

Microsoft's Entry into the Film Industry: A Data-Driven Approach

Exploring Box Office
Trends & Strategic Recommendations

DSC-PT-09 Group 4

THE CHALLENGE: ENTERING THE FILM INDUSTRY

- Microsoft wants to compete in the original video content space by launching a movie studio.
- They lack experience in filmmaking.

The Task

- Explore box office trends and provide actionable recommendations



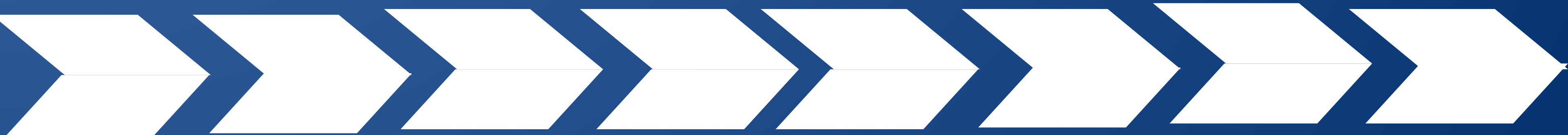
GUIDING QUESTIONS FOR OUR ANALYSIS

- Box Office Mojo: Domestic vs. foreign earnings by genre.
- Rotten Tomatoes: Correlation between reviews and earnings.
- TMDB: Genre popularity and revenue alignment.
- The Numbers: Budgets and ROI patterns.
- IMDb: User ratings and their connection to success.

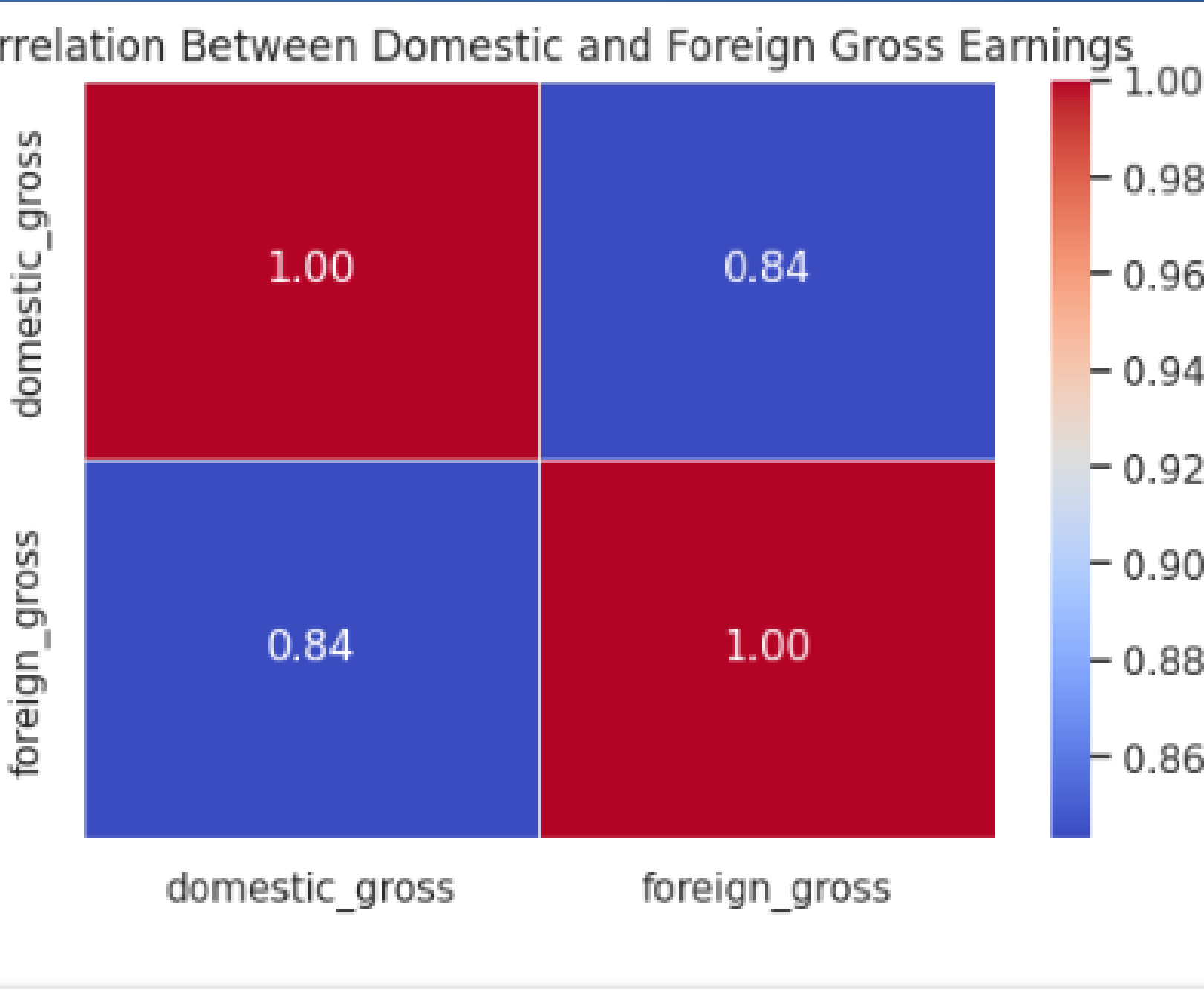


OUR OBJECTIVES

1. Identify key trends in successful films.
2. Recommend strategies for Microsoft to compete in the industry.
3. Focus on audience engagement, profitability, and quality content.



KEY INSIGHTS FROM THE ANALYSIS



BOX OFFICE TRENDS

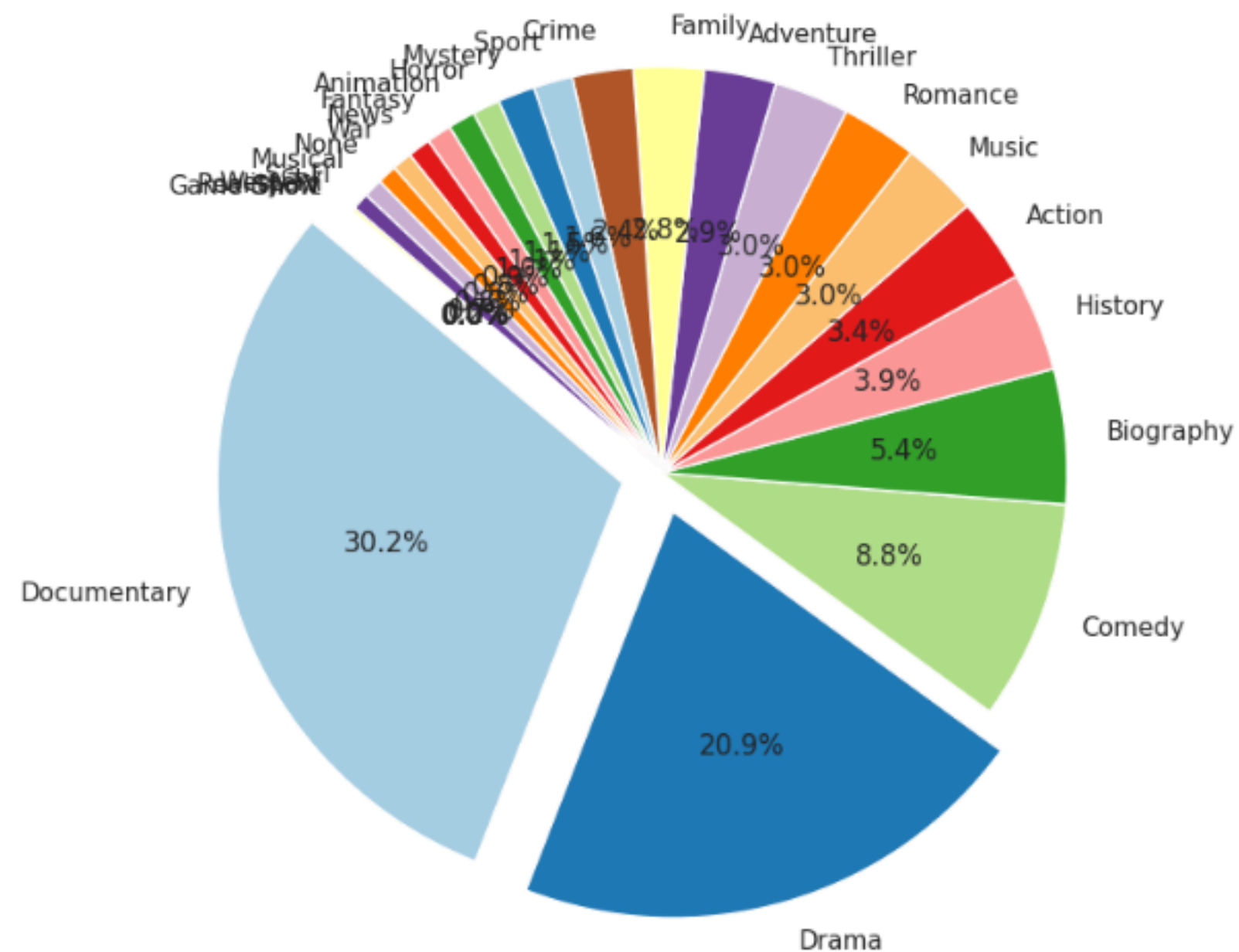
DOMESTIC VS. INTERNATIONAL EARNINGS

- Positive correlation between domestic and foreign gross
- Action, Adventure, and Animation dominate globally.
- Comedy and Drama have stronger domestic appeal.

"There is a strong positive correlation (0.85) between domestic and foreign gross earnings, indicating that films performing well domestically also tend to succeed internationally."

REVIEWS AND RATINGS

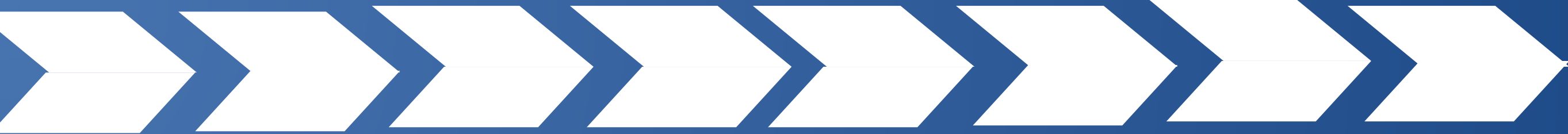
Genre Distribution of Top-Rated Films (IMDb Rating > 7.5)



IMPACT OF REVIEWS ON EARNINGS

- Higher Rotten Tomatoes scores = higher earnings.
- Drama and Documentary films excel critically, while Action and Animation perform well commercially.

Drama and Documentary films excel critically, making up a significant portion of top-rated films. Action and Animation, while commercially successful, are less represented among critically acclaimed films. This highlights the need for a balanced portfolio that includes both critically and commercially successful genres."

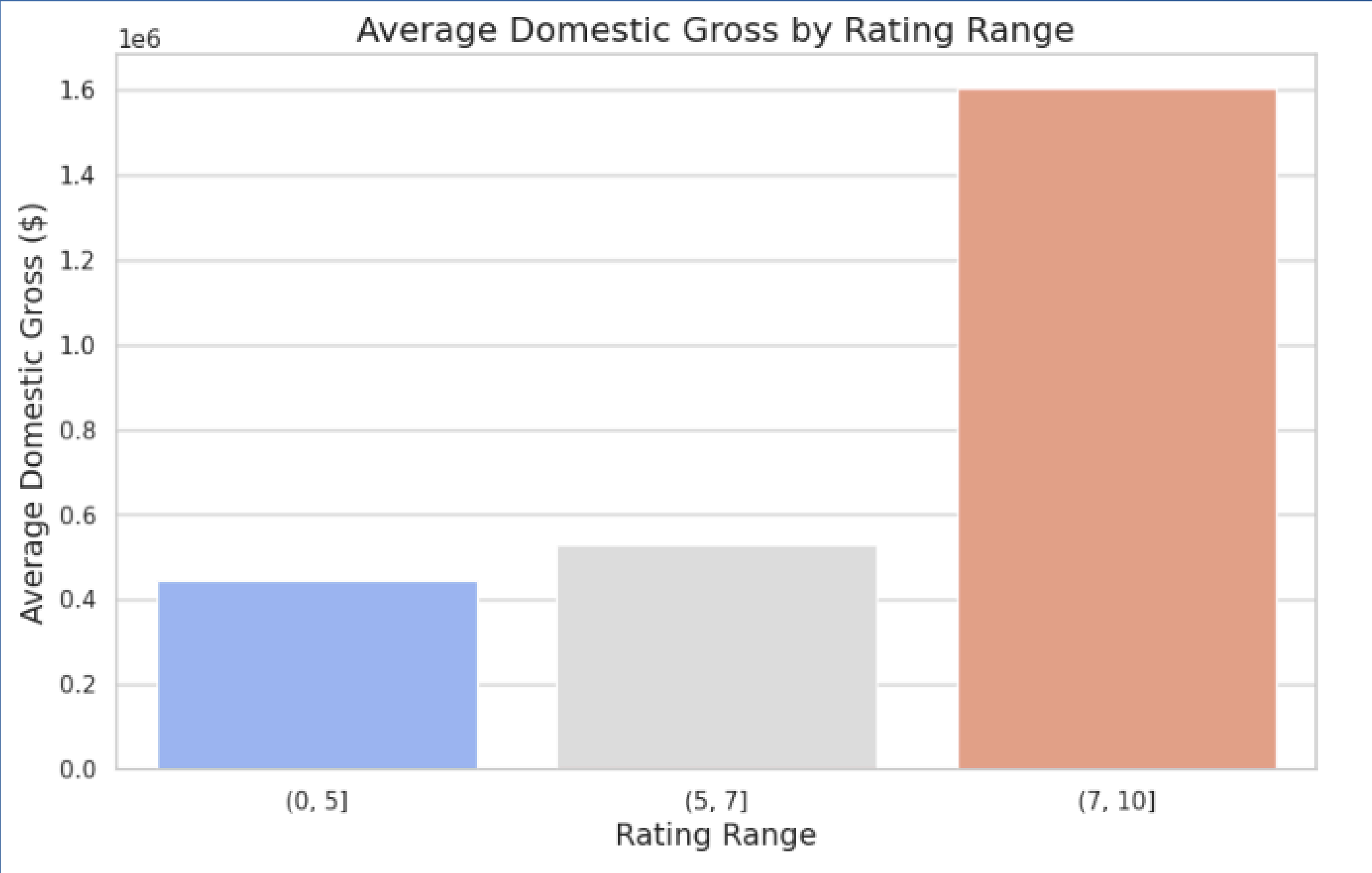


BUDGET AND ROI

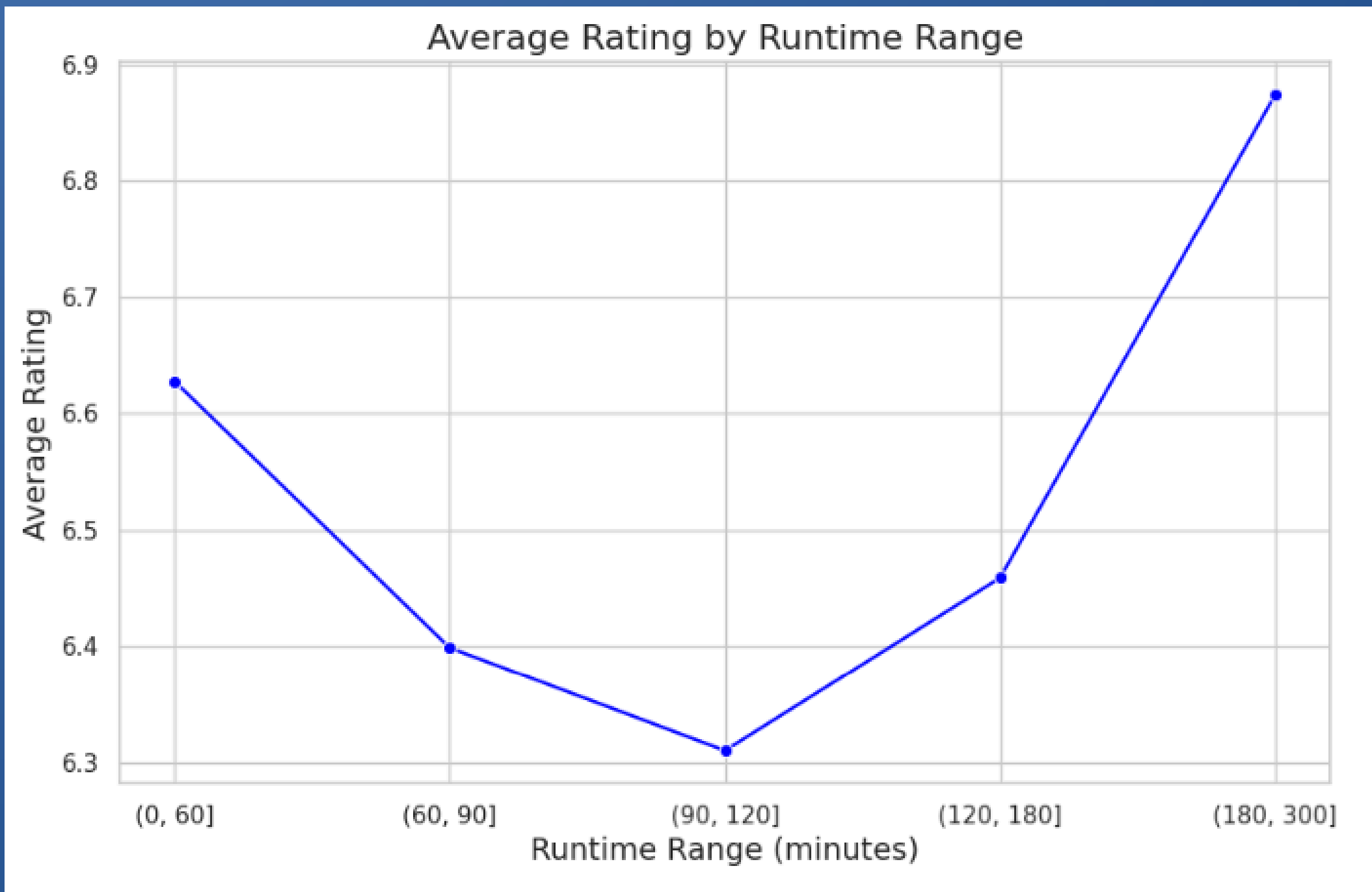
MAXIMIZING RETURNS THROUGH SMART BUDGETING

- Higher budgets lead to higher earnings but not always better ROI.
- Mid-budget films (50M-50M-100M) balance quality and cost effectively.

This graph indicates movies with higher ratings tend to dominate the revenue landscape, while low-rated movies struggle to make a substantial financial impact. This highlights the importance of producing high-quality films that resonate with audiences to maximize revenue potential.



AUDIENCE ENGAGEMENT



THE ROLE OF ENGAGEMENT AND FRANCHISES

- High audience engagement correlates with success.
- Franchises in high-performing genres drive long-term profitability.
- Movies with runtimes between 90 and 120 minutes tend to have the highest average ratings.
- Extremely short or long movies tend to have lower ratings.

RECOMMENDATIONS

Strategic Recommendations

01

Genre Focus

Focus on Winning Genres

1. Prioritize Action, Adventure, and Animation.
2. Explore hybrid or emerging sub-genres.

02

Budget Strategy

Optimize Budget Allocation

1. Mid-budget films for ROI.
2. Strategic marketing for high-budget projects.

03

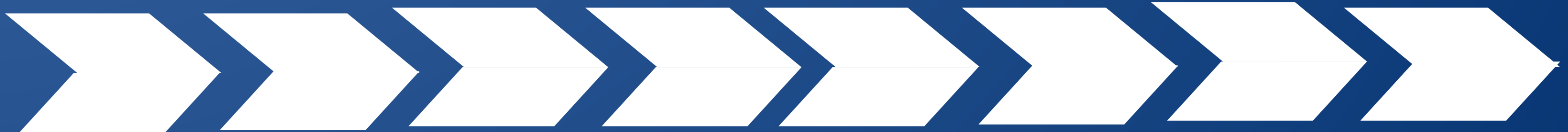
Audience and Engagement

Boost Engagement and Build Franchises

1. Invest in pre-release buzz and social media campaigns
2. Create stories with franchise potential.

Where to Go From Here

- Conduct audience research to understand preferences.
- Build a test screening pipeline for higher ratings.
- Monitor emerging trends in genres and runtimes.
- Diversify portfolio with mid-budget and blockbuster films.



CONCLUSION

**"LIGHTS,
CAMERA,
MICROSOFT!"**

Positioning Microsoft for Success

- Reiterate key insights and alignment with recommendations.
- Emphasize profitability through audience engagement, quality, and strategic planning.





THANK
YOU

