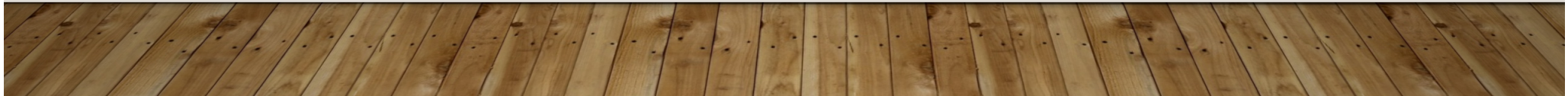


MICROSOFT MOVIE ANALYSIS

MARINA SAITO

JANUARY 8, 2021



SUMMARY

- Microsoft expressed a desire to create feature films
- What types of films would provide the greatest likelihood of success
- Successful Films
 - Profitable
 - Popular

OUTLINE

- Business Problem
- Data
- Methods
- Results
- Conclusions

BUSINESS PROBLEM

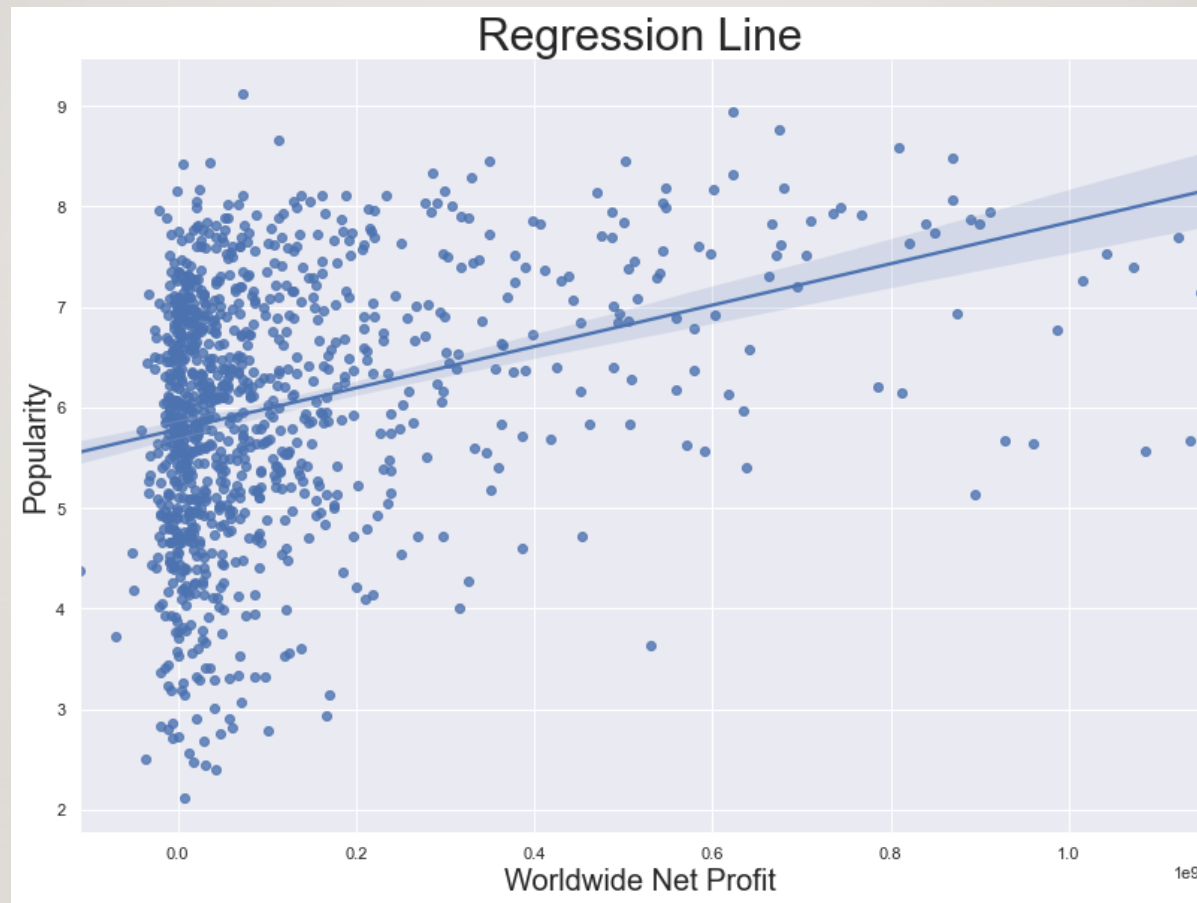
- Successful Films
 - Profitable
 - Popular
- Need to identify trends in successful films
 - Film Genre
 - Writers
 - Producers
 - Actors

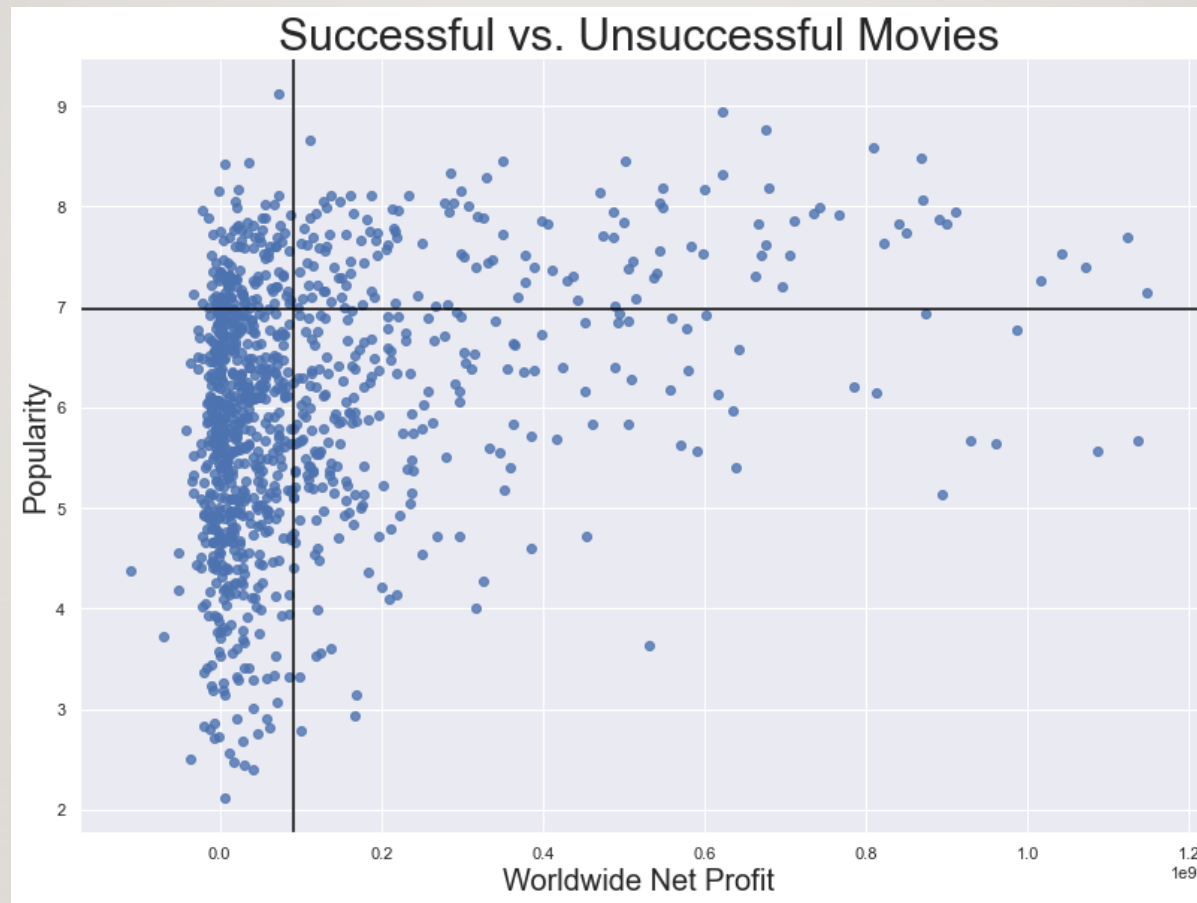
DATA

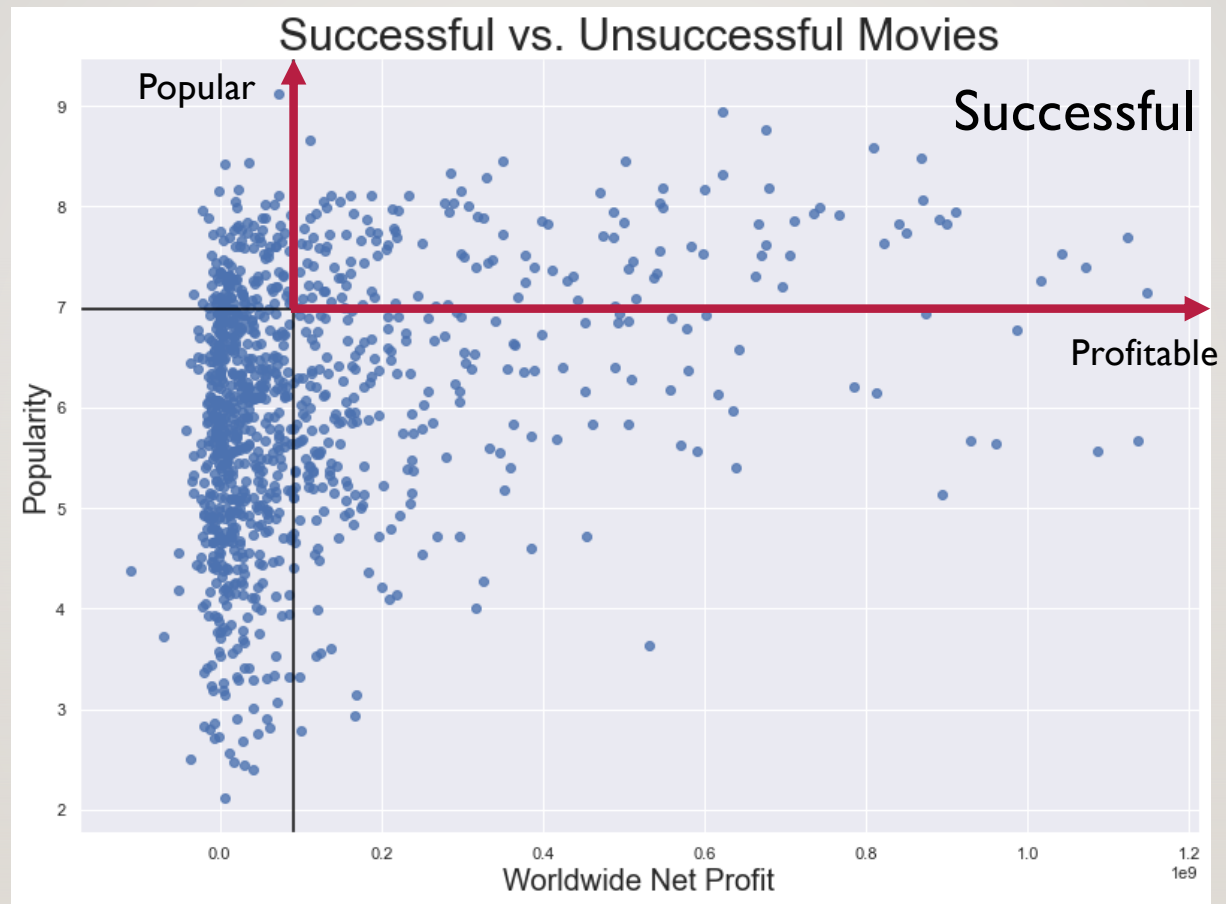
- Analyze Existing Industry Data
 - Five Movie Databases
 - IMDb
 - Rotten Tomatoes
 - The Movie Database
 - The Numbers
 - Box Office Mojo
- Movie Ratings
- Revenue

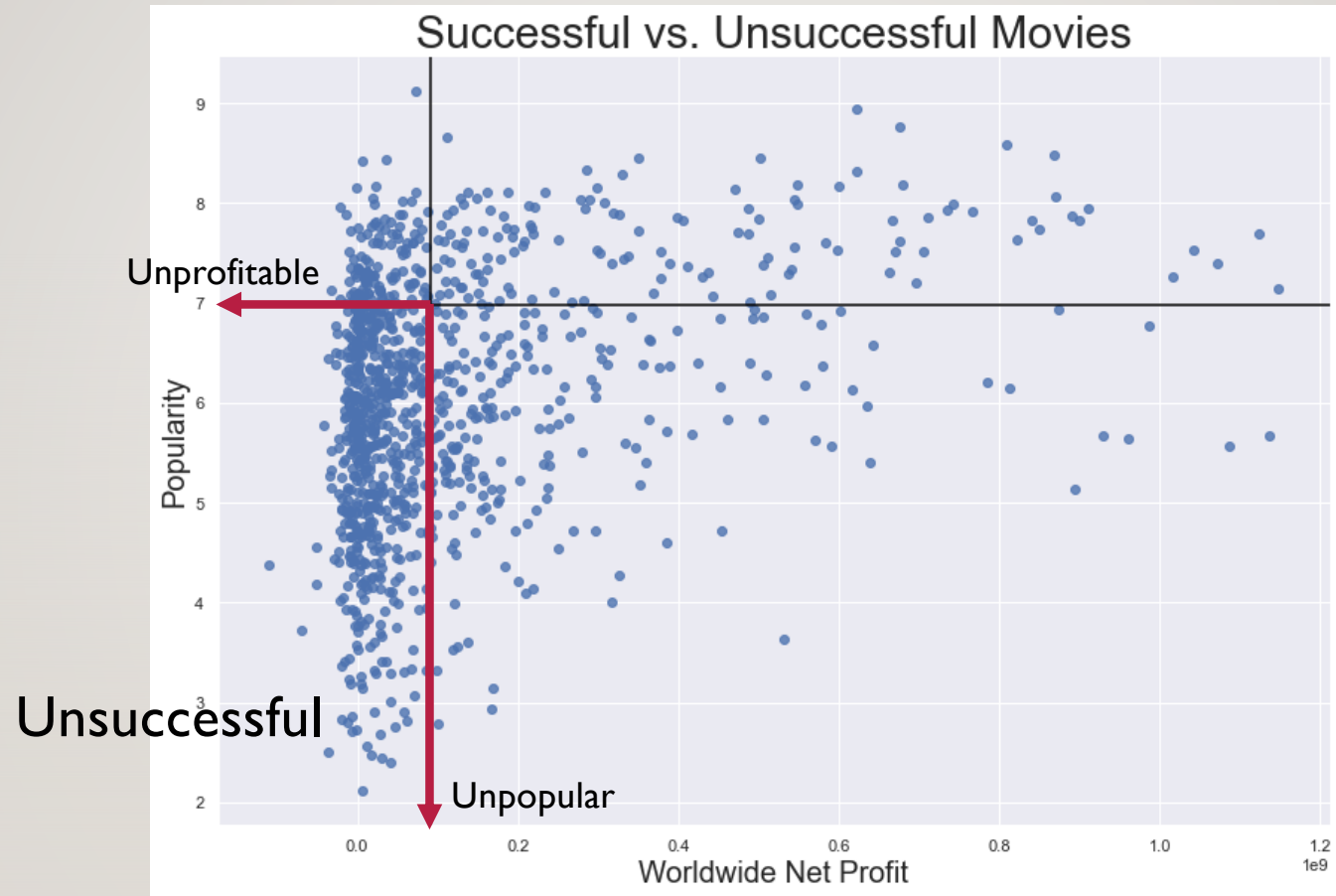
METHODS

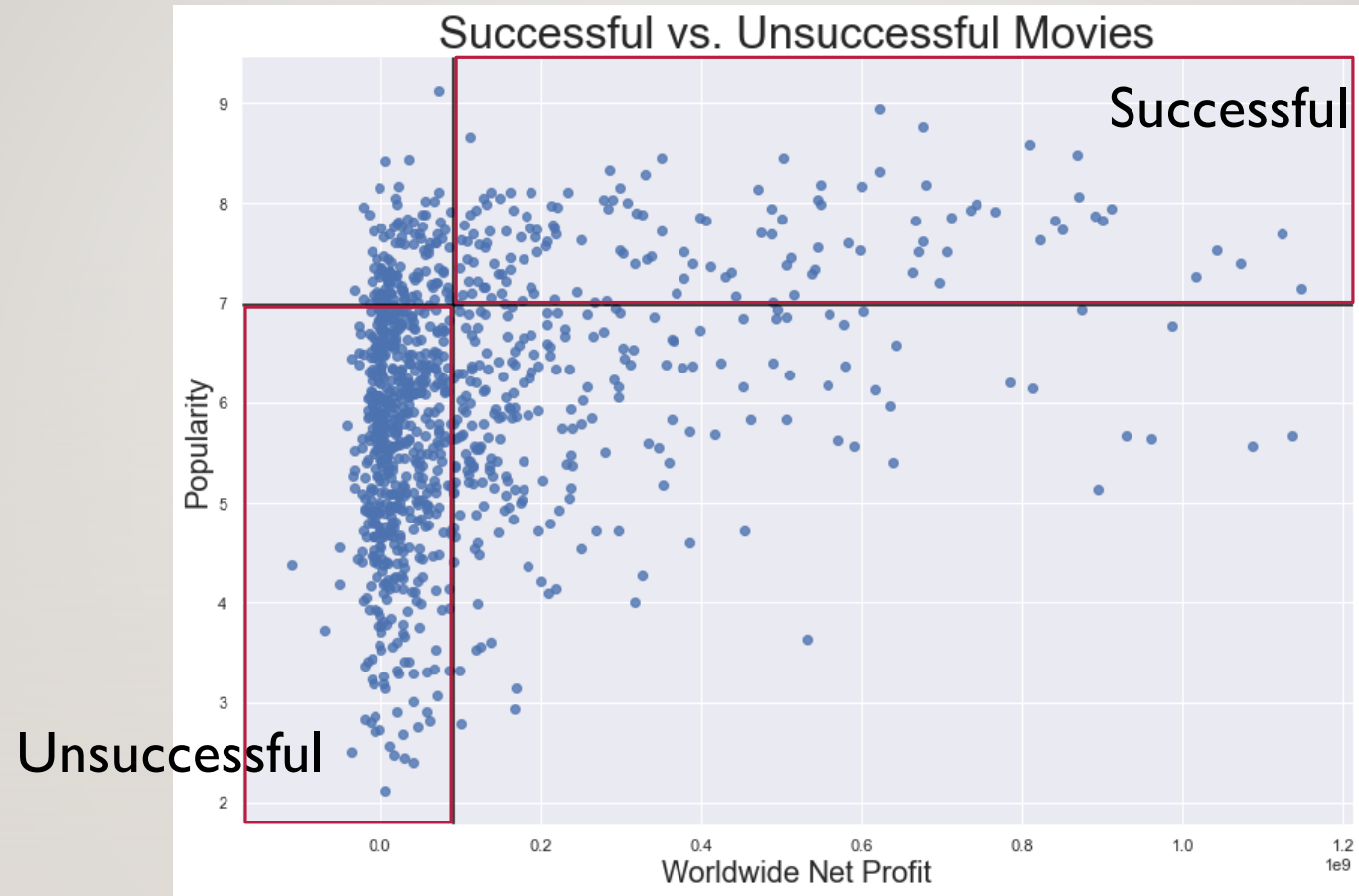
- Plot Profit vs. Popularity
- Separate into quadrants
 - Upper right quadrant are profitable and popular films
 - Lower left quadrant are unprofitable and unpopular films
- Identify trends in each category

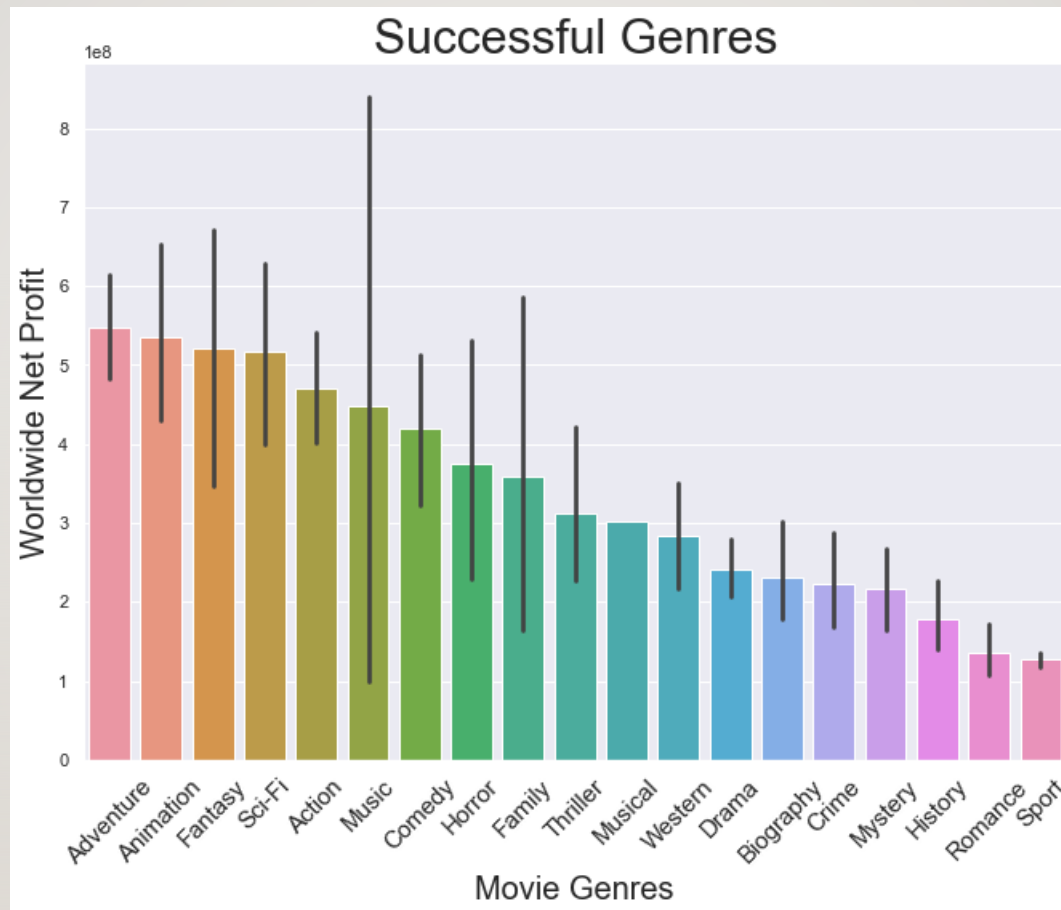


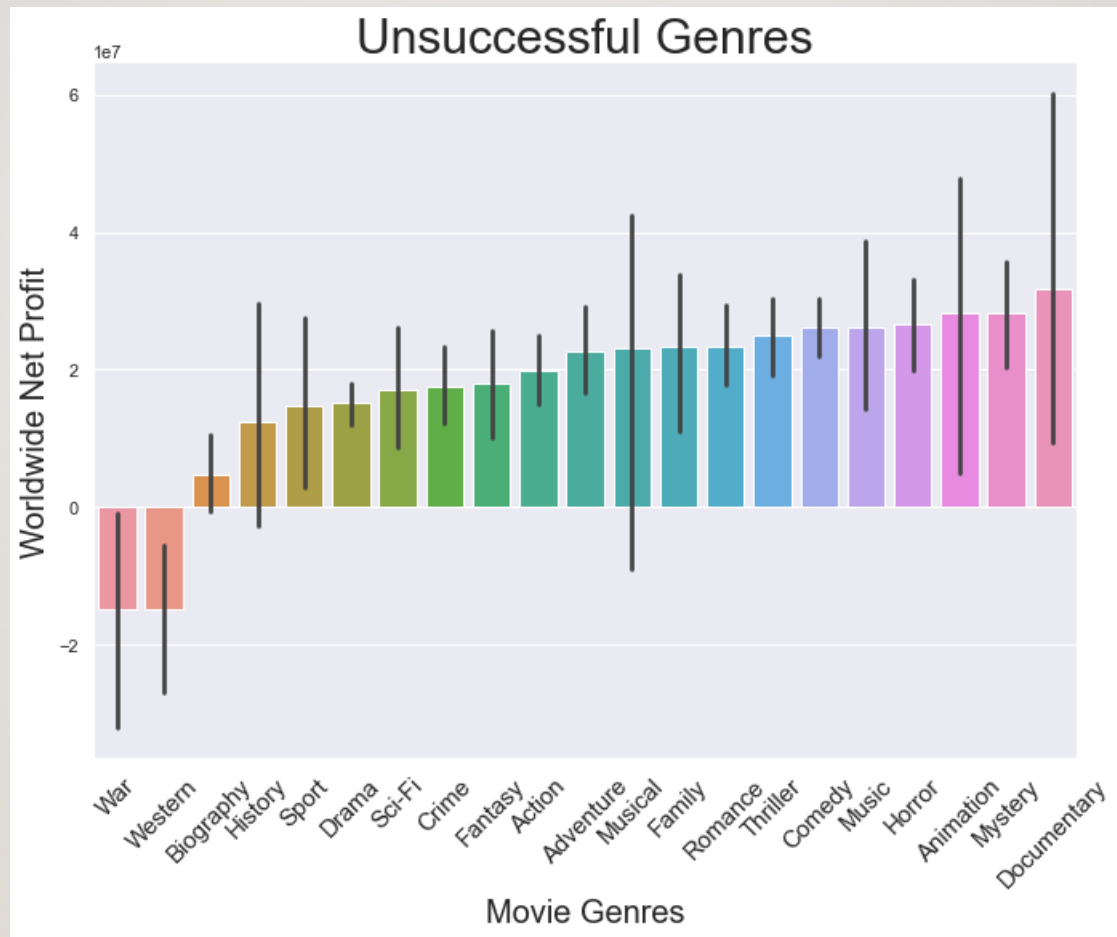












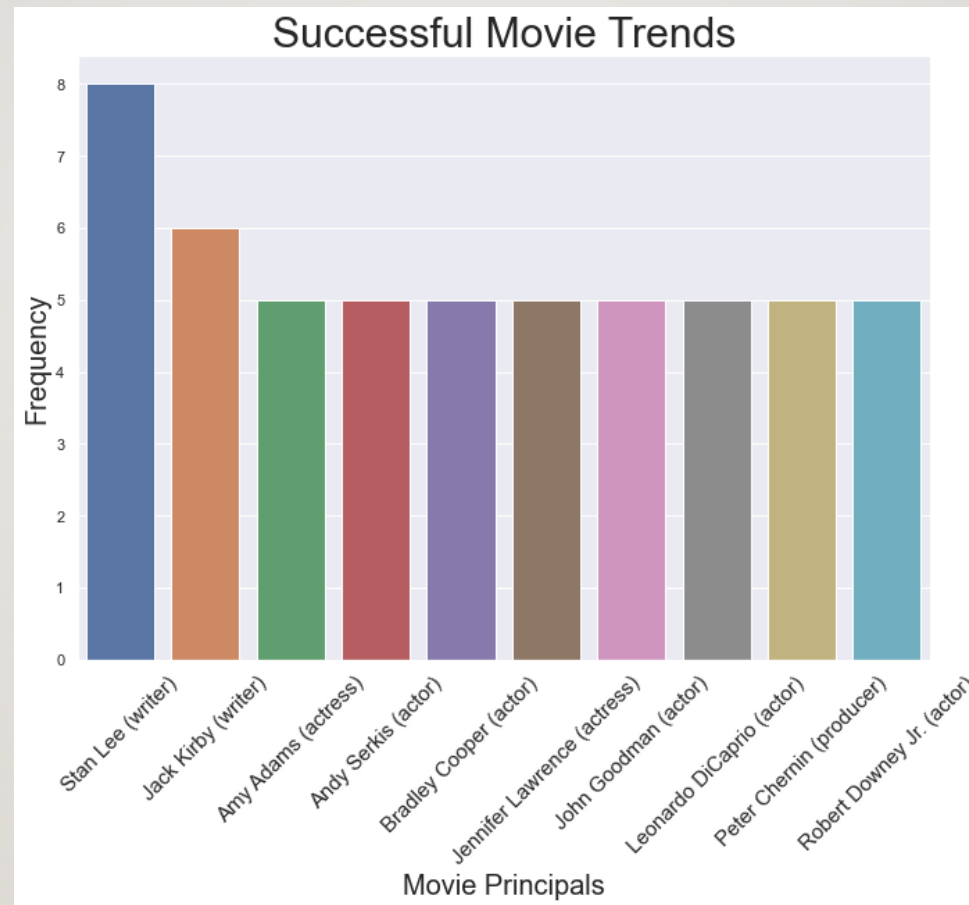
RESULTS

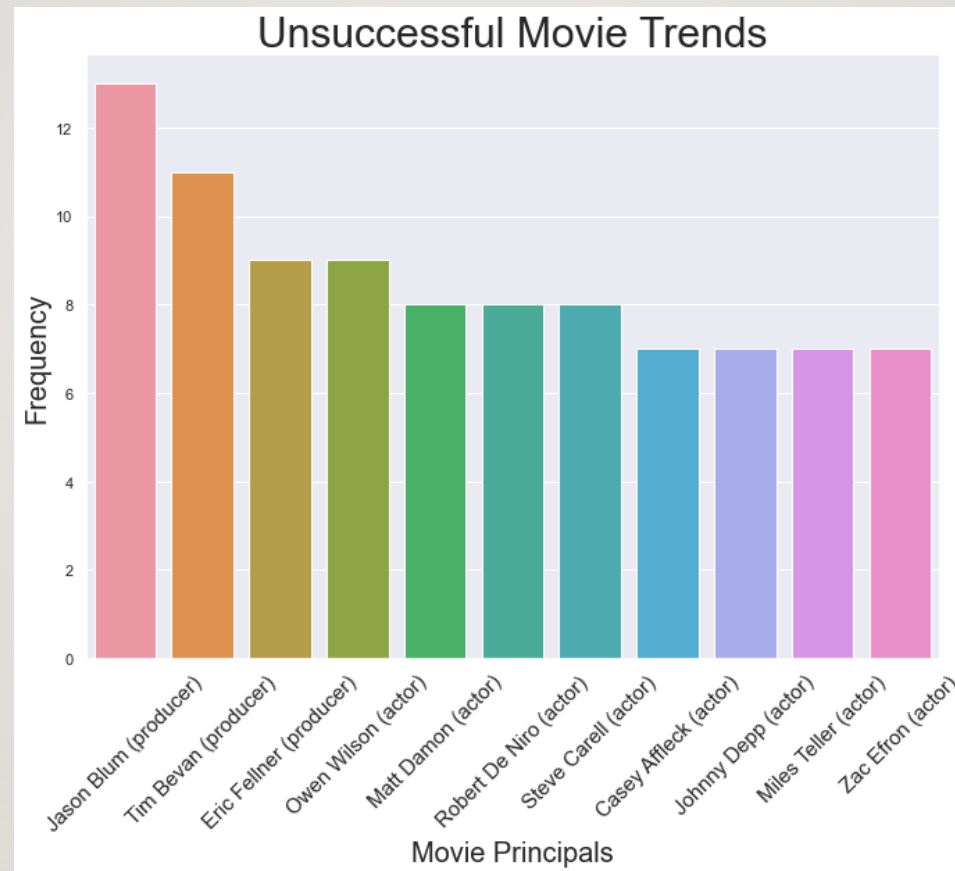
SUCCESSFUL GENRES

- Adventure
- Animation
- Fantasy
- Sci-Fi
- Action

UNSUCCESSFUL GENRES

- War
- Western
- Biography
- History
- Sport





RESULTS

SUCCESSFUL MOVIE TRENDS

- Writers: Stan Lee or Jack Kirby
- Producer: Peter Chernin
- Actors: Amy Adams, Andy Serkin, Bradley Cooper, Jennifer Lawrence, John Goodman, Leonardo DiCaprio, Robert Downey Jr.

UNSUCCESSFUL MOVIE TRENDS

- Producers: Jason Blum, Tim Bevan, Eric Fellner
- Actors: Owen Wilson, Matt Damon, Robert De Niro, Steve Carell, Casey Affleck, Johnny Depp, Miles Teller, Zack Effron

CONCLUSIONS

GENRES TO FOCUS ON

- Adventure
- Animation
- Fantasy
- Sci-Fi
- Action

GENRES TO AVOID

- War
- Western
- Biography
- History
- Sport

CONCLUSION

HIRE

- Producer: Peter Chernin
- Actors: Amy Adams, Andy Serkin, Bradley Cooper, Jennifer Lawrence, John Goodman, Leonardo DiCaprio, Robert Downey Jr.

NEXT STEPS

- Consider analyzing groups of genres
- Consider analyzing why certain principals were prevalent in unsuccessful movies
- Factor budget into analysis

Thank You!

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