

Microsoft Movie Analysis



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Business Problem

Mission: Recommend distribution strategy and provide movie type guidance for new films from Microsoft Studios.

Steps:

1. Research for data and develop a plan.
2. Clean the data
3. Reorganize the data so that it can be analyzed
4. Make determinations
5. Use data visualizations to present findings
6. Present recommendations



Presentation

- Data
- Methods
- Findings
 - Theatrical Release
 - Home Distribution
 - Movie Types
- Conclusion



Data & Methods

- Data sources:
 - The-numbers.com
 - Box Office Mojo
- Methods:
 - Compare distributors' performance against other distributors for theater and home movie releases
 - Compare genre and MPAA rating performance across distributors

THE NUMBERS

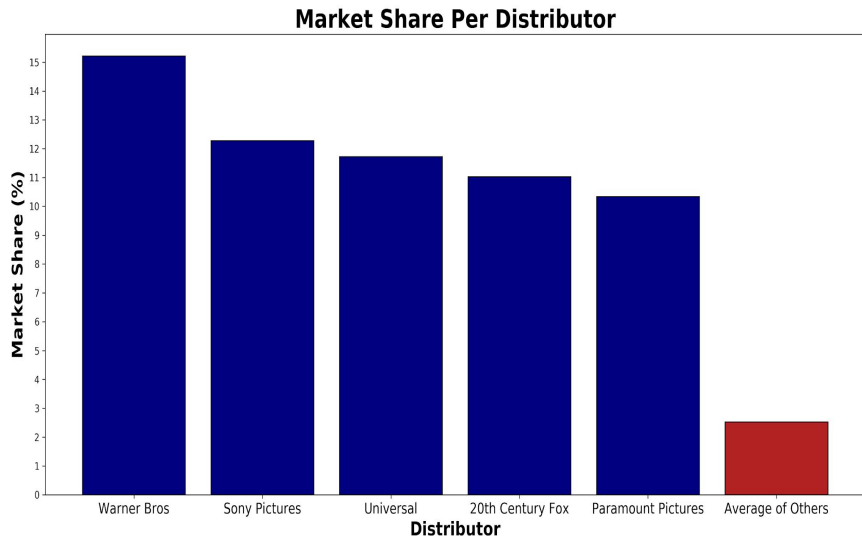
Market Share for Each Distributor 1995-2020

Rank	Distributor	Movies	Total Box Office	Tickets	Share
1	Walt Disney	574	\$39,694,407,526	5,668,676,902	16.94%
2	Warner Bros.	803	\$35,641,246,799	5,133,326,376	15.21%
3	Sony Pictures	730	\$28,775,433,129	4,257,945,527	12.28%
4	Universal	511	\$27,464,279,056	3,938,555,708	11.72%
5	20th Century Fox	520	\$25,855,030,516	3,792,393,298	11.03%

Box Office Mojo by IMDbPro

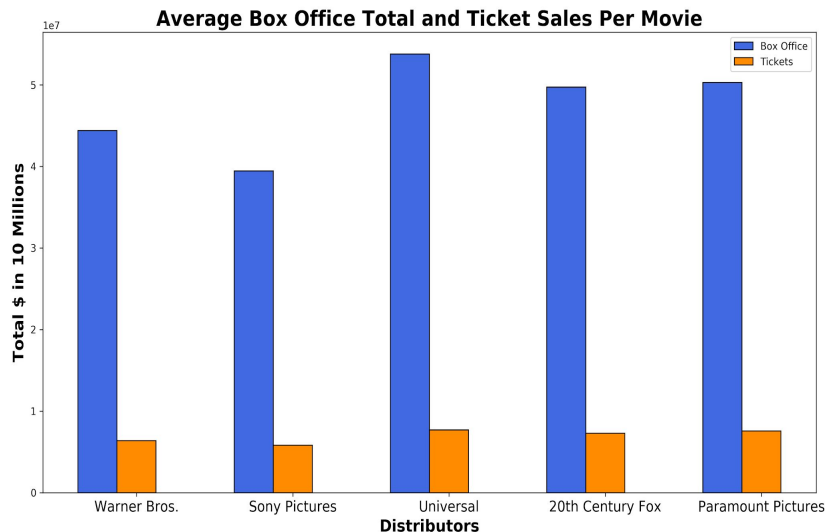
Rank	Title	Worldwide Lifetime Gross	Domestic Lifetime Gross
1	Avengers: Endgame	\$2,797,800,564	\$858,373,000
2	Avatar	\$2,790,439,092	\$760,507,625
3	Titanic	\$2,195,169,869	\$659,363,944

Theatrical Release



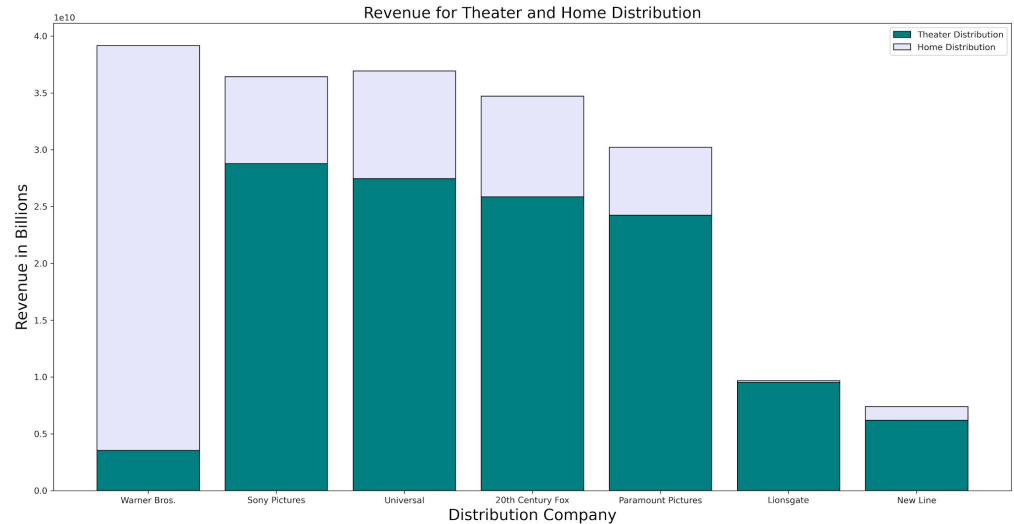
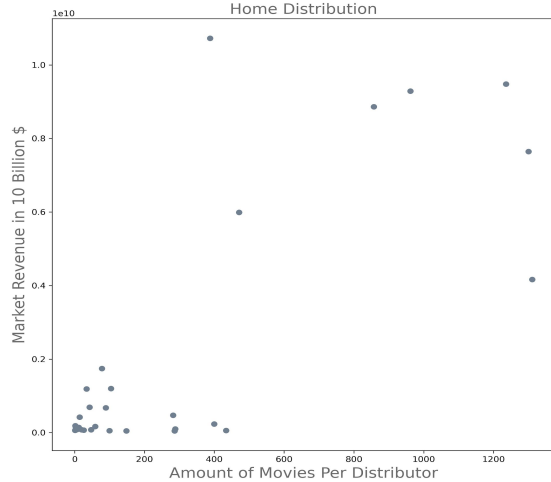
- Total market share in industry
- Top 5 vs Remaining

- Box Office does not equal Ticket Sales
- Average per Film



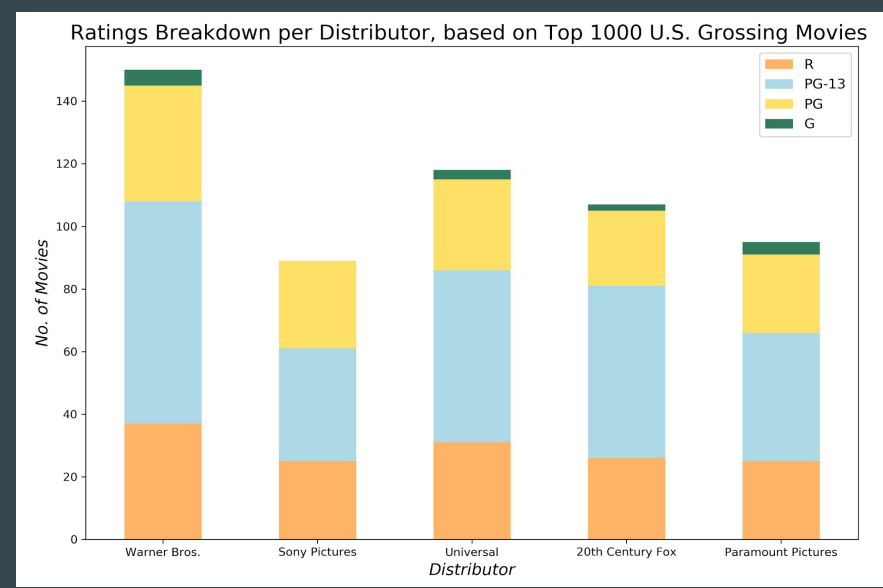
Home Distribution

- The more movies produced the more money that will be made.
- Companies that made between 600 and 1300 made over 9 Billion Dollars

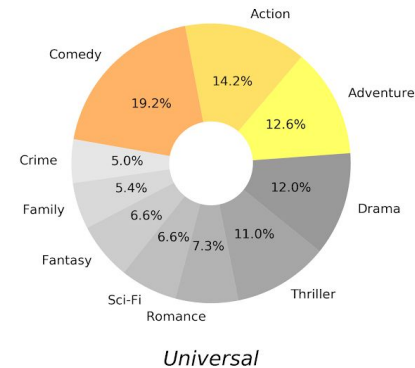
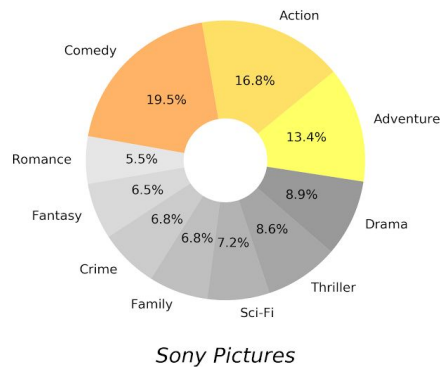
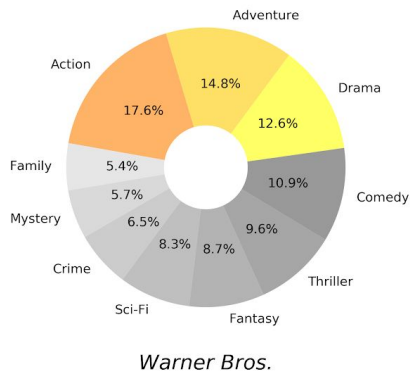


Movie Types

- Reviewed U.S. top 1,000 grossing movies
- Tallied MPAA ratings and genres for top movies and its distributor
- Compared tallies for top distributors



Top 10 Most Popular Genres by Distributor, based on Top 1000 U.S. Grossing Movies



Conclusions

- Theatrical distribution
 - Universal, 20th Century Fox, or Paramount.
- Home distribution:
 - The home distribution division of the above companies, as well as, Sony Pictures.
- MPAA Ratings:
 - Top: PG-13, Runner-ups: R, PG
- Genres:
 - Top: Action & adventure, Runner-ups: Comedy & Drama

Future Work

- International data
- Profit margins
- Impact of streaming services

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Thank You!

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Additional research can be found at
<https://github.com/davebrown271/Microsoft-Movie-Analysis>