

Microsoft Goes to the Movies

Data-driven Recommendations for Microsoft Film Studios



Analysis provided by **The SeaWeed Group**
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The Basics

Analysis of box office reports, critics' reviews, user-supplied movie ratings, and video game sales data reveals unique opportunities for Microsoft's entry into video entertainment:

- Focus on **genres** popular with both **audiences and critics** (e.g. action, drama)
- Judiciously **time the releases** of new movies for maximum reach
- **Capitalize on IP** already owned by Microsoft and subsidiaries



From *(500) Days of Summer* (2009, dir. Marc Webb). Image courtesy of moviefone.com.

Outline

- Data & Methods
- Results
- Recommendations
- Conclusions

Data sources and methods of analysis

- The Numbers
 - Box office reports and production budgets
- IMDb (Internet Movie Database)
 - Movie descriptions and user ratings
- Rotten Tomatoes
 - Critical reviews data
- Kaggle
 - Video game sales data

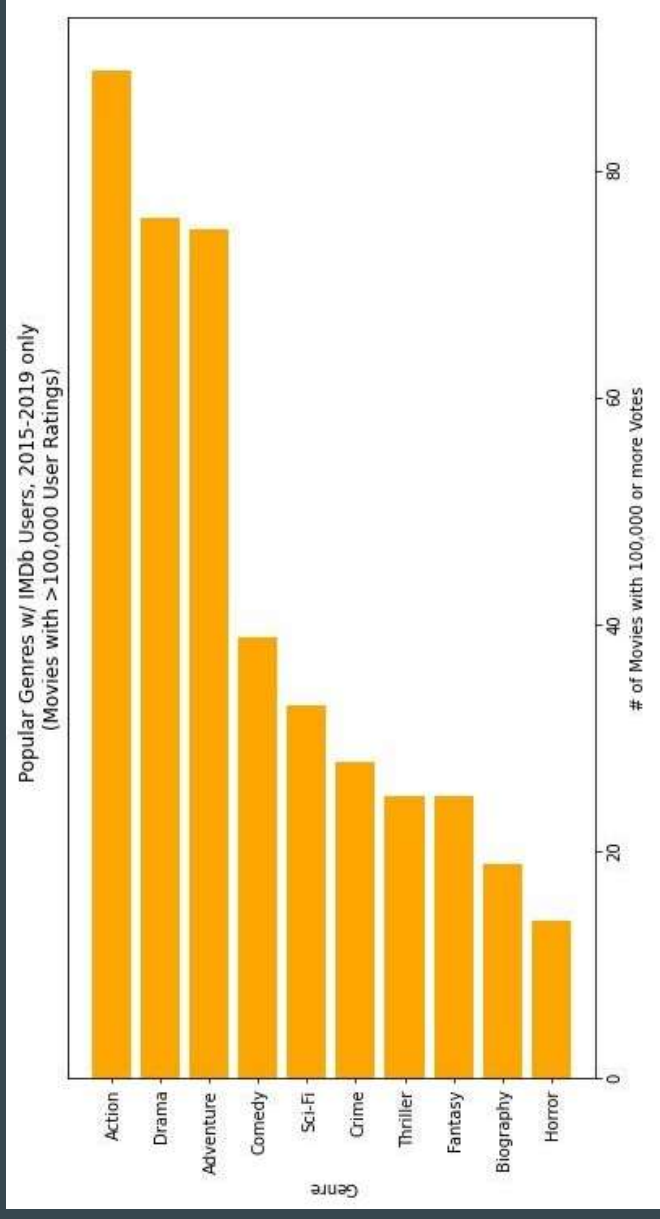


XBOX
GAME STUDIOS

(Logos courtesy of respective companies)

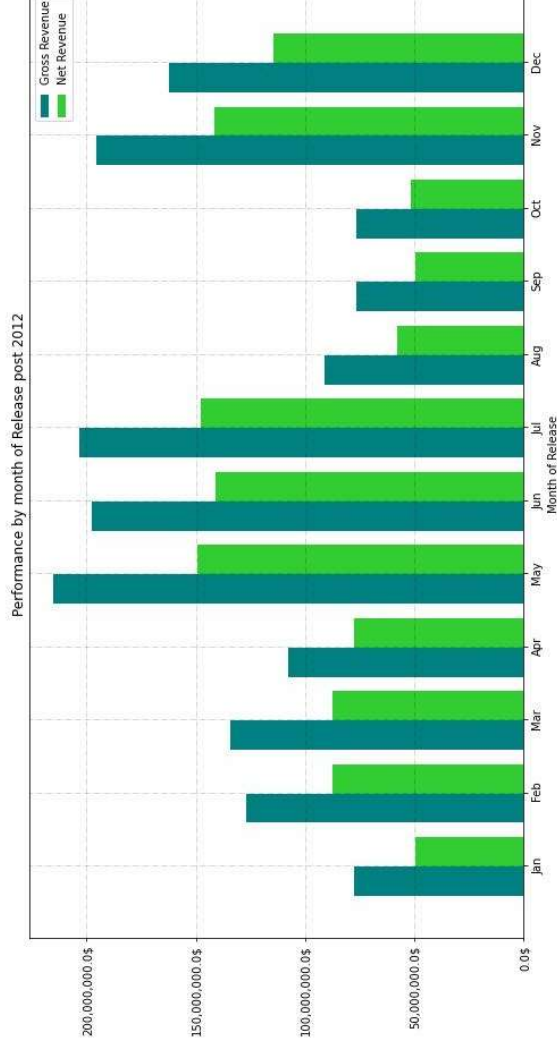
What genres should Microsoft concentrate on?

- The **action** genre has a decisive lead - this is a common genre tag for popular films
- **Drama** and **adventure** also appear frequently in the dataset
- **Sci-fi** movies have experienced an uptick in popularity, likely coinciding with an increase in superhero movies



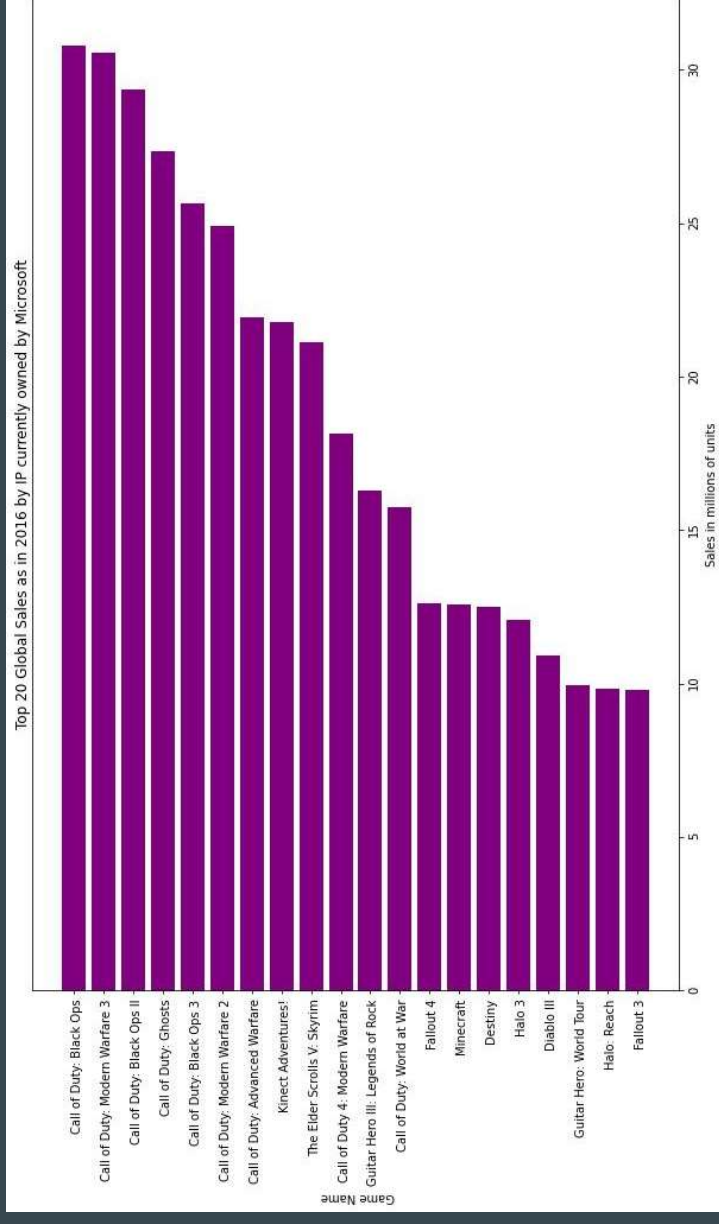
What are the optimal times to release movies?

- May–July
 - Summer months
 - Kids are off school, pace of work slows down for many people
- November/December
 - Thanksgiving and various winter holidays
 - Traditional season for releasing blockbusters
 - Getting releases in before Academy Awards



How can Microsoft leverage IP* it already owns?

- Recent acquisitions of various developers, publishers, and studios
- Popularity of the *Call of Duty* franchise, e.g., can be translated into a popular action/drama movie
- Properties like *Fallout*, *Elder Scrolls*, and *Minecraft* could make for compelling adventure stories



* = Intellectual property

Conclusions and recommendations

- Action, drama, and adventure movies are always a safe bet
- Plan major releases for summer months and winter holidays
- Adapt video game franchises owned by Microsoft and subsidiaries, e.g.

CALL^{OF}DUTY

HALO

WHECRAFT

Thank you for your time and attention!

Any questions?

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Jupyter Notebook finalized by **Kyle Weesner** (github @KyleWeesner)