

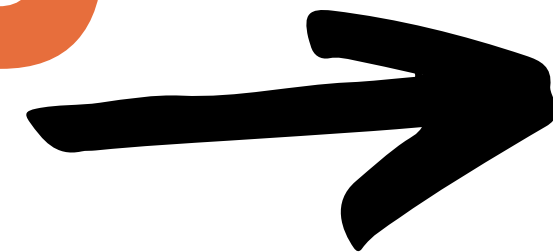
PROPOSAL BY:
SHAWN SAMUEL

MICROSOFT



MOVIES

ENTERTAINMENT
BEYOND
XBOX

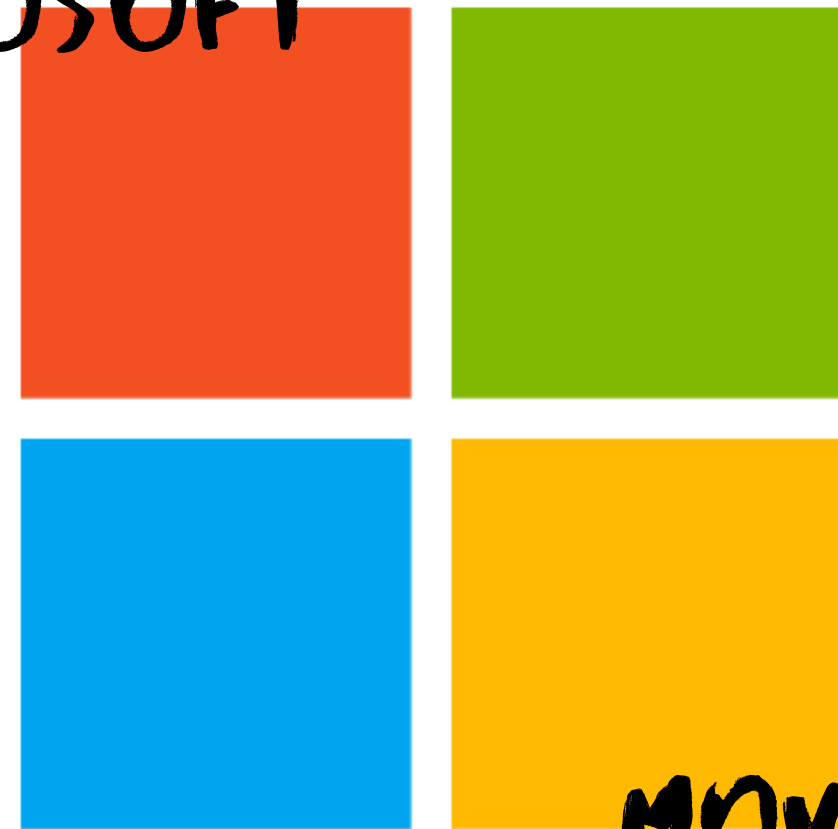


IS IT POSSIBLE?

WE THINK SO!



MICROSOFT



MOVIES

OUTLINE

* Business
Problem

* Data

* Methods
& Results

* Conclusions



BUSINESS PROBLEM



BUSINESS PROBLEM



BUSINESS PROBLEM



CONTENT IS KING,

BUSI NESS QUES TIONS

QUESTION

→ What do people want to watch?

01

QUESTION

→ When do people want to watch?

02

QUESTION

→ How long do people want to watch?

03

THE DATA

→ Premiere movie data
aggregation websites



IMDb

100,000+ ENTRIES

ID NUMBER
TITLE
RELEASE YEAR
RUNTIME
GENRES



IMDb

70,000+ ENTRIES

ID NUMBER
AVG VOTES
NUM OF VOTES



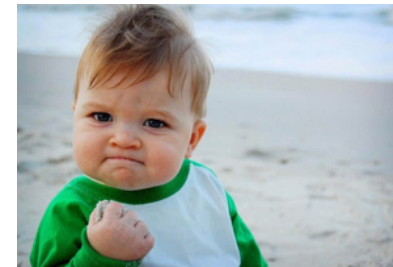
THE NUMBERS

5,000+ ENTRIES

TITLE
RELEASE DATE
PRODUCTION BUDGET
DOMESTIC GROSS
WORLDWIDE GROSS

METHODS

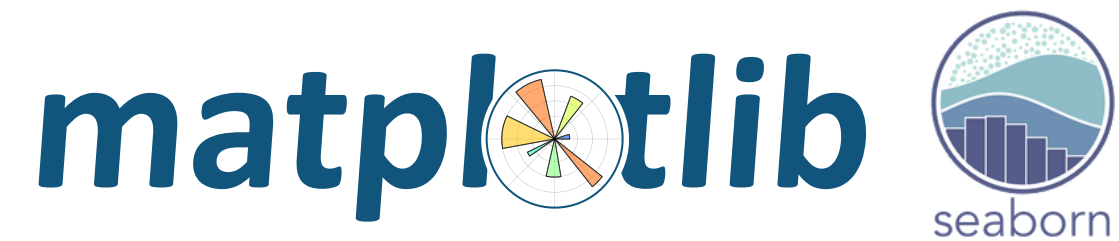
* Define
Sucess



* Analyze



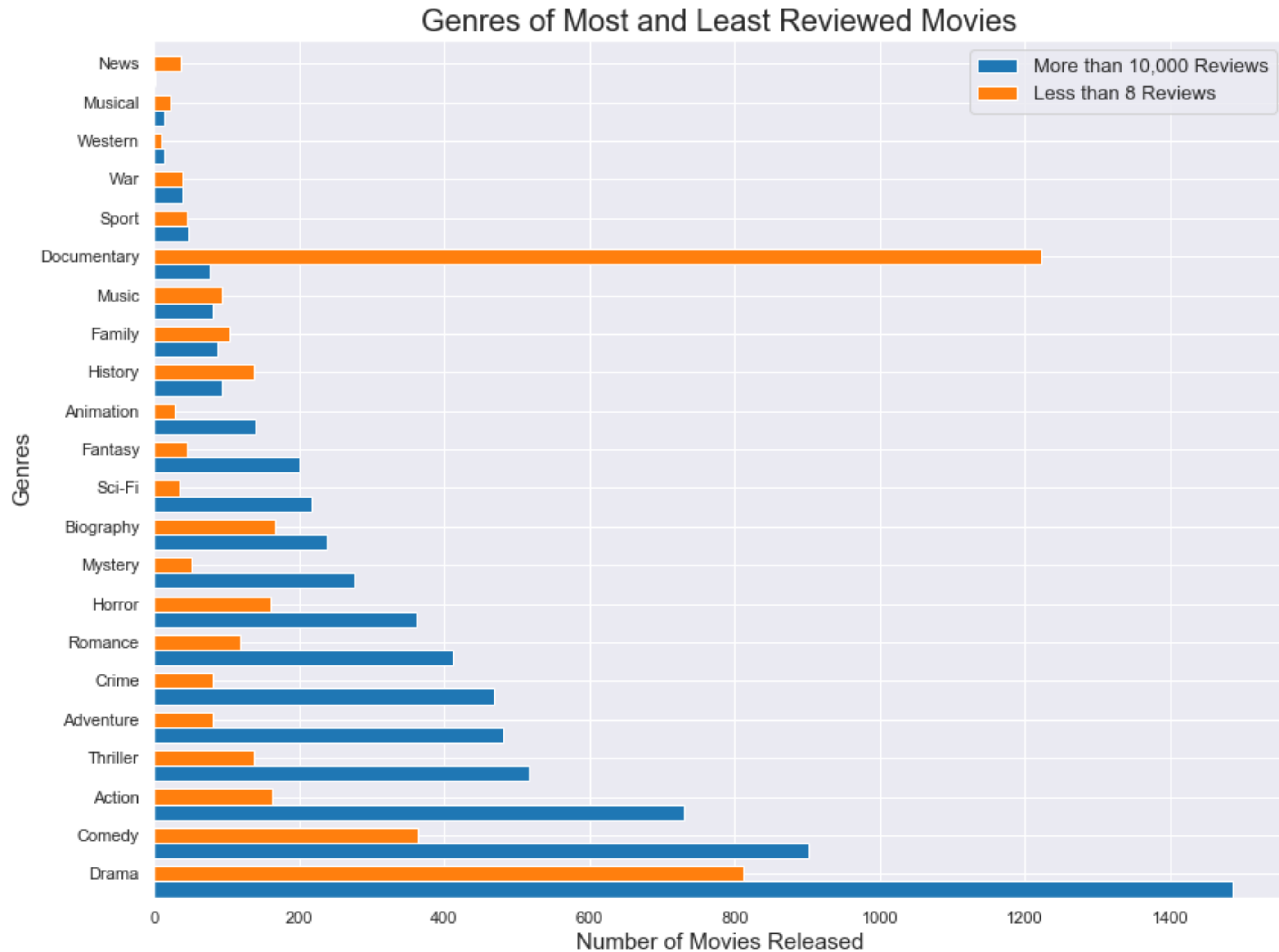
* Visualize



* Results



WHAT
DO
PEOPLE
WANT
TO
WATCH



RECOMMENDATION



01 What do people want to watch?

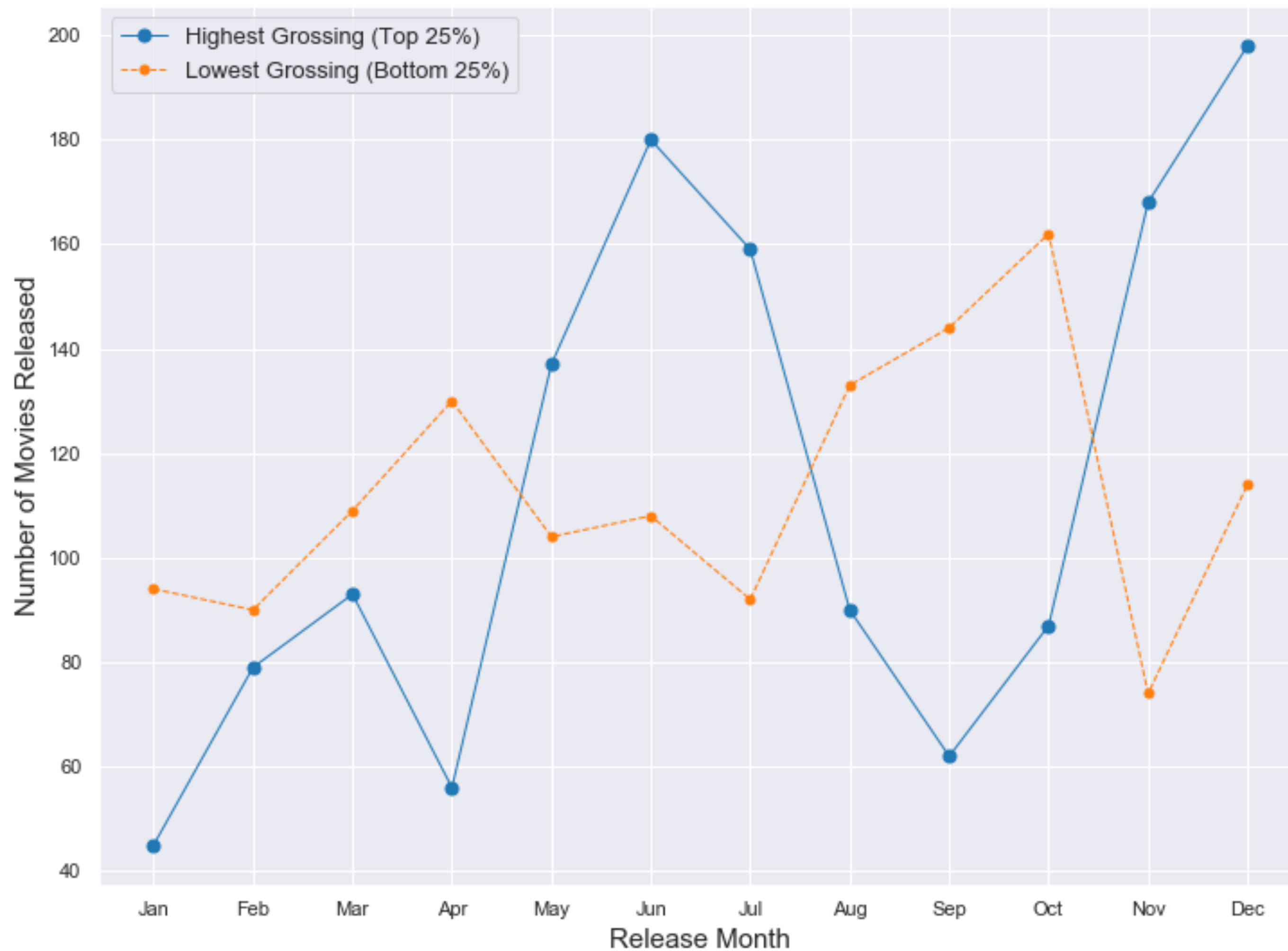
→ WE RECOMMEND COMEDY/ACTION/THRILLER
AND NOT DOCUMENTARIES

3

WHEN
DO
PEOPLE
WANT
TO
WATCH

il

The Best Months To Release Movies



RECOMMENDATION

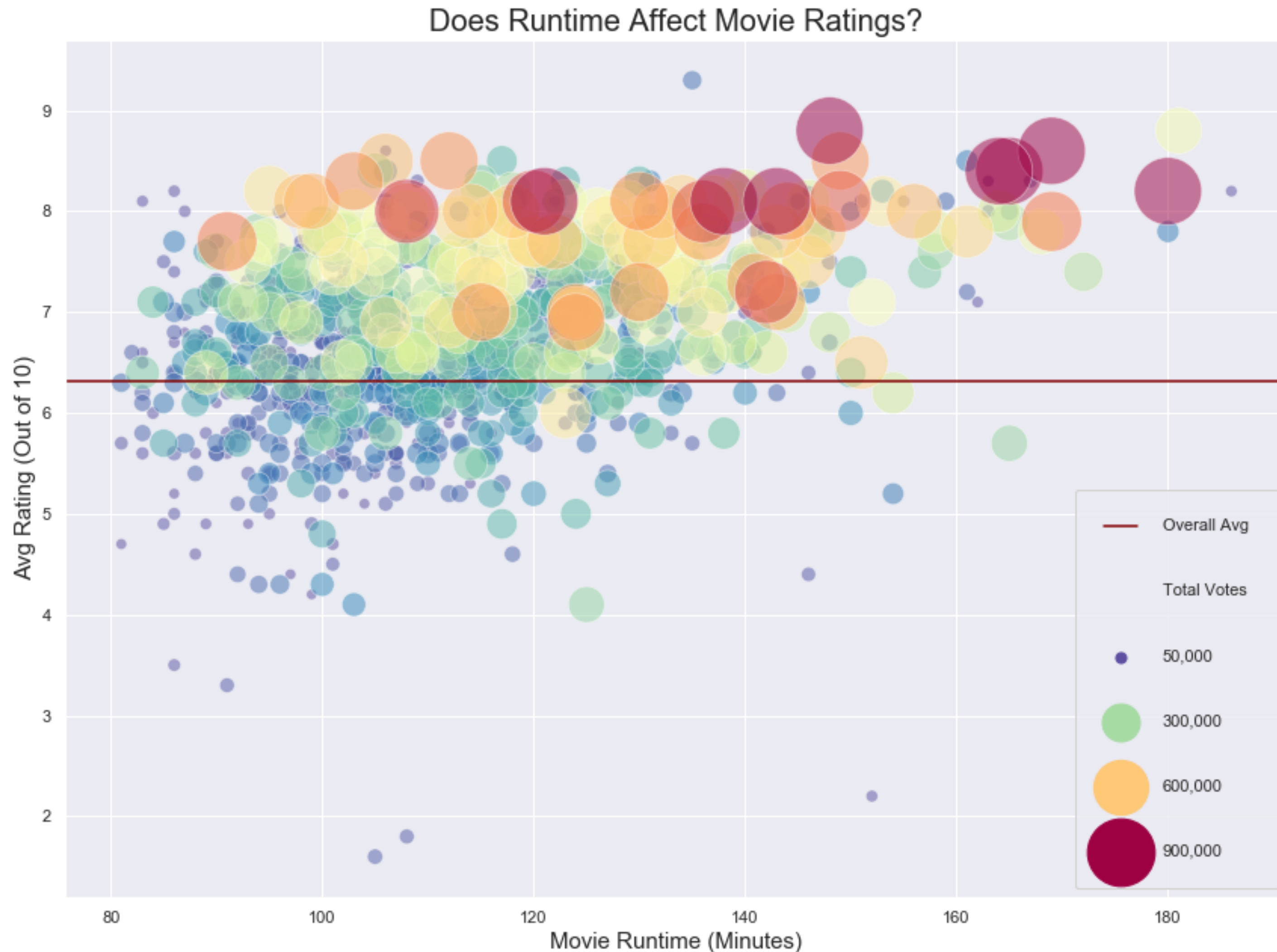


02 When do people want to watch?

→ WE RECOMMEND JUNE AND DECEMBER
AND NOT OCTOBER

3

HOW LONG DO PEOPLE WANT TO WATCH



RECOMMENDATION



03 How long do people want to watch?

→ WE RECOMMEND THE 100-150 MIN RANGE

03

CON CLU SION

There is a lot of potential
in the entertainment
vertical where Microsoft
has already staked a claim



CON CLU SION

There is a lot of potential
in the entertainment
vertical where Microsoft
has already staked a claim



WATCH OUT FOR

A saturated market and impact of COVID-19



CON CLU SION

There is a lot of potential
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①

WATCH OUT FOR

A saturated market and impact of COVID-19

②

NEXT STEPS

Further research to test assumptions made in above finding





THANK YOU

EMAIL

shawnjohnsamuel@gmail.com

GITHUB

[@shawnjohnsamuel](#)

LINKEDIN

[@shawnjohnsamuel](#)

