

MICROSOFT IN THE MOVIE BUSINESS

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October 19, 2021

SUMMARY

- This project provides insight on the prospects of Microsoft entering the movie making business. It also addresses the following key questions:
 - Estimate budget/expenditure for a successful investment
 - Establish a franchise for making profits on sequels
 - Production budget and viewer satisfaction
 - Identify the genre that has the highest gross
 - Advisory casting choices

OUTLINE

- BUSINESS PROBLEM
- DATA AND METHODS
- RESULTS
- CONCLUSIONS

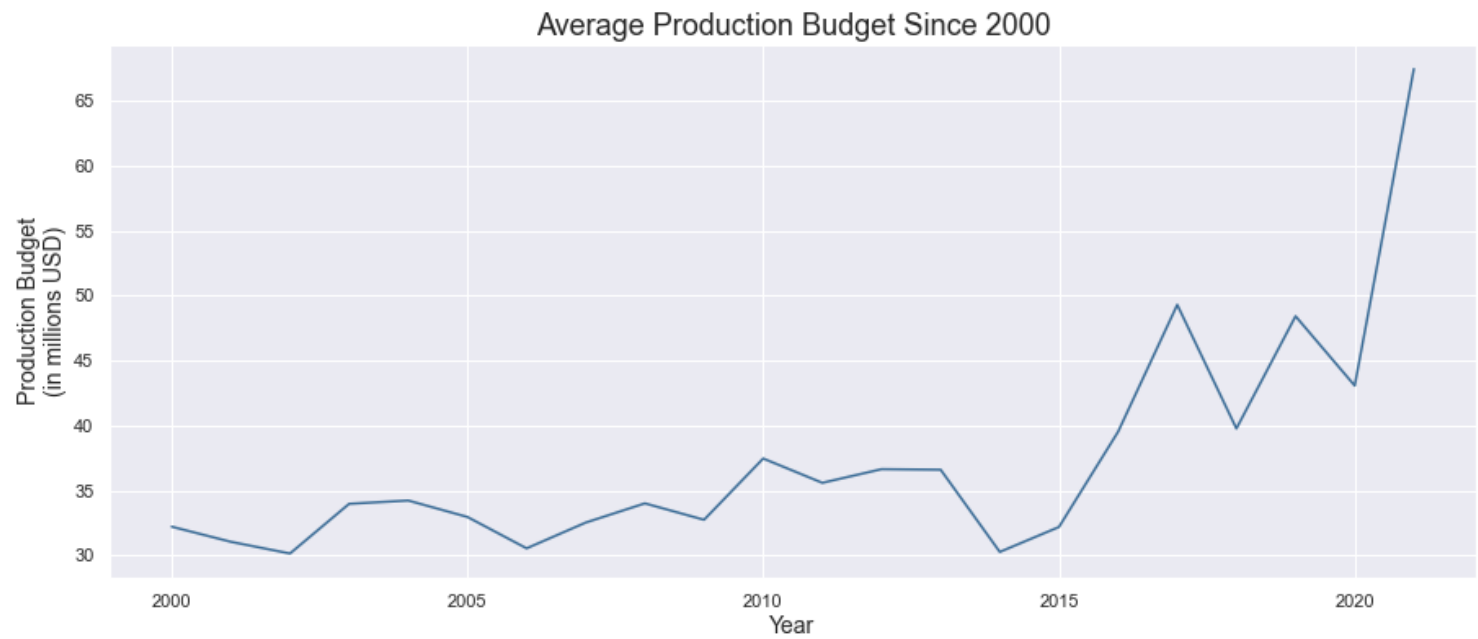
BUSINESS PROBLEM

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

DATA AND METHODS

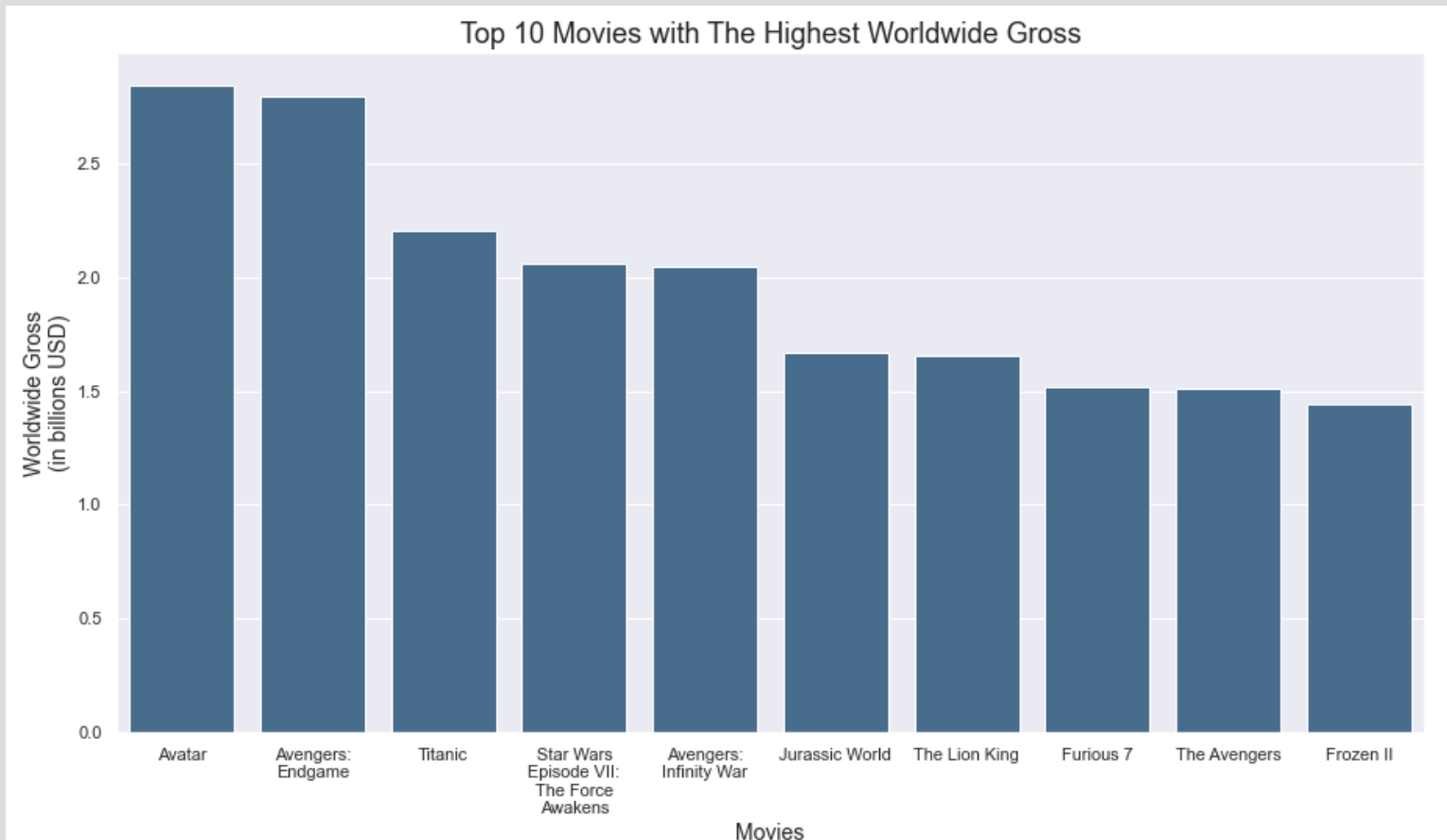
- Production budget, domestic and worldwide gross of over 6,000 movie titles from The-Numbers.com
- Additional information such as rating, release year, cast and crew taken from IMDb

RESULTS



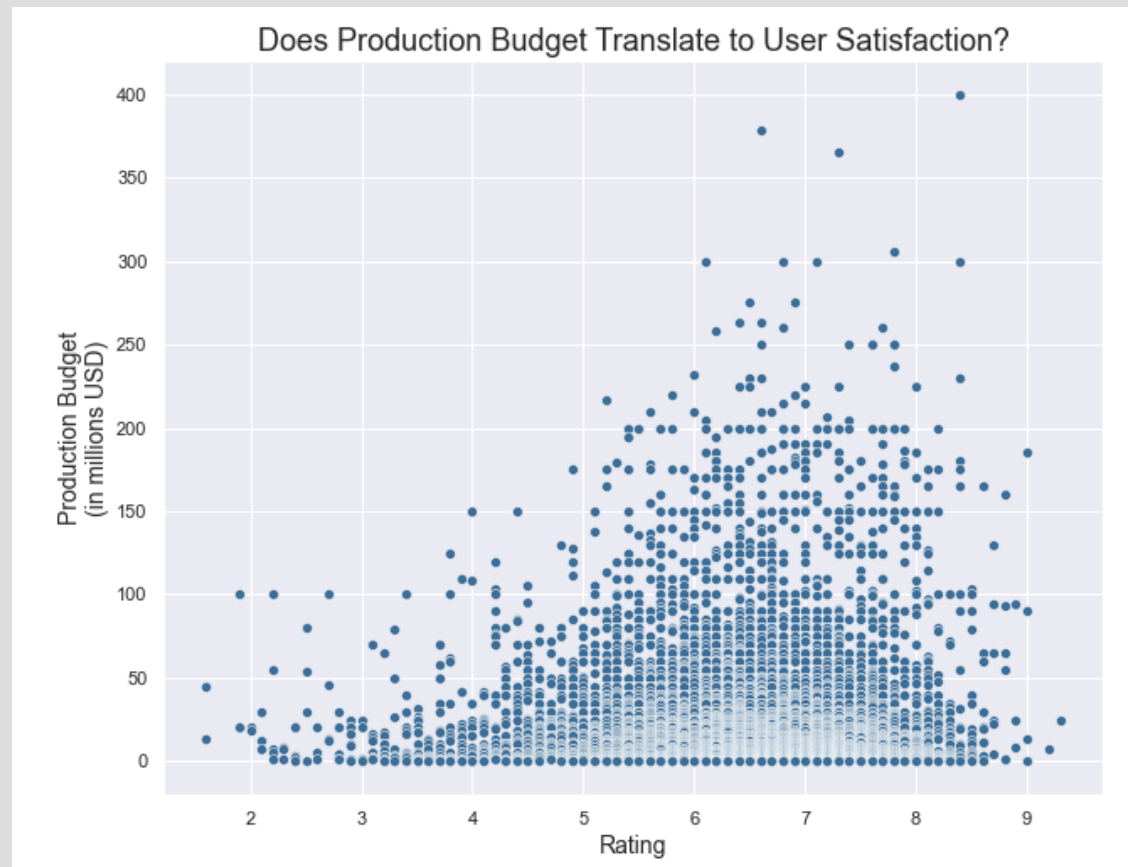
- Budget increase over the last 20 years

RESULTS



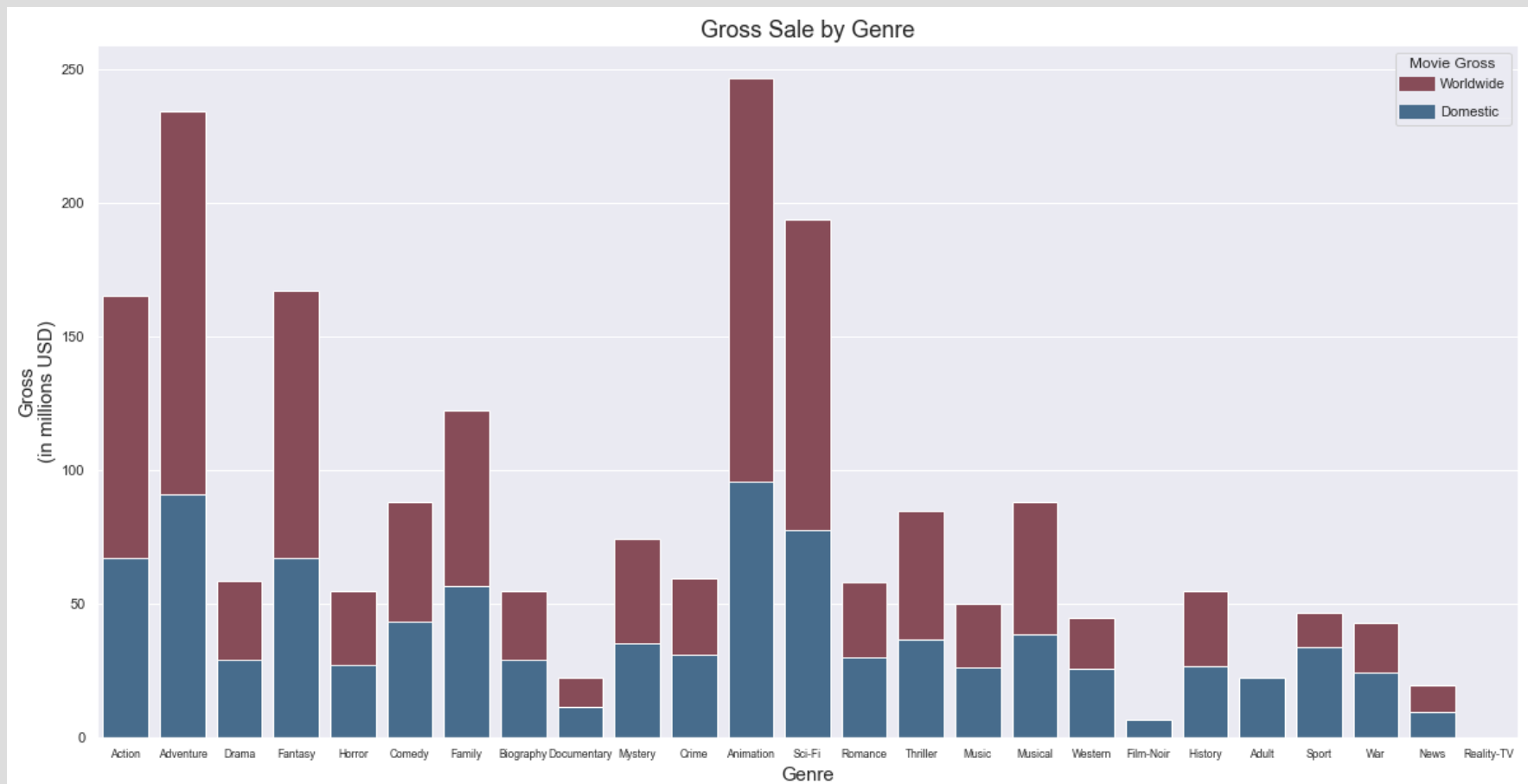
- Franchises and sequels earn more

RESULTS



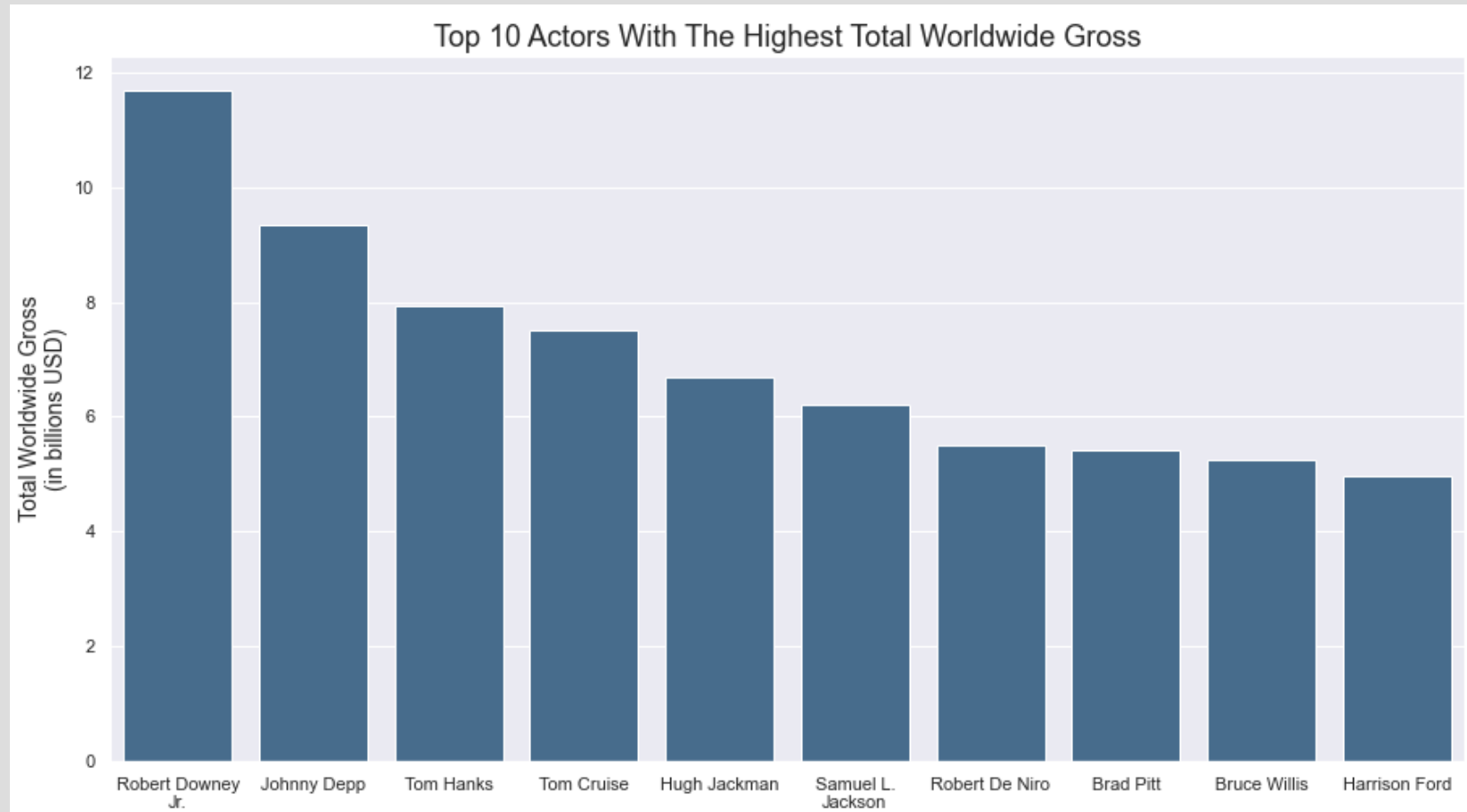
- Audience appreciate high production values

RESULTS



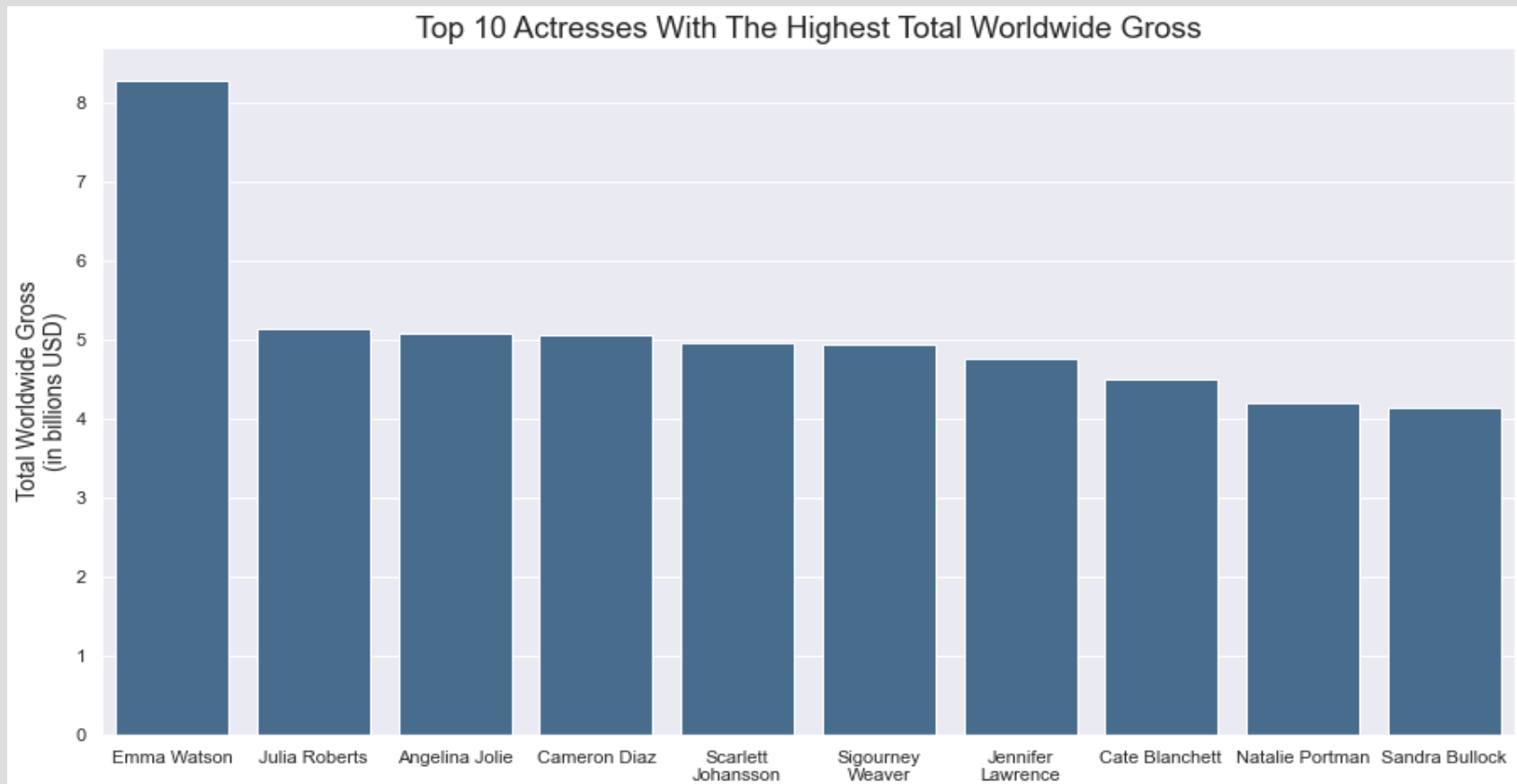
- Animation and adventure gross the highest

RESULTS



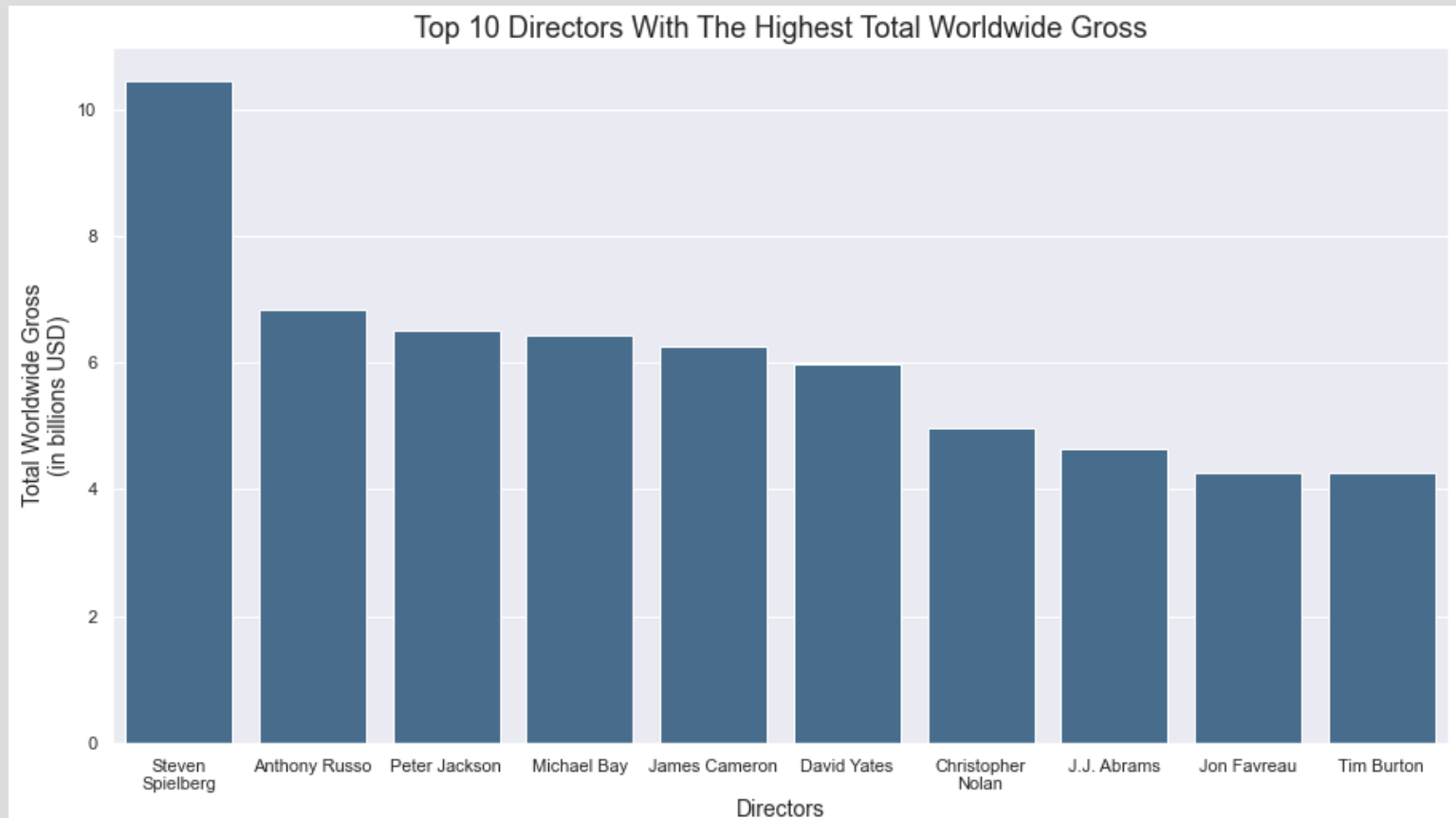
- Successful cast have specific roles in a franchise

RESULTS



- Successful cast have specific roles in a franchise

RESULTS



- Involvement of creative directors spikes 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

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