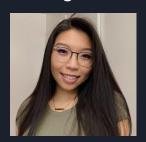# Microsoft's Big Break into the Movie Industry
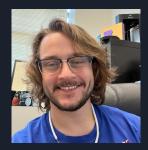
More Money, More Votes

Our Team

Annie Zheng -- Technical Lead

Dietrich Nigh -- Presentation Lead

Paul Schulken -- Github Lead

Agenda

Business
Problem

Data
Overview

Analysis

Recs

Future
Insights

Business Problem

Business Problem

- Microsoft's entry to movie industry

- Profits! Profits! Profits!

- #1 in the audience's eyes…but how?

Objectives

Most Profitable Genre

Most Profitable Release Date

Best Run Time

Data Overview

Data Overview

- Sources: IMDB, The Numbers, and The Movie DB

- 1,290 movies from 2009 - 2019
    - English only
    - Top Grossing

- Limitations: financial data not adjusted for inflation
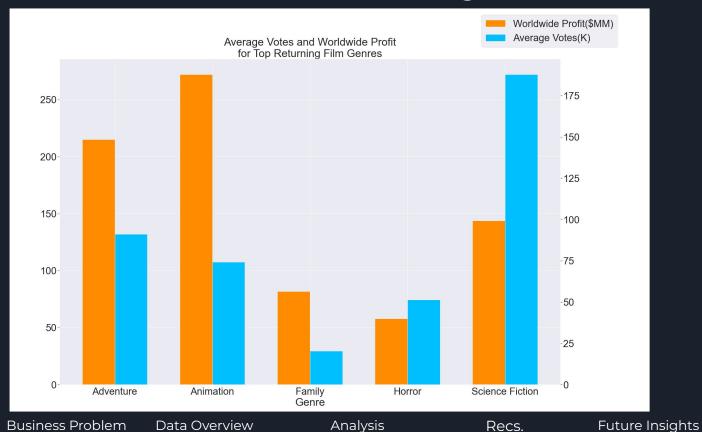   - Potential for data pollution
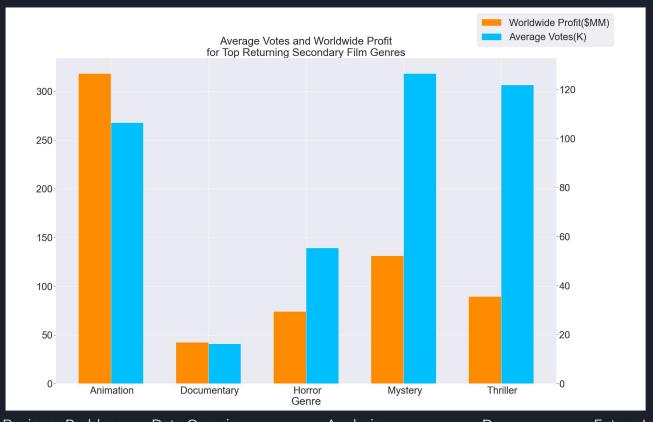
Analysis

Animation - Potential for Large Profit

Average Votes and Worldwide Profit for Top Returning Film Genres

Legend: Worldwide Profit($MM), Average Votes(K)

Genres: Adventure, Animation, Family, Horror, Science Fiction

Business Problem   Data Overview   Analysis   Recs.   Future Insights

Animation Pairs Well with Others

Average Votes and Worldwide Profit
for Top Returning Secondary Film Genres

Legend: Worldwide Profit($MM), Average Votes(K)

Genre: Animation, Documentary, Horror, Mystery, Thriller
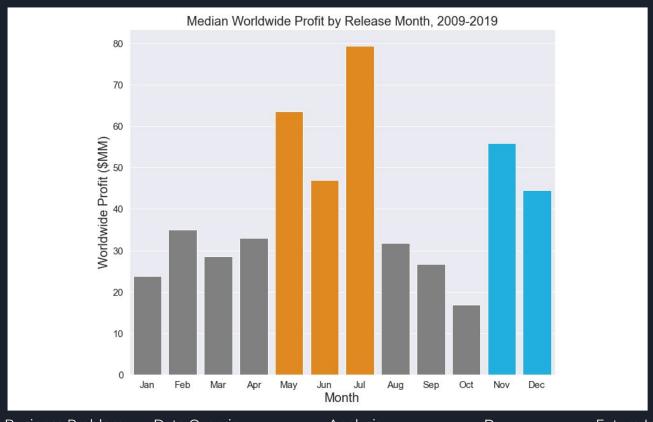
Business Problem   Data Overview   Analysis   Recs.   Future Insights

Release Movies in Summer Months

Median Worldwide Profit by Release Month, 2009-2019
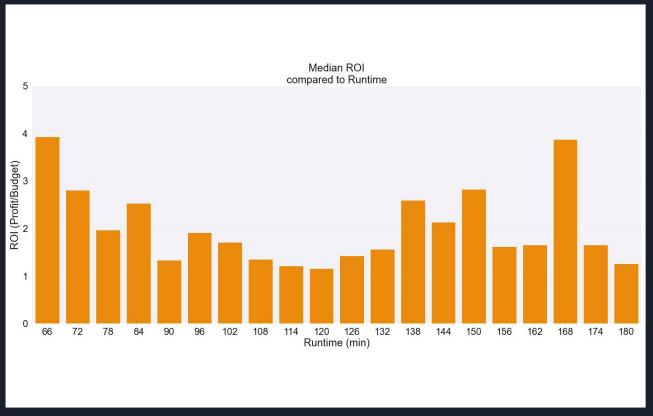
Business Problem   Data Overview   Analysis   Recs.   Future Insights

ROI Minimally Affected by Runtime

Median ROI
compared to Runtime

Business Problem   Data Overview   Analysis   Recs.   Future Insights

Recommendations

Animated Films: Best in ROI and at the Polls

Movie creation should focus on animation.

Release in summer or it could be a bummer. Alternatively, when the weather is lackluster release a blockbuster.

Short or long, run times can't go wrong.

Business Problem   Data Overview   Analysis   Recs.   Future Insights

Future Insights

Future Insights

- On-demand streaming vs box office

- Microsoft Gaming Division for animation

- Effect of personnel on profits

- Historical trends

Questions?

Thank You!