MICROSOFT IN THE MOVIE BUSINESS

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OUTLINE

- BUSINESS PROBLEM
- DATA AND METHODS
- RESULTS
- CONCLUSIONS

BUSINESS PROBLEM

- Exploration of movie making business
- Production budget estimation
- Create engaging movies and sequels with higher rating
- Lucrative genre
- Casting and directing

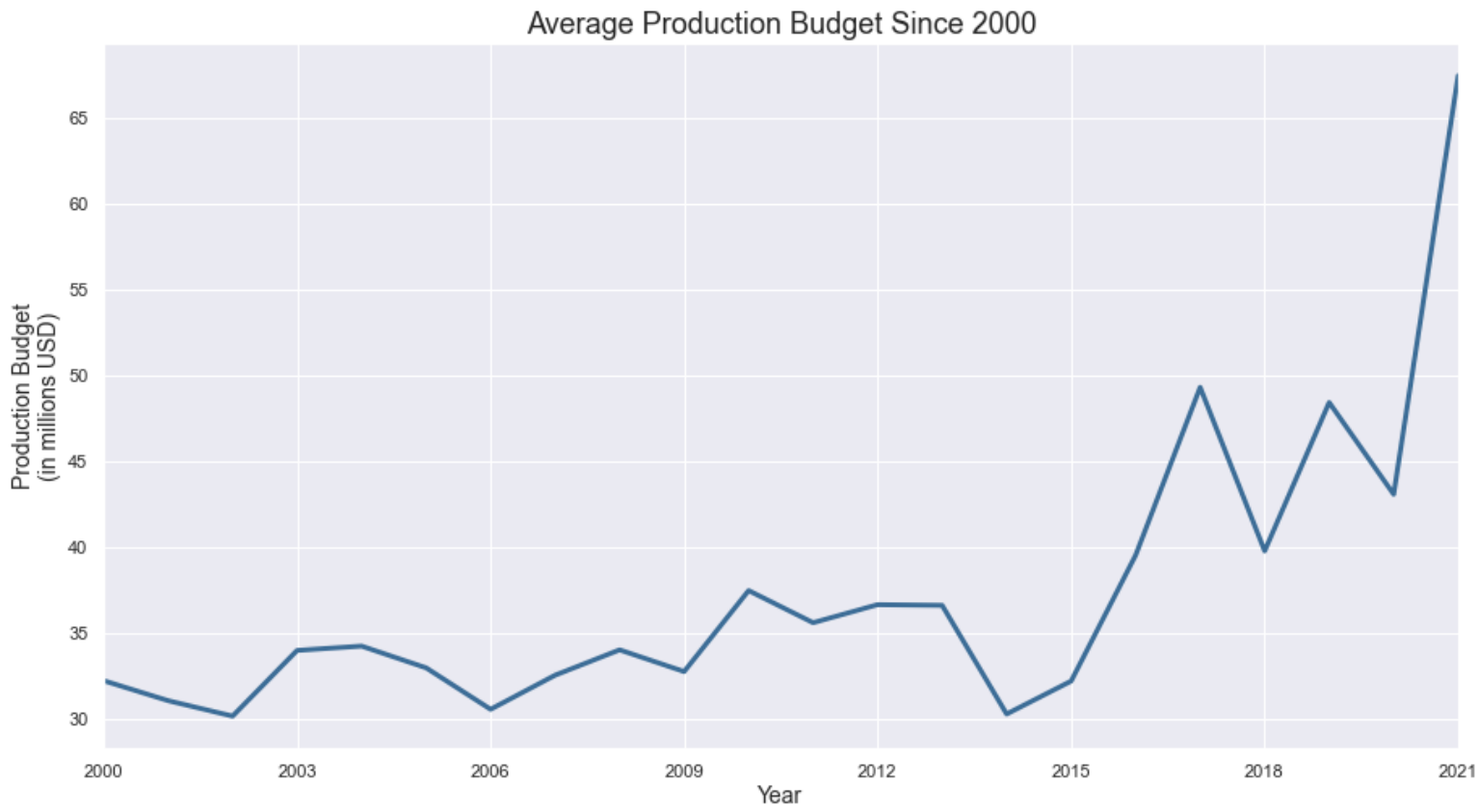
DATA AND METHODS

- Production budget, domestic and worldwide gross of over 6,000 movie titles from The-Numbers.com
- Additional information such as rating, release year, cast and crew taken from IMDb

RESULTS

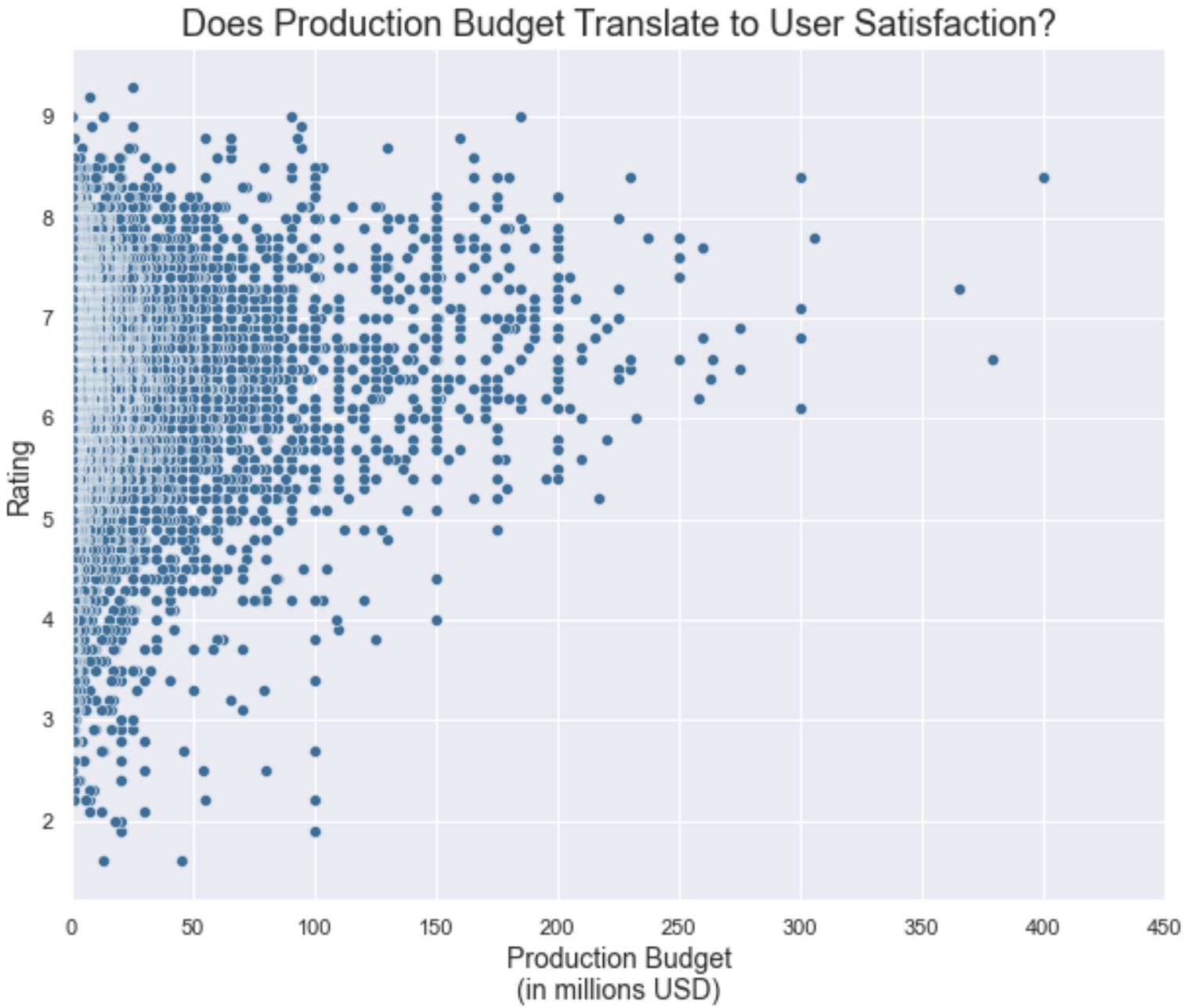
BUDGET INCREASE OVER THE LAST 20 YEARS

On average, an investment over $60 million is considered a fair investment for a movie.



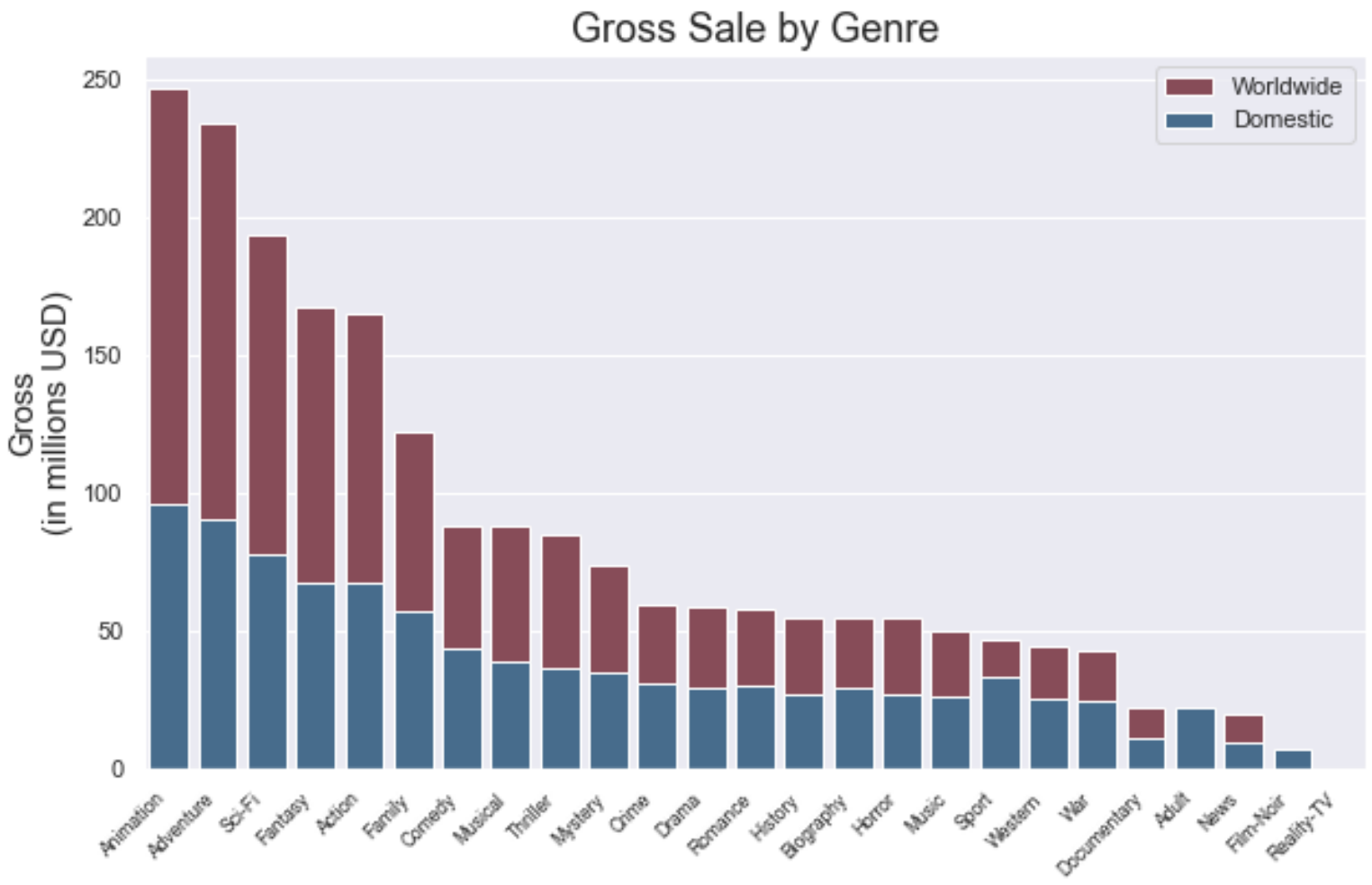
AUDIENCE APPRECIATE HIGH PRODUCTION VALUES

There are considerably few flops that are not appreciated well enough by the audience



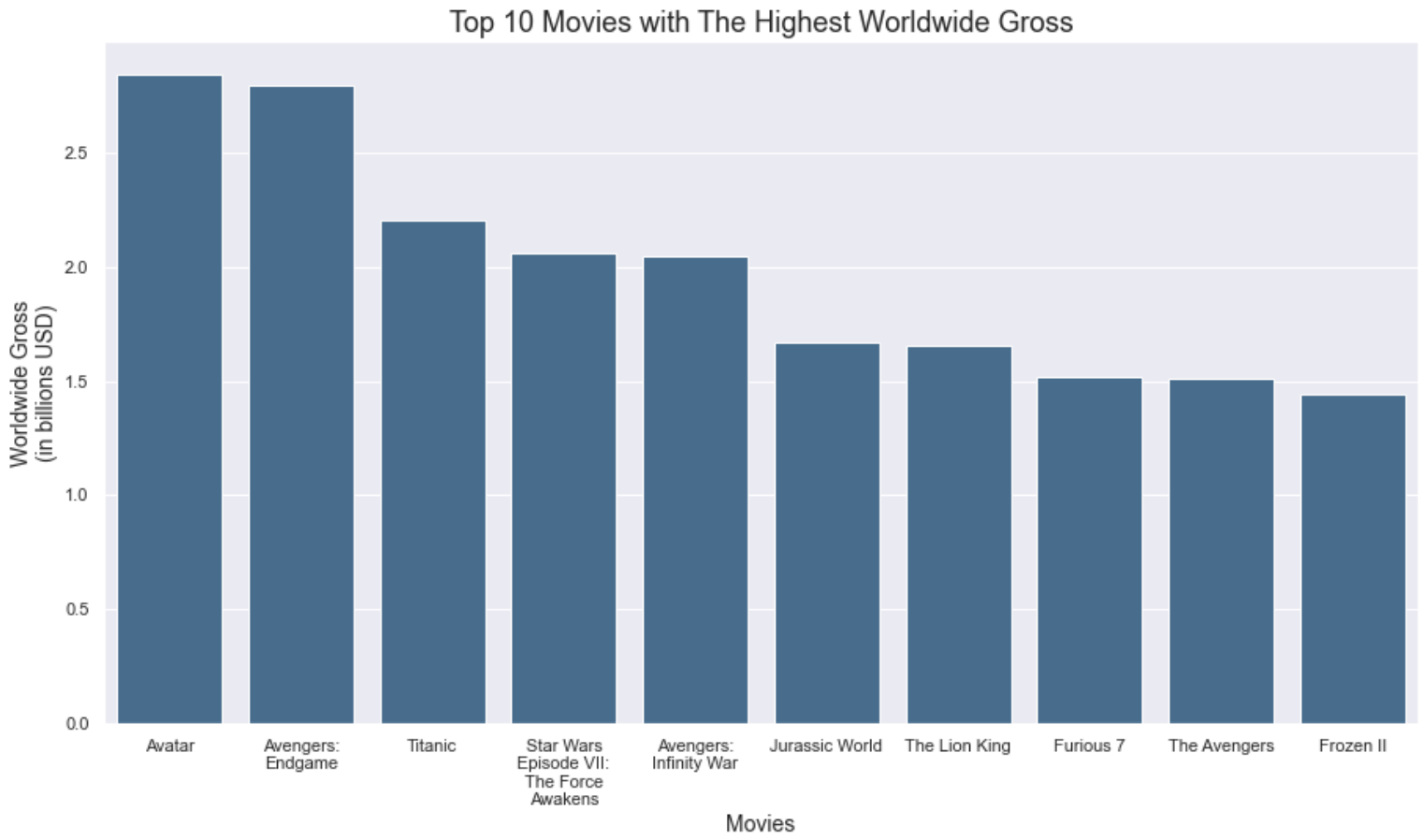
ANIMATION AND ADVENTURE GROSS THE HIGHEST

The top three genres here can appeal to mass audience with virtually no age restrictions



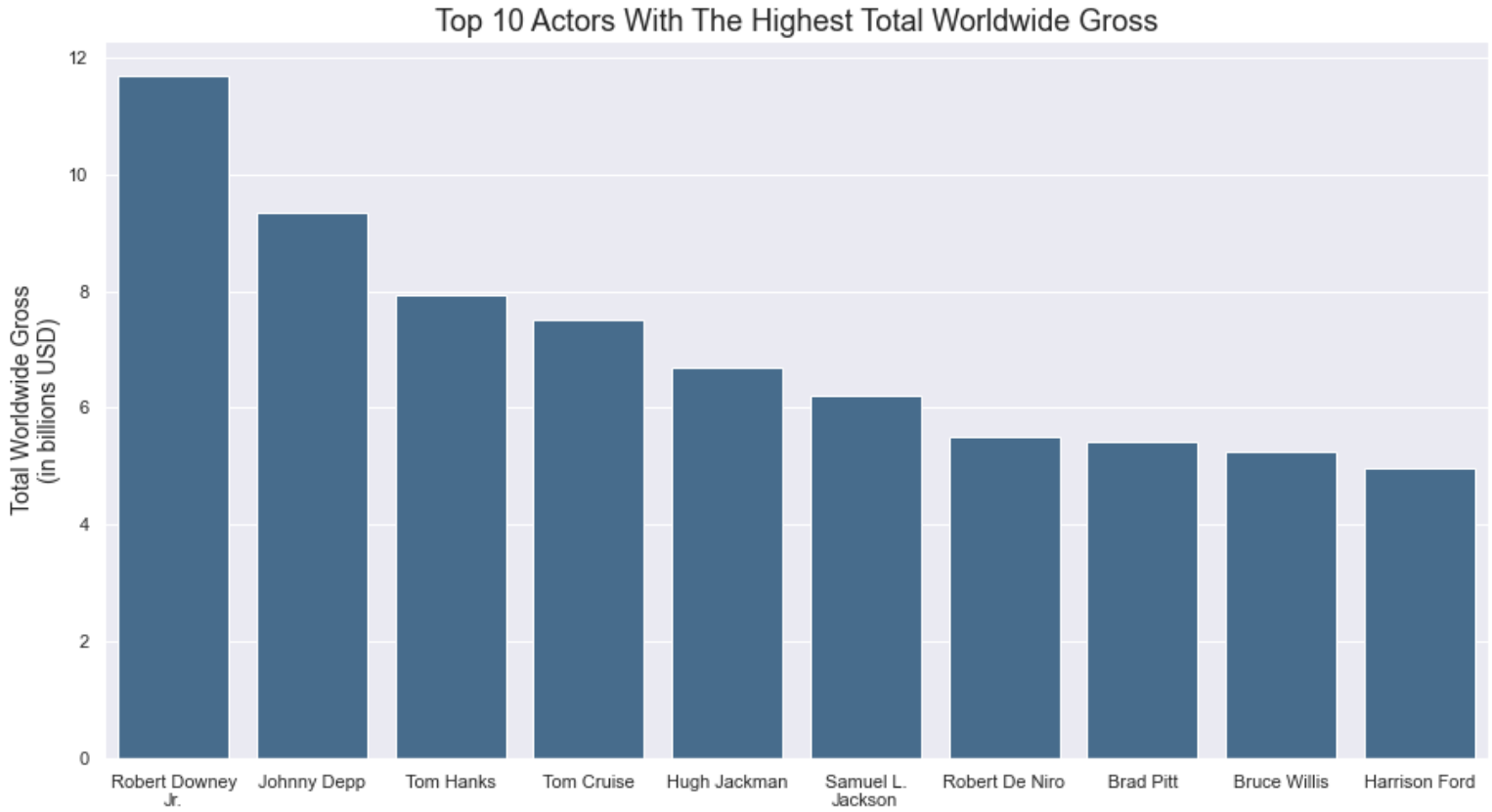
FRANCHISES AND SEQUELS EARN MORE

Except for two titles, the remaining have a well-established prequels



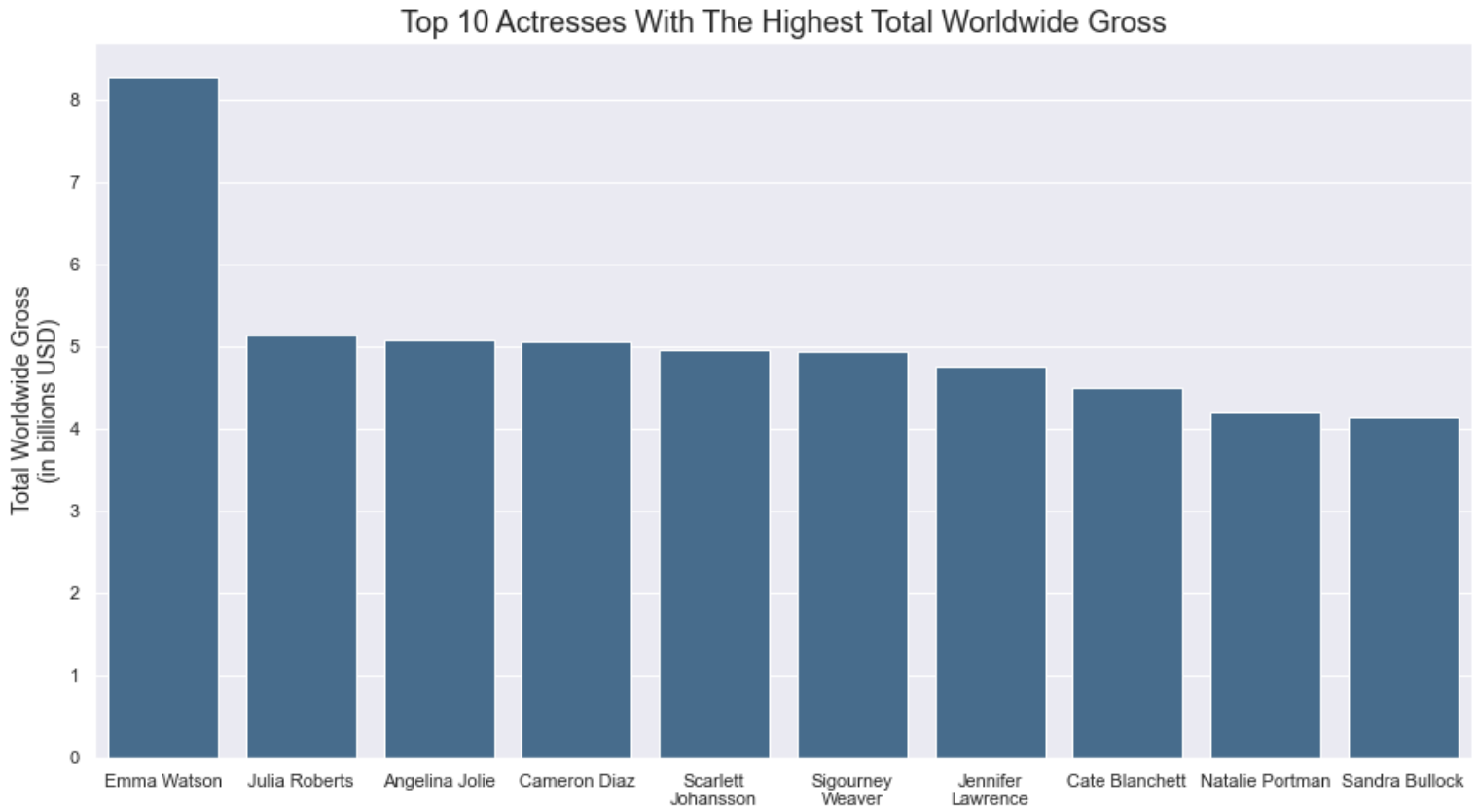
SUCCESSFUL CAST HAVE SPECIFIC ROLES IN A FRANCHISE

Actors that play similar roles in sequels tend to boost the worldwide gross compared to more seasoned actors



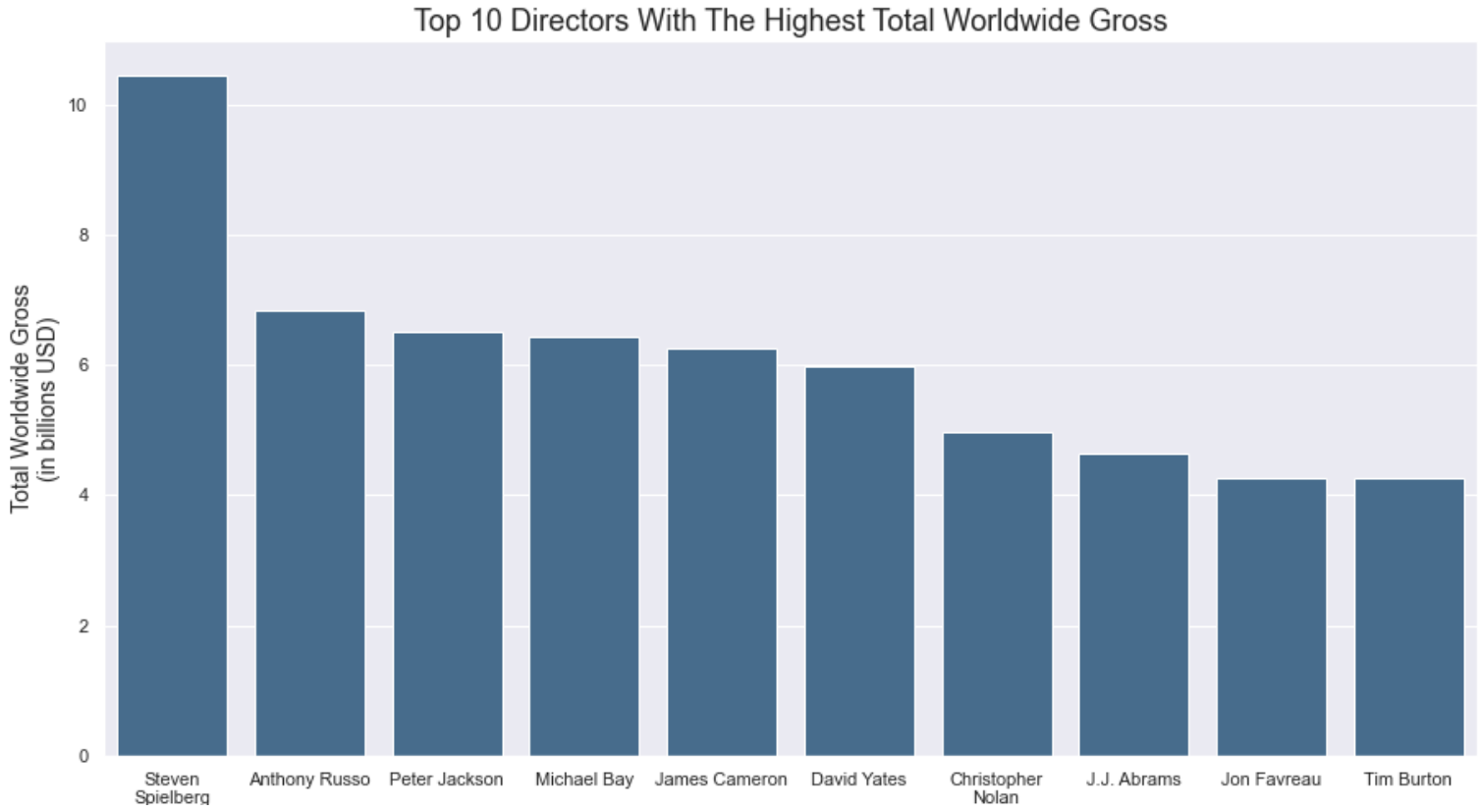
SUCCESSFUL CAST HAVE SPECIFIC ROLES IN A FRANCHISE

Actors that play similar roles in sequels tend to boost the worldwide gross in general



INVOLVEMENT OF CREATIVE DIRECTORS SPIKE PROFIT

Directors that have made highly-acclaimed movies also increase revenue as well



CONCLUSIONS

- New movie franchise requires massive budget, specially since the last couple of years.
- Sequels are generally favored by audience
- Successful franchise development is crucial
- Viewers favorably appreciate the production scale of the project
- Some genres (animation, adventure and sci-fi) earn more profit above all others
- Movies tend to be successful based on the choice of director and cast

NEXT STEPS

- Identify metrics to predict the success rate of movies
- Gather more data on the companies that distribute the movies
- Include critics' reviews
- Implement sentiment analysis techniques to gather feedback from reviews

THANK YOU

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