



Microsoft Movie Studios Business Plan

Tom Chapman, Ogo Ndugba, Zach Pollatsek
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Summary



Microsoft

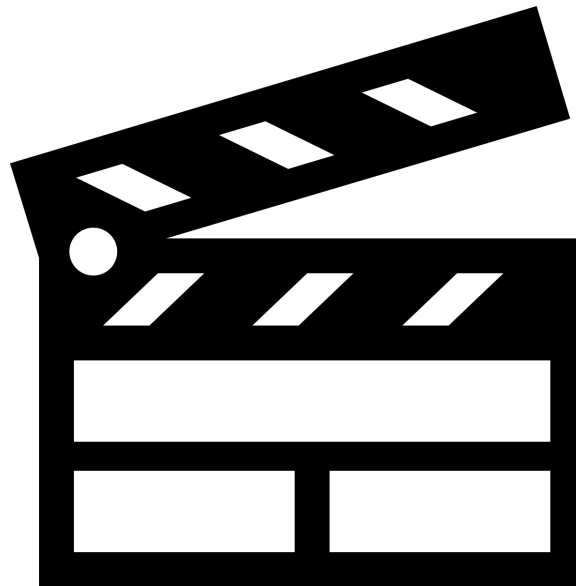
How Can Microsoft Movie Studios Win the “Streaming Wars”?

- Higher Production Budget ➡ Higher Revenue
- June, July, or November Release Month
- Animation, Adventure, and Sci-Fi Genres



Outline

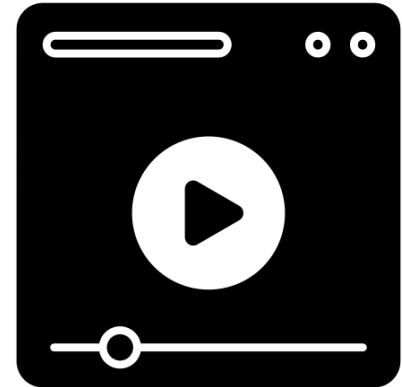
- Business Problem
- Data & Methods
- Results
- Conclusions/Next Steps





Business Problem

Microsoft is trying to break into the “Streaming Wars” with the creation of Microsoft Movie Studios. We’ve been tasked with finding three business recommendations to ensure Microsoft Movie Studios has the best chance of success.





Data & Methods

- An IMDB database, the Movies Database, and the Numbers
- Attributes analyzed: worldwide gross, production budget, and genre for ~1,400 movies

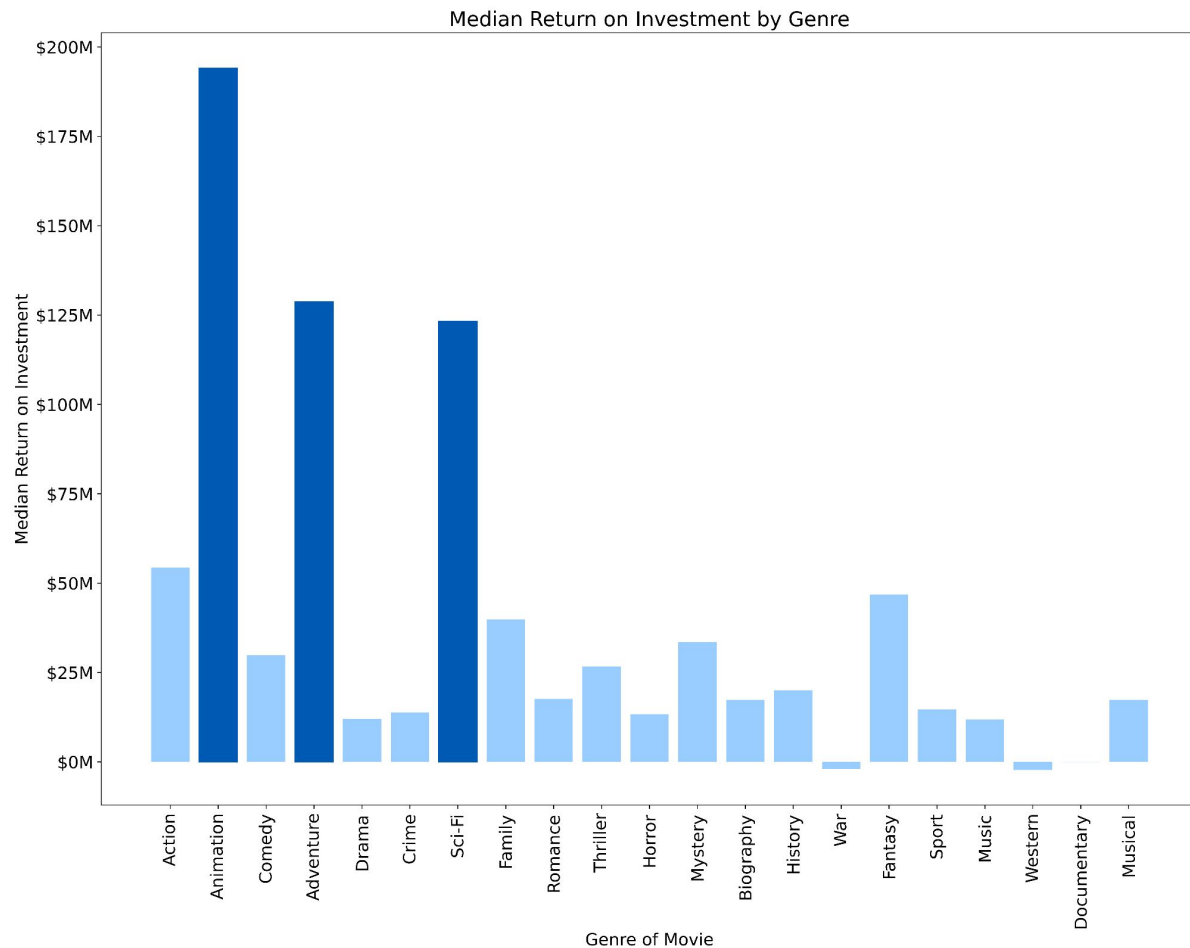


IMDb

Results

Genres with Highest ROI:

- Animation
- Adventure
- Sci-Fi



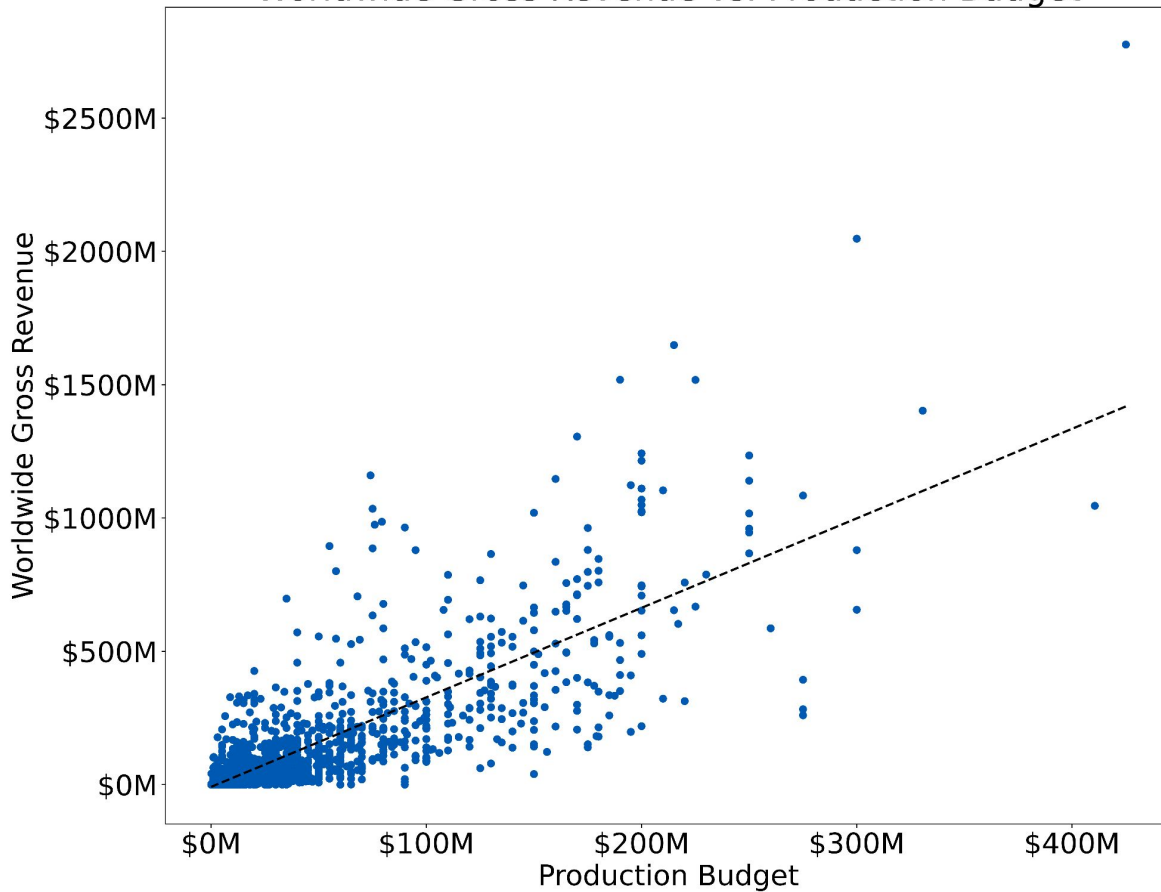
Results

Large Production Budgets



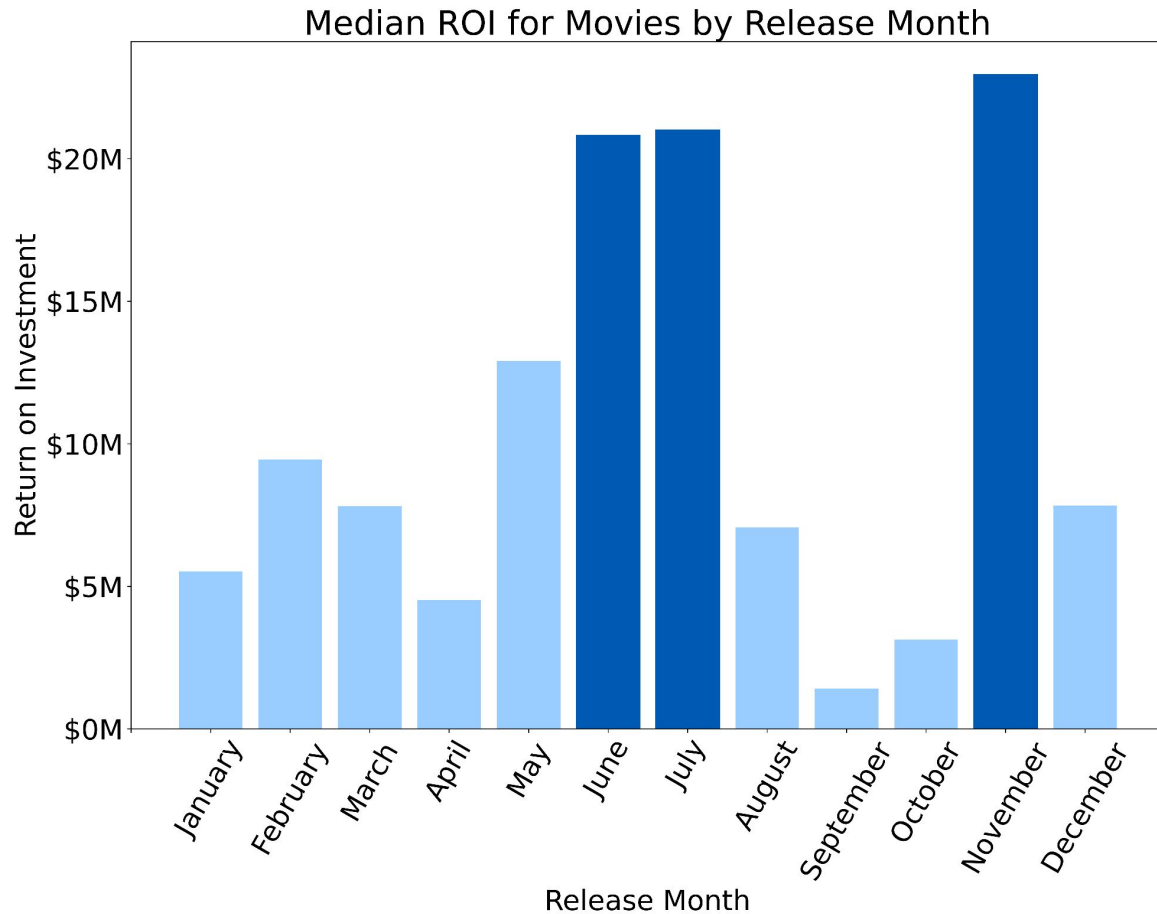
Increased Revenue

Worldwide Gross Revenue vs. Production Budget



Results

Release Month: June, July, or
November





Conclusions/Next Steps

Conclusions:

- Fewer, High Budget Projects
- Movie Launch: June, July, or November
- Animation, Adventure, and Sci-Fi Genres

Next Steps:

- Additional Budgetary Data
- Identify Replacement Metrics
- Top 50 Movies of the Past Decade

Thank you, questions?

Zach Pollatsek

[GitHub](#)
[LinkedIn](#)

Ogo Ndugba

[GitHub](#)
[LinkedIn](#)

Tom Chapman

[GitHub](#)
[LinkedIn](#)