

# From the Computer Screen to the TV Screen

One Git Wonder

# Meet the Team

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# What's the Problem?

What content should Microsoft create to give an edge against the competition?



# Data

## Genre

- IMDB
- TMDB

## Finance

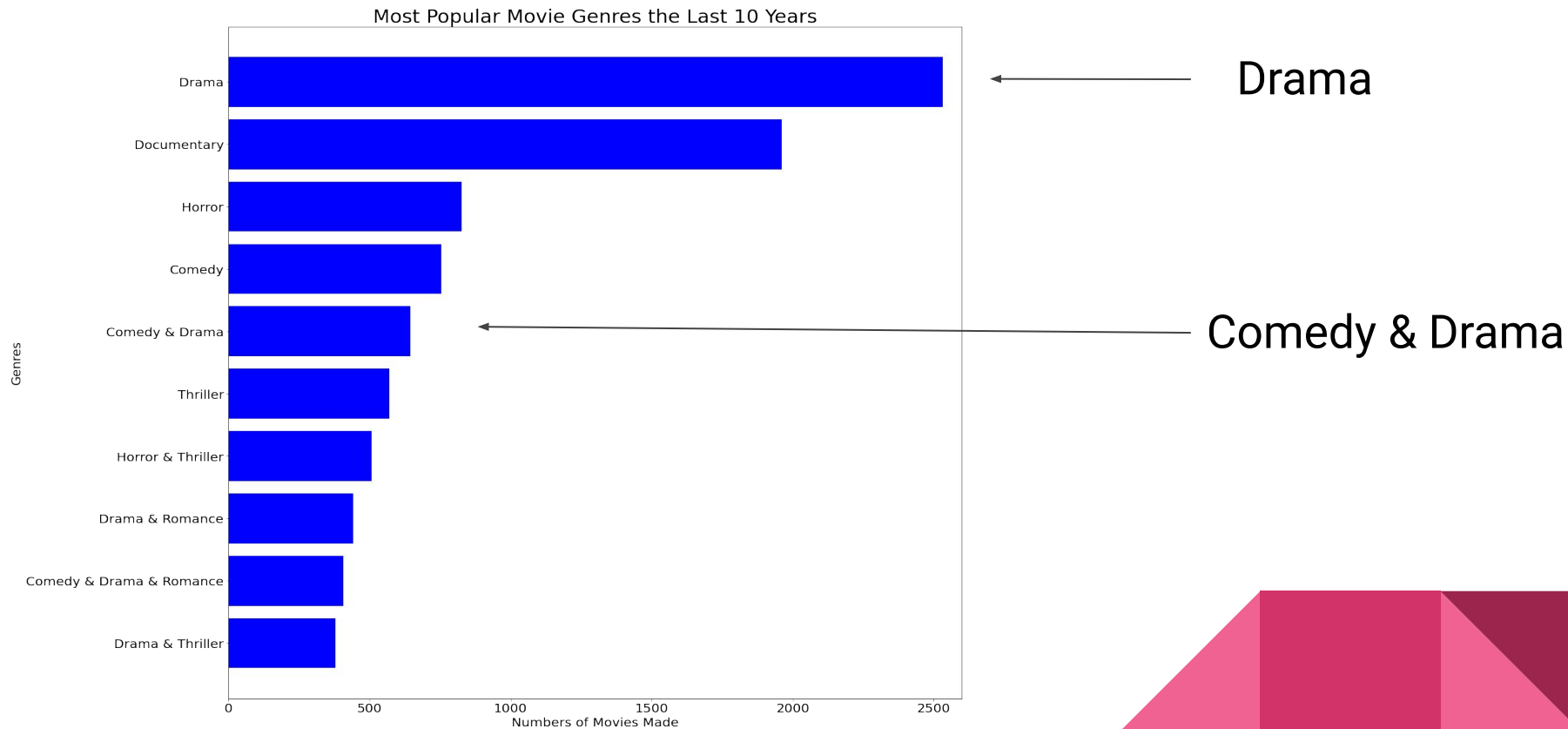
- Box Office Mojo
- The Numbers

## Content Allocation

- data.world
- kaggle

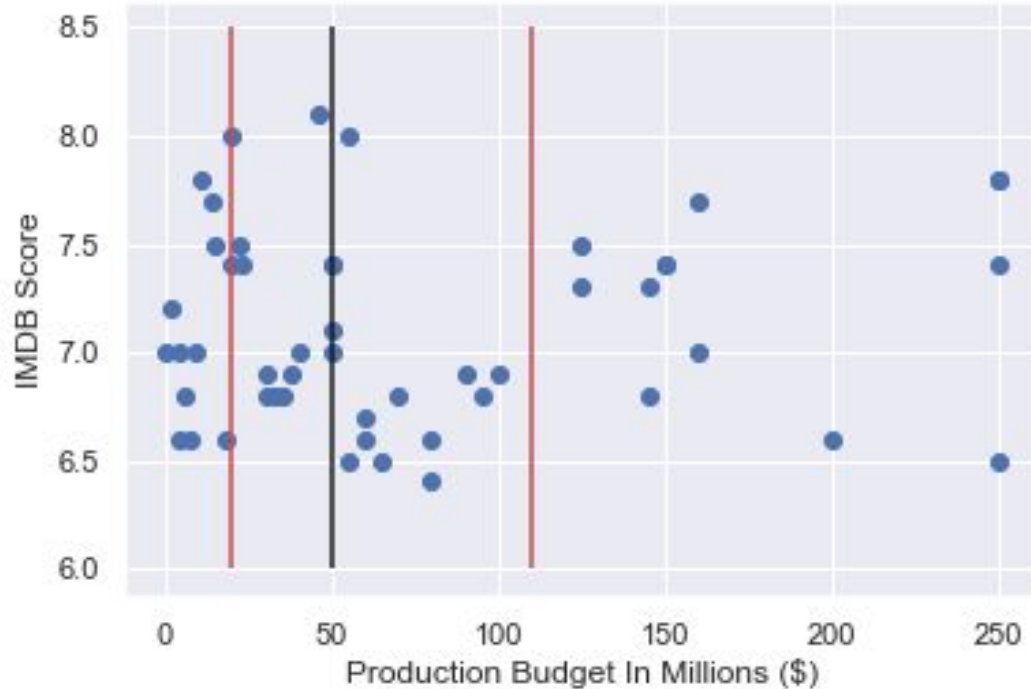


# Genre



# Production Budget

## The Relation Between Movie Popularity (IMDB Score) & Production Budget

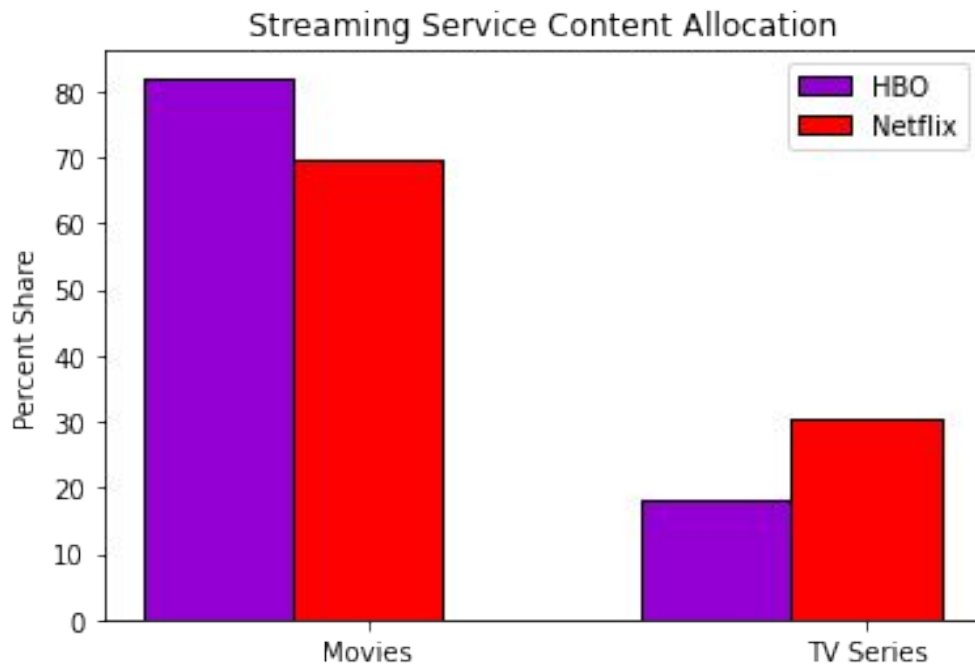


**\$20M** (25% quartile)

**\$50M** (middle most point)

**\$110M** (75% quartile)

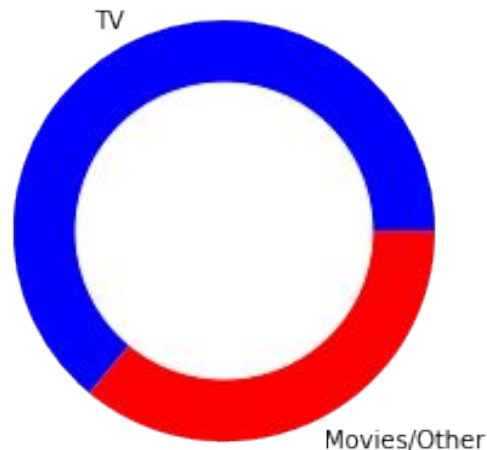
# How does the competition divide its content?



# How are consumers responding to the content?

- **64%** of the top 100 IMDB scores on the HBO Max platform is a TV series.
- **70%** of the top 10 IMDB scores are also TV series.

Share of Top 100 IMDB Scores on HBO Max



**Recommendation:** allocate 20-30% of content to TV series.



# In Conclusion....

## Recommendations:

- Dramas, Documentary, and Horror
- Set a budget between \$20 and \$110 million
- Allocate the content between movies and tv series



# Next Steps

- Investigate additional content allocation
- Content rating (MA/R,PG-13)
- Production budget VS gross revenue



Thank you!  
Any questions?

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Project Repo: [https://github.com/kyongminso/phase\\_1\\_project/tree/main](https://github.com/kyongminso/phase_1_project/tree/main)

