

Microsoft and Movie Making

A Preliminary Evidence Based Business Consultation

By: Tamiru BD
Flatiron School, Washington DC Campus
tamevet@gmail.com

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Objective

To indicate certain data based results ahead of creation of the Microsoft Movie Studio (MMS)

Methods

Data Source

- Internet Movie Database (IMDB), Box Office Mojo(BOM)

Analysis

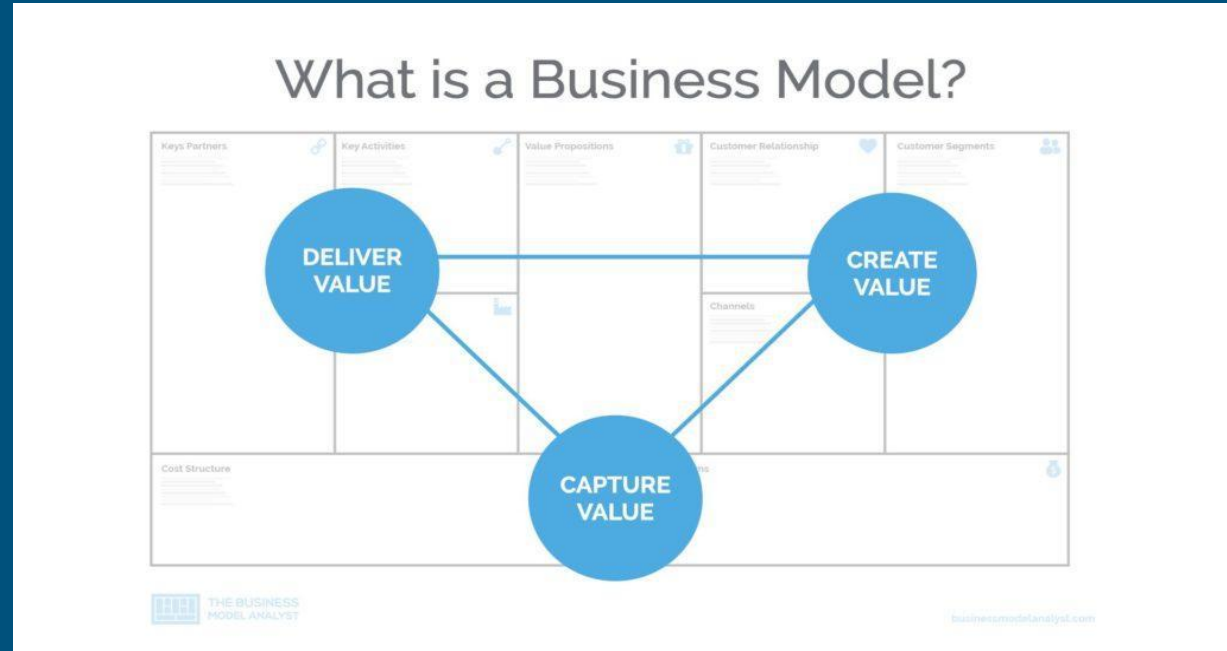
- Descriptive Statistics

Tools used

- Pandas, jupyter notebook, visualization (seaborn, matplotlib)

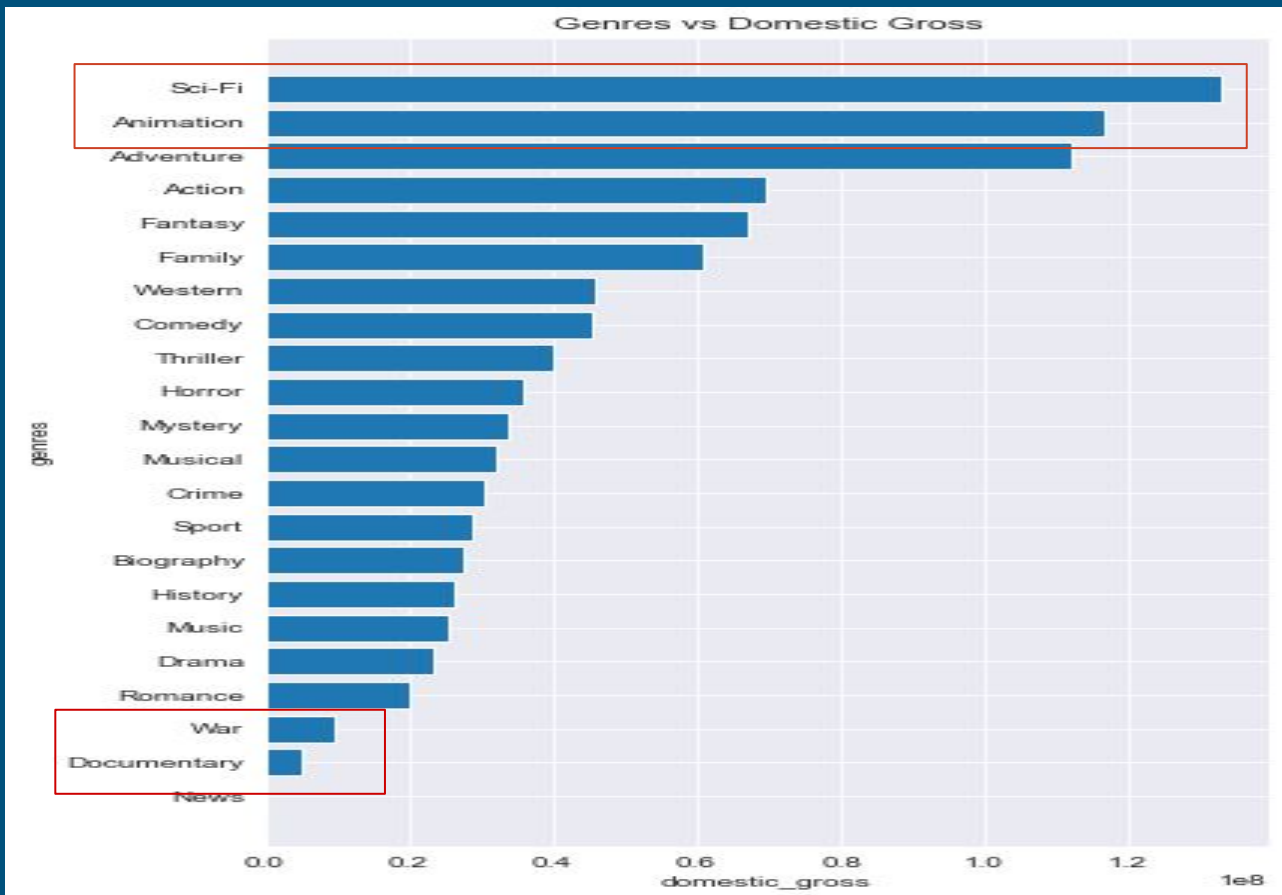
Data Collection and Rationale

- Gross Revenue
- Rating
- Genres

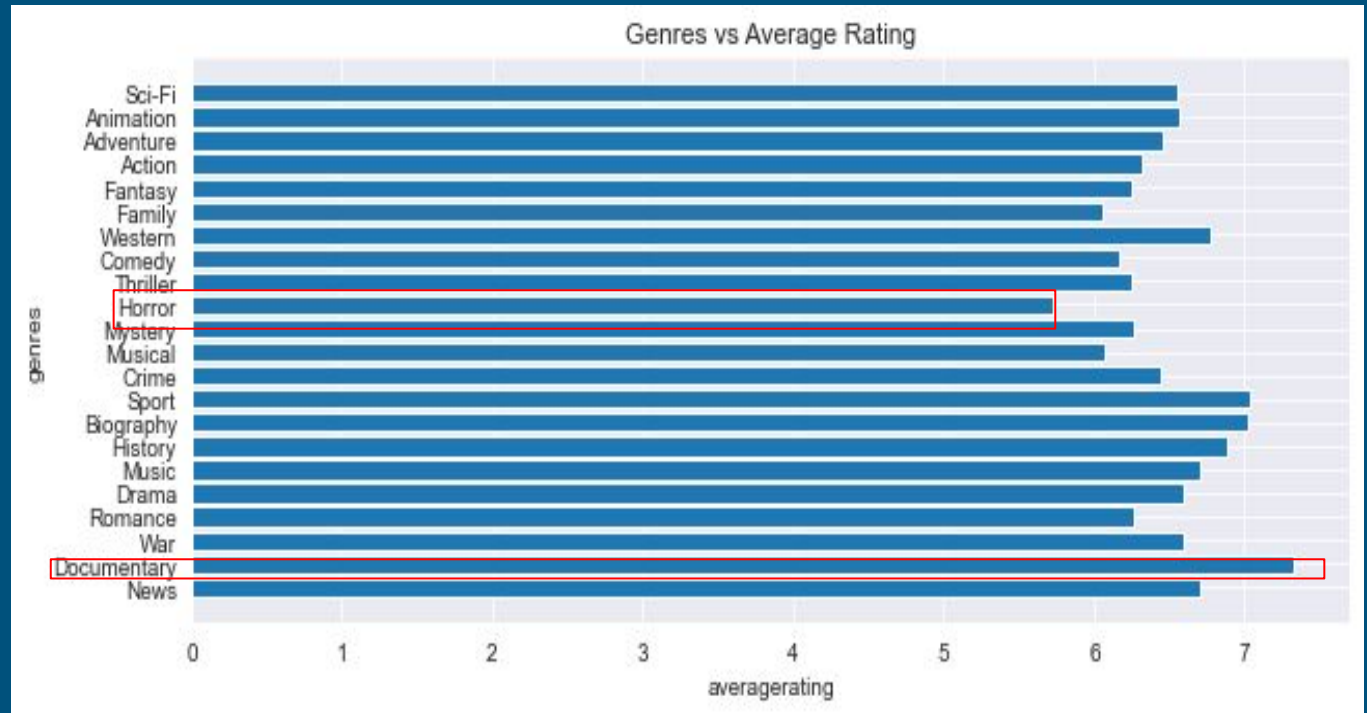


<https://businessmodelanalyst.com/business-model/>

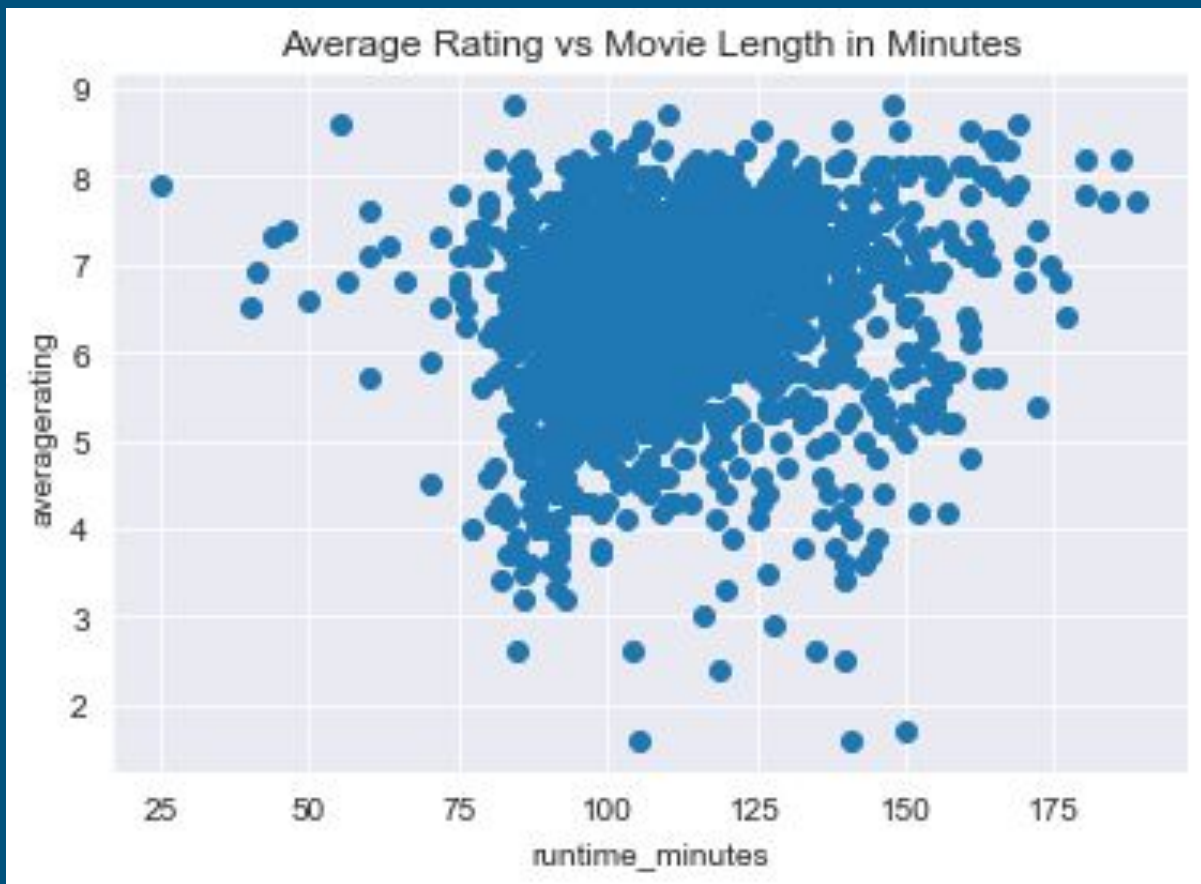
Analysis



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Conclusion and Recommendation

1. Engage in producing Sci-Fi movies.
2. Length of movies must be considered during production.
3. Movie length and average rating tends to have a relationship.
4. Generate data to address the conflicting results between higher rating movies vs high domestic gross income.

Next Steps

- ★ organize and recruit various team of expertise.
- ★ Large scale data should be evaluated
- ★ Microsoft should expand & apply the technology dimension in to the movie production.

Acknowledgment

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Lindsey Berlin

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THANK YOU

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