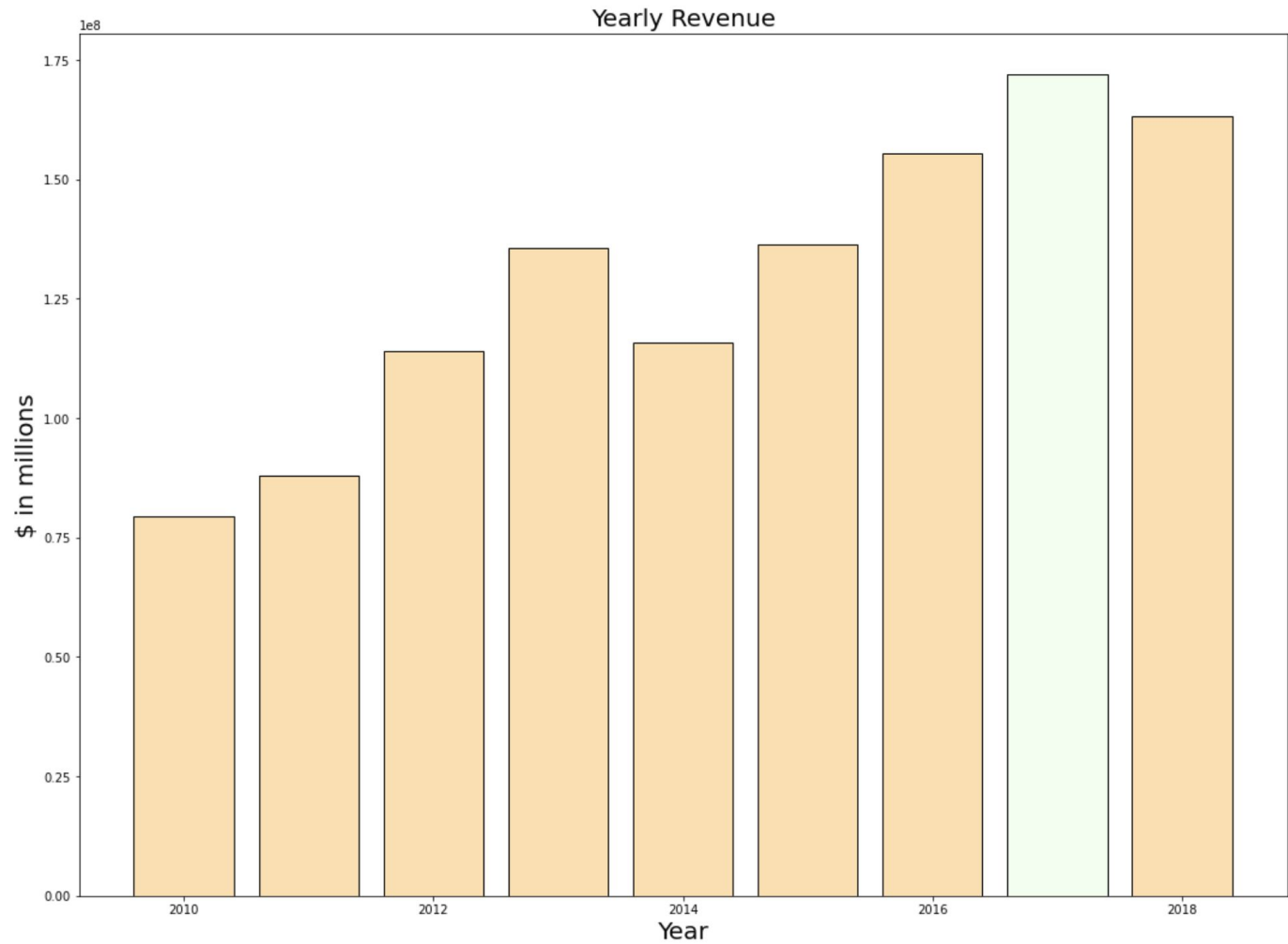
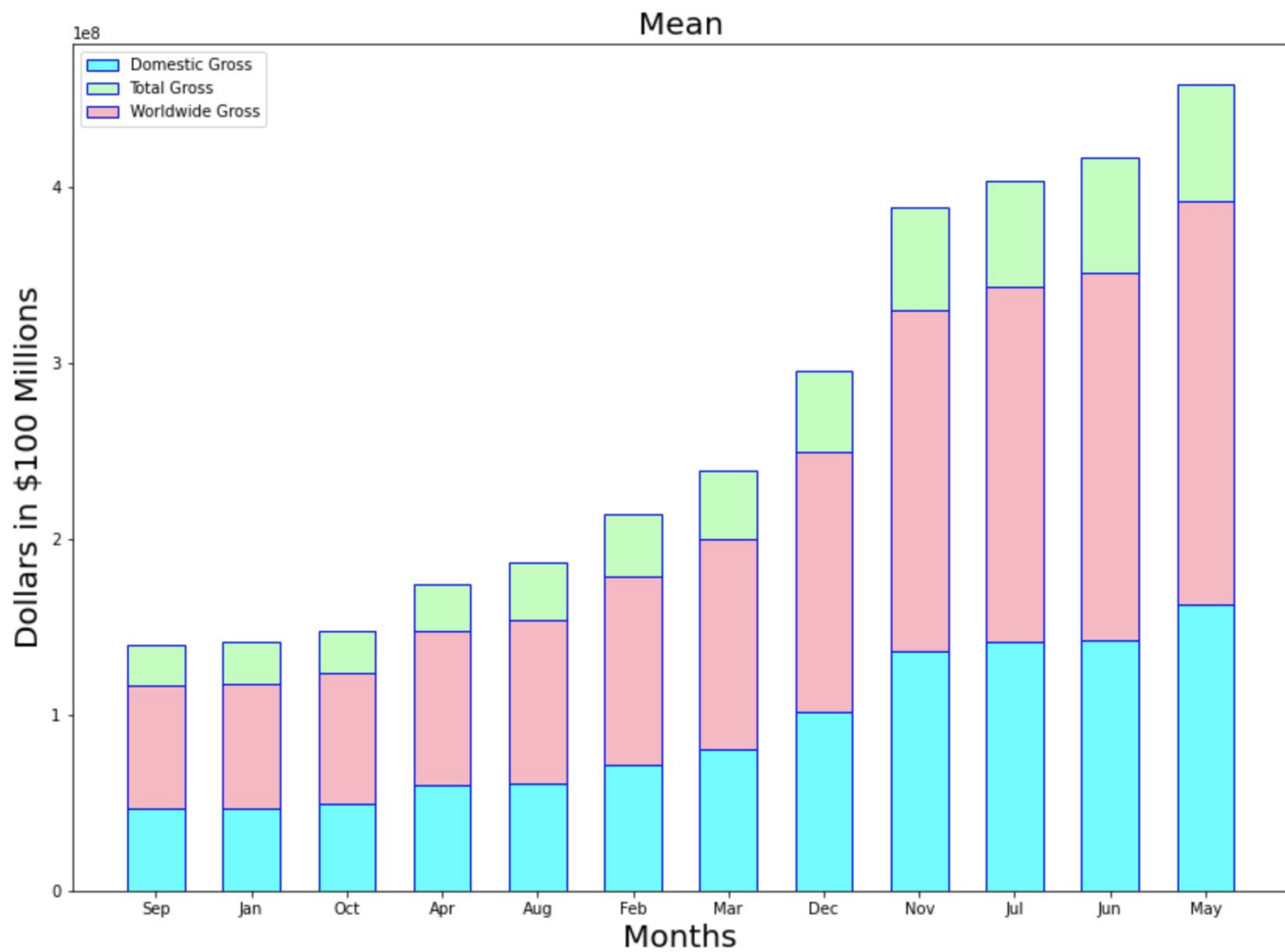


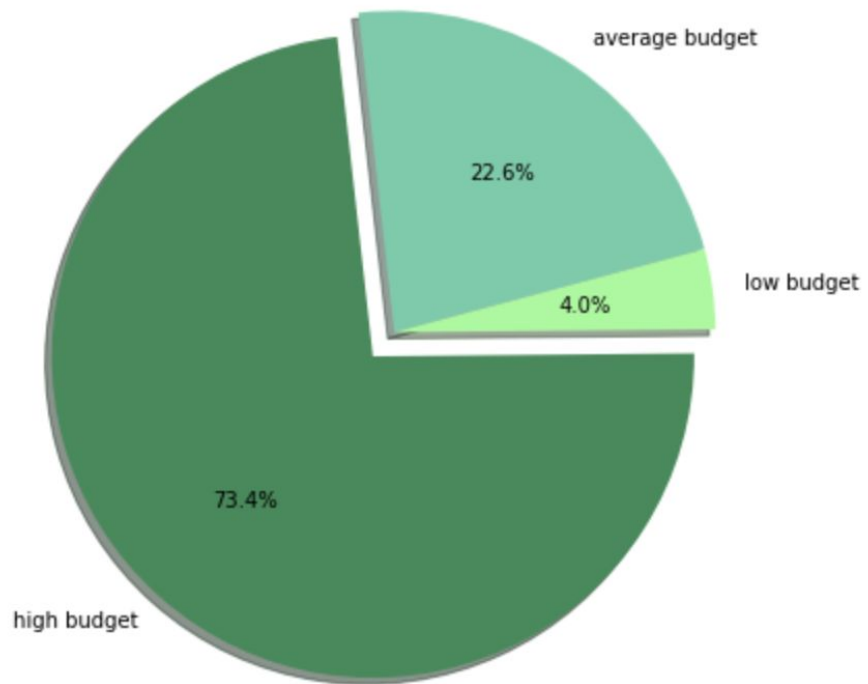
Analysis of a Potential Microsoft Entry into the Movie Industry

By Jake Oddi and Mike Rozenvasser

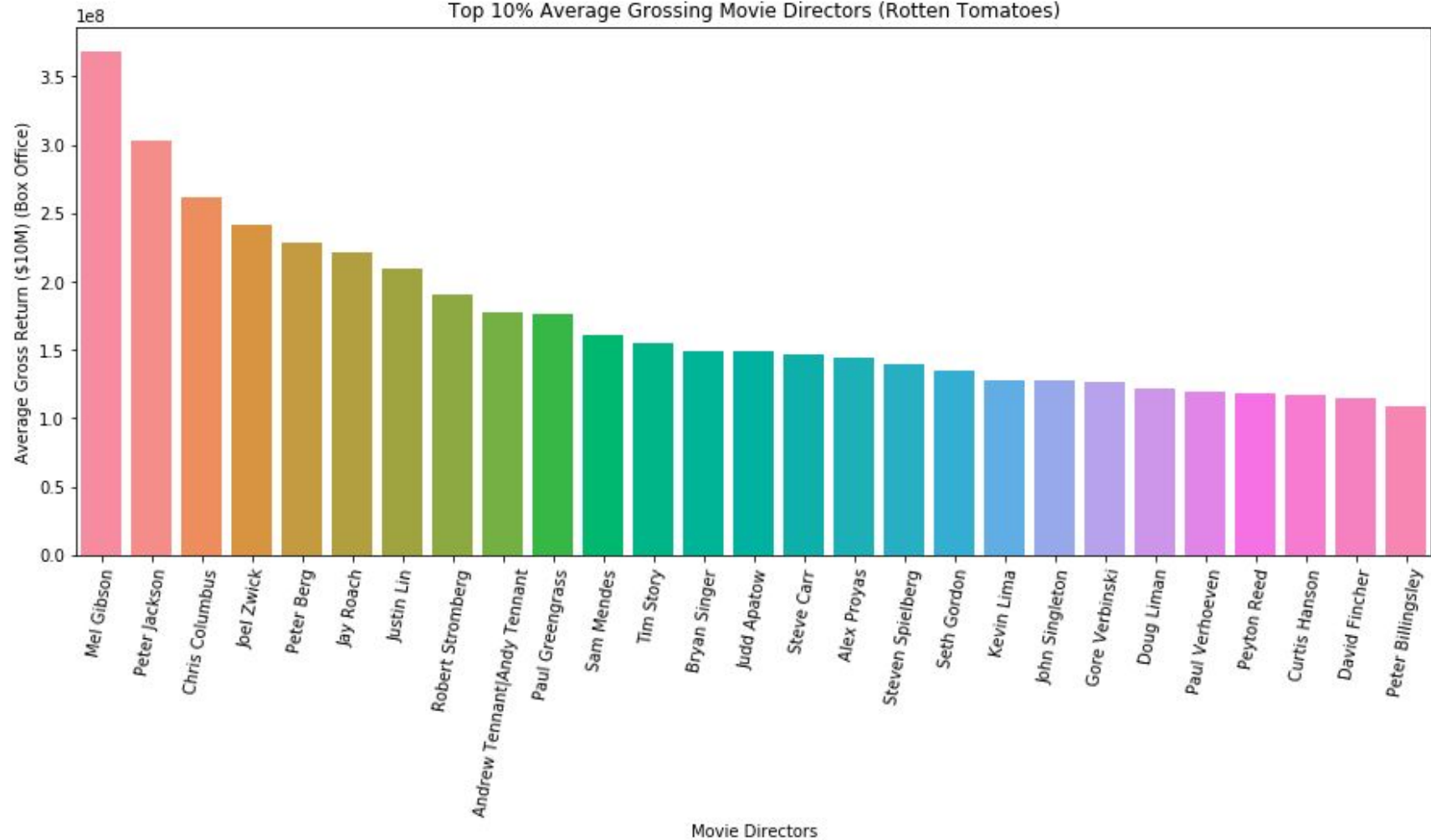




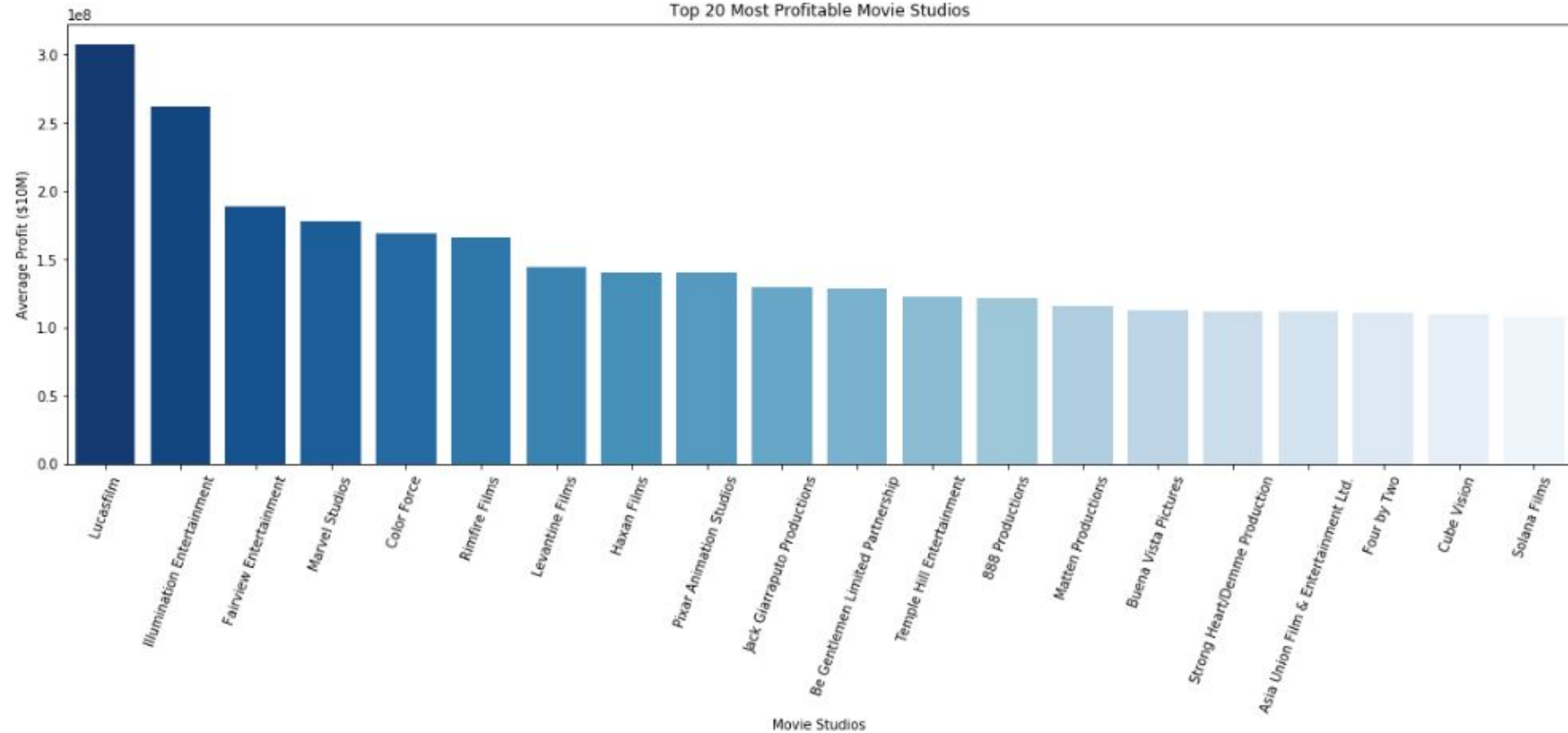
Overall Profit Dissected Into Budget Levels



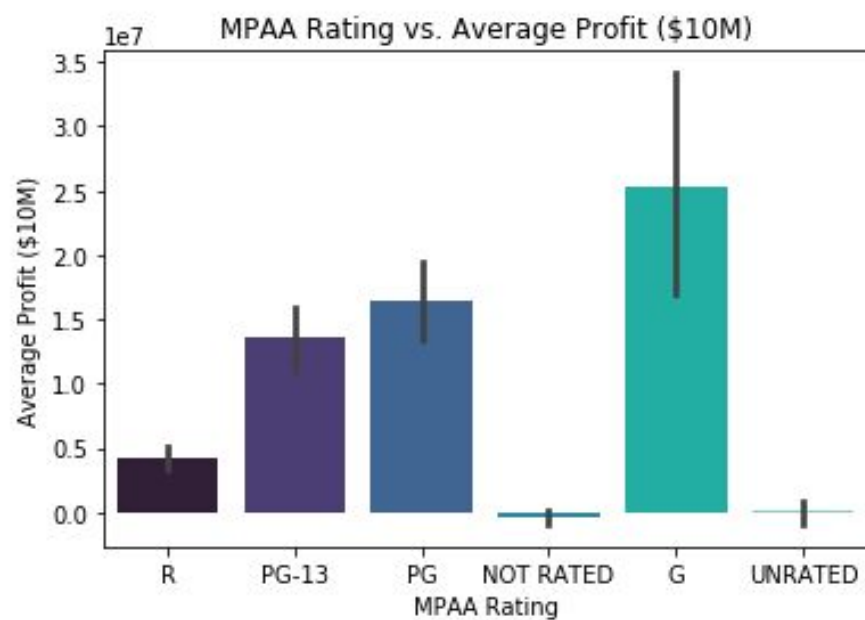
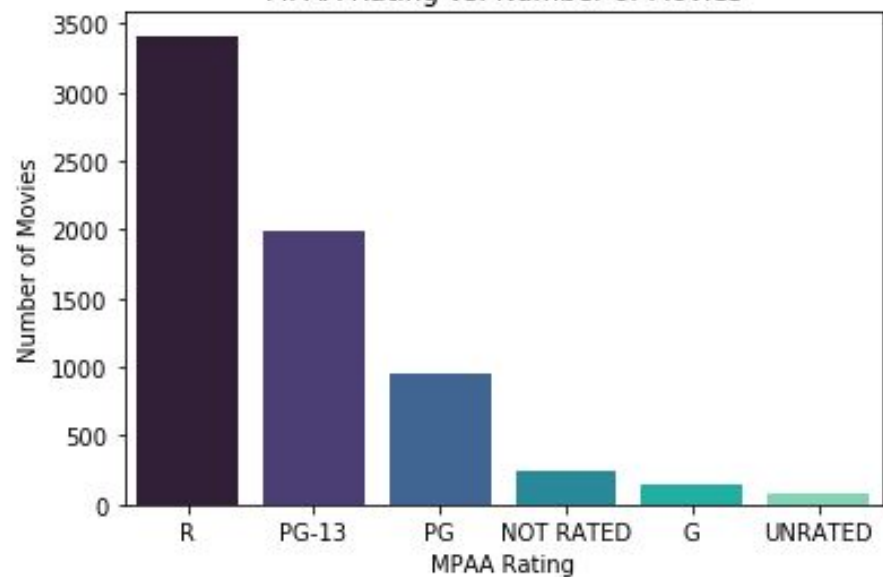
Top 10% Average Grossing Movie Directors (Rotten Tomatoes)



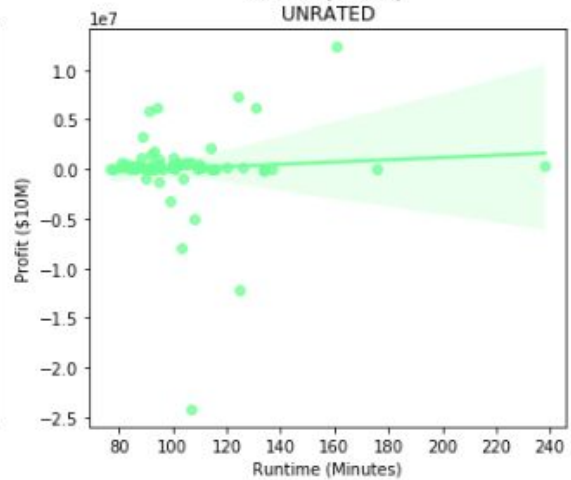
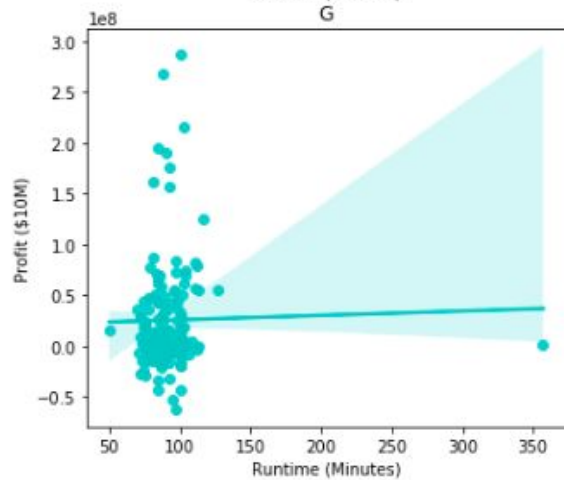
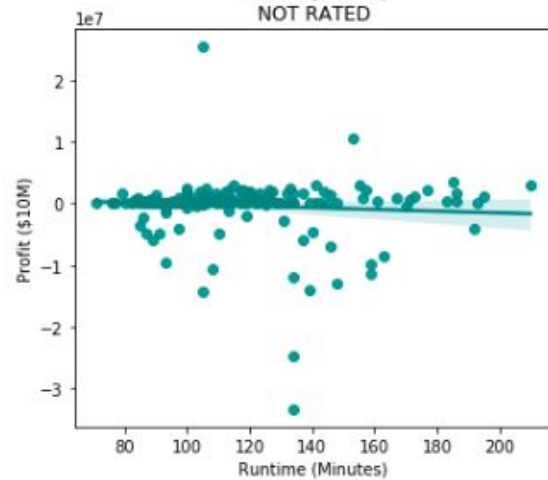
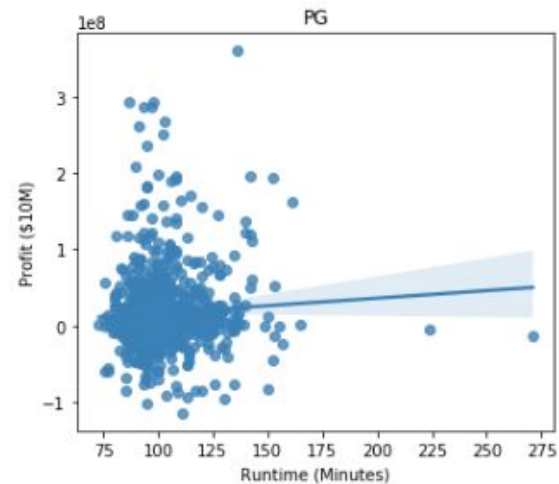
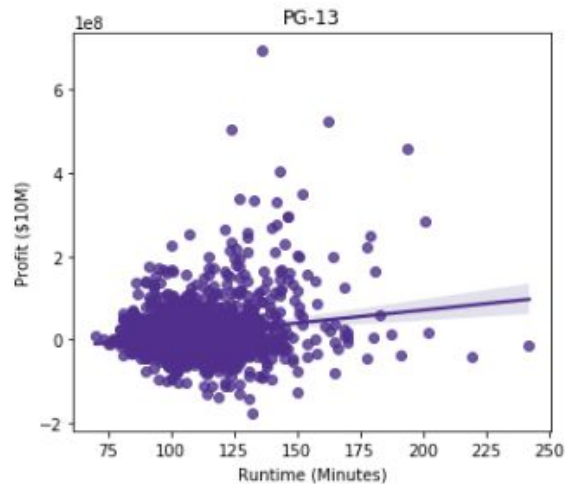
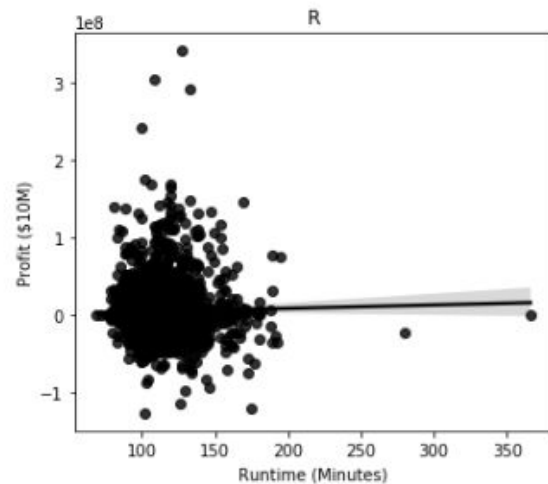
Top 20 Most Profitable Movie Studios

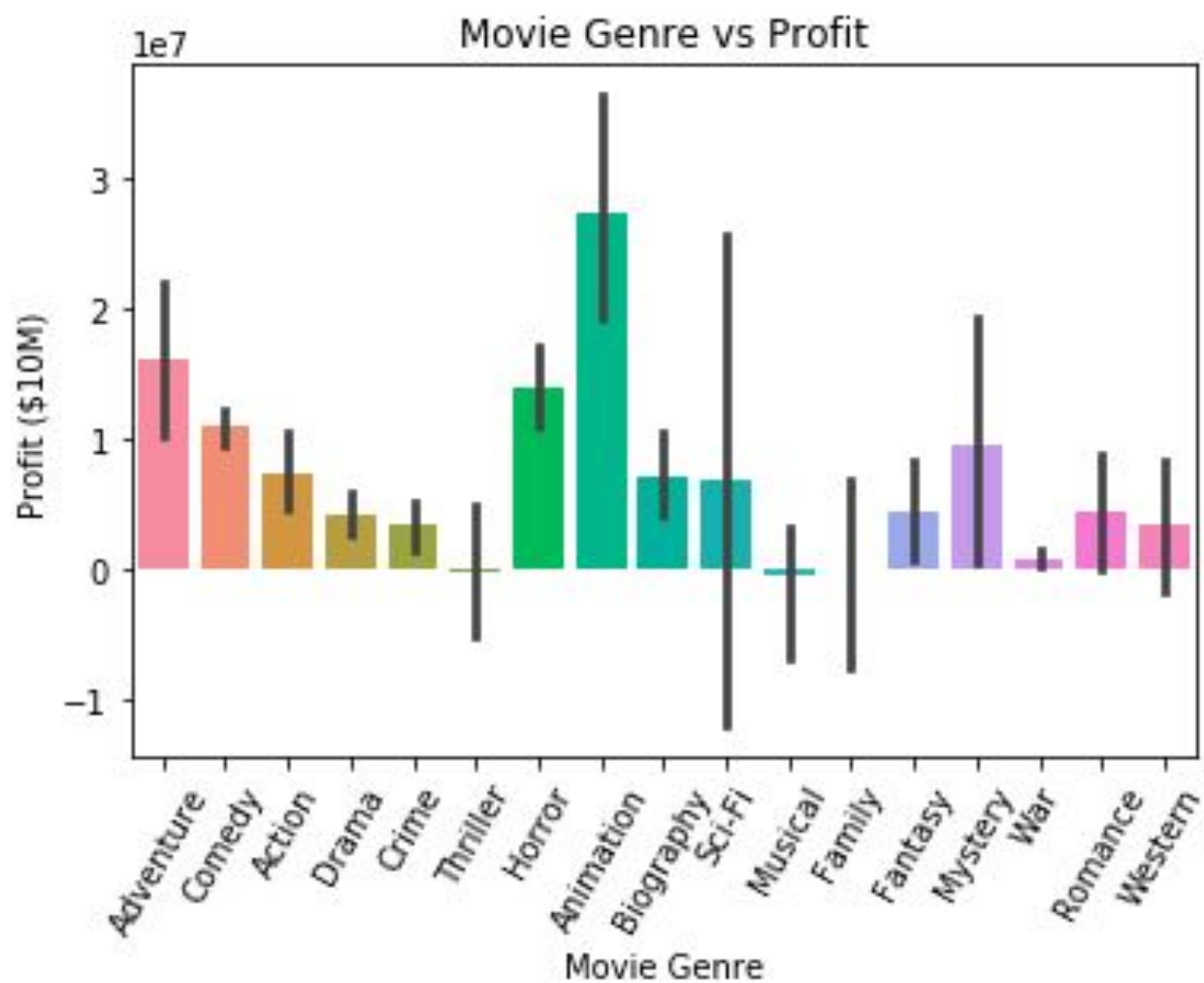


MPAA Rating vs. Number of Movies



Profit vs. Runtime for each MPAA Rating





Conclusion and Next Steps

Conclusion

- Microsoft would benefit from recruiting a director in the top 10% of average profit of movies he or she was involved in
- They would benefit from employing one of the top 20 studios measured by profitability
- Most importantly, they are well positioned to take advantage of the imbalance between supply and demand in the market for G rated movies. They can maximize their returns by producing G rated movies that are around 100 minutes long and are of the animated and adventure genres

Next Steps

- Given more time, we would have liked to examine the relationship between plot keywords from each movie and their returns.
 - Using more sophisticated models, this approach would be even more effective.
- Given more time, we also would have liked to make API calls and scrape social media sites to measure how popular a movie is on social media compared to its performance at the box office.