MOVIE INDUSTRY ANALYSIS FOR MICROSOFT

To be or not to be

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INTRODUCTION

Industry Overview

- One of the thriving industry of modern times

- Experiencing a recent boom

- Streaming business is lucrative

- Seemingly every tech company is in

BUSINESS PROBLEM

Microsoft wants to get into movie business. They want recommendation.

Movie type that will

- Be profitable
- Increase Microsoft brand recognition

DATA PROCESSING METHODOLOGY

- Dataset sourced from IMDb and TMDb from 2015 to 2020 detailing
  - Movie financial data
  - Movie rating data
  - Movie production company
  - Movie genre information

- Focused analysis only on English language movie

- Dataset size after cleaning and processing: 1113
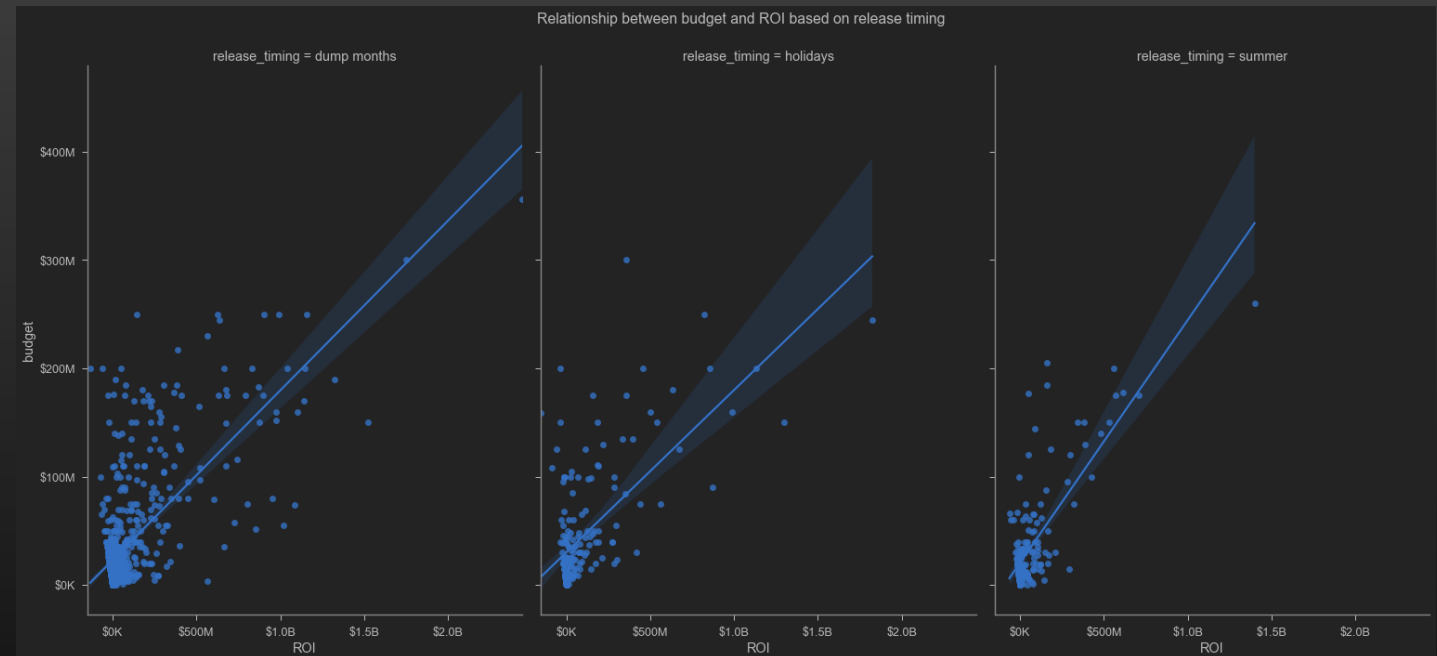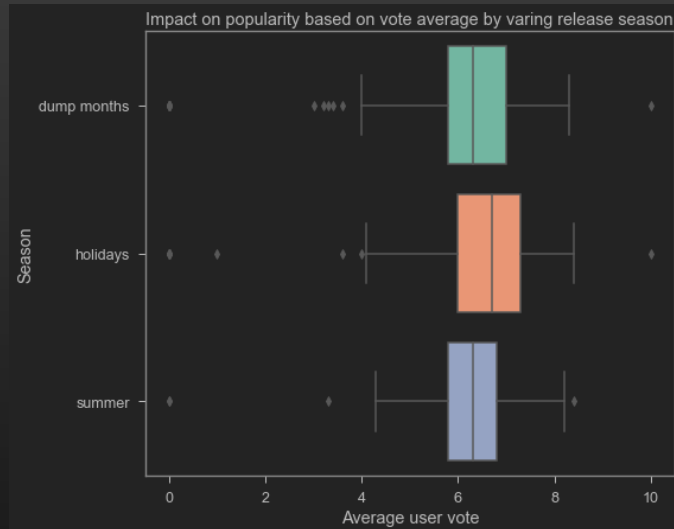
RECOMMENDATION

On seasonality of releases

On movie genres

On profitability of movie franchise

Focus for release schedule in the *holidays season*.

Impact on popularity based on vote average by varing release season

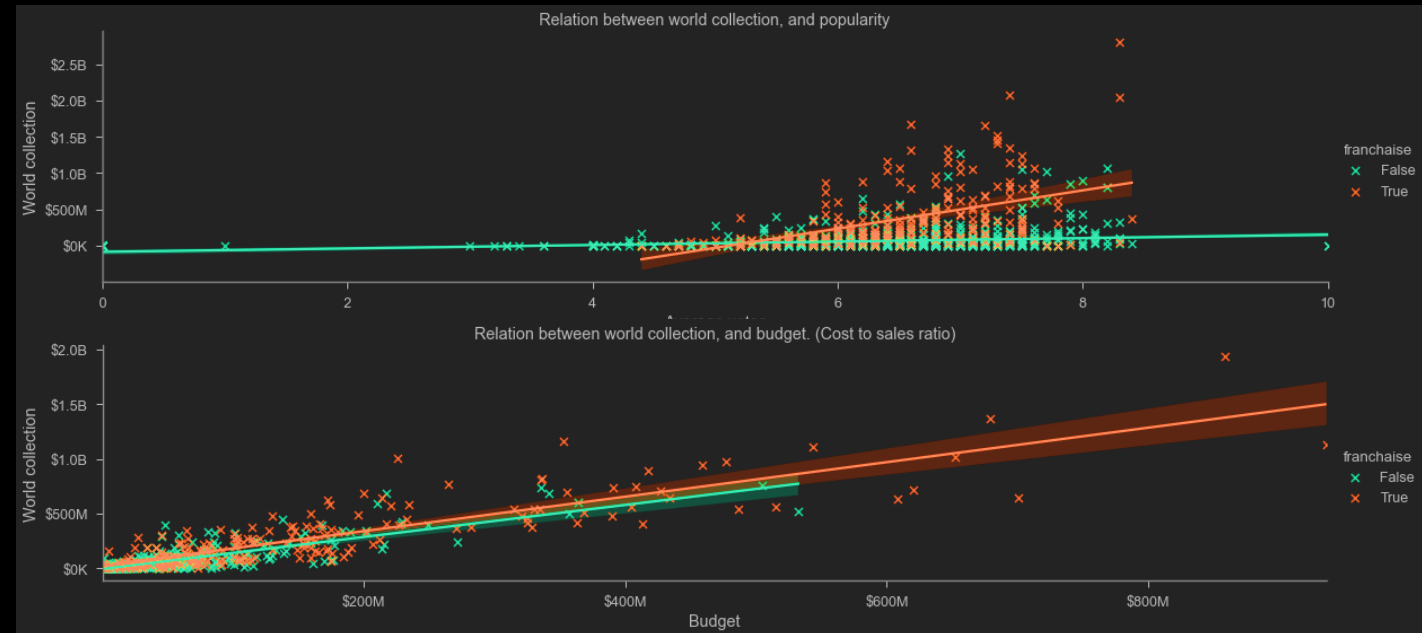Relationship between budget and ROI based on release timing

- Holiday movies are more popular
- Good for entering the market with a more favorable impression on people.

- Summer releases are more costly,
- But summer return is steeper.
- Number of movies beyond 500 million is less frequent
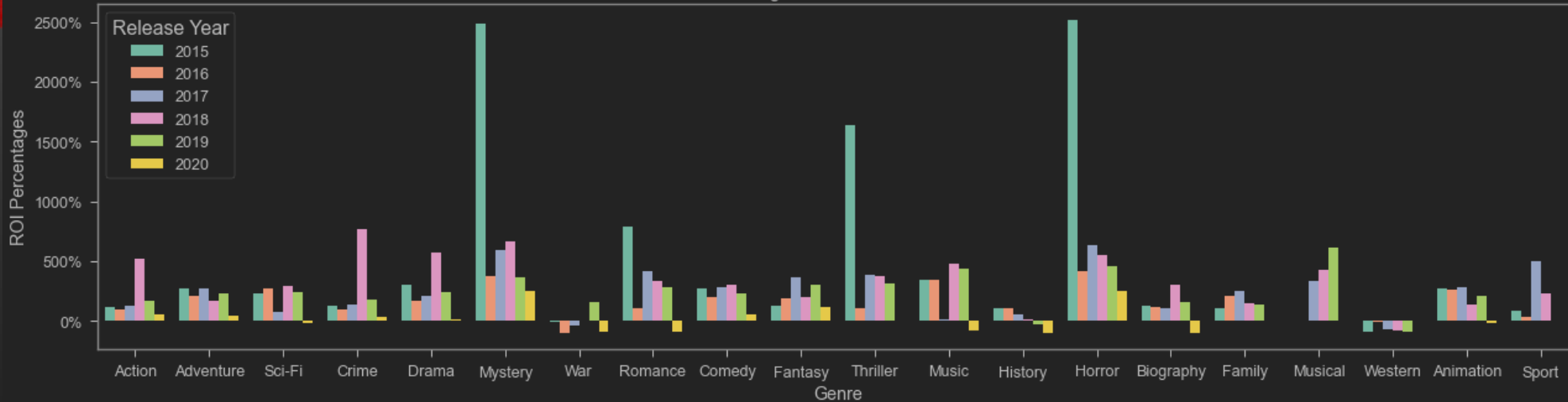
MOST SUCCESSFUL ONES

belongs_to_collection	ROI	world_collection	genres
Star Wars Collection	$1,823,455,919	$1,074,144,248	Action,Adventure,Fantasy
Jurassic Park Collection	$1,521,713,208	$1,310,464,680	Action,Adventure,Sci-Fi
The Lion King (Reboot) Collection	$1,397,870,986	$1,657,870,986	Adventure,Animation,Drama
The Fast and the Furious Collection	$1,325,255,622	$1,238,764,765	Action,Adventure,Crime
Frozen Collection	$1,300,026,933	$1,450,026,933	Adventure,Animation,Comedy
The Avengers Collection	$1,155,403,694	$1,405,403,694	Action,Adventure,Sci-Fi
Black Panther Collection	$1,147,597,973	$1,347,597,973	Action,Adventure,Sci-Fi
Minions Collection	$1,085,444,662	$1,159,444,662	Adventure,Animation,Comedy
The Incredibles Collection	$1,043,089,244	$1,243,089,244	Action,Adventure,Animation
Aquaman Collection	$988,485,886	$1,148,485,886	Action,Adventure,Fantasy
Captain Marvel Collection	$976,462,972	$1,128,462,972	Action,Adventure,Sci-Fi
Despicable Me Collection	$954,800,131	$1,034,800,131	Adventure,Animation,Comedy
Captain America Collection	$903,561,649	$1,153,561,649	Action,Adventure,Sci-Fi
Toy Story Collection	$898,394,593	$1,073,394,593	Adventure,Animation,Comedy
Jumanji Collection	$872,174,450	$800,059,707	Action,Adventure,Comedy

Relation between world collection, and popularity

Relation between world collection, and budget. (Cost to sales ratio)

- None of them fall into a single genre
- Franchised movies are often more popular
- Greater success in international market.

MOVIE GENRE SELECTION
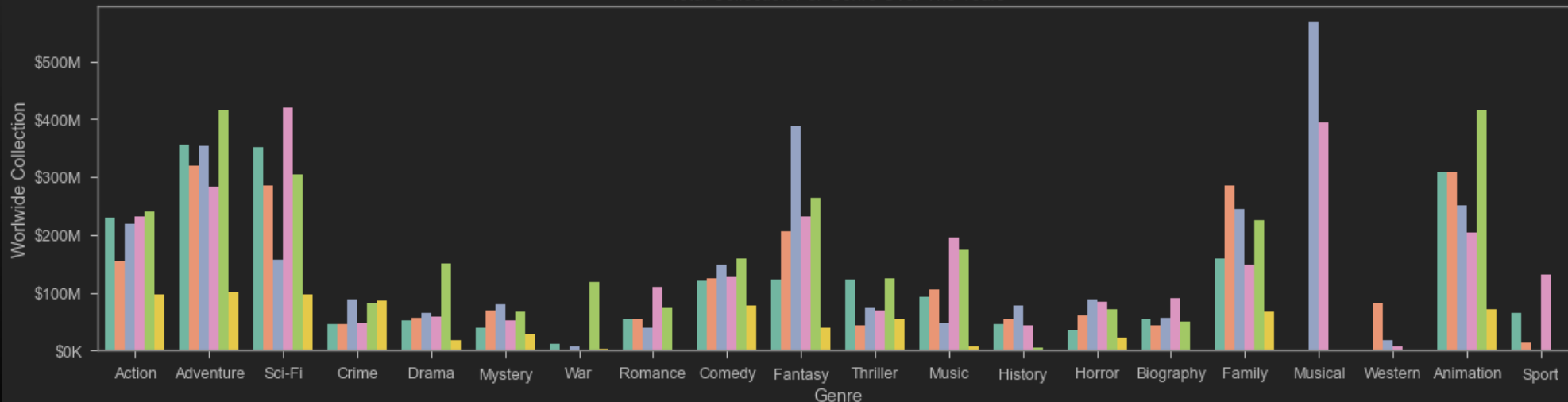

- Any one, or combination of
  - **Action**
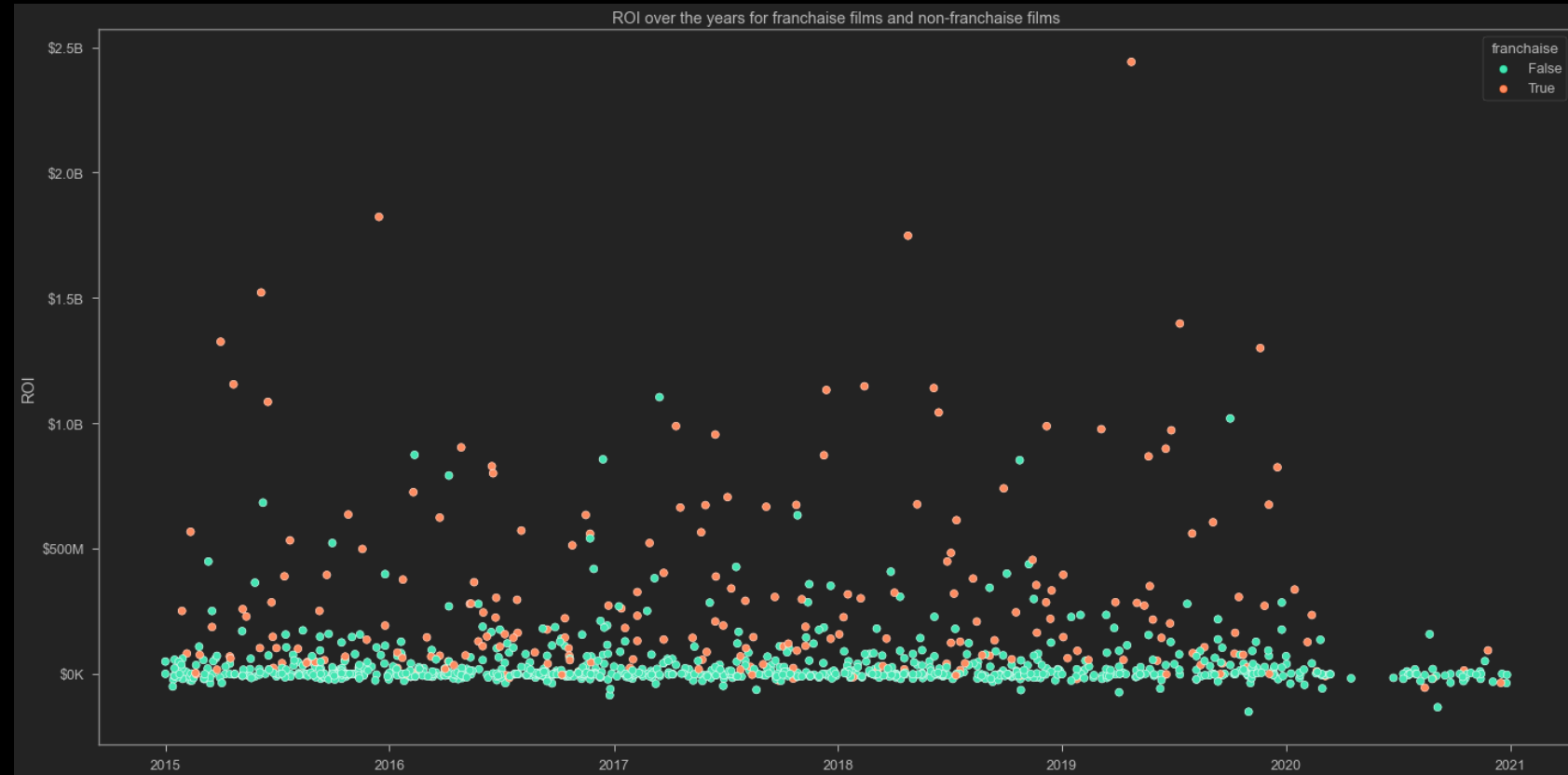 - **Adventure**
  - **Animation**

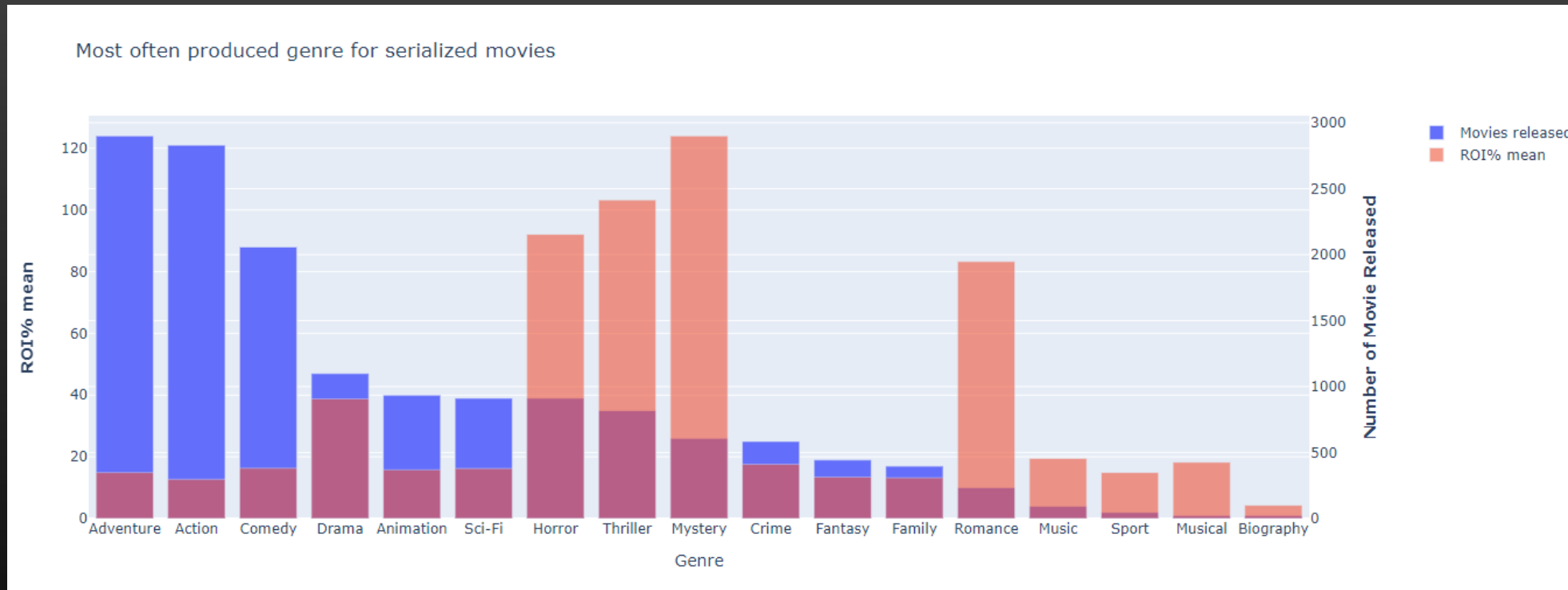- Avoid
  - **Western**
  - **War**
  - **History**

The most successful movies doesn't belong to a single genre.

SHOULD WE FOCUS ON SERIALIZATION

- Short answer:
  - Definitely

- Franchised movies are consistently outperforming
- Franchised movies rarely flop

ROI over the years for franchaise films and non-franchaise films

Most often produced genre for serialized movies

- Adventure, Action, Comedy market is relatively less saturated with high return percentage.
- Drama is highly saturated genre.
- Horror, Thriller, Mystery release count is higher with higher mean return percentage.

CONCLUSION

Release movie in the holidays season

Make a movie in Action-Adventure-Animation genre

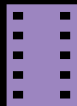Aim to establish a cinematic universe where serialized movies can be produced.

NEXT STEPS

Performance of **other** language movies and markets.

Movie's performance in **home and international market**.

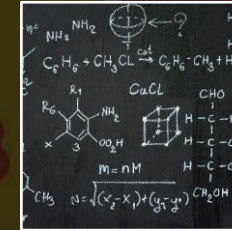Recommending **lead director**.

Recommending **movie cast** by on genre.
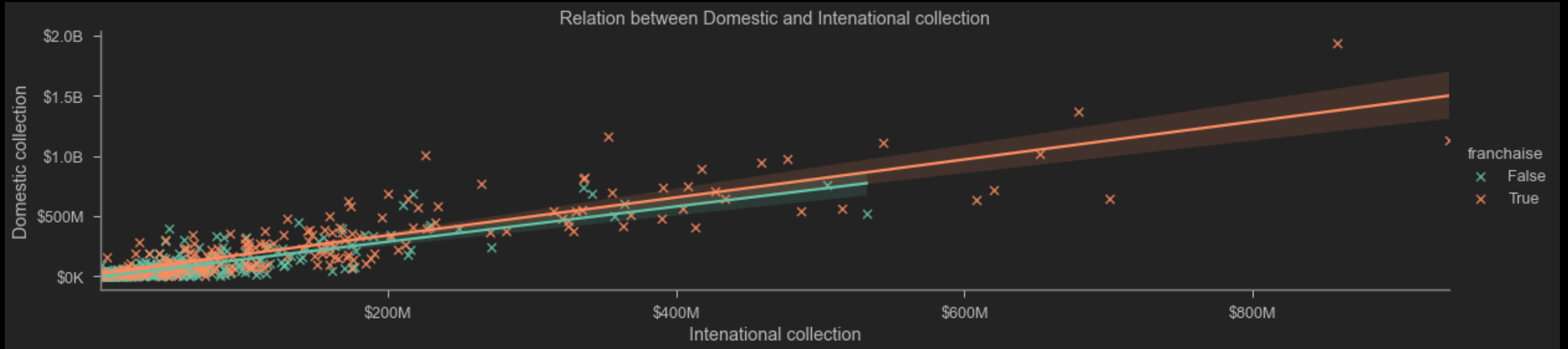
THANK YOU !!!

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LinkedIn:
linkedin.com/in/tamjidahsan/

Project repo:
https://github.com/tamjid-ahsan/dsc-phase-1-project

APPENDIX

Relation between Domestic and Intenational collection

DOMESTIC V INTERNATIONAL