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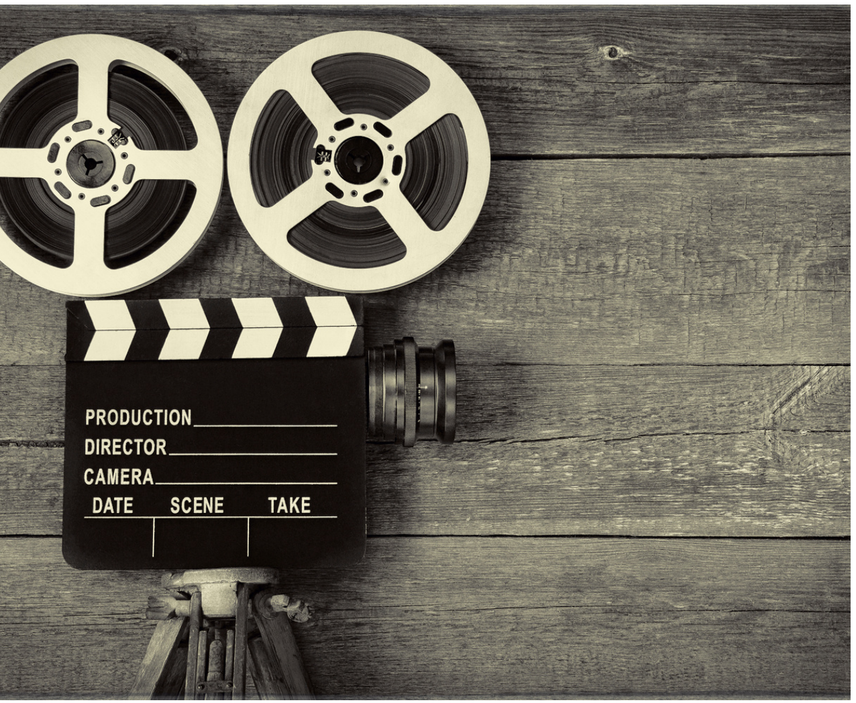

PROPOSAL BY:
SHAWN SAMUEL

MICROSOFT MOVIES

ENTERTAINMENT BEYOND XBOX

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IS IT POSSIBLE?

WE THINK SO!

MICROSOFT

MOVIES

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OUTLINE

* Business Problem
* Data
* Methods & Results
* Conclusions

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BUSINESS PROBLEM

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BUSINESS PROBLEM

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BUSINESS PROBLEM

CONTENT IS KING))

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BUSINESS QUESTIONS

QUESTION 01
→ What do people want to watch?

QUESTION 02
→ When do people want to watch?

QUESTION 03
→ How long do people want to watch?

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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

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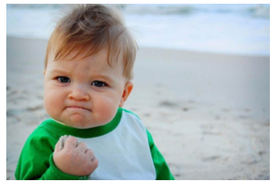
METHODS

- Define Sucess



- Analyze

pandas

- Visualize

matplotlib

seaborn

- Results

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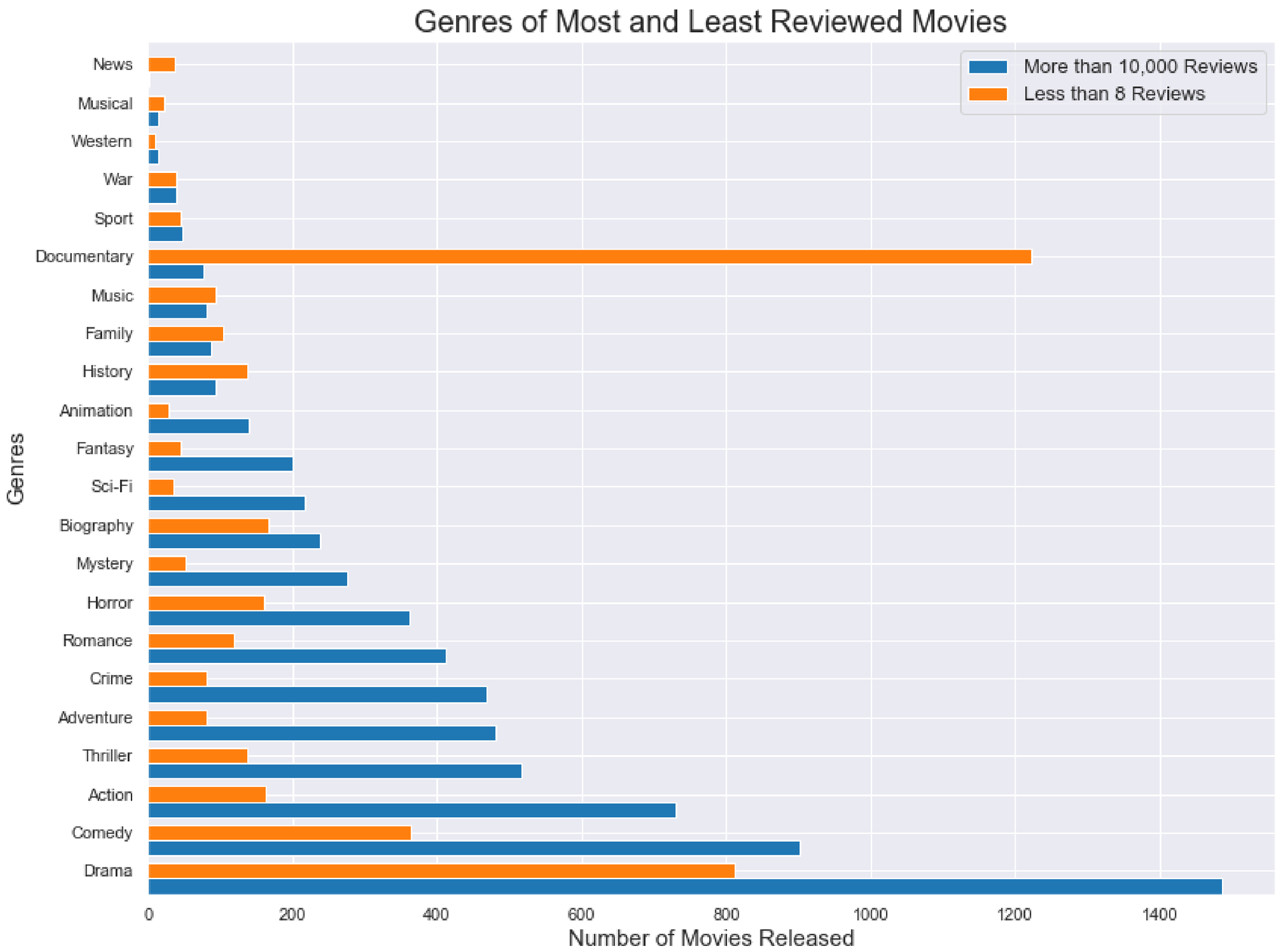
WHAT DO PEOPLE WANT TO WATCH



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RECOMMENDATION

01 What do people want to watch?

→ WE RECOMMEND COMEDY/ACTION/THRILLER AND NOT DOCUMENTARIES

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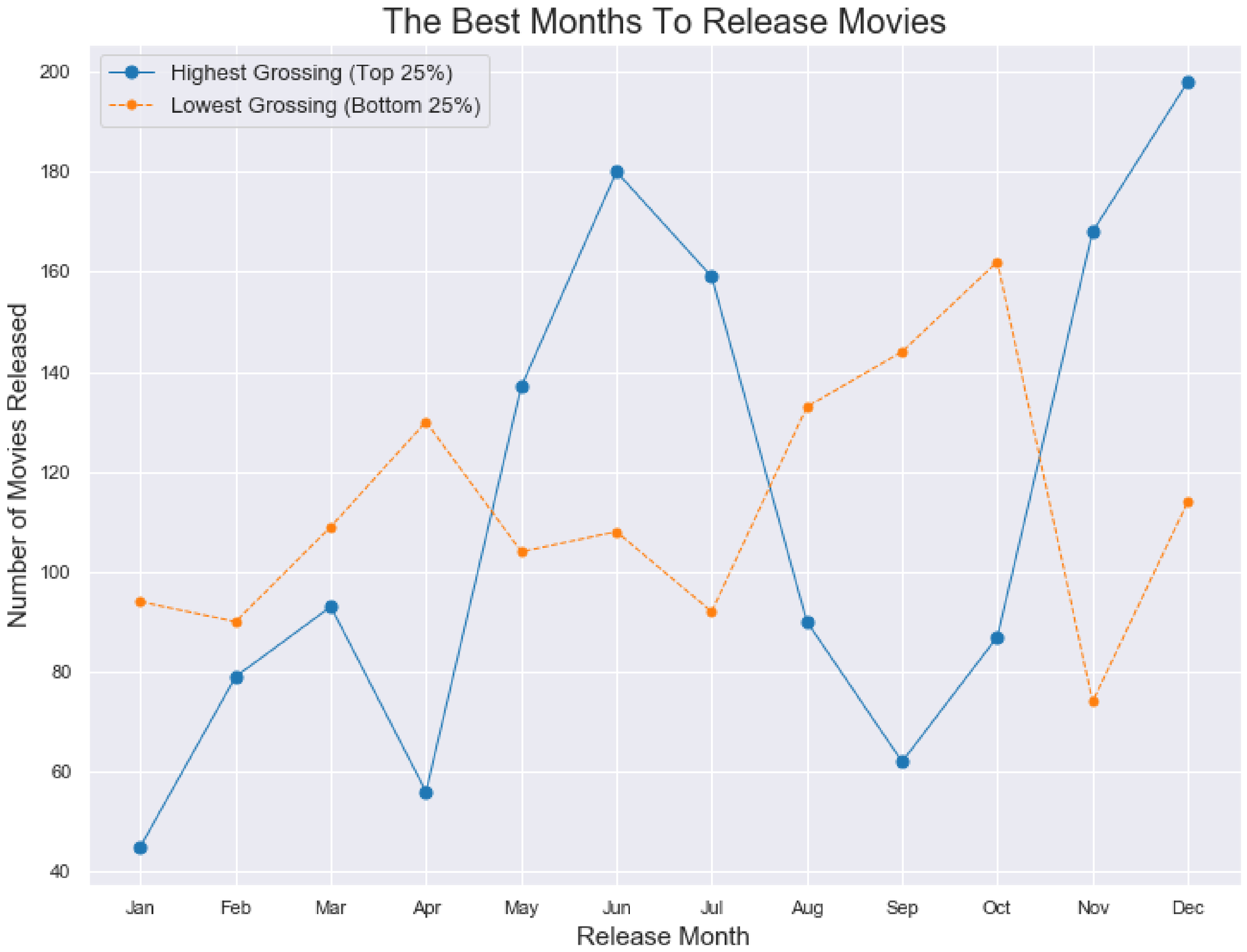
WHEN DO PEOPLE WANT TO WATCH



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RECOMMENDATION

02 When do people want to watch?

→ WE RECOMMEND JUNE AND DECEMBER AND NOT OCTOBER

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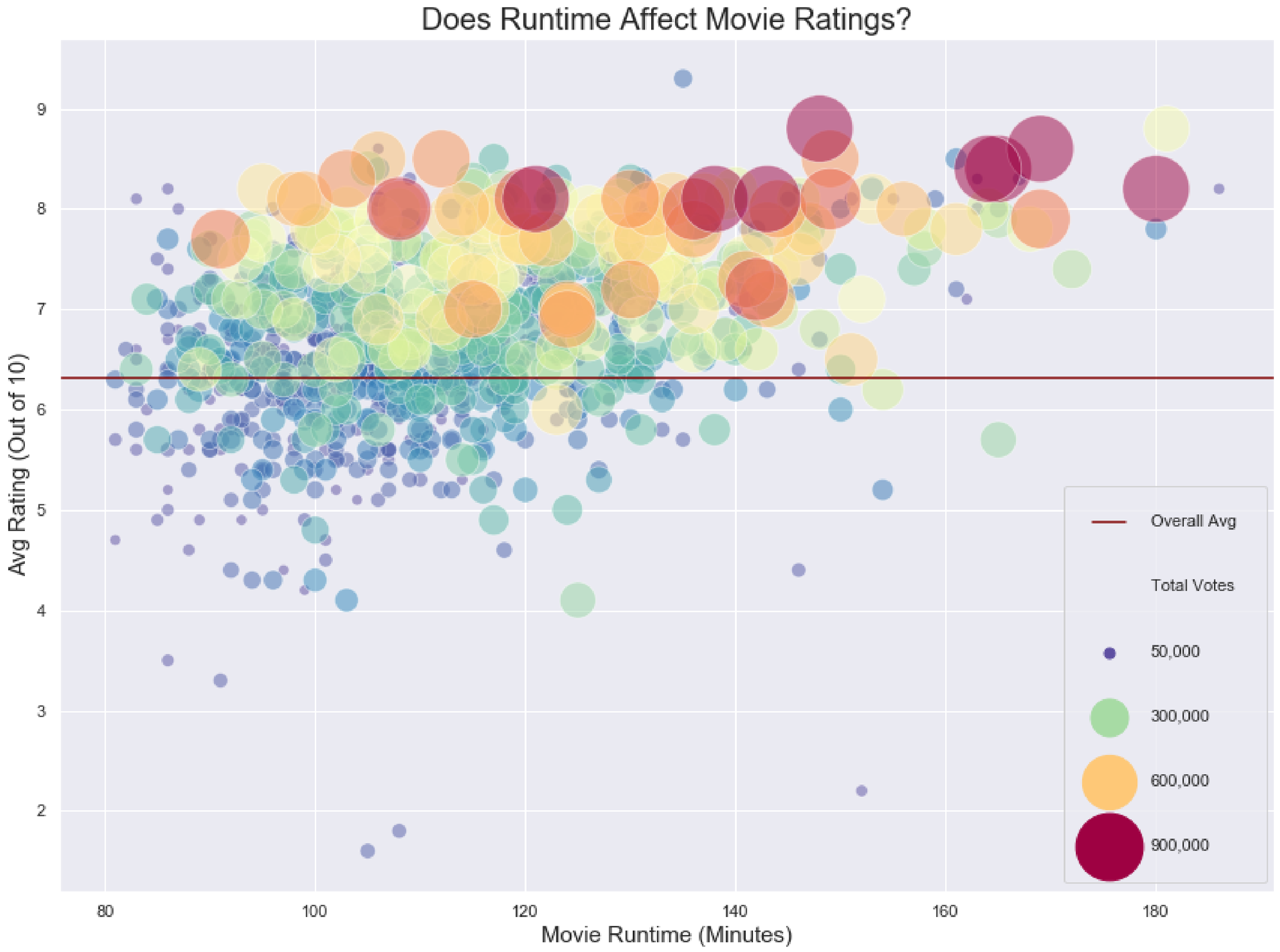
HOW LONG DO PEOPLE WANT TO WATCH



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RECOMMENDATION

03 How long do people want to watch?

→ WE RECOMMEND THE 100-150 MIN RANGE

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CONCLUSION

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

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CONCLUSION

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

WATCH OUT FOR

1. A saturated market and impact of COVID-19

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CONCLUSION

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

1 WATCH OUT FOR

A saturated market and impact of COVID-19

2 NEXT STEPS

Further research to test assumptions made in above finding

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THANK YOU

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By Shawn Samuel

MICROSOFT MOVIES

Entertainment Beyond Xbox