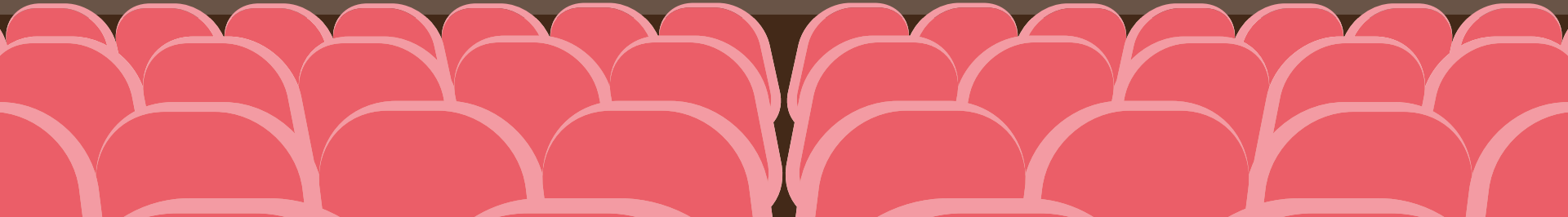# MICROSOFT

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.
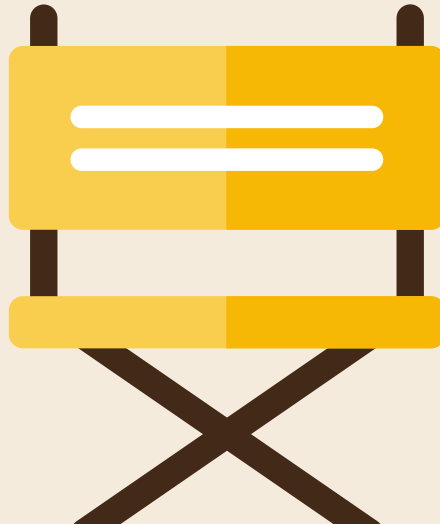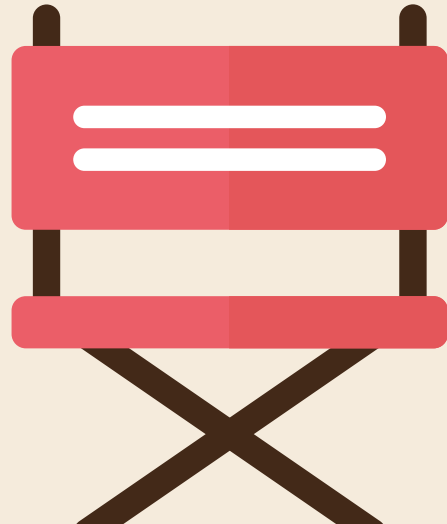
DATA & METHODS

DATA: IMDb

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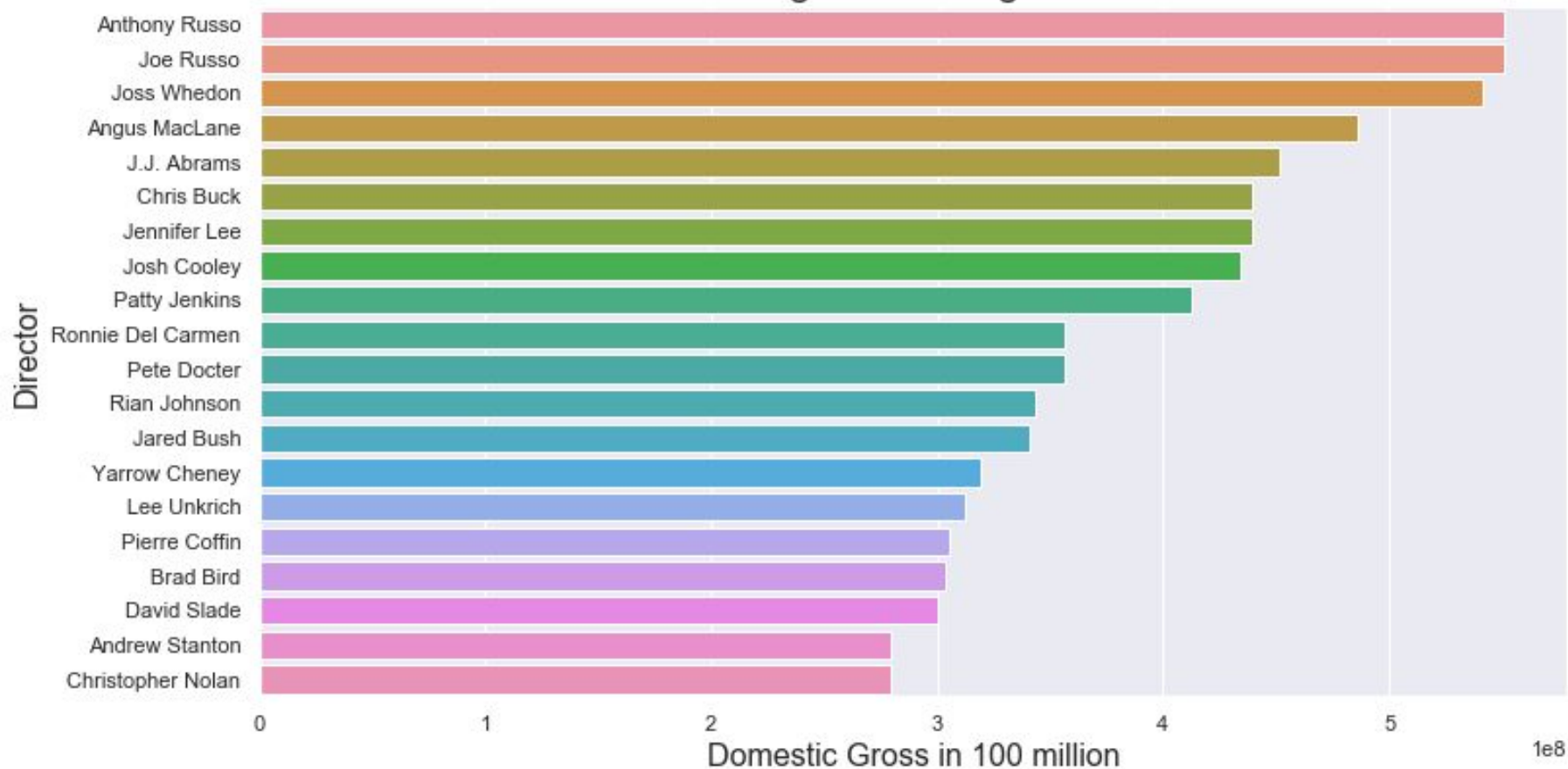
METHOD:

When observing and cleaning data, I thought about what data would help Microsoft have the highest gross and highest ratings.
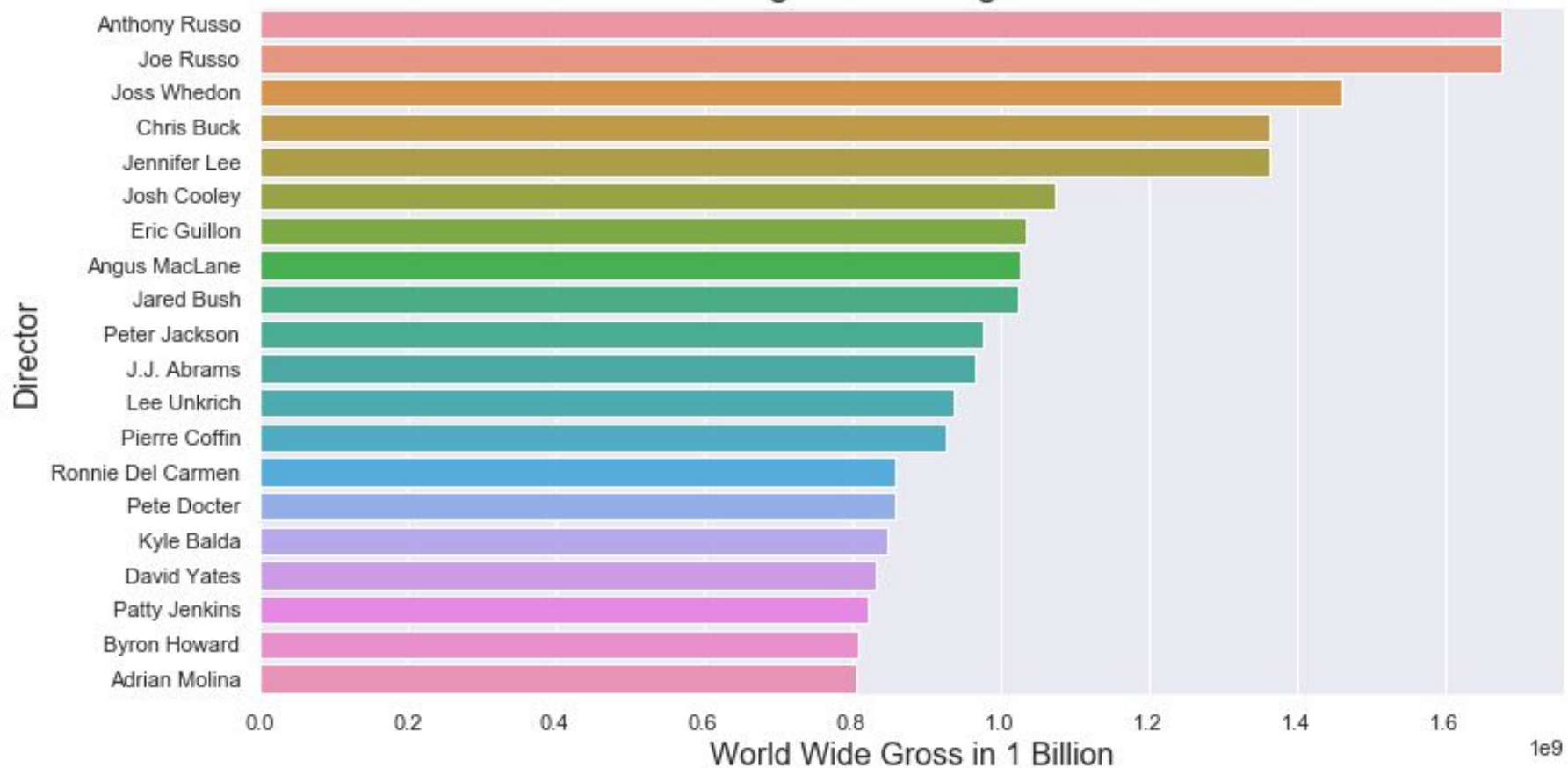
STEP 1: HIRE THE RIGHT DIRECTOR

Directors With Highest Average Domestic Gross

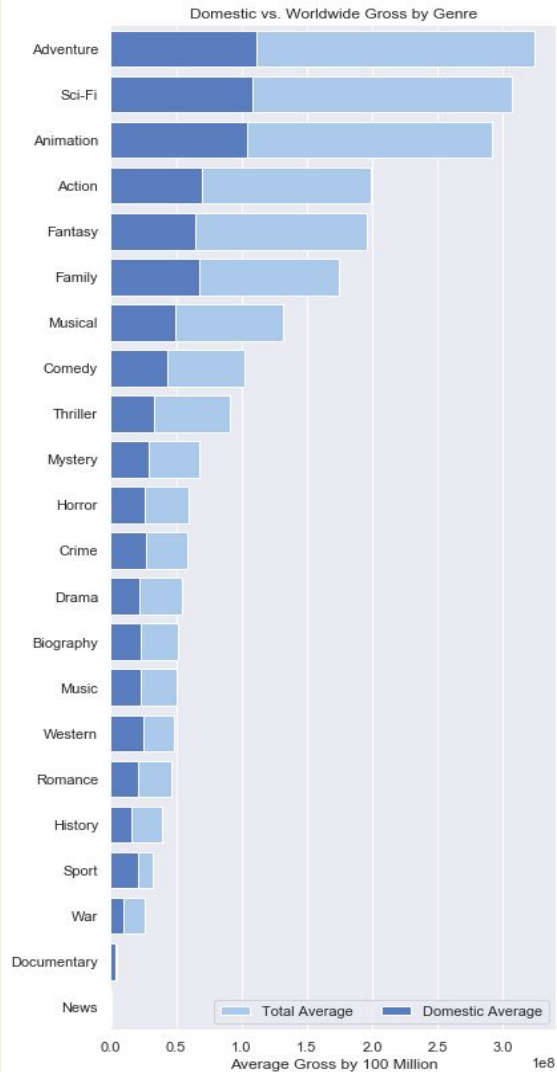Directors With Highest Average World Wide Gross

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?

Domestic vs. Worldwide Gross by Genre

TOP 5 GENRES DOMESTICALLY AND GLOBALLY
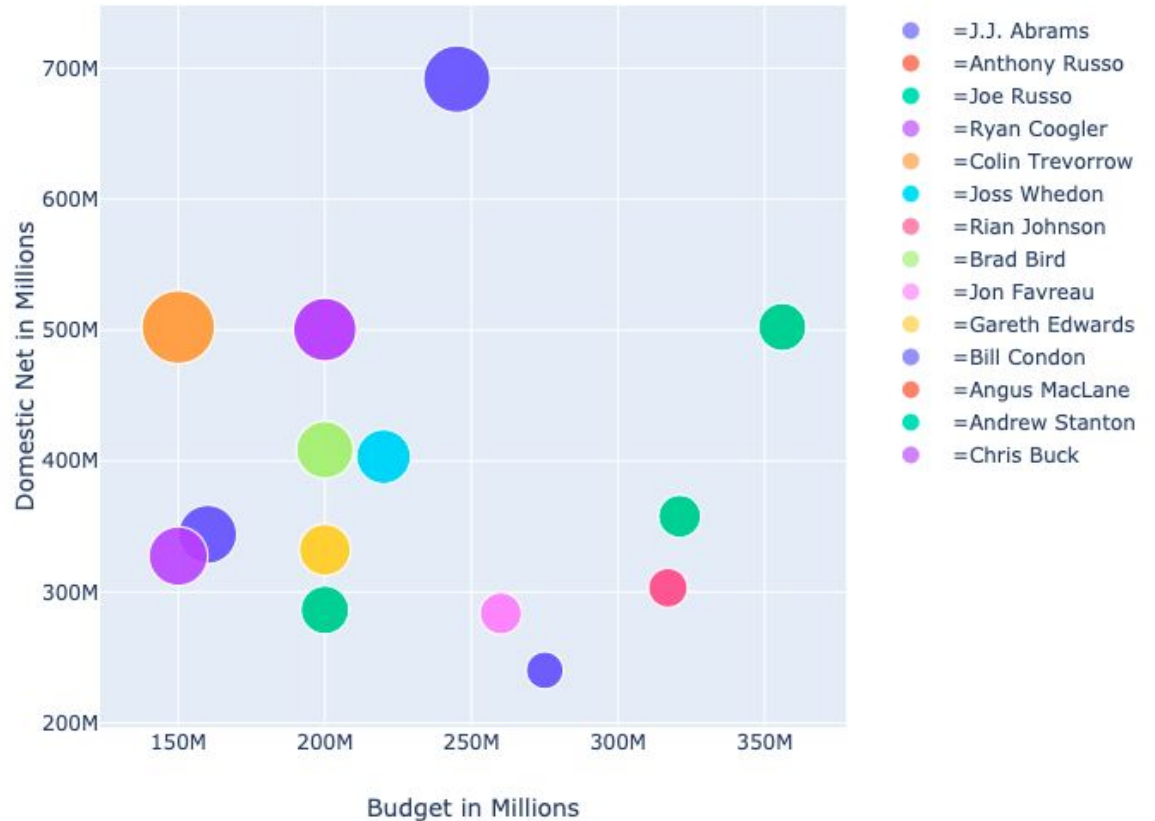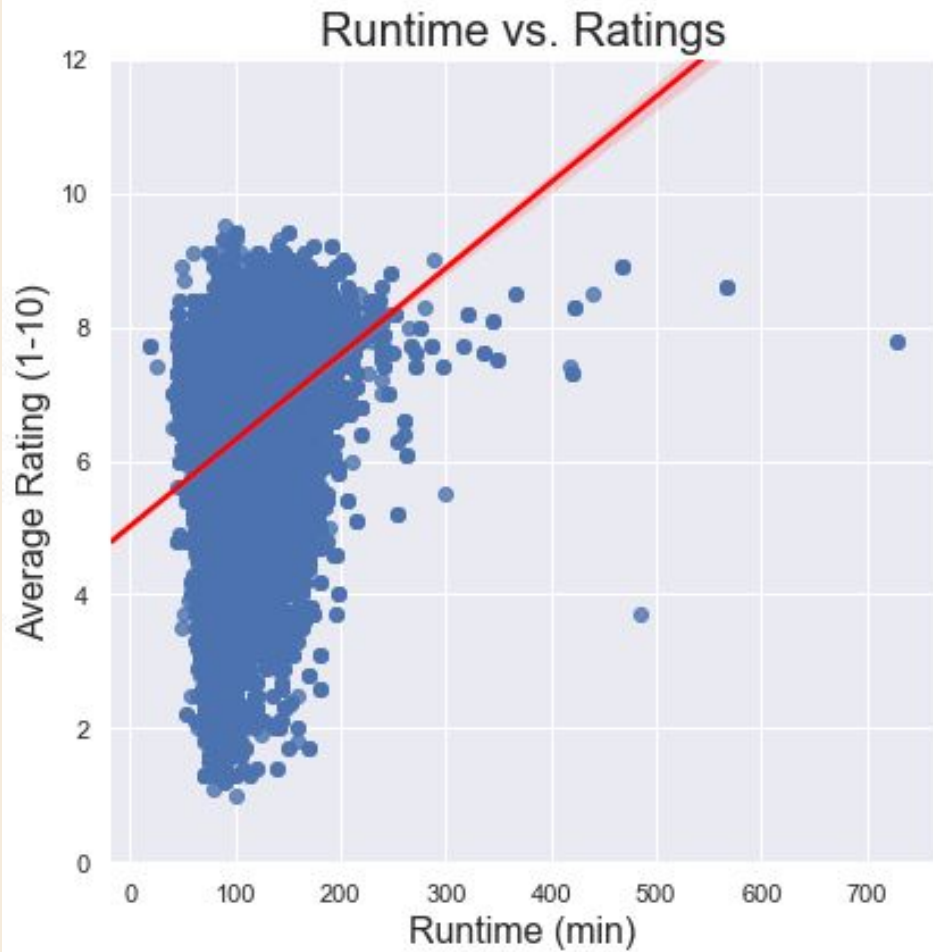1. ADVENTURE
2. SCI-FI
3. ANIMATION
4. ACTION
5. FANTASY

RESOURCE:

Provides Genre, Gross, Net, Movie title, Budget, ROI, And Average rating.


Director's Top Movies by Domestic Gross

Legend:
- =J.J. Abrams
- =Anthony Russo
- =Joe Russo
- =Ryan Coogler
- =Colin Trevorrow
- =Joss Whedon
- =Rian Johnson
- =Brad Bird
- =Jon Favreau
- =Gareth Edwards
- =Bill Condon
- =Angus MacLane
- =Andrew Stanton
- =Chris Buck

Y-axis: Domestic Net in Millions
X-axis: Budget in Millions

HOW LONG SHOULD OUT MOVIES LAST?

Runtime vs. Ratings

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

*Additional figures in Appendix 3
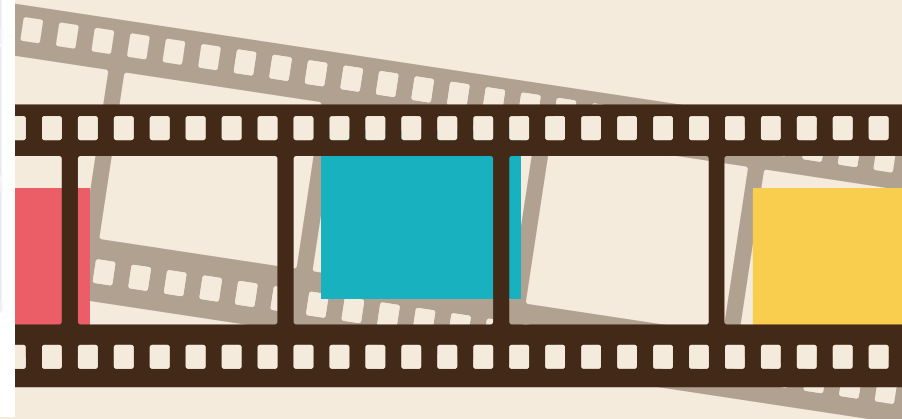
IN SUMMARY

DIRECTORS

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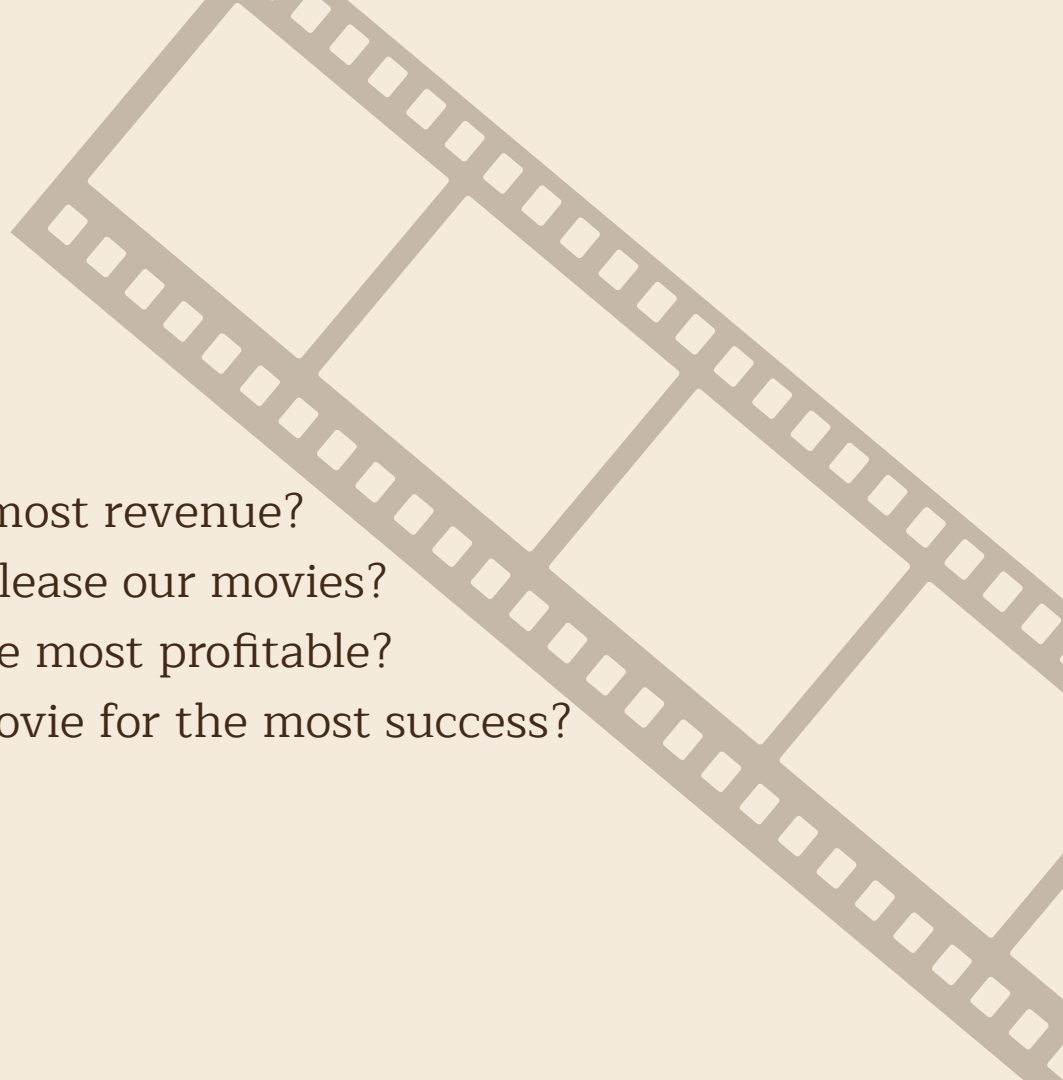4. Jennifer Lee

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?
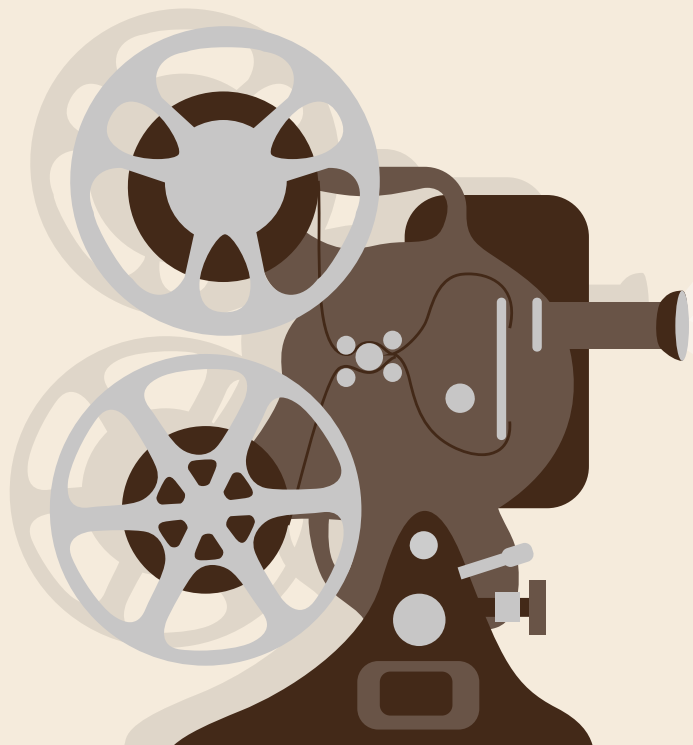4. How should we advertise our movie for the most success?

THANK YOU MICROSOFT!

Do you have any questions?

CLEsser@gmail.com

Lauren Esser at **in**

Data taken from IMDB.
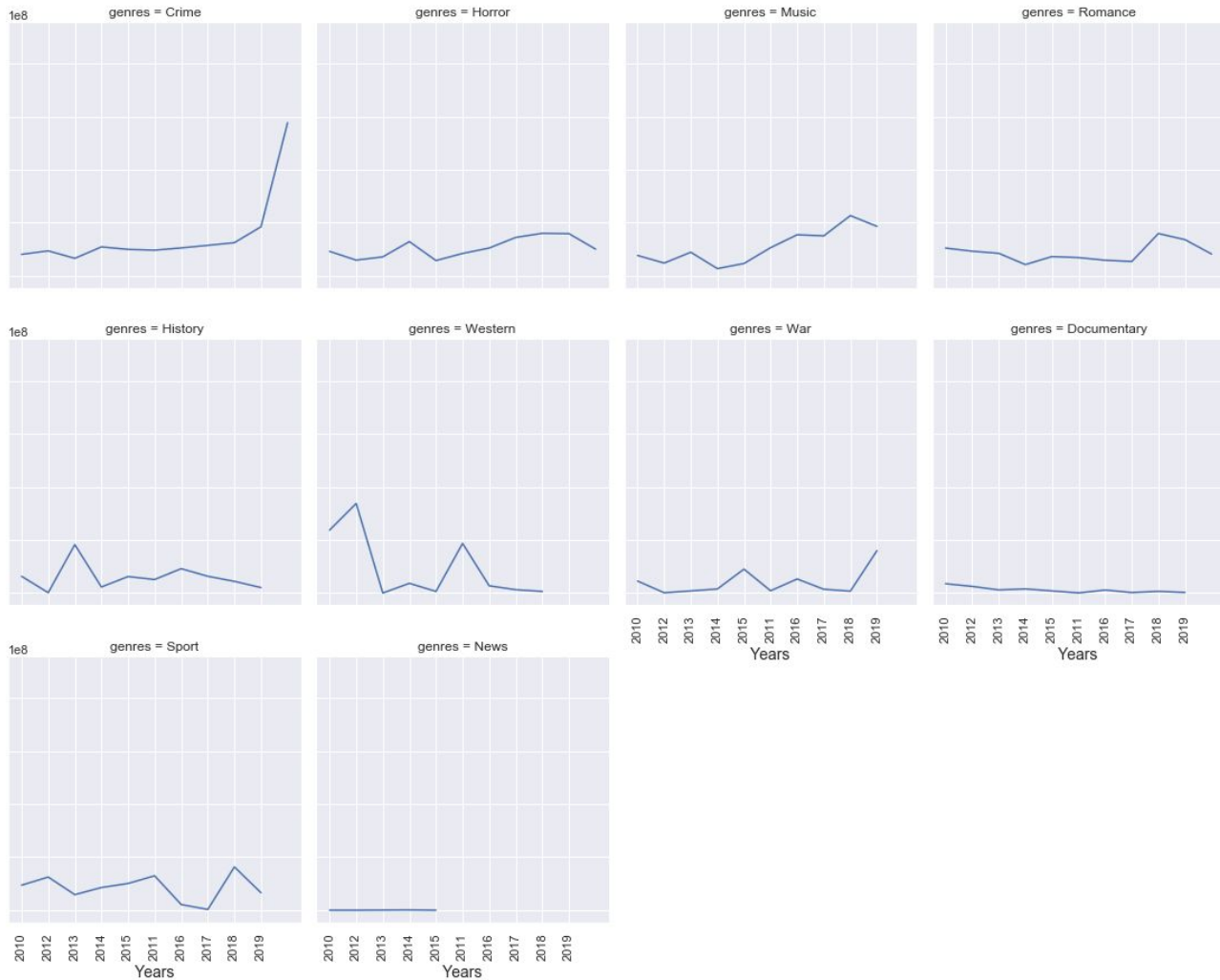
APPENDIX 1 GENRES GROSS OVER THE LAST DECADE SLIDE 1

GENRES GROSS OVER THE LAST DECADE
SLIDE 2

APPENDIX 2