Microsoft Video Content Expansion

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Information and Recommendations

Outline

- *Business Problem*
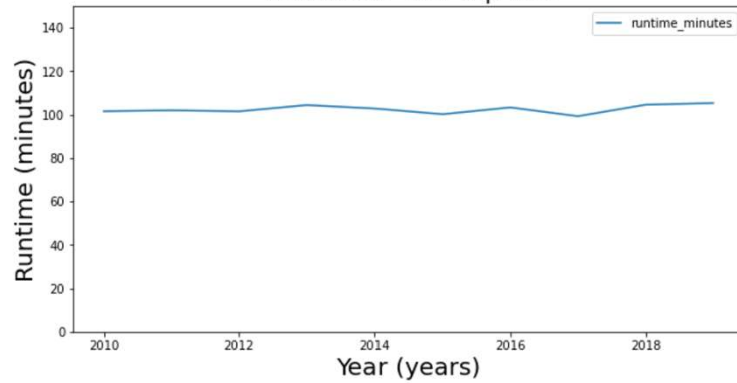- *Data & Methods*
- *Results*
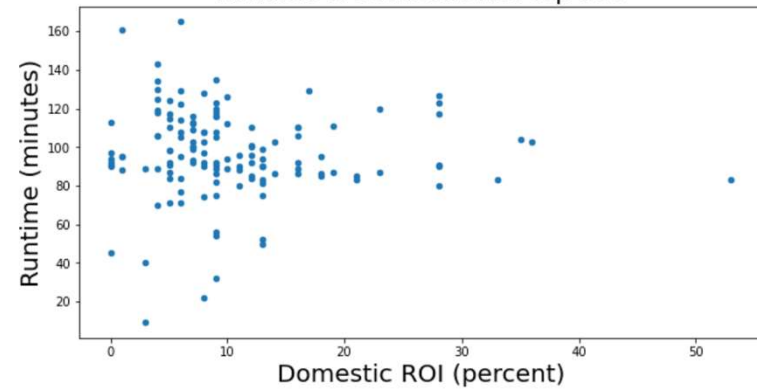- *Conclusion*
- *Future work*

Business Problem

In-depth analyzation of top 150 movies, based on ROI from the past 10 years. Concluding in Professional recommendations for Microsoft that will aid them in making profitable business decisions regarding the creation of original video content.
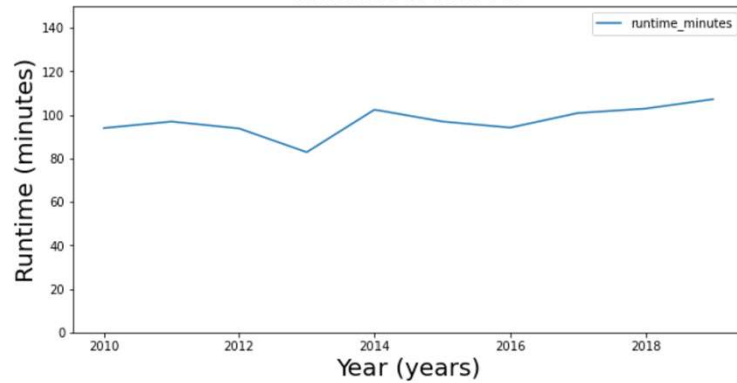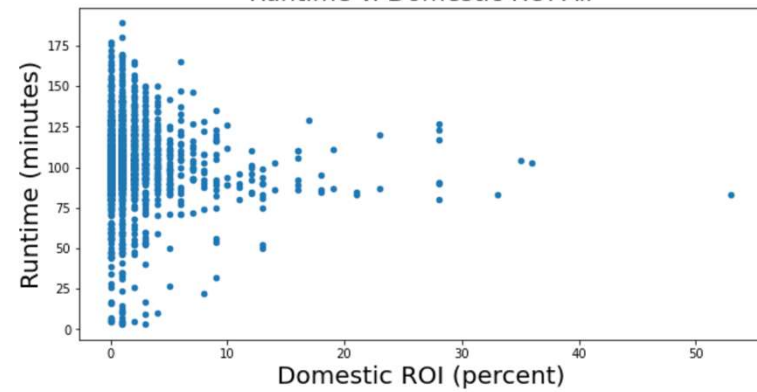
RESULTS

Runtime v. Year Top 150

Runtime v. Domestic ROI Top 150

Runtime v. Year All
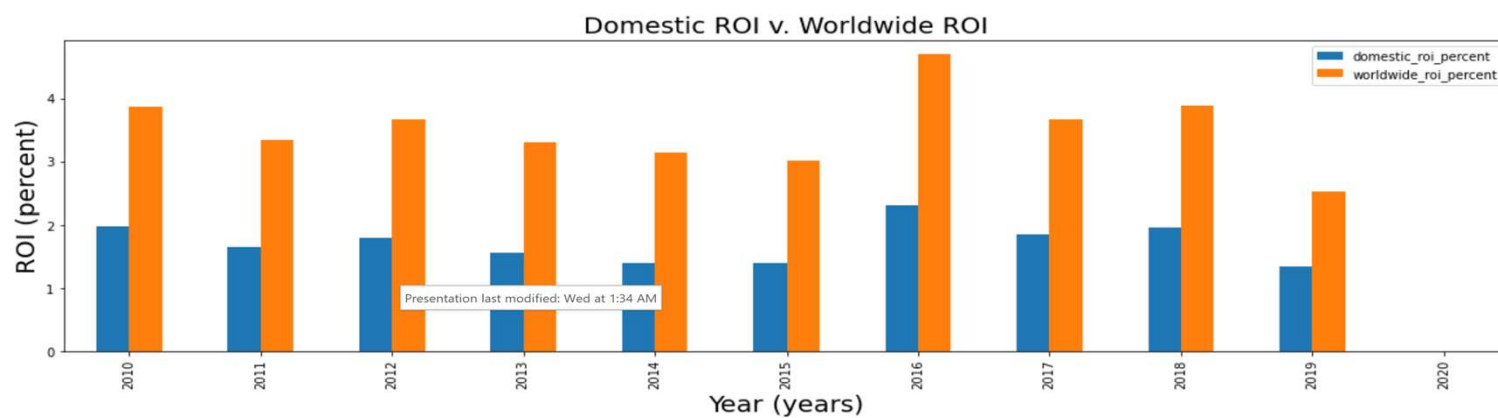
Runtime v. Domestic ROI All

RESULTS (Continued)

Metric	Mean of Top 100 Movies
Domestic Gross	$257,607,969
Worldwide Gross	$737,928,247
Domestic Gross Profit	$137,324,039
Worldwide Gross Profit	$587,494,351
Domestic ROI	8.000%
Worldwide ROI	14.420%

RESULTS (Continued)

Domestic ROI v. Worldwide ROI Top 150

Domestic ROI v. Worldwide ROI
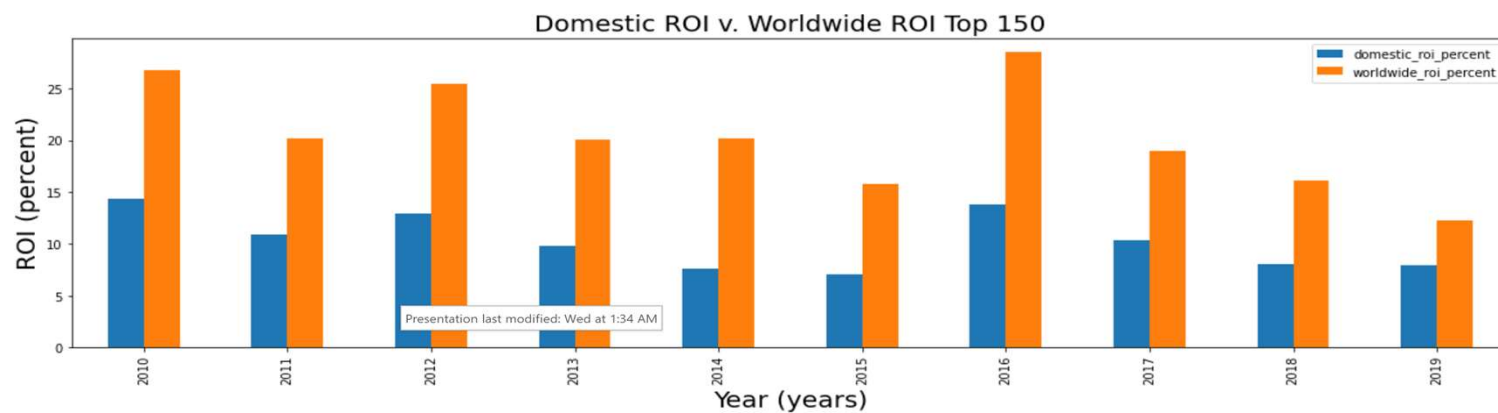
Conclusion

✓ **Movie Length Should be 102 Minutes**

Movies whose length is above and below have a lower ROI

✓ **Production Budget should be $120,283,930**

Based on the expected Gross and Profit it is suggested that Microsoft plans to spend the above amount on a new movie.

✓ **Create a Movie That Can Easily be Translated/and Marketed in Several Countries**

When looking at the data from the top 150 and all data the ROI on averages doubles.

FUTURE WORK

The following will help to improve findings and find more insightful findings:

- Scape and use various movie websites and compare information.
- Sign up for a benchmark to get data directly from other studios.
- Research changes to the movie industry since as a result of COVID(ie When will movies attendance be back to normal? How has movies going straight to digital effected the marker?)
- Investigate weather how many non-domestic movies where not translate and see how that effect ROI.
- Explore what makes extremely profitable movies so successful.
- Drill down on which genres in other countries are most popular.

THANK YOU!

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