

Microsoft

Movie Industry Analysis

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Project Overview

This project's goal is to answer the following question:
Where should Microsoft begin in its endeavor to enter the movie-making business?

In today's presentation I will cover the following:

- Business Understanding
- Data Understanding
- Data Analysis
- Recommendations
- Next Steps

Business Understanding

Opportunity

- Microsoft entering the movie-making businesses

Challenges

- Lack of experience and expertise in this field

Objectives

- Investigate the industry's current landscape
- Identify which types of films have been most successful
- Provide 3 concrete recommendations on how to proceed

Data Understanding

Key Attributes

- Movie Title
- Genre
- Talent details

Key Metrics

- Average Rating
- Number of Votes

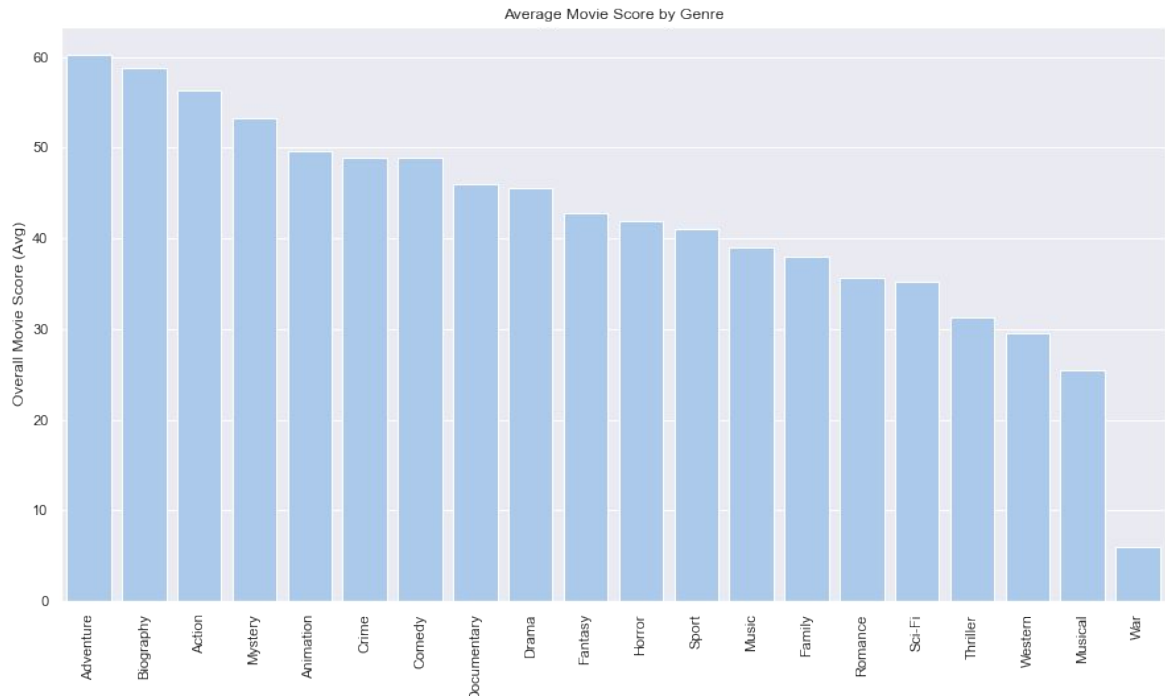


Key Metrics

- Gross Budget (USD)
- Gross Domestic Revenue (USD)
- Gross Worldwide Revenue (USD)



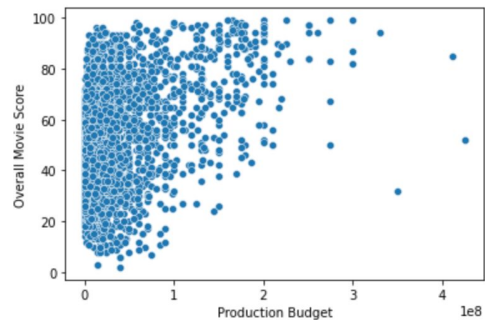
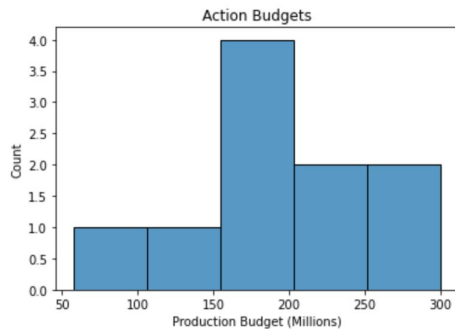
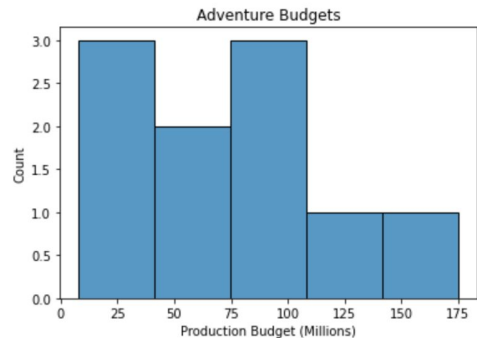
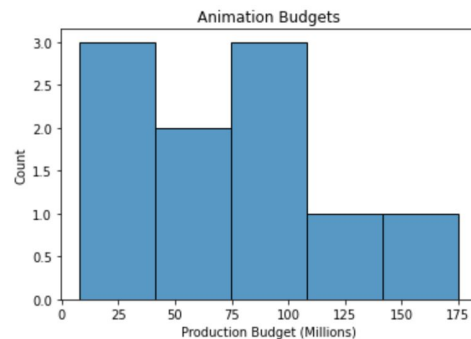
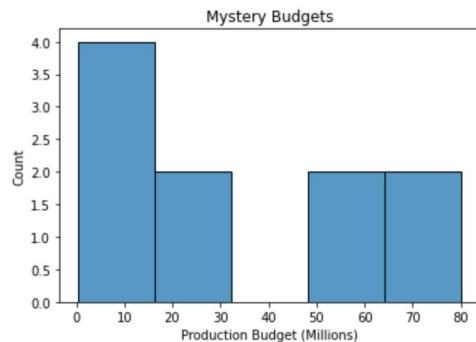
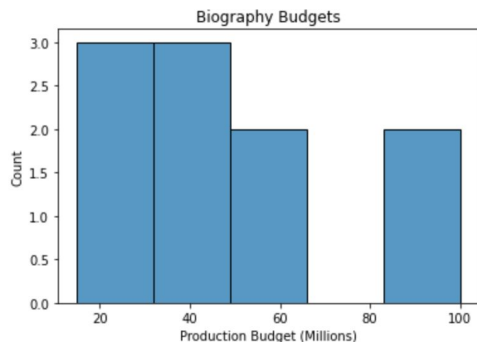
Data Analysis



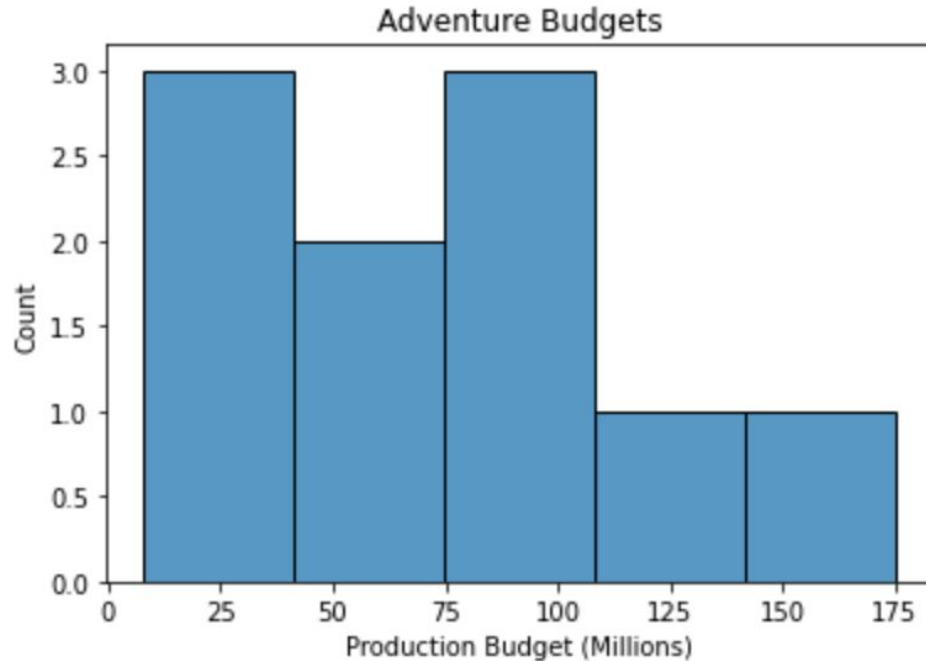
Top 5 Genres

- 1) Adventure
- 2) Biography
- 3) Action
- 4) Mystery
- 5) Animation

Data Analysis (Cont.)



Data Analysis (Cont.)



Statistics

Mean: 72 Million USD

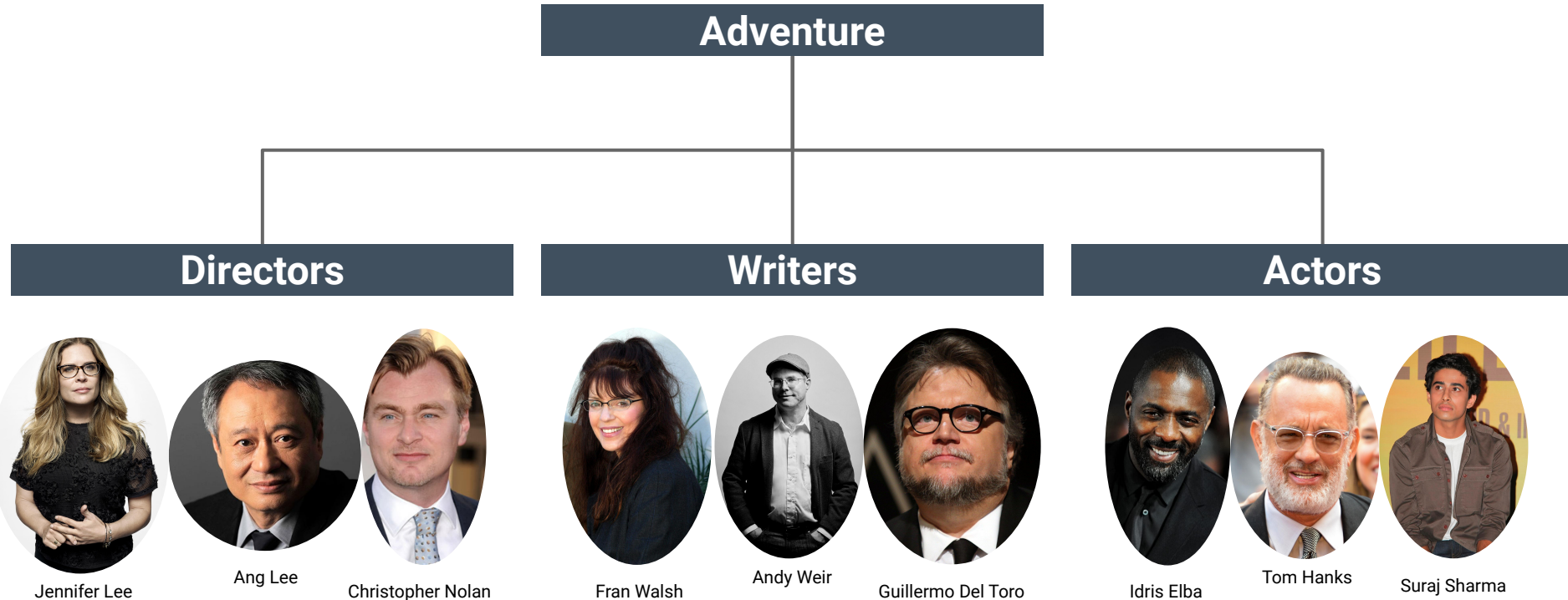
Median: 72 Million USD

Standard Deviation: 50 Million USD

Recommended Range: 47 - 97 Million USD

Methodology: Recommended Range = Mean \pm $\frac{1}{2}$ a Standard Deviation

Data Analysis (Cont.)



Recommendations

Genres:

Microsoft should focus its initial efforts on making movies in the following genres:

- Adventure (47 - 97 Million USD)
- Biography (34 - 62 Million USD)
- Action (158 - 231 Million USD)
- Mystery (18 - 48 Million USD)
- Animation (47 - 97 Million USD)

Budgets:

Microsoft should aim to budget accordingly for the above-listed genres

Talent:

Microsoft should also prioritize working with the best talent in each of the aforementioned categories

Next Steps

Immediate next steps:

- Reach out to the writers, directors and actors listed in the Talent_List.csv file provided with this analysis
- Plan for the first few movie projects within the top performing genres

Long-term next steps:

- Supplement the initial findings with added data sources and further statistical analysis
- Once Microsoft begins releasing movies, analyze in-house performance data on an ongoing basis

Thank You

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