




Microsoft Entering the Movie Industry



Overview

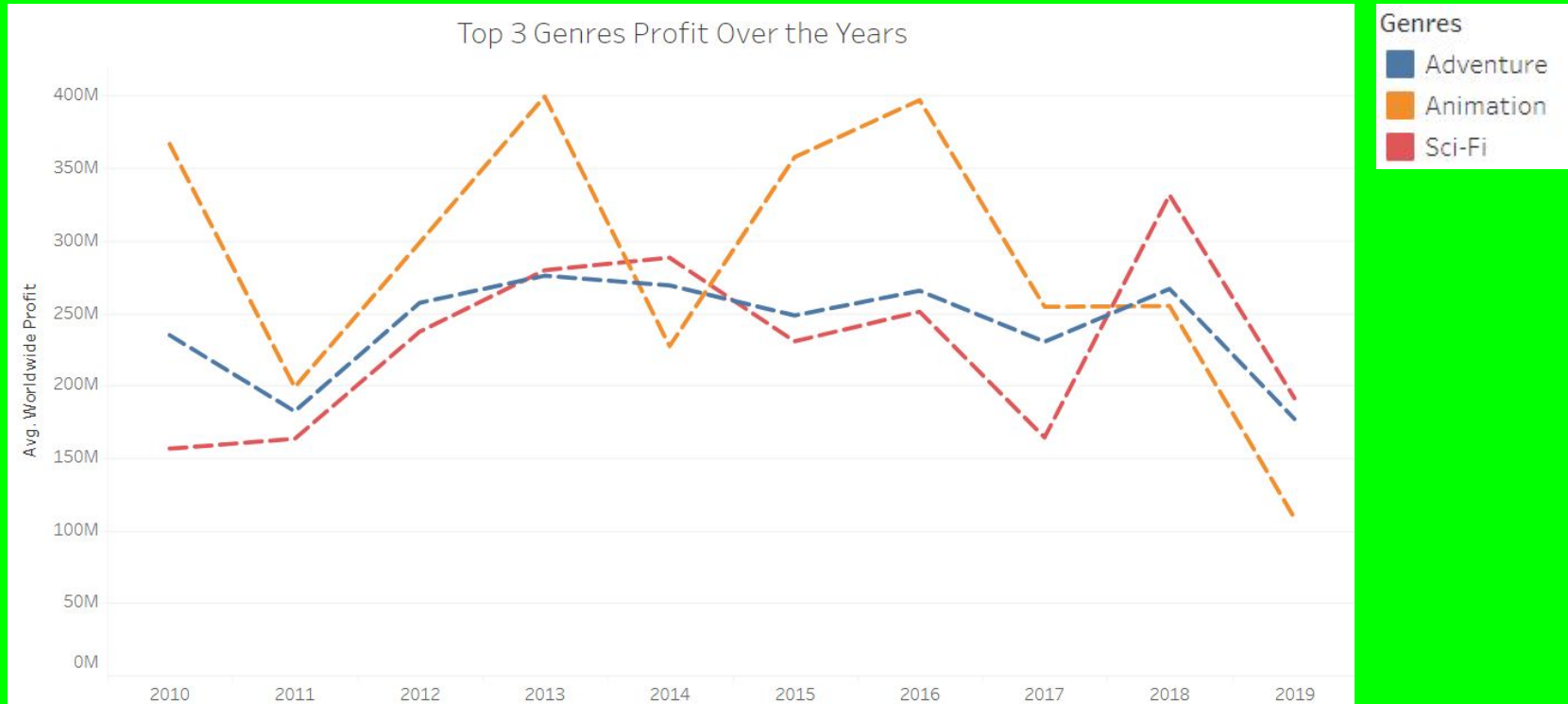
- Microsoft is entering a very saturated market
- Return on Investment
 -  Analyze recent movies that have been profitable and emulate their attributes
- Two data sources: IMDB and The Numbers
- Genre, run time, and actors

Data Analysis/Results

- Top 10 genres most successful in the movie industry based on the genres average profit

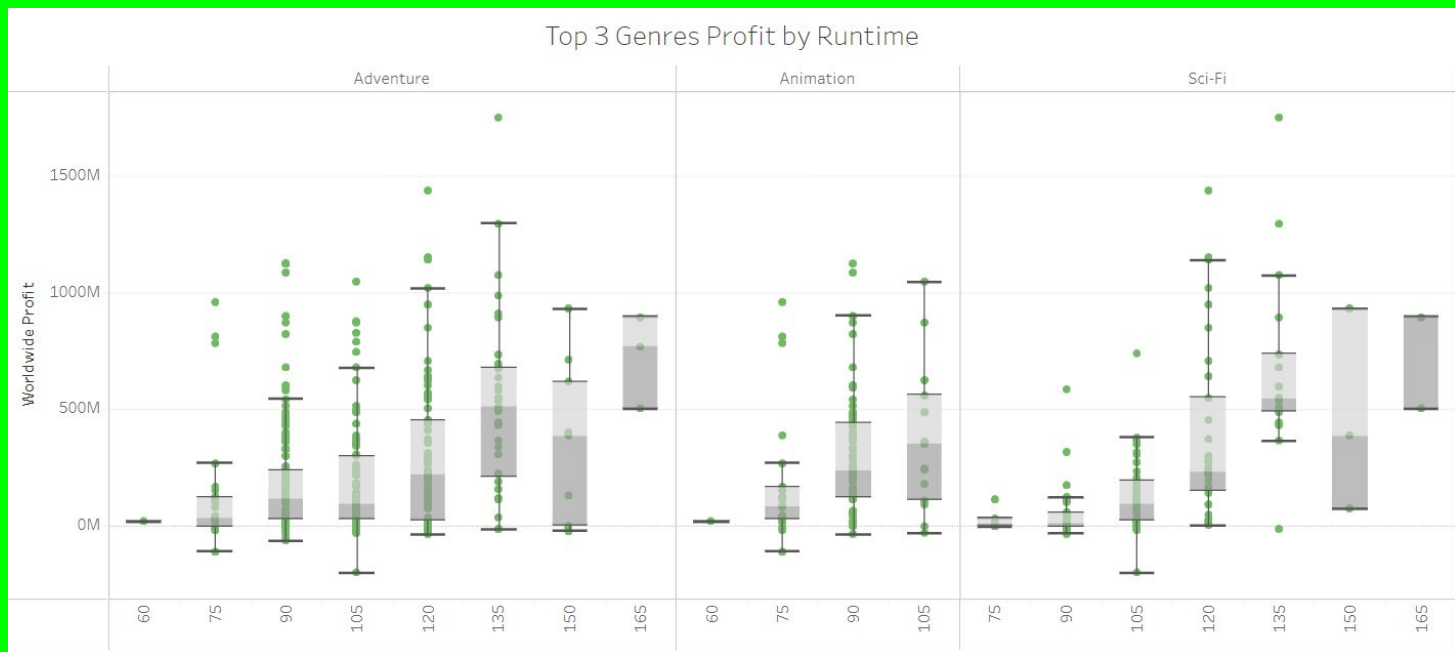


Results cont.



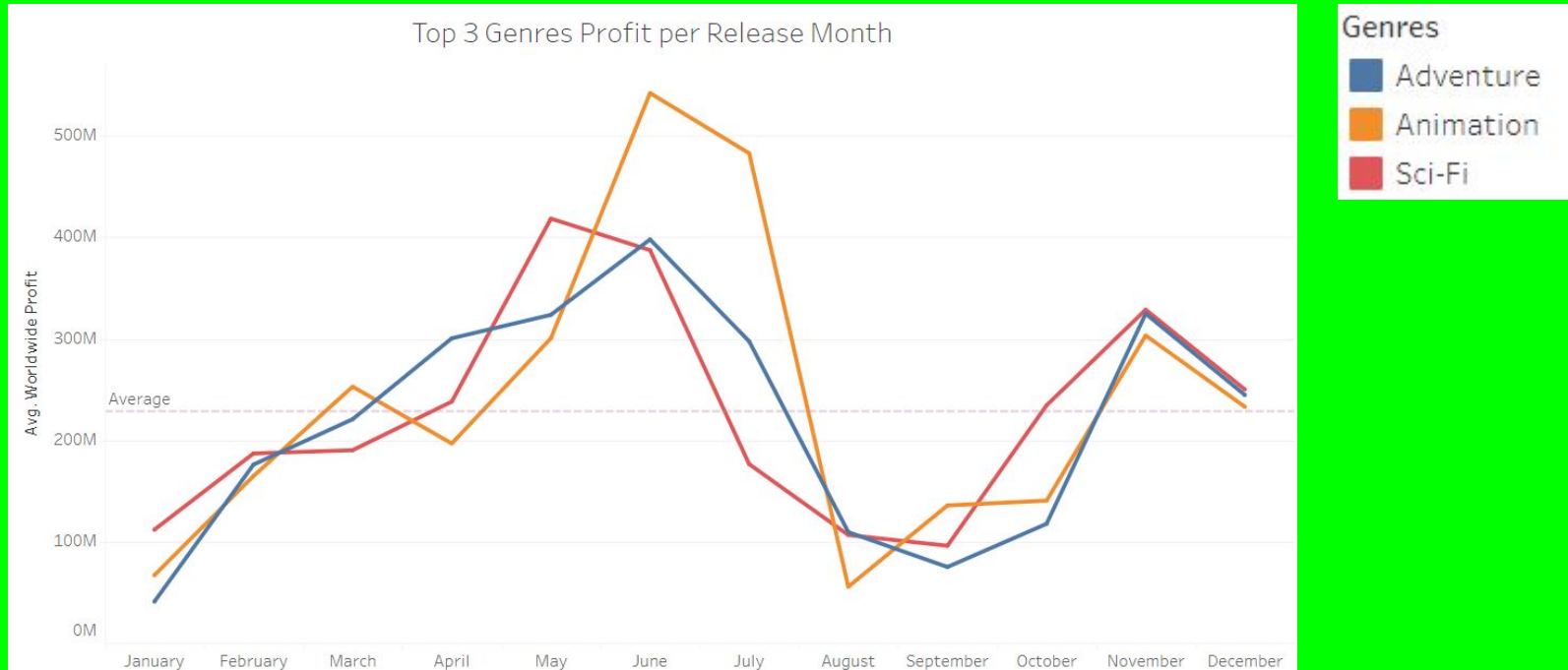
Results cont.

- Discovered profitable run times for top 3 genres
- Binned into 15 minute groups



Results cont.

- Top 3 most profitable genres most profitable release times



Recommendations



- Pursue one of the top 3 genres (Animation, Adventure, Sci-Fi)
- For Adventure, Sci-Fi and Action focus on runtimes between **120-150** minutes. For Animation focus on runtimes between **75-105** minutes
- When releasing one of the movies, do it in May, June, November or December

Next Steps

- With more time and data:
 - Analyze high profit actors from each genre
 - Incorporate analysis of movies since 2019
 - Incorporate production costs paired with respective profit

Thank you! ... Any Questions?

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