

MICROSOFT AT THE MOVIES

By Alejandro Harrison

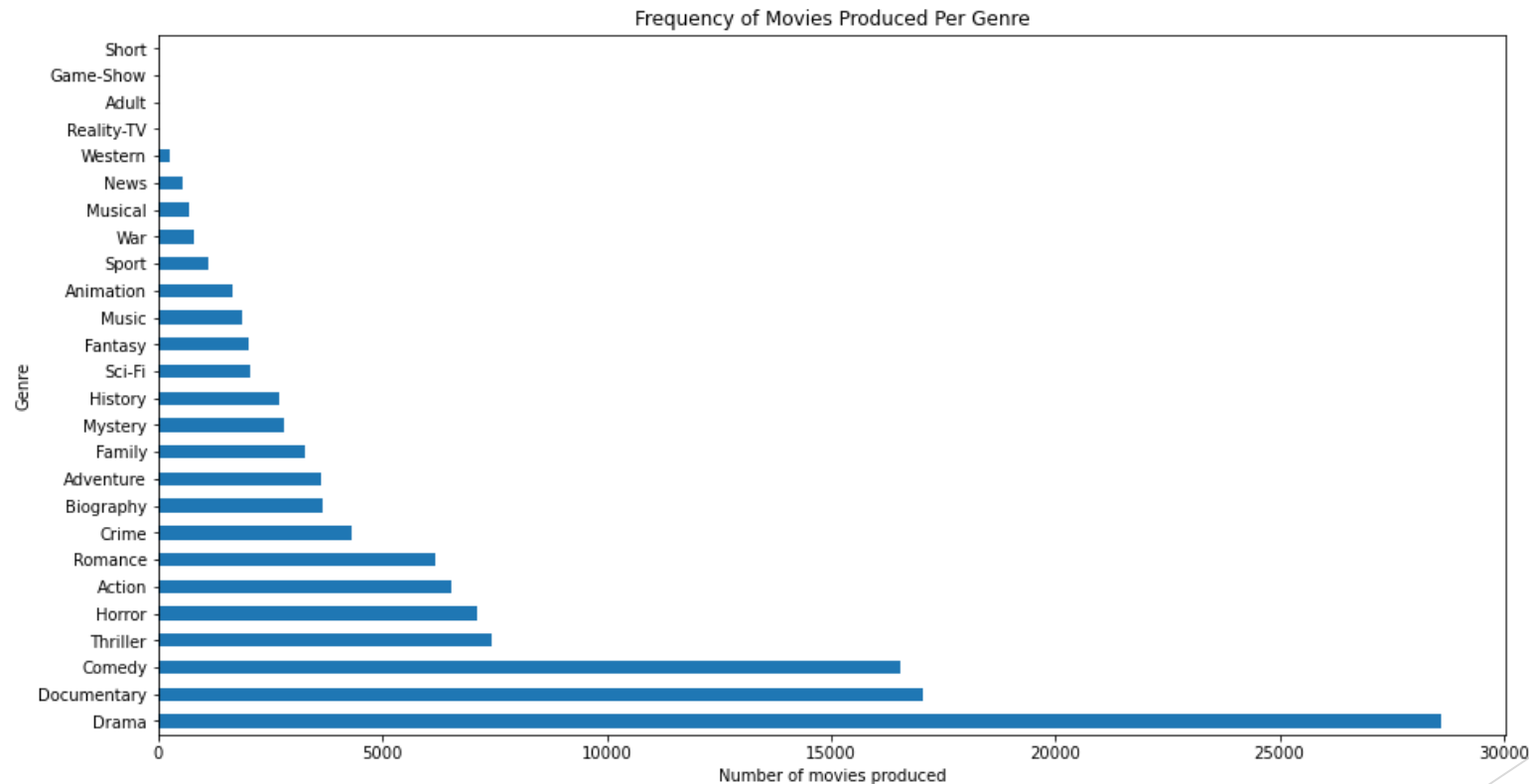
Business Overview

- ▶ Microsoft has decided to try their luck at making movies
- ▶ Looking at data from 2010-2018, 3 key factors were associated with high gross box office earnings and high reviews:
 - Genre of movie
 - Production budget of film
 - Partnering with another movie studio



Most Produced Genre

- ▶ IMDB dataset contains over 68,000 movie entries which include genre, average rating, number of votes, etc
- ▶ Most produced type of movie was the Drama genre, which accounted for almost half of the total movies in the dataset



Movie Rating and Genre

- ▶ Next, I wanted to look at average movie rating for each genre
- ▶ Taking into account frequencies of each genre, I graphed the average movie rating per genre



A collage of movie stills from various films, including Spider-Man, The Matrix, and others, arranged in a grid-like pattern. The stills are tilted and overlapping, creating a dynamic visual effect. The images include characters like Spider-Man, Morpheus, and Neo, as well as action scenes and character portraits.

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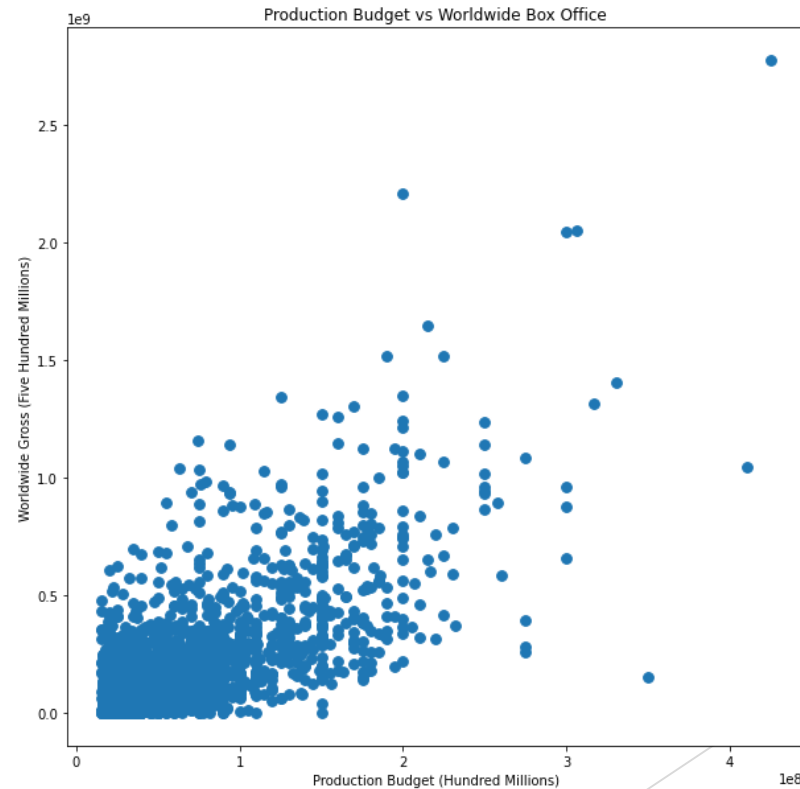
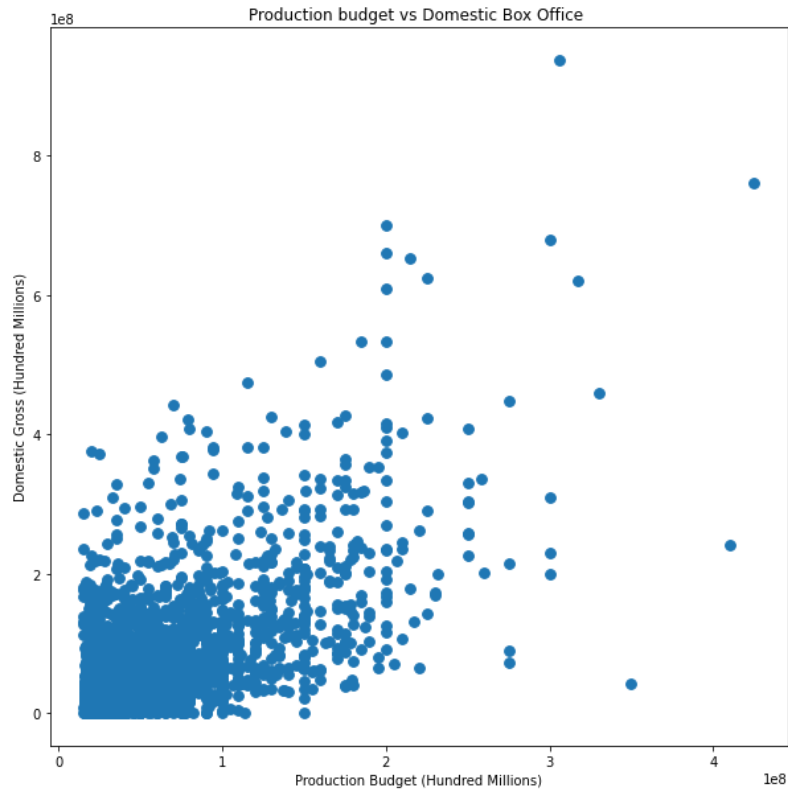
Production Budget

- ▶ Production budget can include:
 - Crew and cast salaries
 - Post production editing
 - Filming and equipment costs
 - Travel costs
 - Marketing



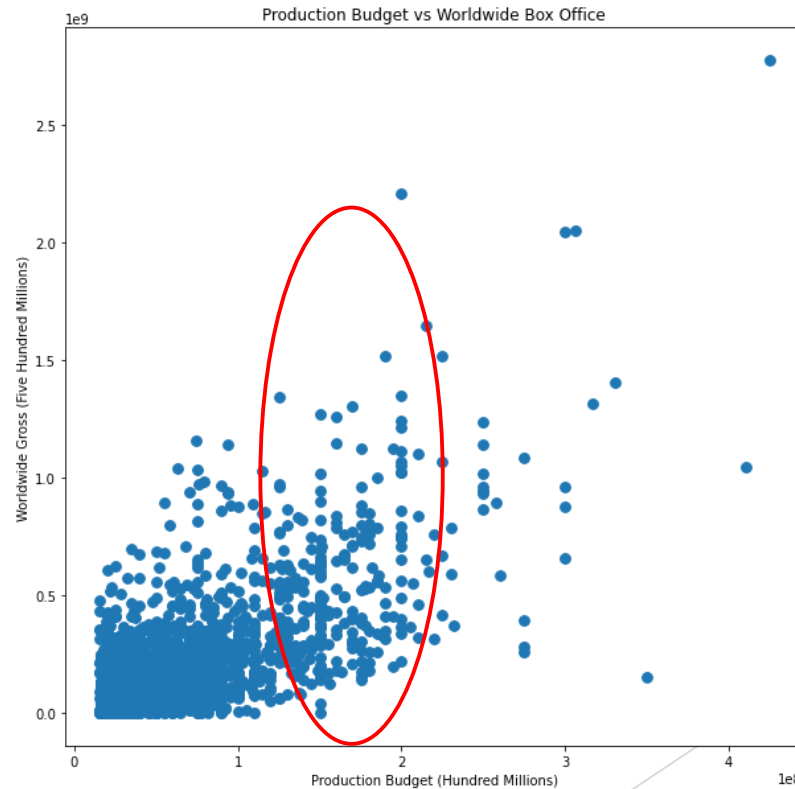
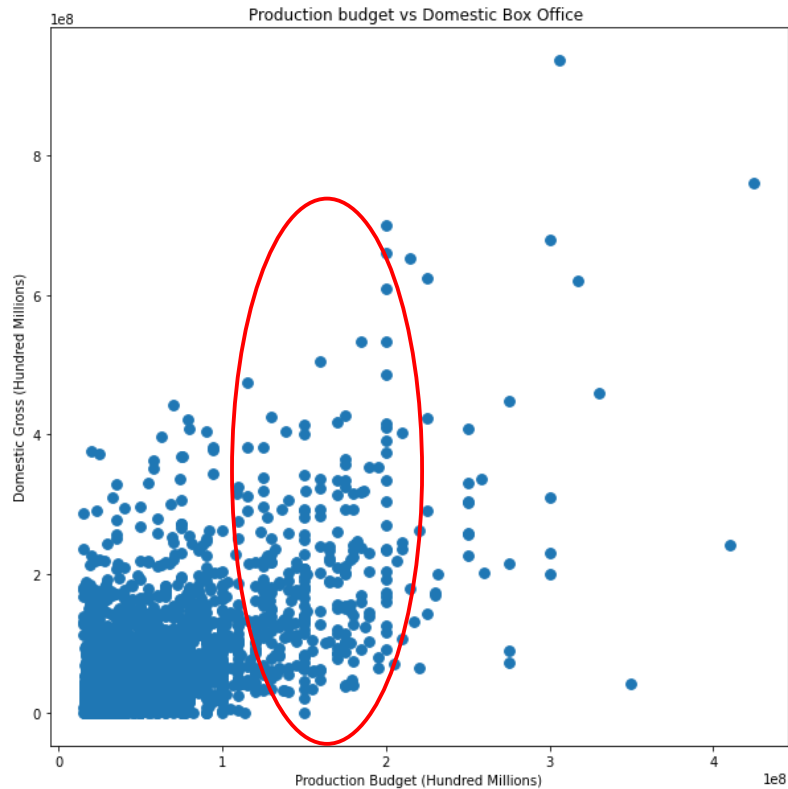
Production Budget Correlation

- ▶ The Numbers dataset contains over 8000 movies and includes their production budget as well as domestic and global box office earnings
- ▶ Worldwide box office and production budget had a Pearson's correlation coefficient of 0.748, while Domestic had a PCC of 0.686
- ▶ Higher production cost is correlated with higher box office earnings



Average Production Budget

- ▶ Average production budget is \$31,587,757 with a standard deviation of \$41,812,076
- ▶ The best production budget to maximize profits is between 100 million and 200 million dollars



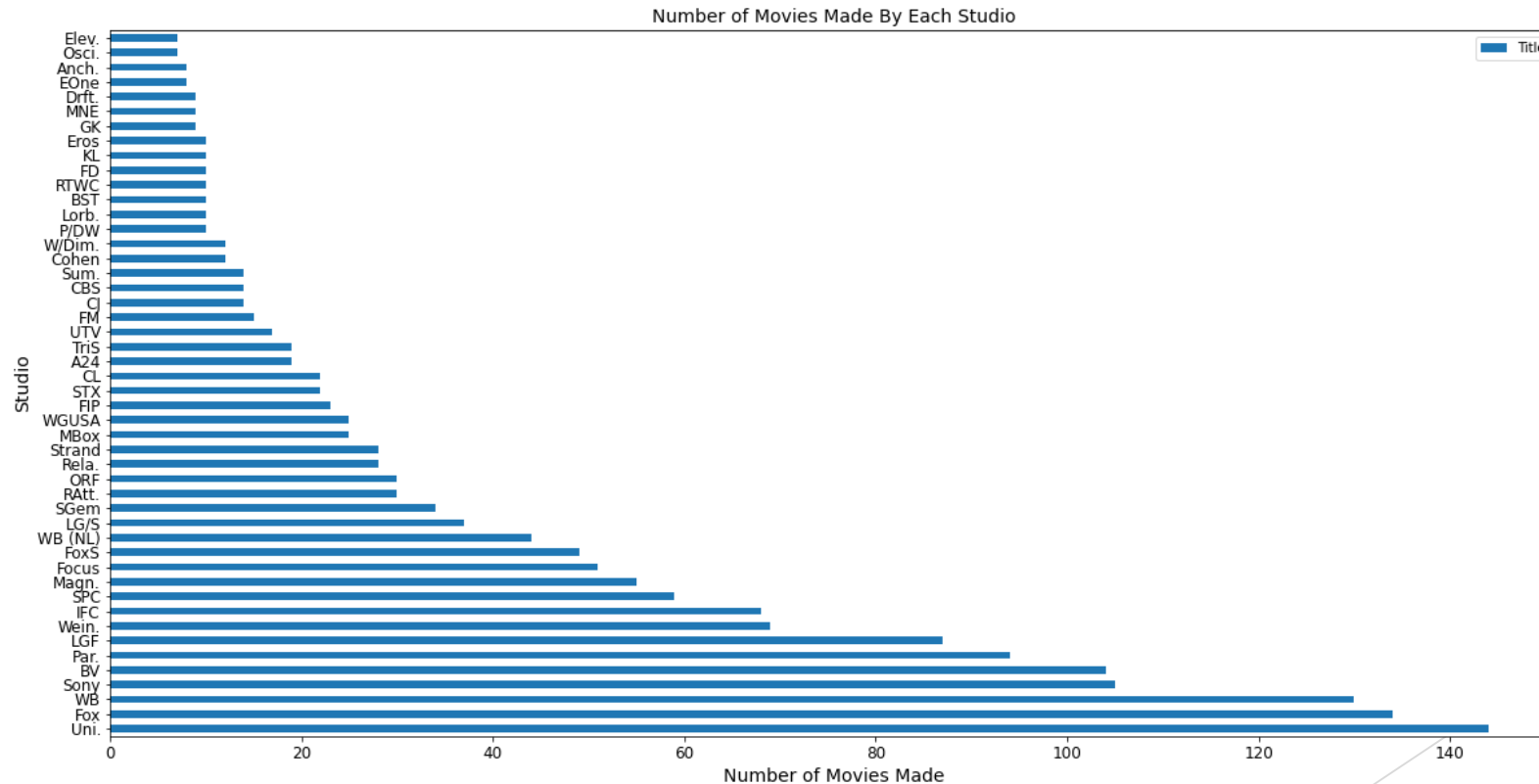
Partnering With Another Movie Studio

- ▶ Having a partner gives the ability to work with a successful, experienced company and provide access to resources such as seasoned directors, writers, and post production crew
- ▶ Some examples of movies where studios worked together include *Titanic* (Paramount and 20th Century Fox), *Starship Troopers* (Sony Pictures, TriStar Pictures and Touchstone Pictures) and *Braveheart* (Paramount and 20th Century Fox).



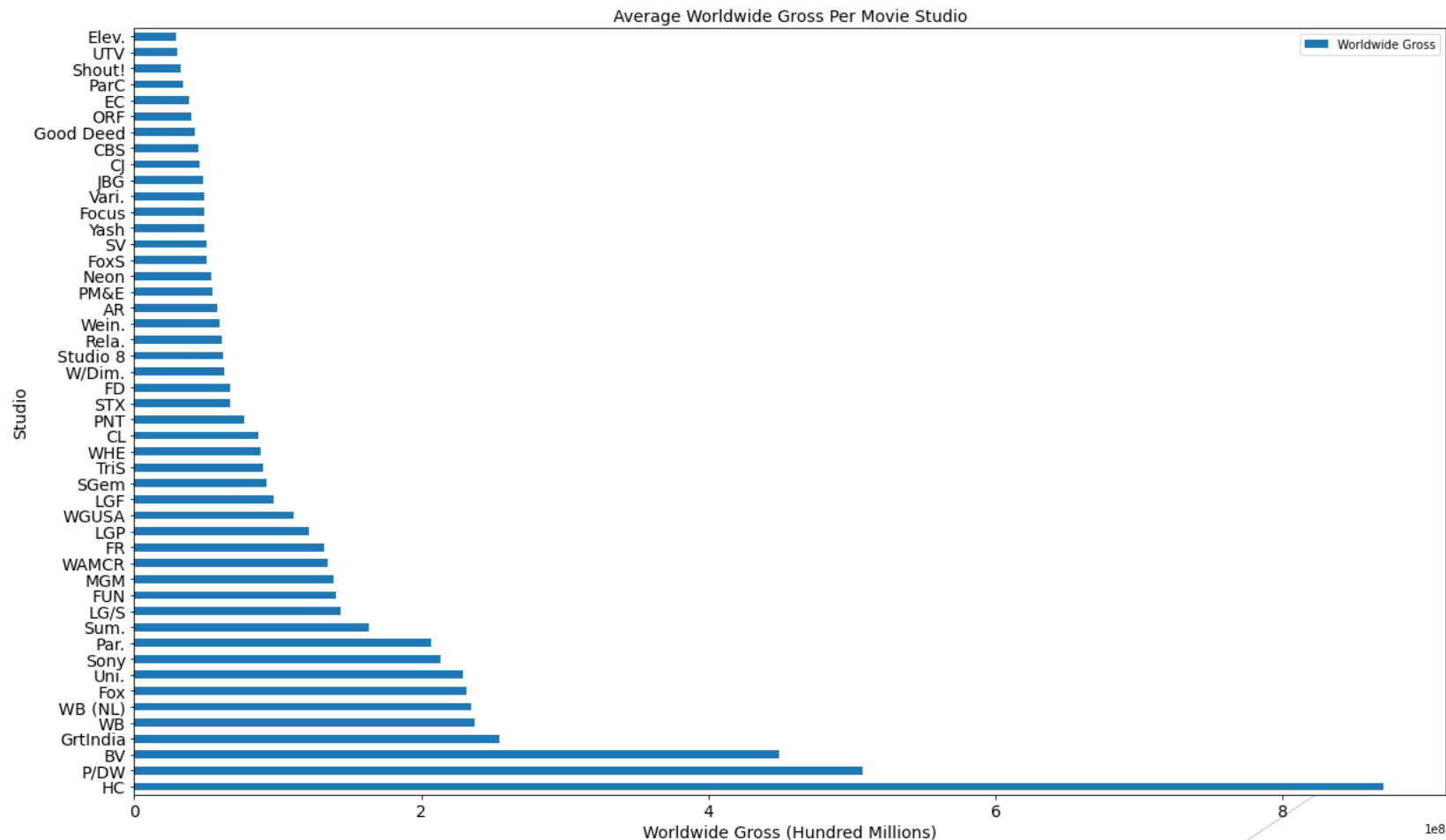
Movie Studios And Movie Frequency

- ▶ Halving total amount of studios (172), then halving it again, narrows results down to top 43 studios
- ▶ Top producers of movies: Universal, Fox, and Warner Brothers



Movie Studios And Worldwide Gross

- ▶ Top highest average worldwide grossing movie studios include: P/DW, Disney, and Warner Brothers



Movie Studio Choice

- ▶ Warner Brothers Studios
- ▶ Top 3 for most movies produced
- ▶ Top 5 for top average worldwide grossing movies
- ▶ Been around for over 90 years
- ▶ Produced some of the most popular movies out there like the *Harry Potter* series, *The Matrix* series, *The Lord of The Rings* series, etc.
- ▶ Wide selection of movie genres produce from action to drama to comedy to musicals



Recommendations

- ▶ Best genres to focus on include documentary, sport, history, and musical
- ▶ Ideal budget to maximize profits is between 100 and 200 million dollars
 - ▶ Movie is successful if gross box office earnings are twice the production budget
- ▶ Partner up with Warner Bros
 - ▶ Highly experienced with many high grossing box office hits

Questions and Contact Info

- ▶ Questions?
- ▶ Any additional inquiries can be directed to linkedin:
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