

# Microsoft Enters the Movie Business

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(2022, A Streaming Odyssey)

# Overview

- Digital distribution became dominant in 2020 ([MPA](#) pg 7.)
- Microsoft is creating a new streaming platform
- There's tons of available movie data (IMDB, Rotten Tomatoes, etc...)
- How should we use data to steer our platform and film production?

# Understanding the problem

## Endless Choices

- Which genre?
- Which directors?
- Which actors?
- Which writers?
- Which budget?

## Which things matter?

- What is profitable?
- How much do ratings matter?
- What should steer decision-making?

## How is risk avoided?

- Filmmaking is a risk
- What are the big mistakes?
- Which things are least profitable?
- Should some writers and directors be avoided?

**Objective:**

**Answer these questions with data.**

# Data

Data on over 100,000 films across  
three databases

Financial info on over 5000 films

Over 70000 IMDB reviews

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# Methods

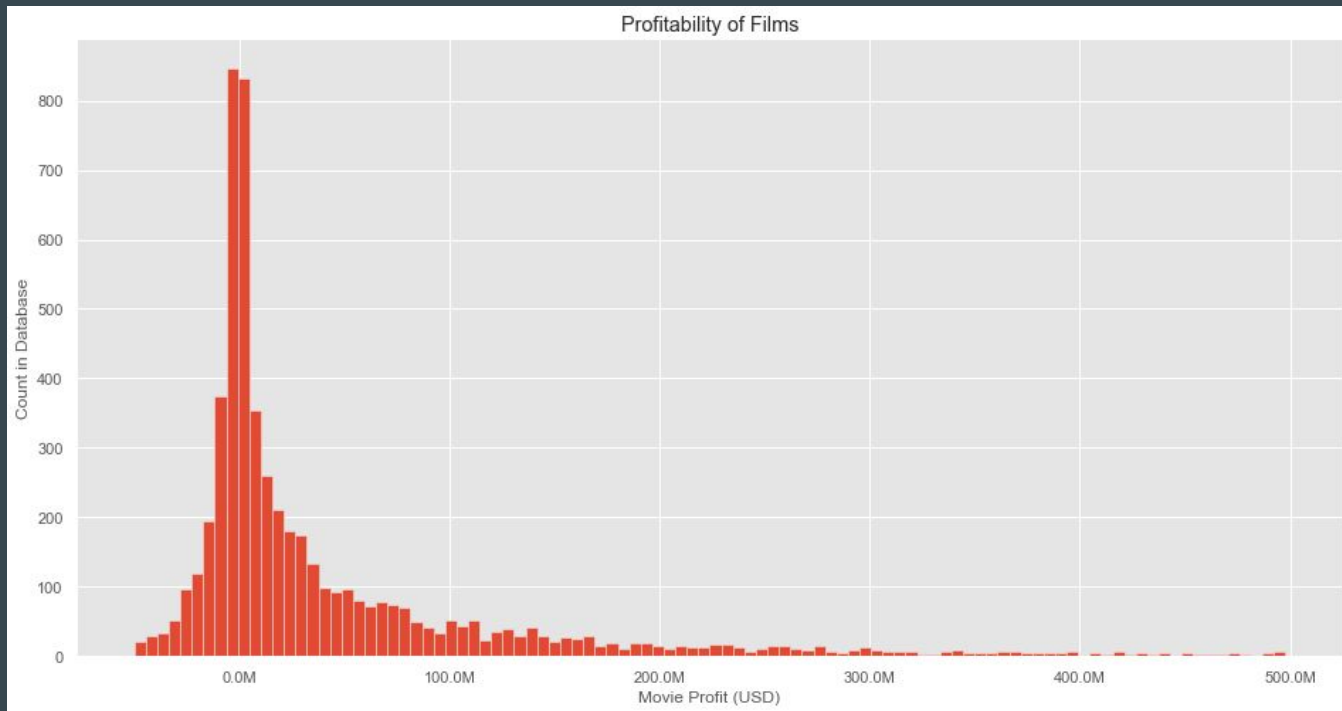
## Working with Data

- Data Cleaning and Processing using Python and Pandas
- Exploratory Data Analysis
- Integrating multiple databases (SQL and .TSV)
- Deriving higher-level metrics

## Developing Insights

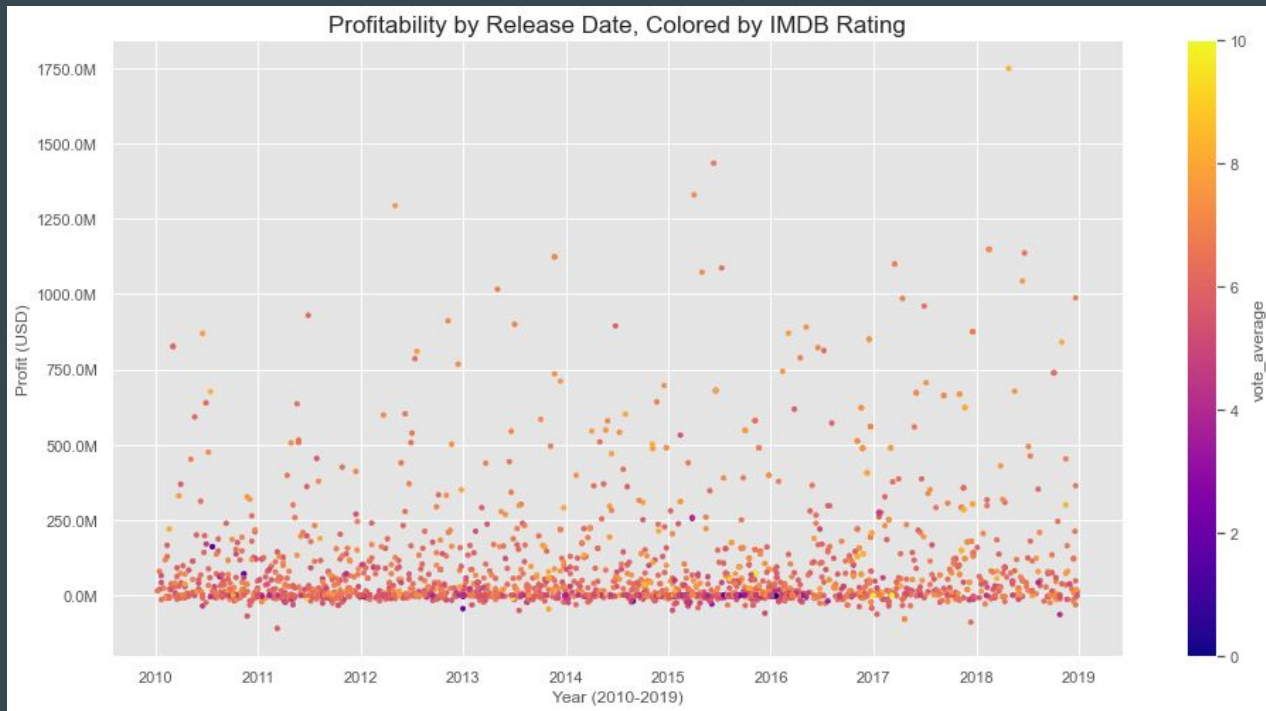
- Finding Notable Correlations
- Clarifying the picture of success
- Asking and Answering Questions
- Visualizing and communicating using Matplotlib and Seaborn

# Findings



Many, many films lose money. Smash Successes are exponentially profitable. Quality matters and is rewarded.

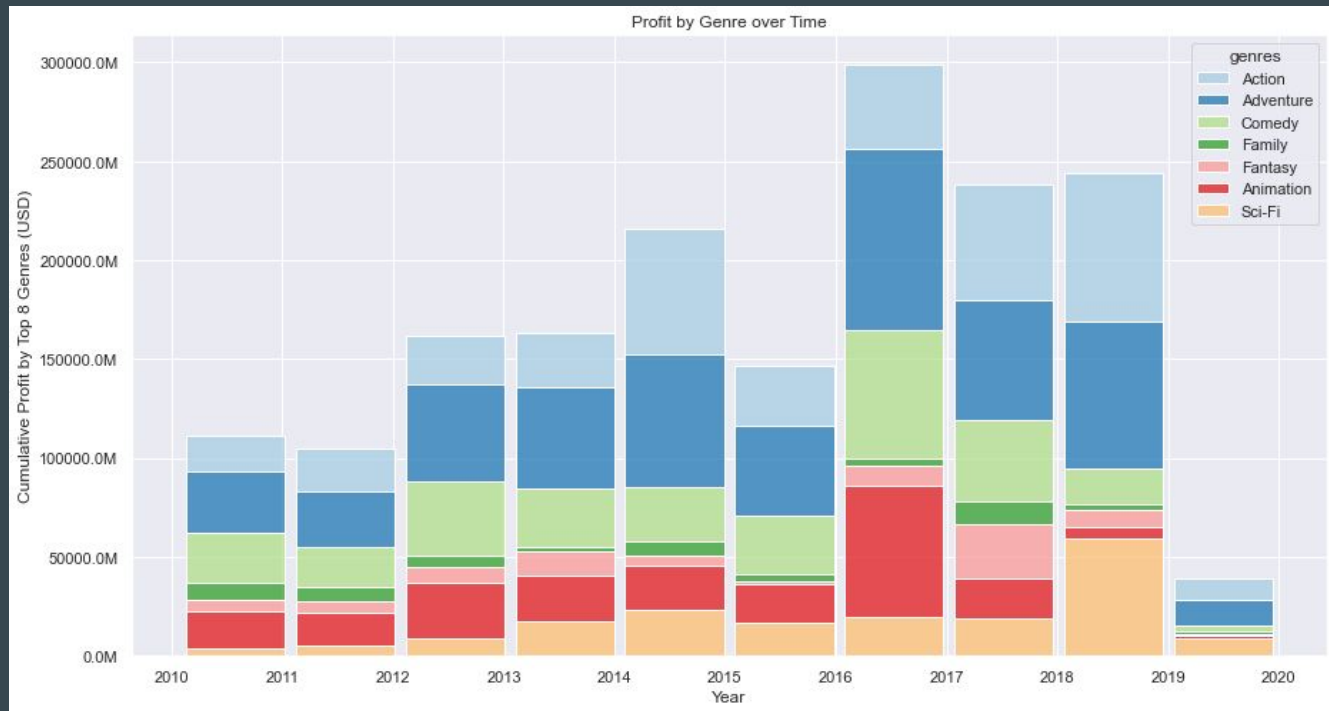
# Findings



Films are not getting more profitable over time.

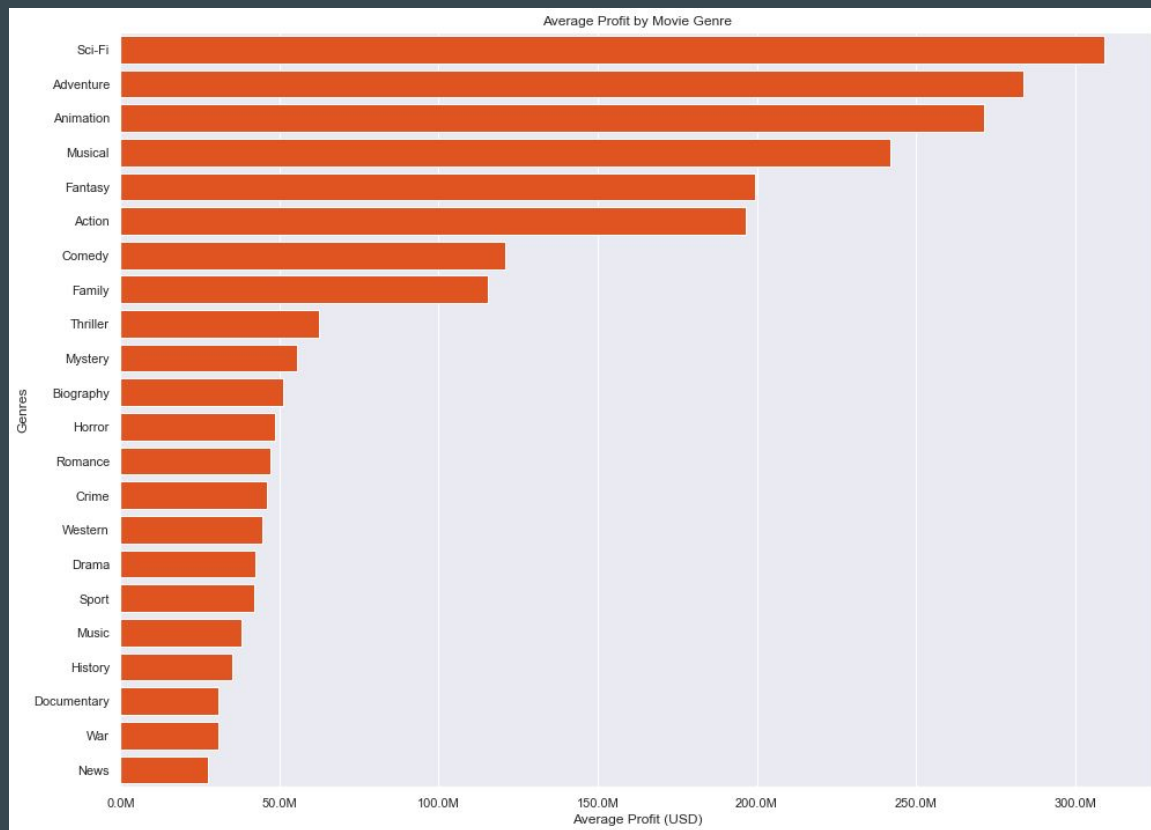


# Findings



Science Fiction is a recently successful genre.  
Action/Adventure are consistent.

# Findings



Science Fiction is the most profitable genre to create,  
followed by adventure and animation.

# Conclusions

## Go Big

- Make fewer, higher-quality productions. The industry is carried by the runaway successes.

## Quality Creators

- Seek out quality writers and directors. Work to avoid bad ones.

## Consider all the factors

- Rating, runtime, and genre all impact profitability.

## Pick Good Genres

- Make Science Fiction

# Conclusions

Not all writers and directors are created equal. There is a huge difference between a good director and a bad one.

Higher production budgets tend to create more profitable films.

Don't try to make Shakespeare adaptations.

## Future Analytics Work:

- Collect more data on production companies and collaboration networks
- Larger financial dataset
- More analysis of up-and-coming names, predictive analytics to predict career trajectories

# Thank you! Questions?



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