
MICROSOFT MOVIE INDUSTRY PENETRATION ANALYSIS



Microsoft



Overview

- Microsoft recognizes an opportunity in the realm of original content creation within the movie industry. However, they are eager on approaching this venture with informed strategies rather than leaping into it blindly.
- This presentation endeavors to provide comprehensive guidance grounded in data analysis to steer Microsoft towards a successful entry into the movie industry, ensuring that each step is strategically planned and executed to maximize their chances of success.

Business Understanding

To effectively steer Microsoft through their entry into the film industry, data analysis will be utilized to address the following questions:

1. Which genres should Microsoft prioritize?
2. What is the ideal movie length?
3. Is allocating a substantial budget beneficial and does it correlate with enhanced movie performance?
4. Lastly, we want to know who Microsoft's main studio competitors will be once they enter the film industry?

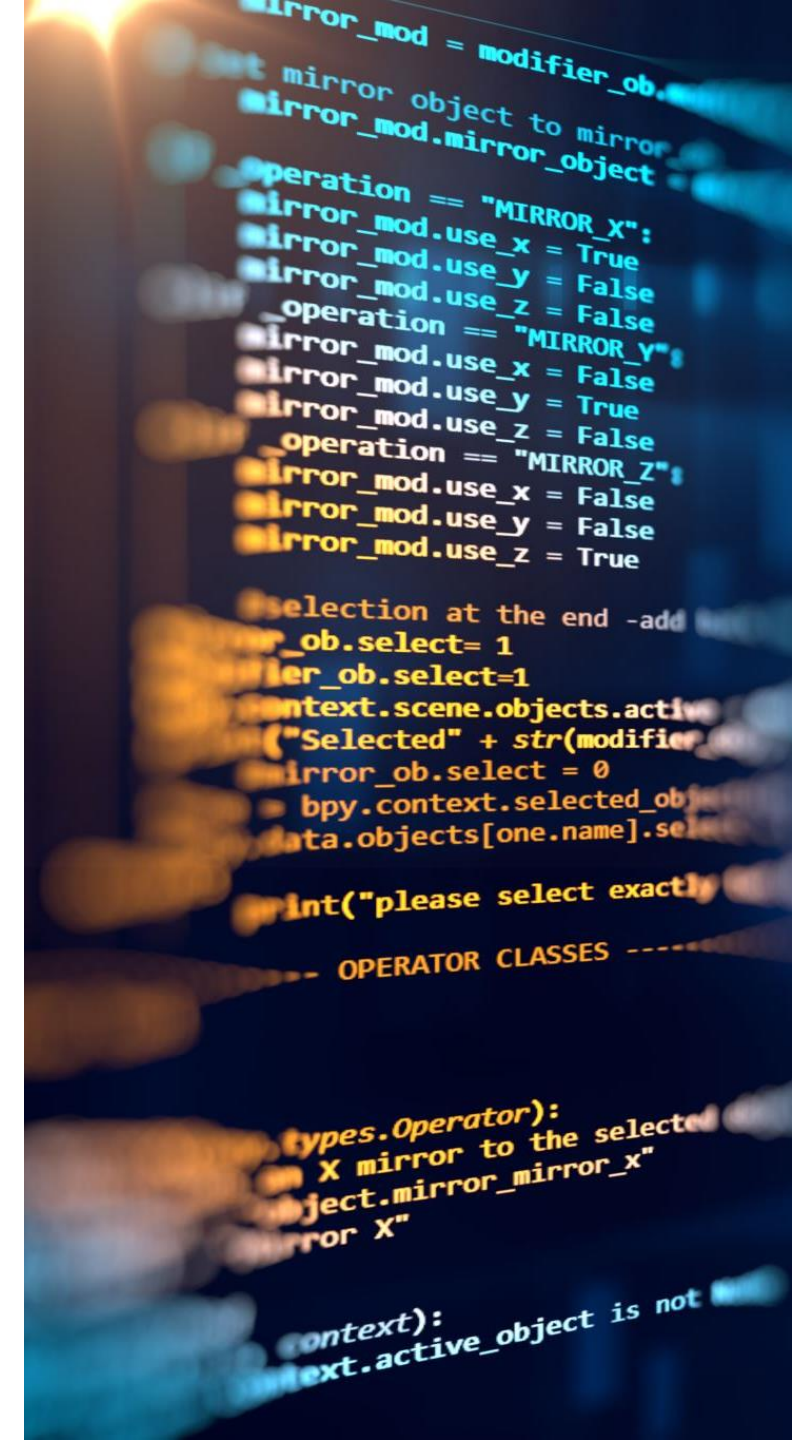


Data Understanding

To do this data analysis for Microsoft the following datasets will be used:

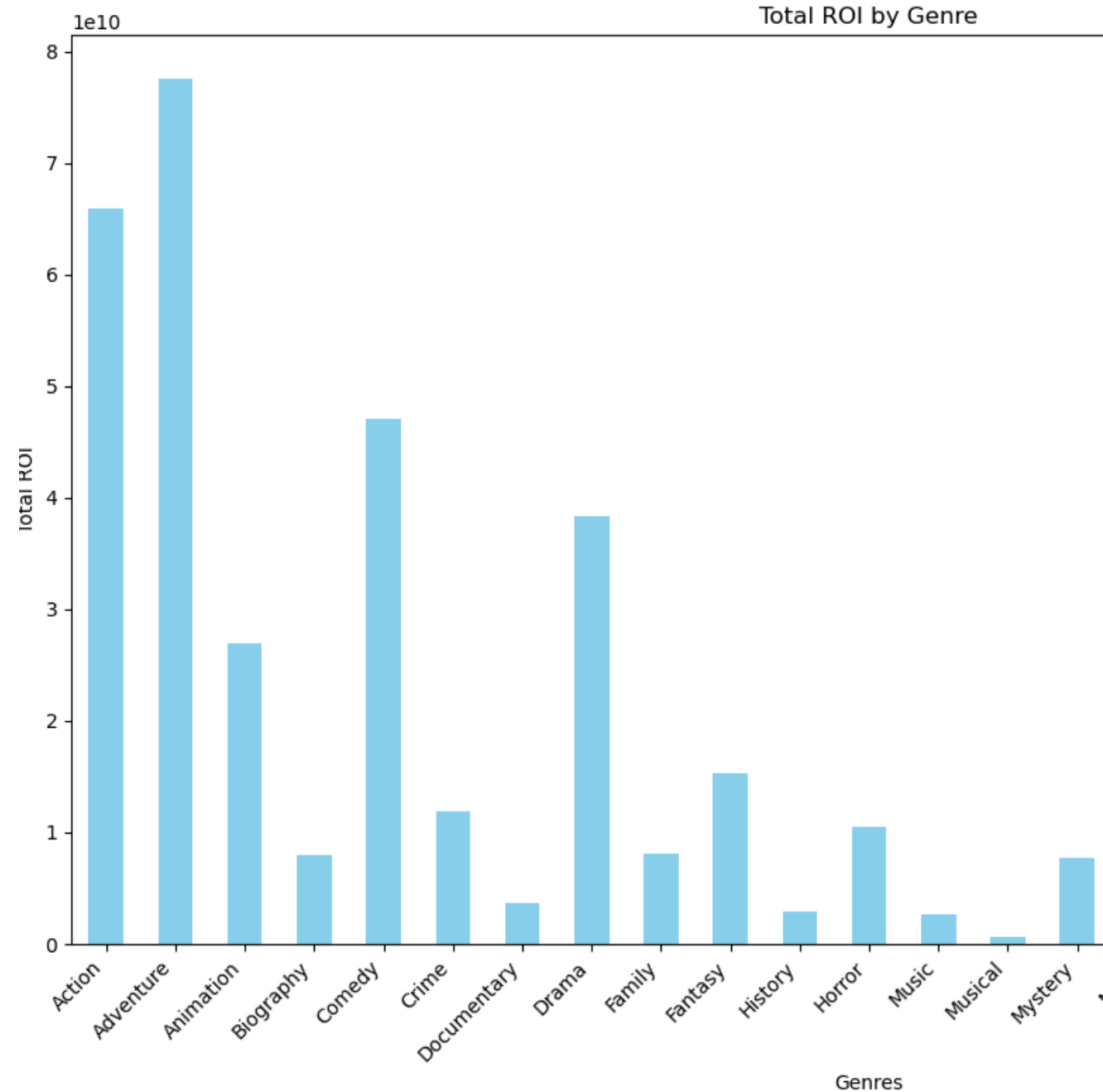
1. Box Office Mojo - Bom.movie.gross.csv
2. IMDB – IM.DB
3. The Numbers - Tn.movie_budgets.csv

Using these datasets, we were able to answer the business questions



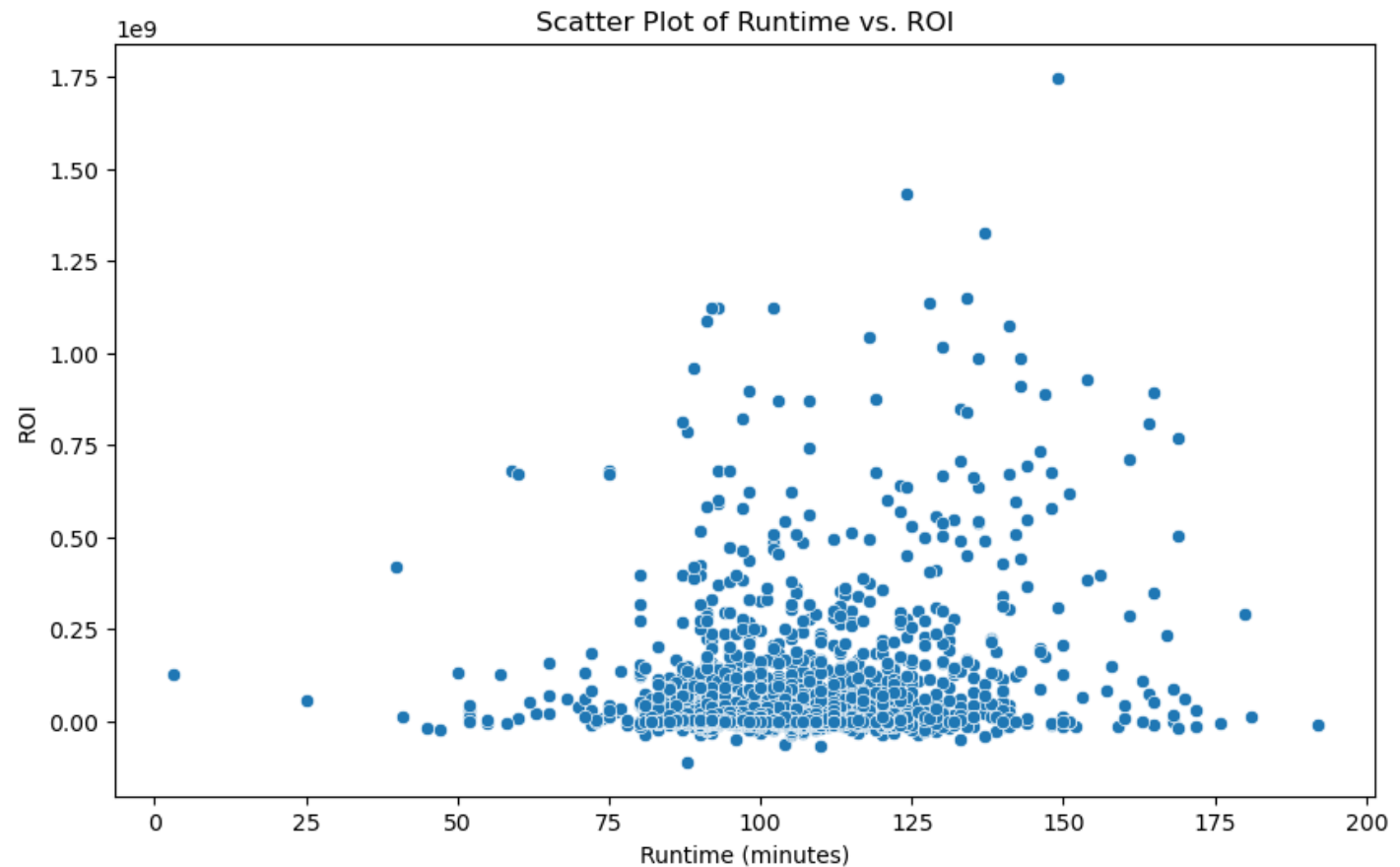
Data Analysis

To ascertain the genres that Microsoft should prioritize, the decision was made to create a bar graph illustrating the relationship between different genres and ROI (Return on Investment). The accompanying graph displays this analysis.



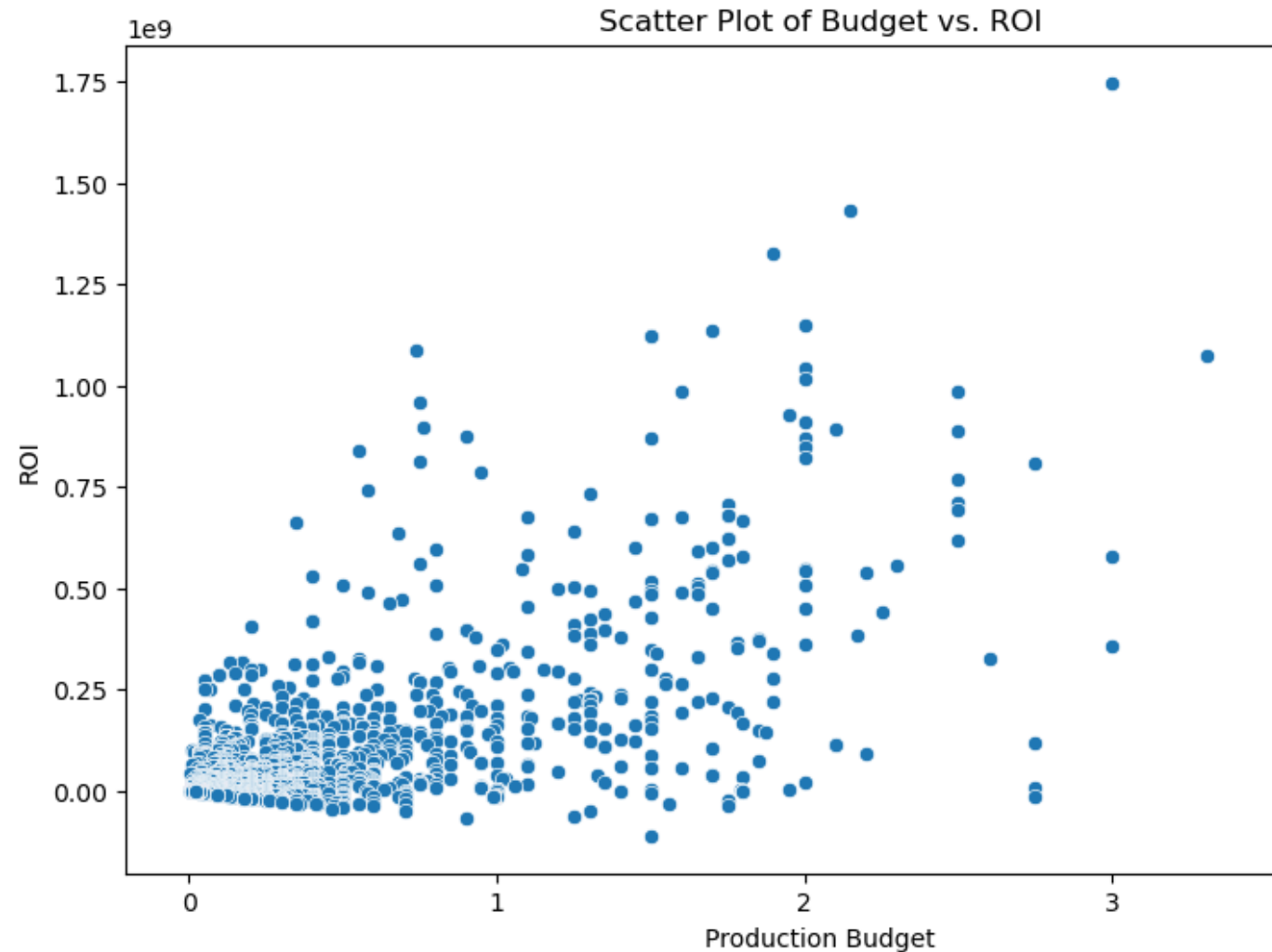
Data Analysis

- To be able to find out the ideal movie length correlation was done between ROI (return on investment) and runtime minutes to see whether runtime minutes does affect how well a movie performs. It was found the correlation between runtime and ROI was -0.012.
- Beside is the scatter plot of runtime minutes and ROI



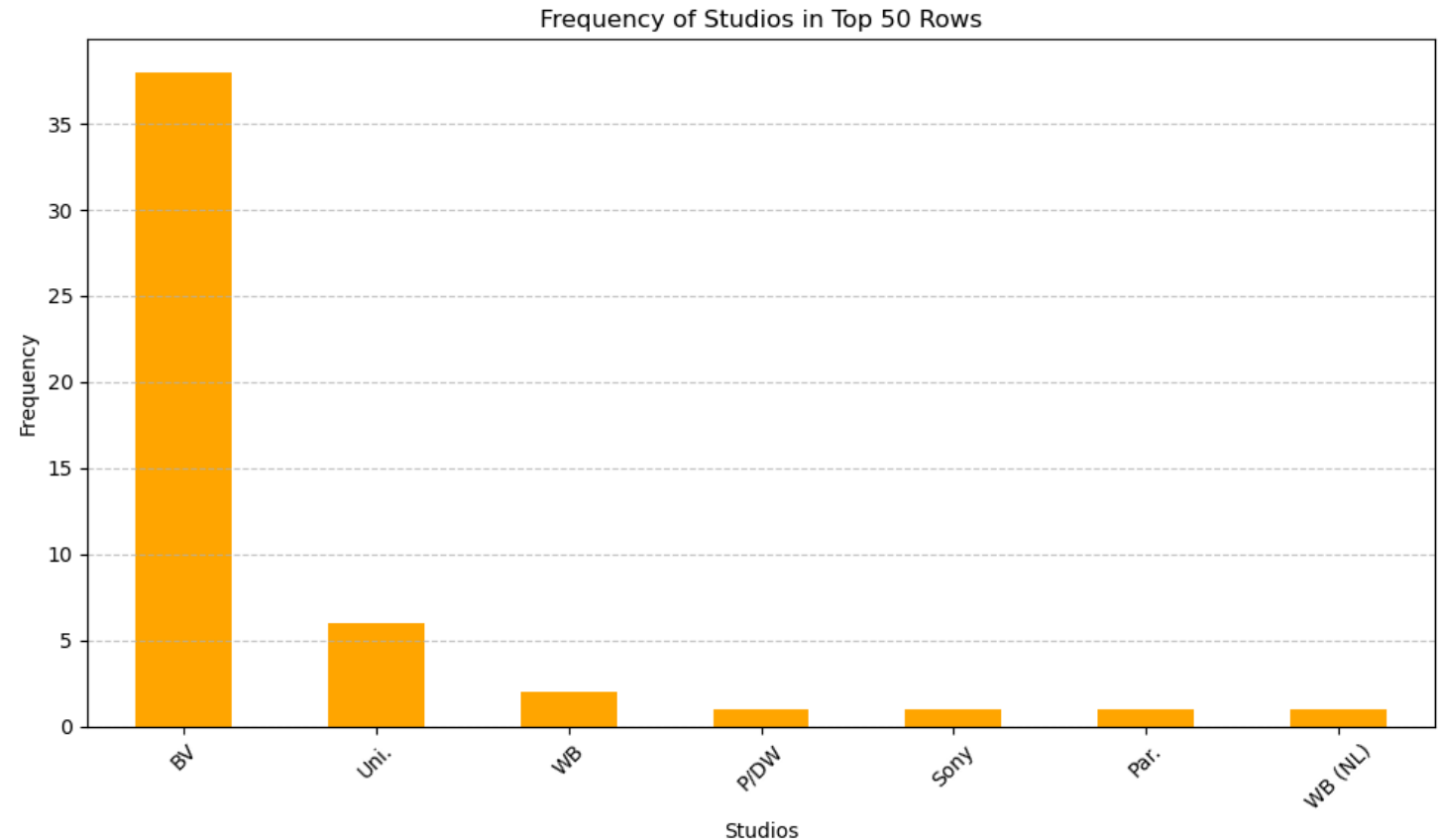
Data Analysis

To answer the question on whether production budget correlates to a better performing movie. The correlation of budget and ROI was calculated and found to be 0.57, and a scatter plot with ROI and production budget was also plotted to investigate the correlation.



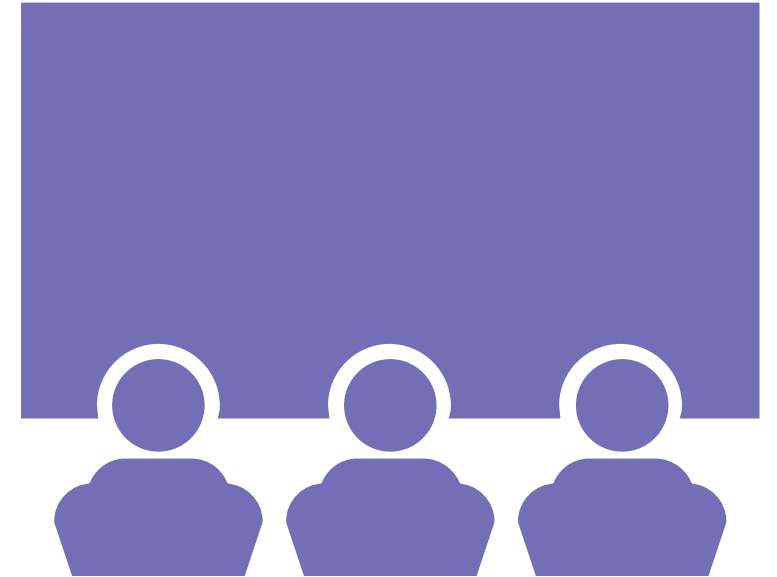
Data Analysis

To find out which studio will be Microsoft competitor, the top 50 movies with the highest ROI were selected and the studio that appeared the most frequently is the top 50 would be Microsoft's biggest competitor. A bar chart was created to visualize this and show which studio appeared the most frequently in the top 50.



Recommendations

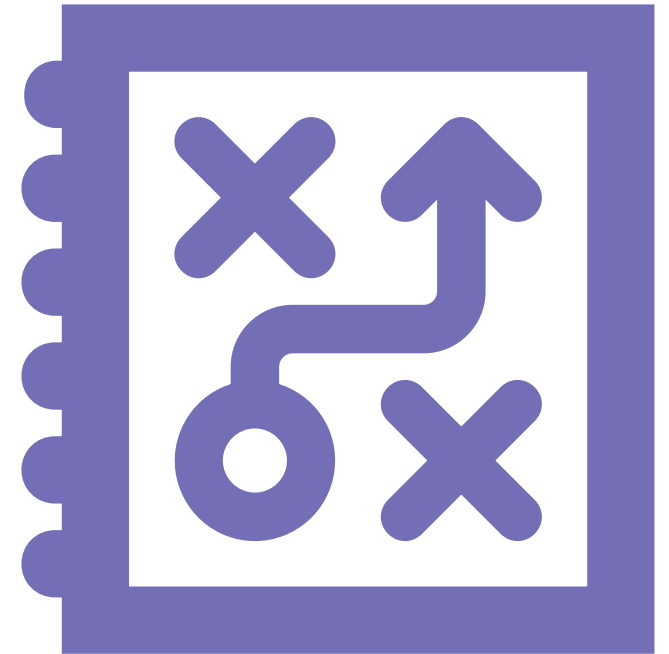
1. Strategic Genre Focus: Microsoft should prioritize the production of movies within the Adventure, Action, Comedy, and Drama genres to capitalize on their proven success in generating high ROI.
2. Flexible Budget Allocation: While investing significantly in production budgets can lead to better-quality films and increased profitability, Microsoft should also maintain flexibility in budget allocation to adapt to different project requirements and market dynamics. Seeing as how there is a correlation of 0.57 between budget and ROI showing there is a moderate relationship meaning a higher budget can lead to higher ROI



Recommendations

3. Continuous Monitoring of Competitors: Keeping a close watch on BV Studio's activities, releases, and performance metrics will enable Microsoft to identify emerging trends, anticipate market shifts, and adjust its strategies accordingly. As it was seen that out of the top 50 movies in terms of ROI 38 were made by BV Studio's

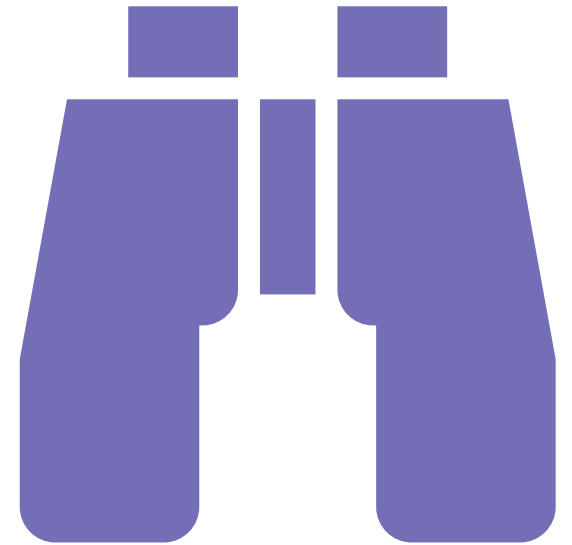
4. Freedom in film making: Microsoft should not worry about how long or short the movies might be when creating the movies. Primary focus should be on quality and not movie length. As it was seen the correlation between runtime minutes and ROI was -0.012 showing no correlation whatsoever between runtime minutes and ROI.



— Next Steps

The next steps for Microsoft should be to implement the recommendations given, Microsoft should:

1. Prioritize genres with high ROI: Adventure, Action, Comedy, and Drama.
2. Maintain flexibility in budget allocation while ensuring sufficient resources for quality production.
3. Continuously monitor competitors, particularly BV Studio, to stay informed of industry trends and adjust strategies accordingly.
4. Embrace creative freedom in filmmaking, experimenting with different film lengths to cater to diverse audience preferences.
5. Forge strategic partnerships and acquire talent to strengthen Microsoft's position in the industry.
6. Develop robust marketing and distribution strategies to maximize the reach and impact of Microsoft's films.



QUESTIONS?

Thank You

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