

Using Data to Guide Microsoft's Original Video Content Venture

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Guiding Microsoft's Original Video Content Venture

Descriptive analysis to help Microsoft scope a project to enter the market

- Focus on designing films in the most popular genres while minimizing financial risk.
- Identify the directors most familiar with those genres.
- Identify thematically diverse directors who can help Microsoft realize its vision.

Outline

- Business problem
- Methods
- Data
- Results
- Conclusions

Business Problem

- Identify success
- Constrain the set of options by focusing on successful film genres
- Identify the director best equipped to manage the content selected



Data

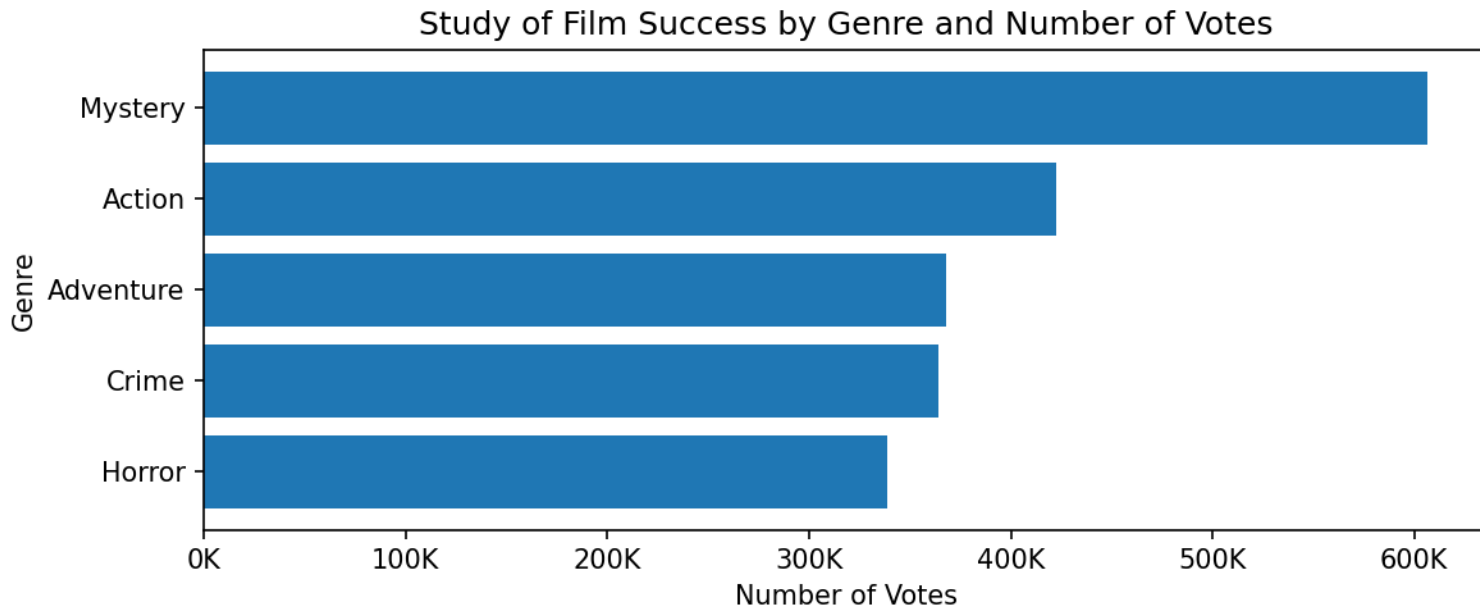
- IMDb -- Movie characteristics data:
 - Database tables
 - Film genre, ratings, people, principal roles
- The Numbers -- Movie production data:
 - Comma delimited file
 - Budget, gross domestic and foreign earnings

Methods

- Data preparation and cleaning
- Examination of variable independence
- Descriptive data analysis

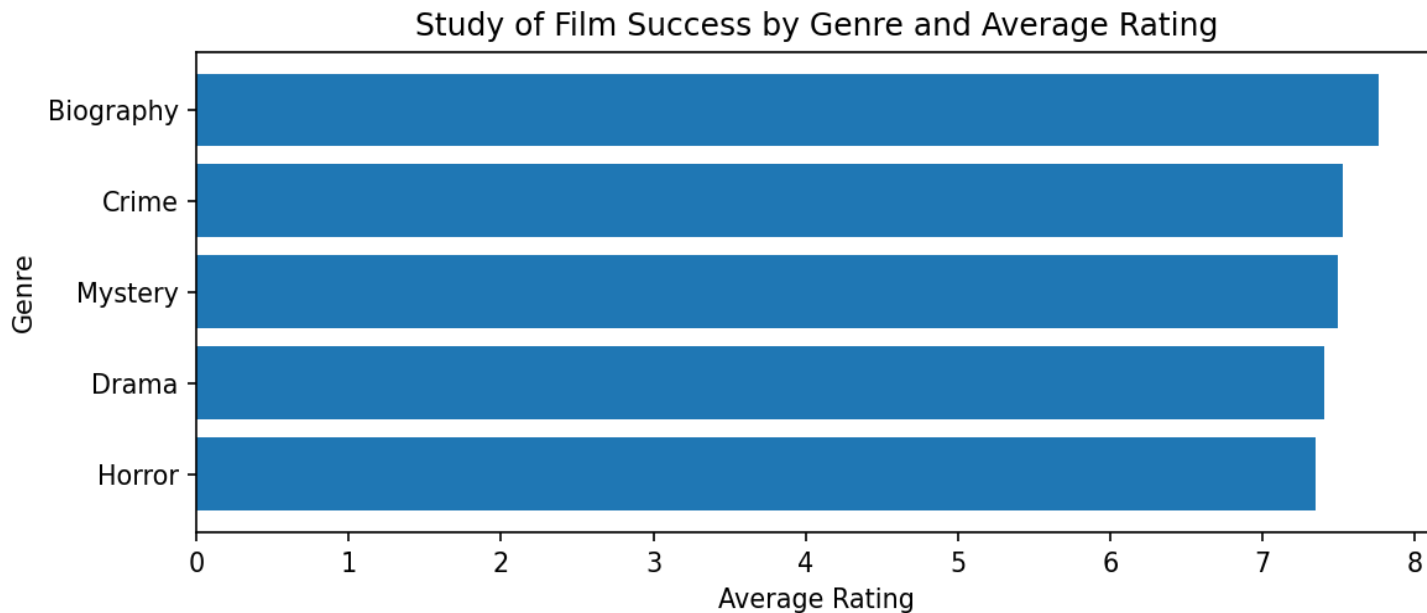
Results: Genre Selection

The **Mystery** genre is the most popular among the top five genres



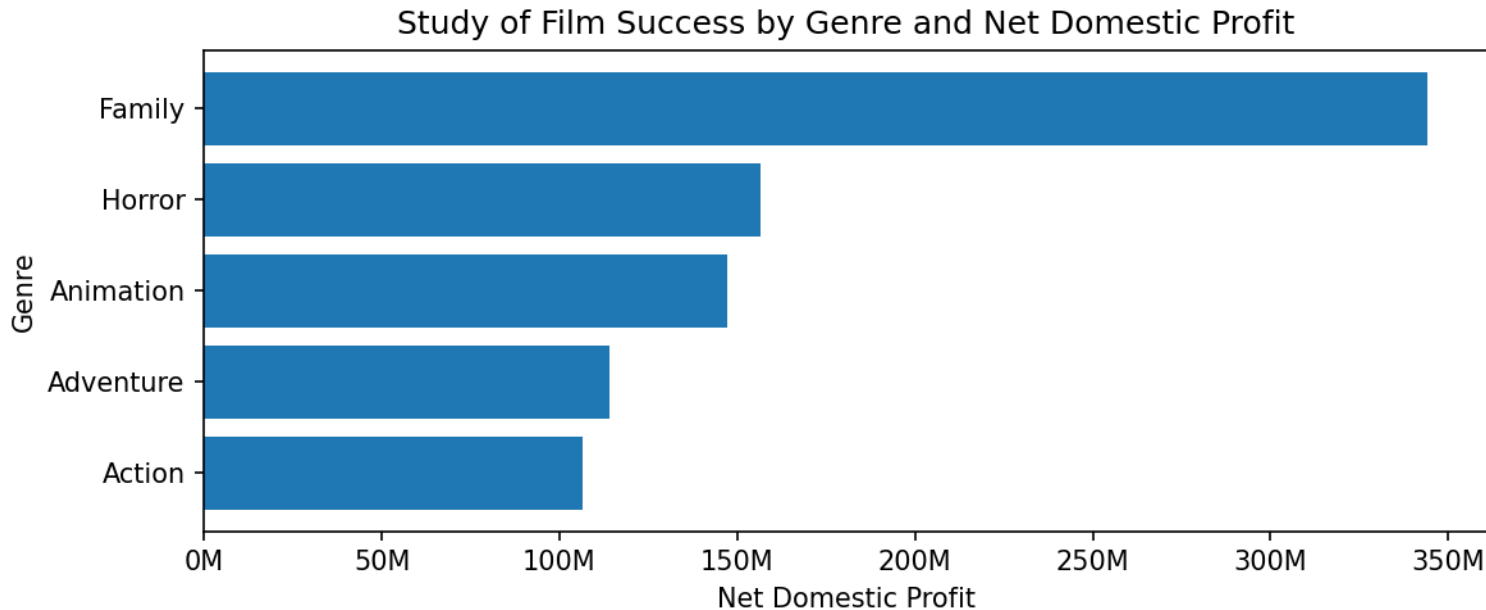
Results: Genre Selection

Mystery and **Crime** appear again among top genres



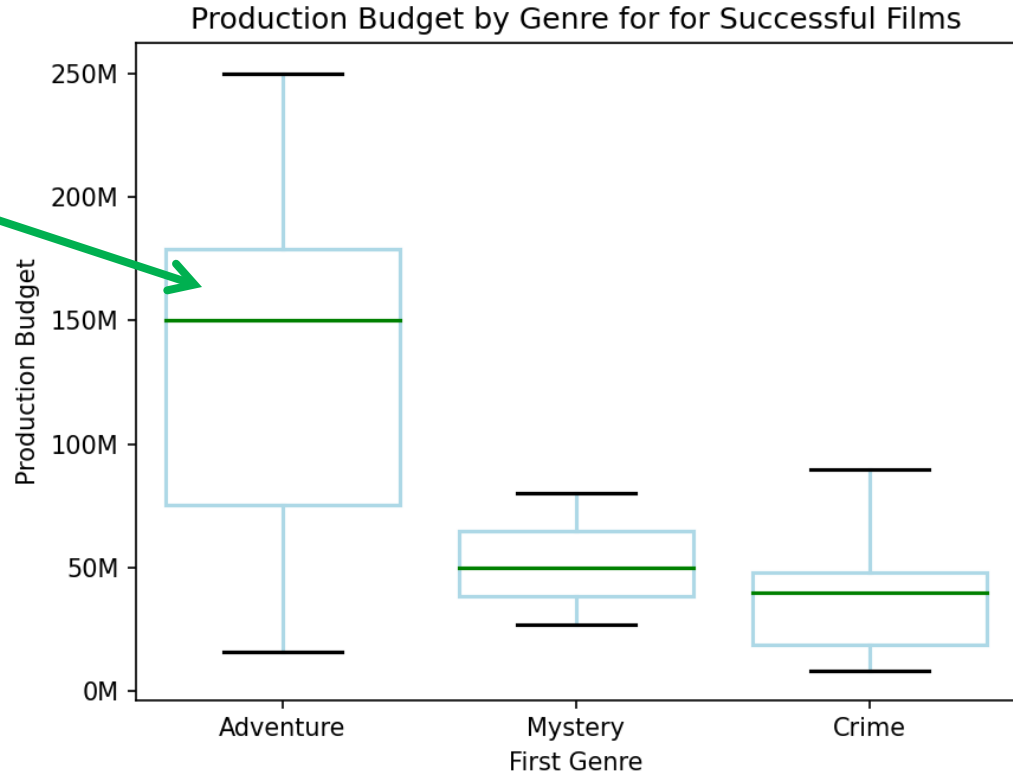
Results: Genre Selection

Family nets the most, but **Mystery**, **Crime**, and **Adventure** genres optimize two success measures each.



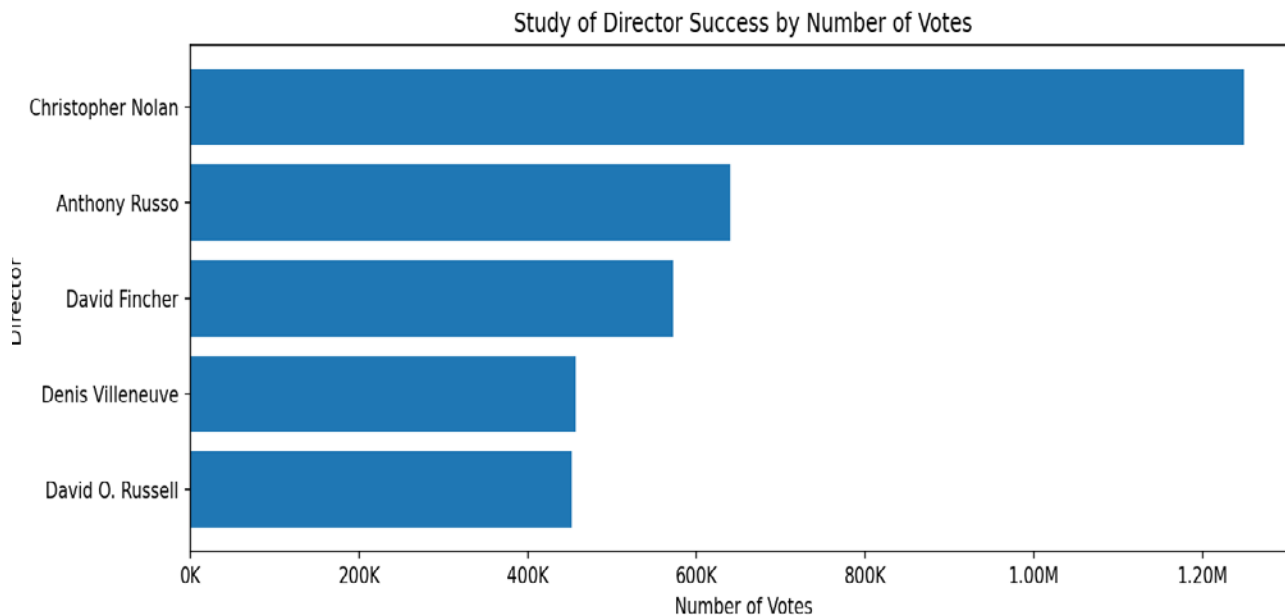
Results: Genre Selection

Adventure among the more expensive genres to produce



Results: Director Selection

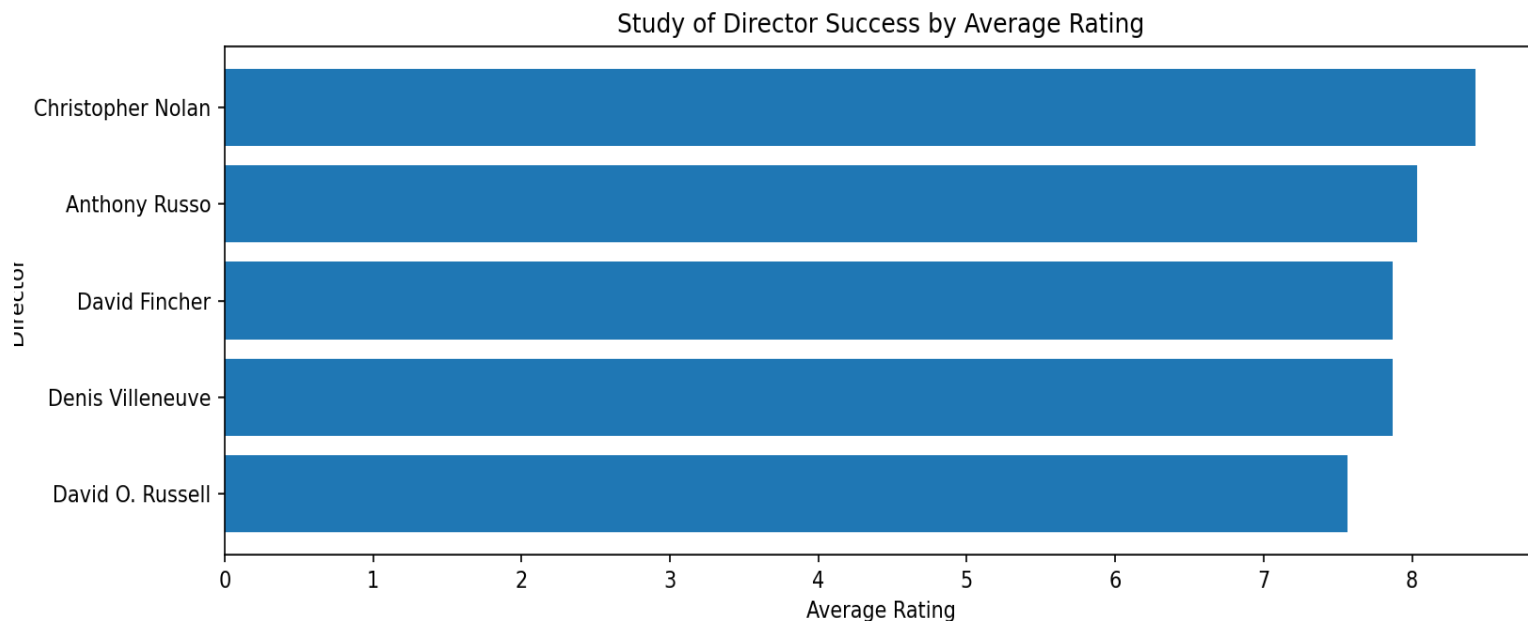
Among the top directors associated with the Mystery, Crime, and Adventure genres are **Christopher Nolan**, **Anthony Russo** along with **. David Fincher**



Results: Director Selection

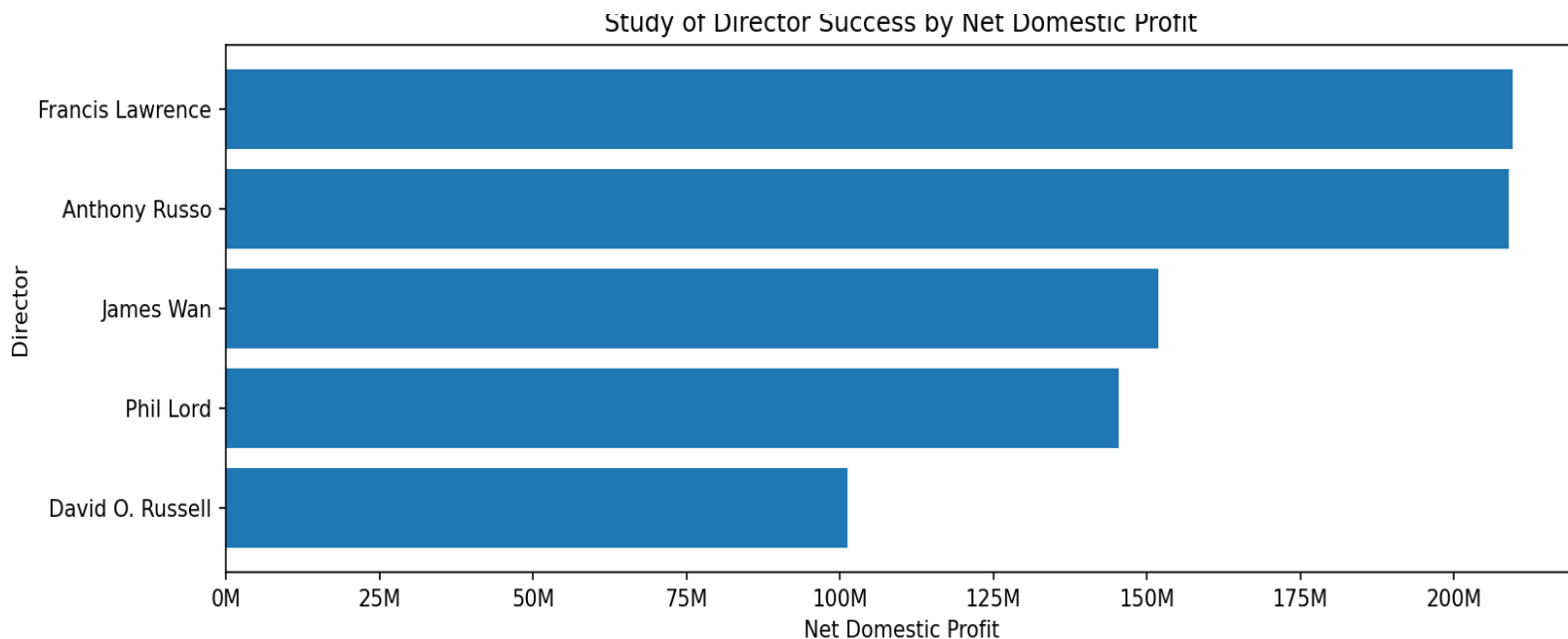
Christopher Nolan, Anthony Russo, with David Fincher again among top 5 directors

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Results: Director Selection

Anthony Russo among top on all three measures, **David Fincher** and **Christopher Nolan** optimize two.



Results: Director Diversity

Among the 3 most successful directors, **David Fincher** and **Christopher Nolan** have more diverse portfolios

Director	Movie	Genre
Anthony Russo	Capital America: The Winter Soldier	Action, Adventure, Sci-Fi
	Captain America: Civil War	Action, Adventure, Sci-Fi
	Avengers: Infinity War	Action, Adventure, Sci-Fi
David Fincher	The Social Network	Biography, Drama
	The Girl with the Dragon Tattoo	Crime, Drama, Mystery
	Gone Girl	Drama, Mystery, Thriller
Christopher Nolan	Interstellar	Adventure, Drama, Sci-Fi
	The Dark Knight Rises	Action, Thriller
	Inception	Action, Adventure, Sci-Fi
	Dunkirk	Action, Drama, History

Conclusions

If Microsoft chooses to focus on the genre of film as the scoping condition:

- Focus on **genres associated with the most successful movies.**
- **Moderate financial risk** by avoiding high production costs.

If Microsoft prefers to hire the director to help define the scope of the original content project

- Hire the **director who can work across the greatest diversity of genres.**

Thank You!

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