

# Microsoft Makes a Movie



By  
Richard Hinds &  
Will Norton



Microsoft

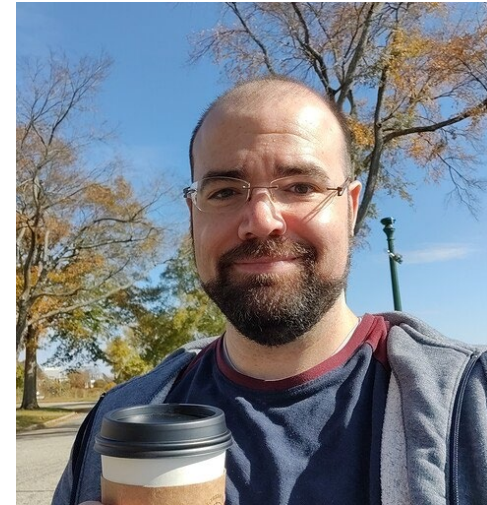
# Team Members



Richard Hinds

Aspiring Data Scientist  
Scientist

[Github: RH3421](#)  
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Will Norton

Aspiring Data

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Adventure + Big Budget + Top Talent = \$\$\$





# Agenda



Business  
Problem

Methods

Results

Conclusions

Next  
Steps

# Business Problem





Which franchise can maximize net earnings?





# Methods & Data

## SCIENCE VESSEL

Originally designed as a mobile research station, the Explorer science vessel has served in a number of sometimes surprising roles. Confederate forces began using the vessel's highly sophisticated sensor arrays for border surveillance and security scans. This sensor package became particularly useful once terrans made hostile contact with burrowing zerg and cloaked protoss invaders.

Later, other military roles evolved from the vessel's scientific activities. Magnetic field research led to the generation of massive, energy-draining EMP shockwaves that could disable shields and shut down electronics within the pulse's radius. Stable energy-field experiments created a defensive matrix that could be projected around nearby friendly units to absorb incoming projectiles. Finally, as a byproduct of nuclear waste disposal studies, researchers learned how to produce a high-energy particle stream that could cast a localized, irradiated corona around clustered enemy targets and saturate them with damaging energy.

Upgraded ships feature onboard nano-repair bots that can be deployed to carry out complex hull repairs on mechanical units

RESULTS IN  
GLOW-IN-THE-DARK  
ZERGLINGS!

High-energy particle beam developed from emerging technologies in nuclear waste disposal

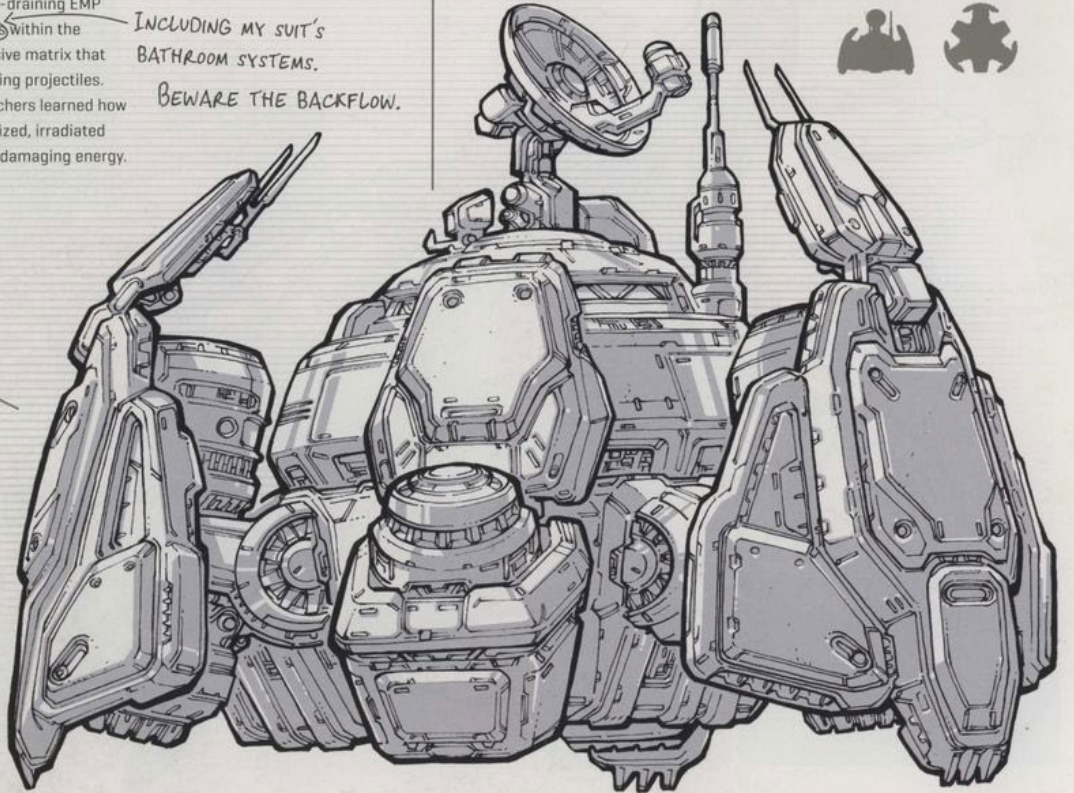
State-of-the-art sensor arrays

EMP shockwave generation

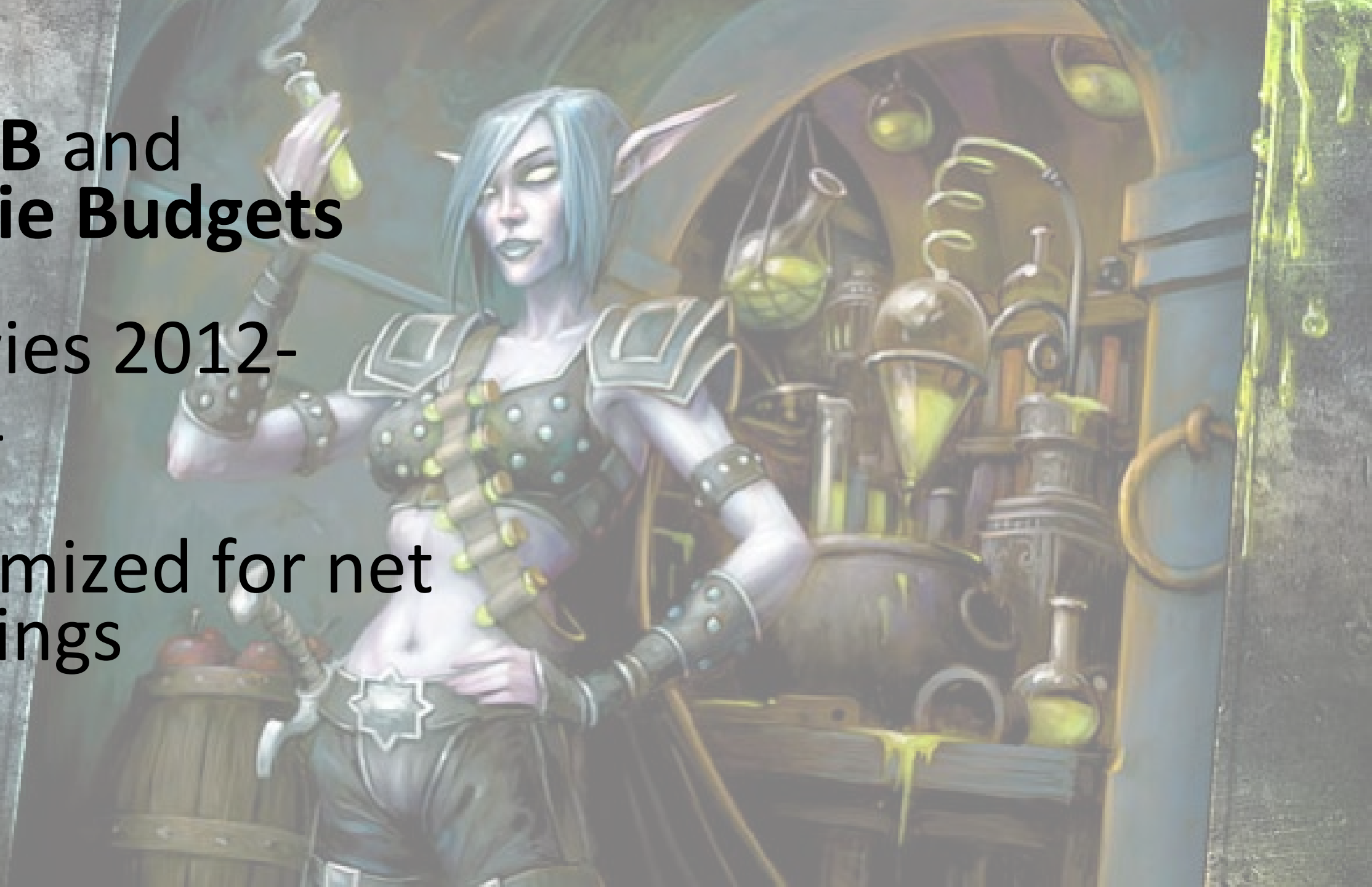
INCLUDING MY SUIT'S  
BATHROOM SYSTEMS.  
BEWARE THE BACKFLOW.

### UNIT STATS

Role:	Battlefield Support / Detection / Repair
Armament:	Irradiation Stream
	EMP Shockwave
Size:	Super Heavy



- **IMDB and Movie Budgets**
- Movies 2012-2021
- Optimized for net earnings

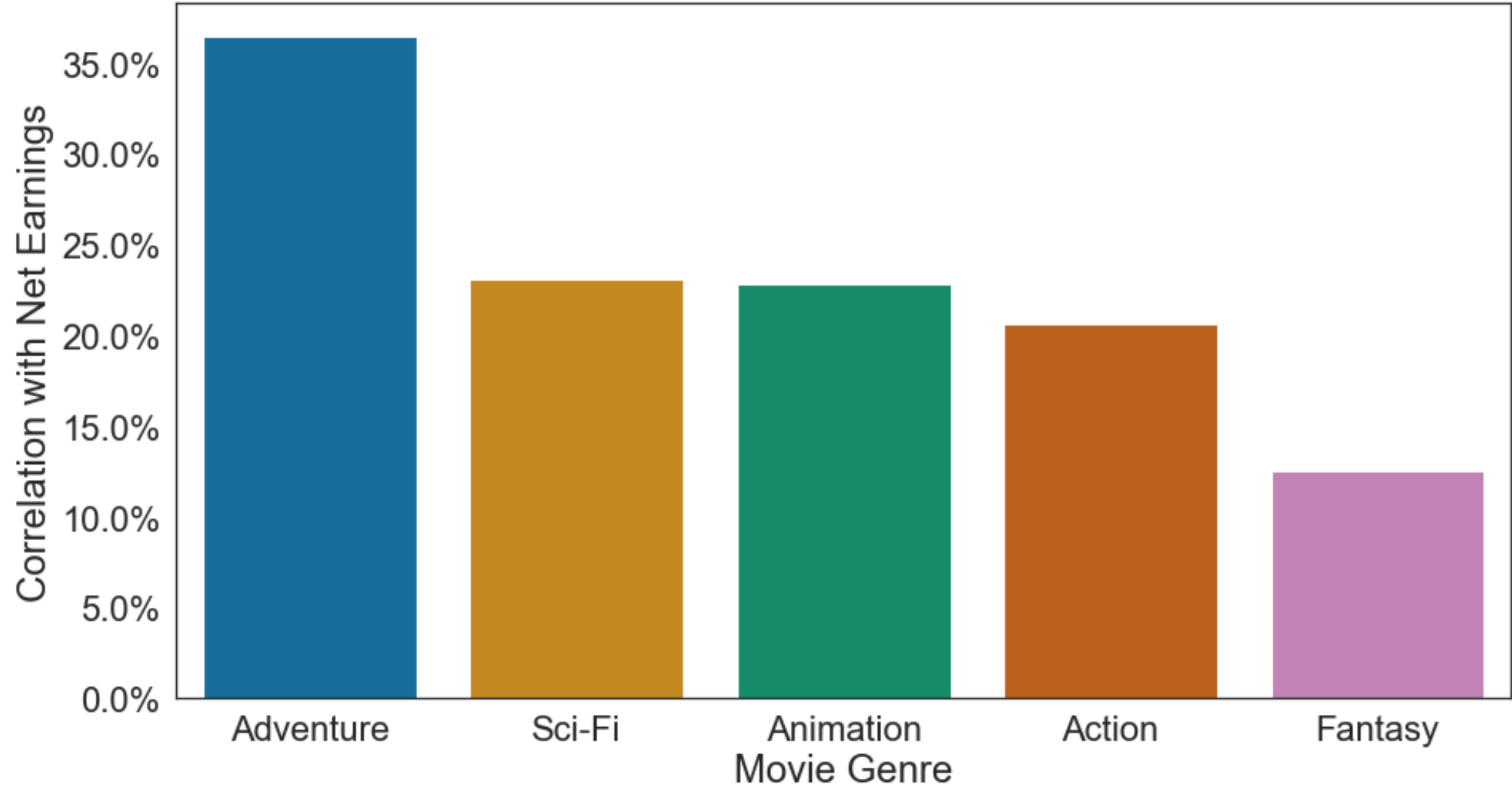




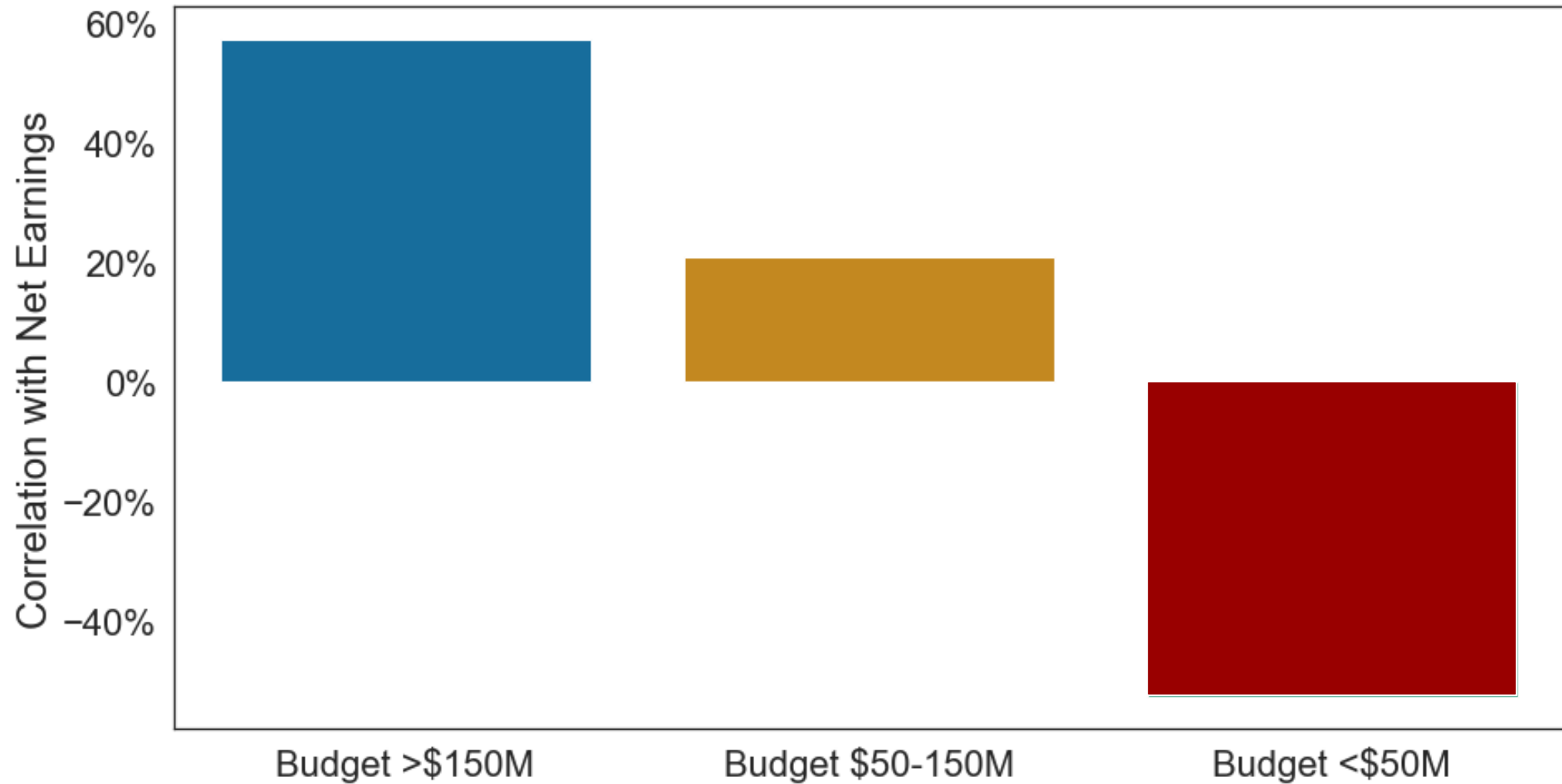
# Results



# Adventure movies dominate

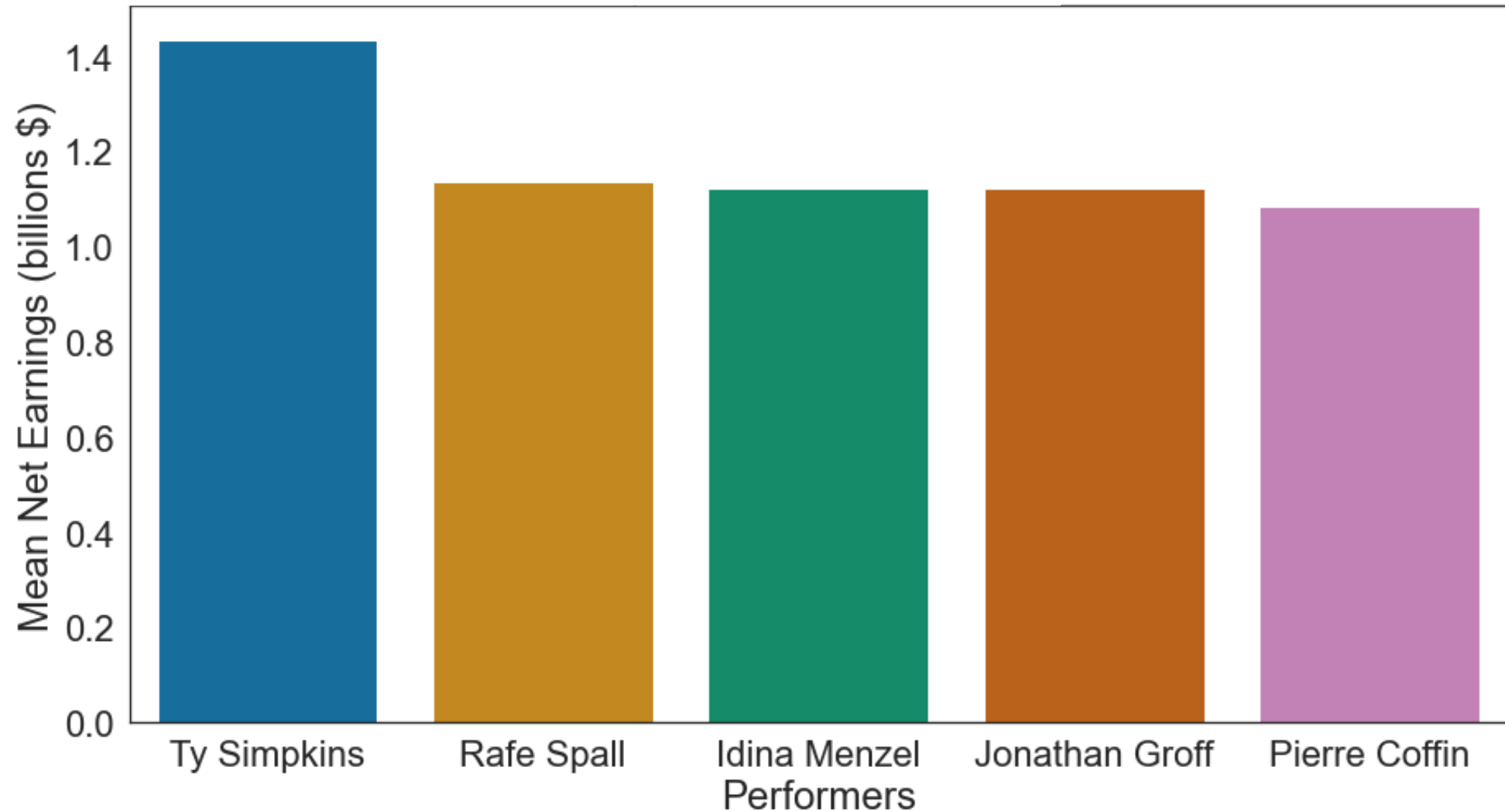


# Big Budget = Big Earnings





# Top talent performs top of chart



# Conclusions





Warcraft + Big Budget + Ty Simpkins= \$\$\$

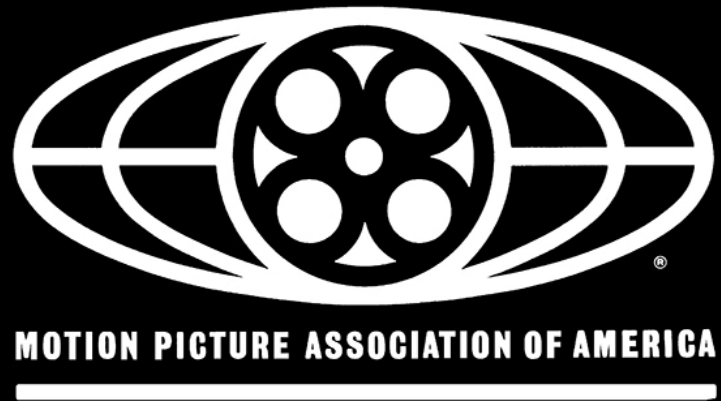




# Next Steps



# Merchandise



Ratings?



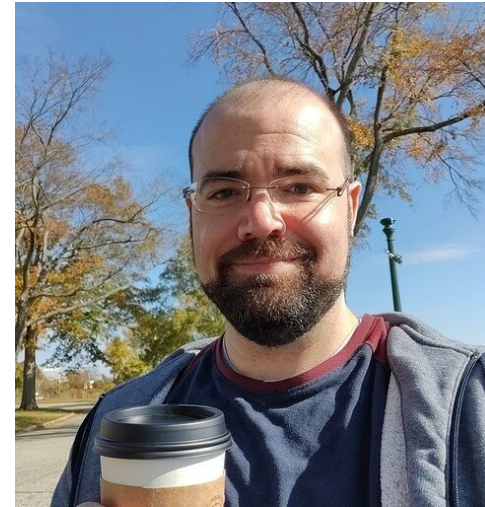


# Thank you



Richard Hinds

[Github: RH3421](#)



Will Norton

[Github: Noptov](#)



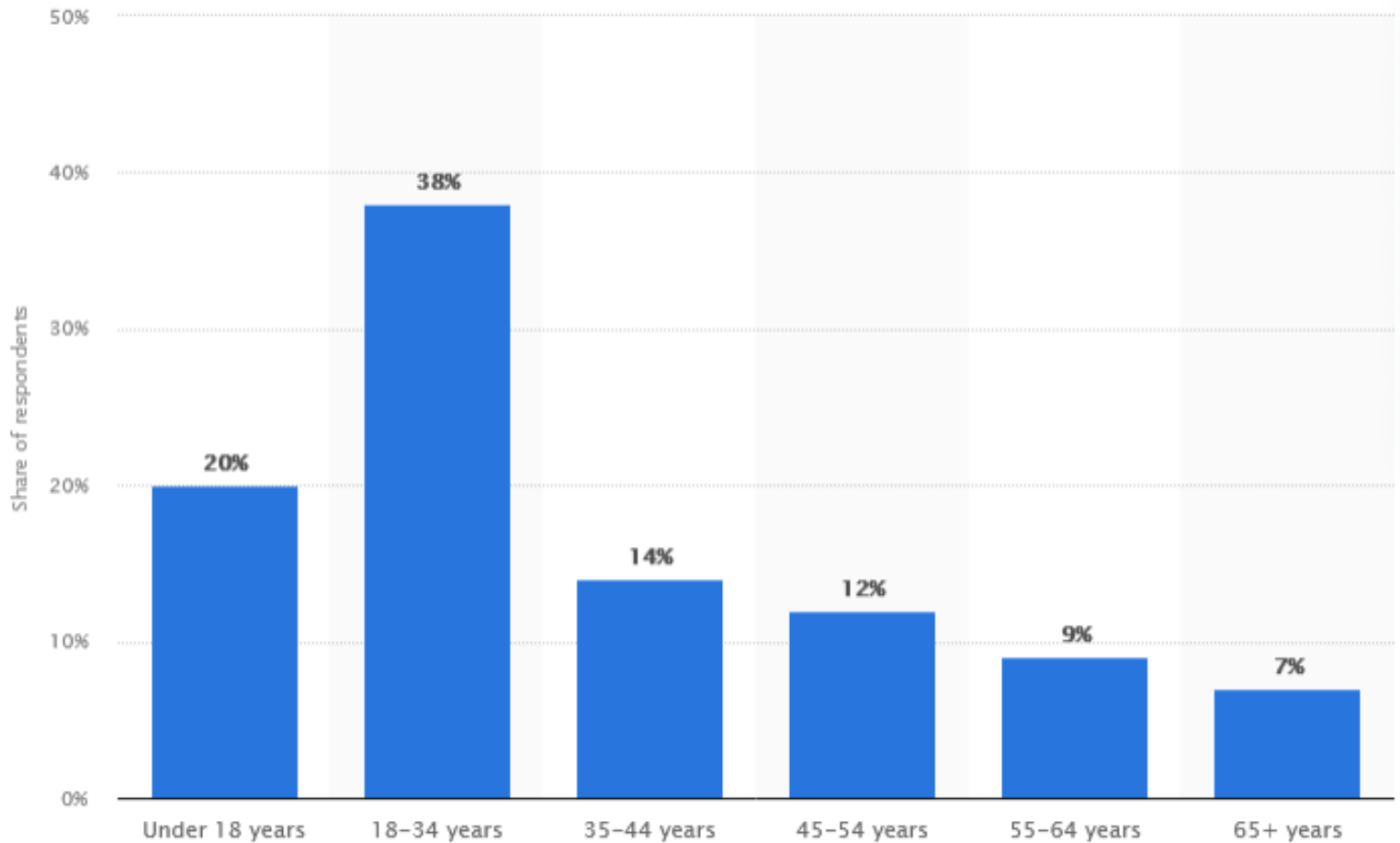
# Limitations

- Genre categorized according to presence of key word in genre description (ie, action/fantasy movie categorized as both action and fantasy)
- Entries with incomplete data were dropped from analysis

# Appendix

- [Demographics of video gamers](#) from Statista, 1/27/22

## Distribution of video gamers in the United States in 2021,



# Appendix, continued

Slide 1: [Camera](#) (1/26/22)

Slide 3: [Golden Gnome](#) (1/27/22), [Zerg Queen](#) (1/27/22)

Slide 4: [train](#) (1/26/22)

Slide 5: [Call of Duty Cash](#) (1/27/22)

Slide 7: [Starcraft Science Vessel](#) (1/27/22)

Slide 8: [Alchemy](#) (1/27/22)

Slide 9: [Gamer RGB](#) (1/27/22)

Slide 13: [Overwatch victory](#) (1/27/22)

Slide 14: [Warcraft](#) (1/27/22), [Starcraft](#) (1/27/22) [Candy Crush](#) (1/27/22)

Slide 15: [Warcraft Steps](#) (1/27/22)

Slide 16: [Warcraft Shirt](#) (1/27/22) [MPAA logo](#) (1/27/22)