

Microsoft Goes to the Movies

Data-driven Recommendations for Microsoft Film Studios



Analysis provided by **The SeaWeed Group**
(Luke Dowker, Saad Saeed, and Kyle Weesner)

The Basics

Data analysis reveals unique opportunities for Microsoft Film Studios:

- Work in popular genres
- Time releases carefully
- Capitalize on existing IP



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

Data & Methods

- 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

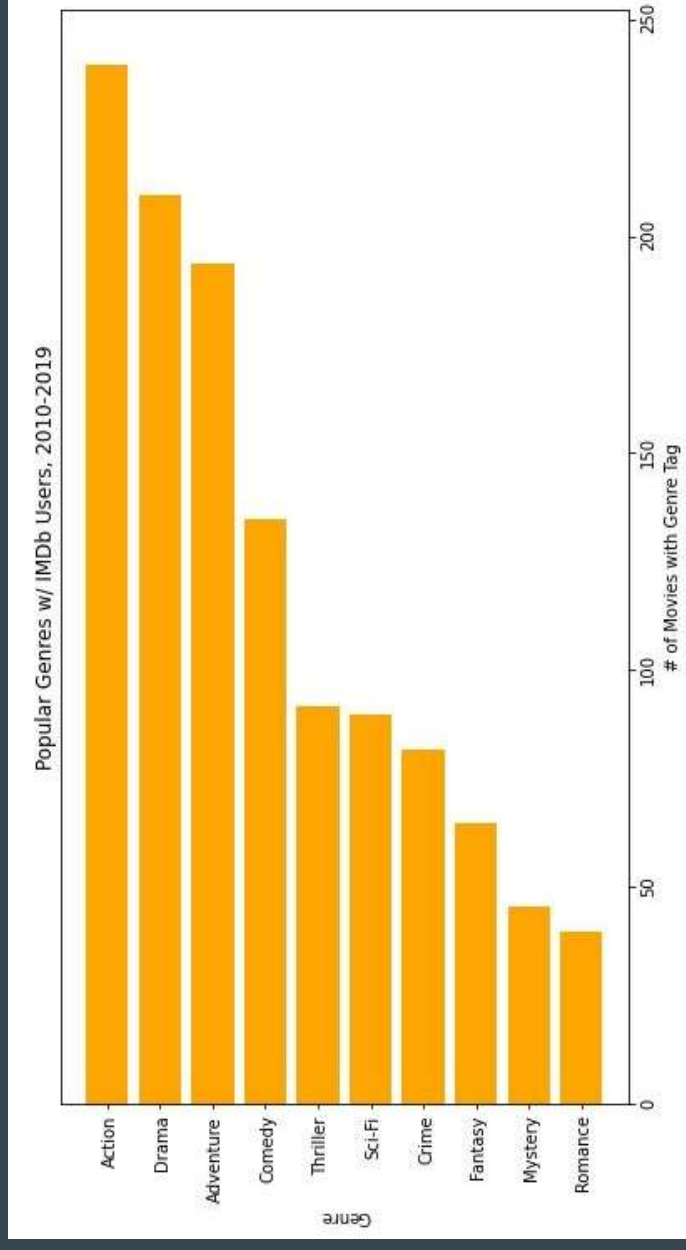


XBOX
GAME STUDIOS

(Logos courtesy of respective companies)

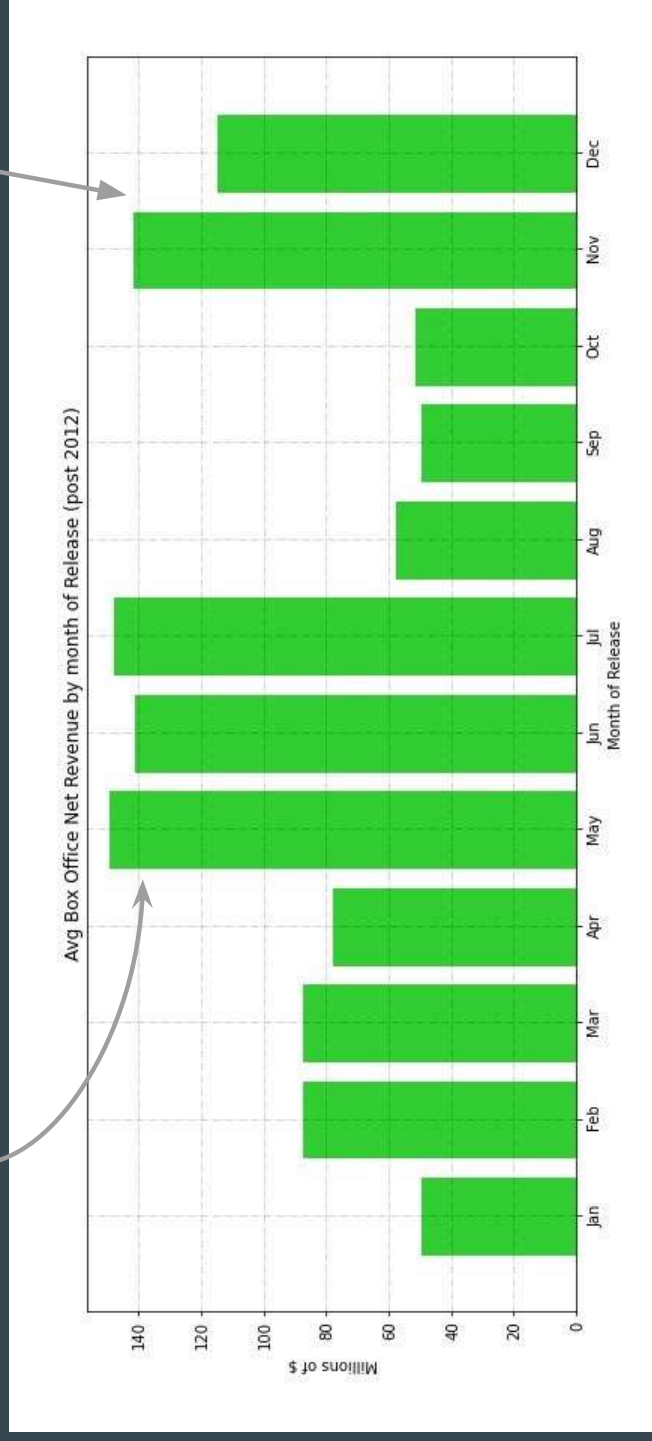
Popular movie genres

- **Action**: decisive lead
- **Drama** and **adventure** round out the top 3
- Later decade: ↑ **Sci-fi** popularity



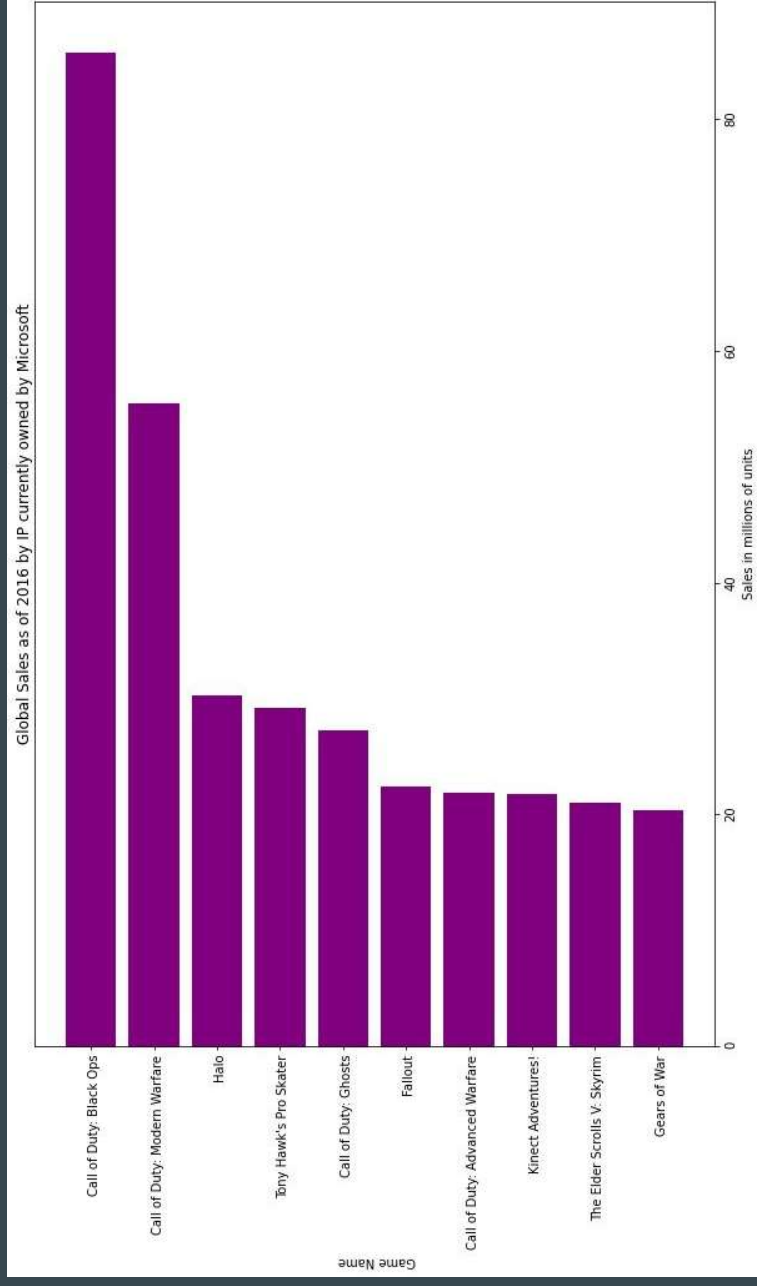
Optimal release times

- May–July
 - Summer vacation!
- November/December
 - Holidays
 - “Oscar season”



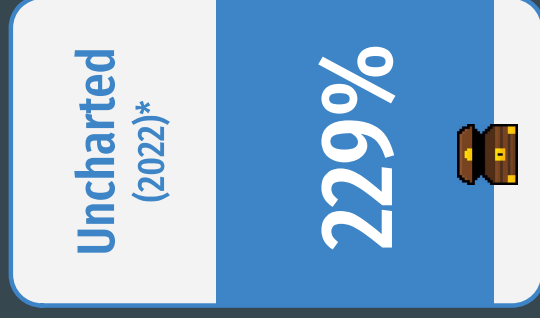
Leveraging existing IP*

- Many recent acquisitions!
- *Call of Duty* is **enormous**
- Opportunities for action and adventure movies



* = Intellectual property

ROI on Video Game-Based Movies



* = in theatres now

Conclusions and recommendations

- Action, drama, and adventure
- Adapt video game franchises
- Carefully time major releases

Next steps

- Optimize cast & crew selections

CALL^{OF}DUTY

HALO

WHECRAFT

Thank you for your time and attention!

Any questions?

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