The Microsoft Video Experience

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Intro: What are we dealing with?

Using elements of a SWOT analysis on Microsoft, insightful inquiries and meaningful responses will be proposed.

Strength

Well-known brand with a lot of capital and industry connections

Weakness

No experience in film production

Opportunity

Enhance brand recognition, loyalty, and raise capital

Threat

Unintentionally harm the brand and/or lose major capital

# What are the top 10 highest grossing films worldwide?

Knowing the best-selling films tells us what 'wins' monetarily

Microsoft can potentially allocate a sufficient amount of capital for production budget based on the industry's highest grossing films.

Knowing what 'wins' shows us what a winning formula looks like in the film industry.

Highest Grossing Films Worldwide

A graphical depiction of what films have sold the most in the worldwide market.

Top Grossing Movies Worldwide (in $10 Millions)
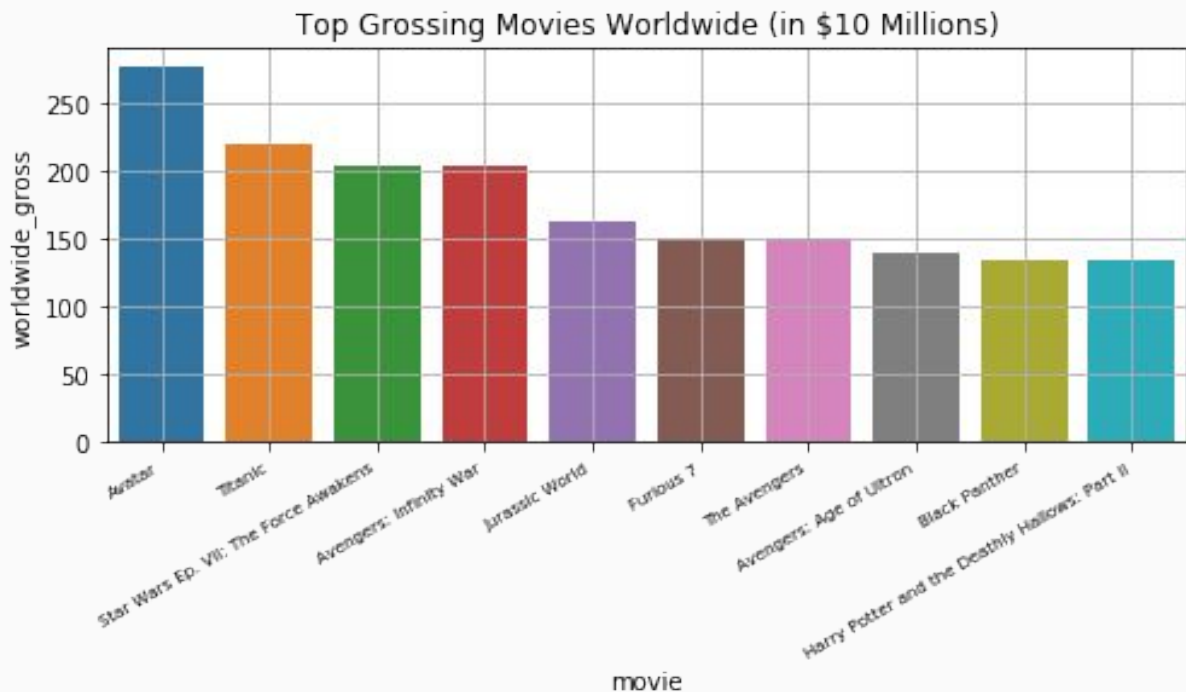
# What are the top 10 most popular movies of the last decade?

Boost engagement and brand awareness

Leaving an impression on stakeholders through film can have a powerful chain effect of brand awareness among other benefits. Memes, parodies, art, and culture are shifted through film.

Anticipation leading up to release, promotional efforts during the initial time of release, and marketing efforts after release solidify people's opinion and societal response to film.

Top 10 Most Popular Movies of the Decade

Points on this graph represent levels of popularity assigned to some of the greatest films of the last decade

Top 10 Most Popular Movies of the Decade
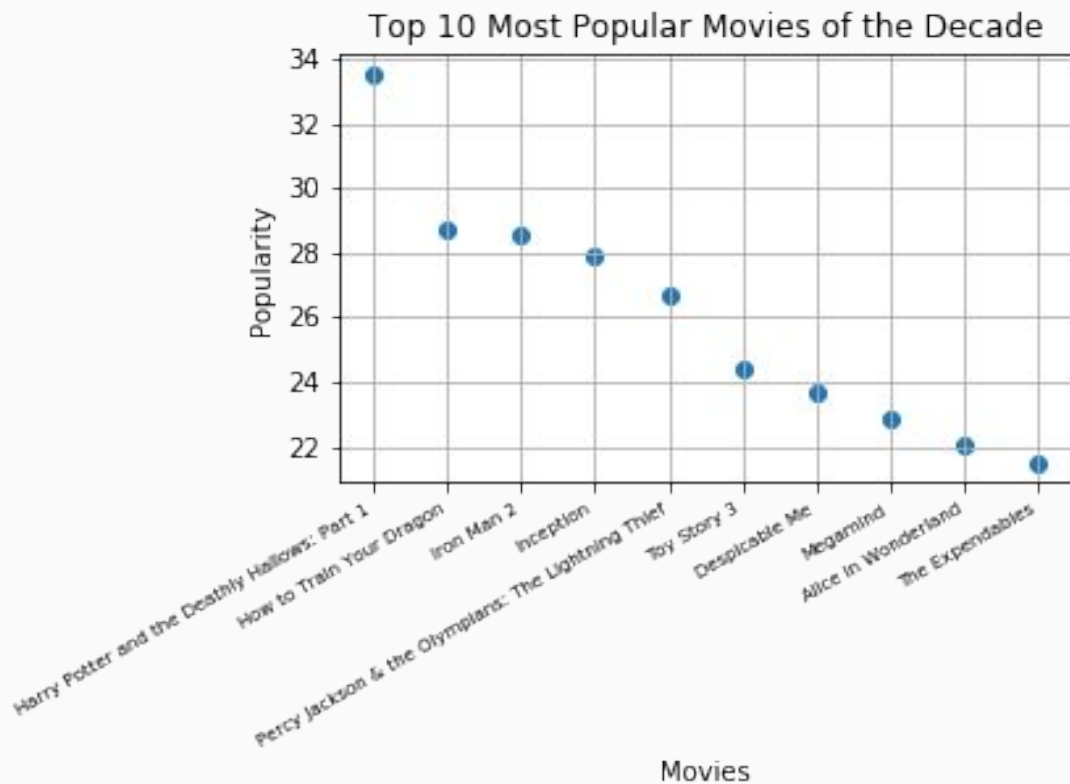
Is there a correlation between the 10 highest grossing films worldwide and the decade's top 10 most popular movies?

Identify profitable links

Checking for correlation is great to see if we can identify a profitable mix between two or more variables.

If we do not see a strong enough correlation between these two variables, there is still the opportunity to see any other correlations that may exist.

Movie Correlations:
Popularity vs. Gross

Correlations shown to the right show correlations among factors of popularity and worldwide gross where values closer to 0 represent little to no correlation. It is important to note that ideal values are:

. 7 to 1 (strong correlation)

and

- .7 to -1 (strong negative correlation)

In [29]:   1 joined_df.corr()

Out[29]:

	id	popularity	vote_average	vote_count	worldwide_gross
id	1.000000	-0.507954	0.008808	-0.372612	-0.012067
popularity	-0.507954	1.000000	0.154446	0.731059	0.004908
vote_average	0.008808	0.154446	1.000000	0.169717	0.001903
vote_count	-0.372612	0.731059	0.169717	1.000000	0.001689
worldwide_gross	-0.012067	0.004908	0.001903	0.001689	1.000000

No major correlation...but

We see that a high vote count positively reflects film popularity. Whether Microsoft would like to primarily focus on gross or popularity, there is a basis for plan of action to achieve either endeavor.

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Thank you for your time

Let's make a movie!