Pitch

We have been tasked running data analysis on the film industry to assist Microsoft in creating original video content.

We decided to focus in on online streaming services, because given Microsoft’s capabilities we would expect online streaming to be the best route for online video content. In recent years there has been a surge in the amount of online subscription streaming services and leaders in the field are very profitable. In 2019 alone, Netflix has generated 5.2 billion in total revenue up from 4 billion from 2018.

We decided to focus in on television shows over movies, because the weekly release schedule of television shows allows for higher degrees of subscriber retention. Right now, Netflix is getting into crearting original movies, but early on a lot of their success came from original tv shows like Orange is the New Black and House of Cards. For Microsoft to be successful, it would be vital for it to create subscriber capturing original television shows early on so that it could sustain its subscriber growth. By creating several hit tv shows to start off, Microsoft could start off its growth as an online streaming service

According to the Neilsen Ratings, 65% of adults ages 18-54 used a streaming service compared to just 42% of adults of ages older than 55. Also we found that we found need women were more likely than men to be subscribed to Netflix, 57% of Netflix subscribers are women compared to the 43% who were men. Women were also more likely to watch shows on a weekly basis. We now knew that in order to be profitable, out streaming service would need target the 18-55 age range as well as women.

We decided to look at online libraries of Netflix and Hulu, because they are the two oldest online streaming services. We then looked at the Imdb ratings of shows in both of these libraries. Television shows don’t have easily quantifiable metrics such as box office earnings, so we decided to use Imdb ratings as a measure of television show success. What we wanted to gain from our data was which genres of television shows were most well received by our target audiences. From here, Microsoft would then know which genres of television shows to produce to generate audience attention

Our analysis shows that the highest rated television genres were Action, Drama and Comedy. **GRAPH**

Males and females in their preferences for genre with men liking action, comedy and anime **GRAPH** the most and women liking. Action drama and mystery the most **GRAPH**

As for our target demographics of 18-55. We found that this age range of viewers mirrored the general population with the three most popular movie genres being action, drama and comedy **GRAPH**

We cited that our online subscription service would want to target women ages 18-55, because they were the ones most likely to subscribe to online streaming services. We woud that this group of women mirrored the larger population of women liking action, drama and mystery the most. **GRAPH**

The ideal online streaming services would be one that would have mass appeal across all demographics while still catering to groups of people that are most likely to subscribe to online streaming services. Based on our analysis we recommend that Microsoft produce television shows of the genres

1. Action
2. Drama
3. Comedy
4. Mystery
5. Anime