

Understand the Movie Industry

Microsoft Pictures
Presenter: John Nguyen

The Objective

Company	Context	Objective
<p>Microsoft Corporation</p>	<p>They are building brand new movie studio and wish to better understand the movie industry.</p>	<p>What types of film are currently doing best at the box office?</p>

Business Value

Shareholder Value

Revenue and
Profitability

Customer Value

Customer
Satisfaction

Employee Value

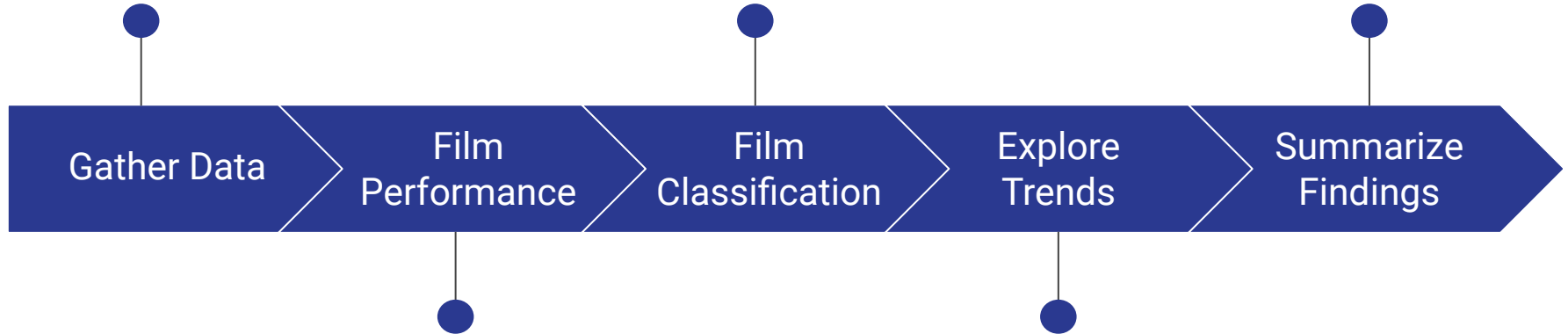
Knowledge

Methodology

5 Source
Databases

Genres and Principals

Insights and
Advice



Revenue and Ratings

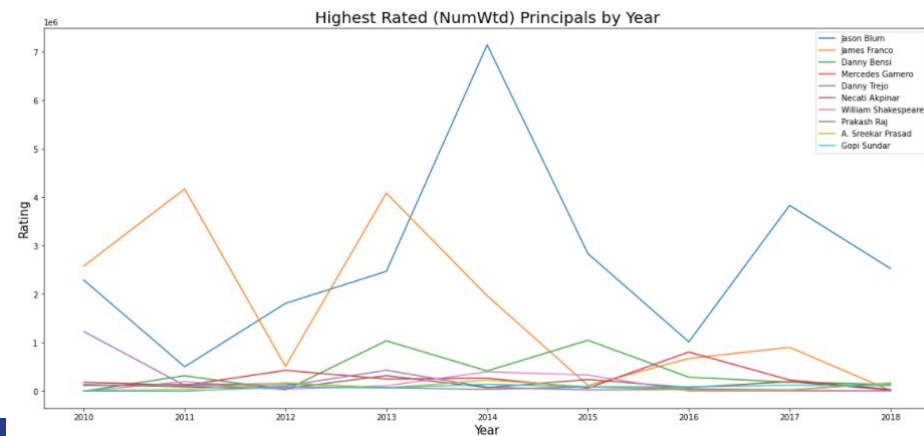
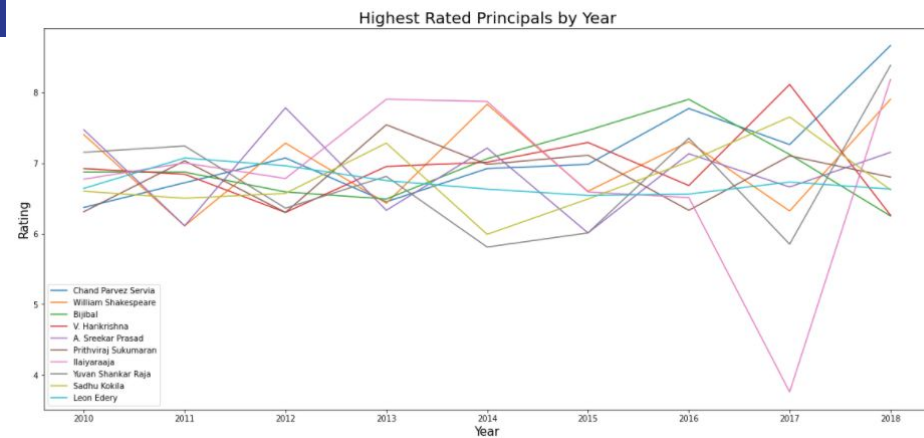
Classification vs.
Performance

Highest Rated Principals by Year

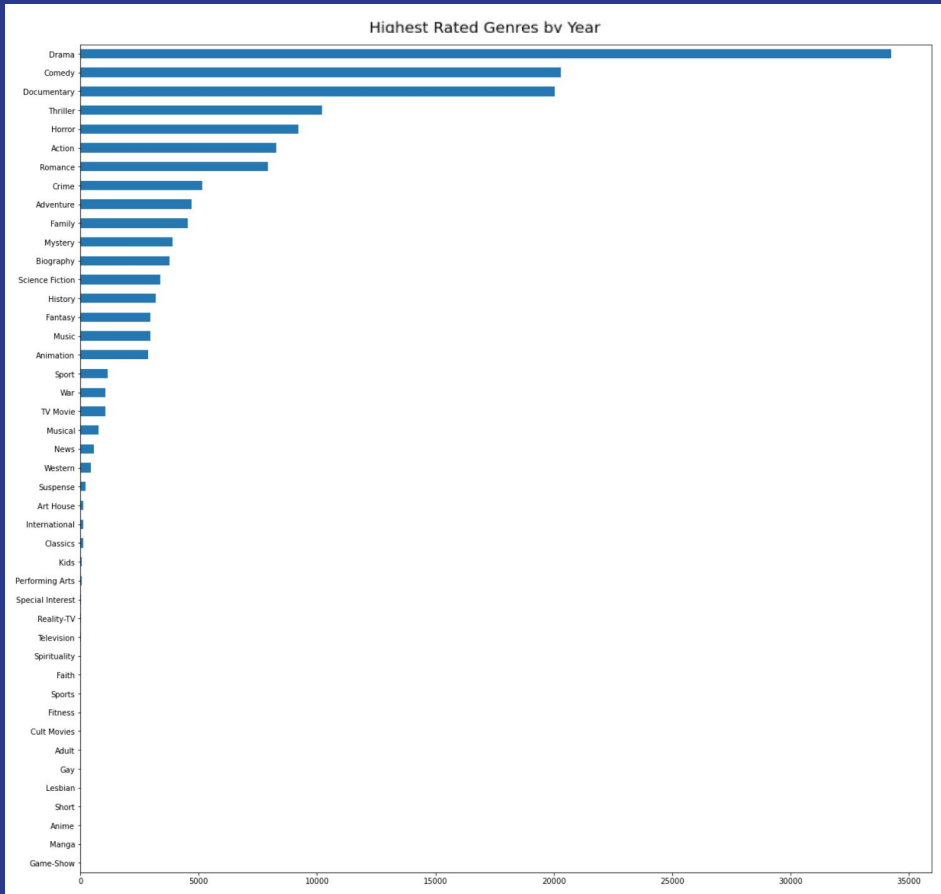
This line chart displays the highest rated principal for each year from 2010 to 2018. The Y-axis represents the Rating, ranging from 4 to 8. The X-axis represents the Year. The legend lists the principals: Chand Parvez Seryia, William Shakespeare, Bijibal, V. Hanakrishna, A. Sreekar Prasad, Prithviraj Sukumaran, Balysaraaja, Yuvan Shankar Raja, Sathu Kokila, and Leon Edery.

Highest Rated (NumWtd) Principals by Year

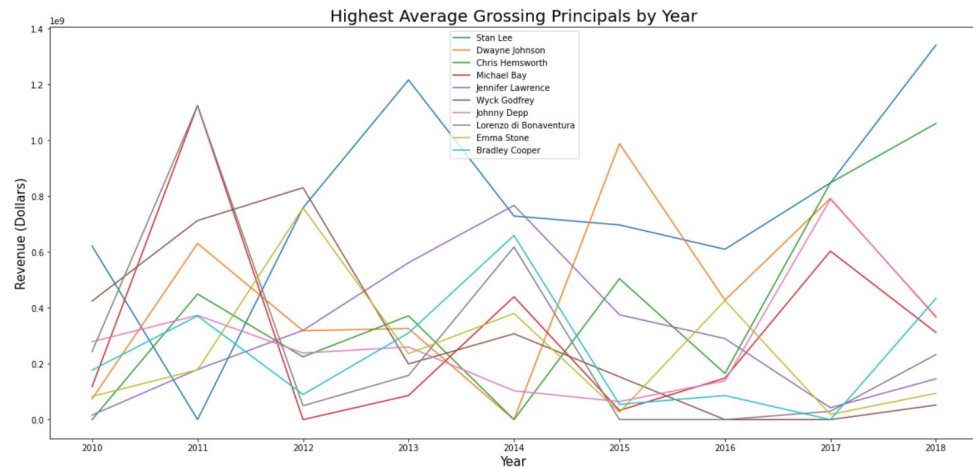
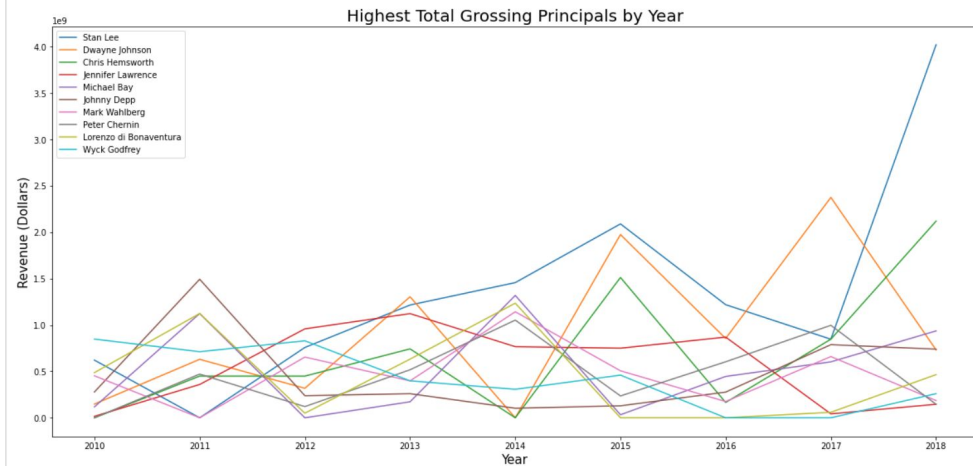
This line chart displays the highest rated principal for each year from 2010 to 2018, weighted by the number of students (NumWtd). The Y-axis represents the Rating, ranging from 0 to 7. The X-axis represents the Year. The legend lists the principals: Jason Blum, James Franco, Danny Beni, Mercedes Gamero, Danny Trejo, Necati Alpinar, William Shakespeare, Prakash Raj, A. Sreekar Prasad, and Gopi Sundar.



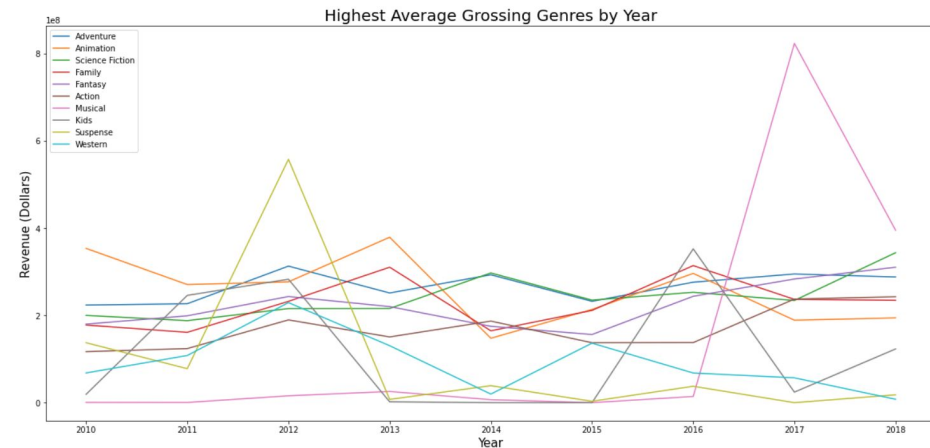
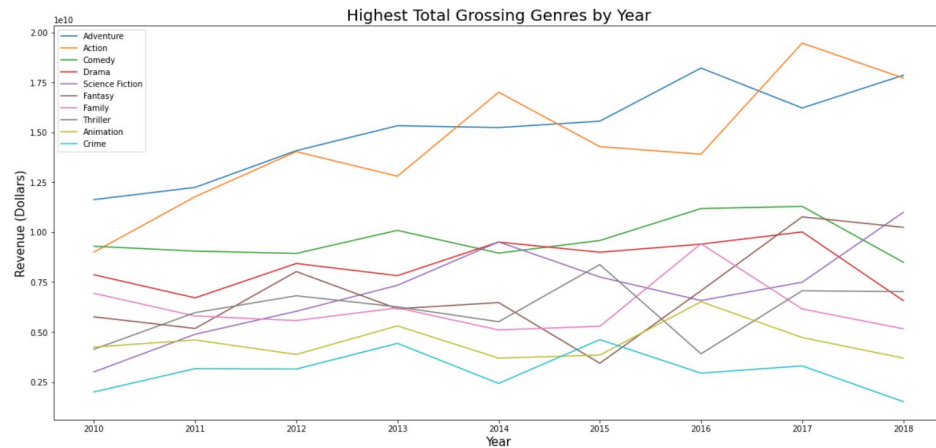
Highest Rated Genres



Highest Grossing Principals

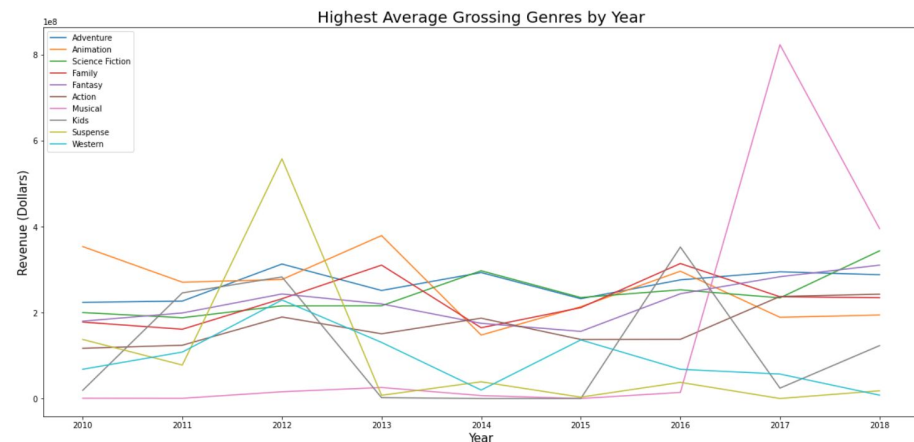
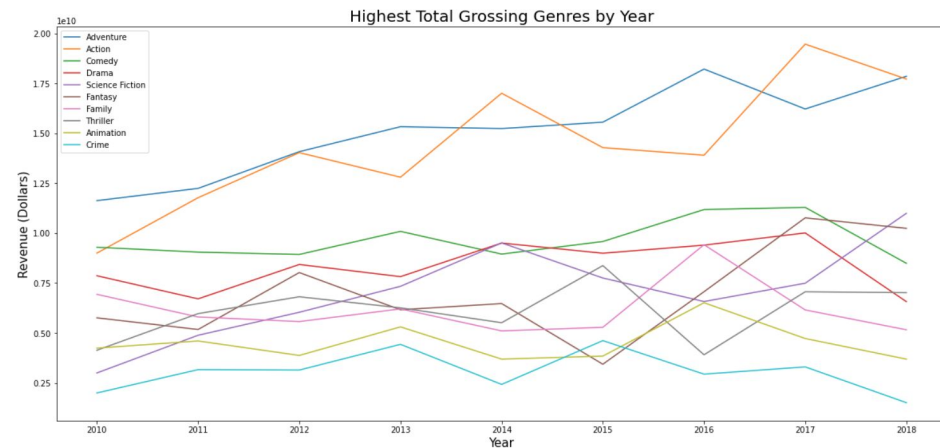


Highest Grossing Genres



Recommendations

Leveraging Our Film Industry Insights



Future Work

1. Deeper Classification
2. Budget Information
3. Language Classification
4. Multiple Genre Analysis
5. More Robust Title Matching
6. Fill out Revenue Database



Thank You!

Questions? Concerns? Comments?