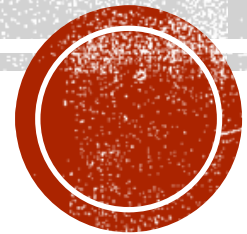# UNVEILING TRENDS FOR MICROSOFT'S CINEMATIC ODYSSEY WITH DATA ANALYTICS

By Andrinny Soemitro

SUMMARY

Descriptive analysis of movie data from diverse sources unveils a cinematic pathway for Microsoft to navigate and potentially thrive its first film debut by:

- Focusing in creating films based on higher average revenue genre

- Optimizing budget allocation

- Creating film with shorter runtime

Business Problems

Data and Methods
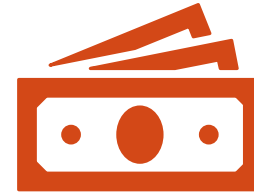
Results

Conclusions

OUTLINE

BUSINESS PROBLEMS

Lack of experience

Strategic entry into an unfamiliar domain

Budget allocation = High revenue generation

DATA AND METHODS

- Data sources :
  - Internet Movie Database (IMDb),
  - The Movie Database (TMdb)
  - Rotten Tomatoes

- Method:
  - Genre Distribution over the years
  - Relationship between budget and revenue
  - Relationship between ratings and runtime of films by genre
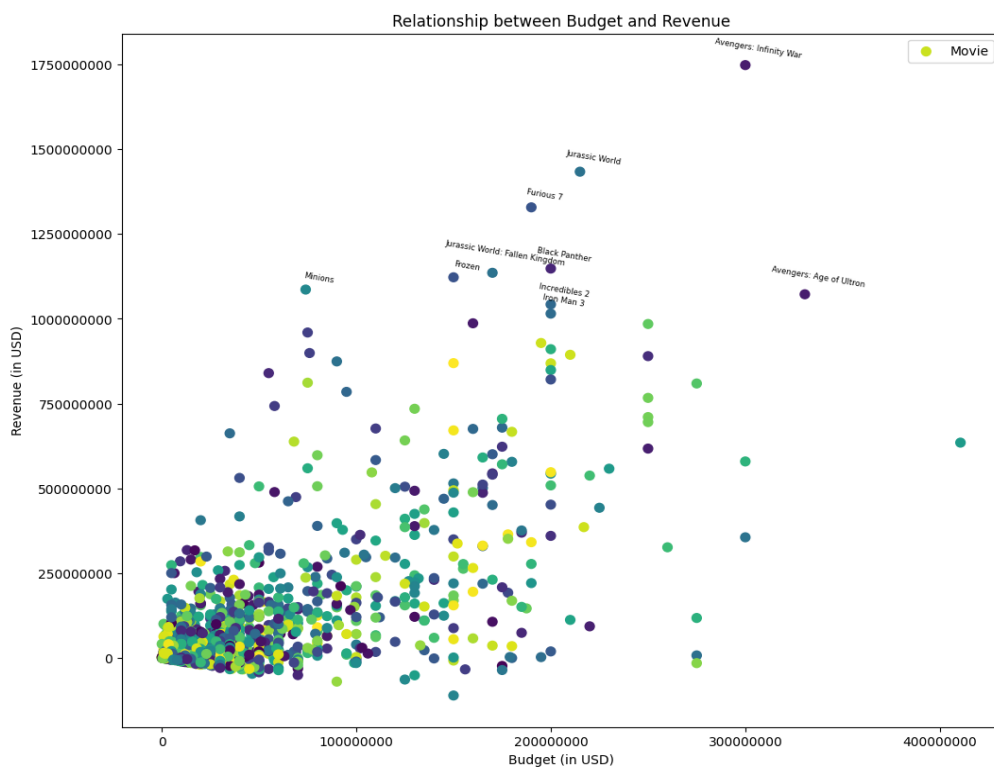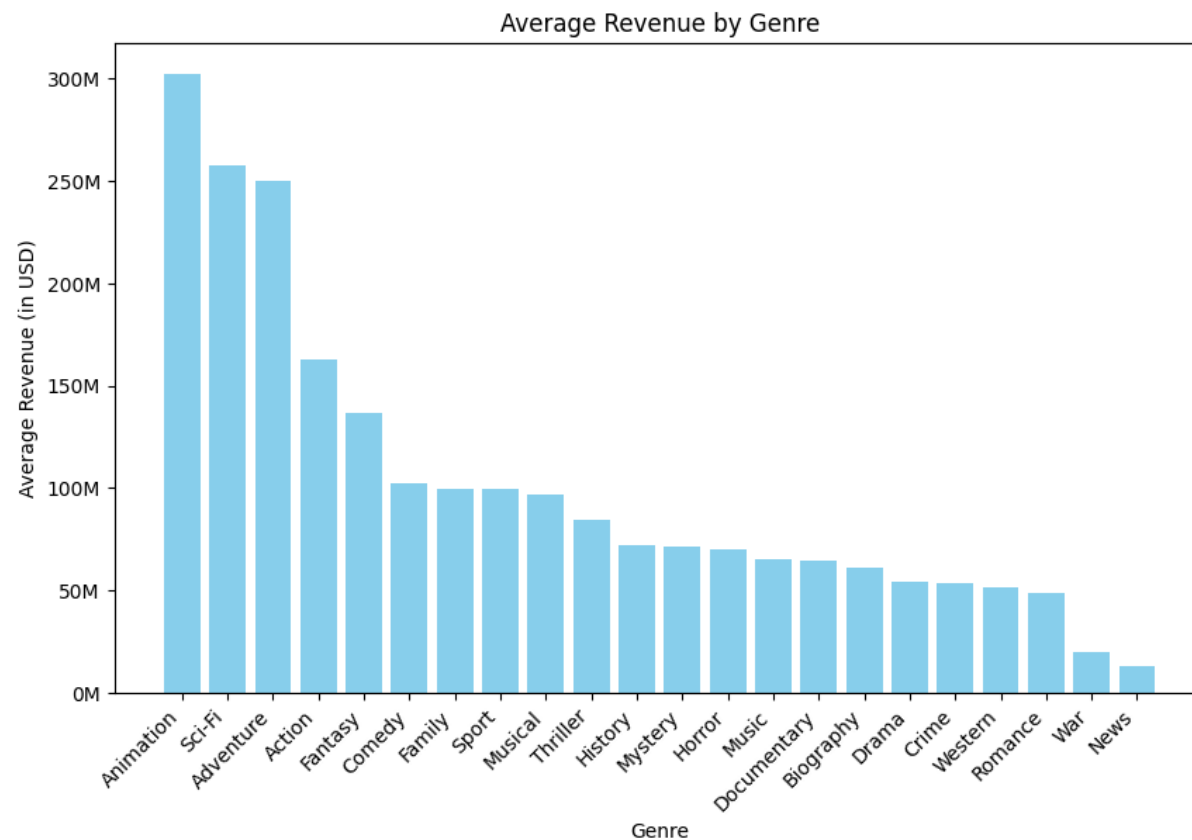 - Average revenue by genre

RESULTS

Documentary, Drama, and Comedy genres are more frequently produced.

Genre Trends Over the Years
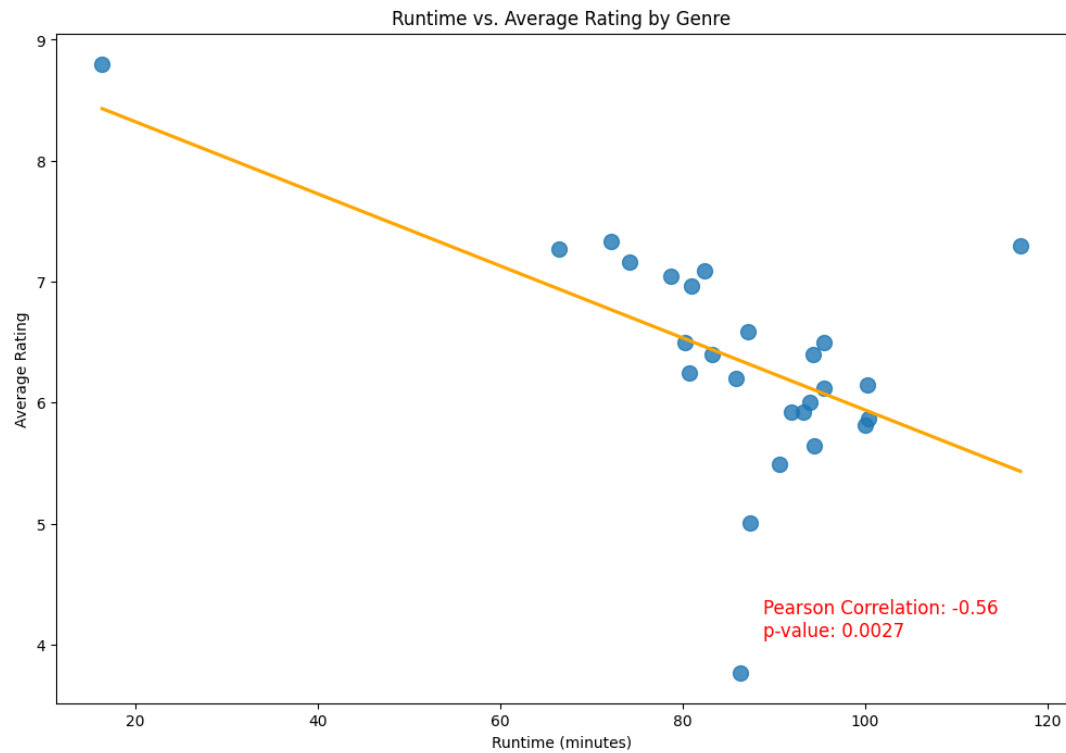
RESULTS

Relationship between Budget and Revenue
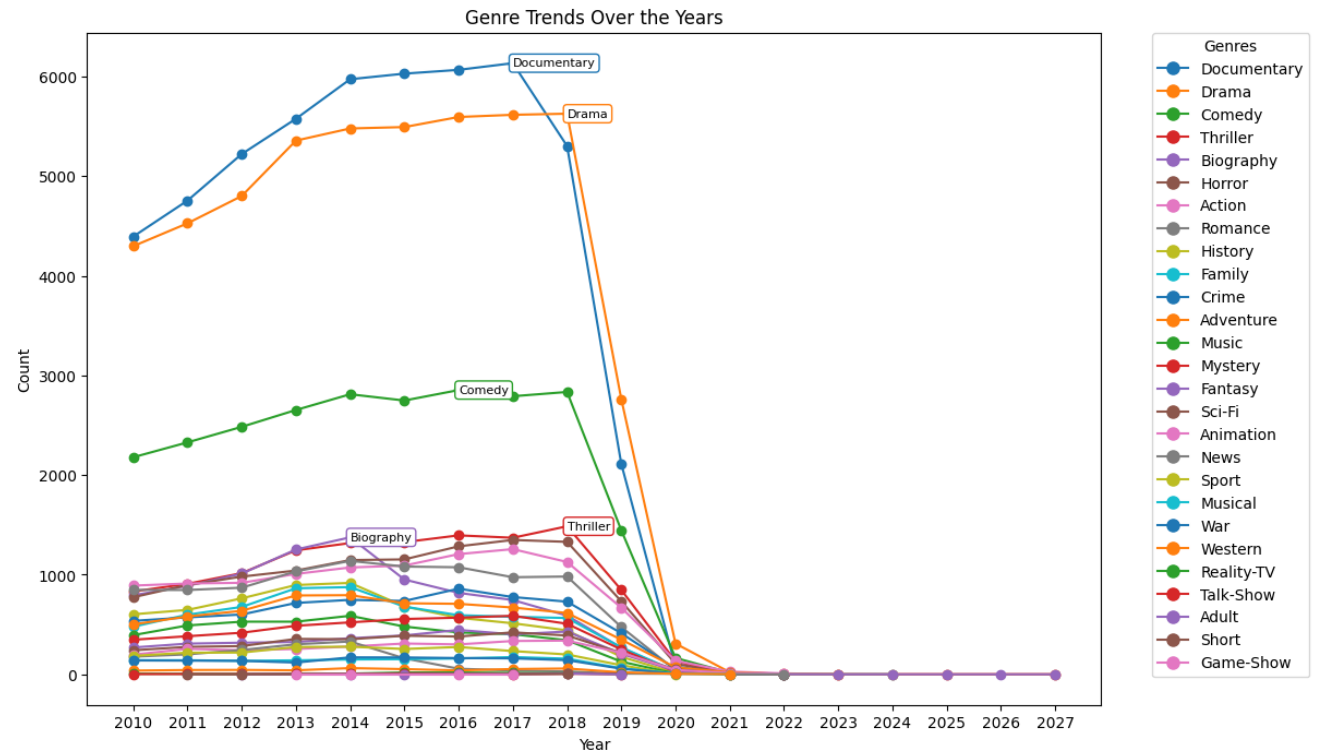
The higher the budget the more likely the film to produce higher revenue

Average Revenue by Genre

Top 3 Genres with the highest average revenue are Animation, Sci-Fi, and Adventure.

RESULTS

Runtime vs. Average Rating by Genre

Pearson Correlation: -0.56
p-value: 0.0027

Longer films tend to receive lower ratings.

CONCLUSIONS

- ***Key recommendations:***
  - Focusing on genre for film production.
  - Optimizing Budget Allocation.
  - Considering producing films with shorter runtime.

- ***Limitation:***
  - Data limitation.
  - Market demographics and dynamics.
  - Genre categorization.

- ***Future steps:***
  - Enhance data sources and quality.
  - Predictive analytics for genre trends
  - Collaboration with the film industry experts

THANK YOU!

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