

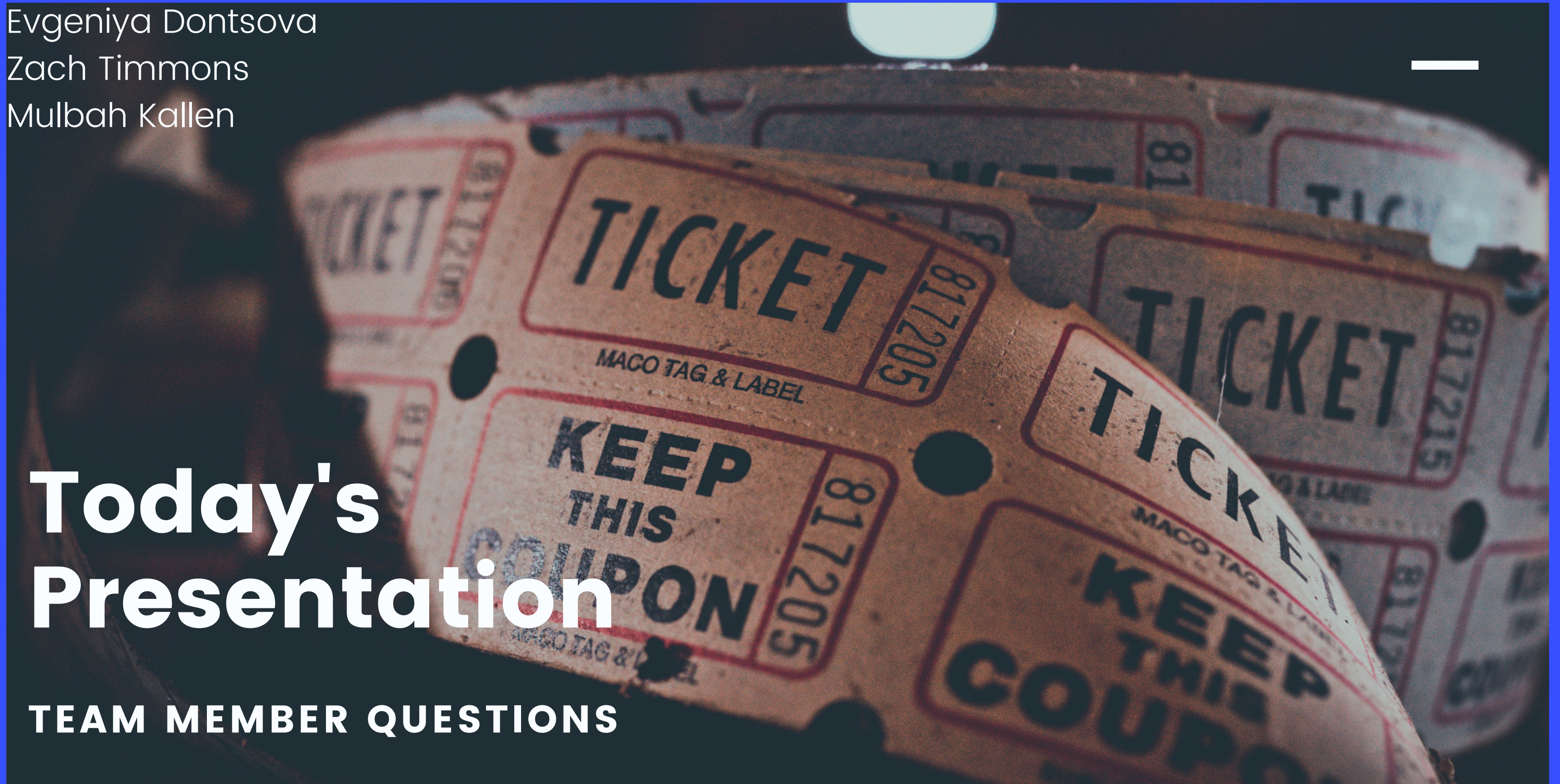
Movies for Microsoft

PRESENTED BY TEAM 1

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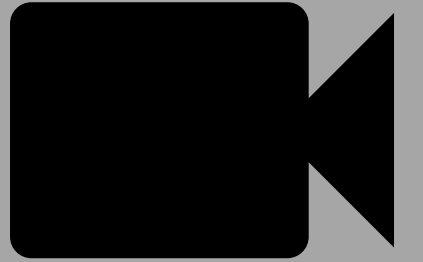
Today's Presentation

TEAM MEMBER QUESTIONS



QUESTIONS TO BE ANSWERED

Our approach in guiding Microsofts desire to create original video content.



1. How profitable and popular are movies by genre?

Using the following Metrics

- # of movie per Genre created
- Popularity of movies based on Genre
- Revenue of movies based on Genre
- ROI of movies based on Genre

2. Of the most profitable genres which are best candidates for franchising

Single to Franchise based on genre success

Using the following metrics

- World Wide Box Office Returns per Genre
- Domestic Box Office Returns per Genre

Also

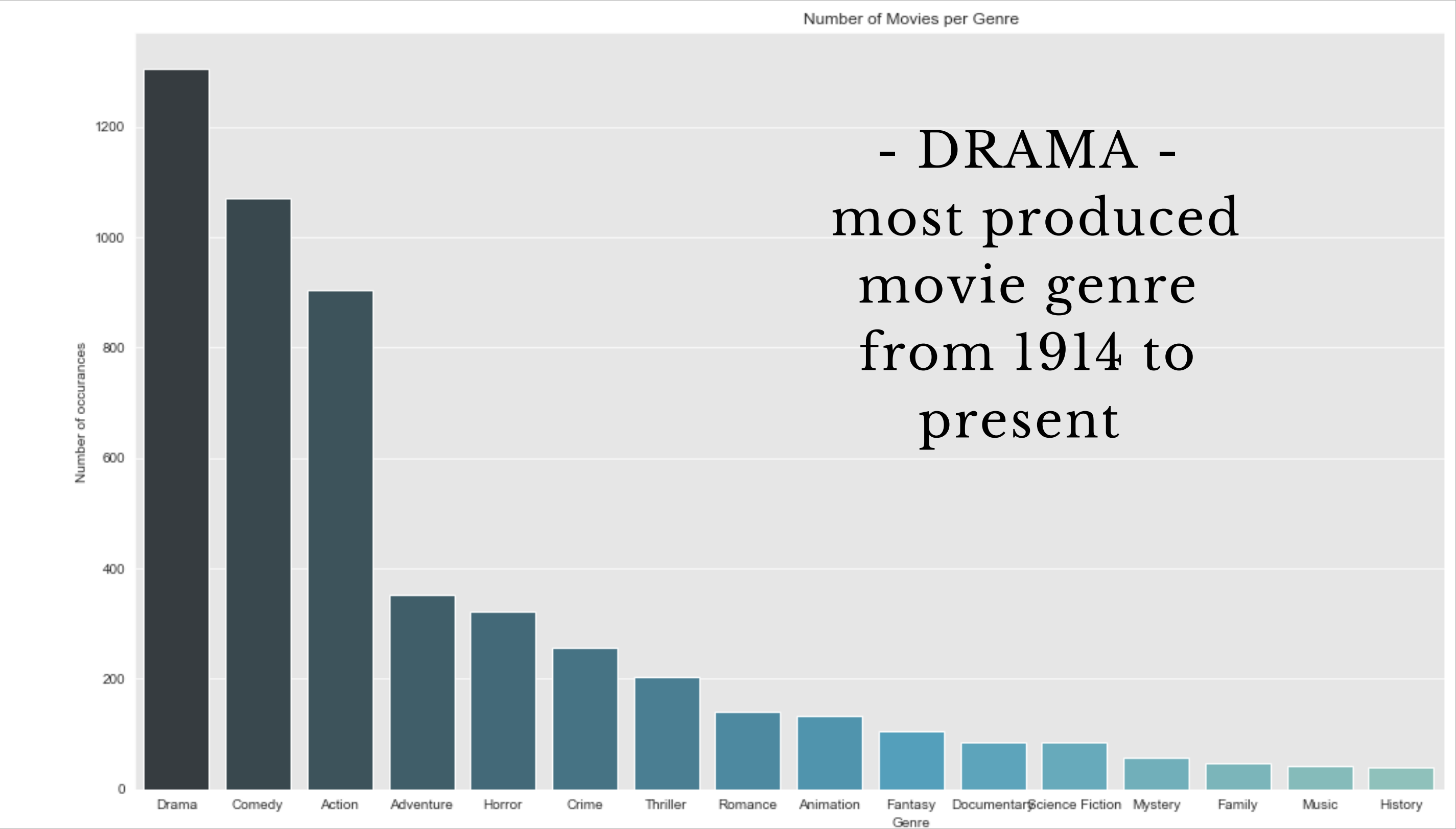
Which franchises(by genre) have had long term success and are therefore preferred

Hypothesis:

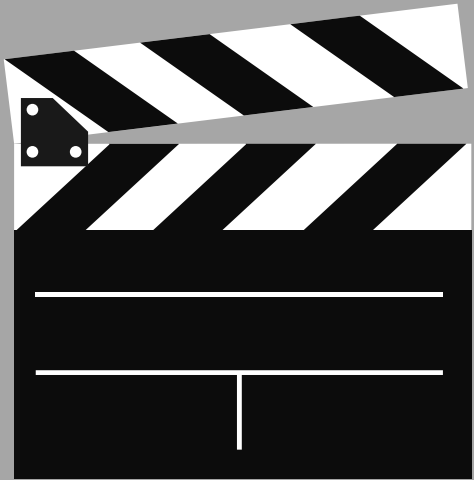
Action and Adventure movies will out perform others in profitability and the ability for long term franchising.

HOW PROFITABLE AND
POPULAR ARE MOVIES BY
GENRE?

The first question I thought important to ask was of all the movies within our collected data which movie genre was created most often.



- DRAMA -
most produced
movie genre
from 1914 to
present



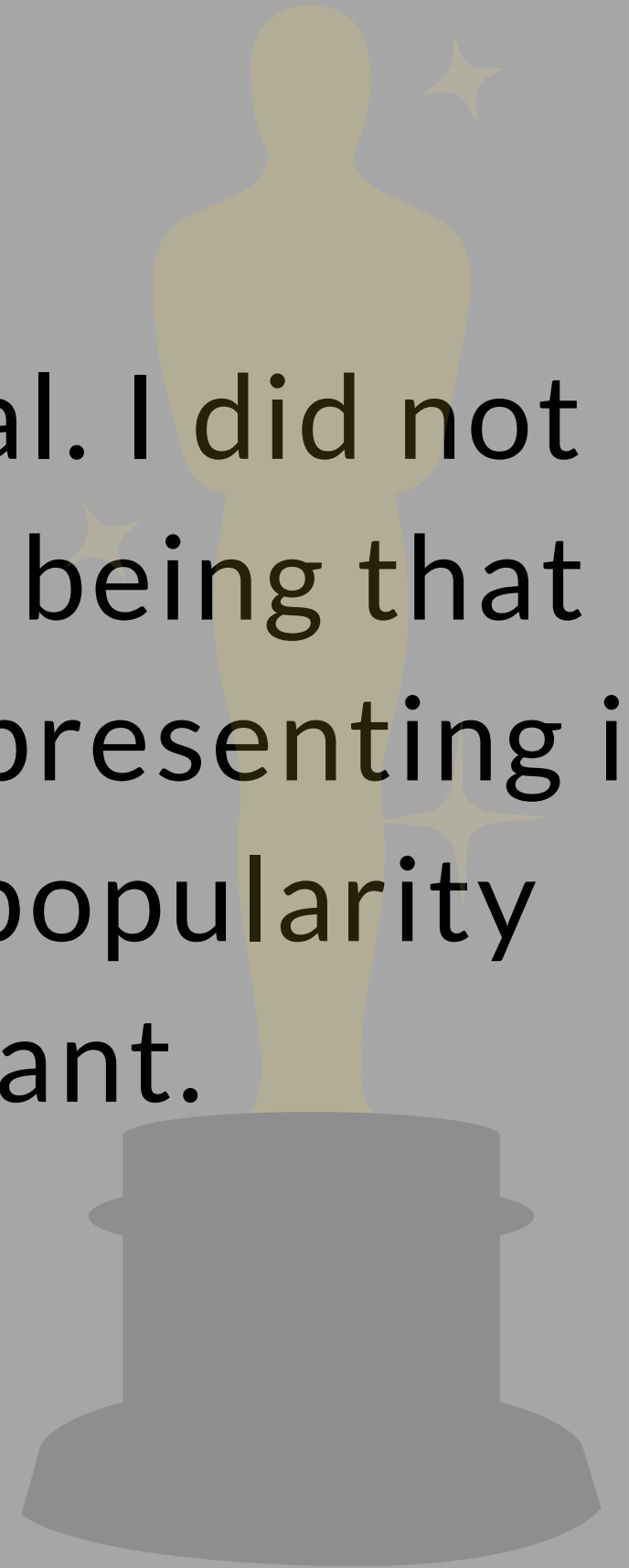
Followed
by
COMEDY
then
ACTION

This is an interesting find but because our date range is over 100 years it would not make sense to immediately suggest Microsoft produce DRAMA films as trends and tastes can change dramatically within a decade let alone 8.

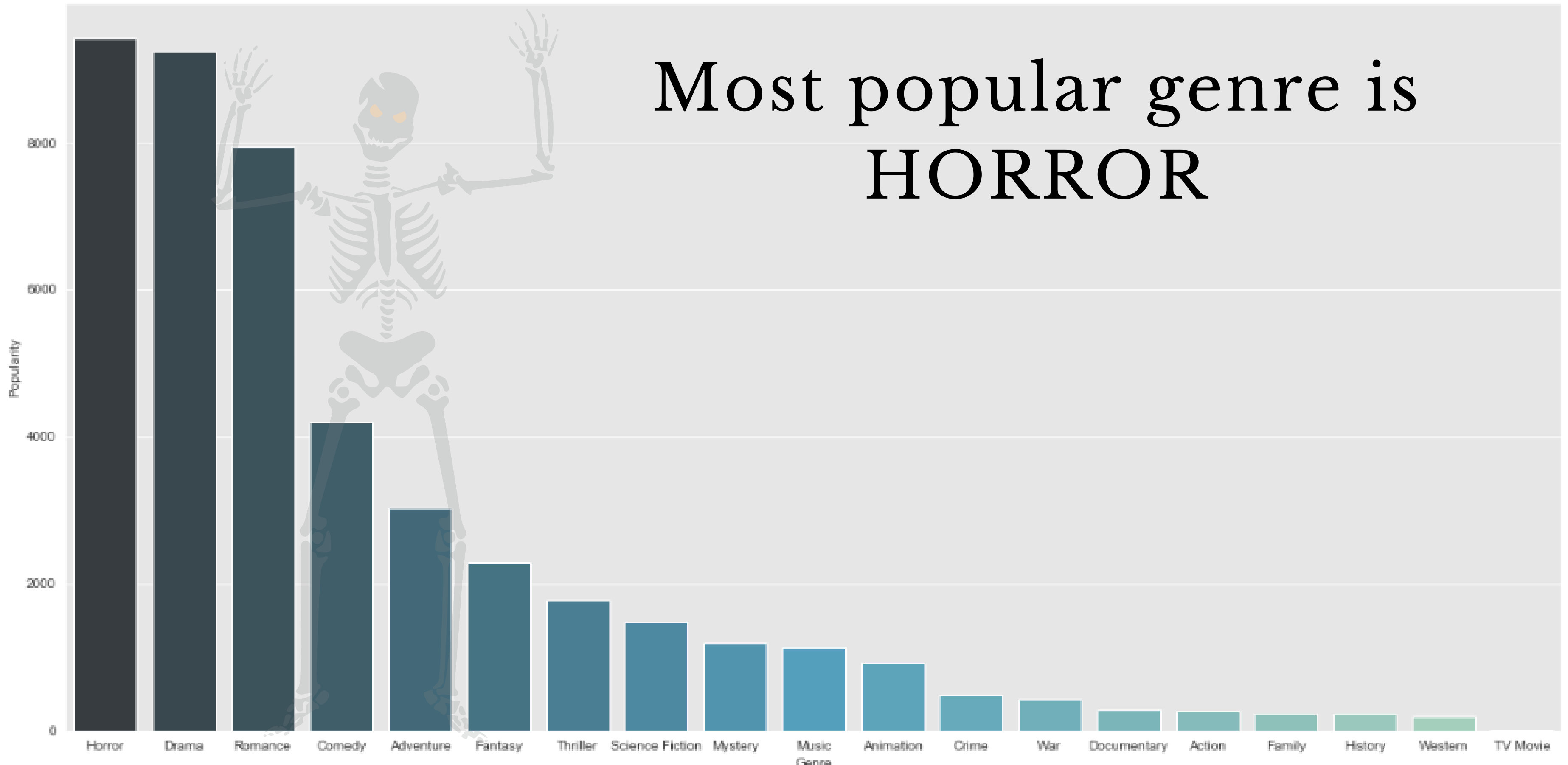
	Top_Genre	Decade
0	Drama	1914
1	Drama	1925
2	Adventure	1935
3	Crime	1945
4	Adventure	1955
5	Drama	1965
6	Horror	1975
7	History	1985
8	Action	1995
9	Drama	2005
10	Comedy	2015



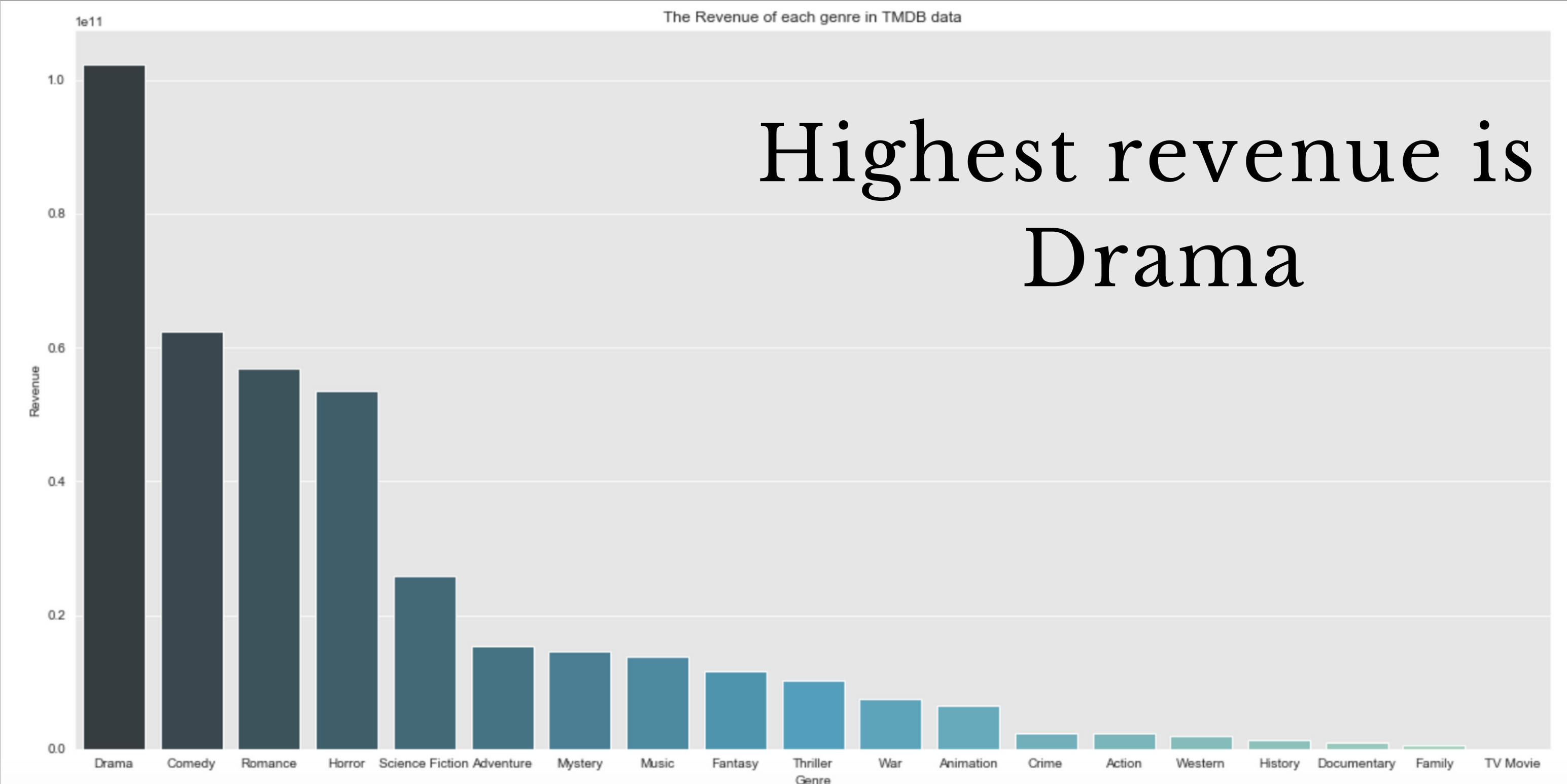
Next I took a look at popularity of genres in total. I did not find it necessary to look at popularity over time being that the ability to tabulate popularity in the way I am presenting it is only possible because of the internet thus a popularity measurements are fairly recent and relevant.



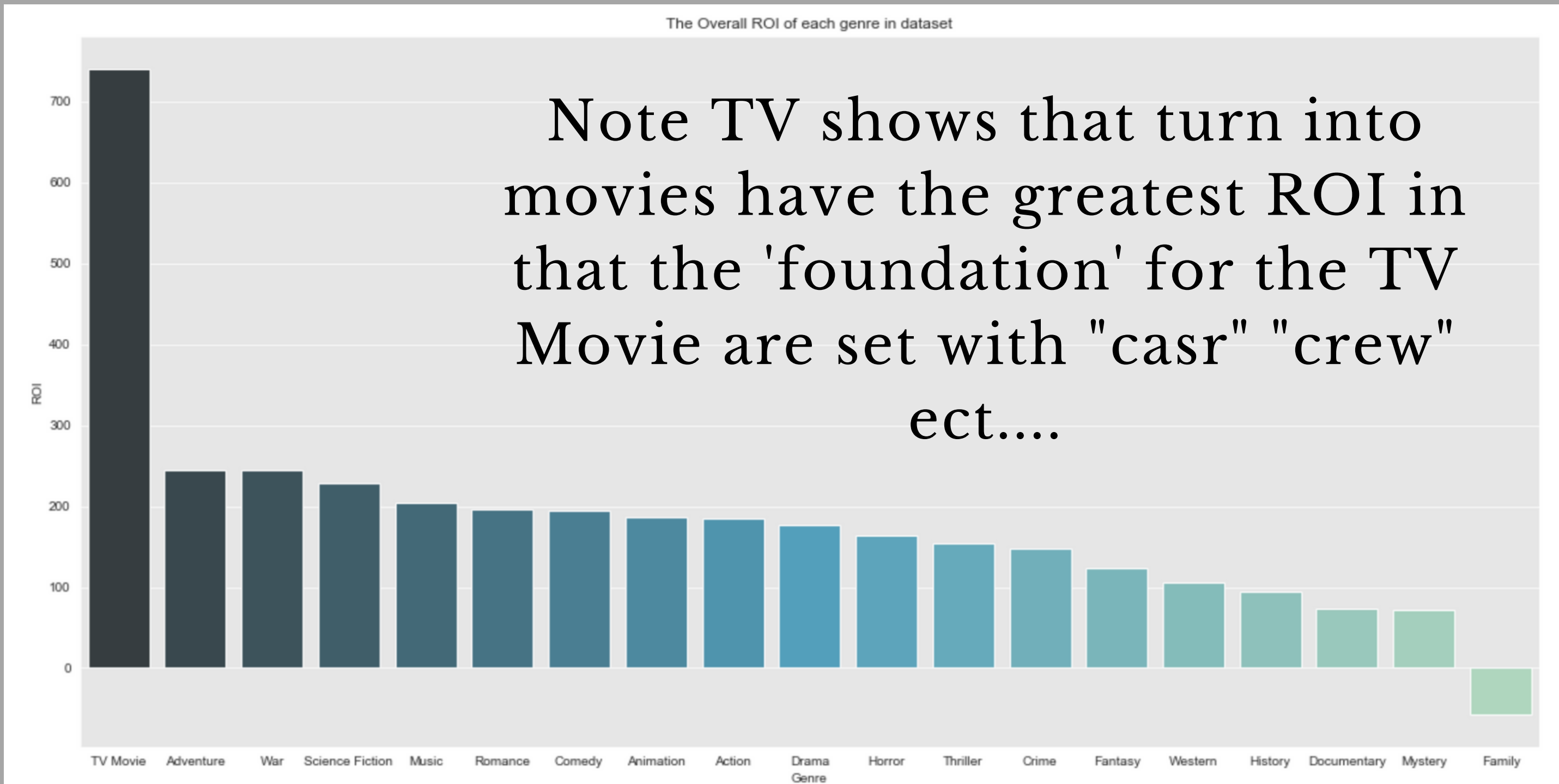
The Popularity of each genre in dataset

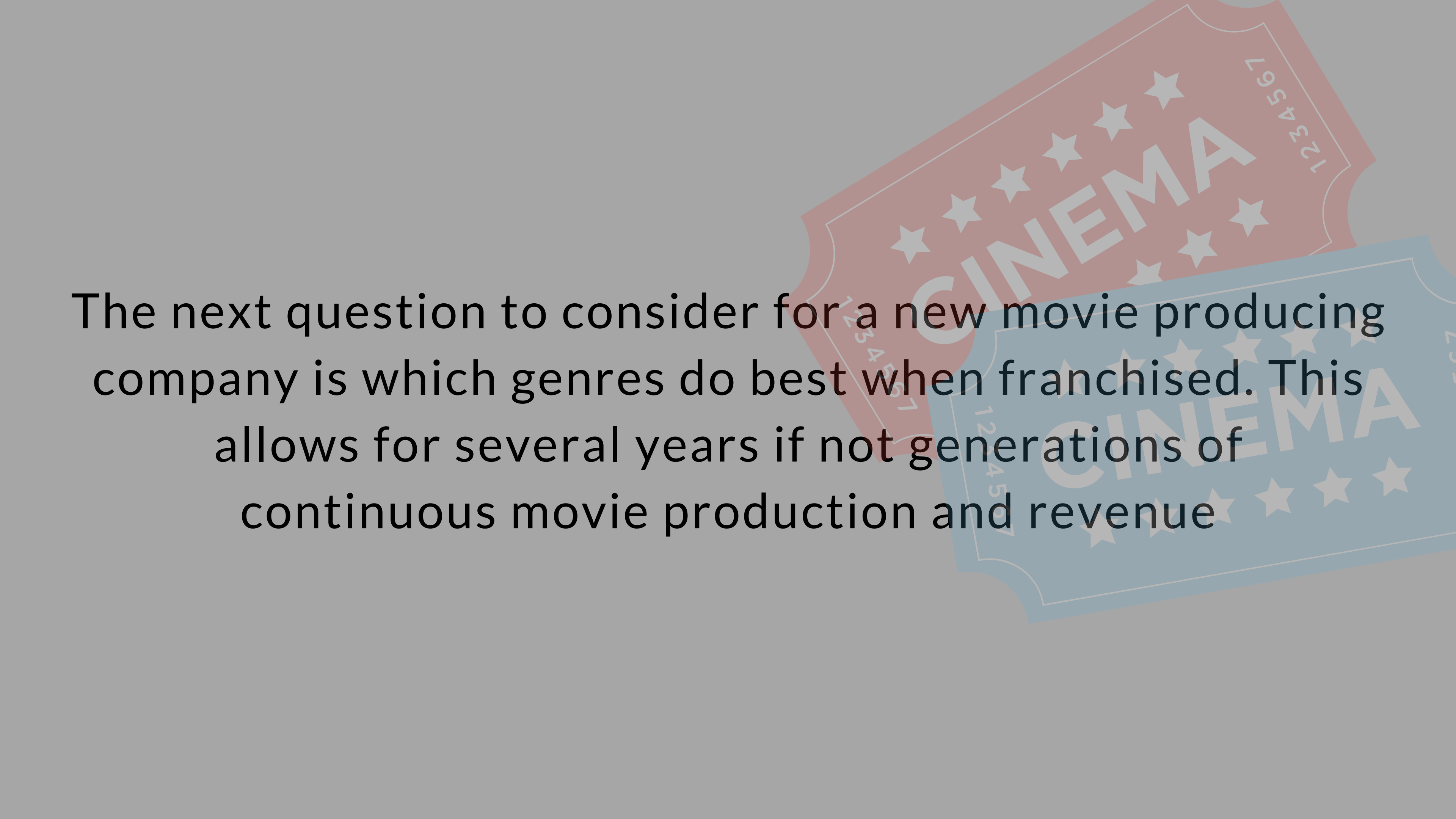


The popularity of a genre is important bit far more important is how much revenue a film will bring. Below shows genres ranked by revenue.



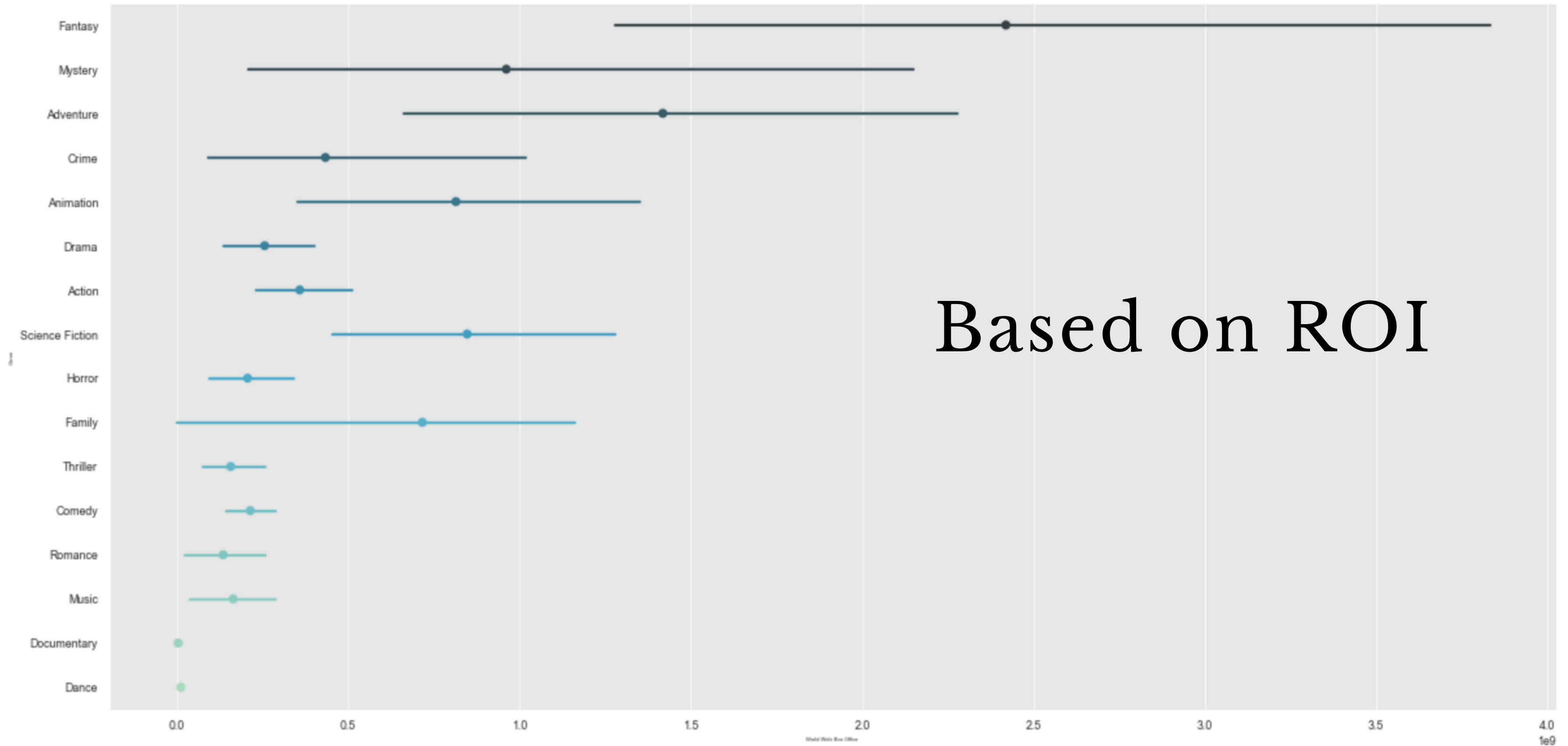
The greatest chance for a new movie producing company to gain traction is to produce movies that have the highest return on investment.

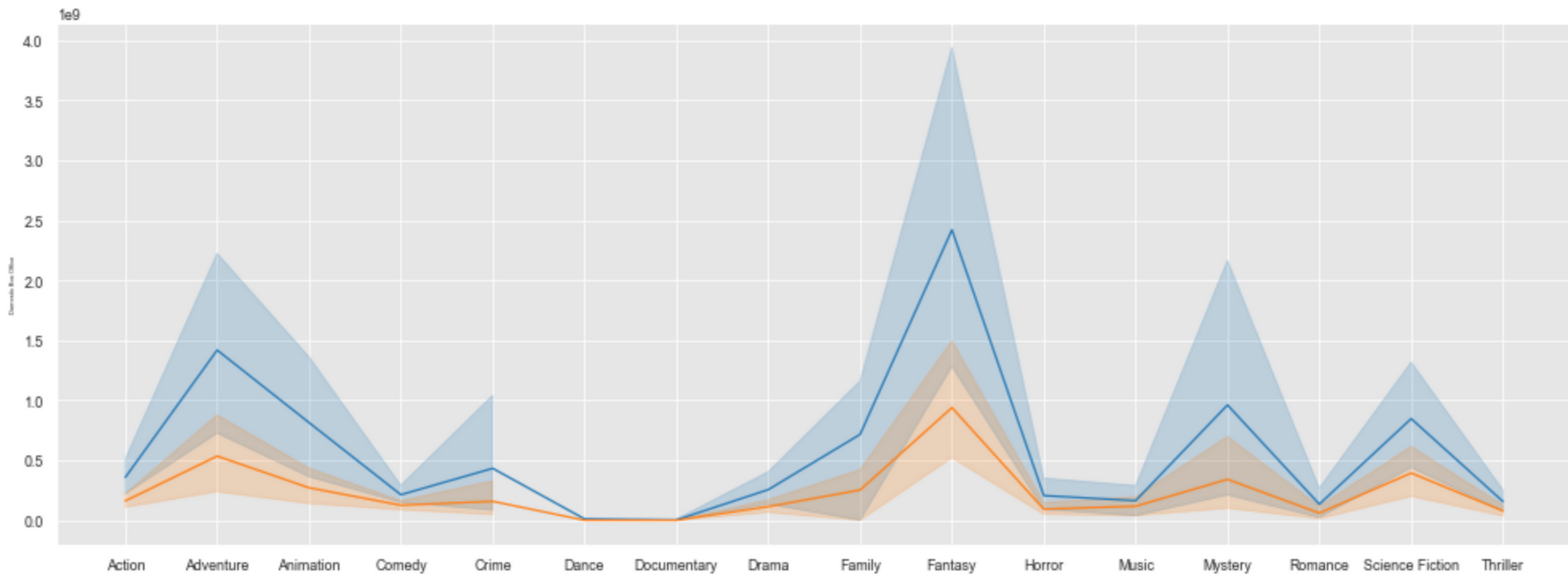




The next question to consider for a new movie producing company is which genres do best when franchised. This allows for several years if not generations of continuous movie production and revenue

Box Office Returns vs Franchised Genre





In Conclusion

The Best movies genres to produce as a new movie producing company are DRAMA and HORROR

In order to get the greatest ROI Microsoft may want to look into creating 'TV Programs' with the long term view of producing movies from them

Finally the best movies to franchise are FANTASY MYSTERY and ADVENTURE