Microsoft Movies

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A Market Entry Proposal
June 18, 2020

Newton's Numbers
Data Consulting, LLC

$136,000,000,000

Value of the movie industry

How can Microsoft get a piece of this pie?

Guiding Questions:

1. How much should Microsoft expect to spend for a successful movie?

2. What is the optimal runtime for a successful movie?

Data Analysis

<u>Goals</u>:

1. Define a "successful" movie - those with high ratings
2. Determine what <u>high ratings</u> looks like
3. Provide <u>runtime range</u> to begin assembling creative team
4. Provide <u>budget range</u> to dedicate to project

<u>Limitations</u>

- Limited Scope of Data
- Data lost through cleanup

Datasets Used

IMDB: Ratings & Movie Length Data

Relevant Data:

- Title
- Runtime in Minutes
- Average Rating
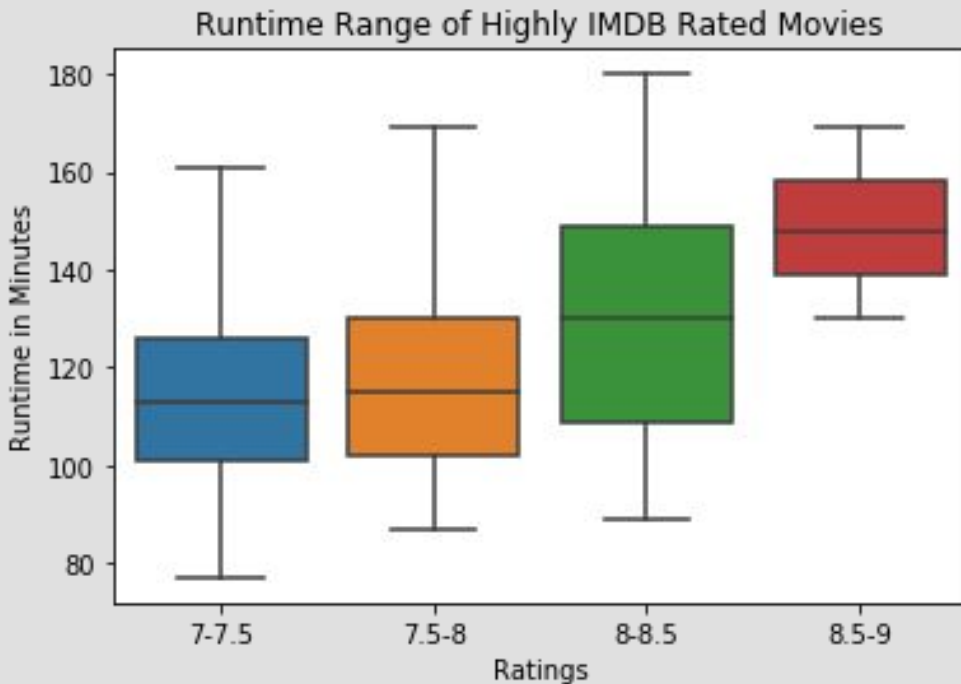- Number of Votes

The Numbers: Movie Budget Data

Relevant Data:

- Movie
- Production Budget

Runtime Data

Three Main Insights:

- Good Movie (7-8 rating):
    100 - 125 minutes

- Better Movie (8 - 8:5 rating):
    110 - 150 minutes

- Excellent Movie (8 - 8.5 rating):
    140 - 160 minutes

Runtime Range of Highly IMDB Rated Movies

Production Budget Data

Three Main Insights:

- Good Movie (7-8 rating):
    As low as **$10 - $50 million**

- Better Movie (8 - 8:5 rating):
    Anywhere b/w **$25 - $100 million**

- Excellent Movie (8 - 8.5 rating):
    Range of **$100 - $150 million**

Budget Range of Highly IMDB Rated Movies
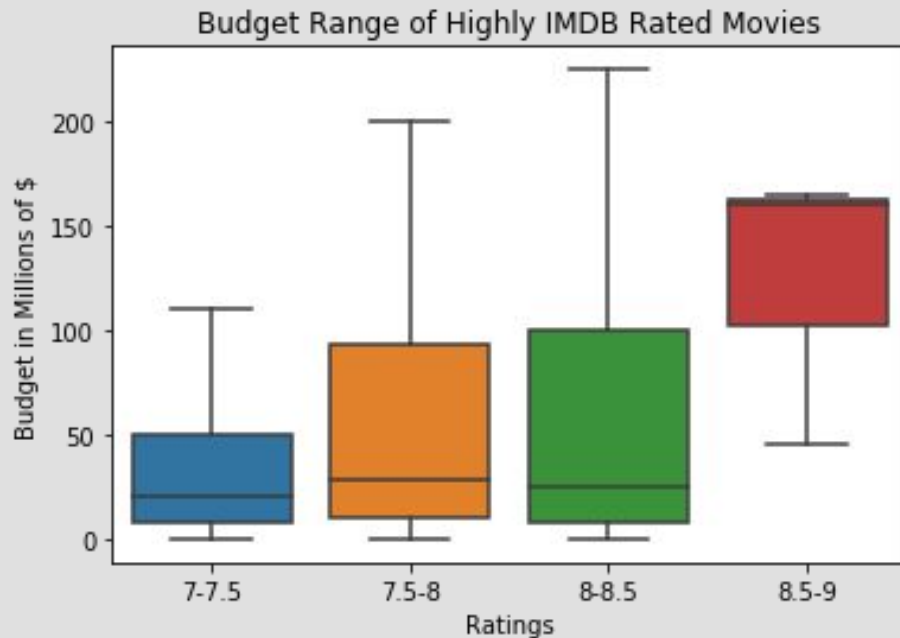
Recommended Actions

Good Movie (7 - 8):	Better Movie (8 - 8.5):	Excellent Movie (8.5 - 9):

"Good Enough"

Runtime:

100 - 125
Minutes

Budget:

$10 - $50
Million

"Just Right"

Runtime:

110 - 150
Minutes

Budget:

$25 - $100
Million

"Go for Gold"

Runtime:

140 - 160
Minutes

Budget:

$100 - 150
Million

Further Research (before investing...)

Data Accuracy
- Need more up-to-date data!
- Get bigger scope through multiple data sources

Content & Delivery
- New Platform? Leverage technology (e.g., Xbox, PC)
- New "types" of movies? E.g., Quibi length, etc.

Consumer & Preferences
- Where are consumers watching movies?
- Does Box Office data contain enough?

Competition & Threats
- Analyze external impacts, e.g. covid19, #BLM
- Determine how competitors are faring

Questions?