

Jumpstarting Microsoft's New Film Department

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Agenda

- Summary of Business Problem
- Data Analysis
- Recommendations
- Potential Next Steps

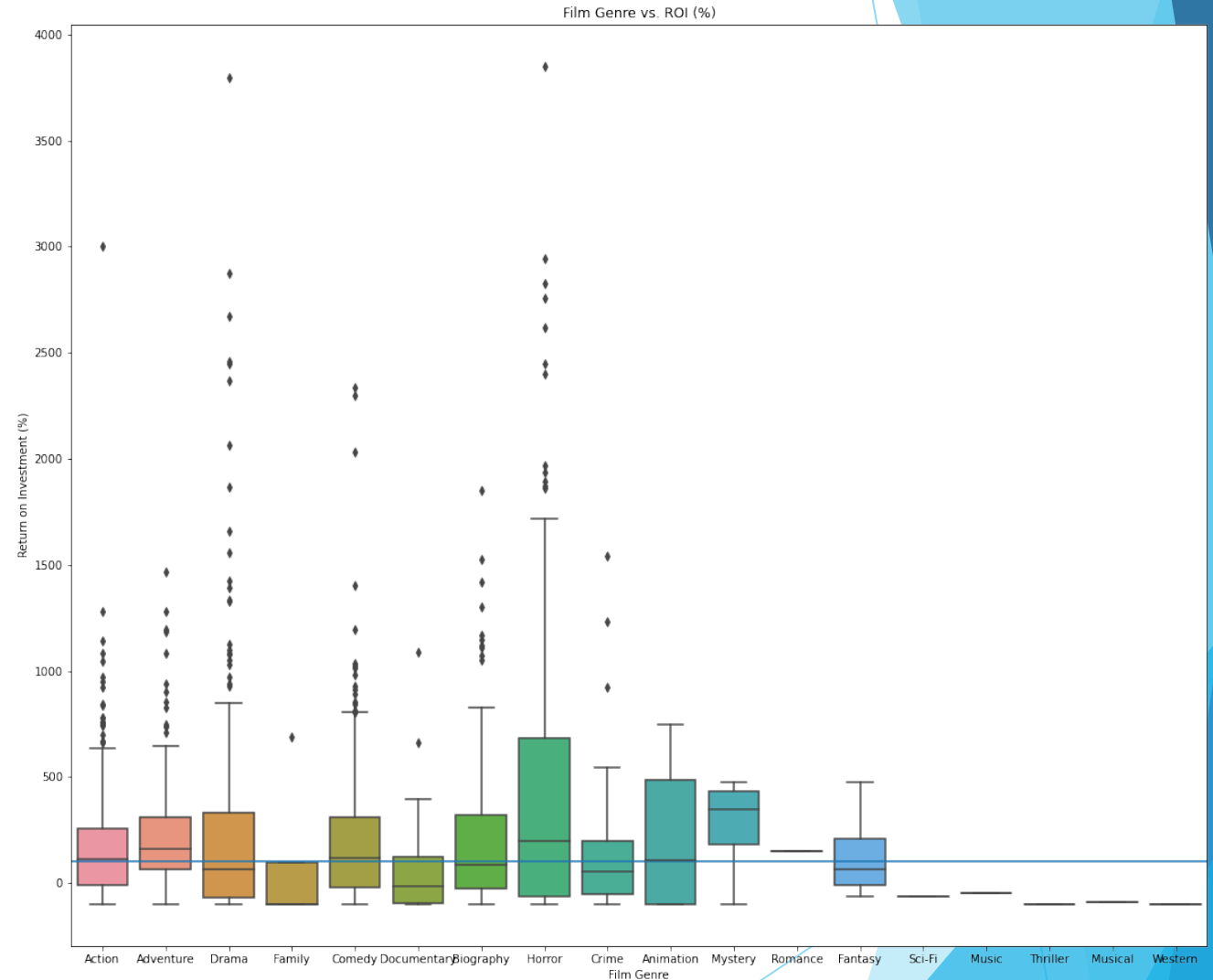
Business Problem

- Determine what movies will do well commercially and critically for Microsoft, which currently has no movie studio experience

Data Analysis

ROI % by Film Genre (IMDB & The Numbers)

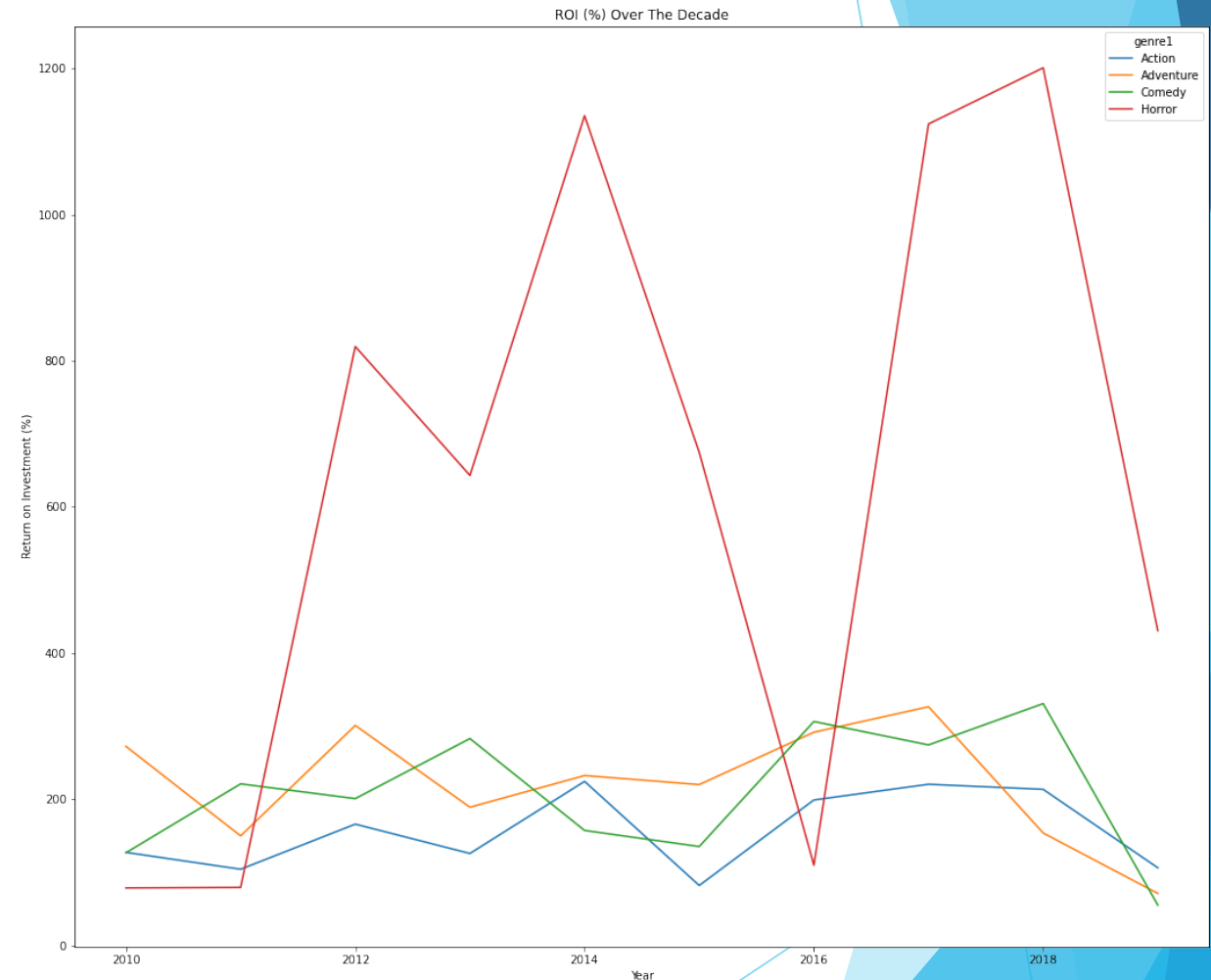
- The genres with median ROI's above 100% (earning double the budget) that seem to do best are: Action, Adventure, Comedy & Horror



Data Analysis

ROI % Trends for Chosen Genres Over the Decade (IMDB & The Numbers)

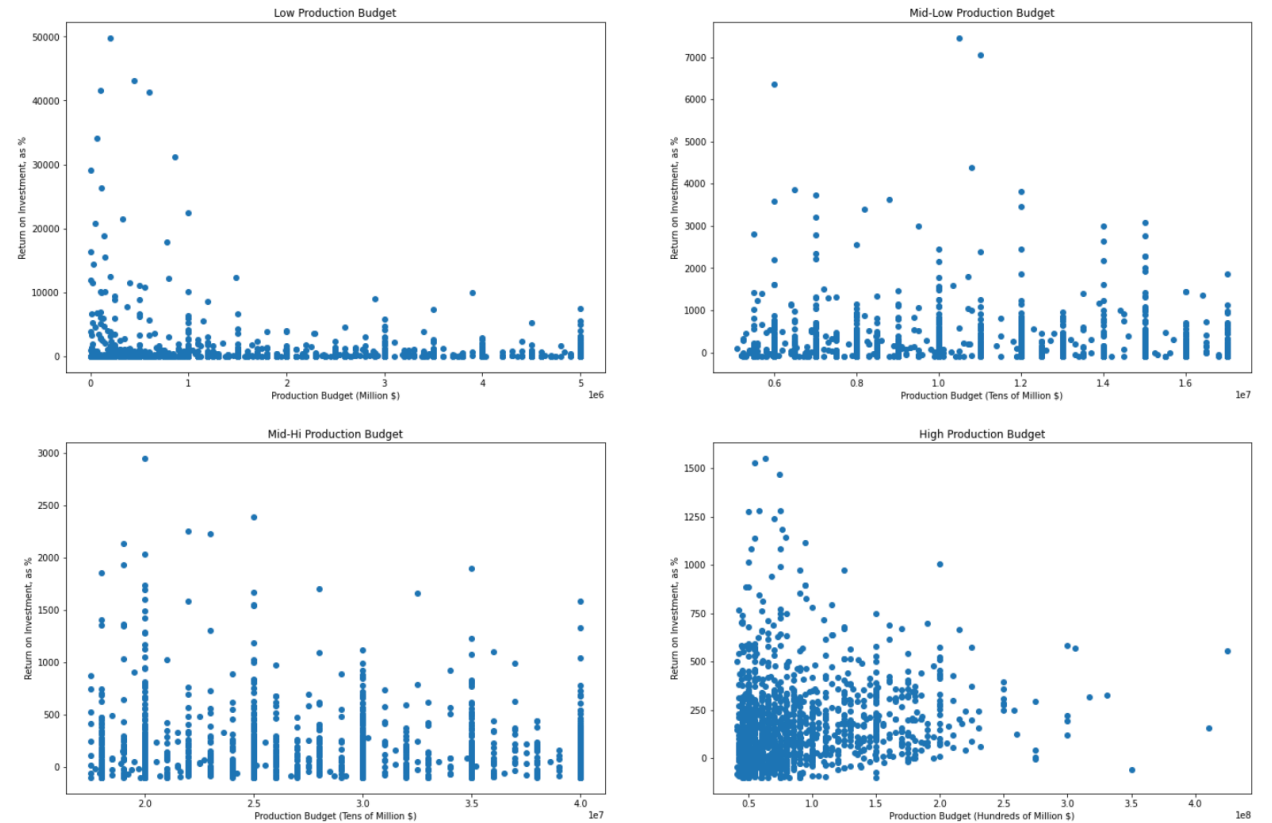
- Streaming might have caused overall decline in the last few years
- The only primary genre that seems to have not made profitability gains before the drop in 2018 is Adventure



Data Analysis

Production Budget vs. ROI % (The Numbers)

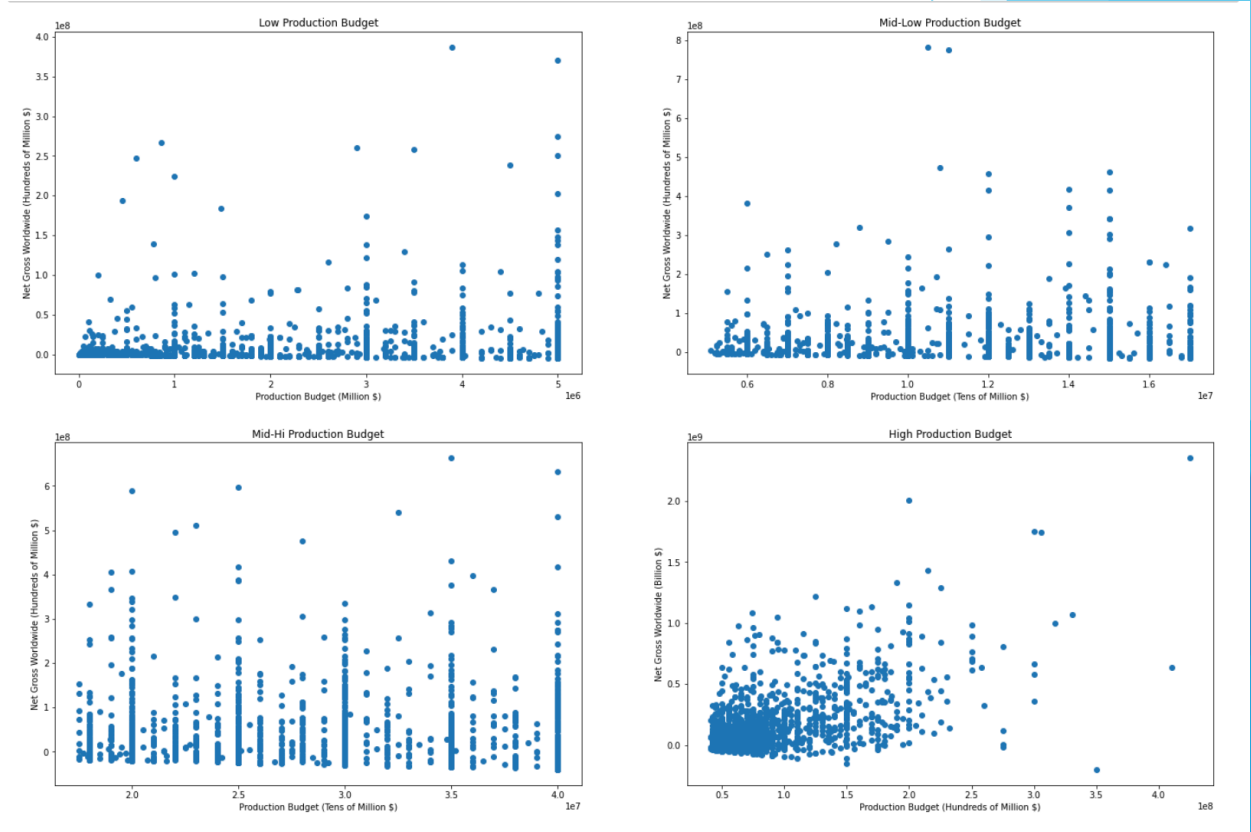
- Bottom right plot indicates positive correlation between budget & ROI for high budget films



Data Analysis

Production Budget vs. Global Net Gross (The Numbers)

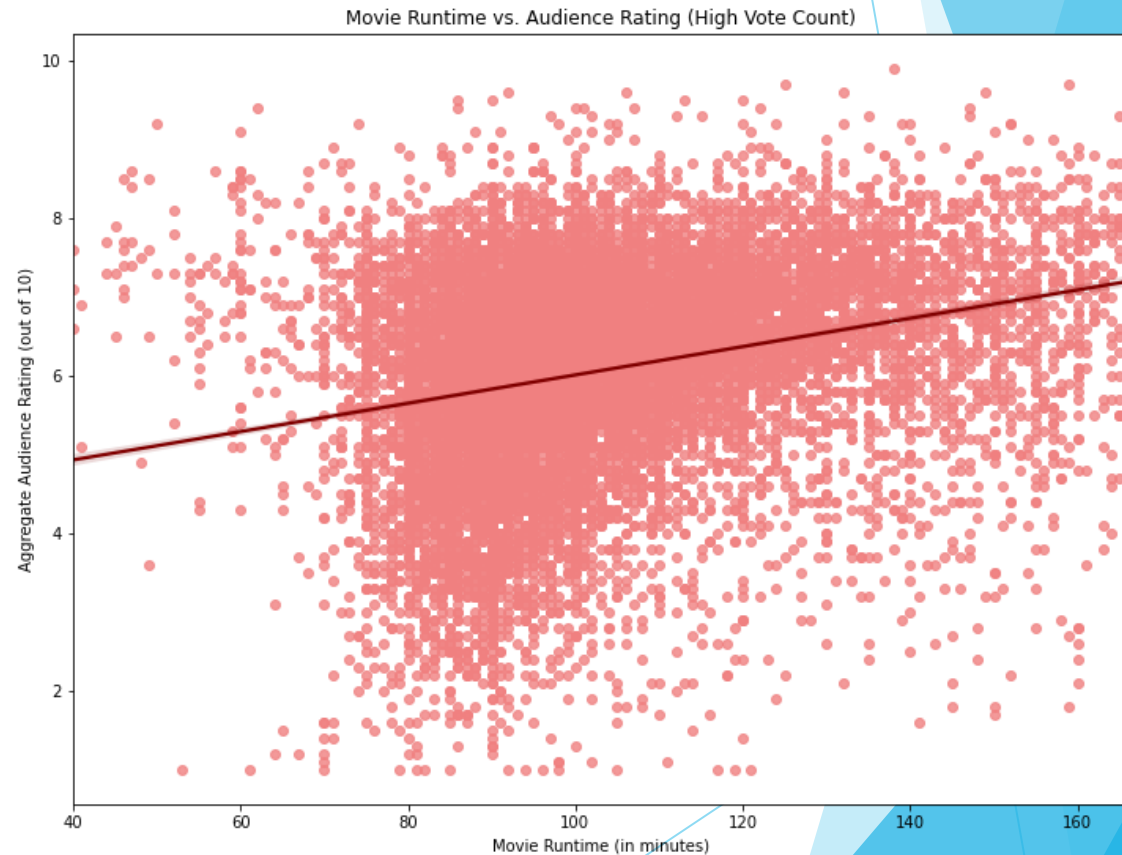
- Bottom right plot emphasizes the assertion that films with high budgets (40 mil USD +) are able to pull in more money as the budget increases



Data Analysis

Film Run Time vs. Average Audience Score (IMDB)

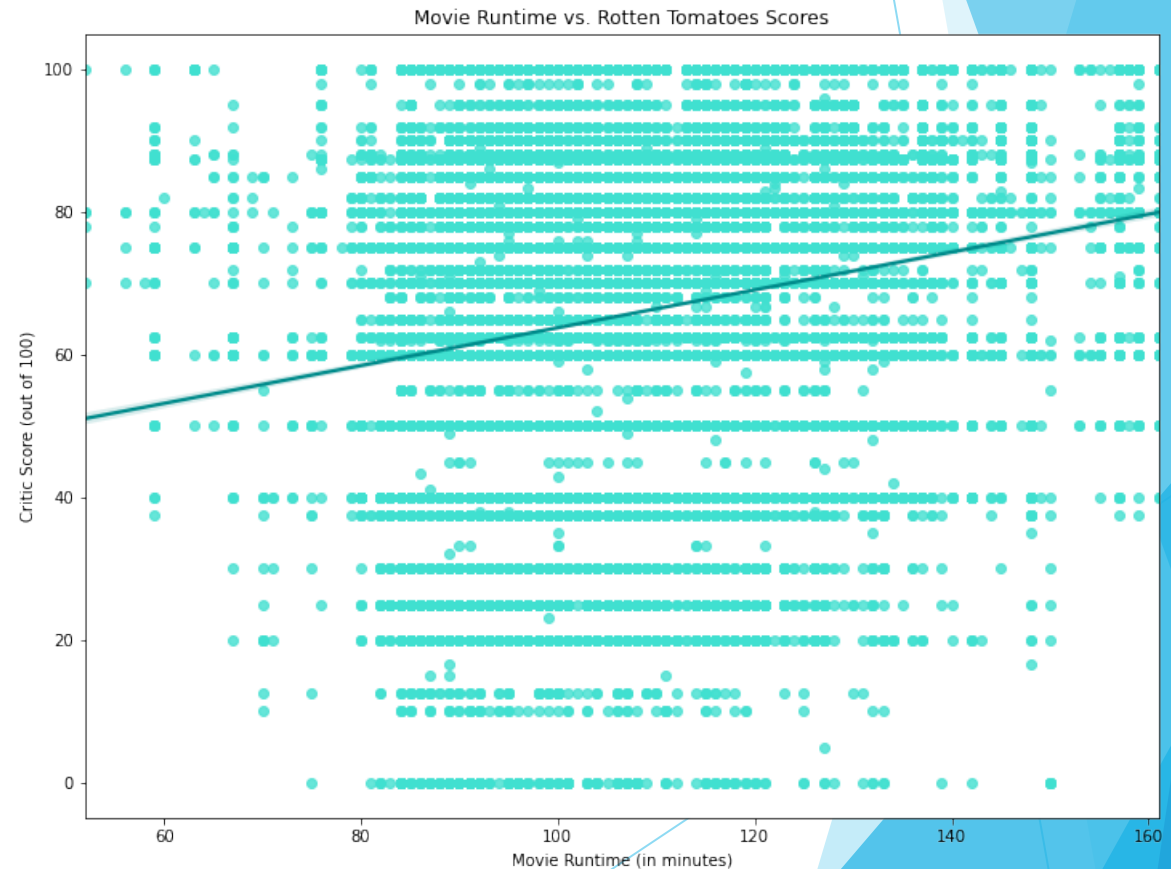
- Shows a positive relationship between runtime & audience response
- The films with the highest rating floor (with significant clustering) seem to be around 100-120 minutes long



Data Analysis

Film Run Time vs. Rotten Tomatoes Critic Score

- Slight positive correlation between runtime and critic score
- The highest critic scores seem to cluster more tightly between runtimes of 80 & 140 minutes



Recommendations

- In order to successfully start this endeavor, Microsoft should begin by making films with primary genres of Action, Comedy & Horror
- To ensure predictable financial gain, plan on making high budget films with production costs at \$40 million USD or higher
- Audiences and critics seem to respond especially well to films that run between 100 and 120 minutes long
 - Note: it looks more beneficial, reception-wise, to lean toward making longer films over shorter films

Potential Next Steps

- Determine which studios to partner with
- Investigate most successful screenwriters
- Examine the financial impact of release dates, whether it be by month or season

Questions?

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GitHub: <https://github.com/dl-gd>