

Microsoft Film Studio

Represented by Flatiron Consulting

Stefano Caruso - Director of Data Scientist

Andrew Boucher - Principal Data Scientist

Samuel Robins - Lead Data Scientist



Summary

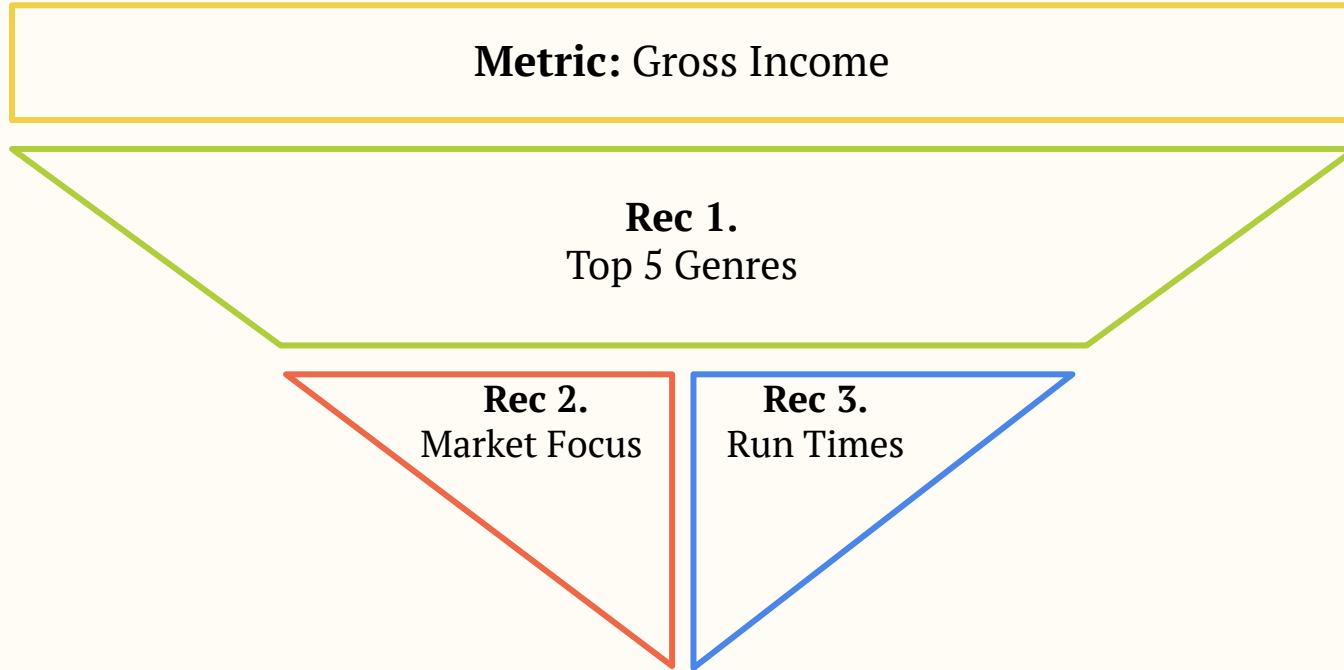


Table of contents

Slide 4

Business Problem

Slide 5

Data

Slide 6

Methods

Slides 7, 8, 9

Results

Slide 10, 11

Conclusions



Business Problem

MS is creating new movie studio



Need 3 actionable insights



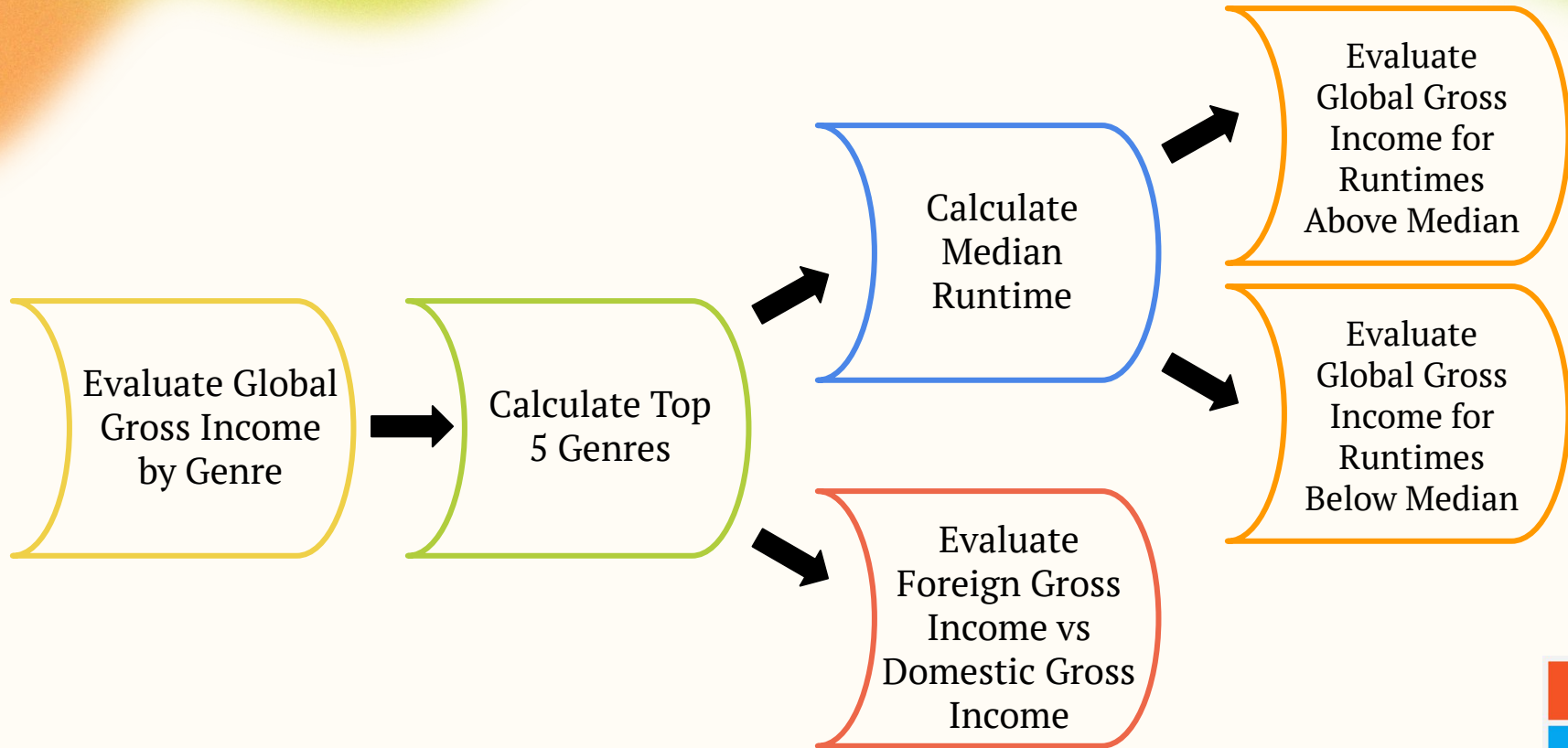
Maximize Global Gross Income



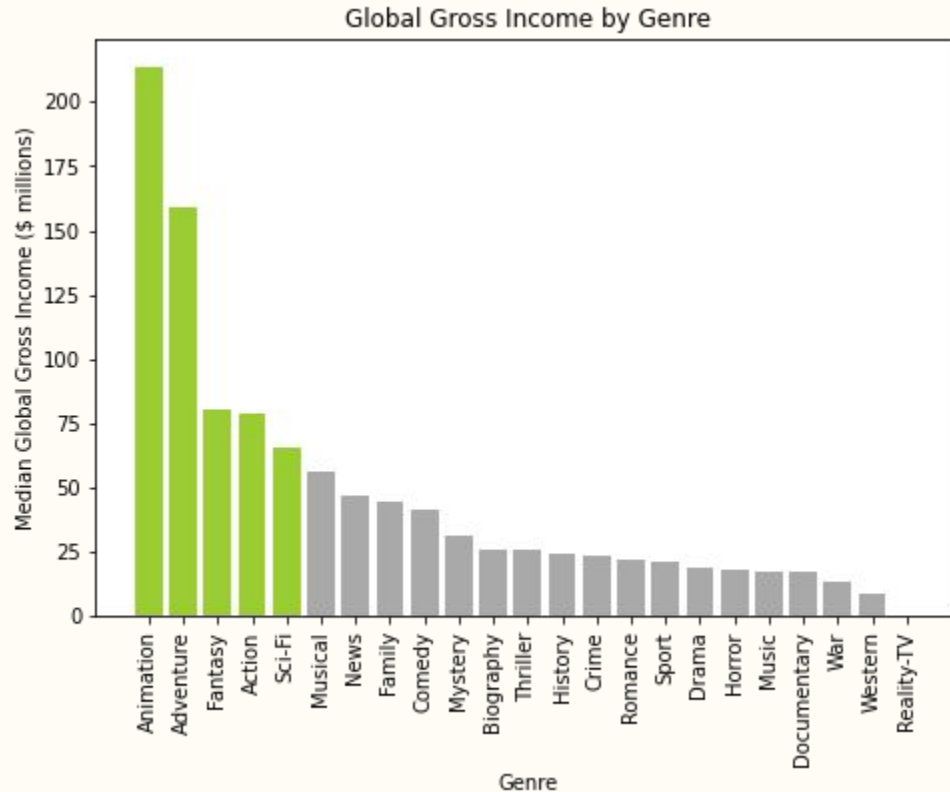
Data



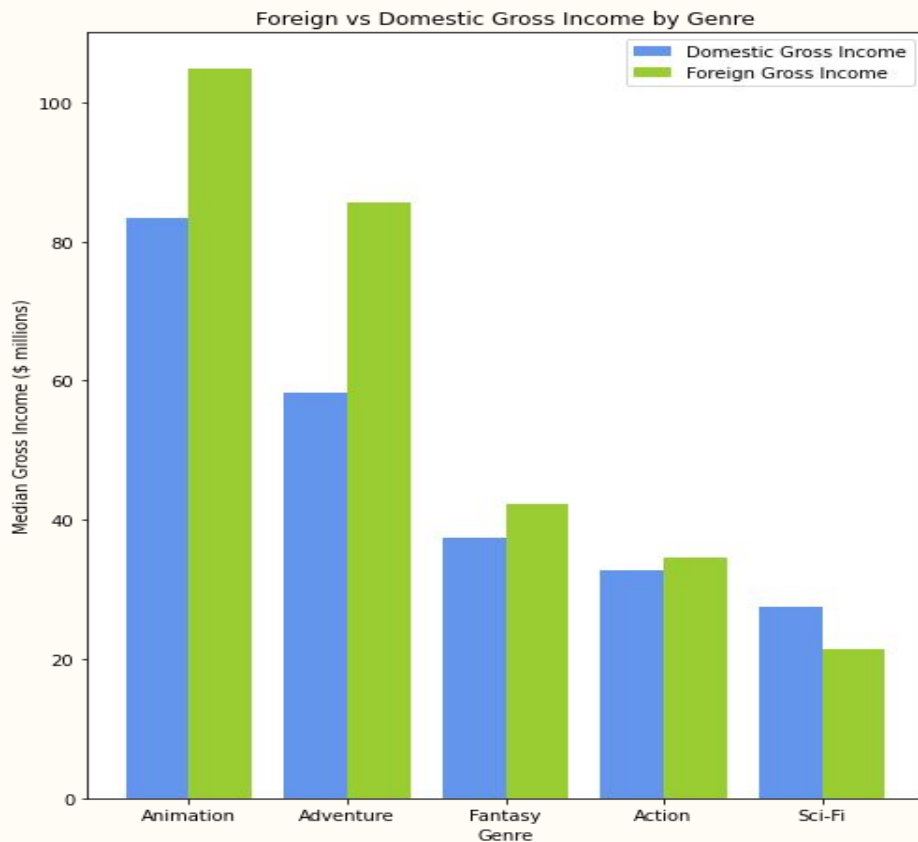
Methods



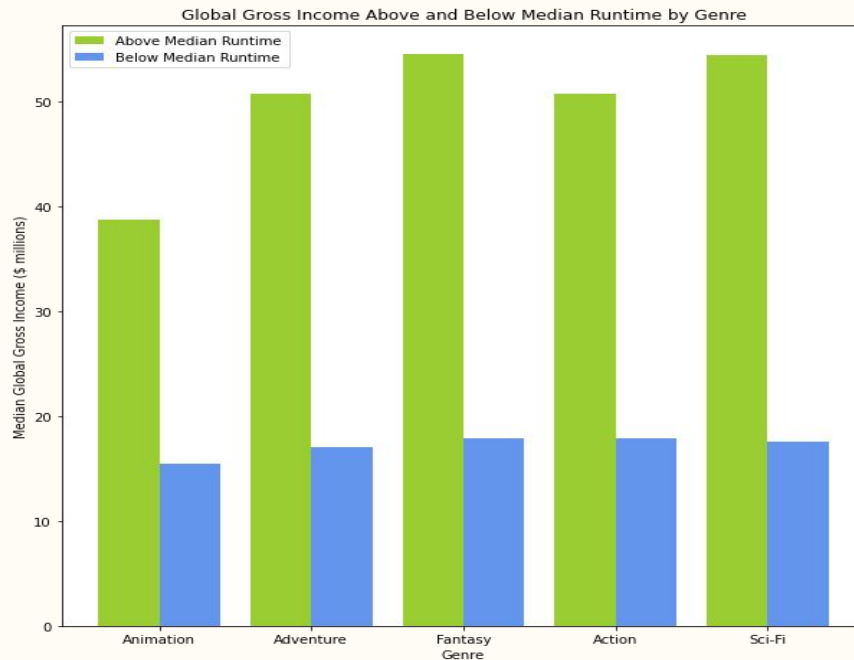
Results – Rec 1.



Results – Rec 2.



Results – Rec 3.



Genre	Animation	Adventure	Fantasy	Action	Sci-Fi
Median Runtime (mins)	93	104	107	107	106



Conclusions

	Global Gross Income (\$ mil)	195	151	84	73	53
1.	Genres	Animation	Adventure	Fantasy	Action	Sci-Fi
2.	Market Focus	Foreign	Foreign	Foreign	Foreign	Domestic
3.	Runtime (mins)	> 93	> 104	> 107	> 107	> 106



Conclusions

Project Limitations

Insufficient data on film series and streaming platforms

Future Improvements

Create streaming application within Xbox console where users can watch Microsoft films for free



Thank you!

Questions?

Stefano Caruso - Director of Data Scientist
Email: stefanocaruso456@gmail.com

Andrew Boucher - Principal Data Scientist
Email: andrew.leo.boucher@gmail.com

Samuel Robins - Lead Data Scientist
Email: sammyrobins305@gmail.com

