

Microsoft's Film Foray

Helping Microsoft traverse the ever-growing world of original film content

By: Benjamin Jaron



Overview

- The following presentation will detail a data-driven approach to help Microsoft break in to film content.
- Analysis reveals a three-pronged approach to success:
 1. Spend big to earn big
 2. Contract Jason Blum to produce the content
 3. Produce content in the horror genre

Business Problem

- Microsoft has witnessed the trend of major companies producing original video content.
- Microsoft wants to develop its own films, but needs to know what factors make films successful and profitable.
- The below analysis will sift through data in order to help Microsoft reach its goals.

Data

Our analysis was conducted using 5 sources:

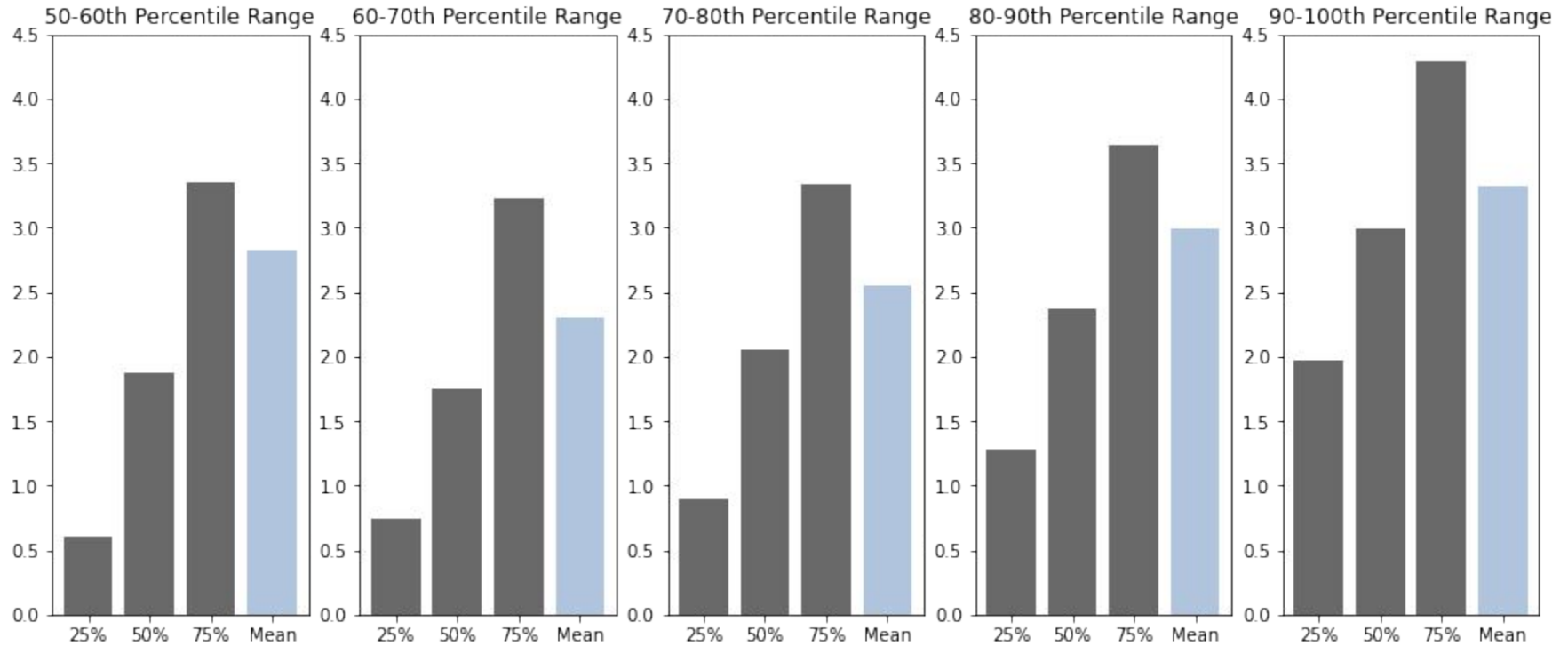
1. An IMDB database that includes tables with many films, their information, and detailed tables about their personnel.
2. A Box Office Mojo gross file, which is a table containing a list of movies, which studio produced the movie, and its domestic and foreign gross.
3. A Rotten Tomatoes file containing each film and a synopsis.
4. A file containing each movie, its budget and its foreign and domestic gross.
5. A TMDb file that contains each movie, and various information about that movie, like genre and original language.

Analysis

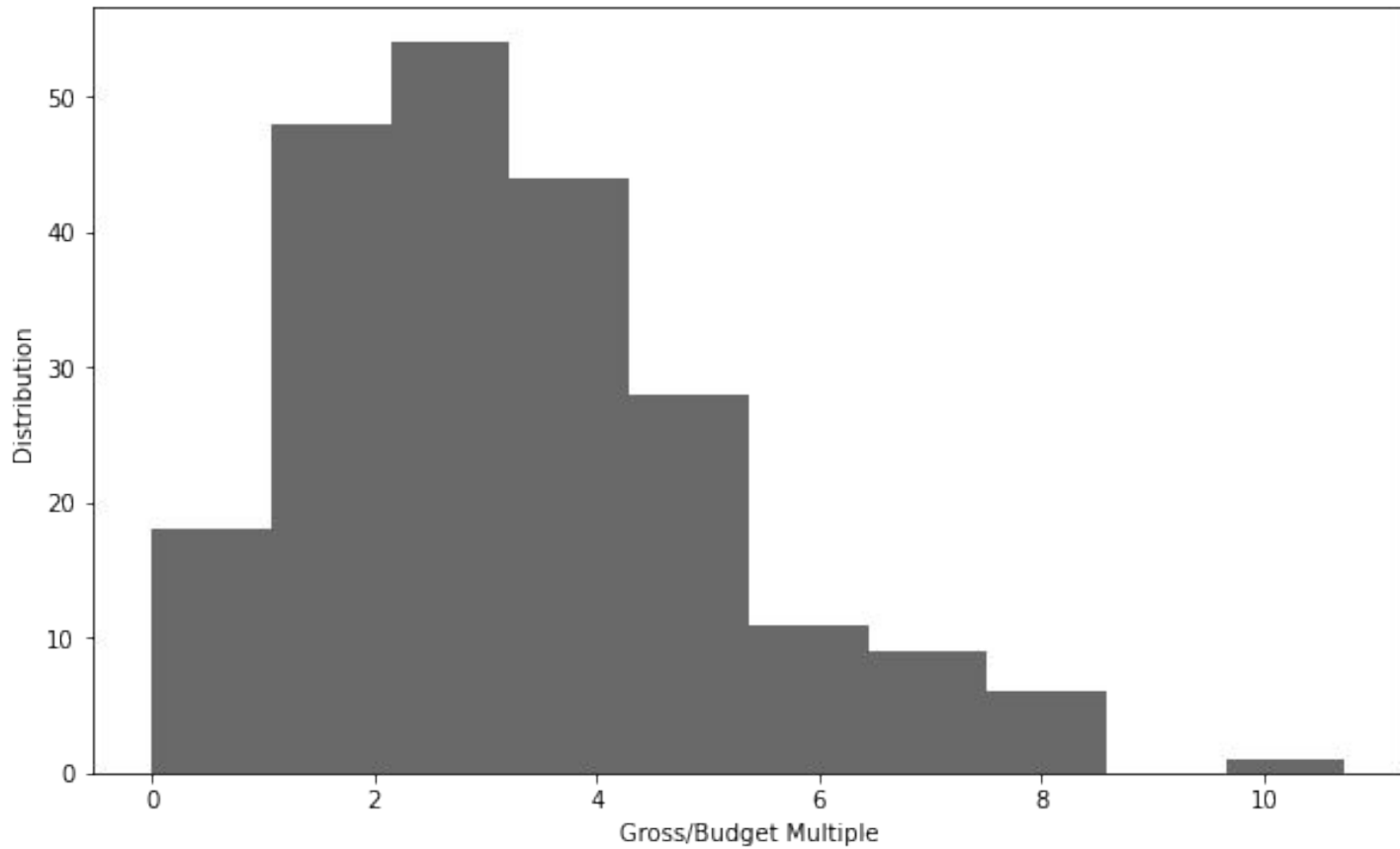
1. Relationship between production budget and gross
2. Which industry personnel have the best track record
3. Which genres are most successful

.79

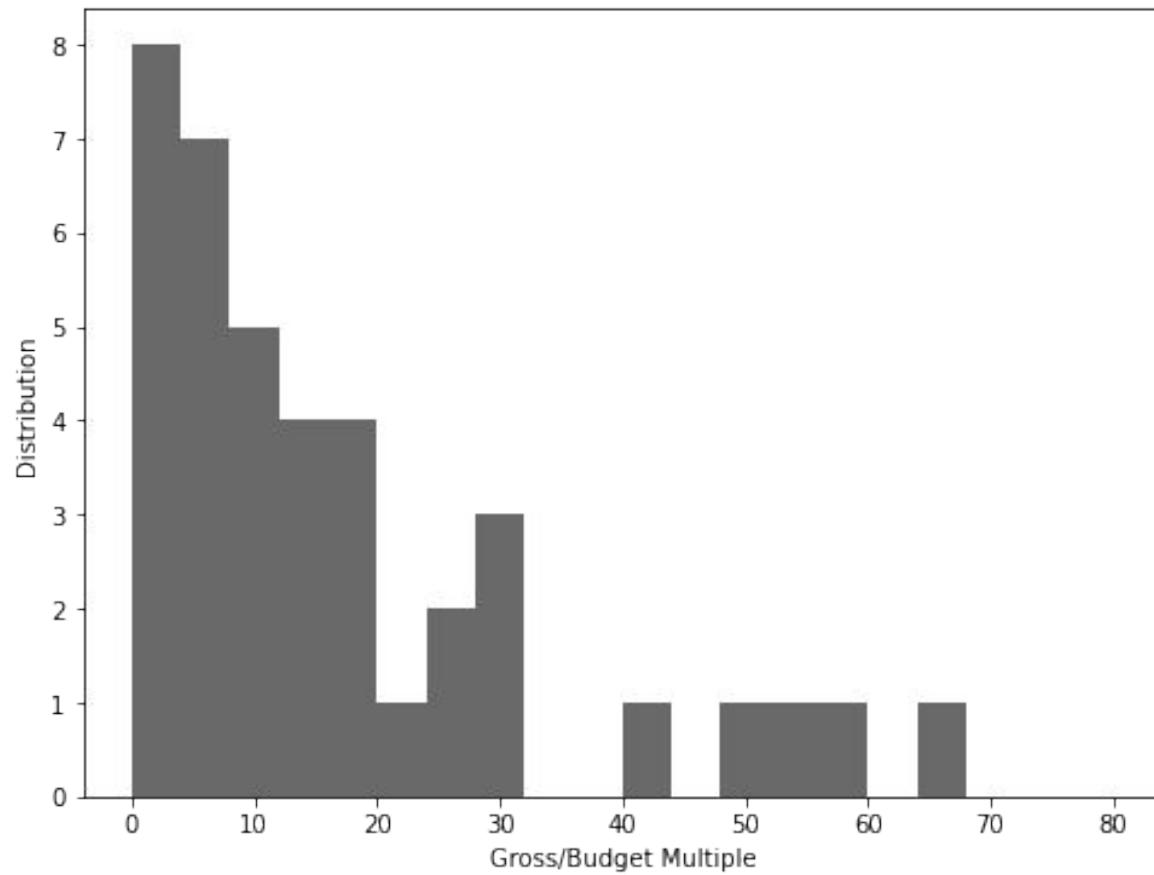
Correlation between production budget and gross



Comparing budget ranges



Gross/budget multiple for top 10% of spenders



Jason Blum is the go-to man for production

	Genres	Count	Average Multiple
1	Comedy, romance, sport	20	28.8
2	Horror, mystery, thriller	373	27.3
3	Horror, romance, thriller	9	27.2
4	Adventure, horror	10	12.9
5	Biography, drama, fantasy	10	12.7
6	Drama, fantasy	50	12.6
7	Biography, documentary, sport	2	11.8
8	Action, mystery, sci-fi	10	10.2
9	Comedy, fantasy	39	10.1
10	Animation, documentary	7	9.0

Conclusions

1. Spend big, especially on advertising
2. Contract Jason Blum to produce
3. Produce in the horror genre

Thank you

Further questions can be addressed to me
at: bmjaron@gmail.com