

Why Microsoft Should Tap into Its Gaming IP to Open a Profitable Movie Studio

The background of the slide features a dark blue grid. Overlaid on the grid are two white line charts. One line chart is positioned in the upper left, showing a fluctuating trend with several peaks and valleys. The other line chart is on the right side, showing a more consistent upward trend. In the lower right corner, there is a bar chart with numerous vertical bars of varying heights, representing data points over time or across categories.

January 27, 2023

The Squad



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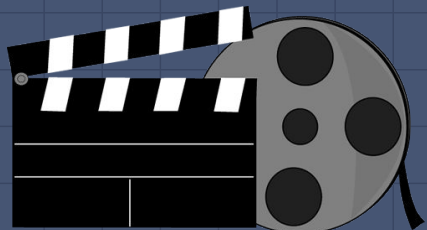
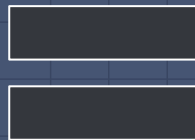
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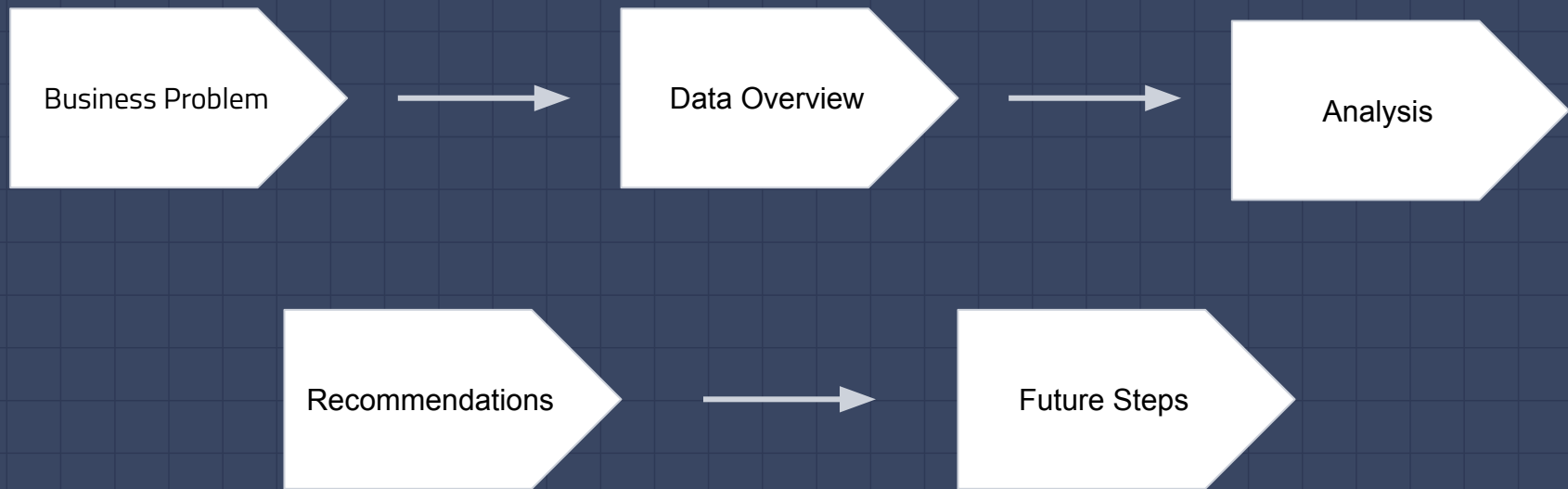
5 Reasons Why



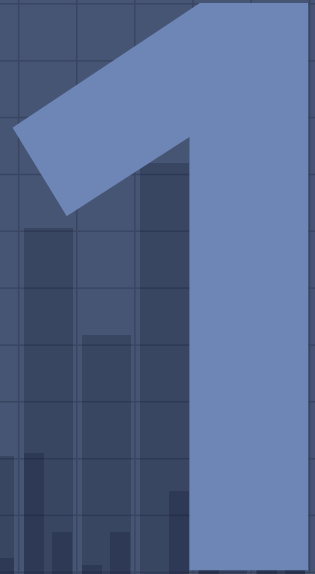
THIS COULD BE YOU!

Agenda

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Business Problem



How to Make a Profitable Movie Studio?

- Look at the most profitable movies & their characteristics
- Characteristics:
 - Genre
 - Runtime
 - Rating
 - Domestic Revenue Share



Business Problem

Data Overview

Analysis

Recommendations

Future Steps

Data Overview



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Data Overview

- Data Sources:



- Set minimums for:

- Budget size



- Runtime



- Rating votes



Business Problem

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Precedent for Successful Video Game Movies

Movie	Genres	ROI
Resident Evil: Afterlife	Action,Adventure,Horror	415
Resident Evil: Retribution	Action,Horror,Sci-Fi	270
Rampage	Action,Adventure,Sci-Fi	257
Tomb Raider	Action,Adventure,Fantasy	204
Need for Speed	Action,Crime,Thriller	194
Warcraft	Action,Adventure,Fantasy	166
Hitman: Agent 47	Action,Adventure,Crime	135



Business Problem

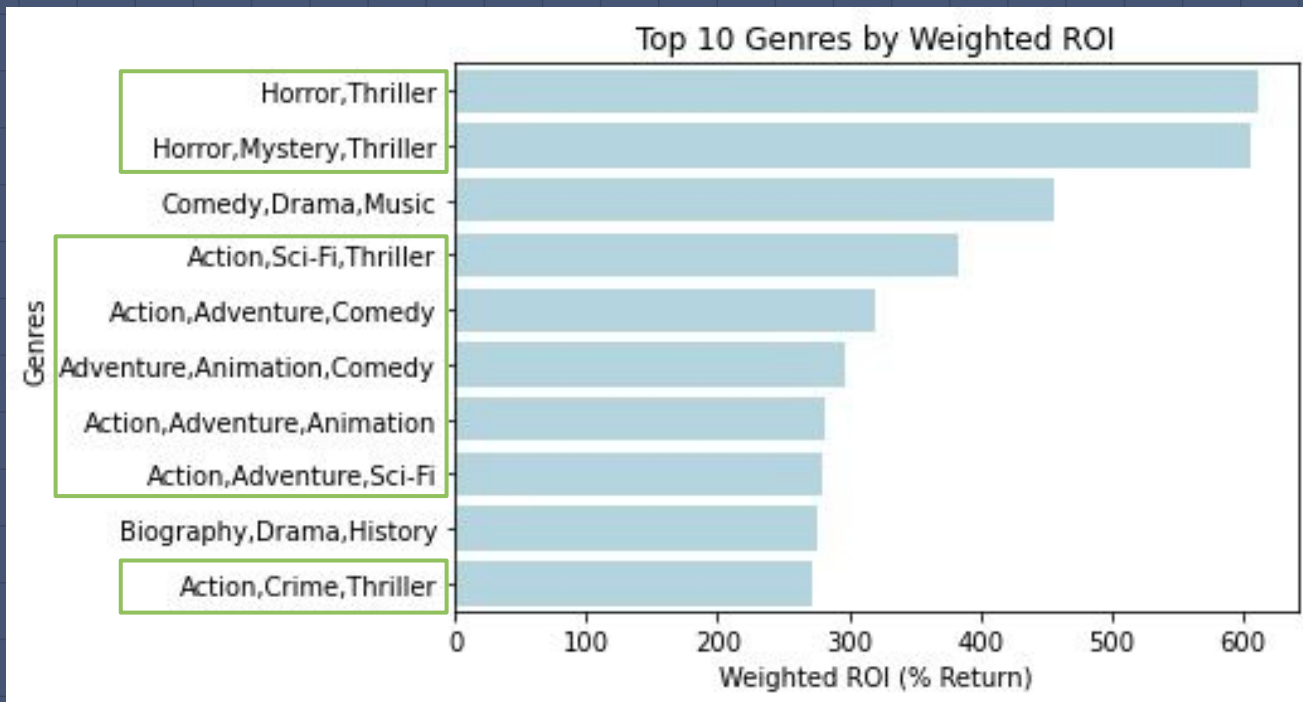
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Gaming Genres Align with Top Profitable Genres



Business Problem

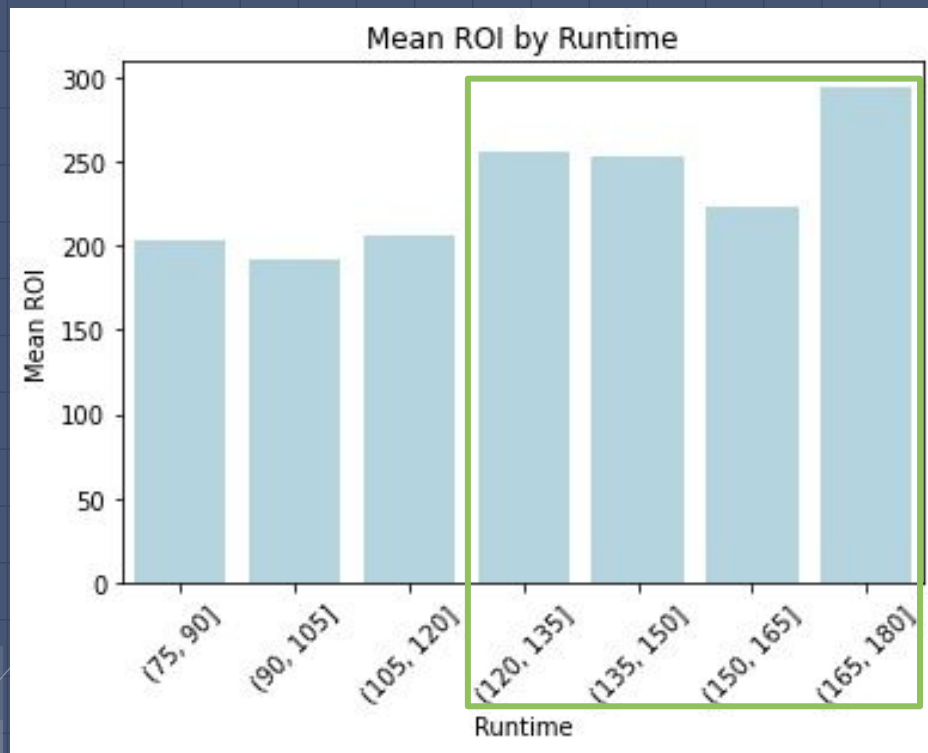
Data Overview

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Films Over 2 Hours Tend to Perform Better



Business Problem

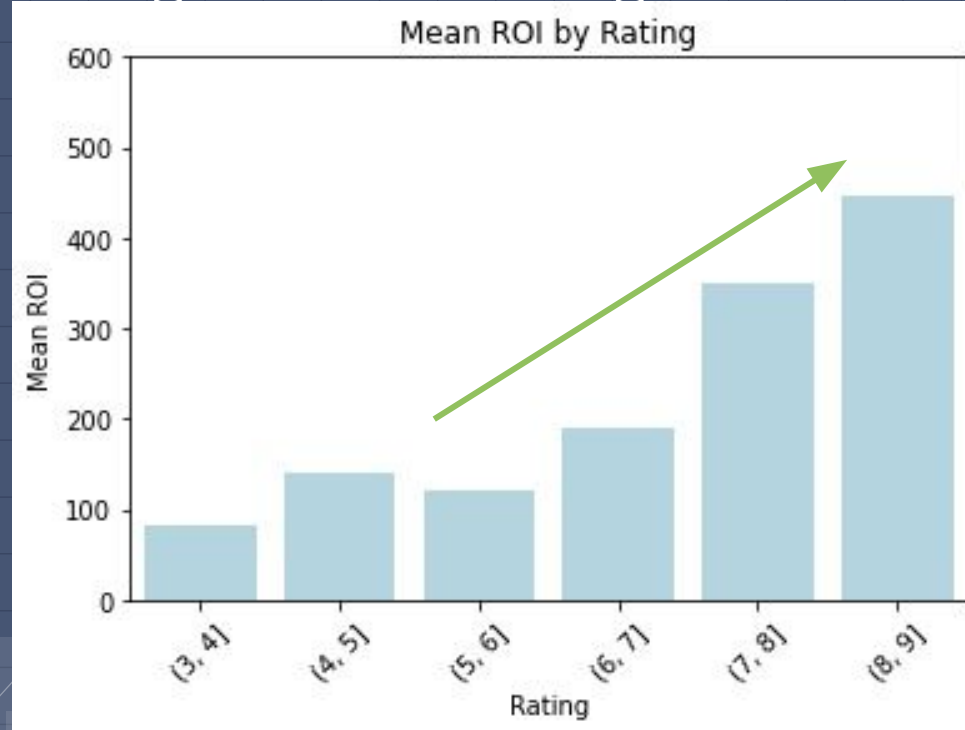
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Higher Ratings Lead to Larger Profits



Business Problem

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Profitable Movies Have Greater Global Appeal

	Mean Rating	Mean Domestic Revenue Share
Top 100 By ROI	6.84	45.0%
Negative Profit Movies	6.01	51.7%



Business Problem

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Future Steps

Recommendations



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How to Maximize ROI

- Video game movies
- Optimal runtime 
- Ensure movie quality 
- Boost international appeal 

Business Problem

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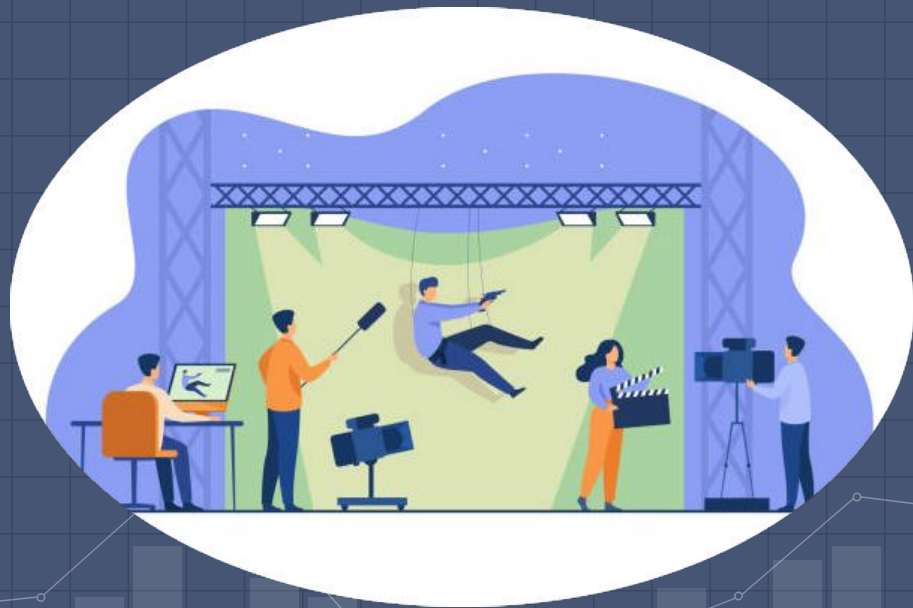
Future Steps



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Future Steps

- ▣ More to Explore!
 - Best Video Game
 - Best Budget
 - Best Genres
 - Movie Characteristics



Business Problem

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Team

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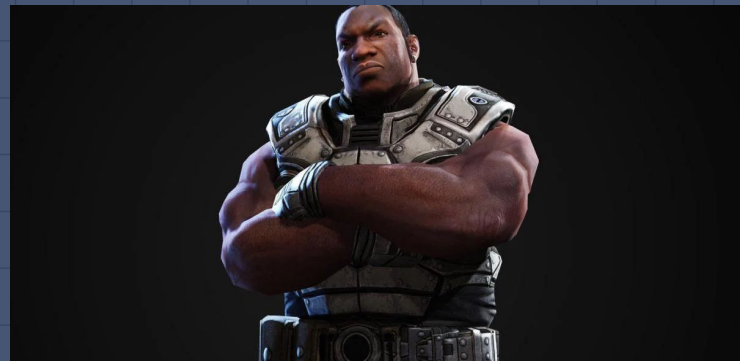
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Questions?



Appendix

Movie	Release Date	Production Budget (\$)	Domestic Gross (\$)	Worldwide Gross (\$)	Year	Runtime (min)	Genres	Average Rating	Number of Votes	Profit (\$)	ROI
Resident Evil: Afterlife	September 10, 2010	57,500,000	60,128,566	295,874,190	2010	96	Action,Adventure,Horror	5.9	153270	238,374,190	415
Resident Evil: Retribution	September 14, 2012	65,000,000	42,345,531	240,647,629	2012	95	Action,Horror,Sci-Fi	5.4	125191	175,647,629	270
Rampage	April 13, 2018	120,000,000	101,028,233	428,056,280	2018	107	Action,Adventure,Sci-Fi	6.1	115891	308,056,280	257
Tomb Raider	March 16, 2018	90,000,000	58,250,803	273,477,501	2018	119	Action,Adventure,Fantasy	6.3	163560	183,477,501	204
Need for Speed	March 14, 2014	66,000,000	43,568,507	194,169,619	2014	132	Action,Crime,Thriller	6.5	154909	128,169,619	194
Warcraft	June 10, 2016	160,000,000	47,225,655	425,522,281	2016	123	Action,Adventure,Fantasy	6.9	225557	265,522,281	166
Hitman: Agent 47	August 21, 2015	35,000,000	22,467,450	82,182,803	2015	96	Action,Adventure,Crime	5.7	80510	47,182,803	135