



Microsoft Film Industry and Streaming Platform Analysis

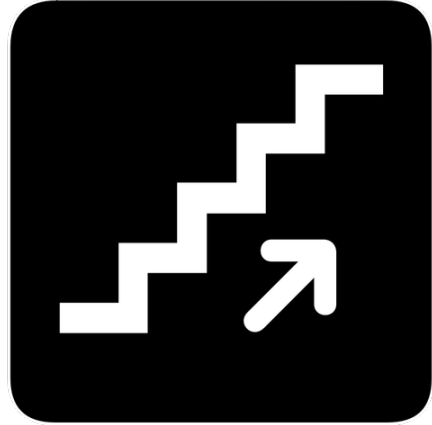


Summary

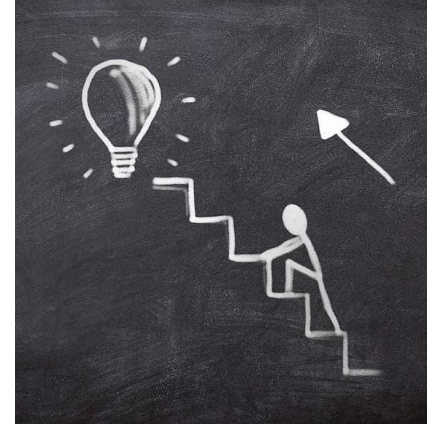
In order for us to give Microsoft an informed presentation about why they should create their own streaming service instead of creating a movie studio, we looked at data referencing movie ticket sales, streaming services, and what kind of movies and tv shows are on streaming services. After searching through and cleaning the data, we decided that streaming services are on the rise while movie theatres are on the decline. Due to this, we believe Microsoft would benefit more from making a streaming service than making a movie studio.

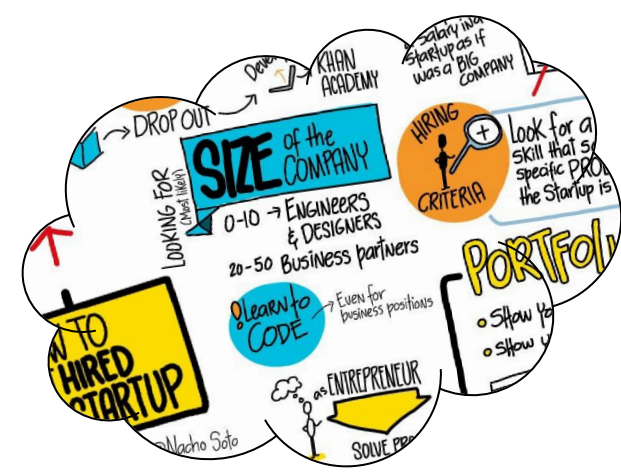


↪ Outline ↪



- Business Problem
- Recommendations
- Methods
- Data
- Results
- Conclusions

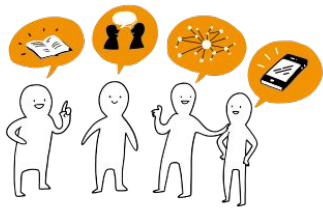




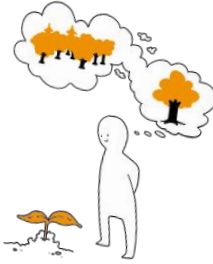
Business Problem



Microsoft has decided to investigate the pursuit of a path towards movie producing. Over the last decade movie theaters have seen a substantial decrease in attendance while streaming platforms have seen an increase in subscriptions and subsequently revenue. Additionally, with the COVID-19 Pandemic also turning the world on its head in early 2020, we have had a dramatic shift in how we spend our time and how we consume media.



Recommendations



● ~~Make Movie Studio~~

● Create Streaming Platform



● Have Variety (TV Shows + Movies)



Methods



- Collected Data From Outside Sources
- Clean and Filter Collected Data
- Analyze Data
- Visualize/Summarize Data
- Make Recommendations

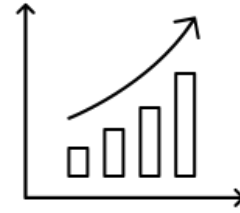




Data

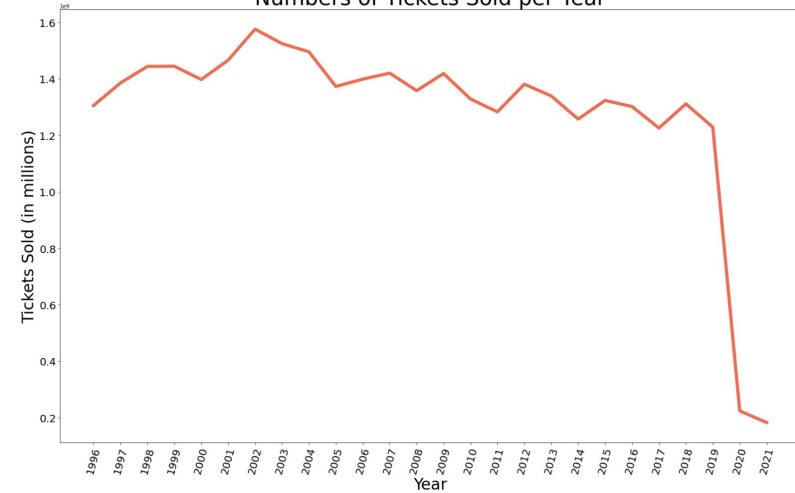


- **Decline** in movie ticket sales
- **Increase** in streaming platform revenue and subscriptions
- Popular movies end up on streaming platforms

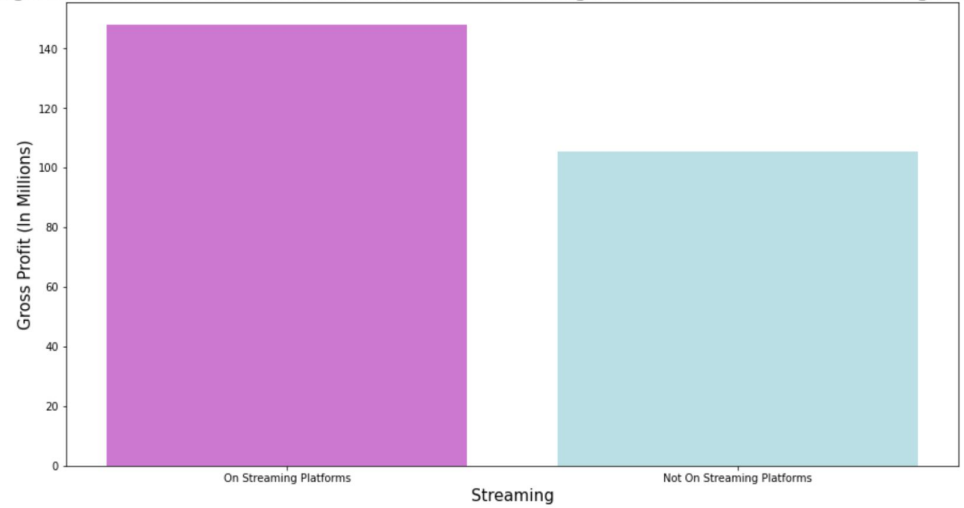


Results

Numbers of Tickets Sold per Year

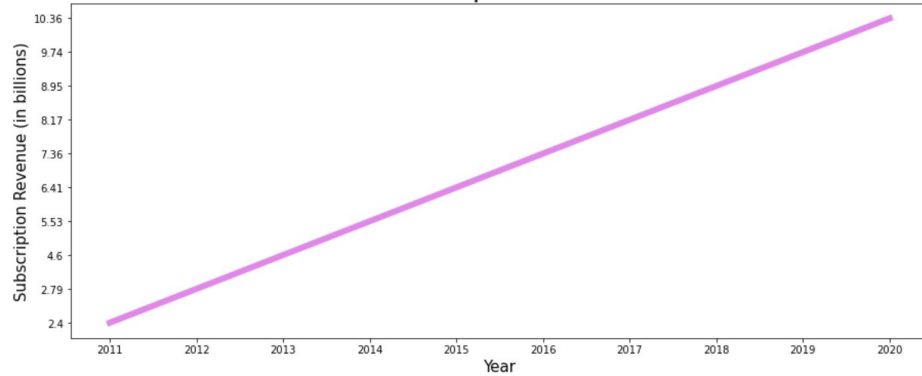


Avg Gross Box Office Profit of Movies Now On Streaming Platforms VS Not On Streaming Platforms

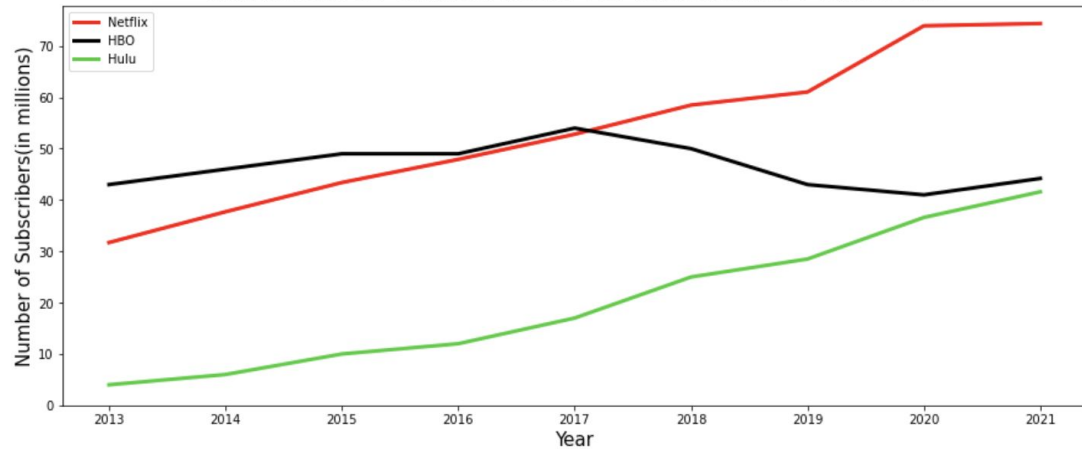


Results

Increase in Subscription Revenue Per Year

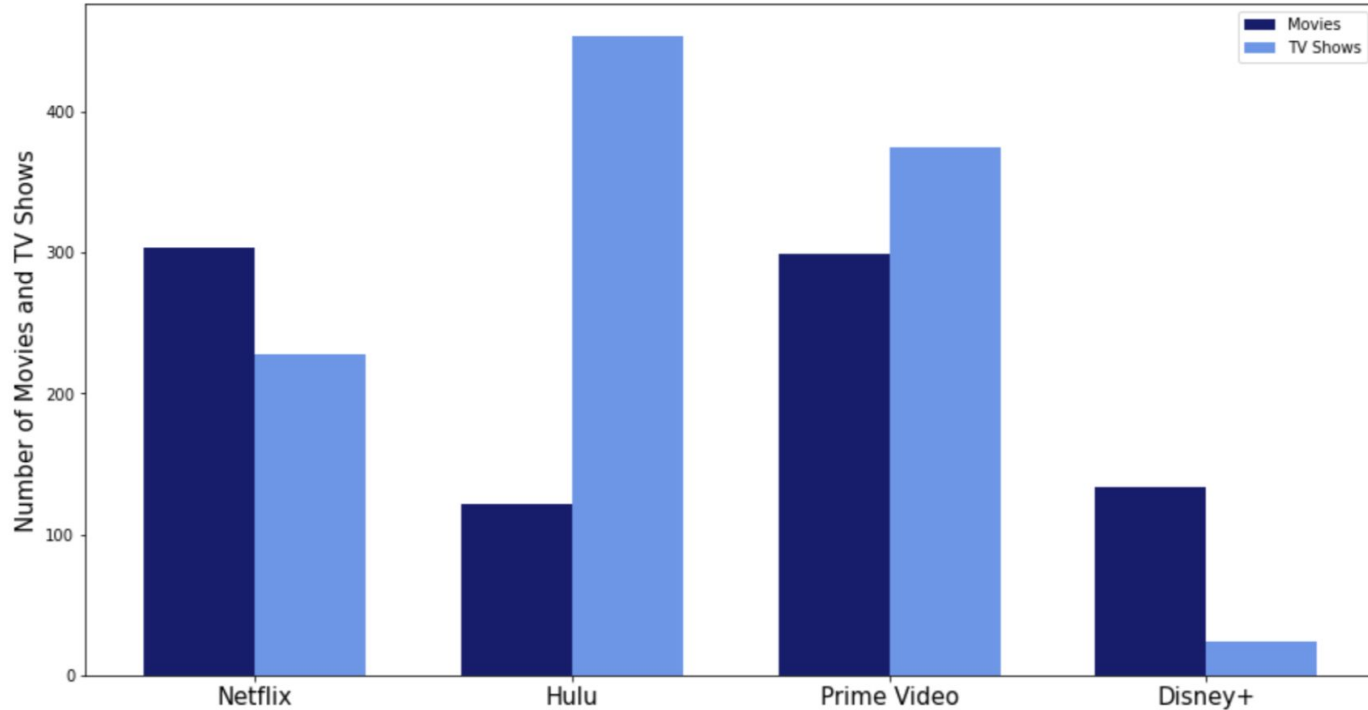


Numbers of Subscribers for Different Platforms



Results

Number of Movies and TV Shows Available Across Different Platforms



Conclusions

Reiterating Our Recommendations

- Do Not Make a Movie Studio
- Create a Streaming Platform Instead
- Have TV Shows and Movies on the Streaming Platform

Thank You!



For any additional questions, please contact us via email

Email:

cecelacey@gmail.com

mallorye1103@gmail.com

qiwen.ou0721@gmail.com

