# MICROSOFT IN THE MOVIE BUSINESS

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#### **OUTLINE**

- BUSINESS PROBLEM
- DATA AND METHODS
- RESULTS
- CONCLUSIONS

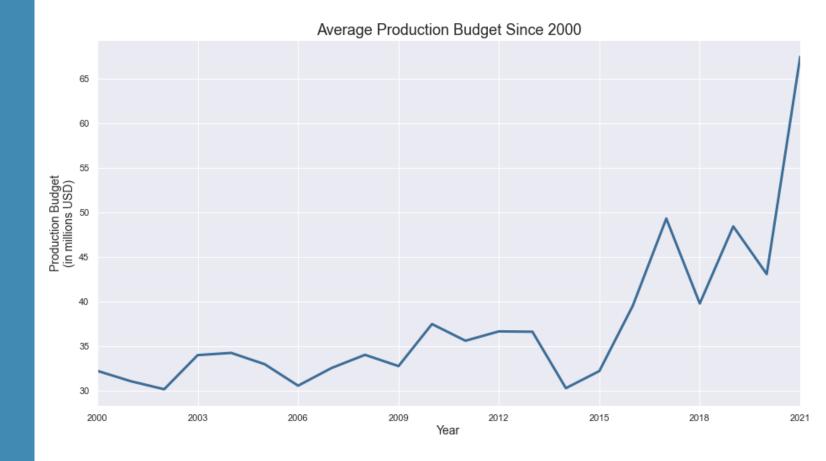
#### **BUSINESS PROBLEM**

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

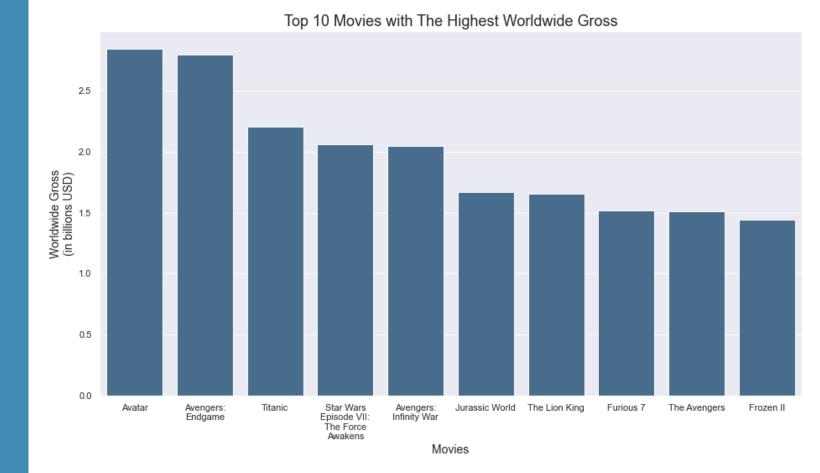
#### DATA AND METHODS

- 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

Budget increase over the last 20 years

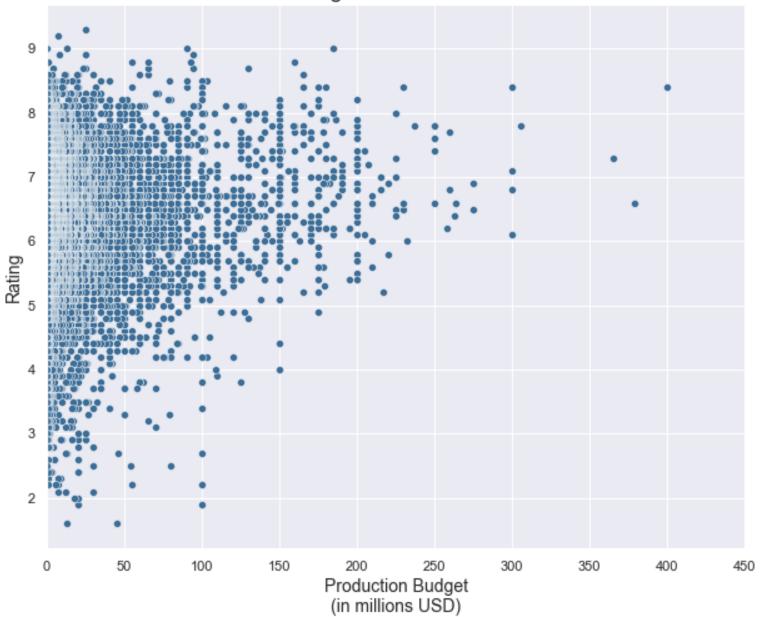


Franchises and sequels earn more

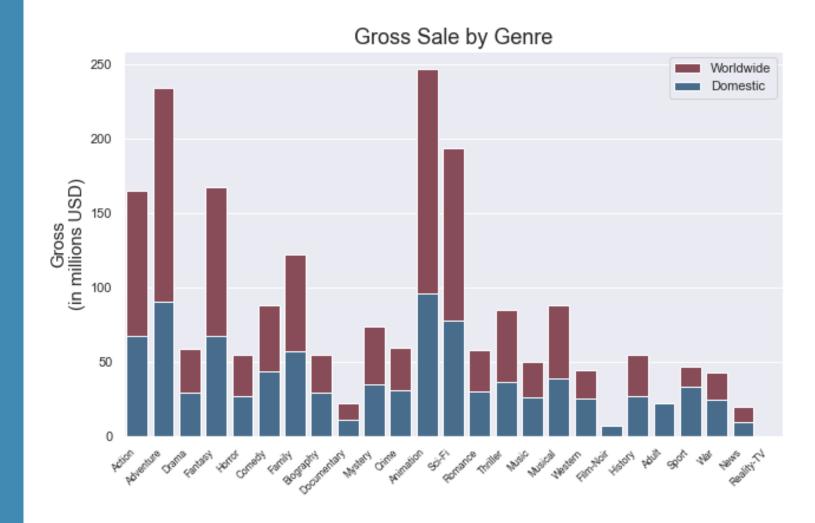


Audience appreciate high production values

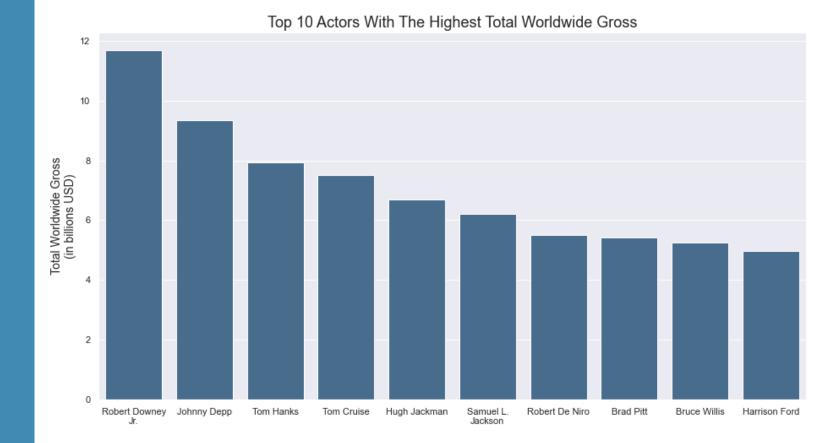




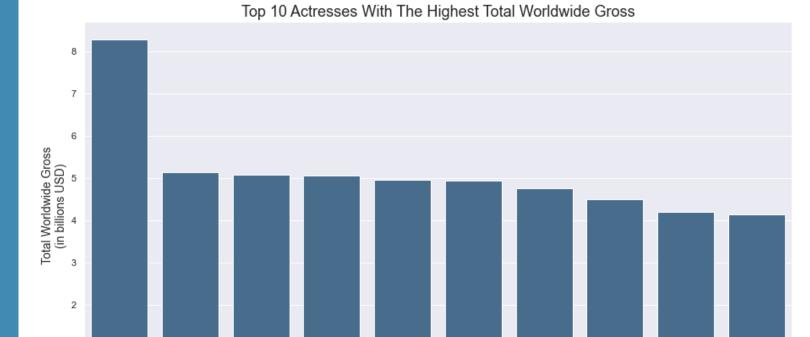
Animation and adventure gross the highest



Successful cast have specific roles in a franchise



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Scarlett

Johansson

Sigourney Weaver Jennifer

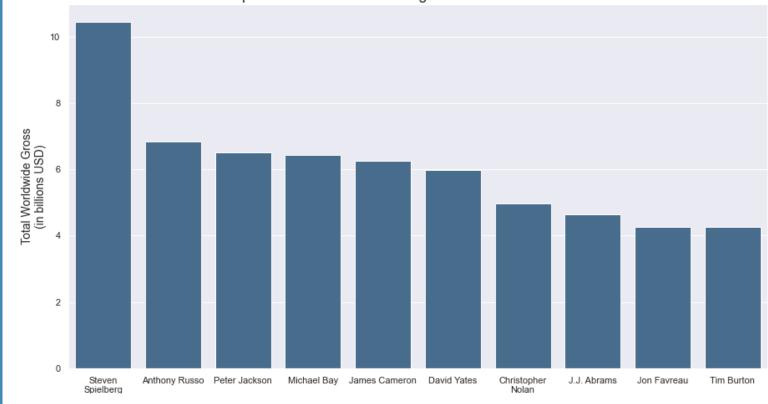
Lawrence

Cate Blanchett Natalie Portman Sandra Bullock

Emma Watson Julia Roberts Angelina Jolie Cameron Diaz

Involvement of creative directors spike profit

Top 10 Directors With The Highest Total Worldwide Gross



#### 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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