

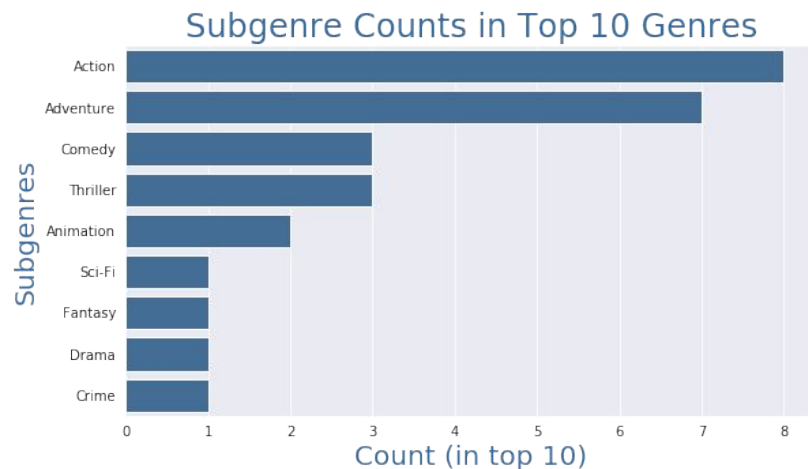
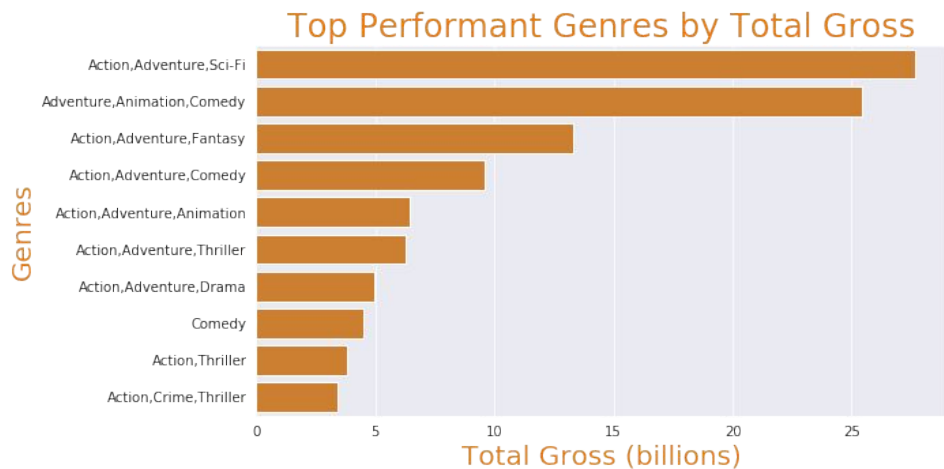


Analytics & Insights:

Prospects for Microsoft Film Studio

Analysis: Genre & Total Gross Revenue

What genres should Microsoft focus on to maximize revenue potential?



Insights



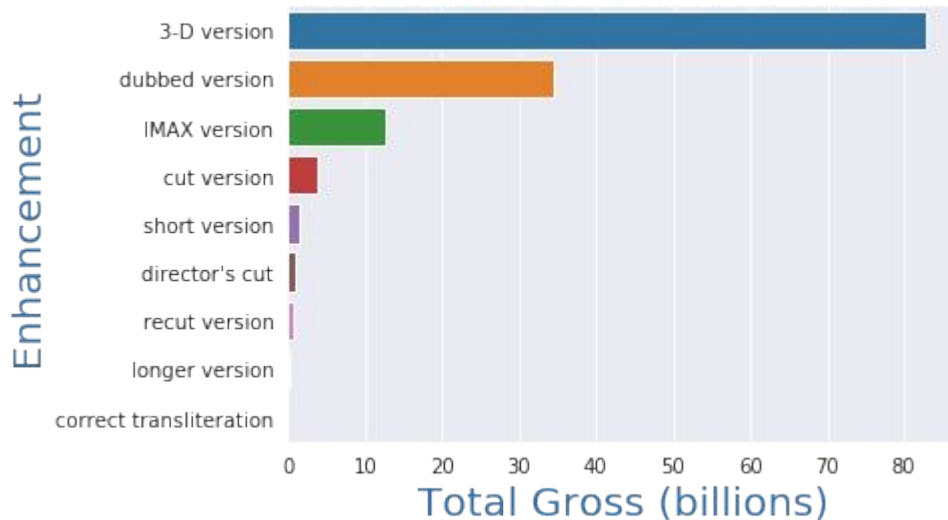
Based on our analysis, it is clear action and adventure subgenres are the top performers with respect to gross revenue.

To maximize revenue potential, we recommend that Microsoft focus their efforts on these subgenres.

Analysis: Effects of Visual Enhancements on Revenue

Would it be beneficial for Microsoft to leverage their proprietary media and interactive hardware (Hololens, Xbox Kinect, etc.) to offer unique viewing experiences for their viewers?

Total Gross of Enhanced Films

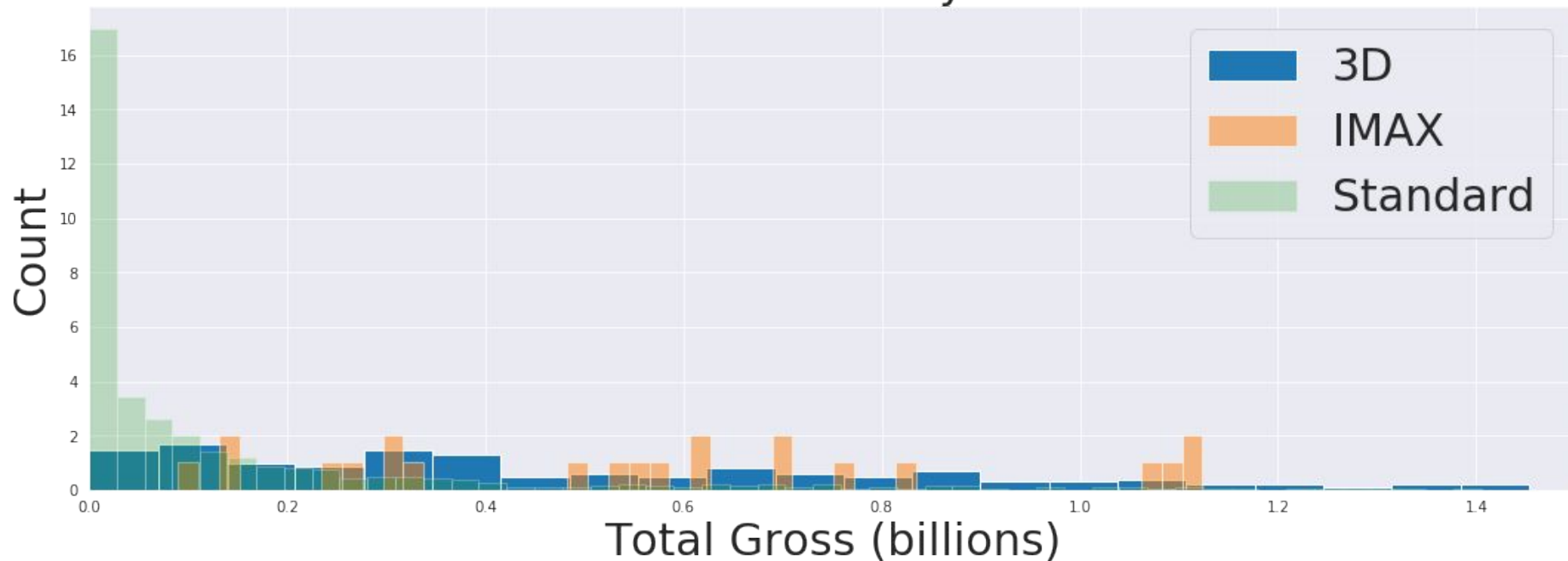


Average gross per 3D Film per Year



Revenue Distribution by Visual Enhancement

Distribution of Gross Revenue by Visual Enhancement



Insights

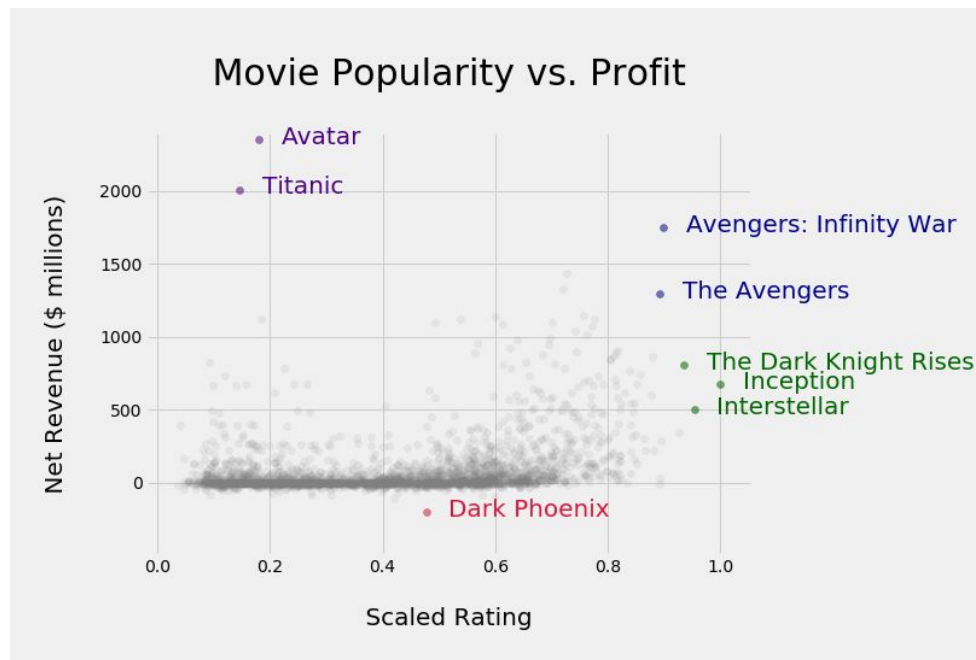


The evidence suggests that films with some visually enhanced element (e.g., 3D, IMAX) on average generate more revenue than those films without.

It is likely that Microsoft could further increase revenue prospects by creating content that leverages their proprietary media and interactive hardware.

Analysis: Popularity vs. Profit

Should Microsoft focus on making movies that are popular at the expense of profitability or look to gross as much as possible?



Insights



If the goal is to maximize profits, then Microsoft should model their movies on the ones found in the top left of the graph. These will perform well, but may receive low reviews.

If the goal is to create an initial fan base, then the priority should be to produce movies that will receive good audience reviews (bottom right).

The best of both worlds is to produce movies like those in the top right of the graph.

Dataset Citations

IMDB: <https://www.imdb.com/interfaces/>

Movie Box Office:

<https://www.boxofficemojo.com/yearly/chart/?view2=worldwide&yr=2010&p=.htm>

TheNumbers.com: <https://www.the-numbers.com/movie/budgets/all>