Microsoft Entering the Movie Industry
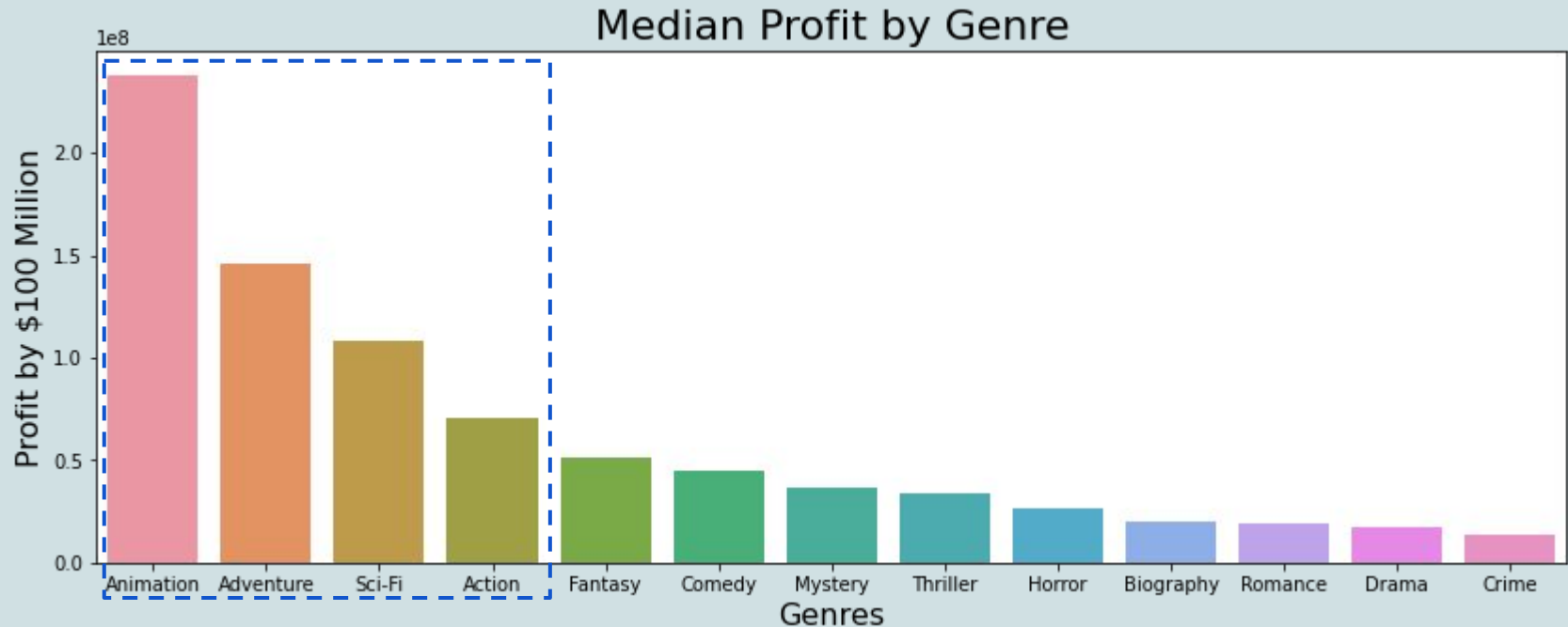
Overview

- 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

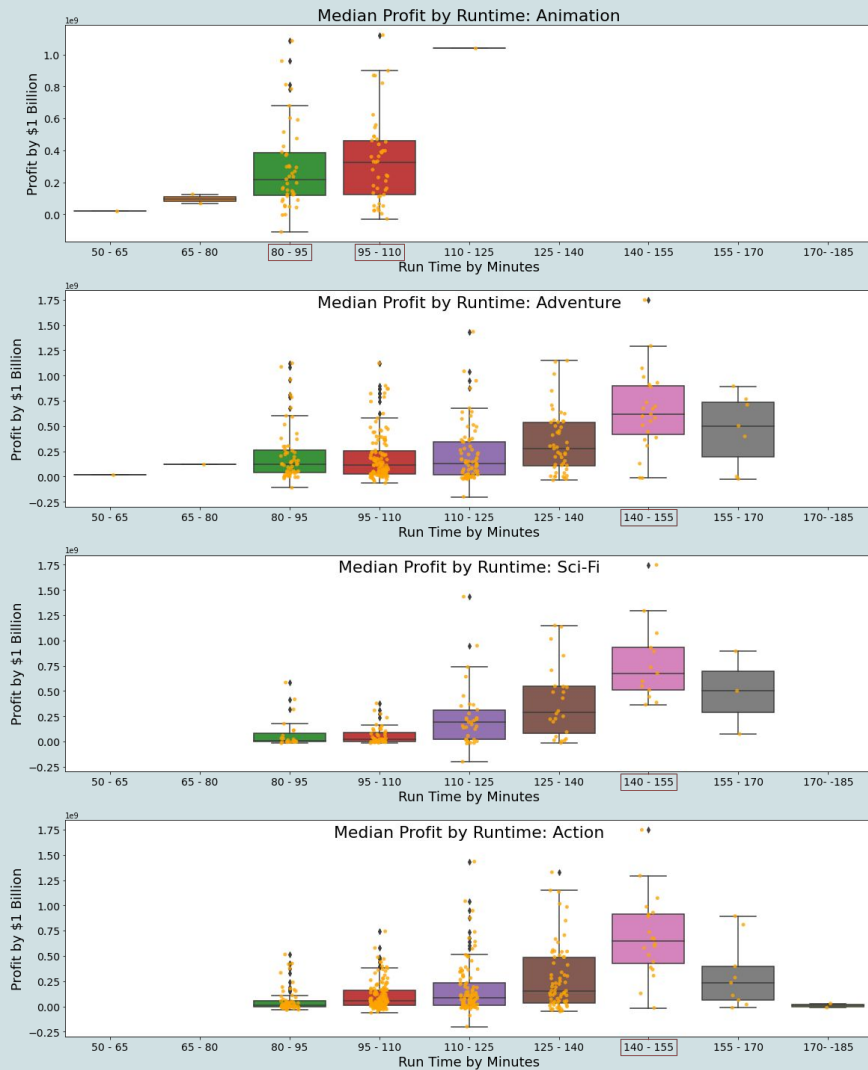- Genre, run time, and actors

Data Analysis/Results

- Top 13 genres most successful in the movie industry based on the genres median profit
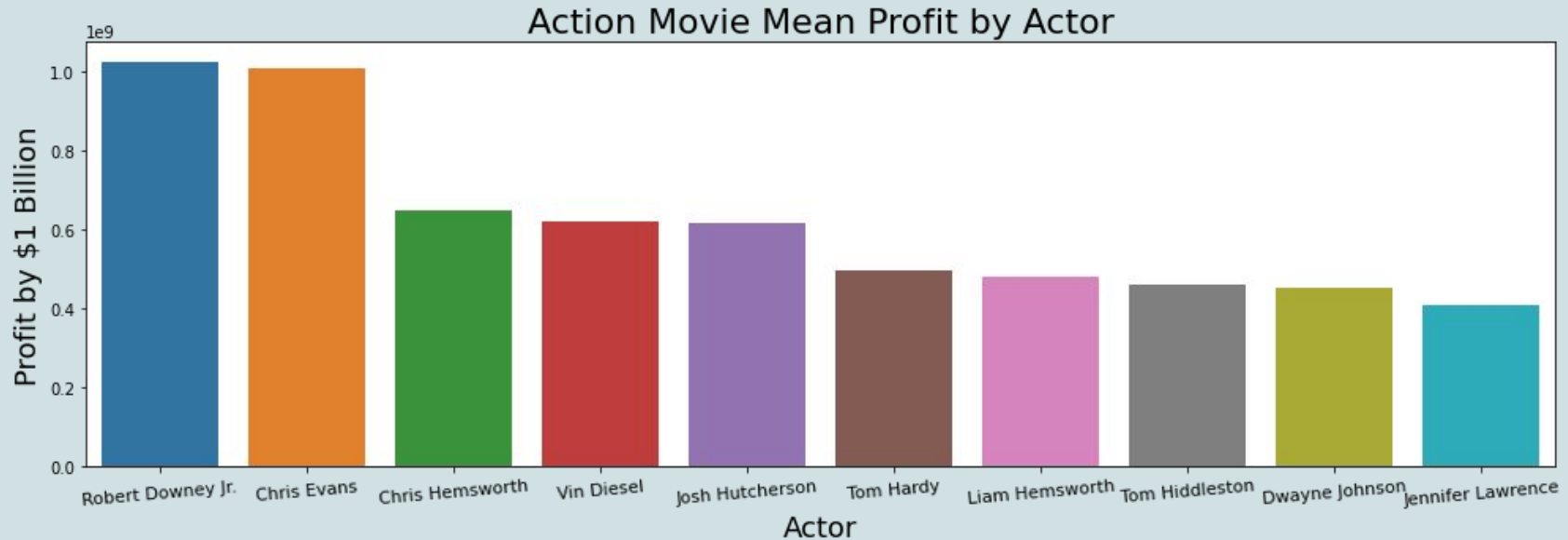

Median Profit by Genre

Results cont.

- Discovered profitable run times

-Run times binned at 15 min. intervals

Results cont.

- Actors/actresses who had been in at least 4 Action movies who yielded the greatest average profit

Recommendations

- Pursue one of the top 4 genres (Animation, Adventure, Sci-Fi, Action)

- For Adventure, Sci-Fi and Action focus on runtimes between **140-155** minutes. For Animation focus on runtimes between **80-110** minutes

- For Action movies, recruit 1 of the 10 actors previously shown

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?

Daniel Cotler

LinkedIn: https://www.linkedin.com/in/daniel-cotler-2b8812159/

Eitan Westrich

LinkedIn: https://www.linkedin.com/in/eitanwestrich/