
MICROSOFT MAKES MOVIES!

HOW TO KICKSTART MICROSOFT'S ENTRY INTO THE STREAMING MOVIE BUSINESS





Business Problem



Data



Questions for Investigation



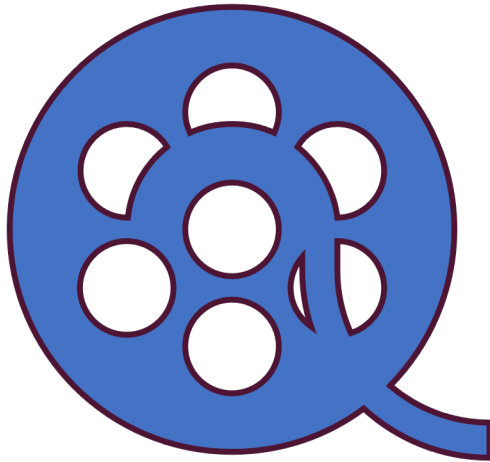
Results



Conclusions

OUTLINE

BUSINESS PROBLEM



- MICROSOFT WANTS TO LAUNCH A STREAMING VIDEO SERVICE WITH ORIGINAL CONTENT

- BUT THEY DON'T KNOW ANYTHING ABOUT MAKING MOVIES



DATA



- ANALYSIS OF OVER 50,000 MOVIES FROM IMDB, THE INTERNET MOVIE DATABASE
- MOVIES ARE RATED BY VISITORS TO THE SITE ON A SCALE OF 1-10
- THE MEASURE OF A SUCCESSFUL MOVIE IS ITS **POPULARITY**, THE MOVIE'S AVERAGE RATING TIMES THE NUMBER OF PEOPLE WHO RATED IT

QUESTIONS FOR INVESTIGATION

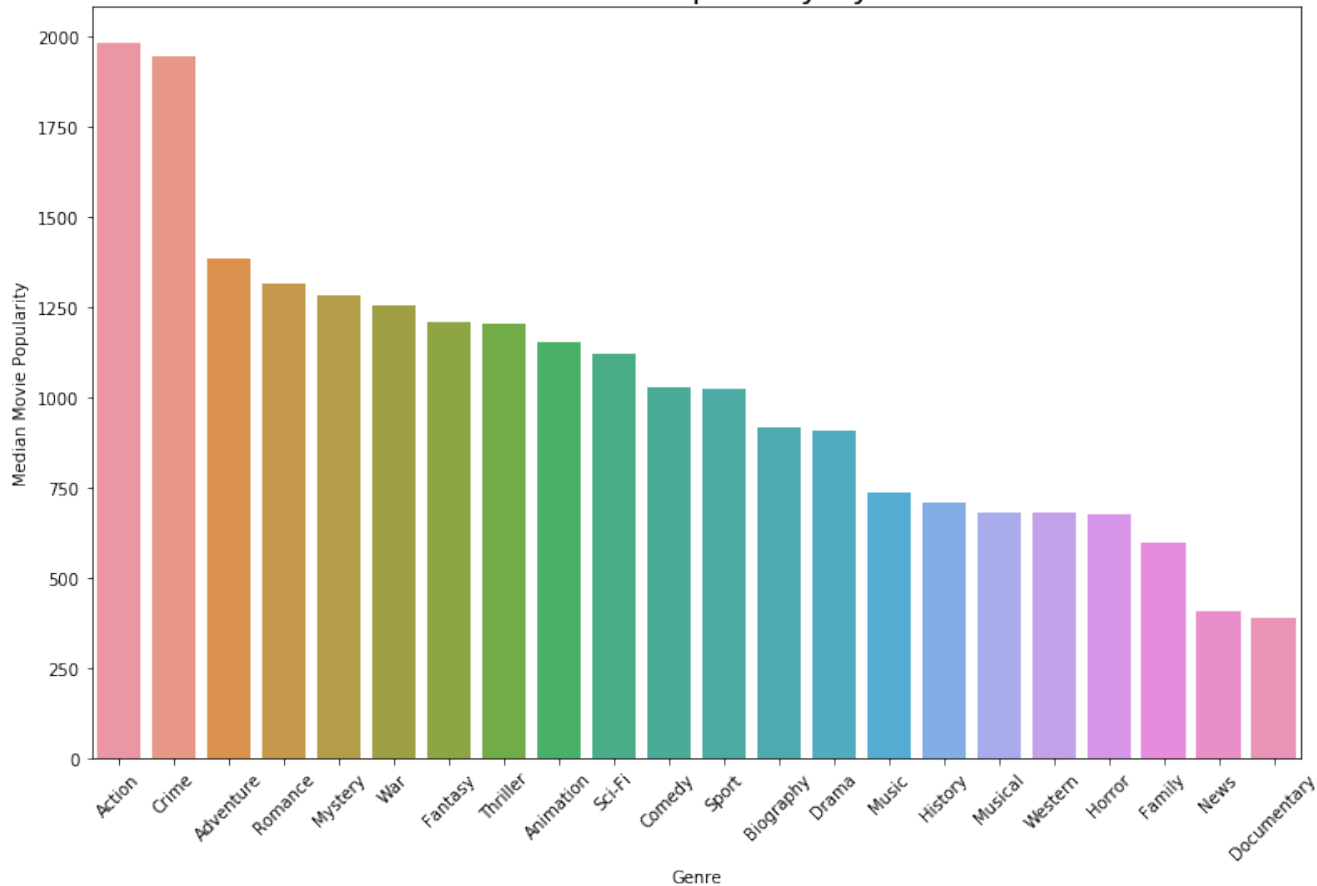


1. WHICH MOVIE GENRES ARE THE MOST POPULAR?

2. DOES THE LENGTH OF A MOVIE AFFECT ITS POPULARITY?

3. WHICH ACTORS AND DIRECTORS HAVE MADE THE MOST TOP MOVIES?

Median Movie Popularity by Genre



RESULTS: GENRES
WITH HIGHEST
MEDIAN
POPULARITY

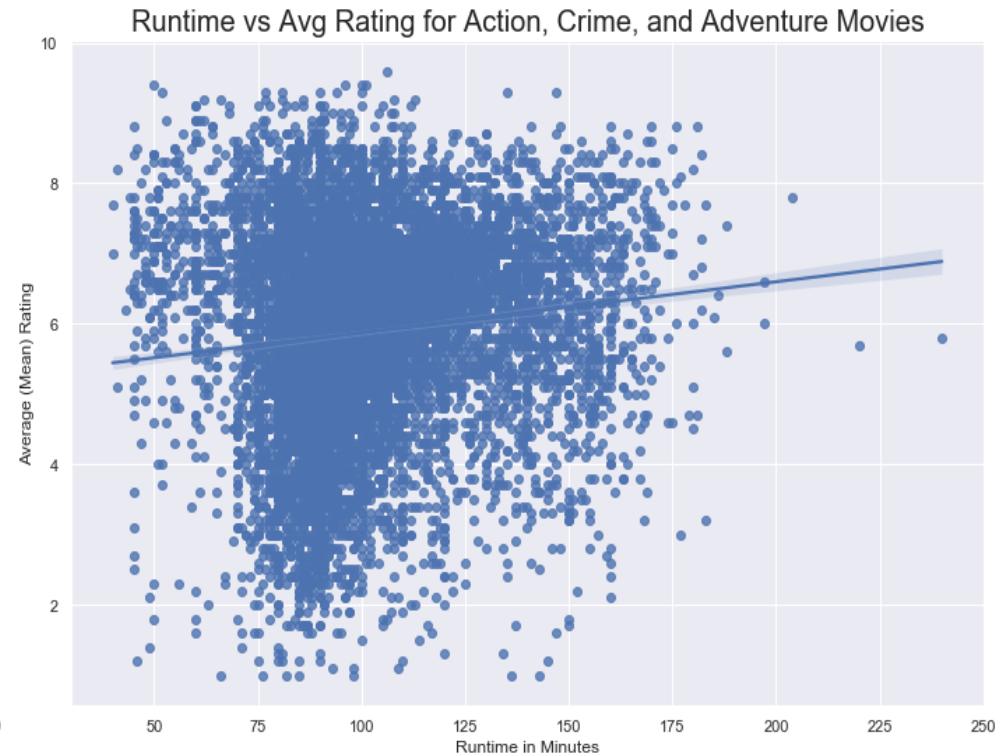
ACTION

CRIME

ADVENTURE

RESULTS: LONGER RUNTIME CORRELATED WITH INCREASED RATINGS AND POPULARITY

- Popular Action, Crime, and Adventure movies range between 87 and 182 minutes



RESULTS: LONGER RUNTIME CORRELATED WITH INCREASED RATINGS AND POPULARITY

Median Length of Movies by Popularity and Genre

Genre	Popular Movies	Unpopular Movies
Action	110 min	97 min
Crime	106 min	95 min
Adventure	105 min	90 min

■ Popular Movies:

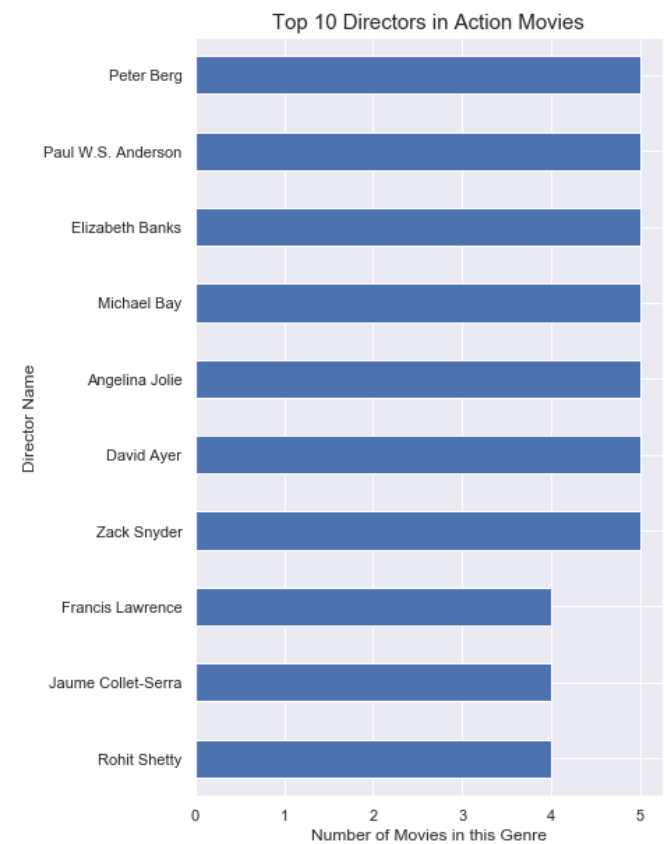
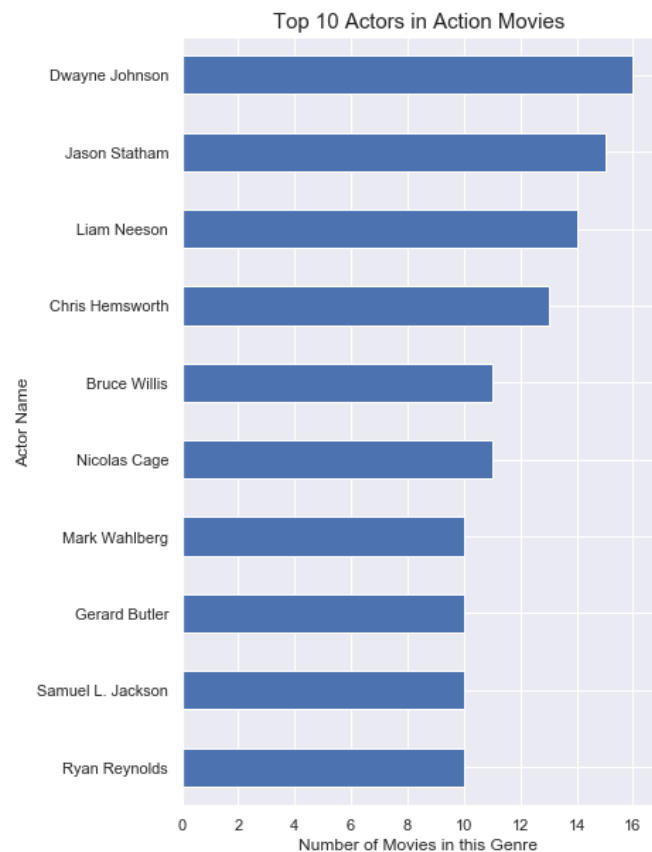
- Movies in the top 25% of Popularity (Average Ratings x Number of Ratings)

■ Unpopular Movies:

- Movies in the lower 75% of Popularity

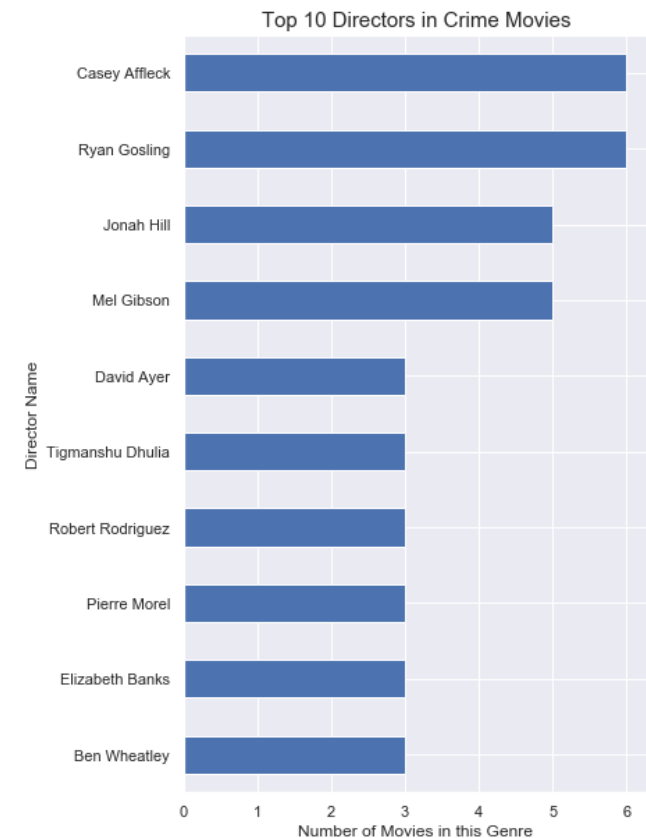
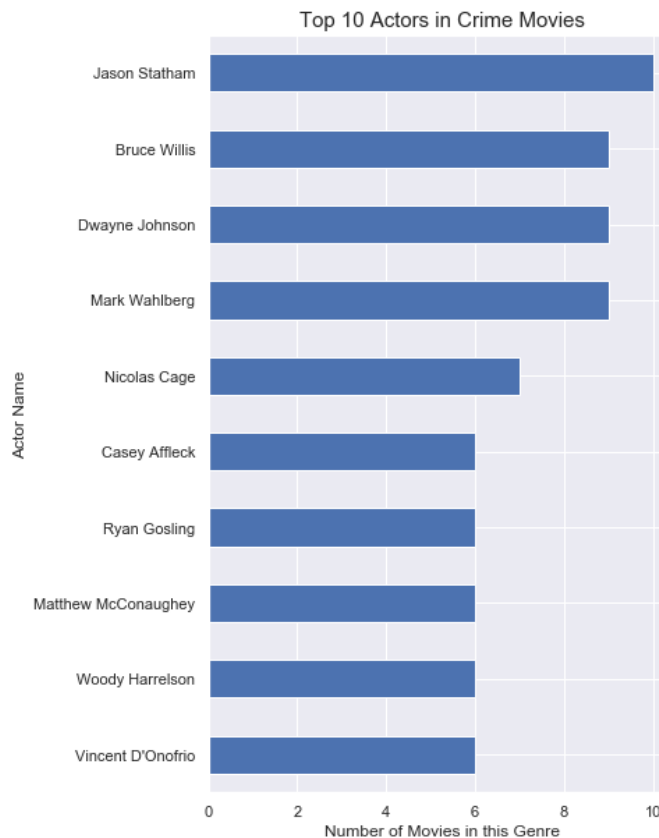
RESULTS: TOP ACTORS AND DIRECTORS IN ACTION MOVIES

- This analysis looks at only the top 5% of all movies by Popularity
- Which actors and directors have racked up the most credits in this exclusive category, by genre?



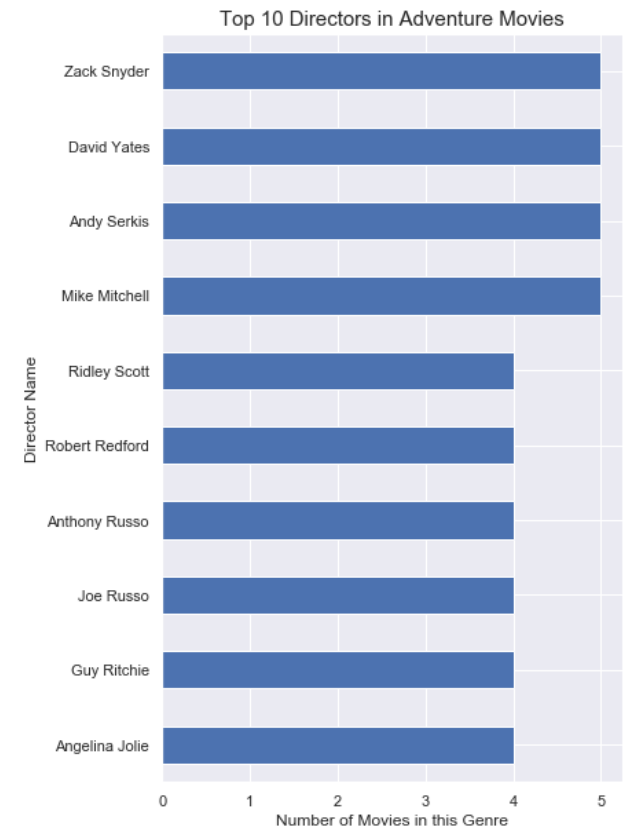
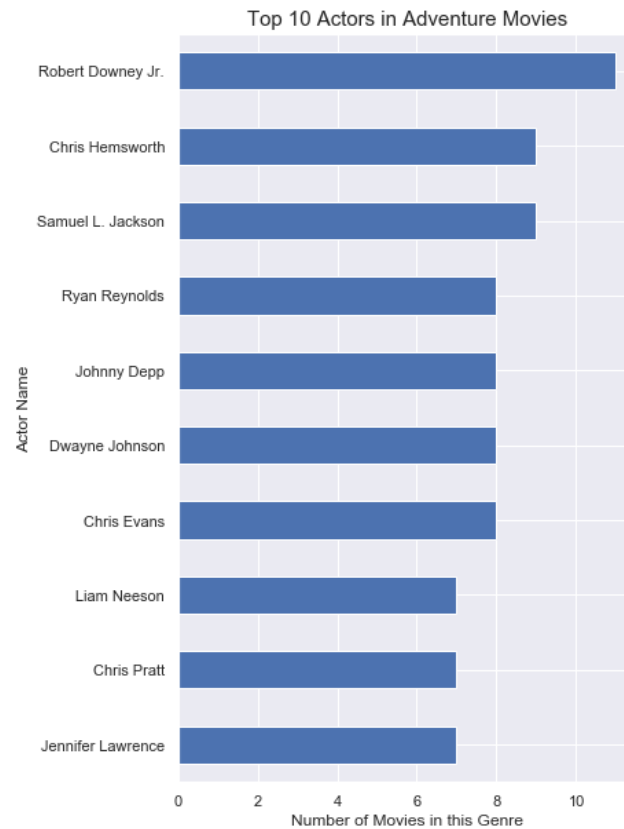
RESULTS: TOP ACTORS AND DIRECTORS IN CRIME MOVIES

- For Crime movie stars and directors, there is some overlap with Action heavy hitters, especially among actors
- In this genre, no director has made more than three movies



RESULTS: TOP ACTORS AND DIRECTORS IN ADVENTURE MOVIES

- Recruiting iconic actors who have a proven track record of making blockbusters will help grow Microsoft's brand



CONCLUSIONS

- To successfully break into the streaming movie business, Microsoft should focus on Action, Crime, and Adventure movies
- Microsoft should make movies that are around 105-110 minutes long
- Microsoft should recruit actors and directors from the “Top 10” lists, heavy hitters who can draw a large audience

Further Investigation

- A budget analysis by genre would help Microsoft predict its return on investment
- It is possible that the most popular genres are also the most expensive
- By going down a few notches to Romance or Mystery, could Microsoft achieve greater profitability?





THANK YOU!

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