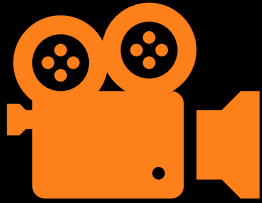




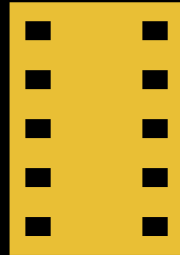
STRATEGIC INSIGHTS FOR MICROSOFT ENTERING THE MOVIE INDUSTRY

Presented by: Michael Flores and Mindy Jen

INTRODUCTION



The movie industry provides both an opportunity for success and failure



Our entry into the industry needs to deliberate and calculated



Analysis of current movie and audience trends will allow us to plan our strategies effectively



ASSUMPTIONS

- The datasets we worked with are from IMDB, The Movie Database, The Numbers
- The key metrics used for our findings were net profit margins and user ratings
- The focal point of our analysis were films that were released in the 2010s

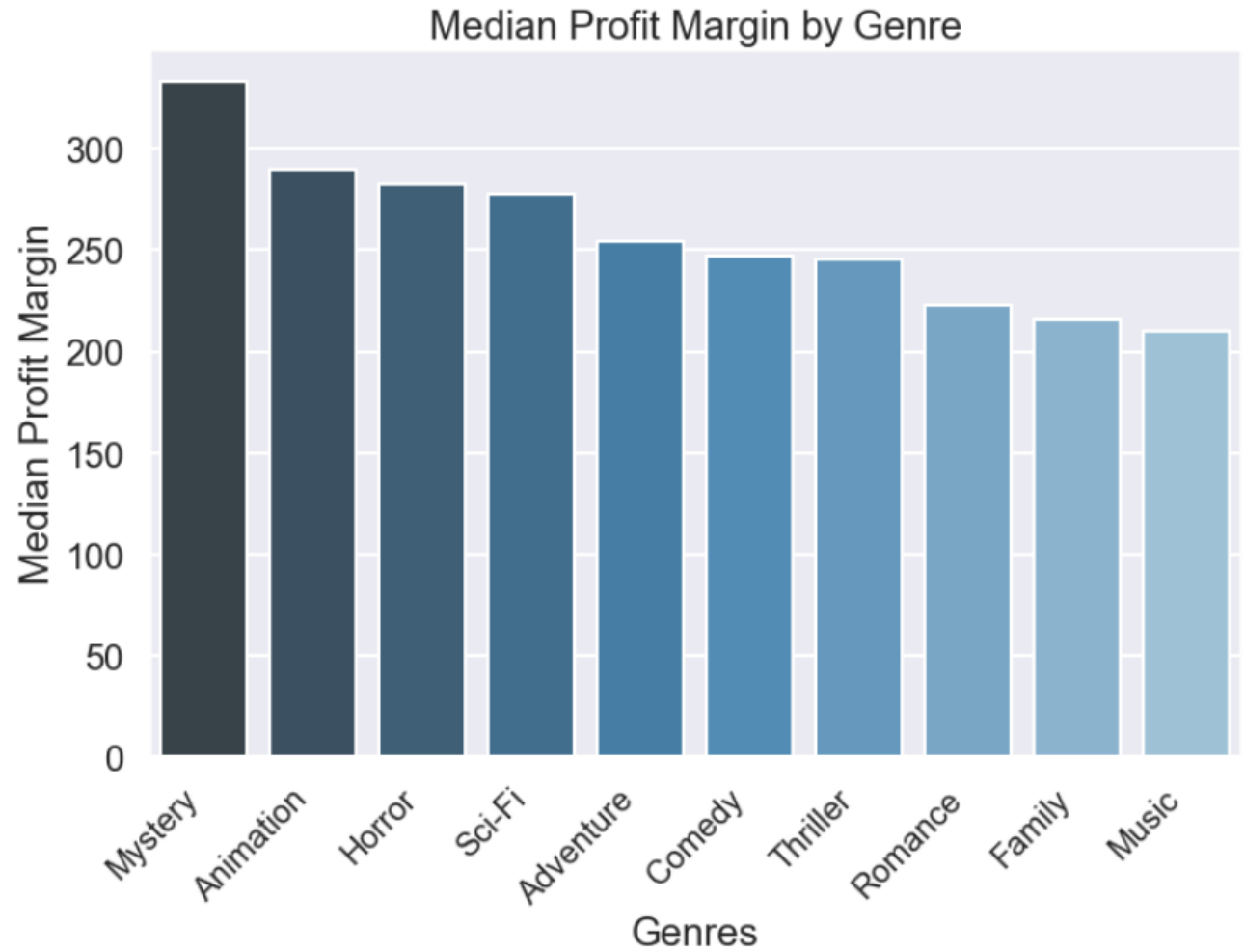
QUESTIONS WE ANSWERED

- What genre of films will have a better chance of producing box office numbers?
- How does time of year affect profitability for certain genres?
- Who are the directors creating high grossing films and highly rated films?



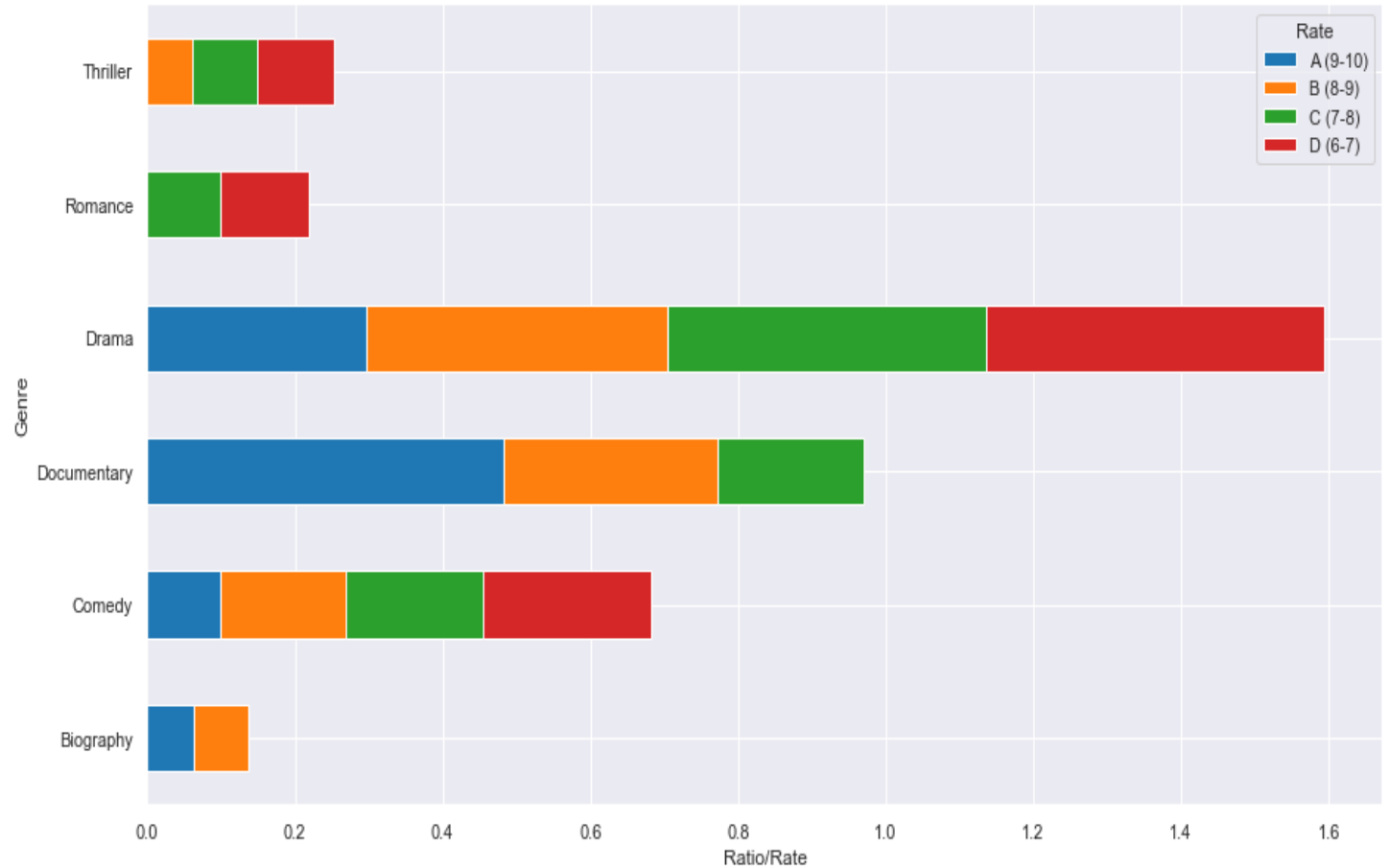
GENRES TO TARGET

- We looked at which genres to start creating films in based on their profit margins
- Mystery, Animation, Horror, Sci-Fi, and Adventure movies yielded the best results



GENRES TO TARGET (CONT.)

- We looked at which genres were rated highest based on IMDB user ratings
- There was not much overlap with the genres we previously looked at



TIME OF RELEASE

- We looked at what times of the year these genres fared better
- Mystery, Animation, Sci-Fi movies perform consistently well year-round

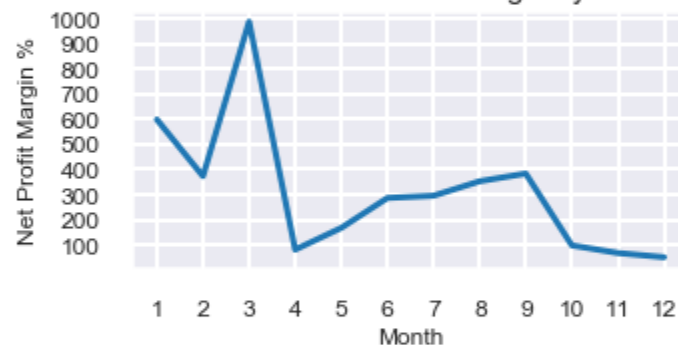
Animation Movie Net Profit Margin by Month



Mystery Movie Net Profit Margin by Month



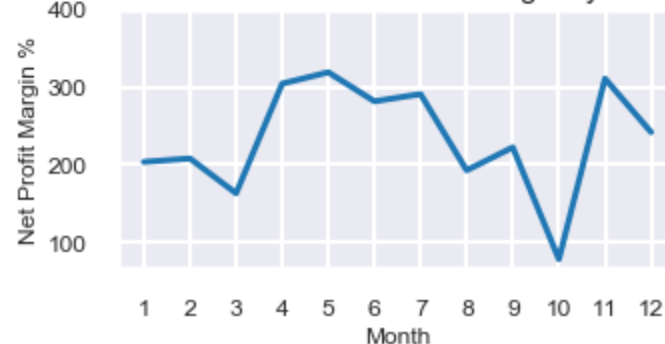
Horror Movie Net Profit Margin by Month



Sci-Fi Movie Net Profit Margin by Month

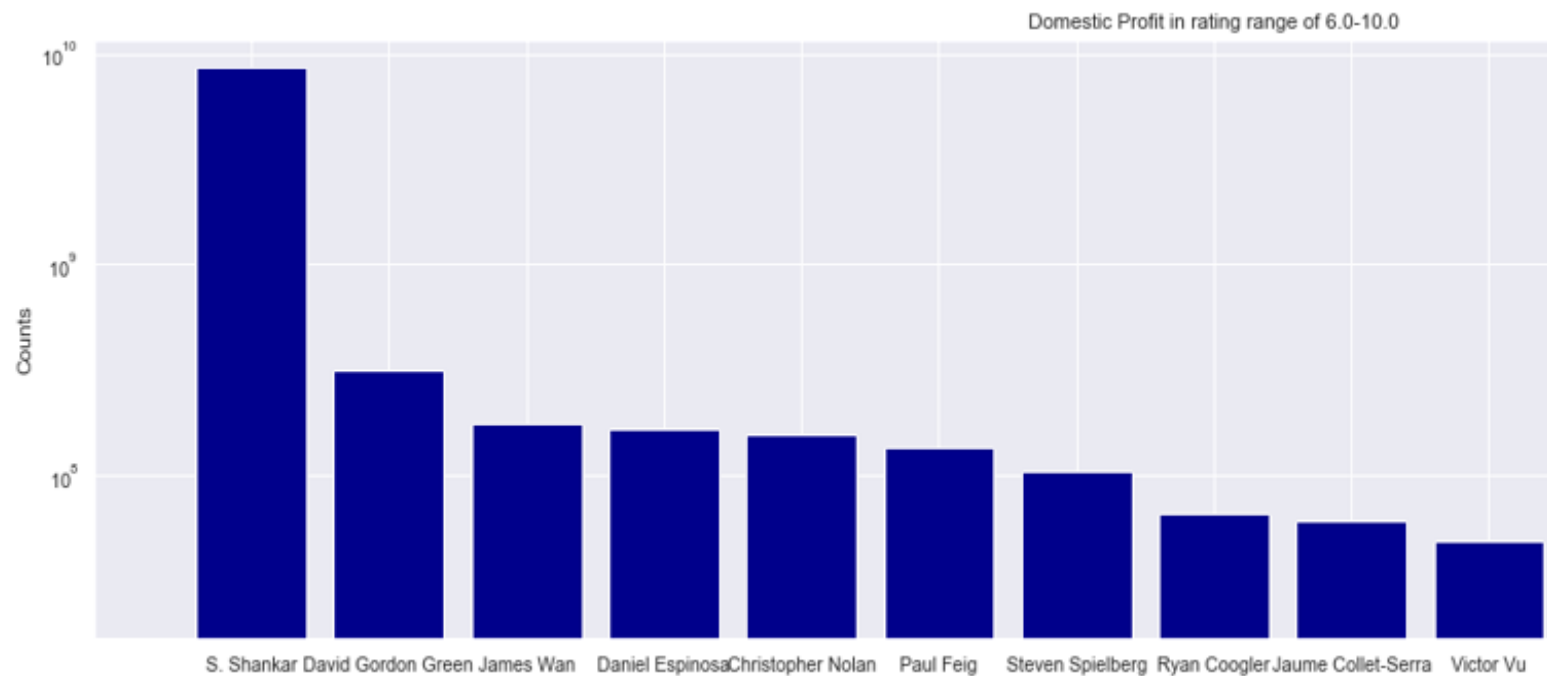
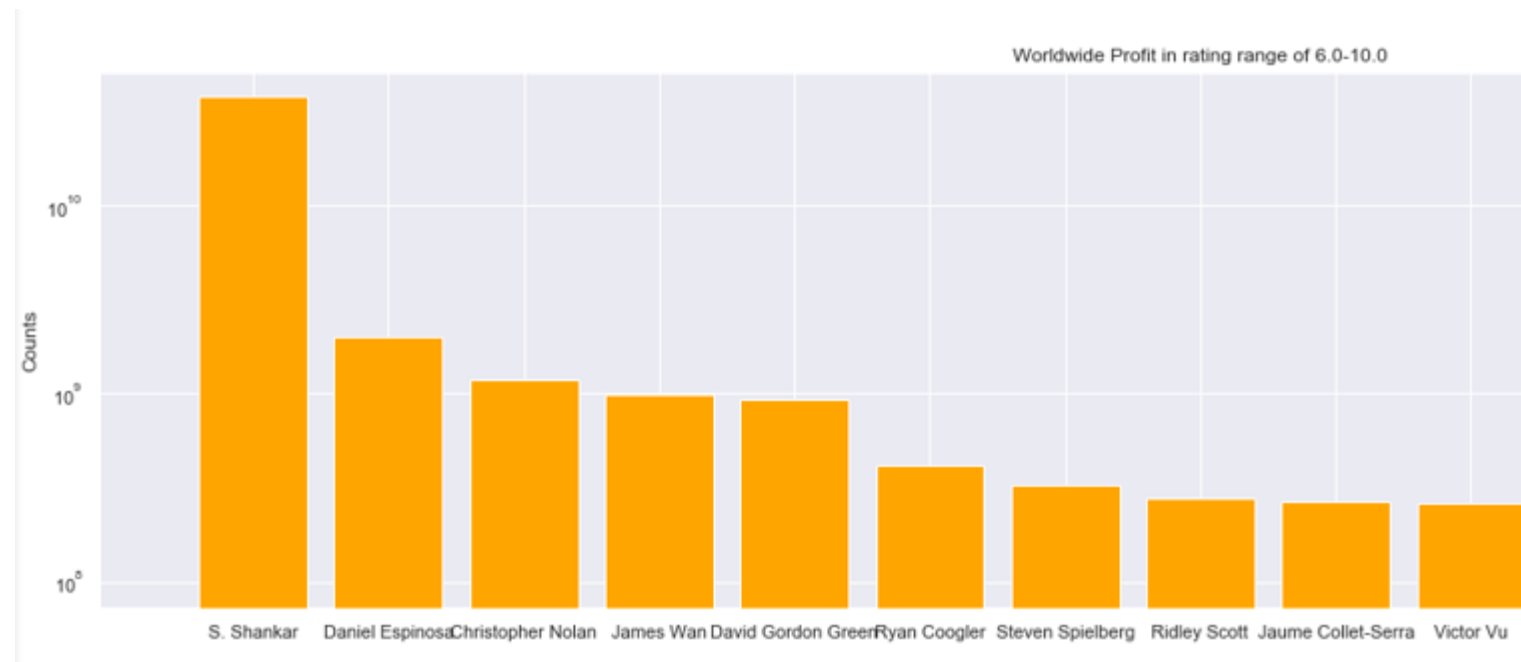


Adventure Movie Net Profit Margin by Month



HIRING PROFITABLE DIRECTORS

- We evaluated certain directors based on their profitability domestic and worldwide
- Lots of overlap between directors that are successful domestically and worldwide





RECOMMENDATIONS

- Creating films of the following genres will have a higher likelihood of success: Mystery, Animation, Horror, Sci-Fi, and Adventure
- Mystery and Sci-Fi movies have the most consistent box office numbers
- Choosing profitable directors will give us both domestic and worldwide success

SUGGESTIONS FOR FUTURE WORK



HOW MUCH VALUE IS THERE IN
CREATING AWARD-WINNING
FILMS?



WHAT GENRE COMBINATIONS
HAVE BEEN THE MOST SUCCESSFUL
AT THE BOX OFFICE?



WHAT LEVEL OF IMPACT DOES
MARKETING PLAY INTO A FILM'S
SUCCESS?



THANK YOU!

Michael Flores and Mindy Jen