

# MOVIE INDUSTRY ANALYSIS FOR MICROSOFT

To be or not to be

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# INTRODUCTION

## Industry Overview

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- 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
- Boost Microsoft brand

# DATA PROCESSING METHODOLOGY

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- 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

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On probability of success based on seasonality of releases

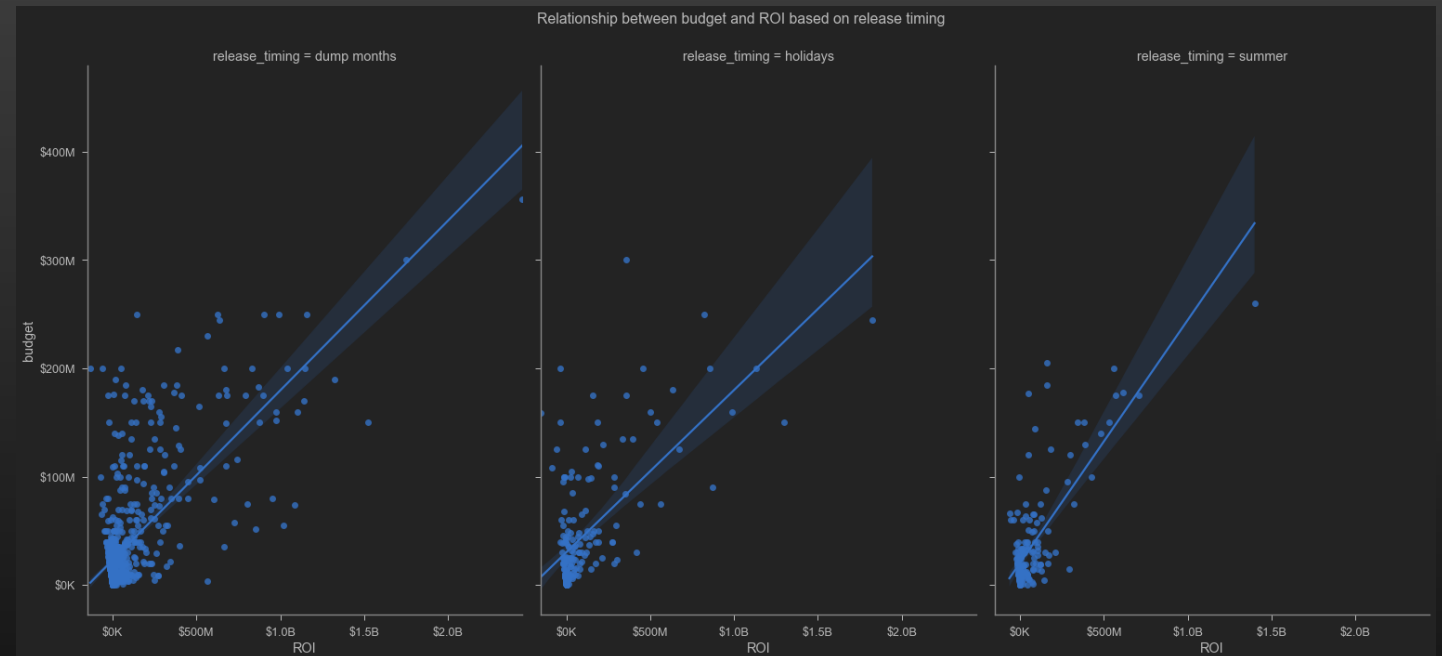
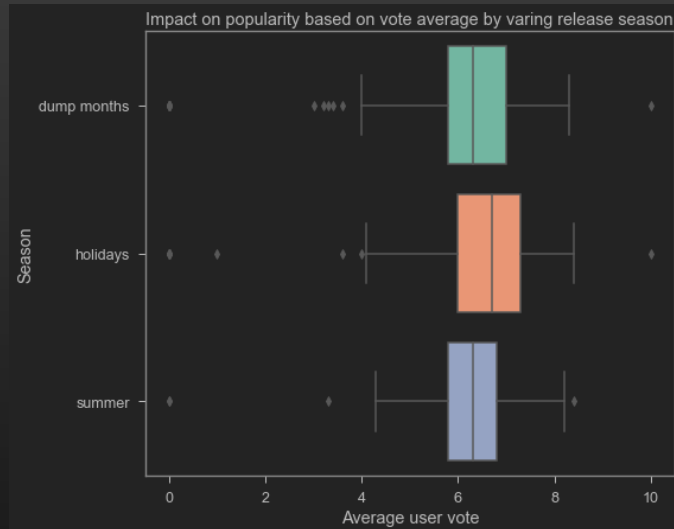
On movie genres

Based on profitability of movie franchise



# WHEN TO RELEASE

Focus for release schedule in the *holidays season*.



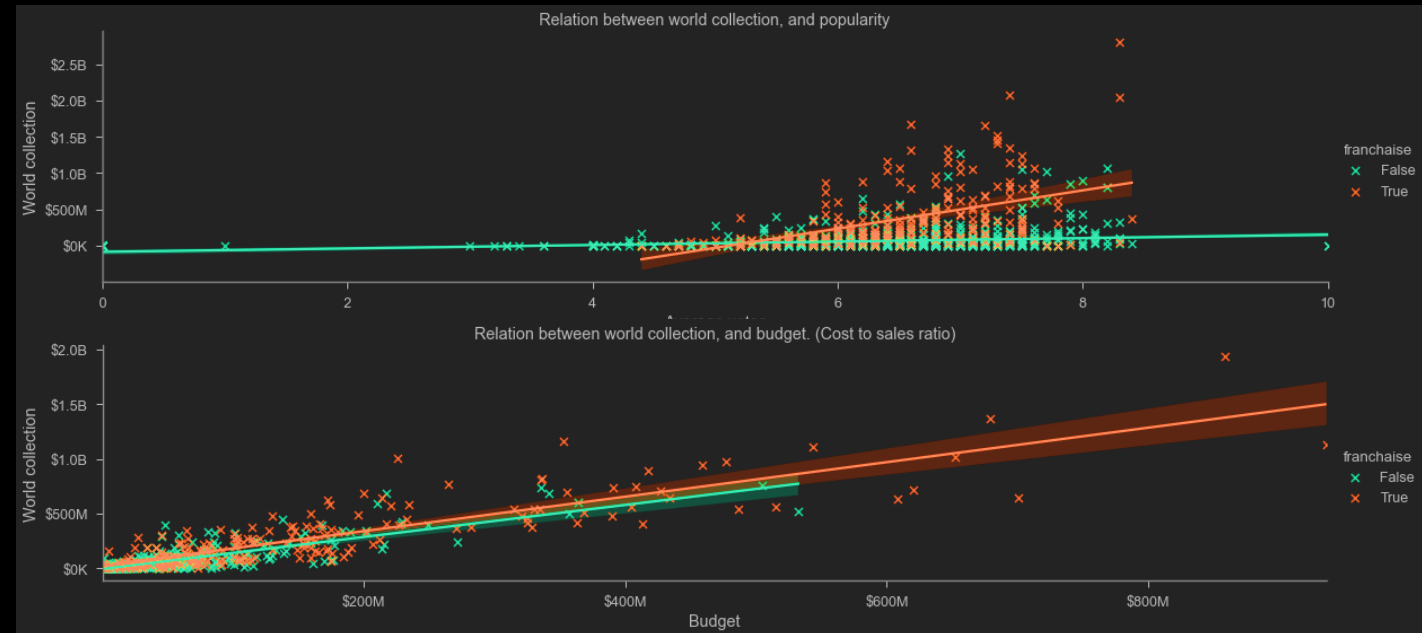
- Holiday movies are more popular
- Good for entering the market with a more favorable impression on people.

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



# MOST SUCCESSFUL ONES

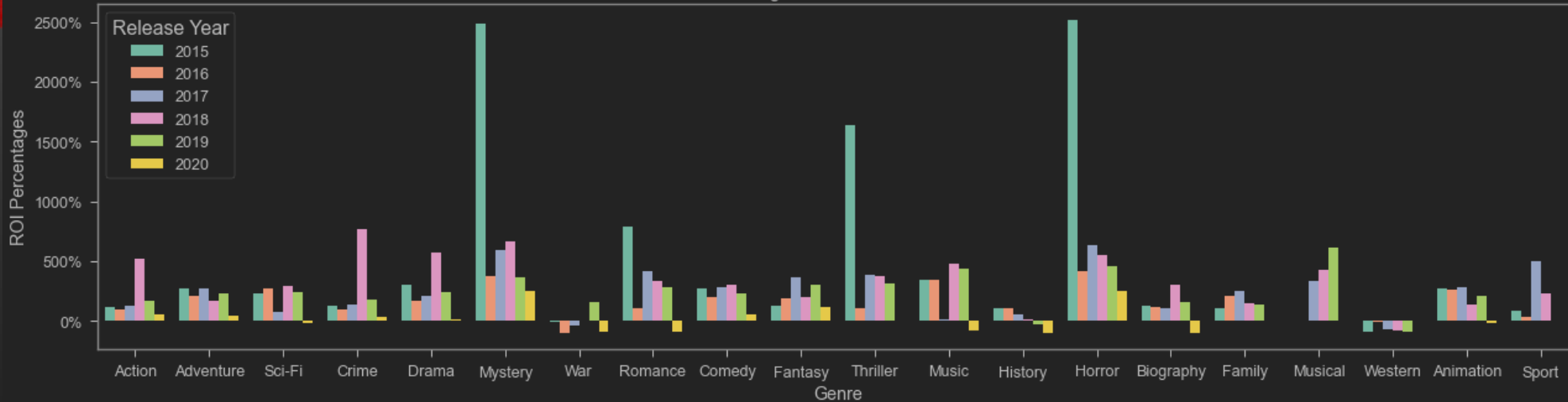
belongs_to_collection	ROI	world_collection	genres
Star Wars Collection	\$1,823,455,919	\$1,074,144,248	Action,Adventure,Fantasy
Jurassic Park Collection	\$1,521,713,208	\$1,310,464,680	Action,Adventure,Sci-Fi
The Lion King (Reboot) Collection	\$1,397,870,986	\$1,657,870,986	Adventure,Animation,Drama
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



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

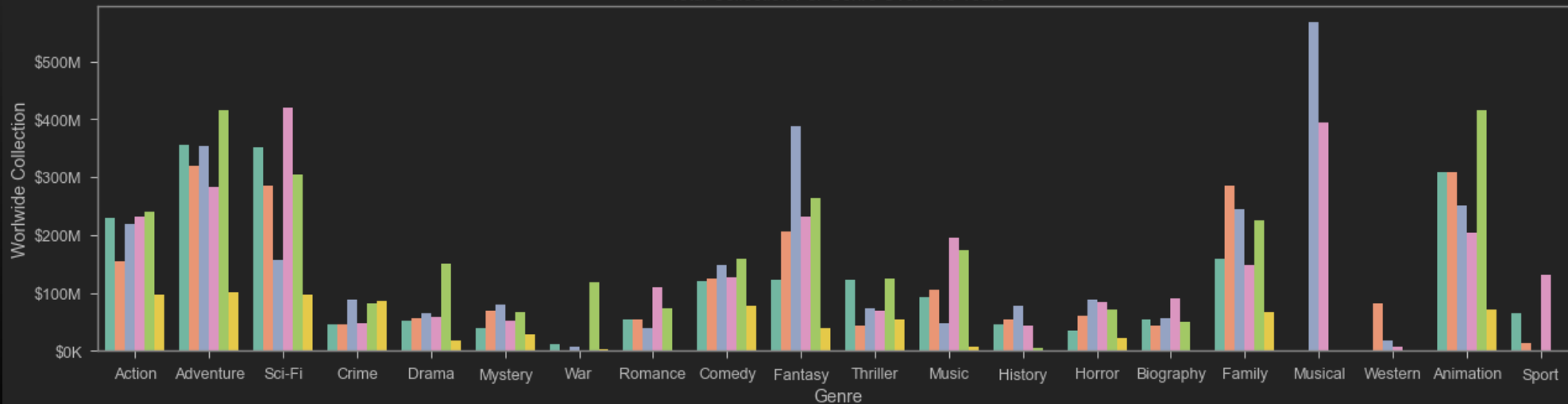
# MOVIE GENRE SELECTION

ROI Percentages Per Genre Over The Years



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

Total Collection Per Genre Over The Years



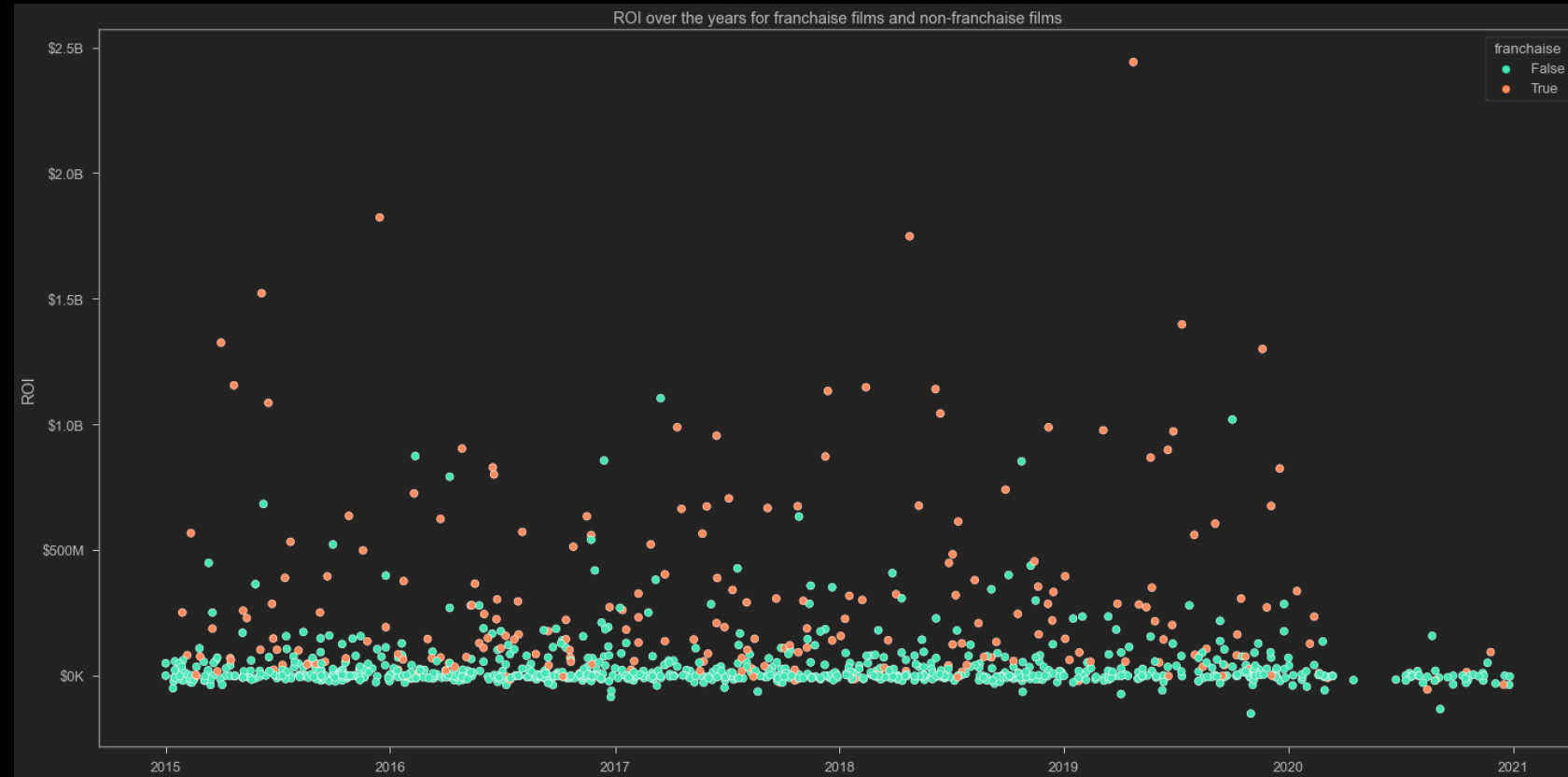
- Avoid
  - **Western**
  - **War**
  - **History**

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

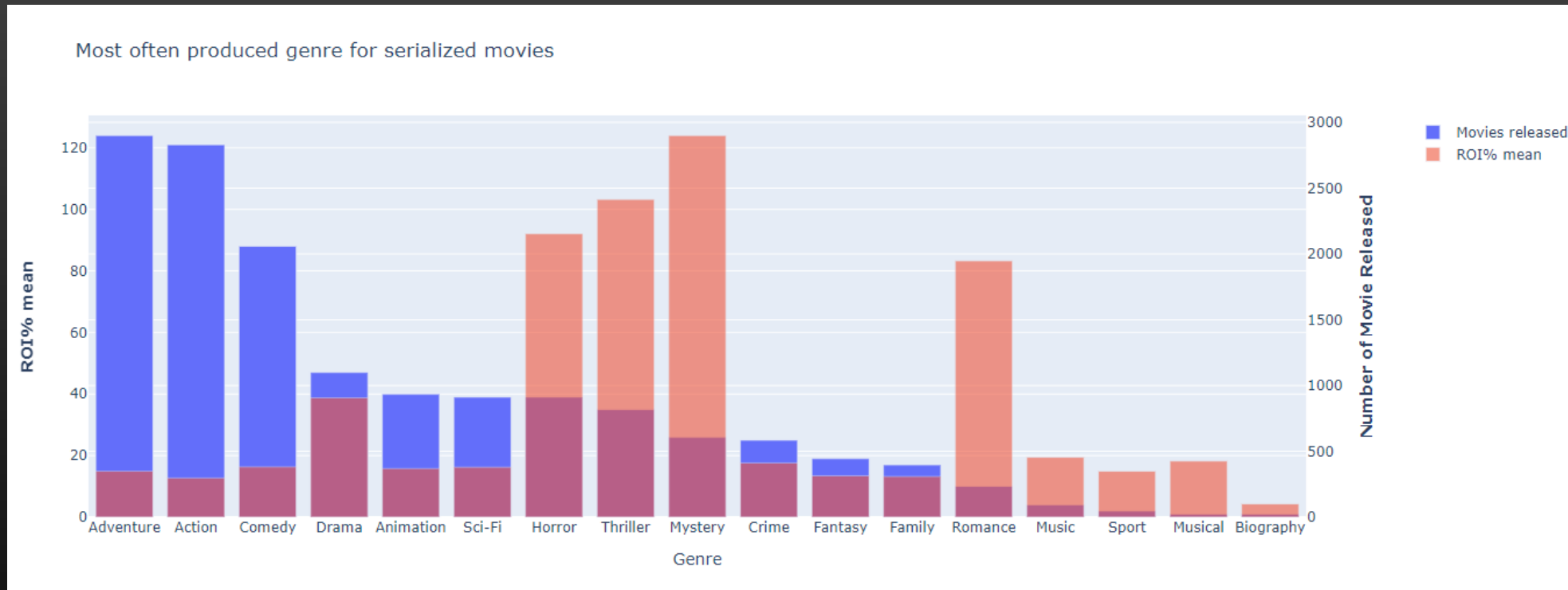


# SHOULD WE FOCUS ON SERIALIZATION

- Short answer:
  - Definitely
- Franchised movies are consistently outperforming
- Franchised movies rarely flop



# SHOULD WE FOCUS ON SERIALIZATION THEN WHICH GENRE



- Adventure, Action, Comedy market is saturated.
- Horror, Thriller, Mystery release count is lower 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



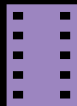
Performance of **other** language movies and markets.



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

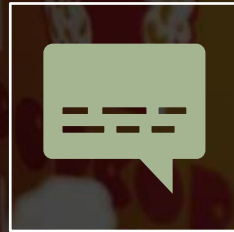


Recommending **lead director**.

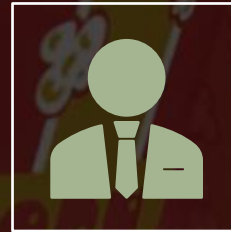


Recommending **movie cast** by on genre.

# THANK YOU !!!



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