

MICROSOFT IN THE MOVIE BUSINESS

Abeselom Fanta

October 19, 2021

OUTLINE

- BUSINESS PROBLEM
- DATA AND METHODS
- RESULTS
- CONCLUSIONS

BUSINESS PROBLEM

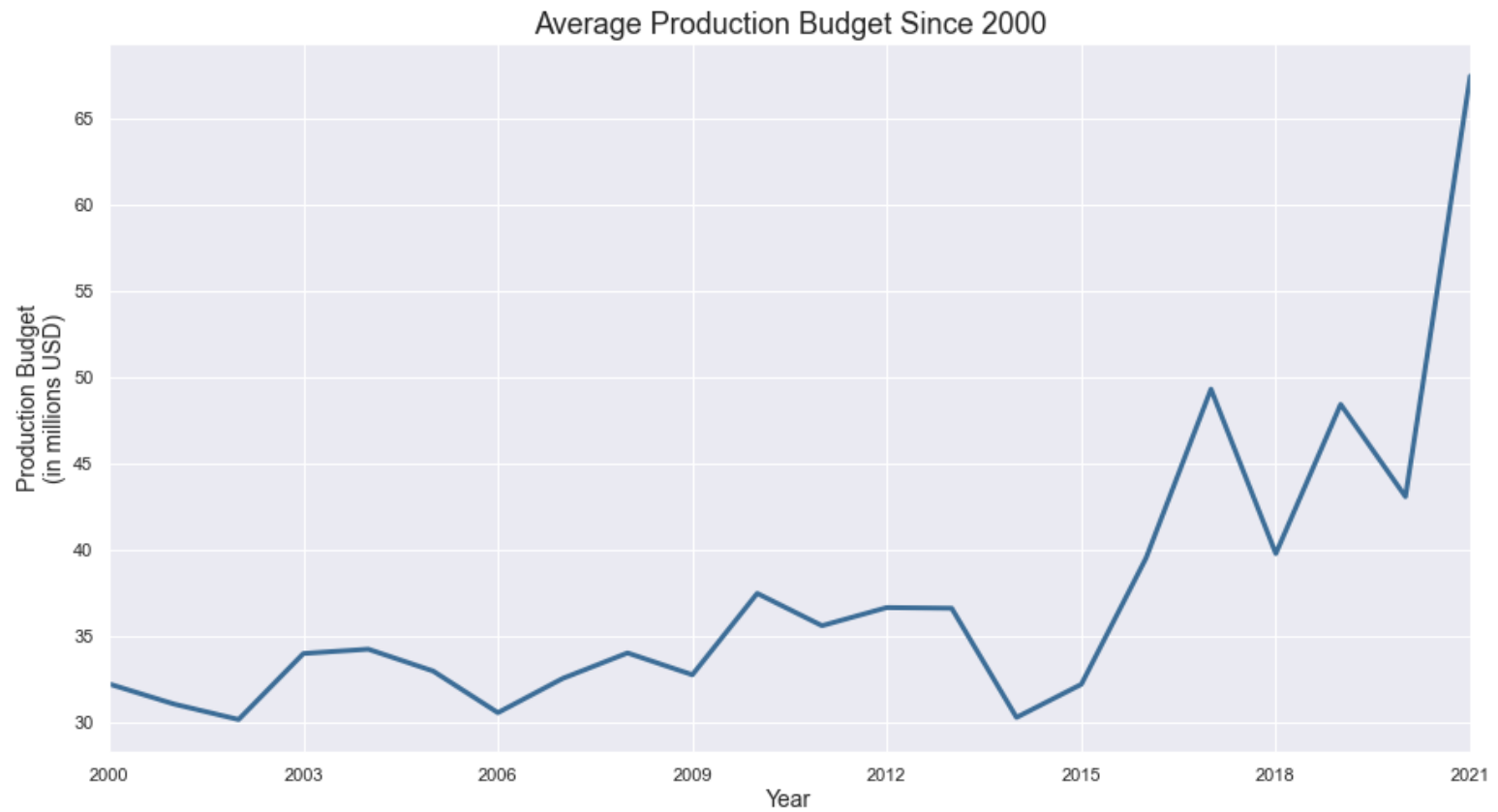
- Exploration of movie making business
- Production budget estimation
- Create engaging movies and sequels with higher rating
- Lucrative genre
- Casting and directing

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

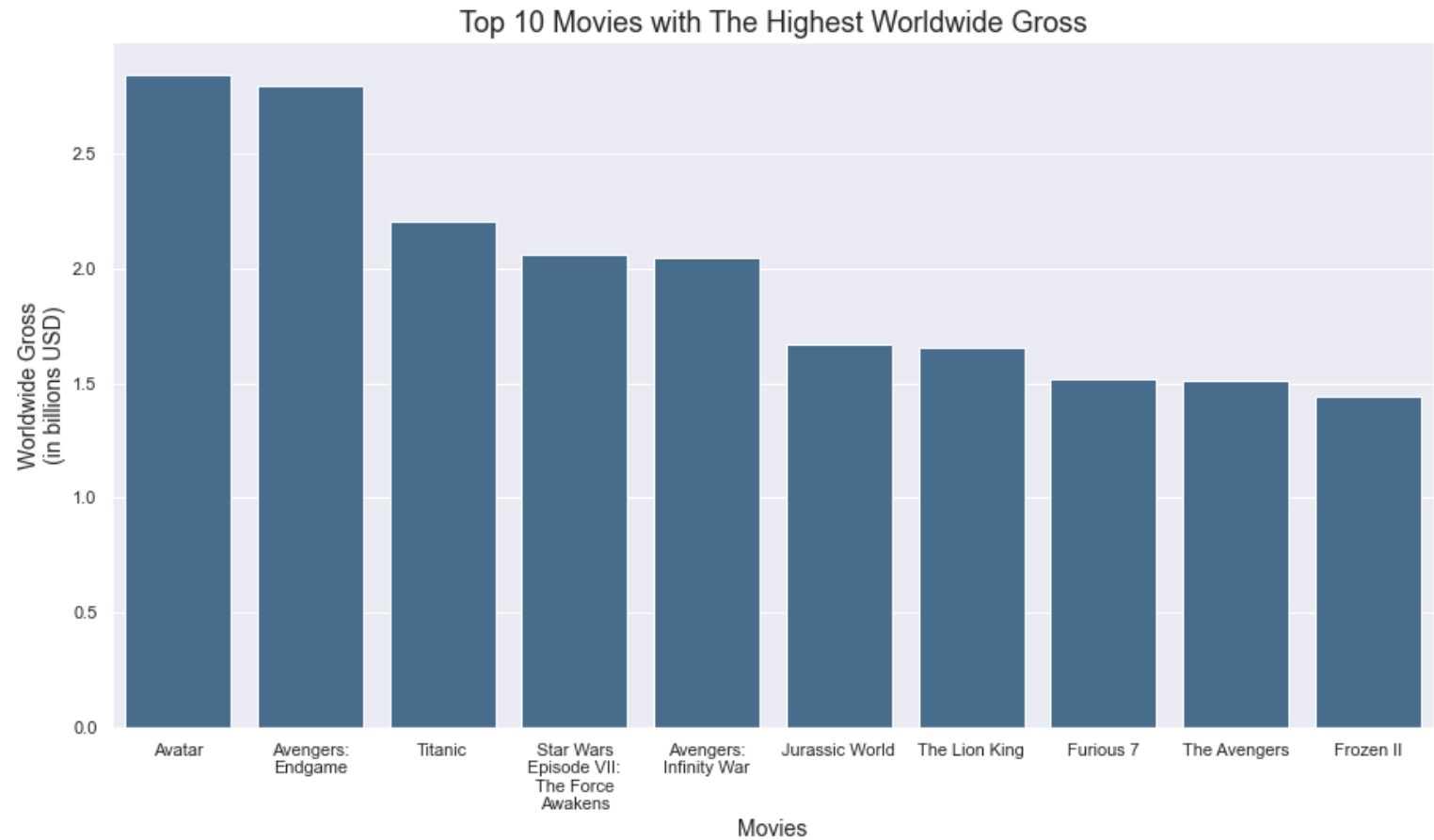
RESULTS

Budget increase over
the last 20 years



RESULTS

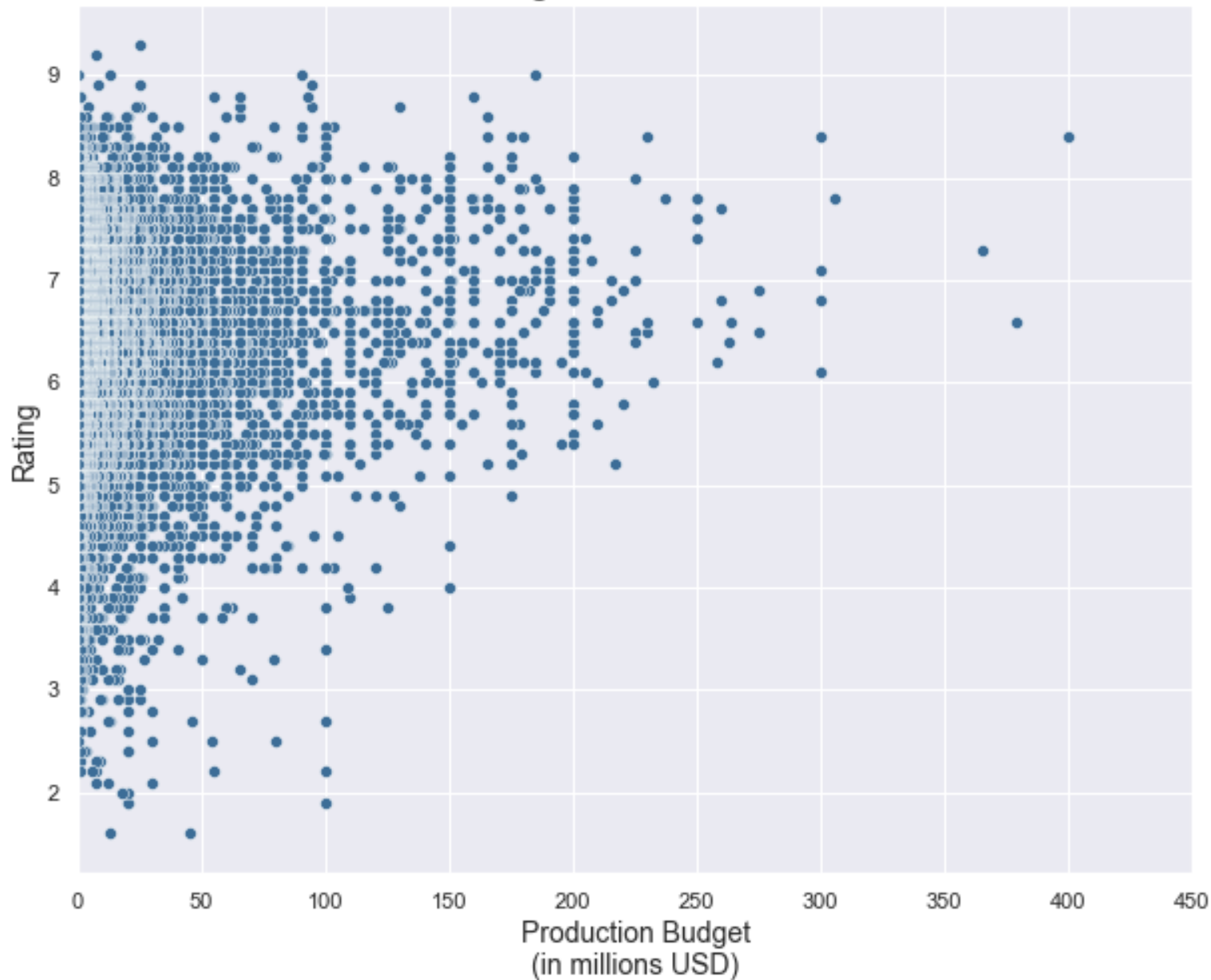
Franchises and sequels
earn more



RESULTS

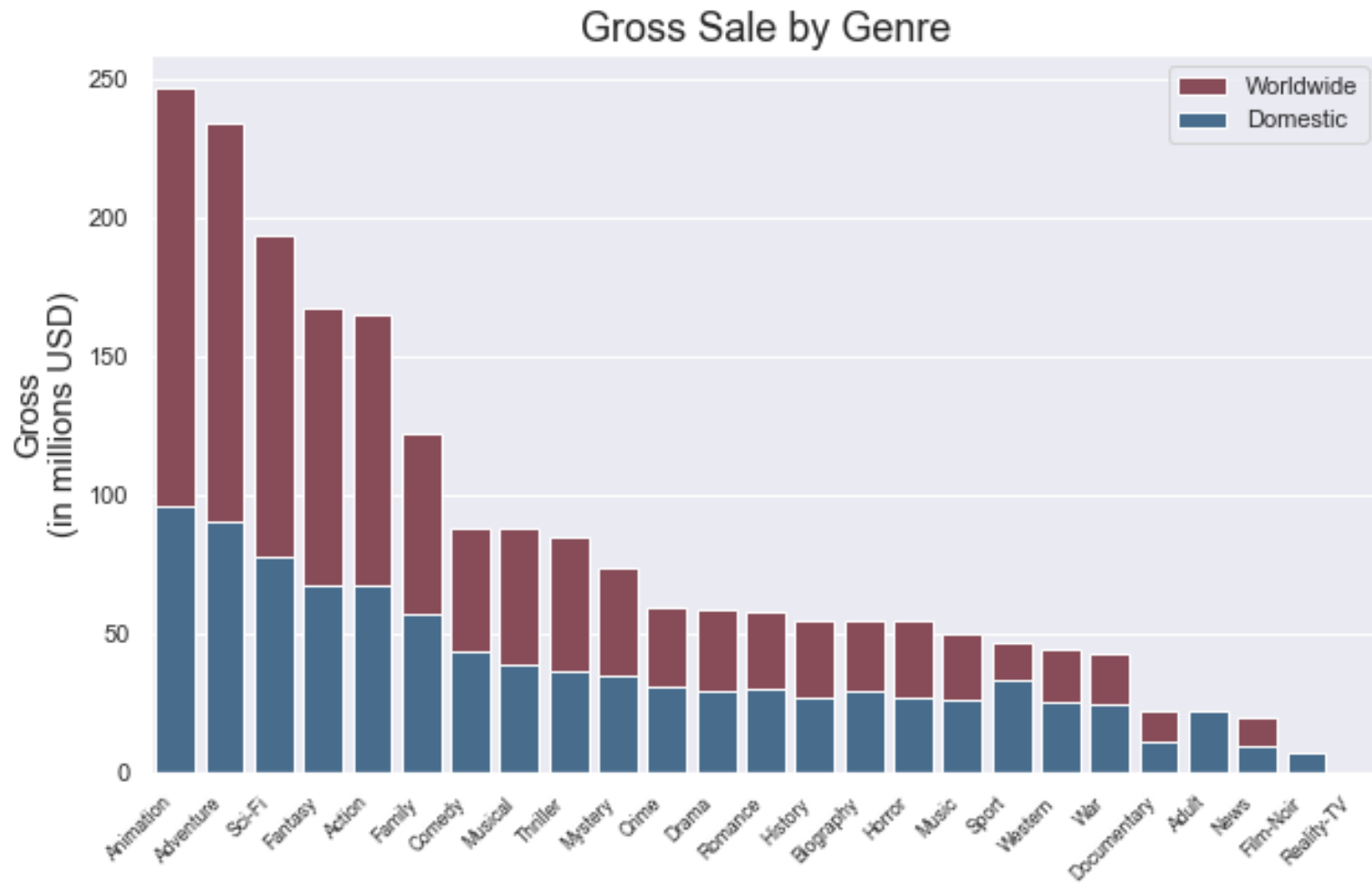
Audience appreciate
high production values

Does Production Budget Translate to User Satisfaction?



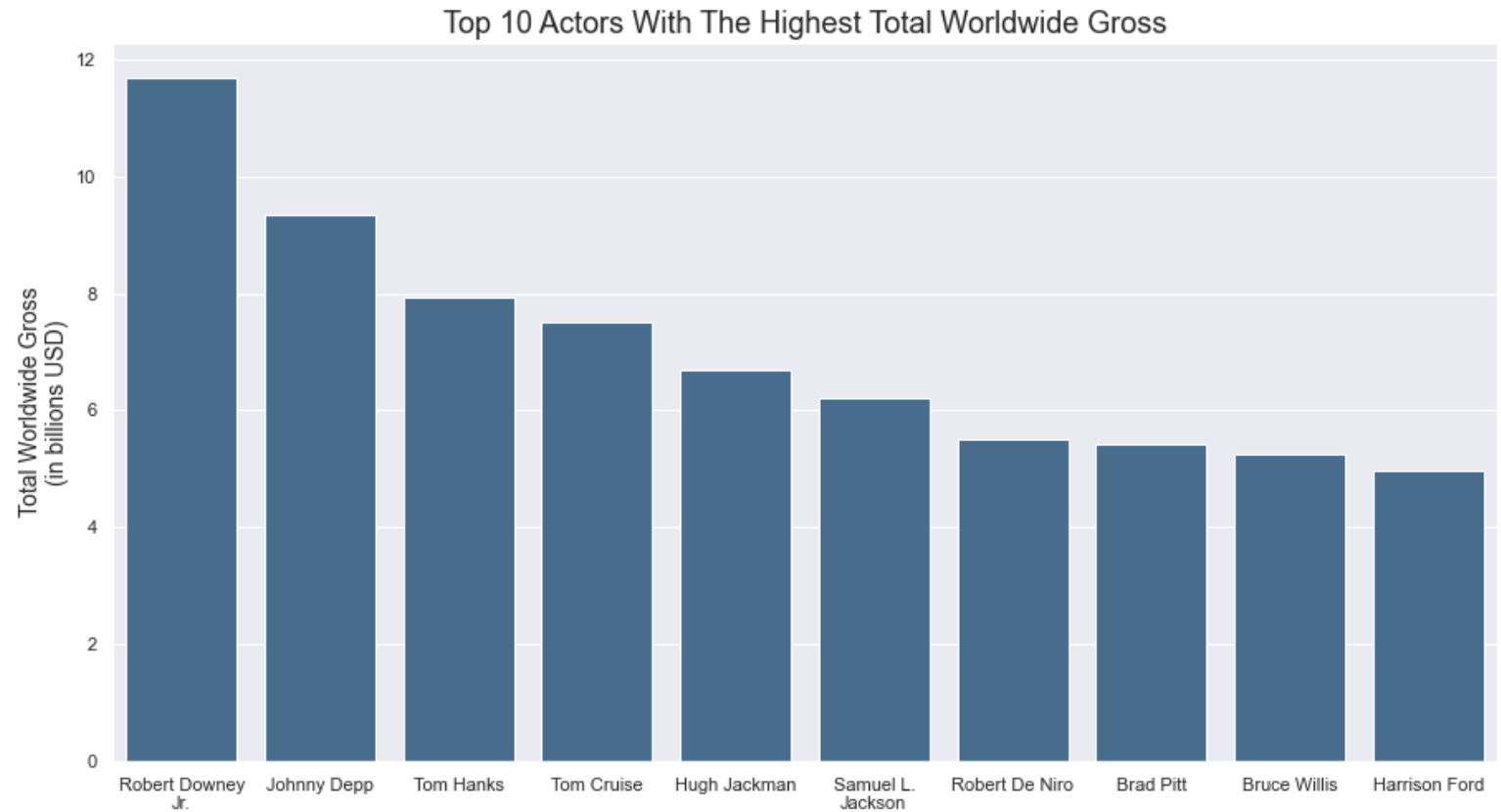
RESULTS

Animation and
adventure gross the
highest



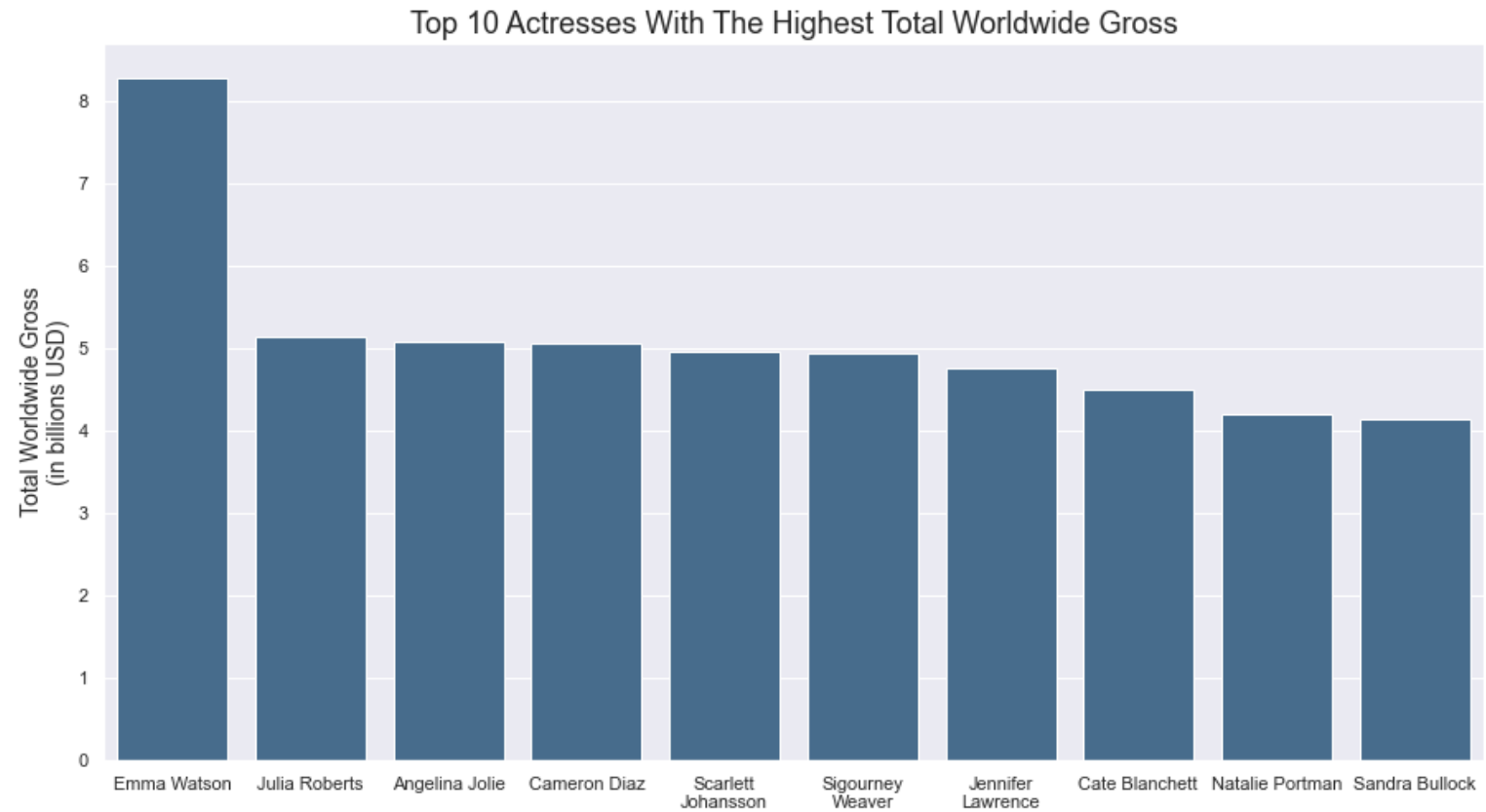
RESULTS

Successful cast have
specific roles in a
franchise



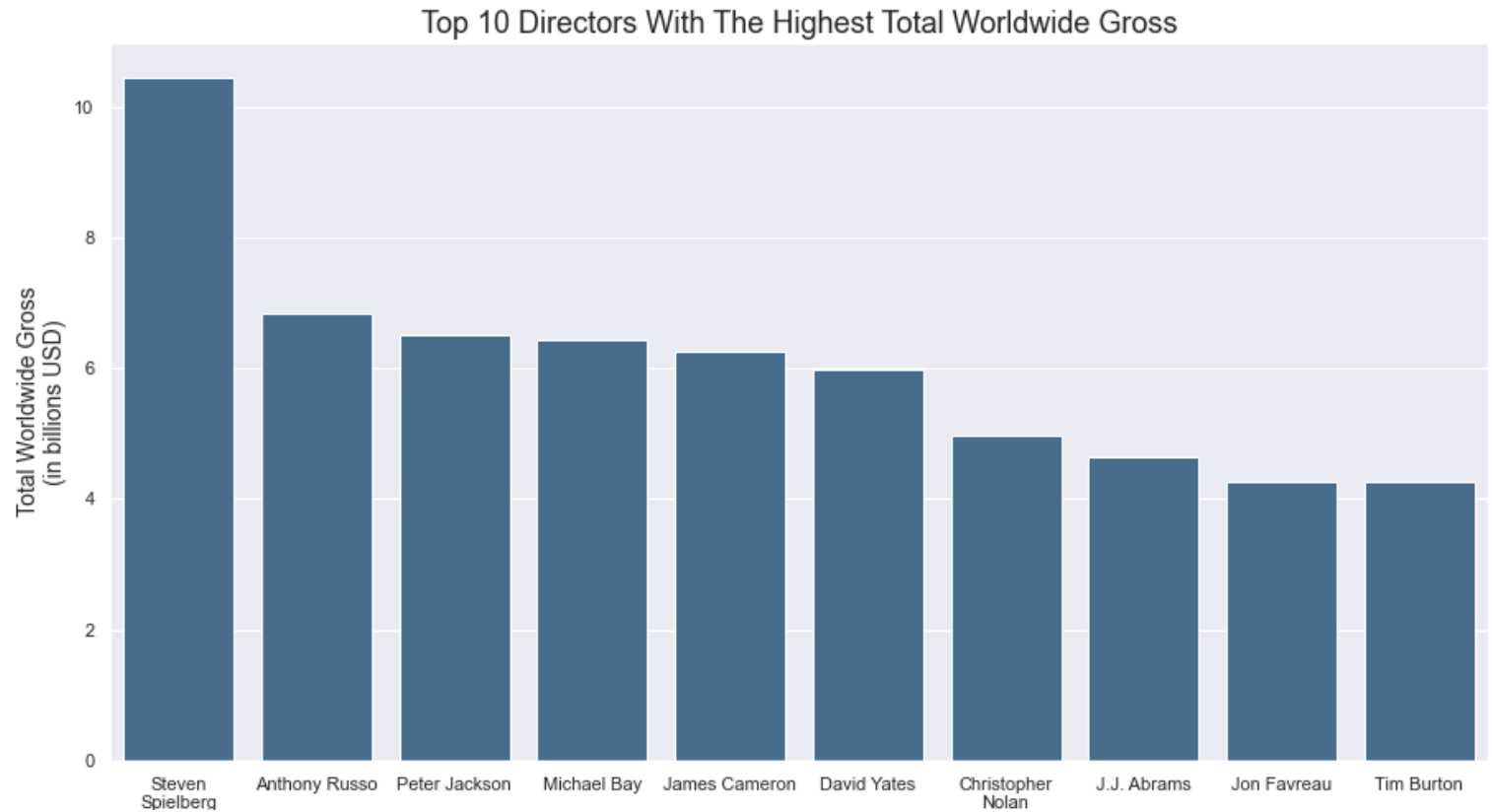
RESULTS

Successful cast have
specific roles in a
franchise



RESULTS

Involvement of creative directors spike profit



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

Abeselom Fanta

GitHub: @afanta-fi