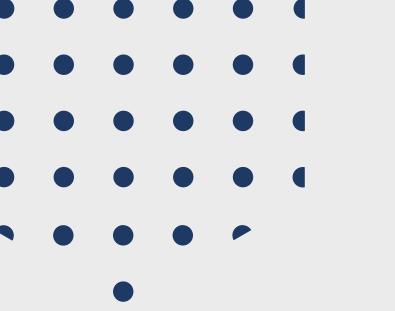




Presentation  
**MICROSOFT**  
Film Strategy Recommendations

Nazar Mohl  
April 22, 2022



# OUR UNDERSTANDING

Microsoft: Multinational Tech Company

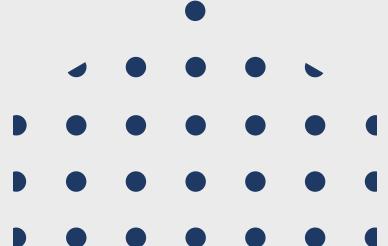
Current Focus:

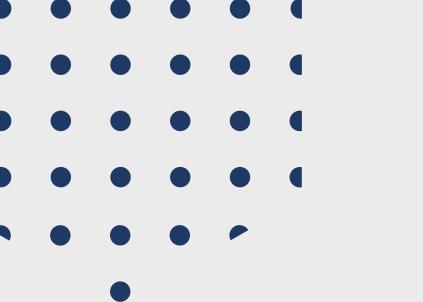
Software, PCs, Consumer Electronics, and related services.

New Interest:

Creating original video content / movies

Creating a new movie studio

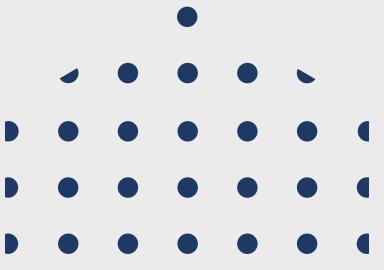




# REQUIRED INSIGHT

What type of movies are "successful" at the Box Office?

Which direction should Microsoft take?



# STUDY APPROACH

## Available Resources:

- IMDb
- The Numbers

## Movies Information:

- Name
- Year of Release
- Director
- Budget
- Local and Worldwide Gross





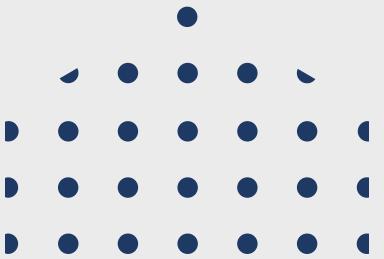
# ASSUMPTIONS / ADJUSTMENTS

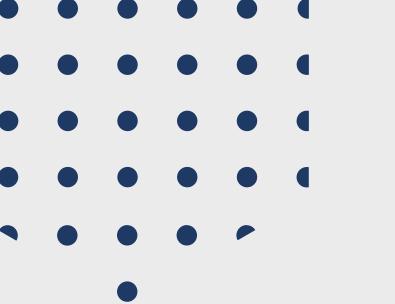
- Only looked at movies that had more than 500 votes.
- Resultant data set of 2,112 complete movie entries
- Profit Calculations:

*Profit = (Domestic\_Gross + Worldwide\_Gross) – Production\_Budget*

*Profit Percentage = Profit / Production\_Cost \* 100.*

- Profit Percentage is a key measure to judge success.





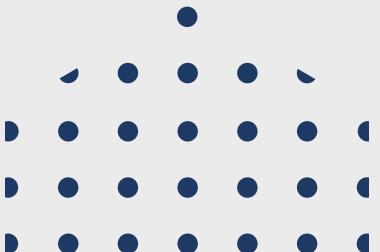
# HOW TO JUDGE A MOVIE?

Hard to quantify how good a story is.

Hard to measure how good a story is.

What can we measure?

- Profitability \*
- Ratings
- Reviews



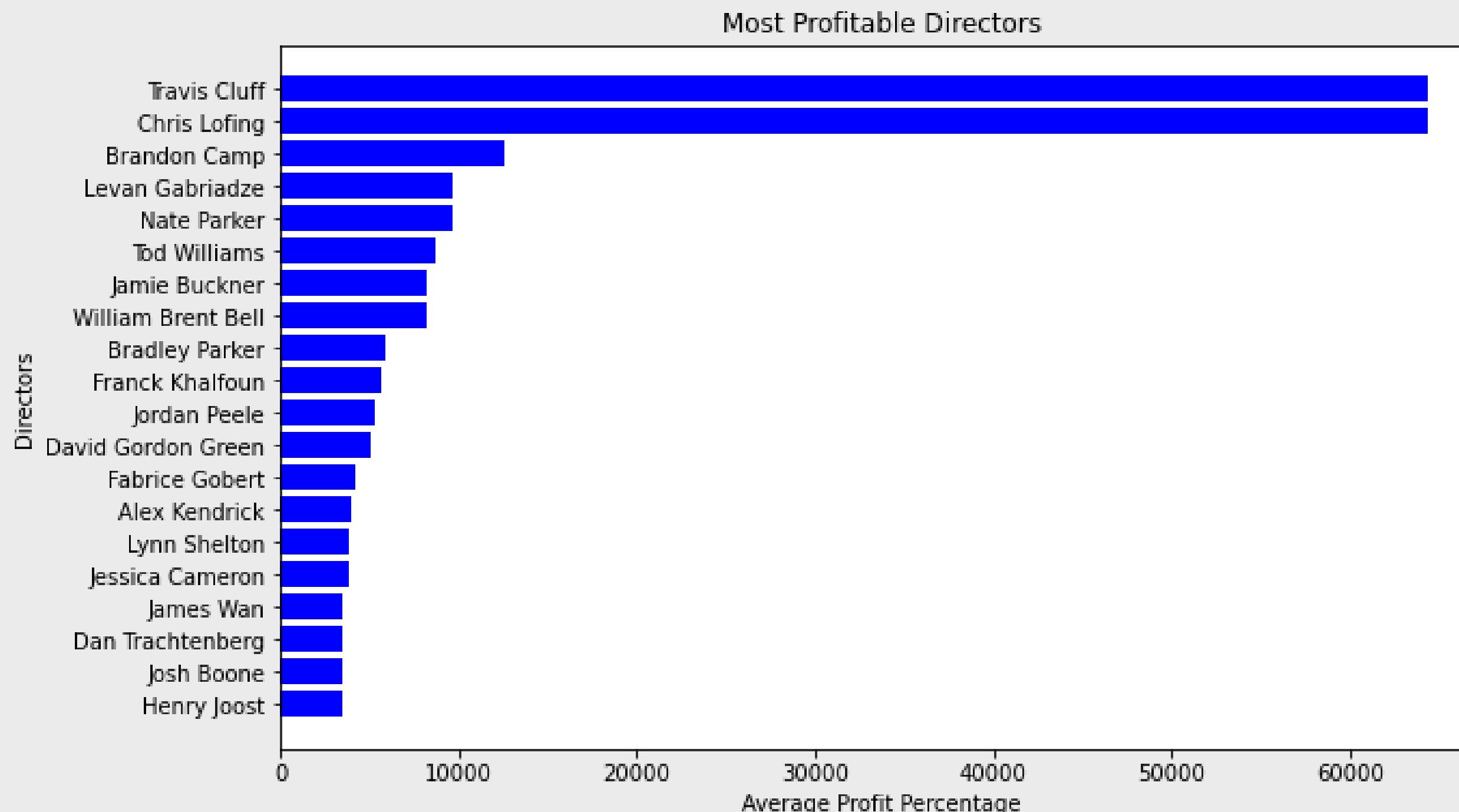
# QUESTIONS

Is there a correlation between:

- Directors and Profitability?
- Budget and Profitability?
- Movie Length and Profitability?

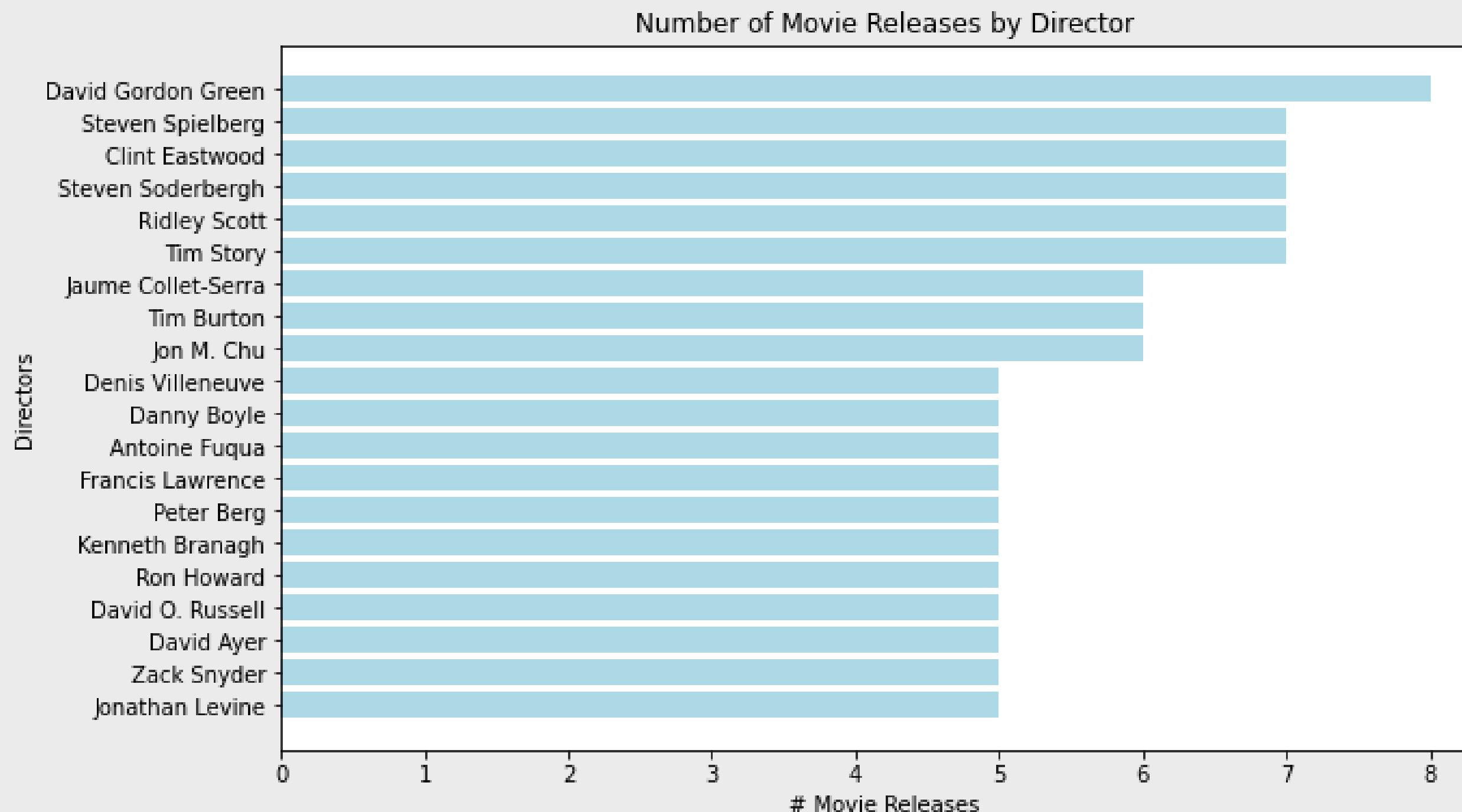
# MOST PROFITABLE DIRECTORS

What does this mean?



# PROLIFIC DIRECTORS

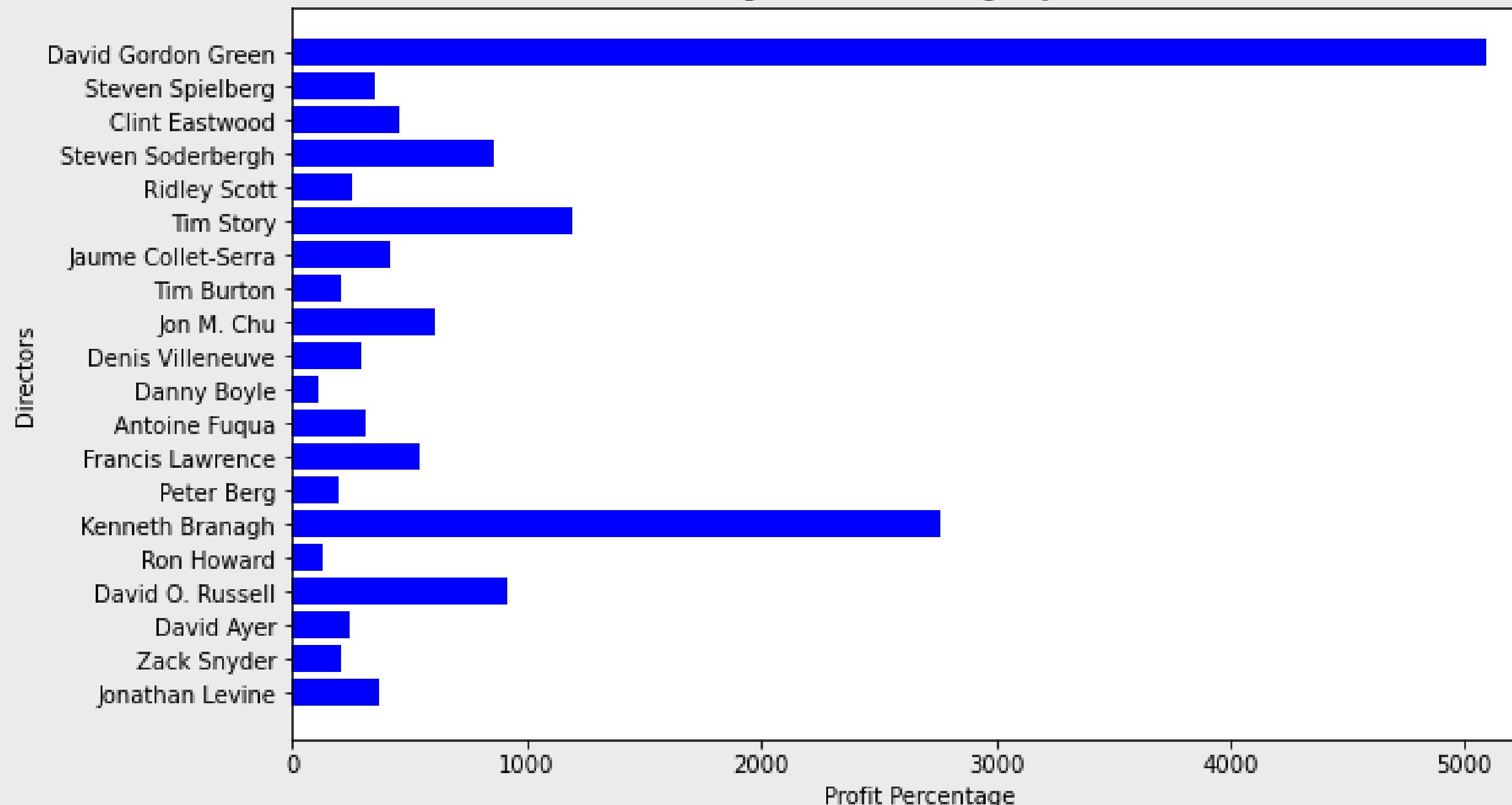
Top 20 Directors who made the most movies



# PROLIFIC DIRECTORS

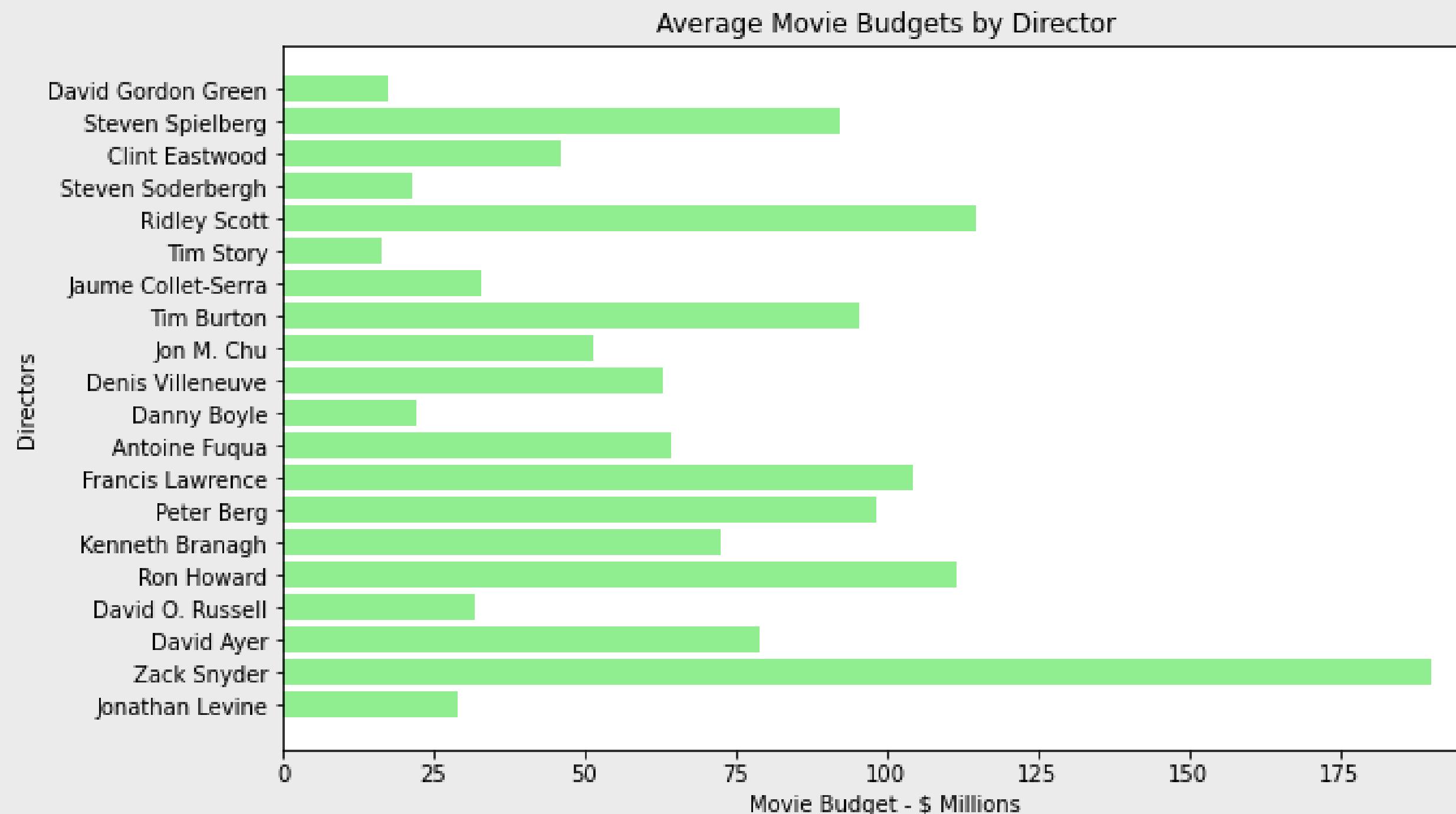
Average Profit Percentage of Top 20 Directors  
who made the most movies

Average Profit Percentage by Director



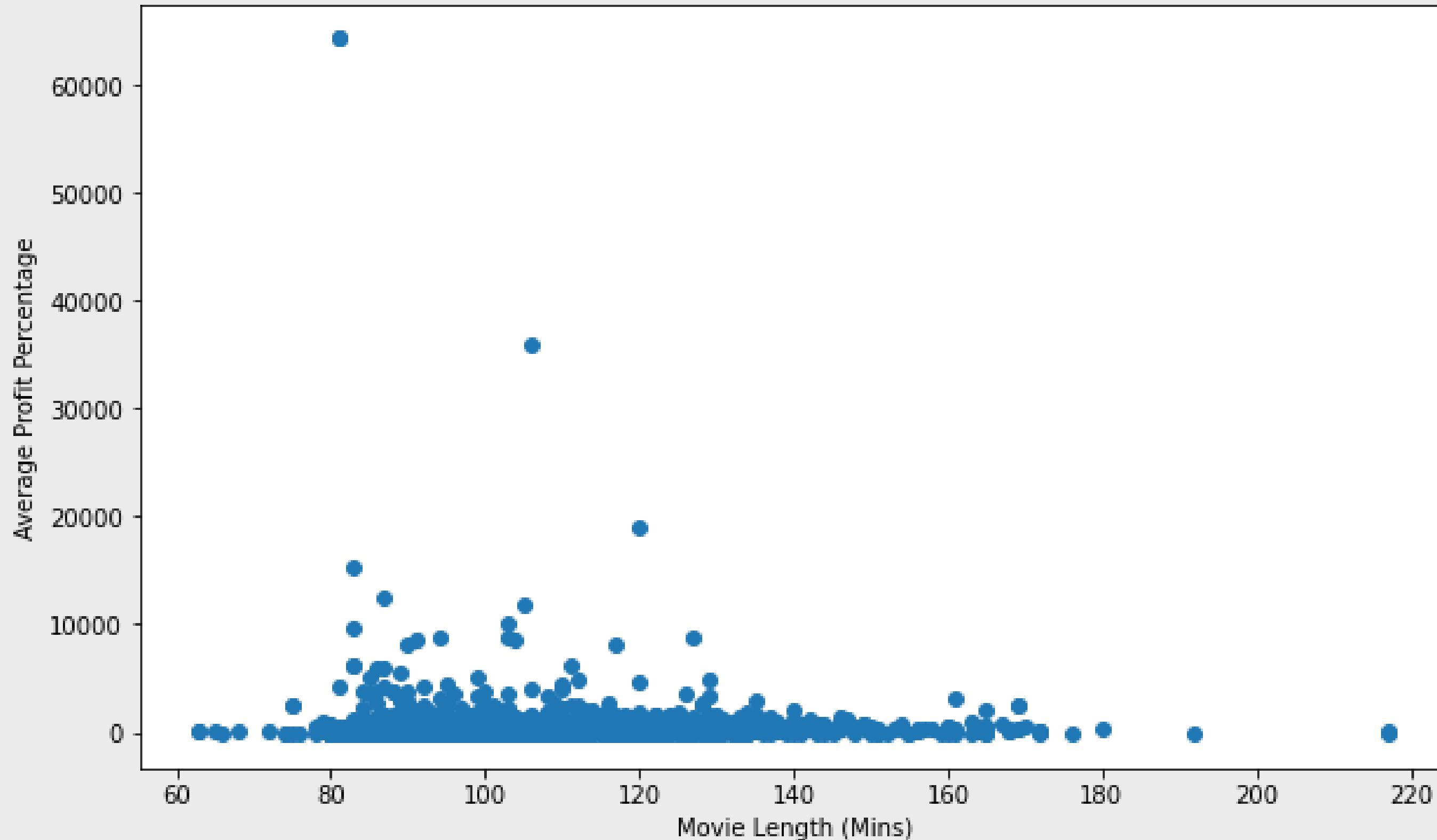
# BUDGETS

## Average Movie Budgets of Top Directors



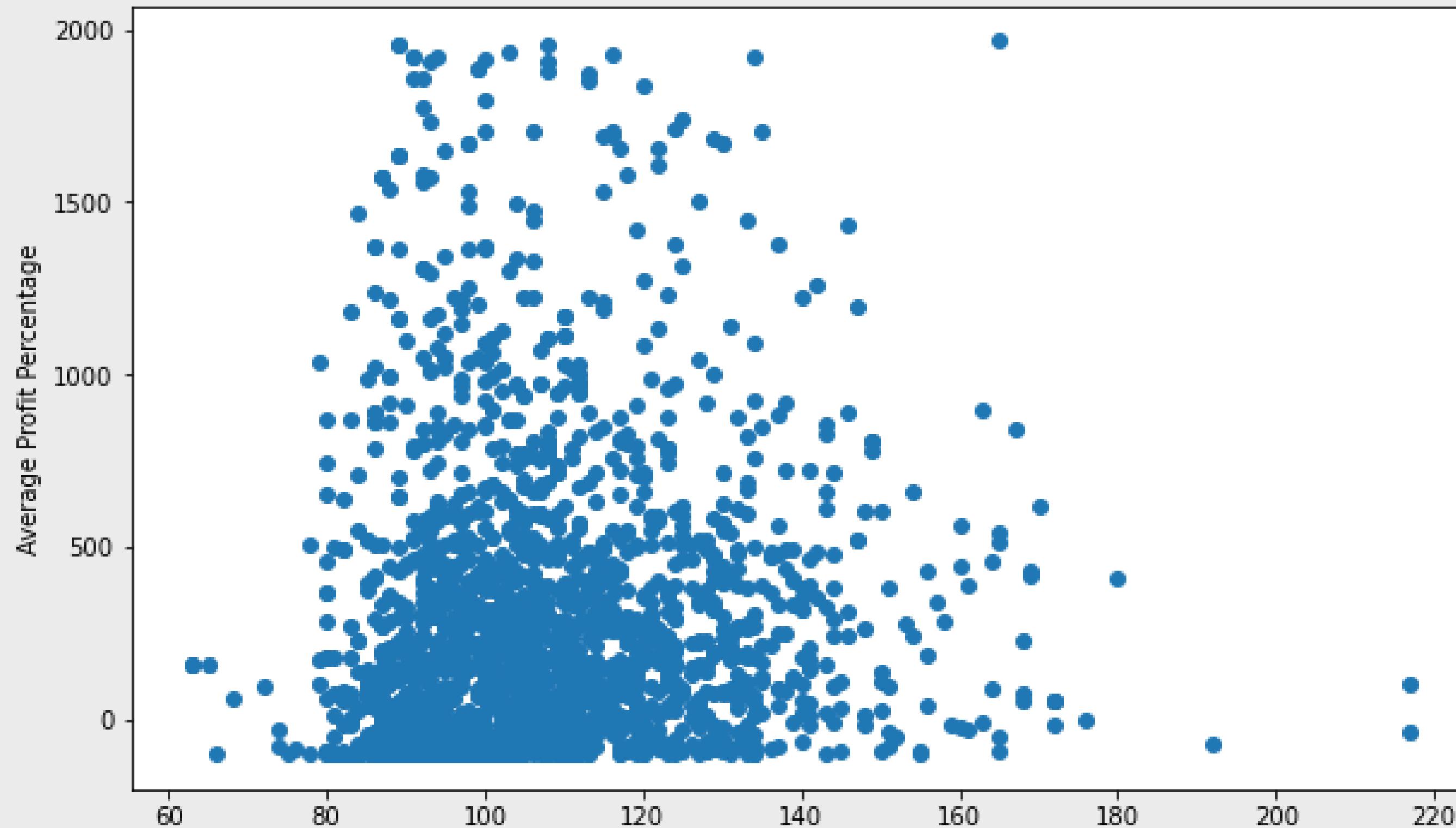
# MOVIE LENGTH

Comparison of Movie Length Vs. Profitability



# MOVIE LENGTH

Comparison of Movie Length Vs. Profitability Under 2K%



# RECOMMENDATIONS

- Work with Directors with track records of consistent profit.
- Give NEW directors a smaller budget to prove themselves.
- Budgets seem to be driven by film genre. Need to investigate further.

# OTHER OBSERVATIONS

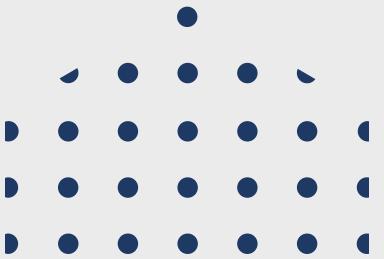
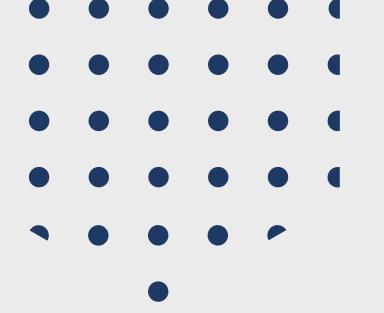
Microsoft has:

- Diverse product lines.
- Sells internationally.
- Has a large international employee base.

Movie decisions may be driven by:

- Product placement considerations.
- Overseas markets.

US Market prefers shorter movies . Need to study other markets.



# NEXT STEPS

- Investigate non-US markets
- Identify opportunities for product placement
- Formulate marketing strategies to drive product placement
- Engage movie industry drivers to consider how to move Microsoft interests further.



Q & A

THANK YOU