

Microsoft's Netflix

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Summary

- Goal: Microsoft media library with originals
 - Questions Data Can Answer: Who to work with, what to make, where to aim
 - Investigating: Movie grossings, Studio successes, Genre ratings
 - Findings: Counts, Correlations, Averages
 - Conclusion: BV, Markets, Genres
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Outline

- Business Problem
 - Data
 - Methods
 - Results
 - Conclusions
-

Business Problem

- What to include
 - Who to aim for
 - How to make it happen
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Data

What my data represents:

- Favorites- What people like
 - Success- How well movies grossed
 - Partners- Who succeeded
 - Markets- Where things work
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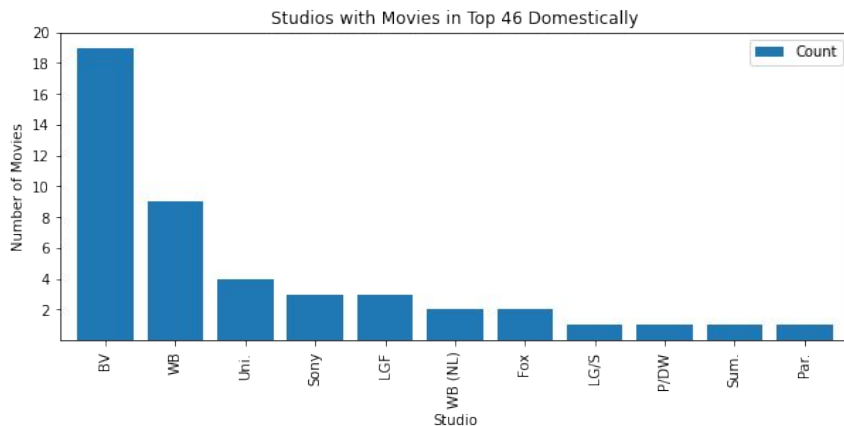
Methods

Data Preparation, Analysis, and Modeling:

- Cleaned Data
 - Cross Referenced Data Sets
 - Modeled Charts, Lines, and Box
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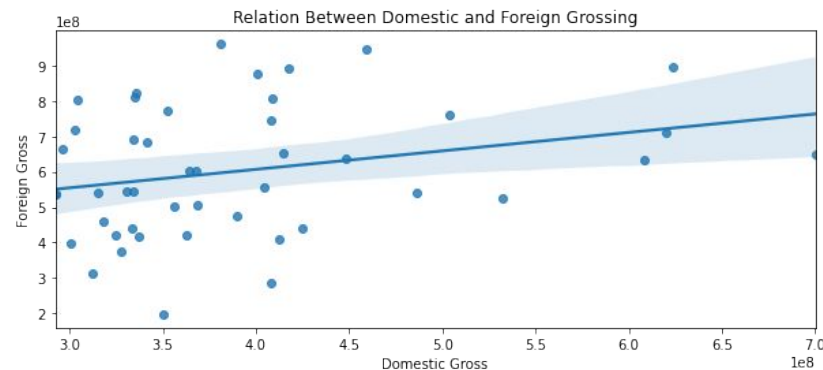
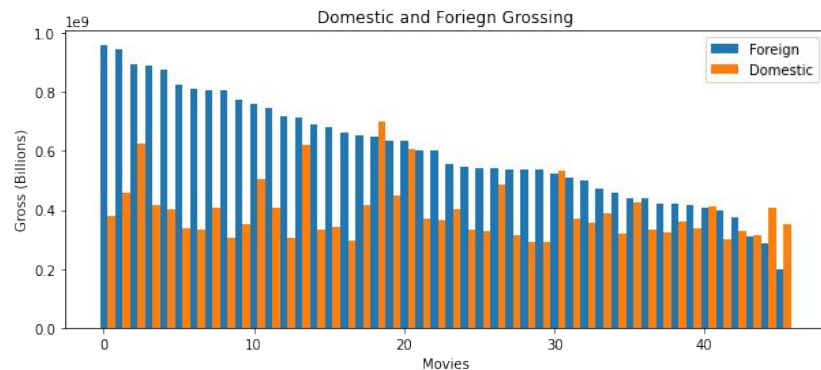
Results

1. Movie Producers aren't created equally



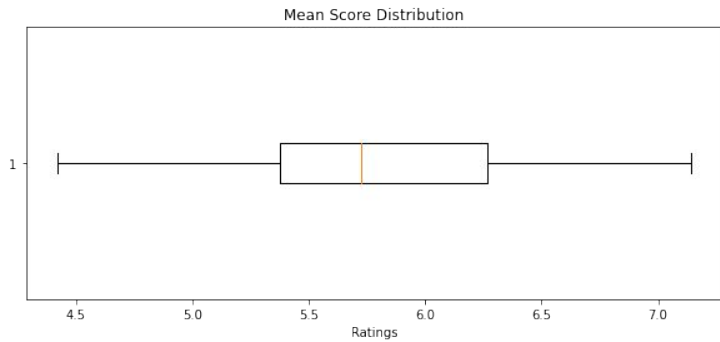
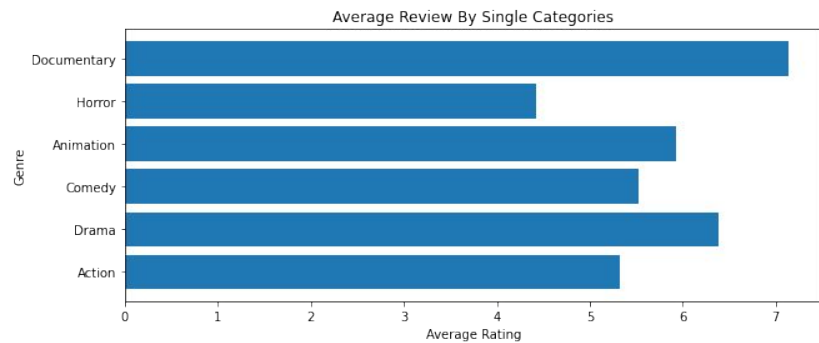
Results

2. Domestic and Foreign Markets are Comparable



Results

3. Multiple Genres are Better than One



Results

3. Multiple Genres are Better than One (Continued)

genres	start_year	runtime_minutes	averagerating
Action,Documentary,Family	2014.0	66.0	9.2
Adventure,Documentary,Western	2012.0	77.0	9.2
Action,Adventure,Musical	2018.0	97.0	8.7
Mystery,News,Thriller	2019.0	88.0	8.4
Animation,Documentary,Family	2010.0	85.0	8.4
Documentary,Drama,Thriller	2016.0	98.0	8.4
Documentary,Music,War	2016.0	85.5	8.4
Biography,Family,History	2015.0	108.0	8.3
Comedy,History,Musical	2016.0	134.0	8.3
Romance,Thriller,War	2017.0	125.0	8.2

Conclusions

Recommendations:

- Make/list movies American audiences enjoy
 - Produce/list movies with dynamic genres
 - Contract with studio BV
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The slide features a white background with green geometric shapes in the corners. A green triangle is in the top-left corner, and a larger green shape, consisting of two triangles, is in the bottom-right corner.

Thank You!

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