details on genres combinations.
- III. Research on directors, actors, ... that would help get higher ROI.

THANK YOU

- Github: @Kim-Trading
- Email: kadoche.k@gmail.com
 - [LinkedIn](#)