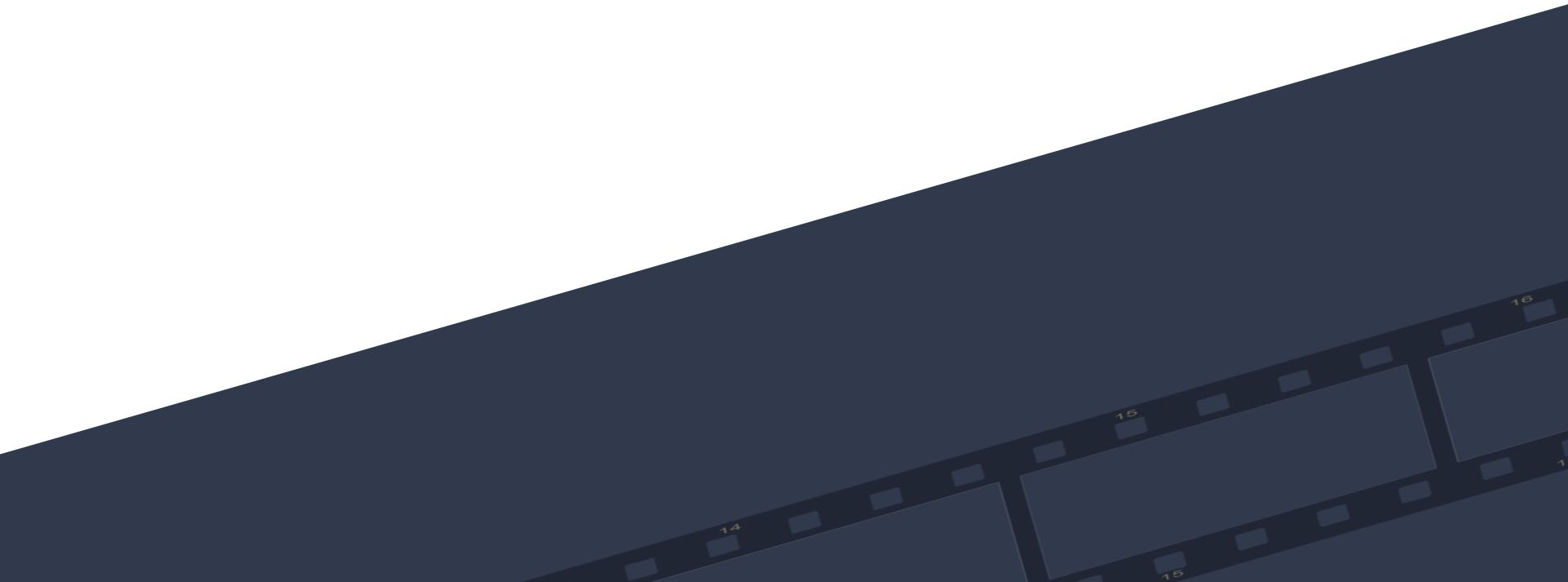


# Microsoft Studios

## Opportunity Analysis

By: Ali Mahzoon & Stephen Enke



# Findings

## Objective:

Recommend business strategy  
for Microsoft's new movie studio

## Methods:

Analyzed data acquired from [TMDB API](#)  
composed of 10,000 movie titles.

Created recommendations using  
profitability and popularity as our primary  
and secondary KPIs, respectively.

## Recommendation:

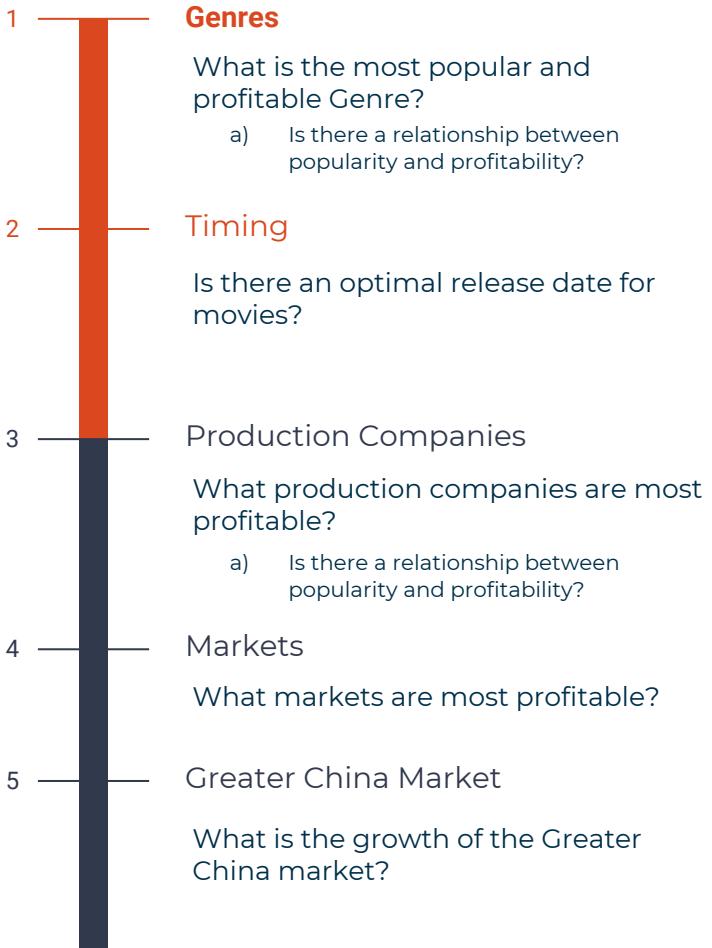
Microsoft should leverage key partnerships  
with studios who specialize in action and  
light-hearted adventure films to produce  
Holiday-timed releases using Microsoft's in-  
house Xbox Game Studios content to create  
films specifically for the U.S. and expanding  
Greater China market.



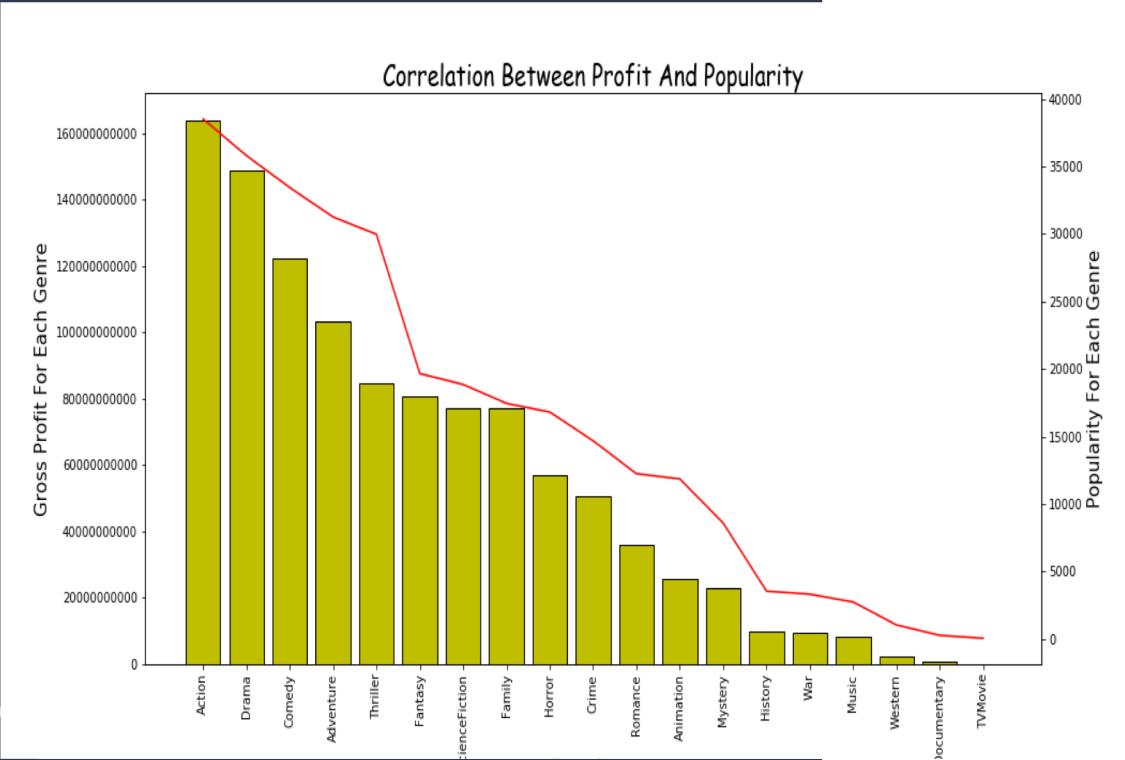
# Setting the Scene

Key considerations for Microsoft's movie studio direction:

- KPIs: Profit and Popularity
- Content
- Timing
- Partnerships
- Markets

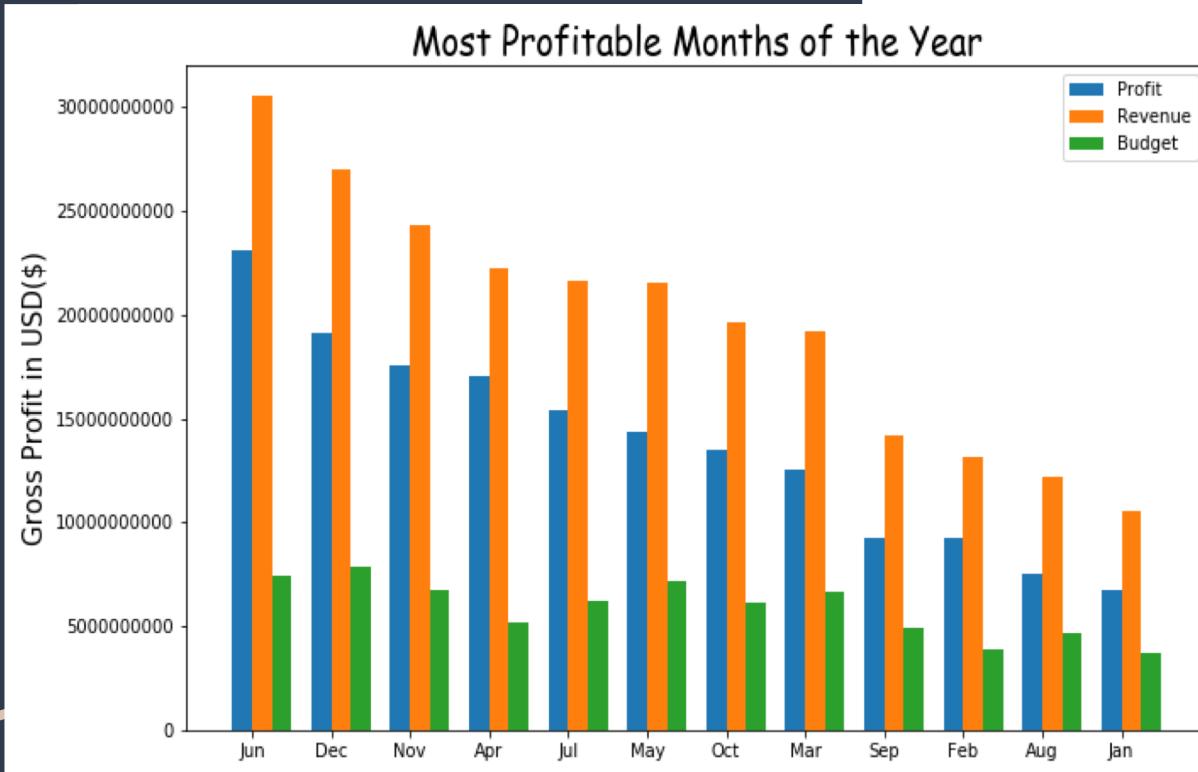


# Genres



- ❖ Top Genres:
  - Action (\$160 B)
  - Drama (\$150 B)
  - Comedy (\$120 B)
  - Adventure (\$100 B)
- ❖ Profitability & Popularity are highly correlated for genres ( $R^2= 0.92$ )

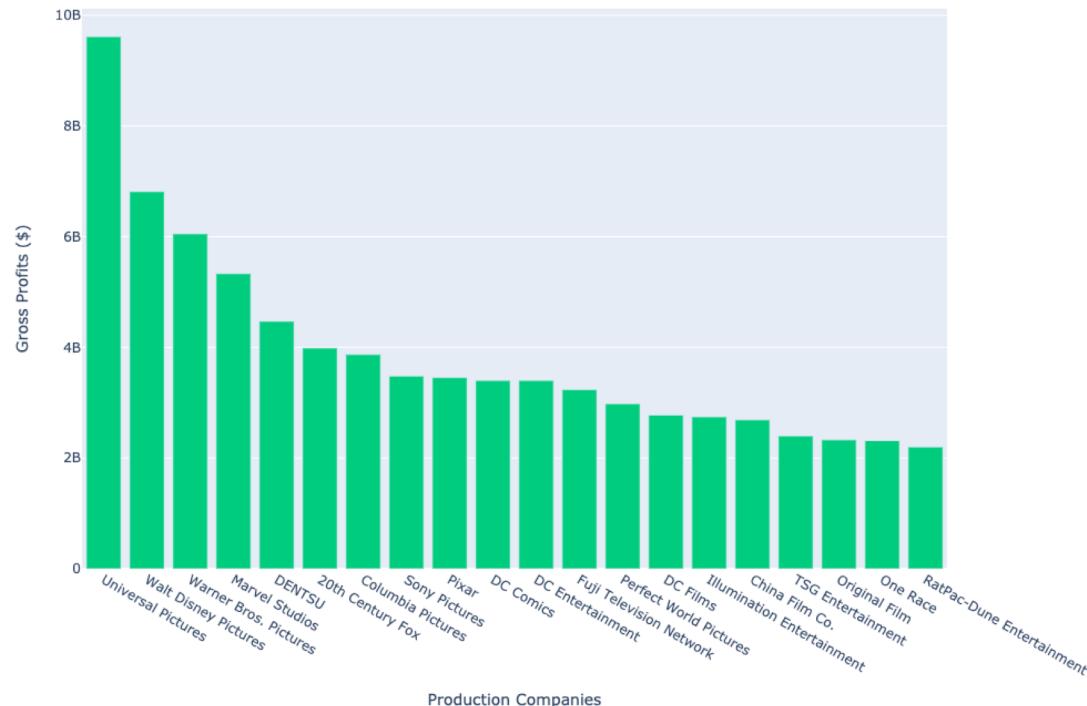
# Timing



- ❖ Most Profitable Release Dates:
  - June (\$24 B)
  - December (\$19 B)
  - November (\$18 B)
- ❖ Films released during major holidays are most profitable

# Production Companies

Profitability of Production Companies - Years 2015-2020

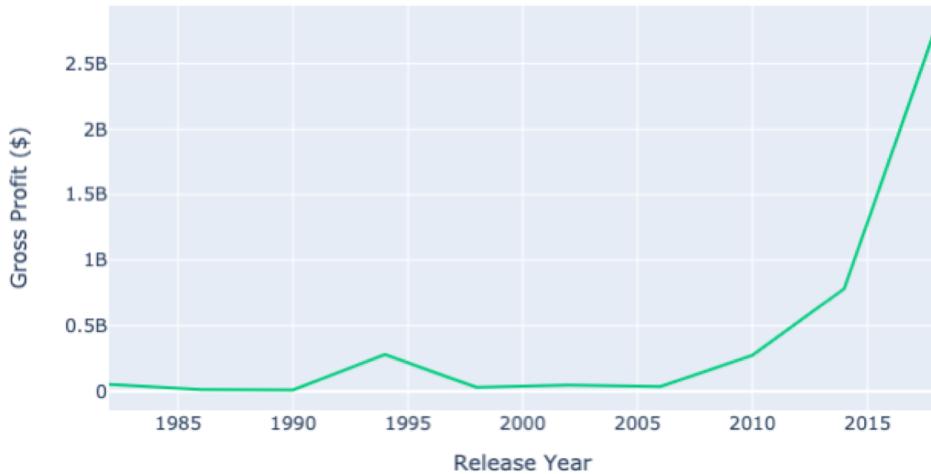


## ❖ Top Production Companies:

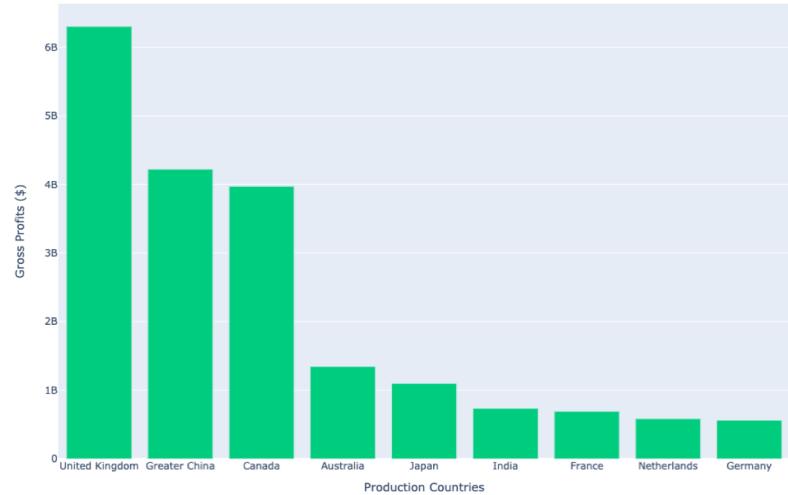
- Universal Pictures (\$9.6 B)
- Walt Disney Pictures (\$6.8 B)
- Perfect World Pictures (\$2.9 B) (based in China)

# Global Markets

## Greater China Profit 1981-2017



Profitability of Global Markets With Greater China - Years 2015-2020



- ❖ Top Markets (country of origin):
  - U.S. (\$48.2 B)
  - U.K. (\$6.3 B)
  - Greater China (\$4.2 B)
  
- ❖ Greater China market is experiencing high growth year-over-year

# Example Case



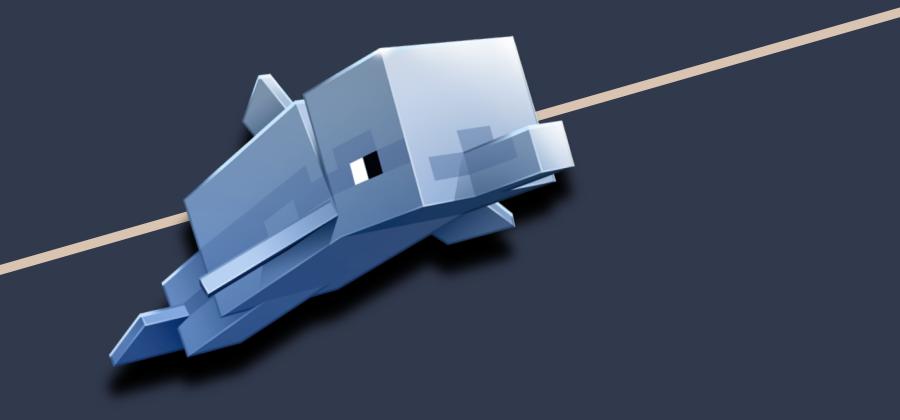
- ❖ Minecraft-based movie (a Microsoft owned game)
- ❖ Partnership: Perfect World Pictures & Walt Disney
- ❖ Focus on US & China market



# Final Thoughts

## Recommendation:

Create key studio partnerships specializing in action and light-hearted animation to produce Holiday releases using Microsoft's in-house content to create unique films catered towards the U.S. and Greater China markets.



## Limitations:

- ❖ Data source limited to one source
- ❖ Size of dataset
- ❖ Production Origin as measure of markets

## Further Analysis:

- ❖ Genre combinations that outperform
- ❖ Consumer analysis of Greater China market
- ❖ Consumer test cases for game-based movies

# Thank You!



*Huge thanks to...*

- Yish & Dara from Flatiron School for mental and emotional support
- Fellow Flatiron Data Science students for technical help, joined suffering, and loaned-intelligence
- TMDb API and all of its open-sourcers