



# Microsoft Movie Analysis

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# Summary

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Analysis of movie data to provide insight into Microsoft's entry into the movie industry:

- Sequels (3<sup>rd</sup> or higher) make up the majority of the highest grossing movies ever
- Movies based on video games have made a lot of money
- As the franchise continues, it makes more money
- Microsoft owns a few franchises that can easily be turned into a movie series

# Outline

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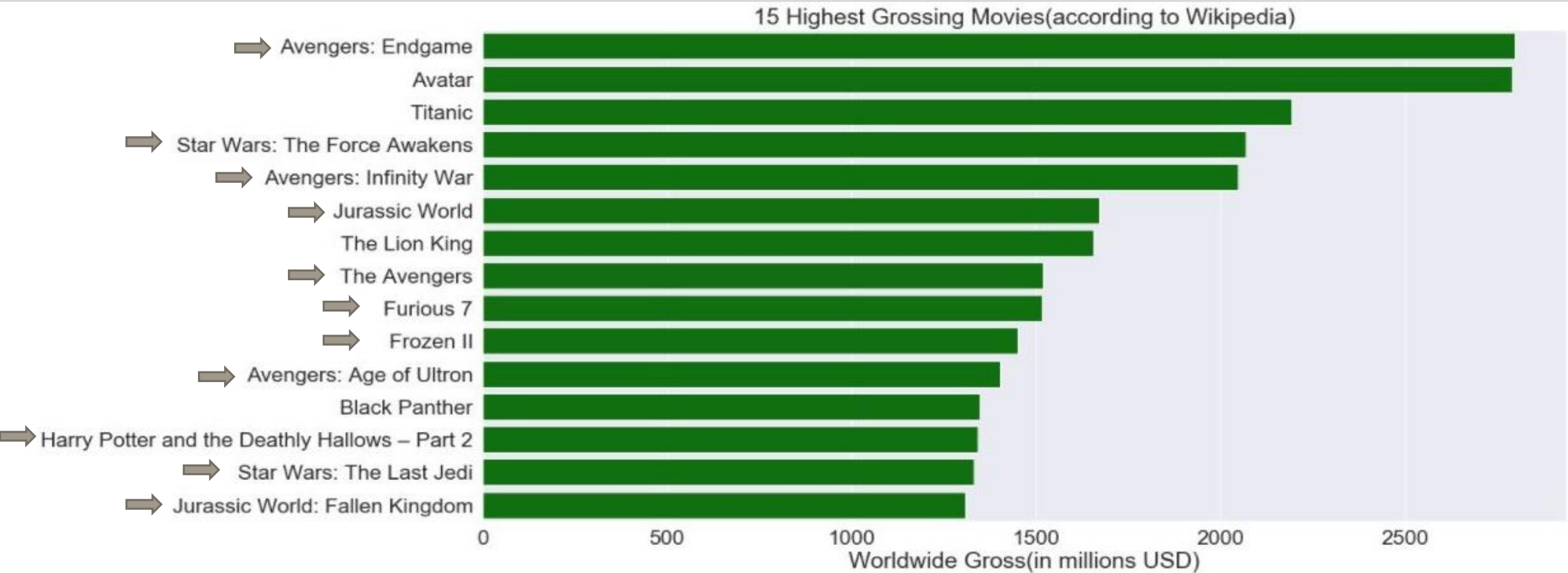
- Business Problem
- Data and Analysis
- Results
- Conclusions

# Business Problem

Microsoft wants to enter the movie market:

- What movies make the most money
- What Microsoft properties are most valuable
- How can Microsoft best capitalize on them

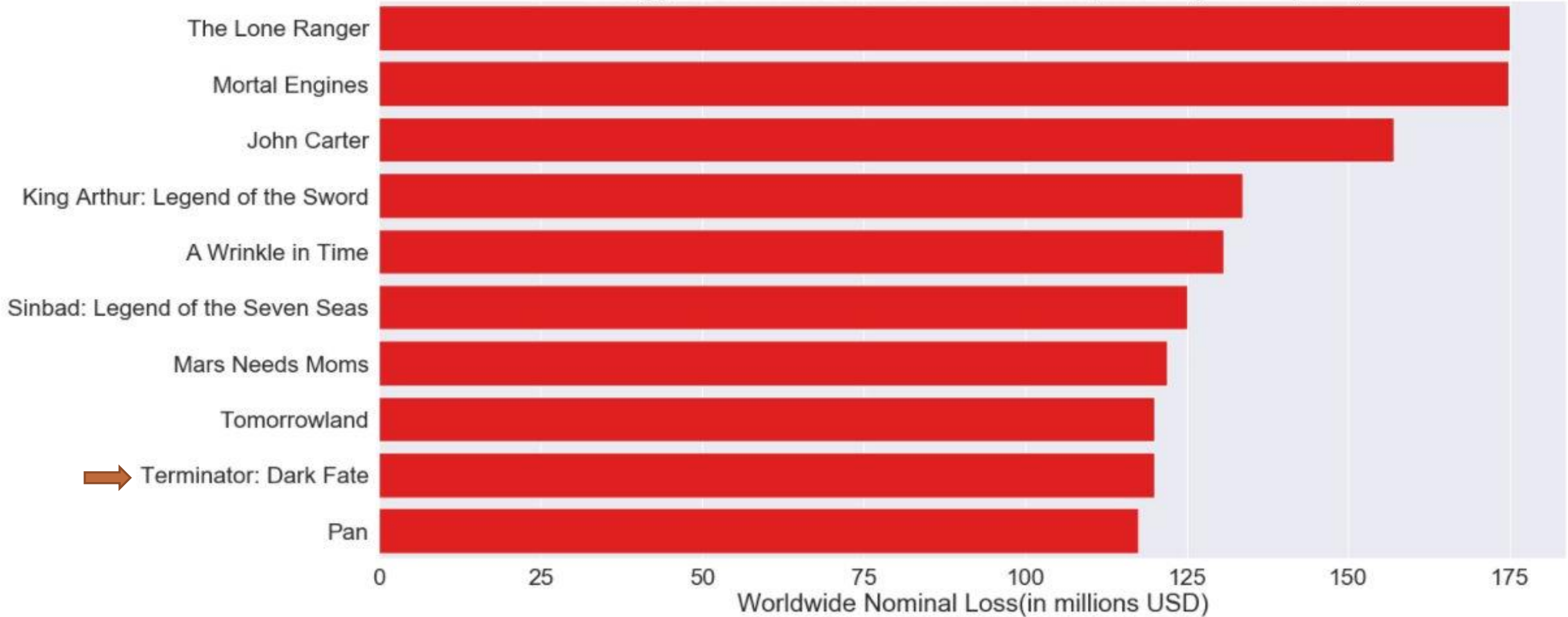




## Data:

The top 15 highest grossing movies of all time, according to Wikipedia. 11 of the 15 movies are sequels. In fact 8 of them are 3<sup>rd</sup> or higher in the series.

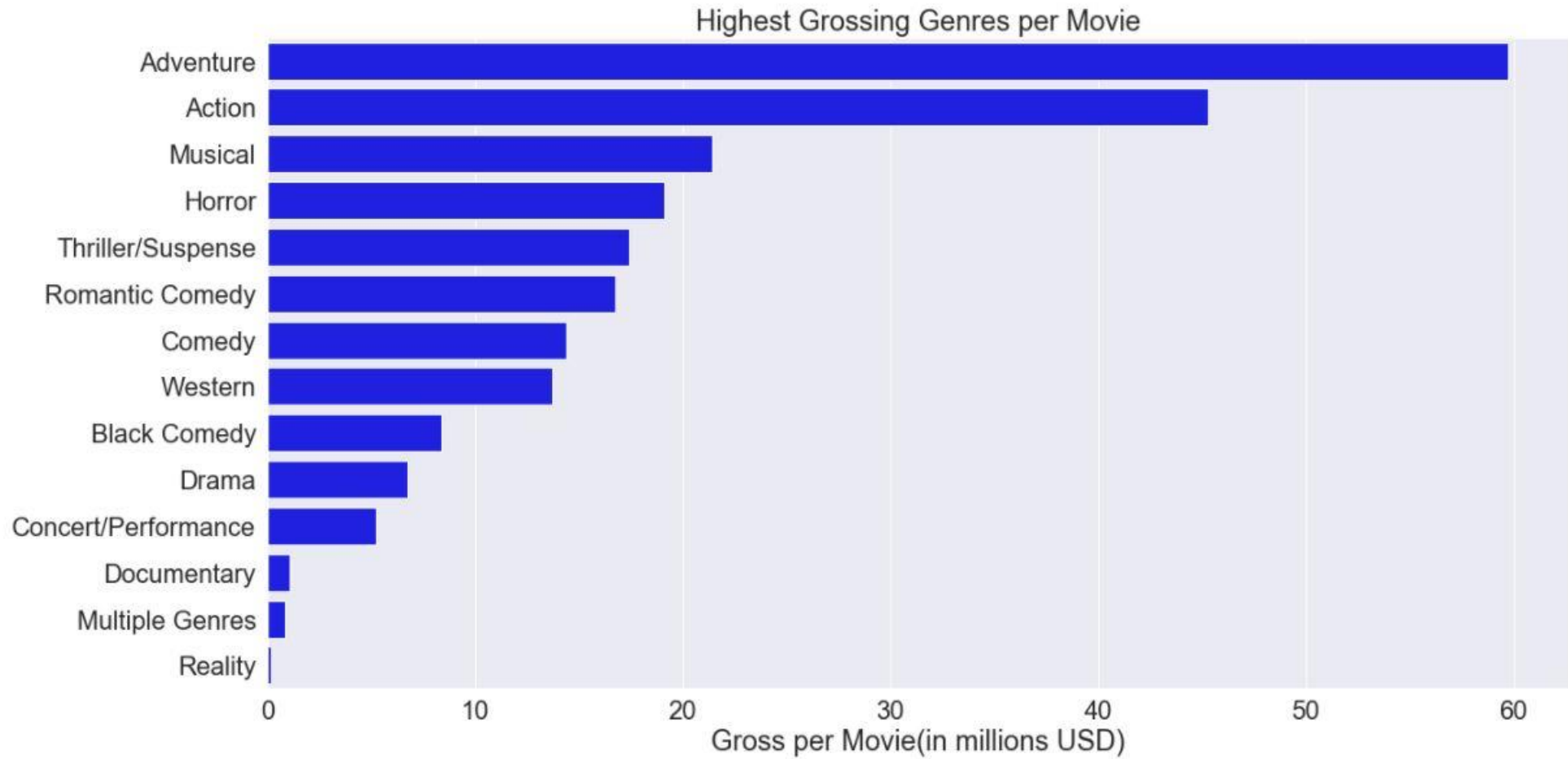
10 Biggest Box Office Bombs Worldwide Net(according to Wikipedia)



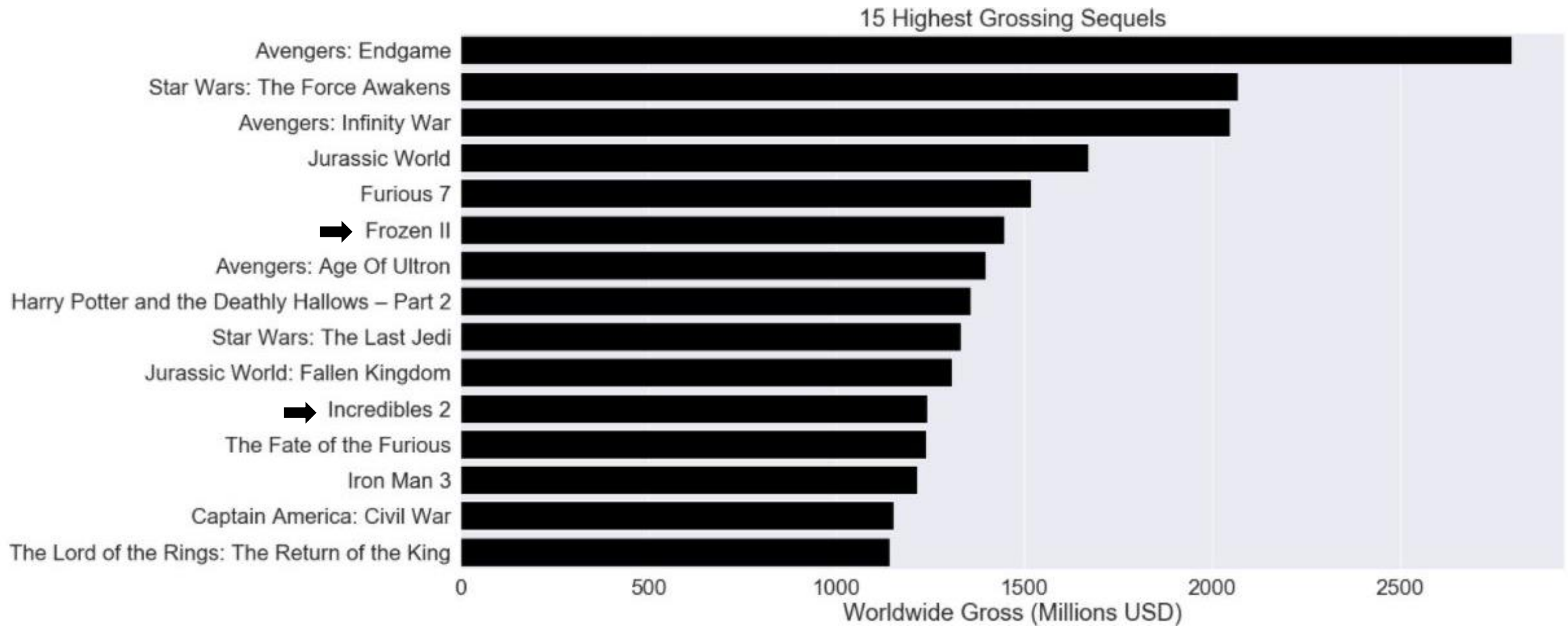
# Originals

This graph shows the worst bombs of all time. Only 1 of these movies is a sequel.

# Gross per movie by genre



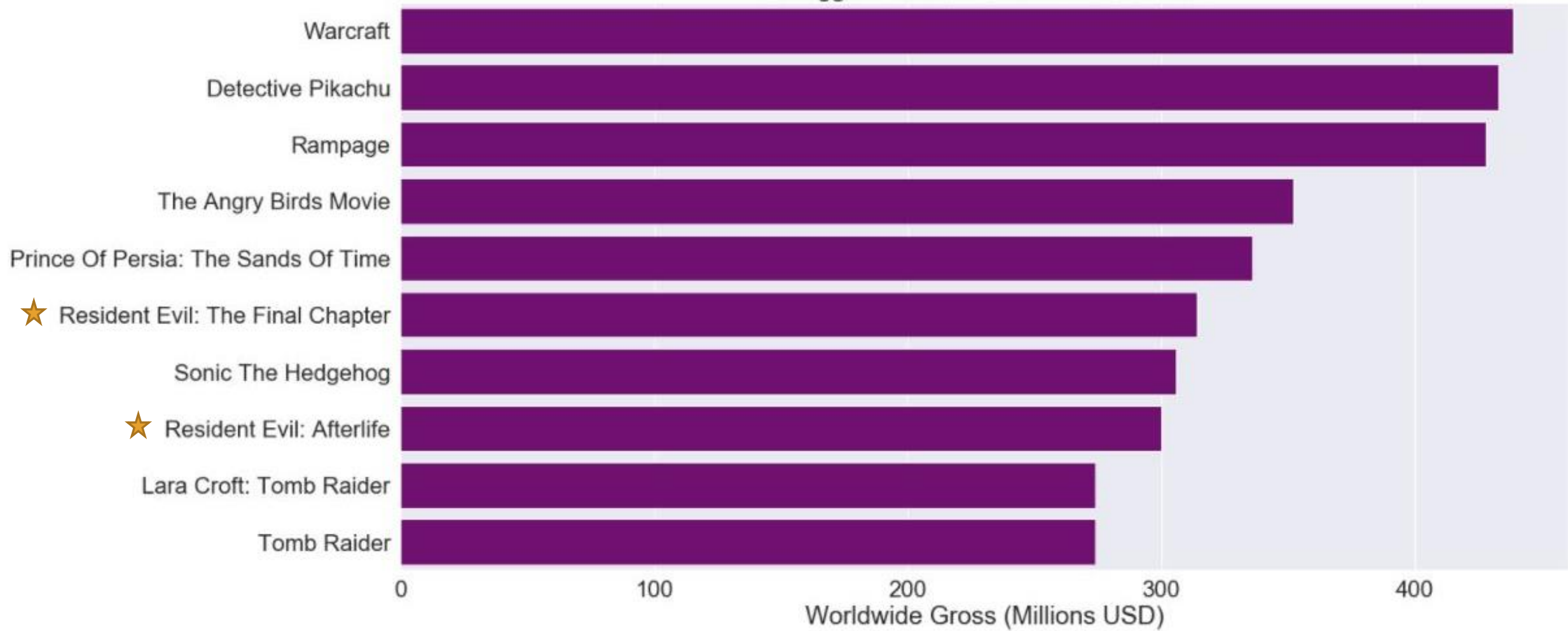




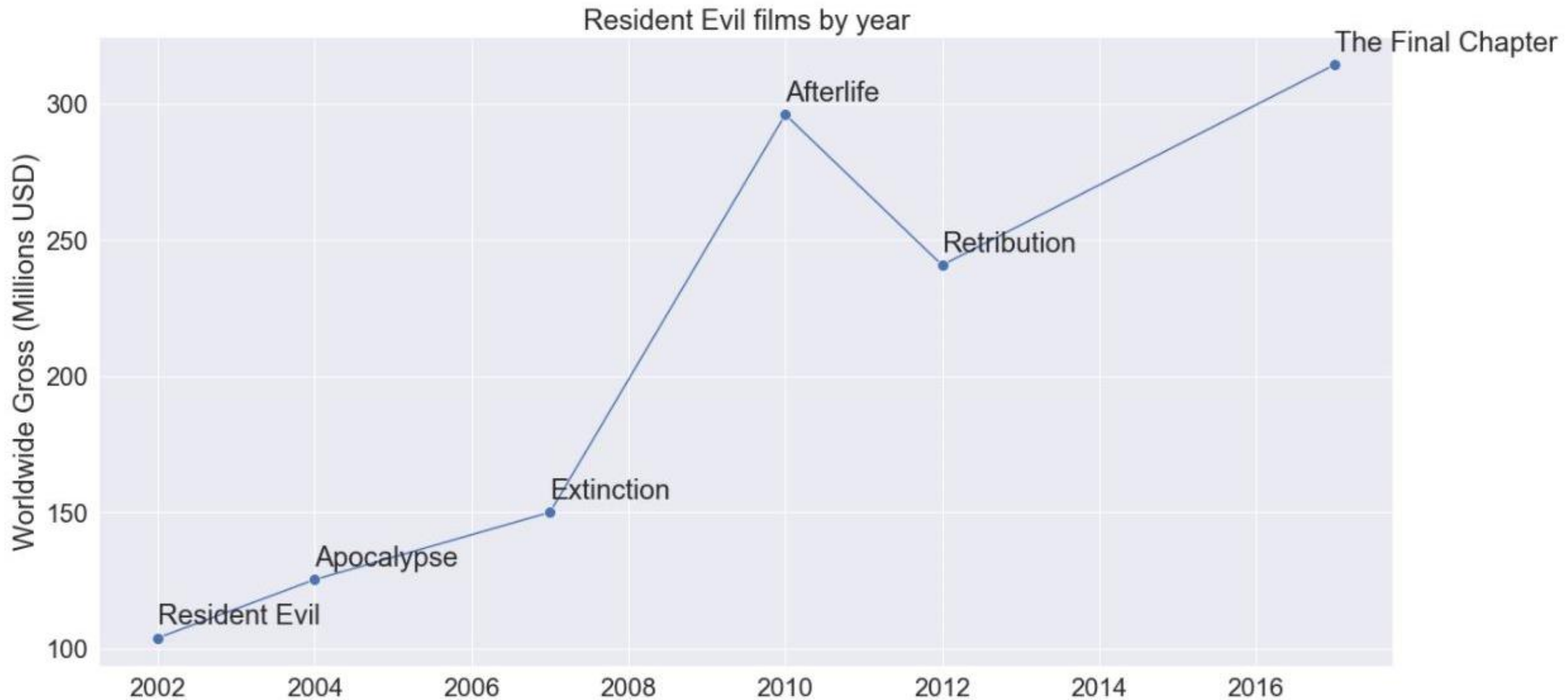
The highest grossing sequels of all time. Only 2 of them are the first sequel, the rest are at least the 3<sup>rd</sup> in the series.



## 10 Biggest Video Game Movies All Time



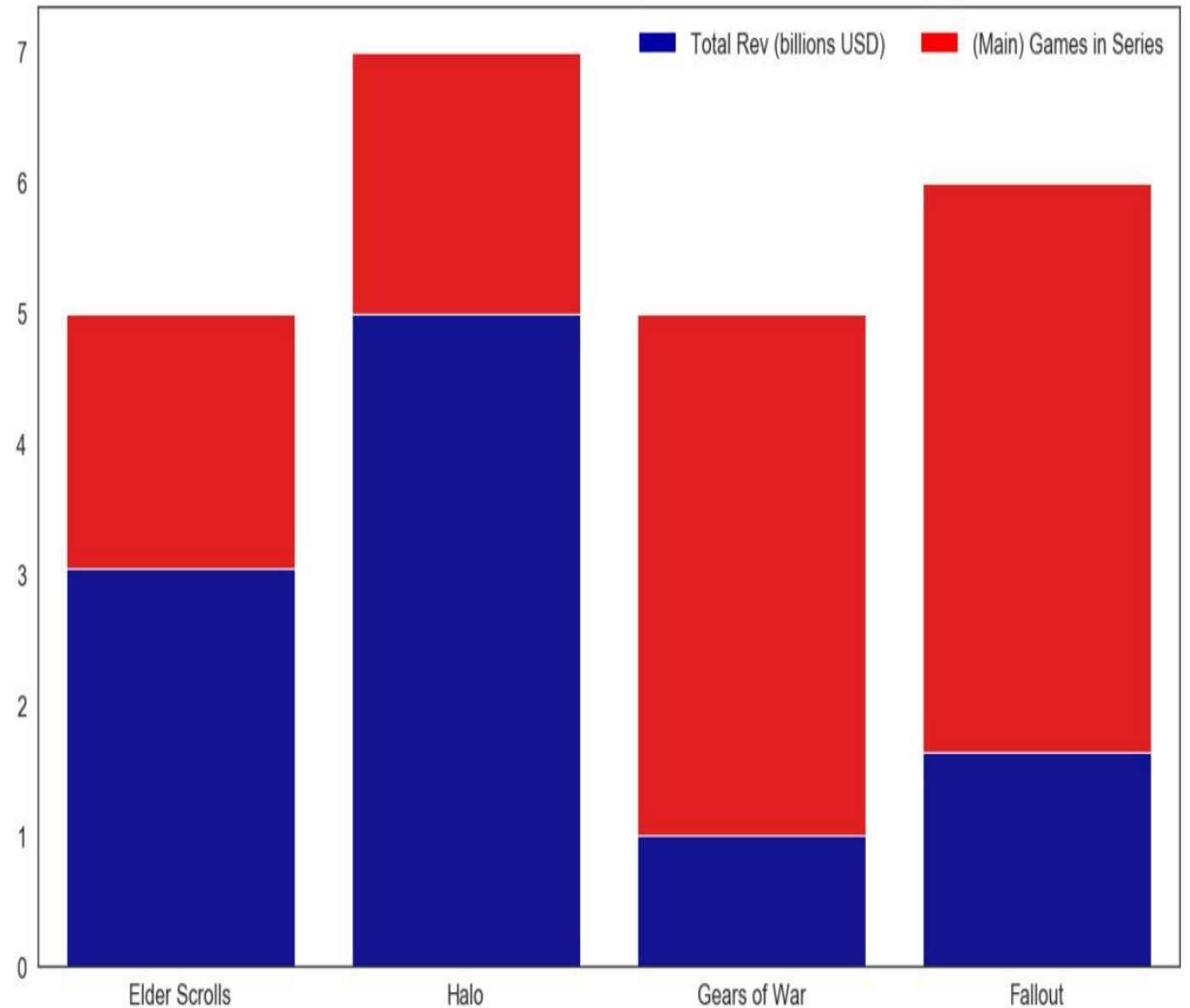
The highest grossing video game movies of all time. Notice that 2 of them are in the Resident Evil series.



4 out of 5 of the Resident Evil movies made more than its predecessor, and all of them made more than the original.

# Microsoft owned properties

This graph shows the revenue of some of Microsoft's most profitable franchises



# Conclusion:

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- Sequels (3<sup>rd</sup> or higher) are among the most financially successful movies of all time.
- Movies tend to make more money as their series progresses
- Microsoft owns some multi-billion dollar franchises they can easily turn into movies

Further considerations:

- Other movie franchises and how they've done with successive movies
- How movies with similar stories have fared against each other

# Thank you!

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QUESTIONS?

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