

AIN'T NO
BUSINESS LIKE
SHOW
BUSINESS



PRESENTED TO
Microsoft Studios

PRESENTED BY
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Executive Summary:

Newly formed Microsoft Film Studios has hired the Geeves group to analyze data to gain insight about how to make a highly successful film.

Business problems

What key variables should Microsoft consider while producing a profitable and successful film?

Can Microsoft leverage its products and services (is this the right phrase to use) to develop content?

Agenda

1

Potential content

2

Box office genres

3

Business problem

4

Recommendations & conclusions

5

Questions

6

Team info

Data Sources

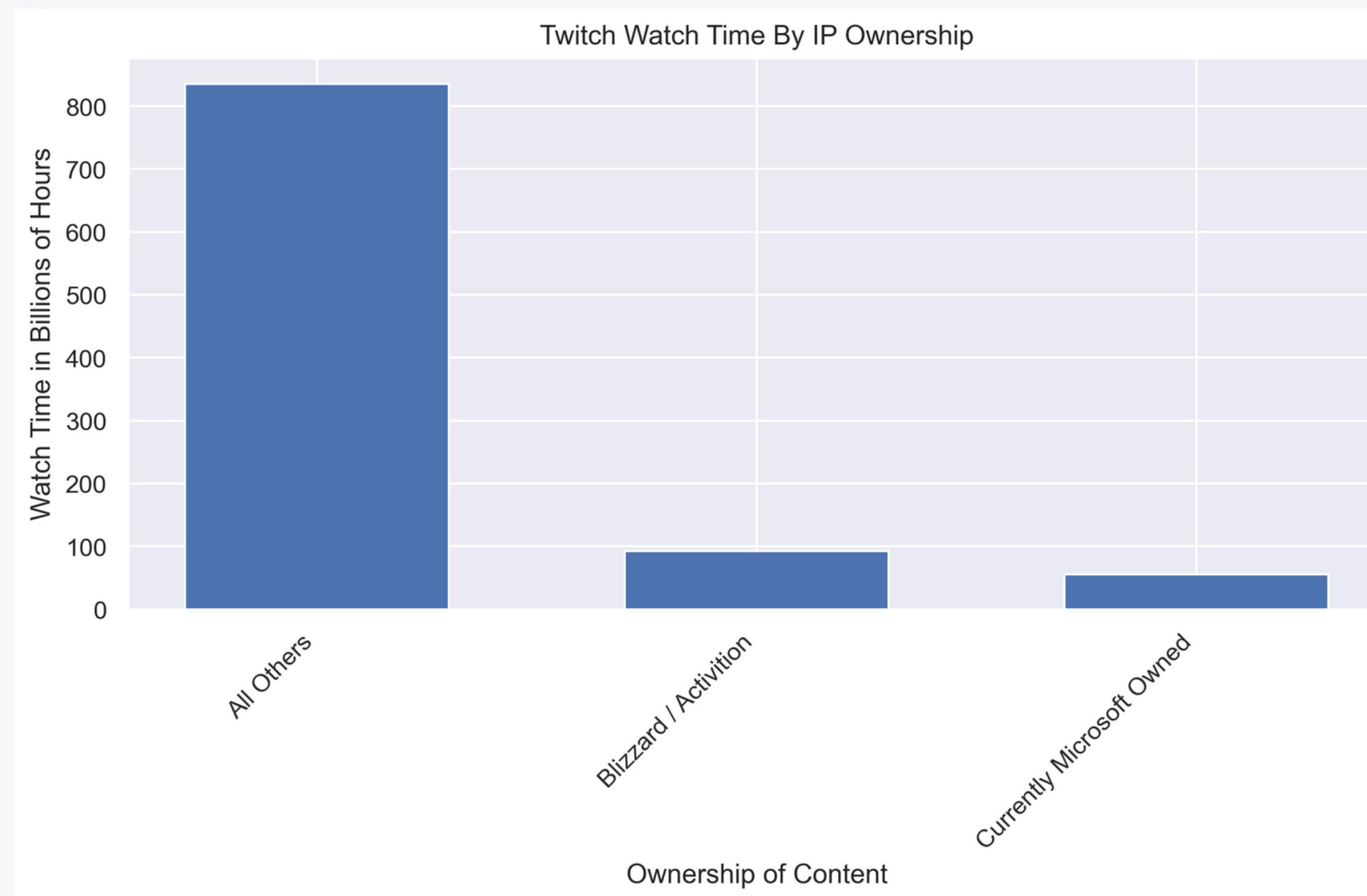
THE
MOVIE
DB

THE NUMBERS

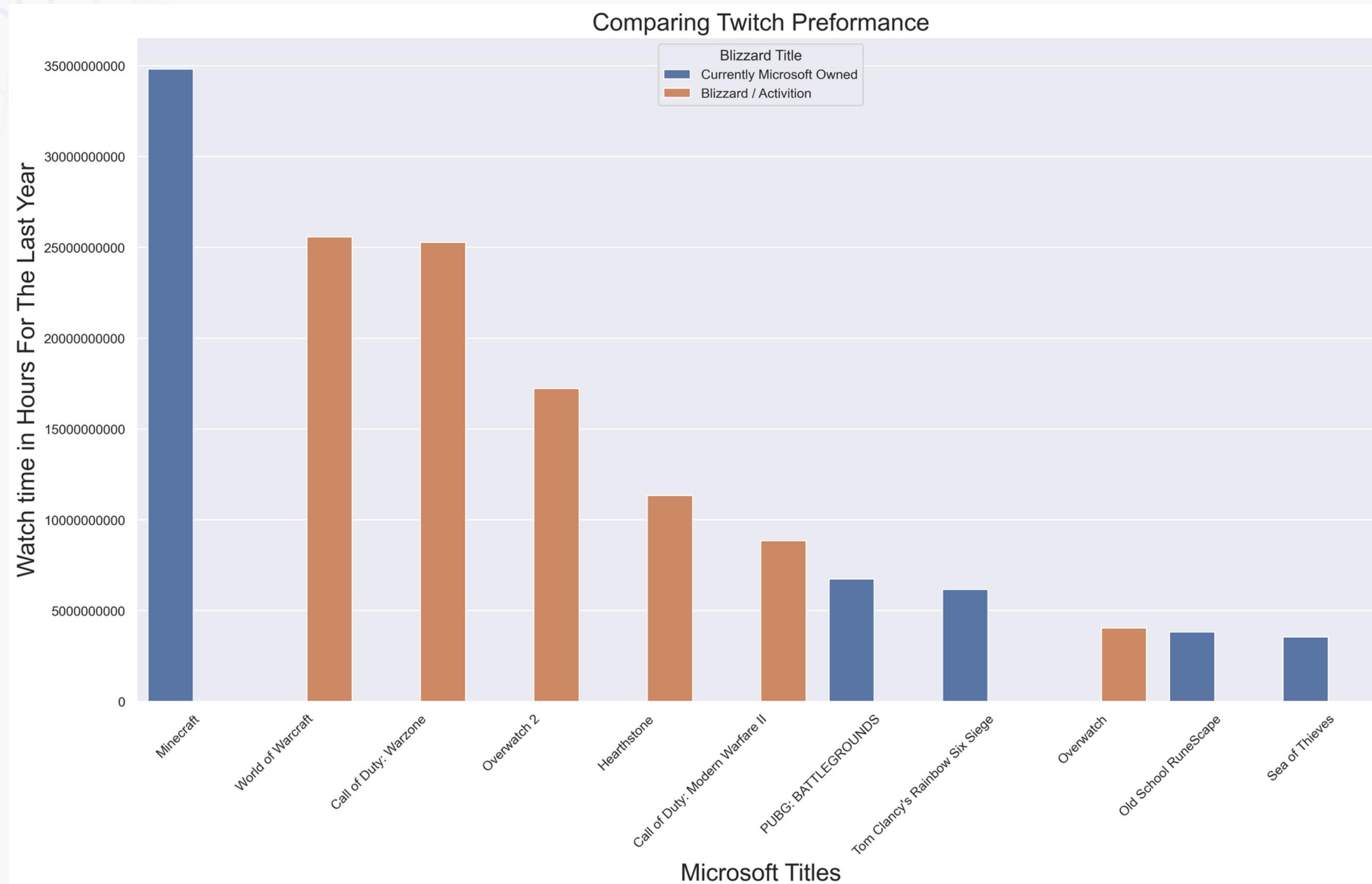
Box Office Mojo



Data Part 1 - Potential Content

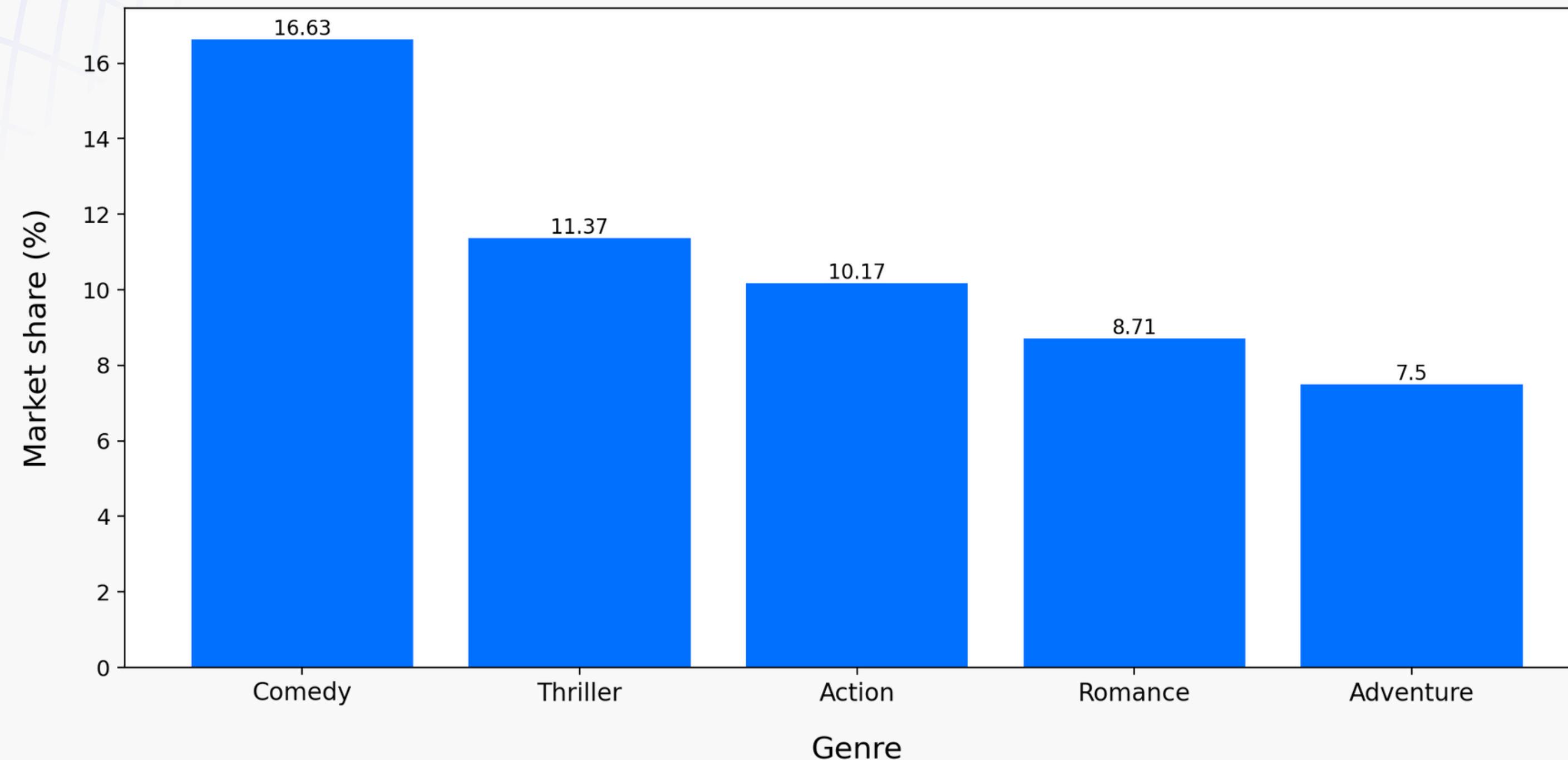


Data Part 1 - Potential Content



Data Part 2 - Historical box office genre share

Box office movie genres from 1915 - 2020



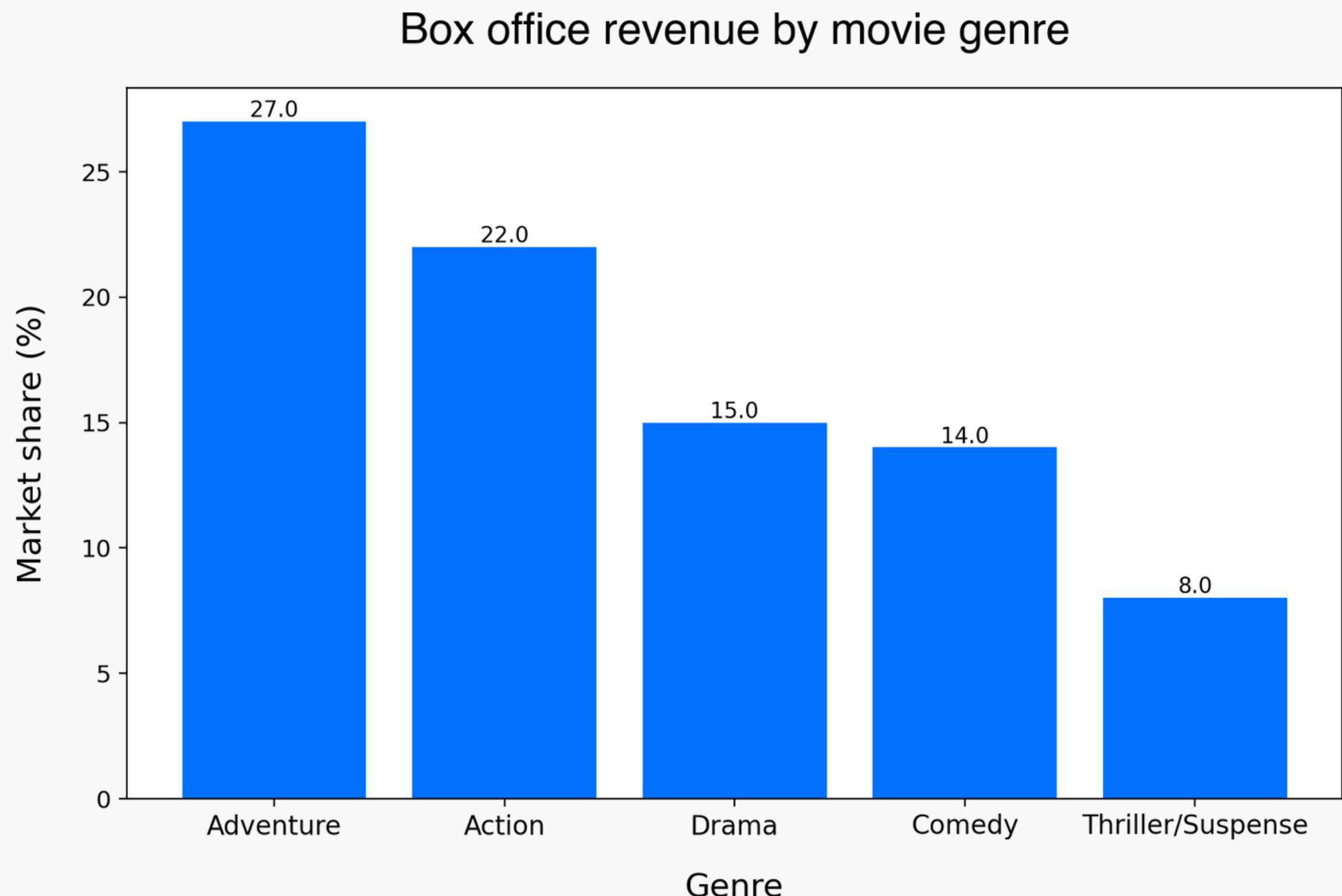
* Does not include drama as a genre as ≈ 50% of all films in the dataset were classified as a drama

Data Part 2 - Box office genre performance

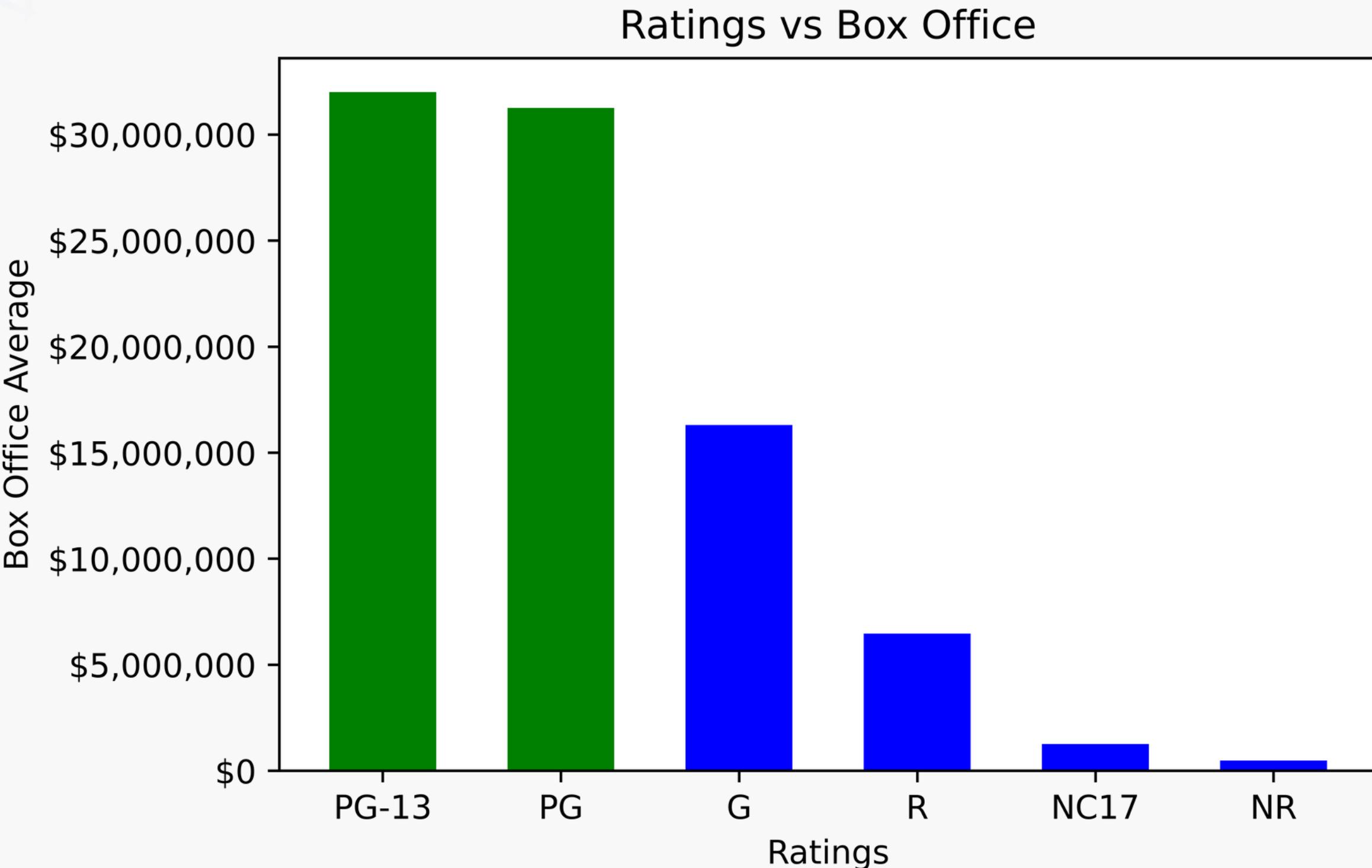
Top 5 genres made up **86%** of total revenue

Top 5 grossing movies:

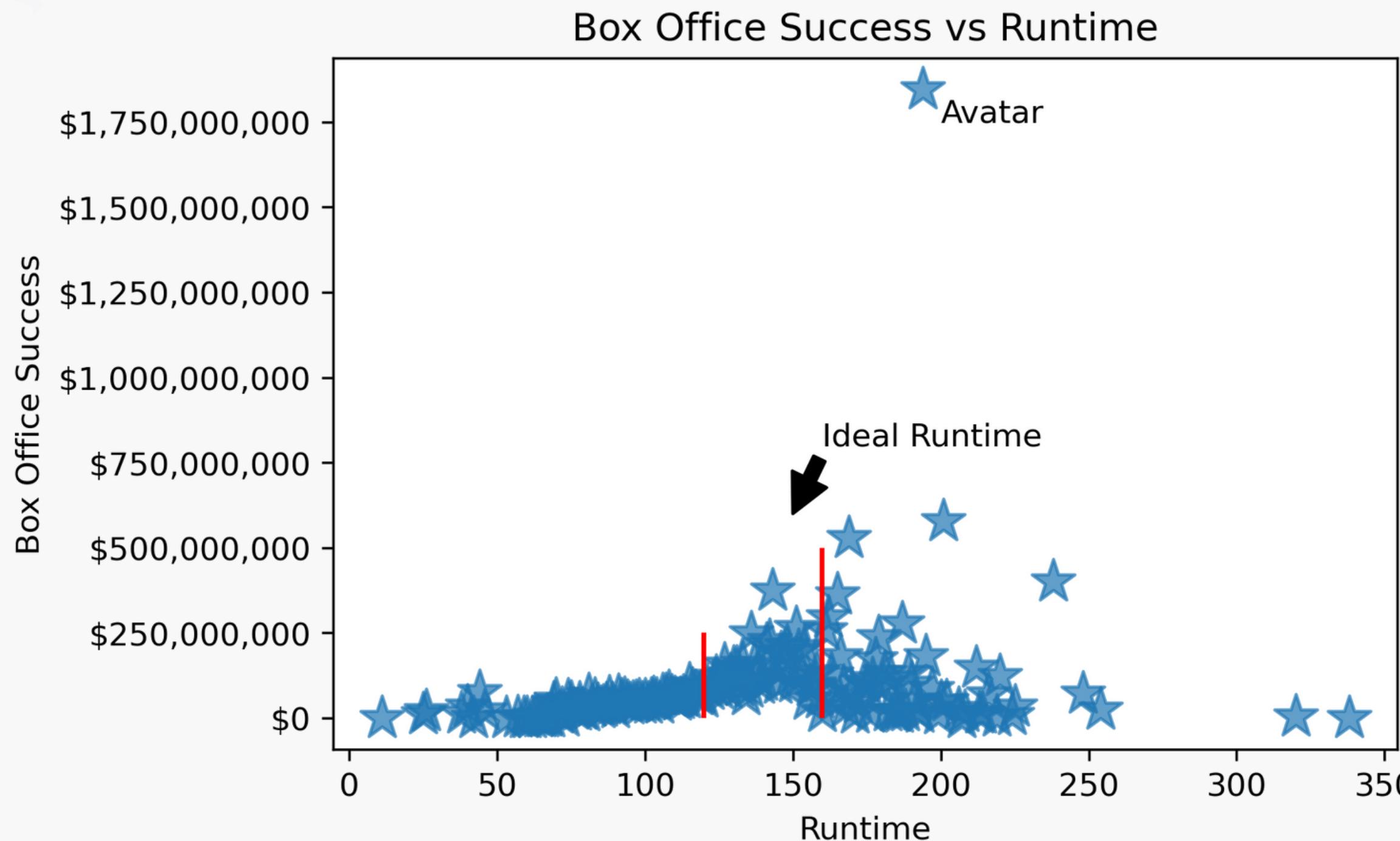
- Avatar - \$2.92 Billion
- Avengers: Endgame - \$2.79 Billion
- Avatar: The Way of Water - \$2.28 Billion
- Titanic - \$2.5 Billion
- Star Wars Ep. VII - \$2.07 Billion



Data Part 3 - Content insights: Movie ratings



Data Part 3 - Content insights: Movie runtime



Conclusion

Microsoft studios should develop a film based on a **highly engaged IP** under the Microsoft Umbrella with a:

- genre of **Action-Adventure**
- **PG or PG-13** rating
- **120 to 160** minutes runtime

Next steps:

- additional market research



ANY QUESTIONS?



XBOX

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TEAM

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THANK YOU

