



Microsoft Movie Analysis

DANIEL JOURNIC

22 NOVEMBER 2020

Summary

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

- Sequels (3rd 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

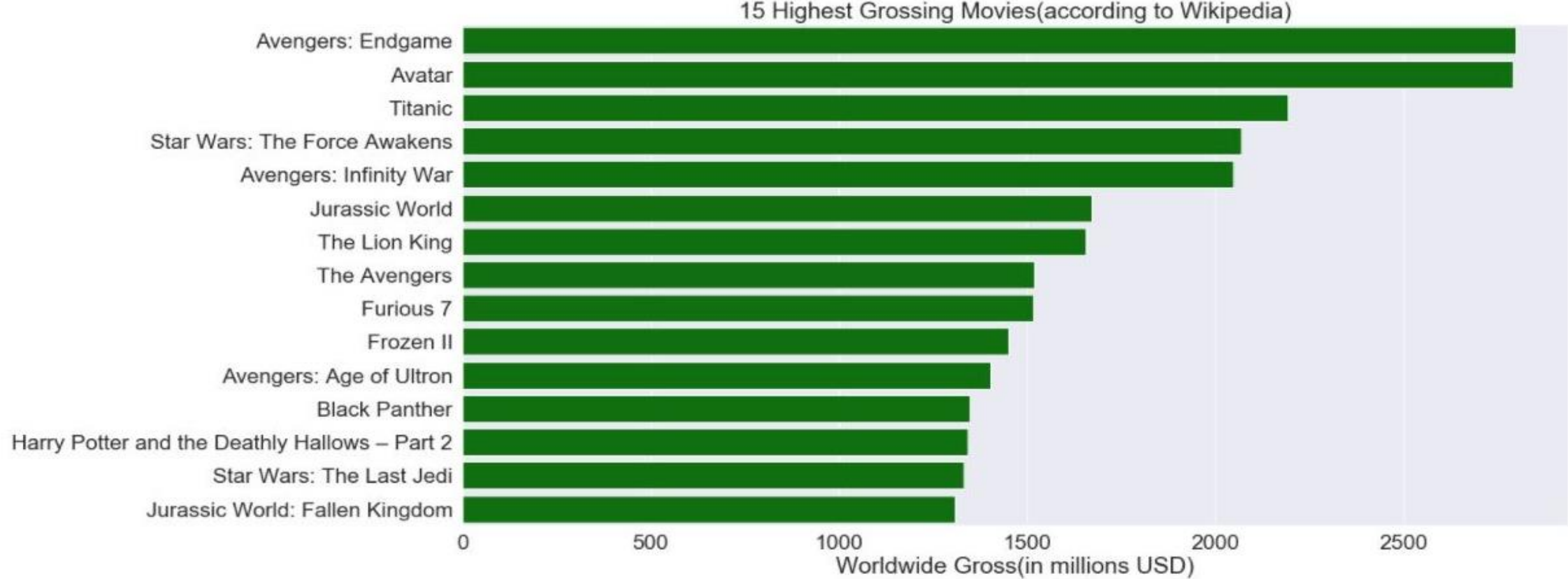
- Business Problem
- Data and Analysis
- Results
- Conclusions

Business Problem

Microsoft wants to enter the movie market:

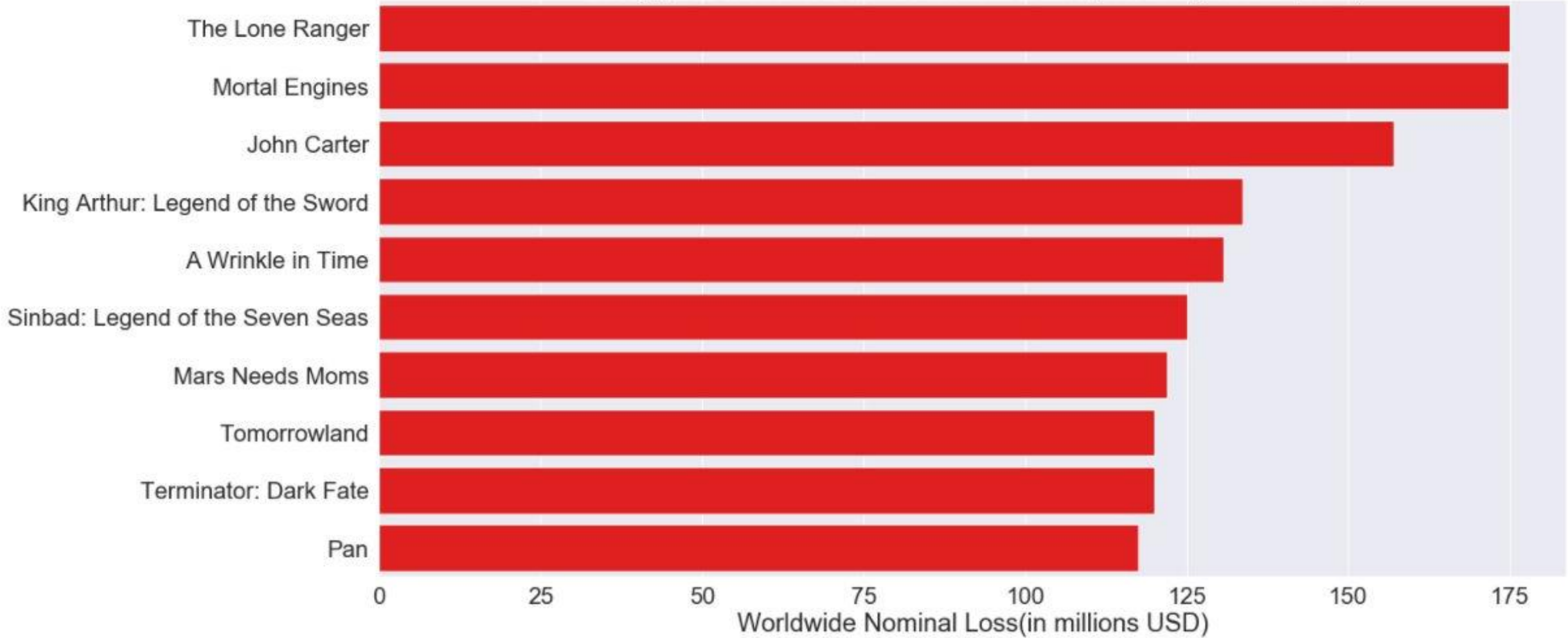
- What movies make the most money
- What Microsoft properties are most valuable
- How can Microsoft best capitalize on them





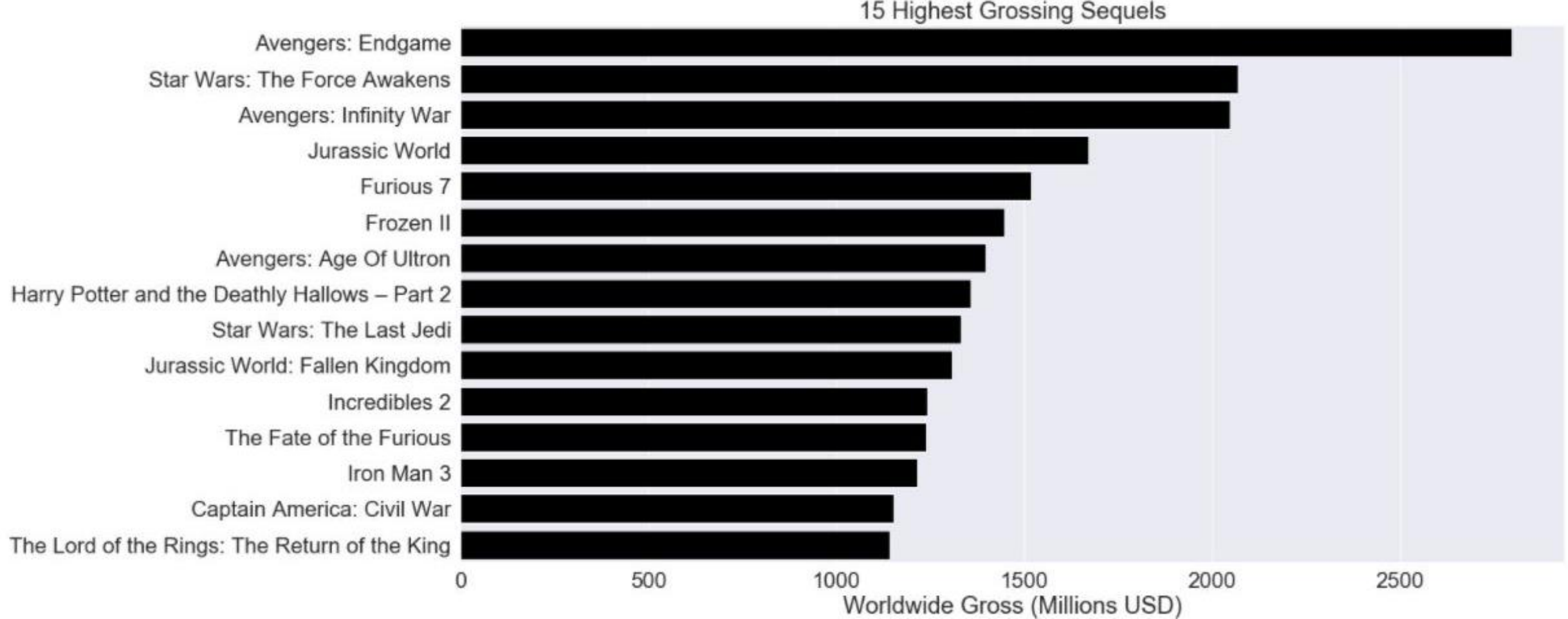
Data:

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 3rd or higher in the series.



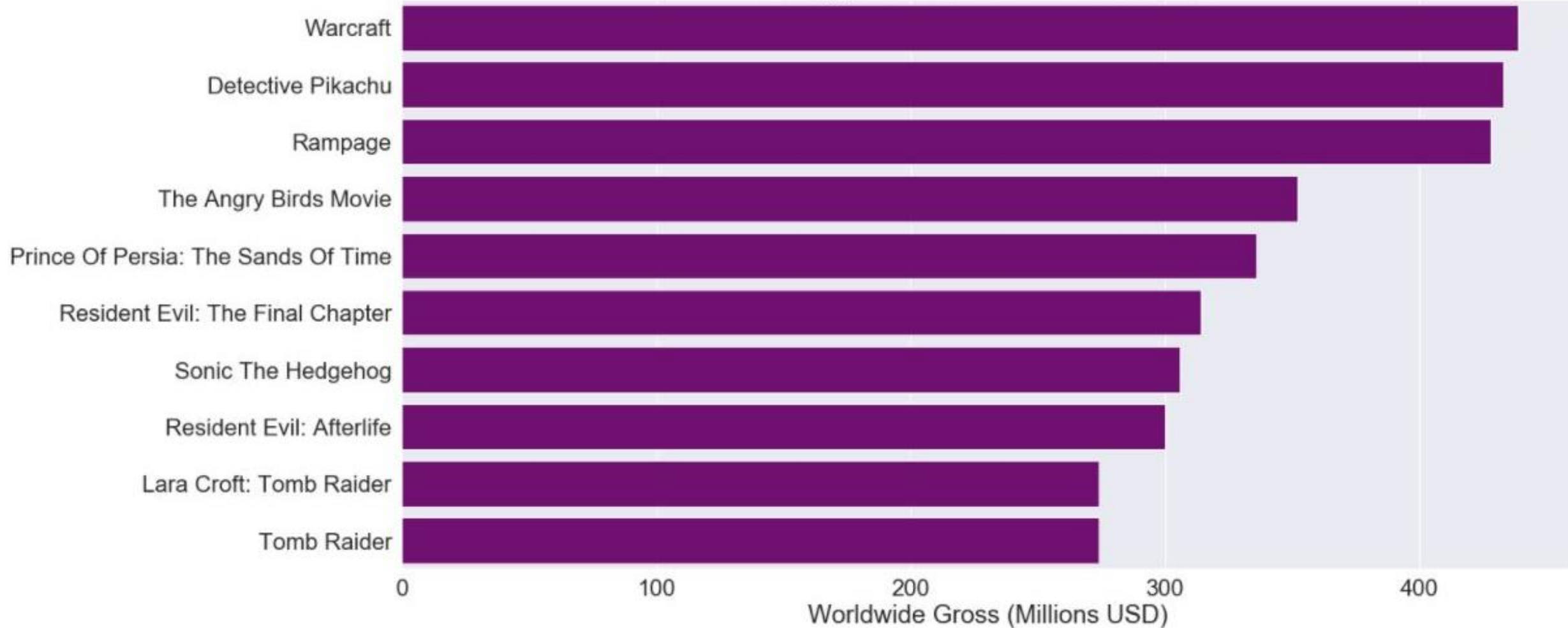
Originals

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

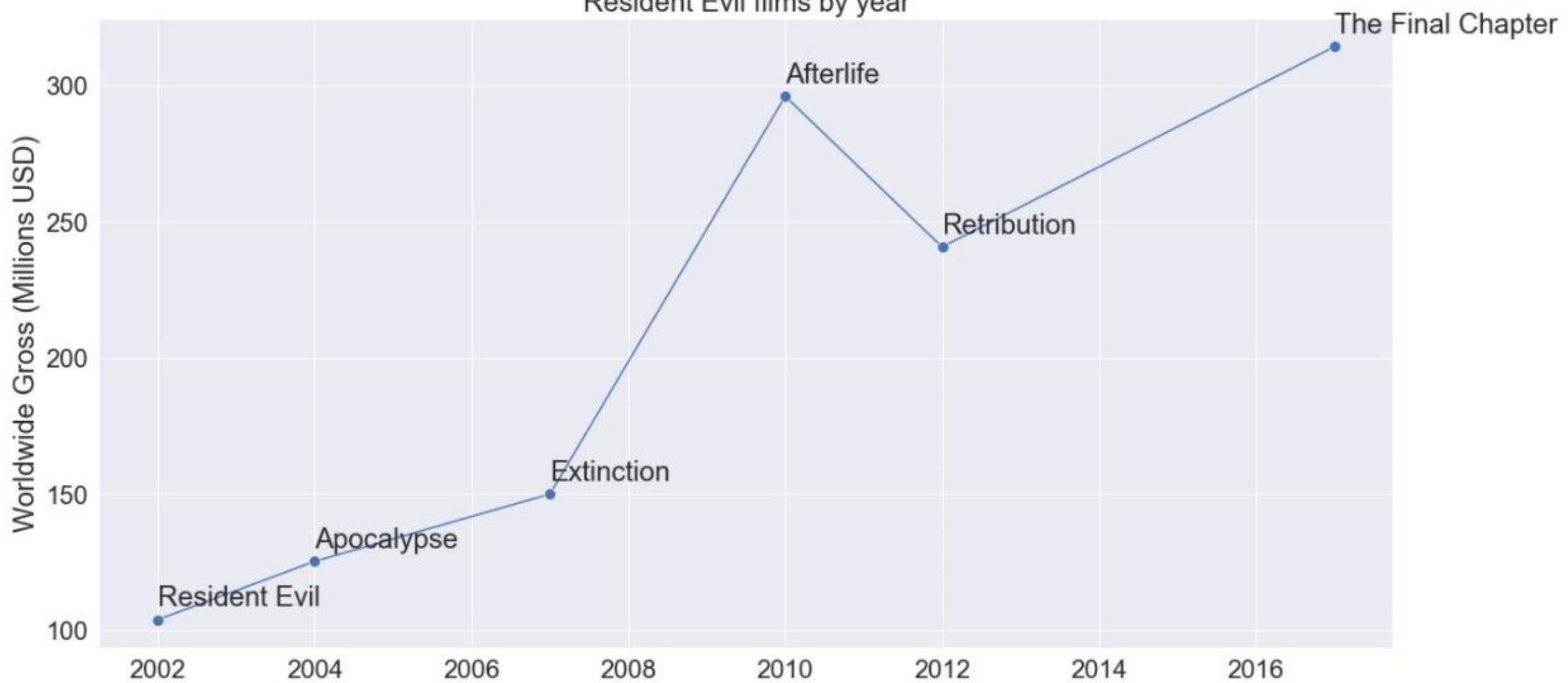


The highest grossing sequels of all time. Only 2 of them are the first sequel, the rest are at least the 3rd in the series.

10 Biggest Video Game Movies All Time



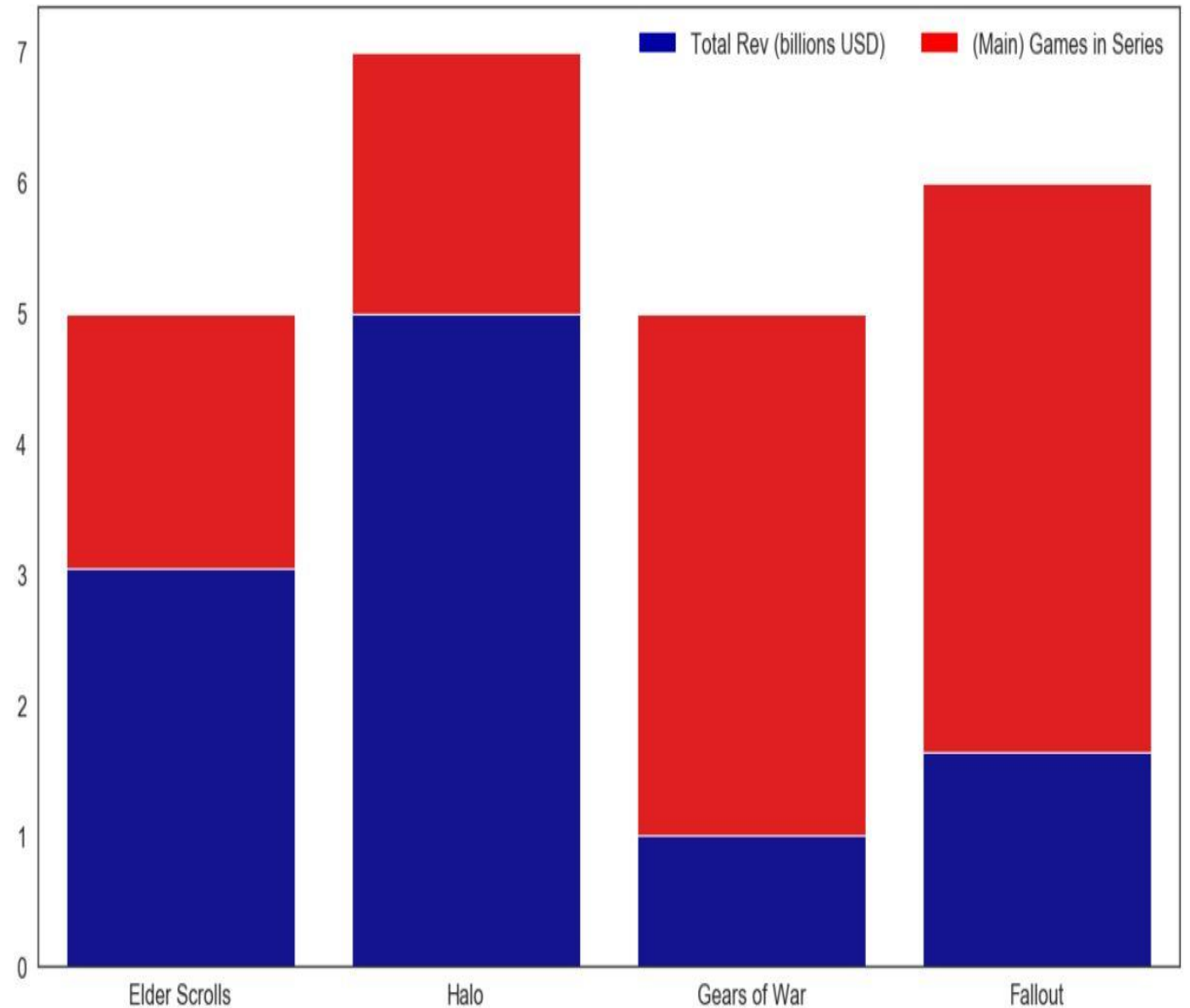
The highest grossing video game movies of all time. Notice that 2 of them are in the Resident Evil series.



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

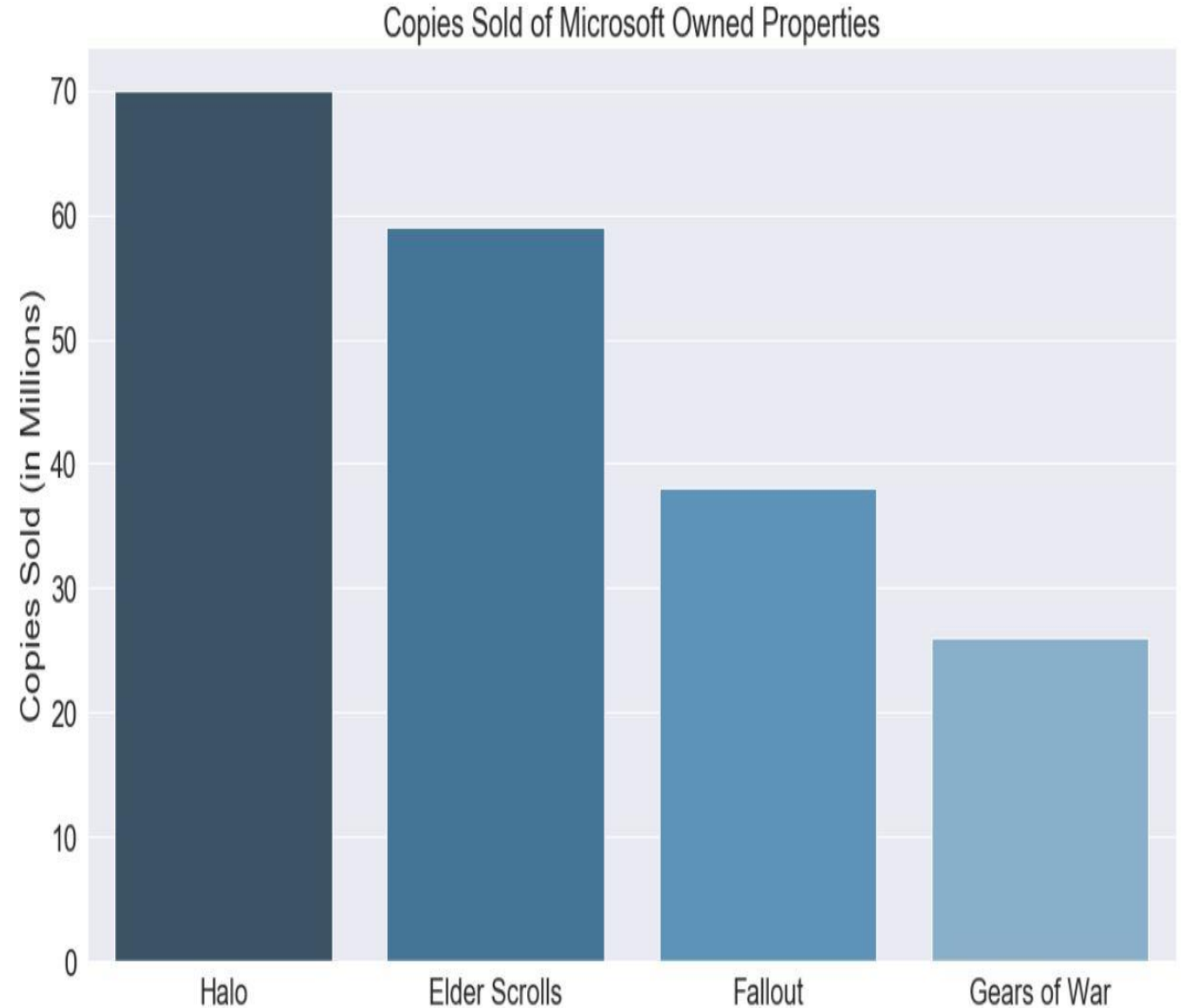
Microsoft owned properties

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



Conclusion:

- Microsoft has access to at least 4 different billion dollar properties
- Sequels (and further) tend to do better than the originals
- In order to maximize profits they should invest and commit to making a series of movies.



Conclusion:

- Sequels (3rd 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