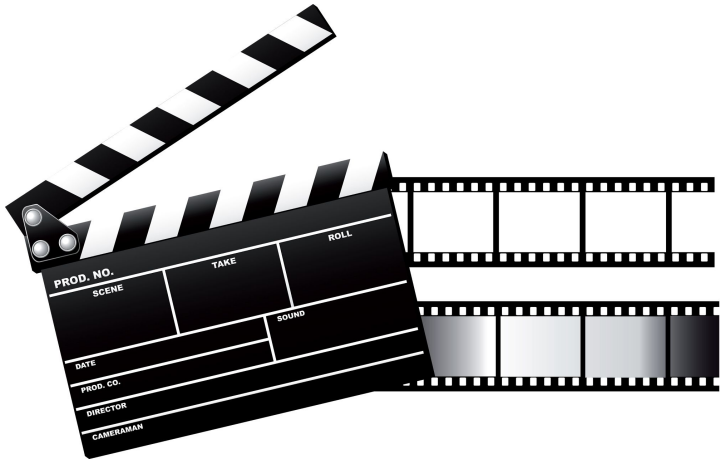
Let’s Build a Breakthrough Film



Microsoft

Our Team:

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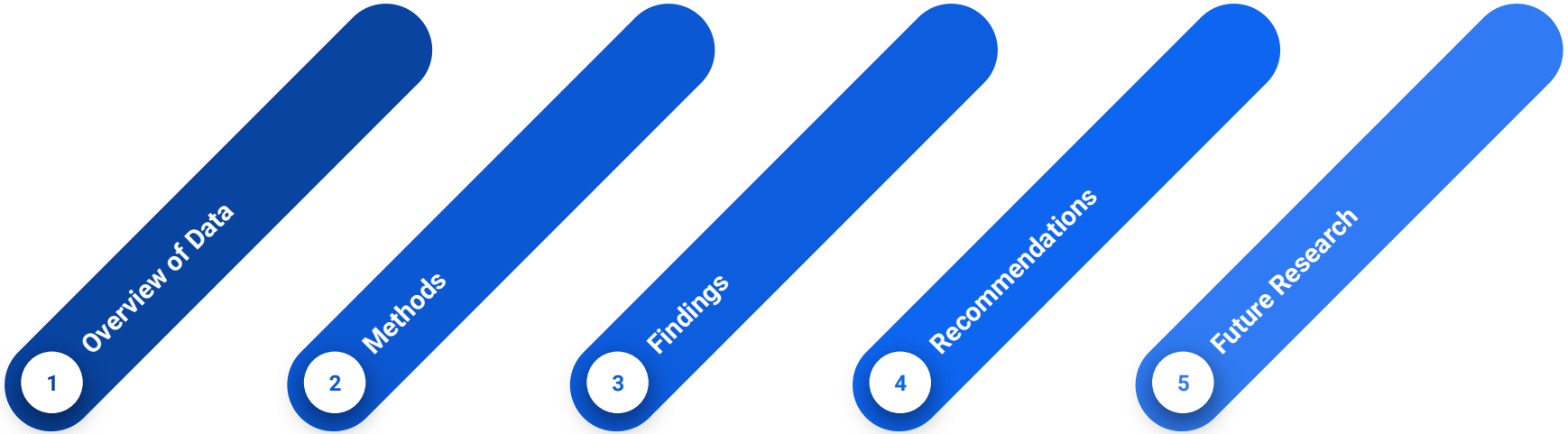
Agenda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prime video


hulu


YouTube

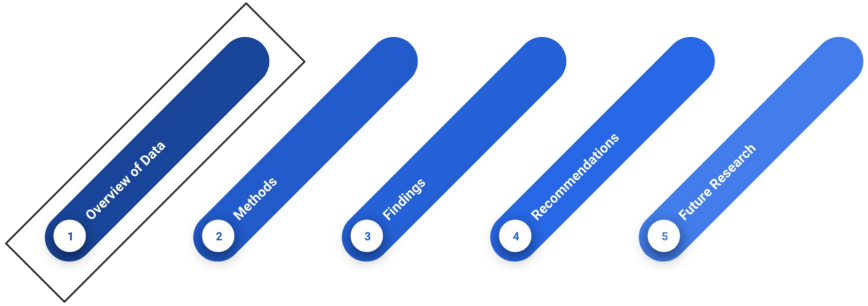

Microsoft


NETFLIX


Disney+

Overview of Data

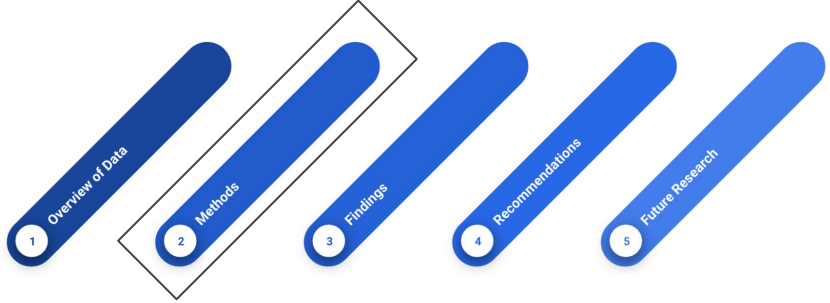
The Dataset



- IMDb Movies
  - Kaggle dataset scraped from IMDb over the years of 1986 - 2016
    - We valued the historical trend tracking changes in the film industry over the past 2 decades.
  - Key indicators of success:
    - Genre
    - Runtime
    - Production budget
    - Release date
    - Gross revenue

Methods

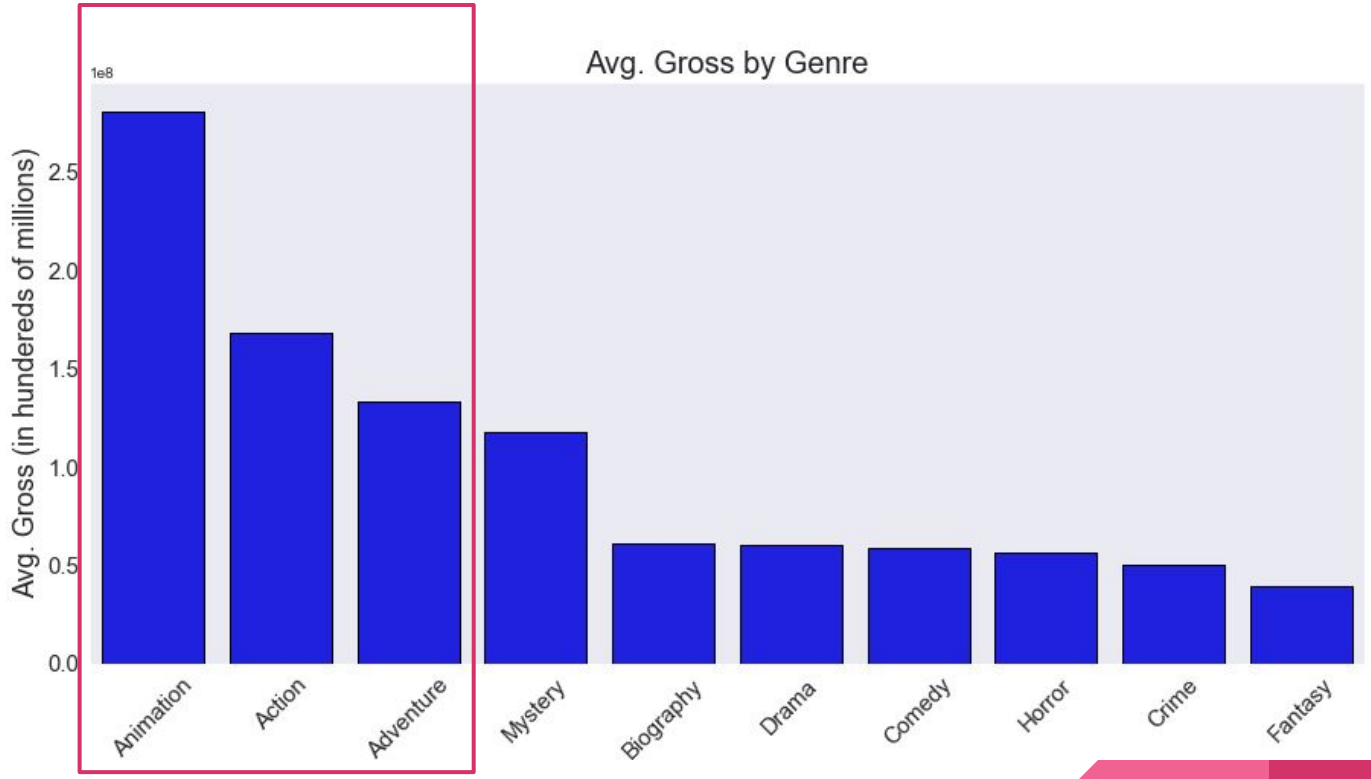
Methods



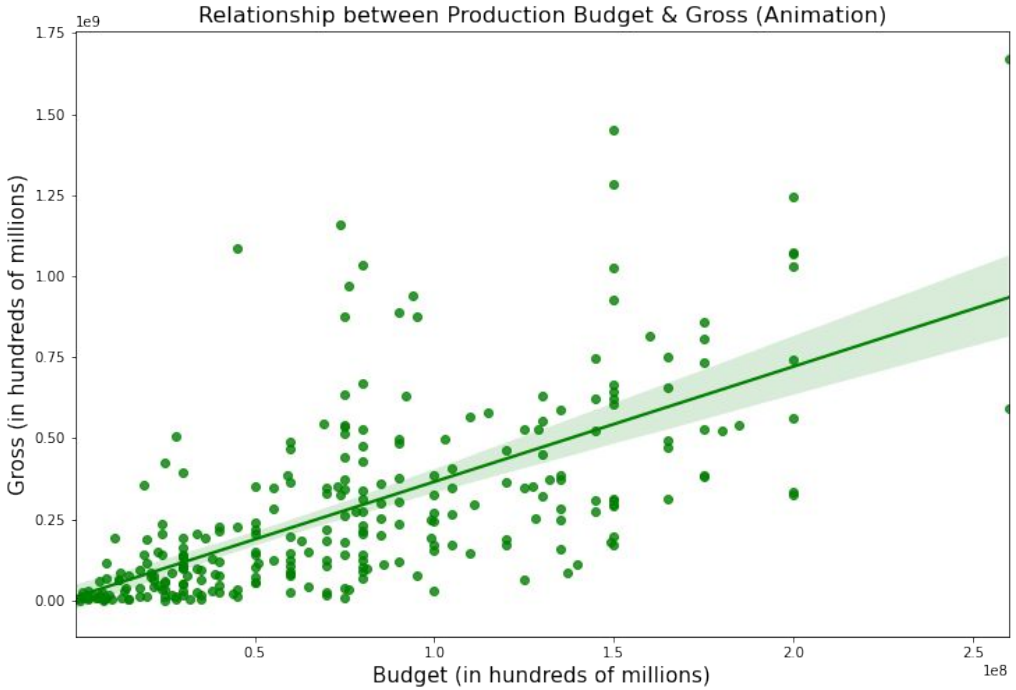
- **Useful** → production budget, release date/release month, runtime
- **Relevant** → genres
  - Some movie genres were well represented in our dataset
  - Others contained less than 10 movies and we chose not to include in our analysis
    - Thriller, Sci-Fi, Romance, Family, and Western
- Correlation test to determine relationship between key indicators of success (profit).

Findings

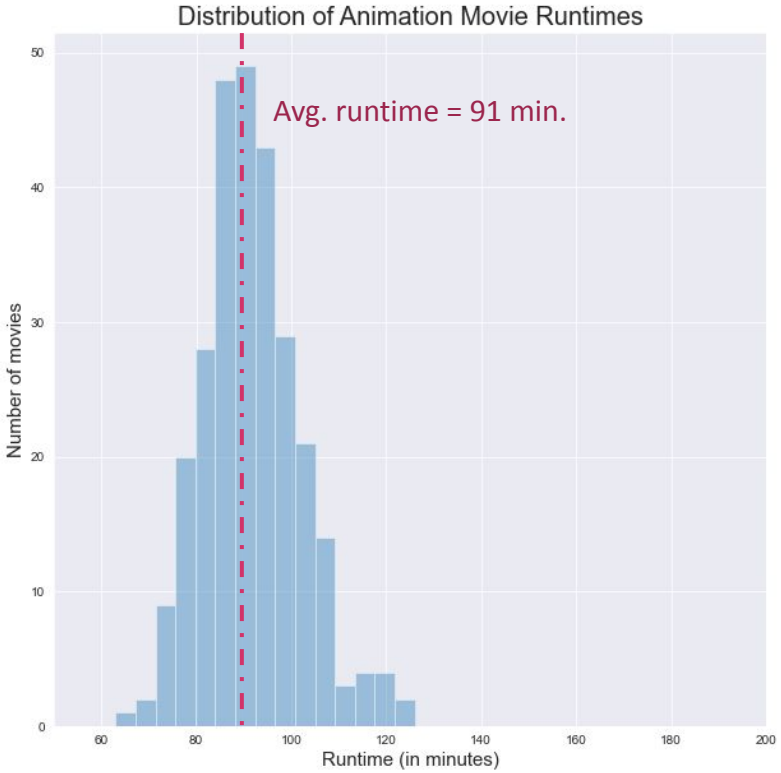
The 3 A's: Animation, Action, and Adventure generated most revenue



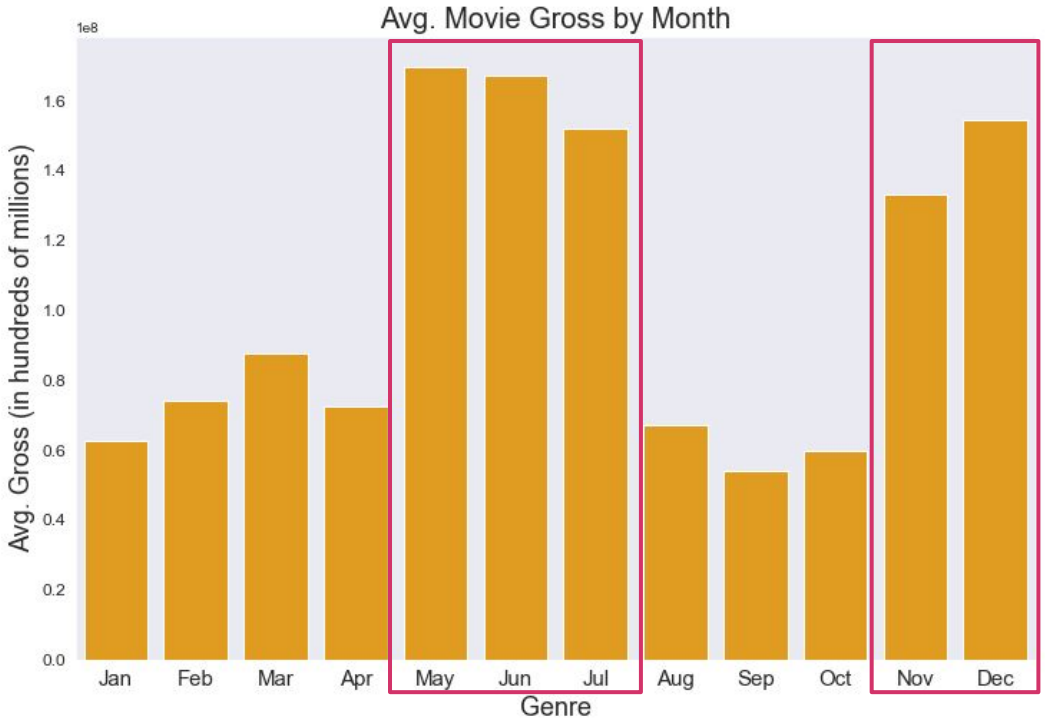
Expect to spend 100-220 million on a movie



Movies should be 80-110 min in length (Animation)

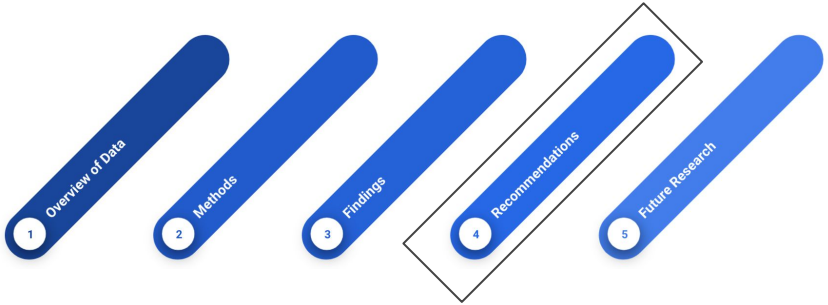


Early Summer or the Holiday Season has best returns



Recommendations

Recommendations



Short-term Priority:

- Maximize revenue on a **successful breakout film**.
  - Animated
  - ~ $150 mil budget
  - ~ 80 - 110 min in length
  - Holiday season

Long-term Priorities:

- Invest in creating a robust **animation studio**.
- Establish Microsoft's name as a **competitive newcomer** through profitable and popular movie ventures.
  - Focus on the **Three A's**:
    - Animation
    - Action
    - Adventure.

Future Recommendations

Room to grow after release

- COVID and impact on movie industry
- Consider online streaming
- Consider platform for indie studios

Thank you!

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Questions?

APPENDIX