

# The Future of Film: **Microsoft**

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# Summary

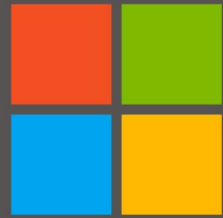


- Movies are a great way for Microsoft to make money, both in the US and certainly overseas
- There are some less intuitive ways to help generate more revenue such as growing “reviewer-ship”

# Outline

- Business Problem
- Data
- Results
- Conclusions

# Business Problem

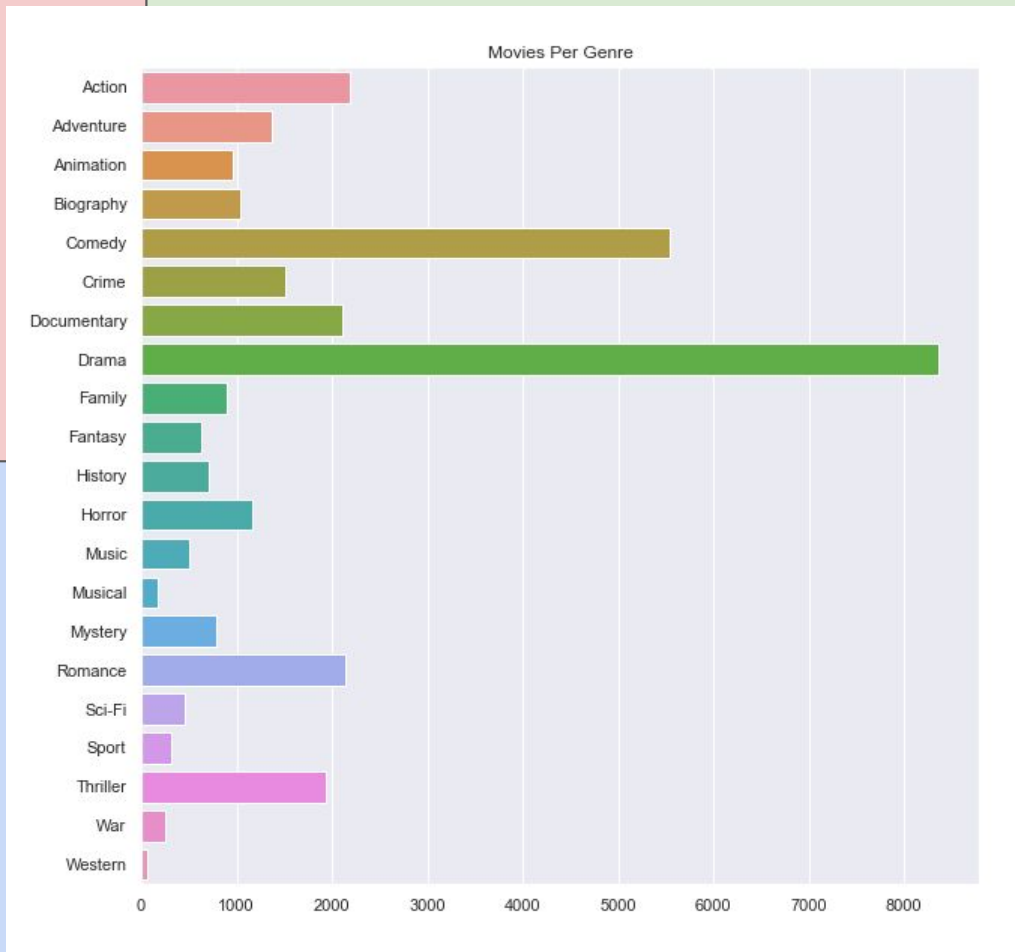


# Microsoft

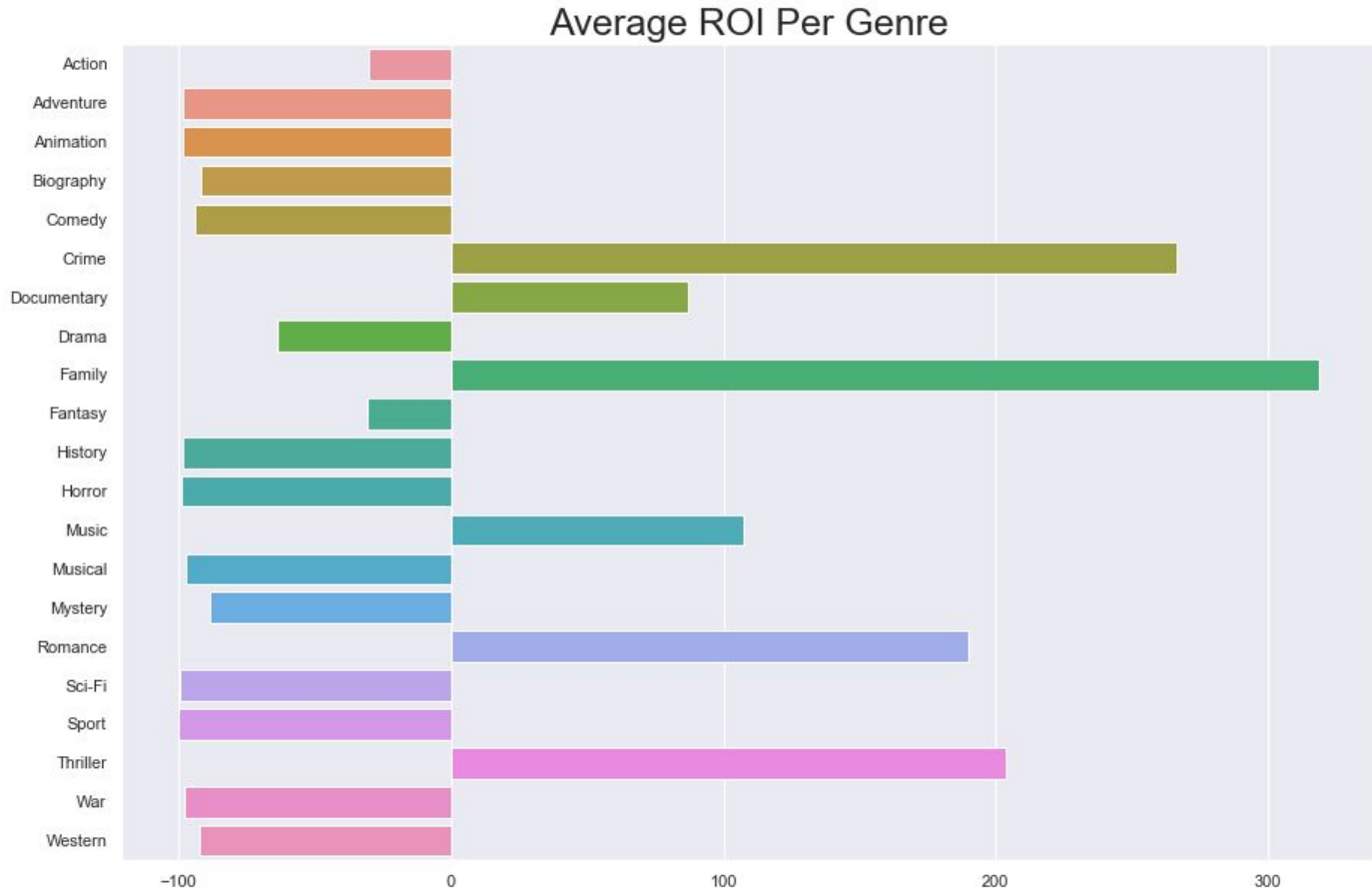
- Analyze trends in the film industry for the last decade
- Make recommendations for where and how Microsoft can safely invest in the movie industry and expect to see significant returns on those investments

# Data

- Over 17,000 unique rows scraped from IMDb
- 21 categories of genre
- Films from the last decade
- Includes variety of financial data for analysis



# Results



# Results

Film Market

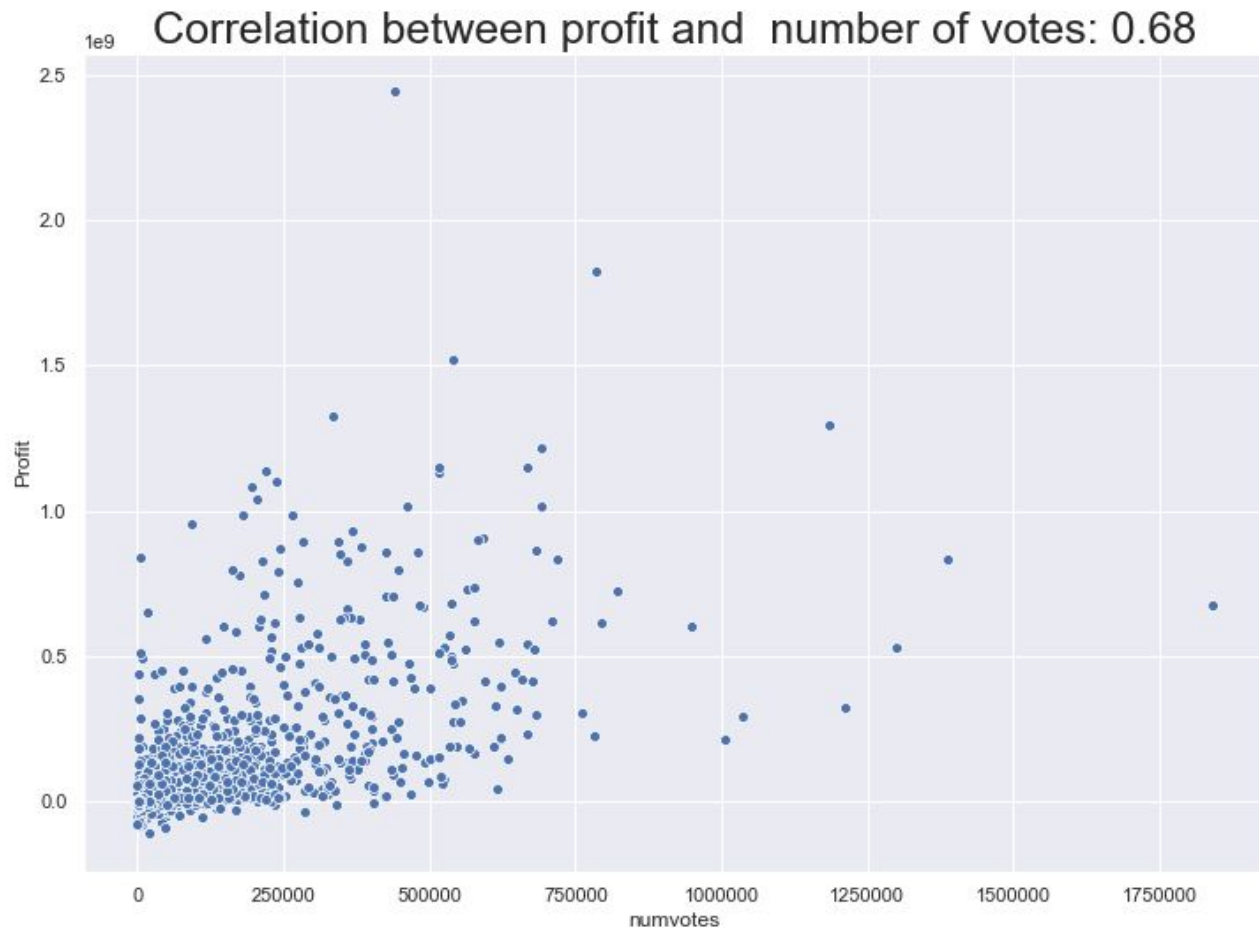
[Study](#) from

UTS

(University of

Technology,

Sydney)



# Conclusions

- Genre can have an incredible impact on the safety of your investment (Crime, Documentary, Family, Music, Romance, and Thriller are the best performers on ROI)
- The number of reviews a movie receives can compound the profits of your film, more than the quality or average rating of the reviews
- There is a lot of room to explore making films outside the US where the dollar gets you farther



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**Thank You!**