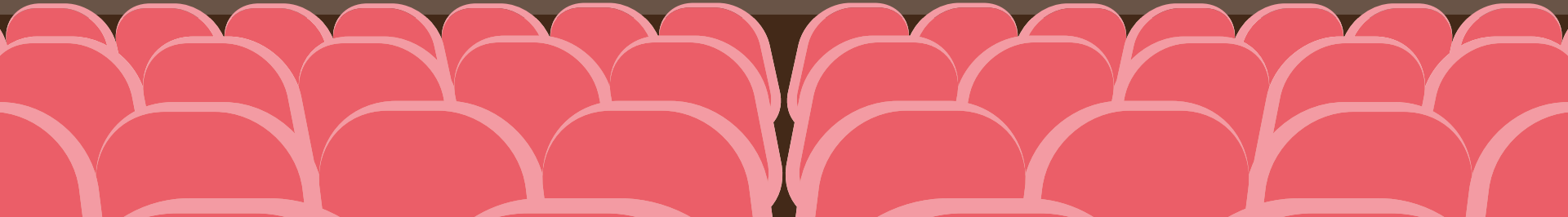


# ***MICROSOFT***

Be what's next

Created by: Lauren Esser



# ***PROBLEM STATEMENT***

**Aiding Microsoft in taking the correct steps in understanding the movie industry by....**

- 1. Exploring what type of films are currently doing best at the box office.**
- 2. Translating those findings into actionable insights that can be used when deciding what types of films Microsoft should be creating.**

# ***BUSINESS VALUE***

- In 2018 1.3 billion tickets were sold at the North American box office with an average price of \$9.14.
- Box office revenue for Avengers: Endgame in North America was \$858.37 million.
- In 2019 Disney was the leading film studio in North America (domestic box office gross of 3.8 billion US dollars).

# ***DATA & METHODS***

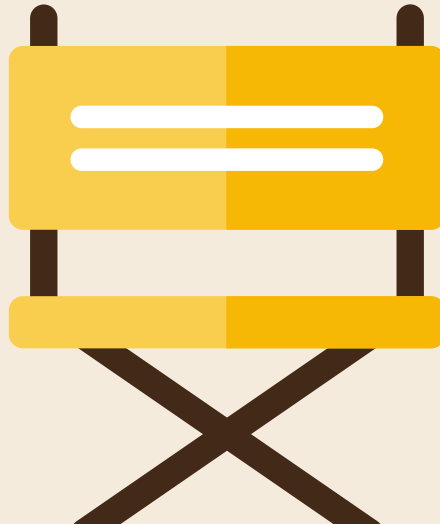
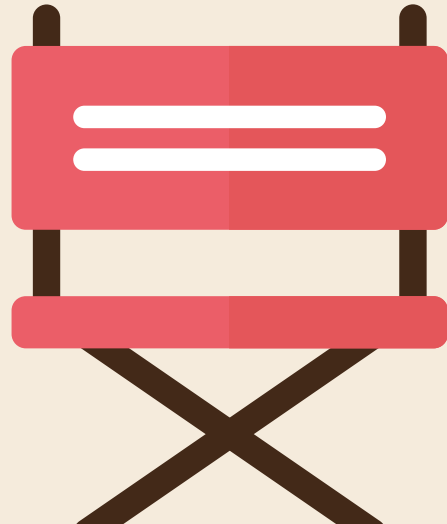
## **DATA: IMDb**

Data comes from Web Scraping the IMDb website as well as using provided databases.

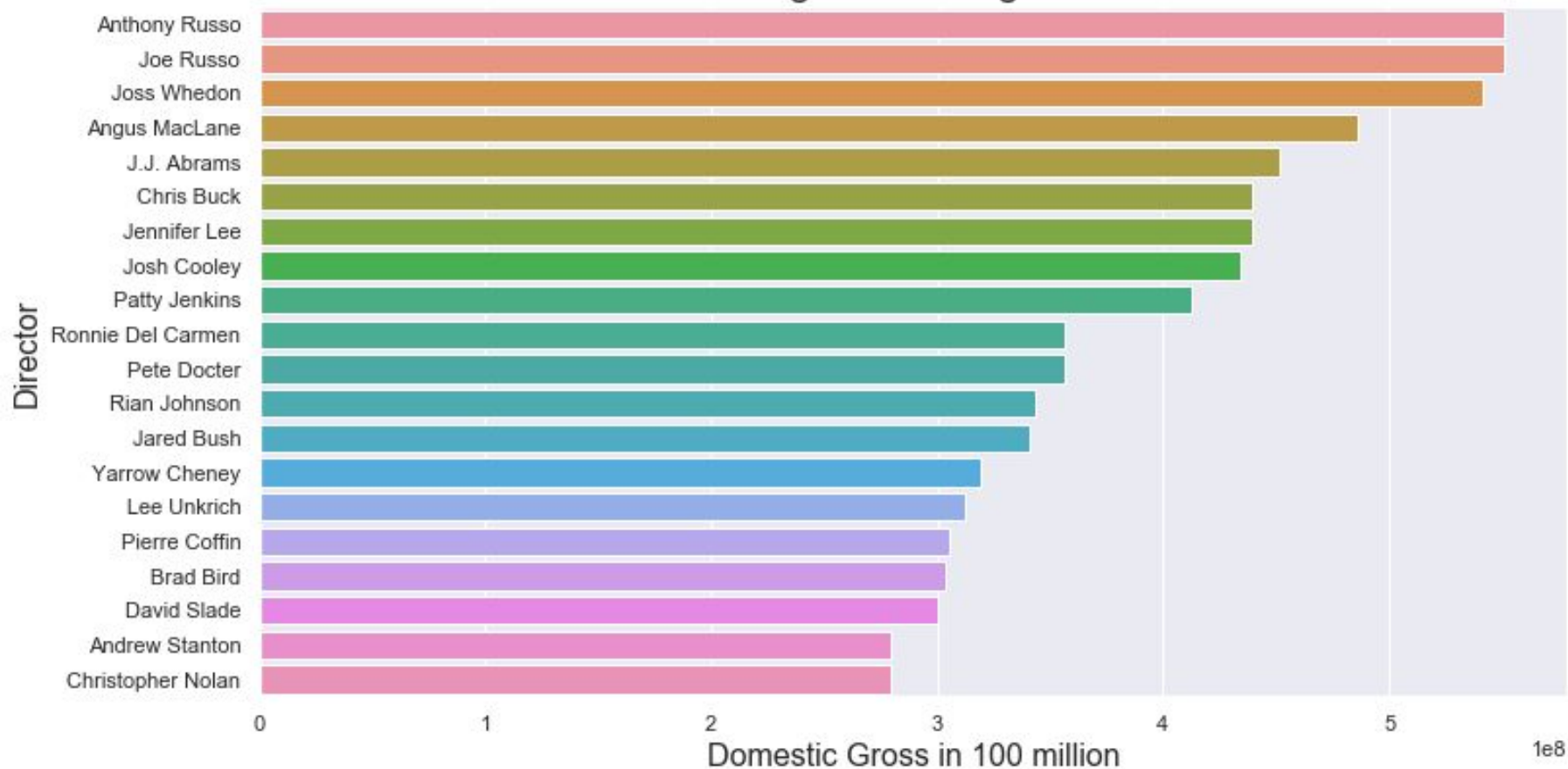
## **METHOD:**

When observing and cleaning data, I thought about what data would help Microsoft have the highest gross and highest ratings.

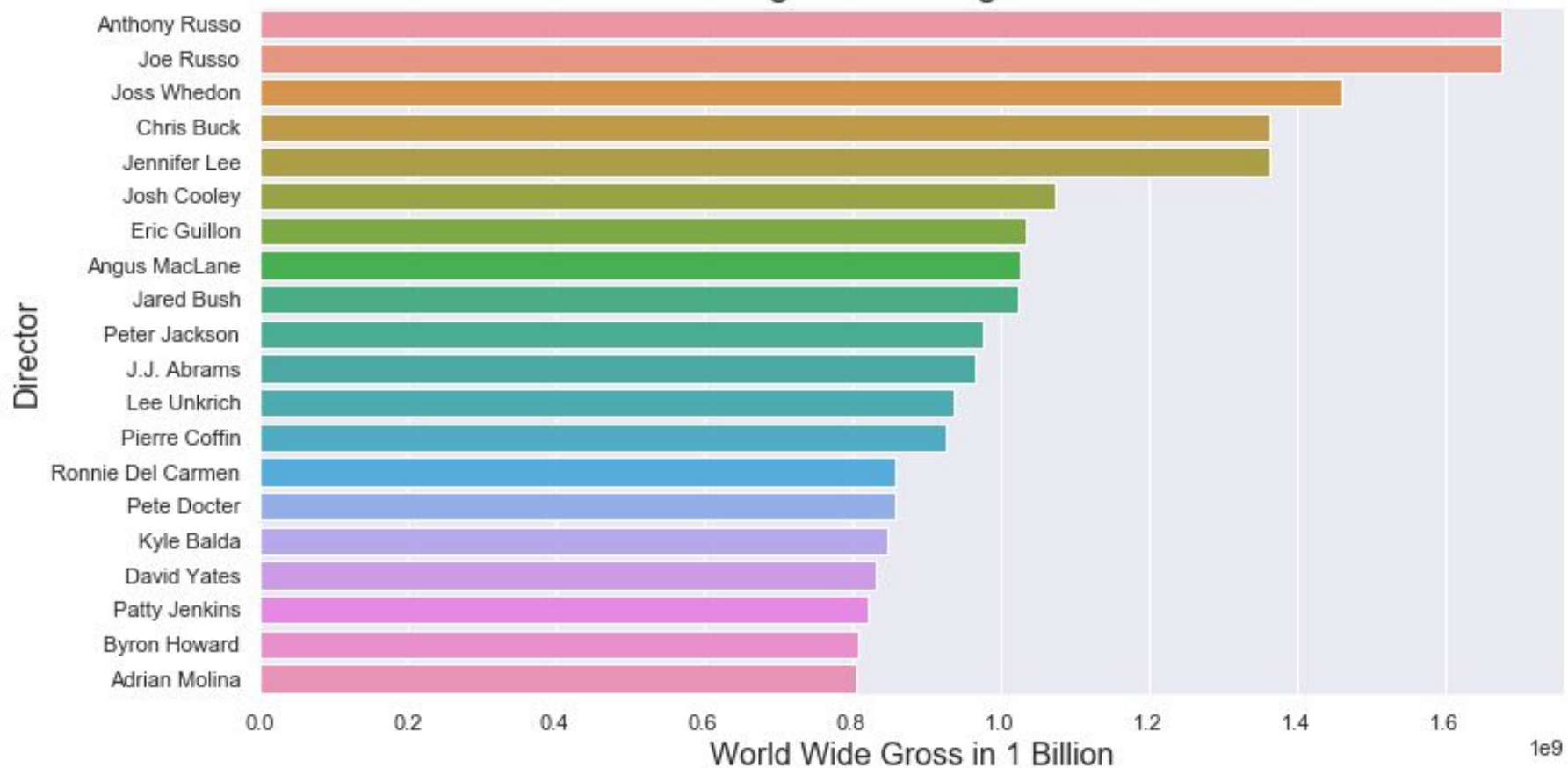
# ***STEP 1: HIRE THE RIGHT DIRECTOR***



## Directors With Highest Average Domestic Gross



## Directors With Highest Average World Wide Gross



## ***MY DIRECTOR RECOMMENDATIONS:***

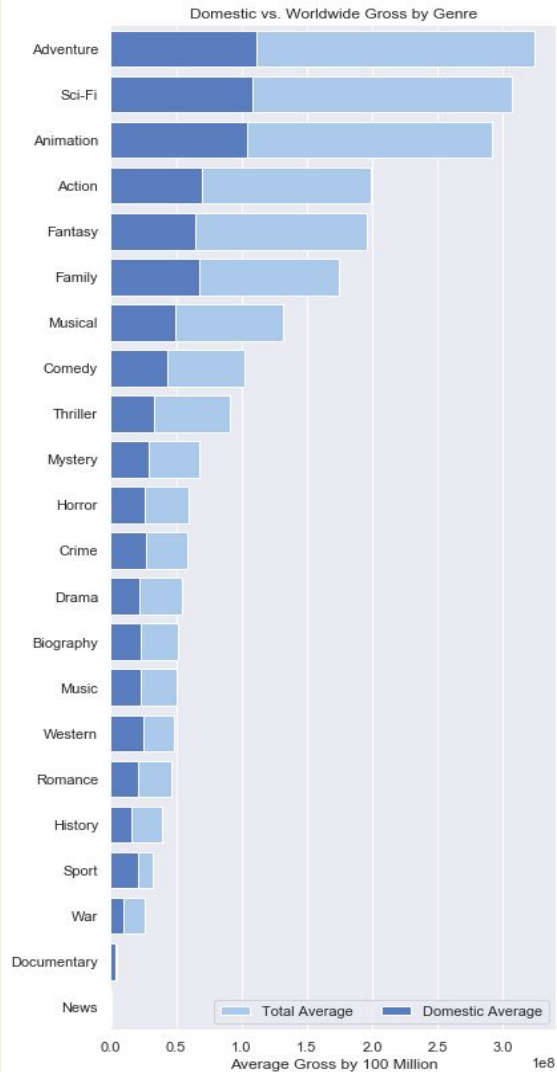
- 1. The Russo Brothers (Action, Adventure)**
- 2. Joss Whedon (Science Fiction, Fantasy)**
- 3. Chris Buck (Animation, Childrens)**
- 4. Jennifer Lee (Animation, Childrens)**



# GENRES

*WHAT GENRE WILL BRING IN THE MOST MONEY?*





## ***TOP 5 GENRES DOMESTICALLY AND GLOBALLY***

***1. ADVENTURE***

***2. SCI-FI***

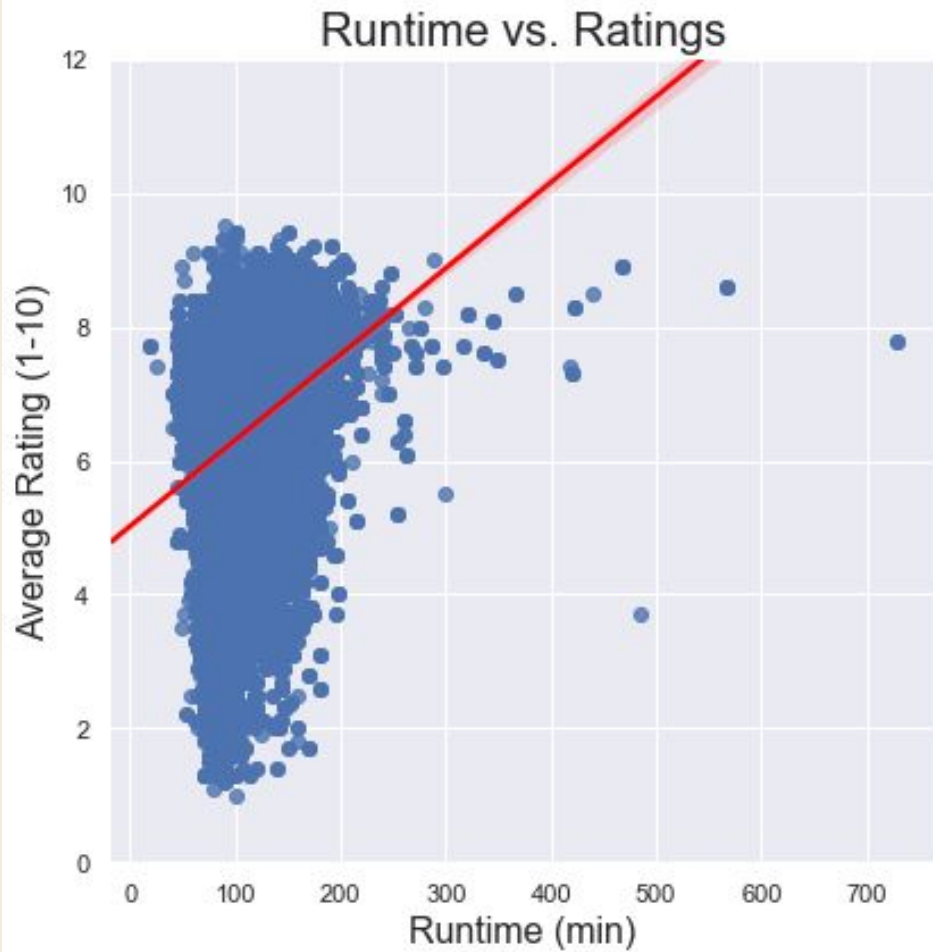
***3. ANIMATION***

***4. ACTION***

***5. FANTASY***

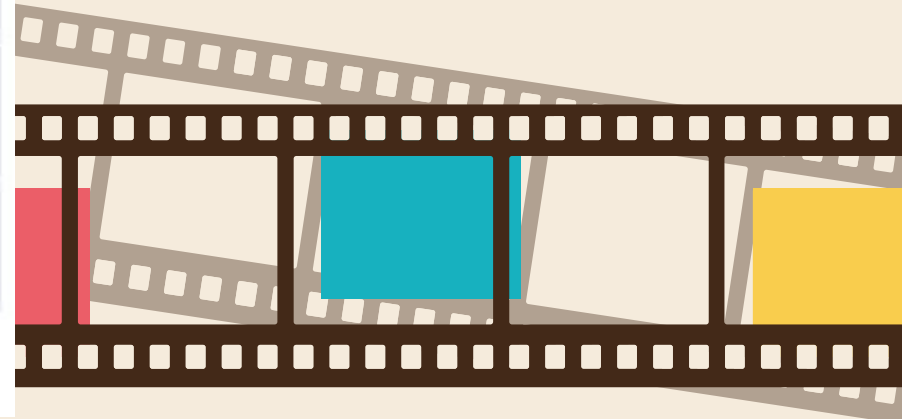
# ***HOW LONG SHOULD OUT MOVIES LAST?***





For highest ratings,  
Microsoft should keep  
their movies runtime  
between 120 and 200  
minutes.

\*Additional figures in Appendix 3



# IN SUMMARY

## DIRECTORS

1. The Russo Brothers
2. Joss Whedon
3. Chris Buck
4. Jennifer Lee

## GENRES

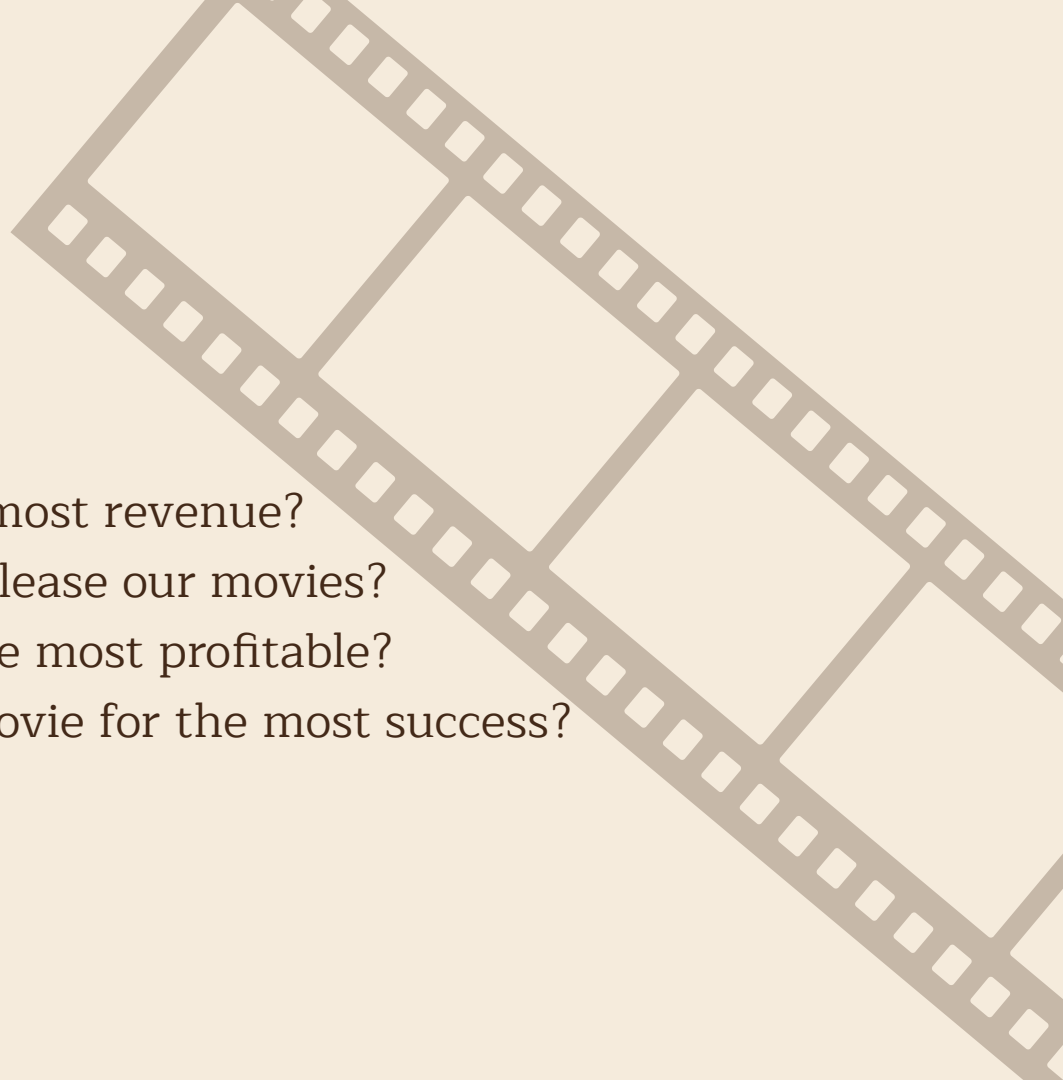
1. Adventure
2. Sci-Fi
3. Animation
4. Action
5. Fantasy

## RUNTIME

120-200 Minutes

## ***NEXT STEPS***

1. Which Actors will bring in the most revenue?
2. What time of year should we release our movies?
3. What rating (PG, PG-13, R) is the most profitable?
4. How should we advertise our movie for the most success?



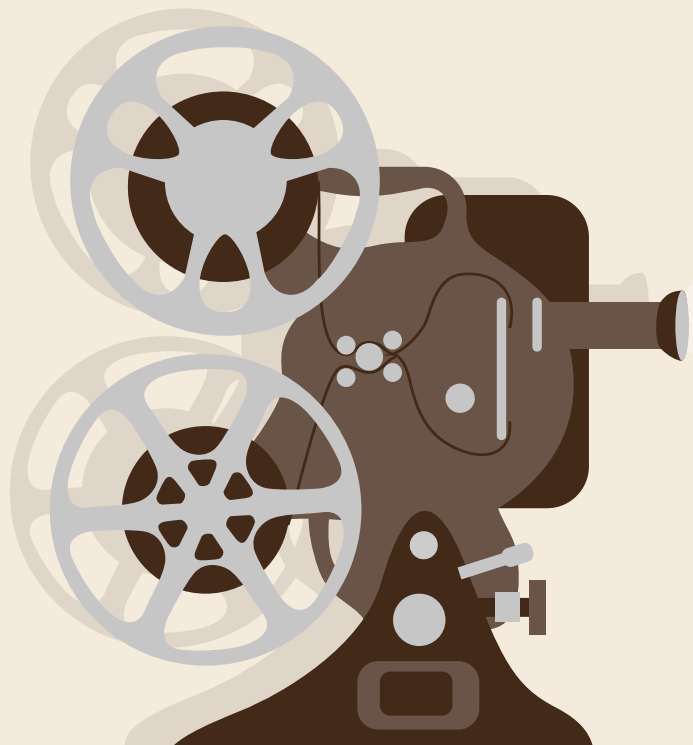
The background features six stylized spotlights arranged in a circular pattern, each shining a yellow beam of light towards the center. The spotlights are dark brown with yellow rings around the lens.

***THANK YOU MICROSOFT!***

Do you have any questions?

[CLEsser@gmail.com](mailto:CLEsser@gmail.com)

Lauren Esser at **in**



Data taken from IMDB.

CREDITS: This presentation template was created by Slidesgo, including icons by Flaticon, and infographics & images by Freepik.

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# ***APPENDIX 1***

## ***GENRES***

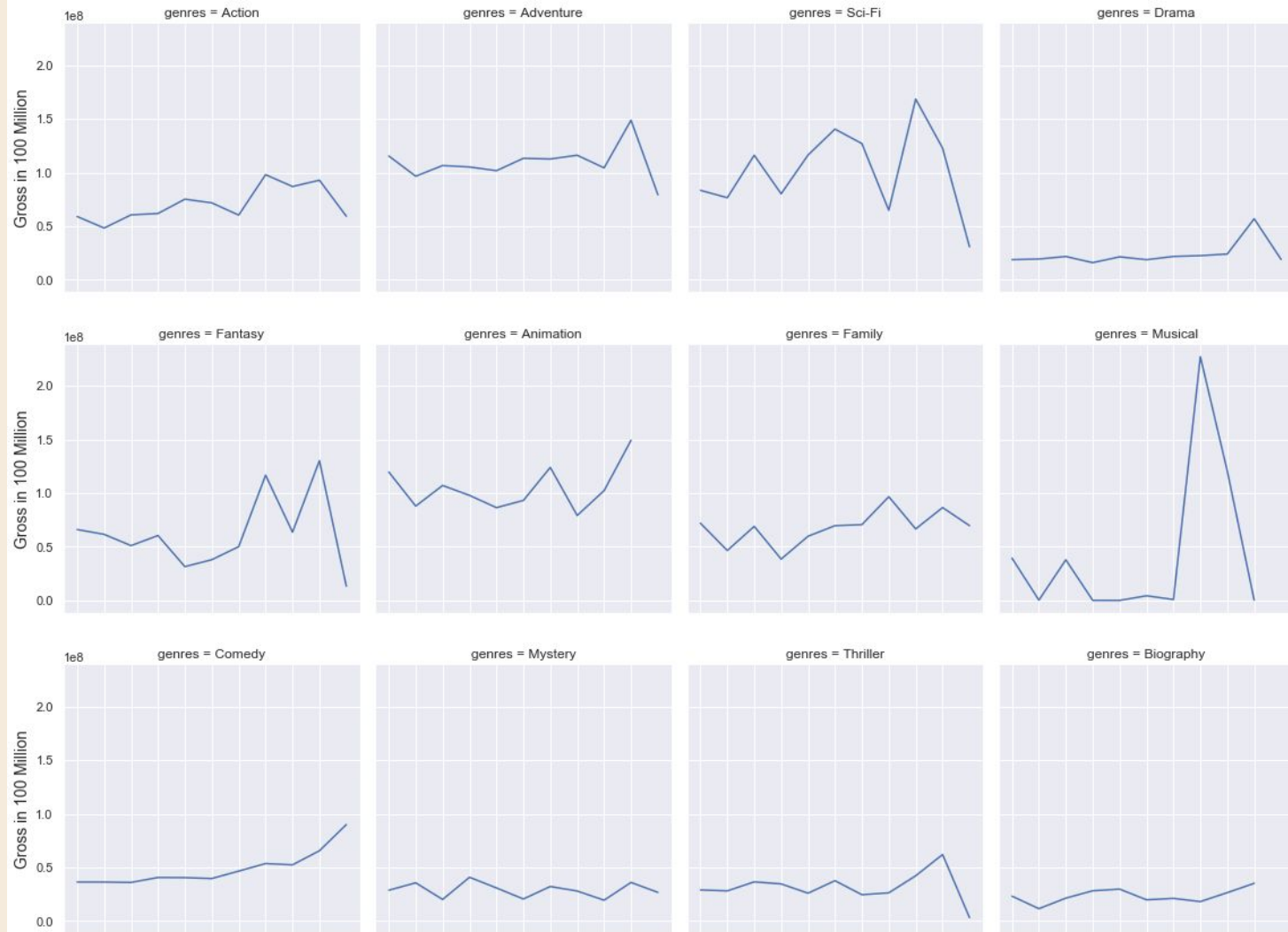
### ***GROSS***

#### ***OVER THE***

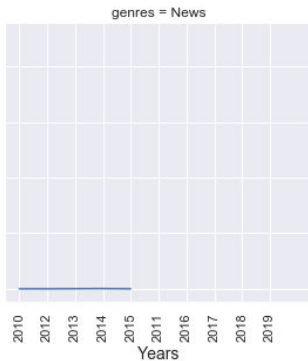
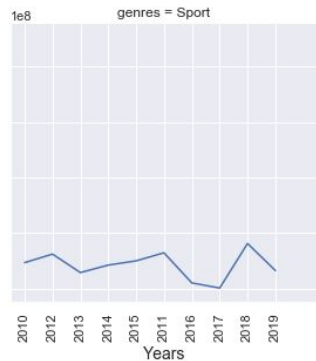
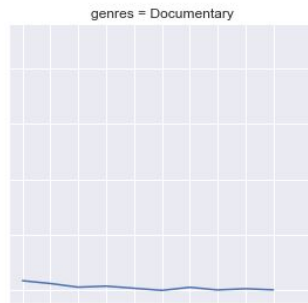
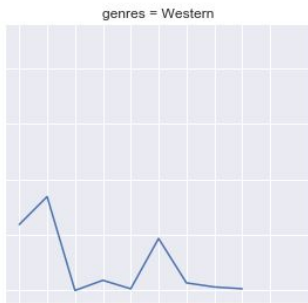
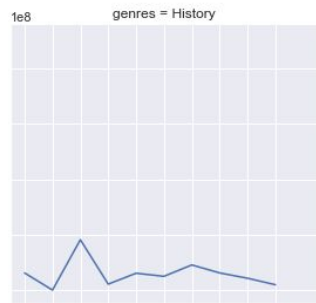
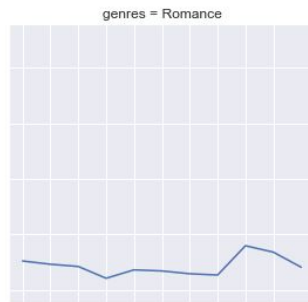
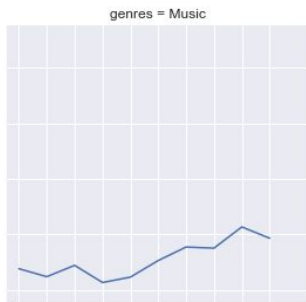
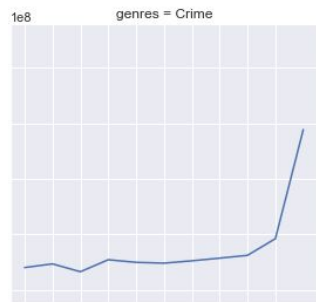
##### ***LAST***

###### ***DECADE***

###### ***SLIDE 1***



**GENRES GROSS  
OVER THE LAST  
DECADE  
SLIDE 2**



# ***APPENDIX 2***

