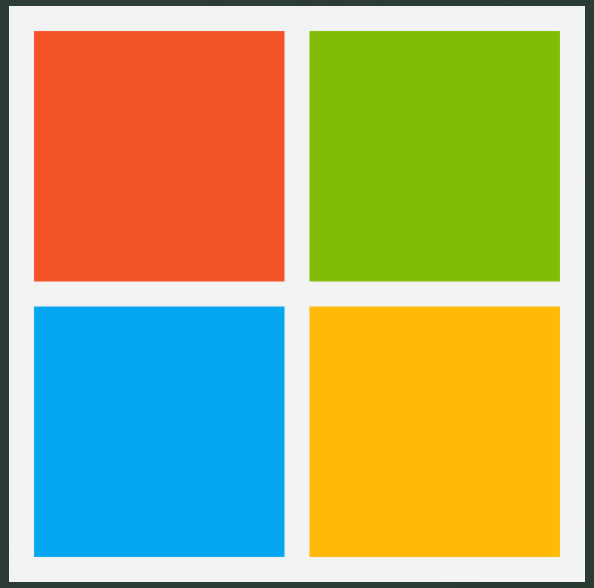


Troy Hendrickson, Data Scientist

Microsoft Movies Inc.

Agenda

- Overview
- Business Understanding
- Data Source
- Data Analysis
- Recommendations
- Next Steps and Questions

Overview

Overview

- What do we produce?
- EDA (Exploratory Data Analysis)
- Recommendations and Questions

Business Understanding

Business Understanding

- What genre's stand out to consumers?
- During what season should a movie premiere?
- Who is our competition?

Data Source

Data Source

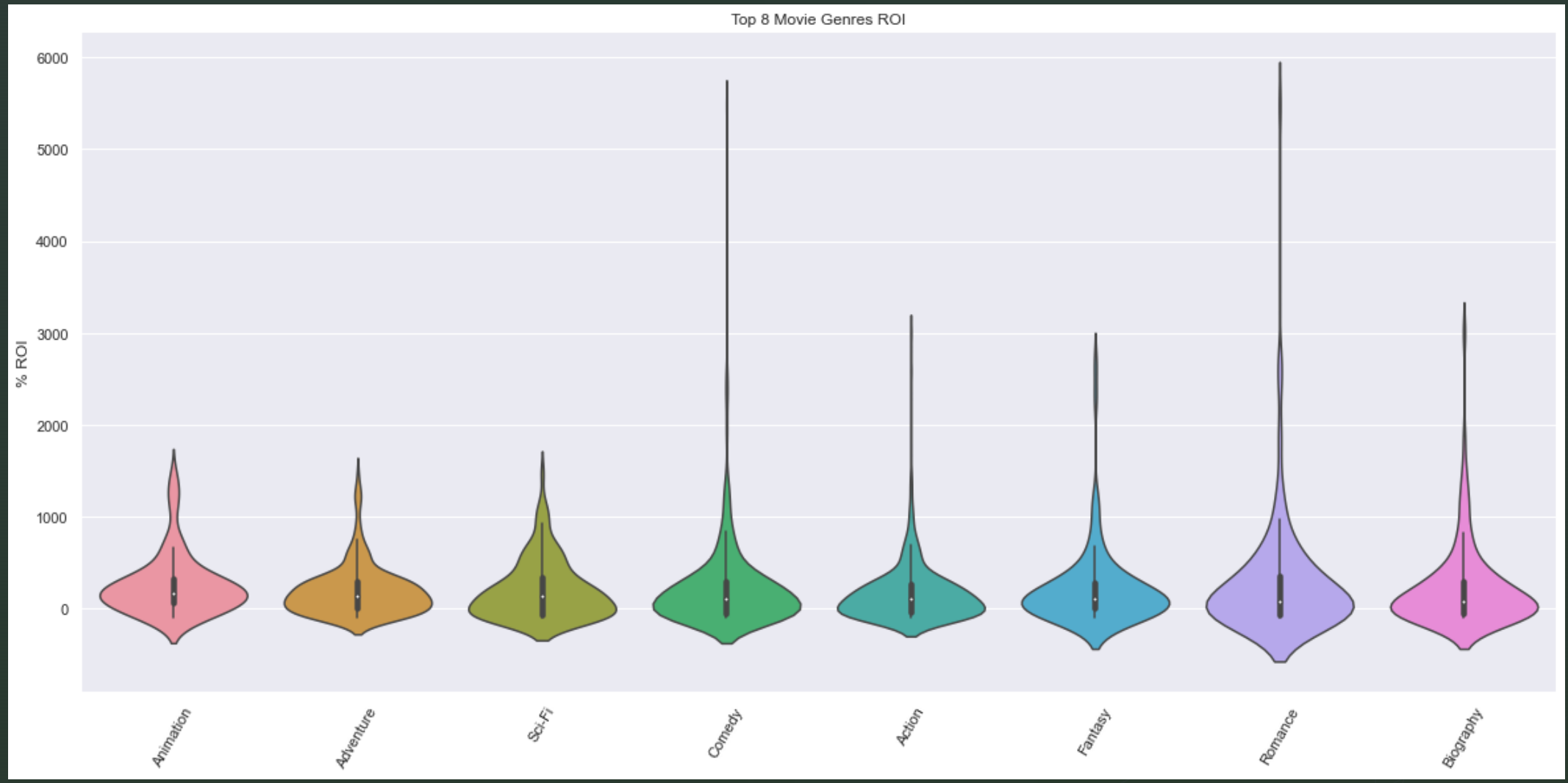
Data Analysis

Data Analysis

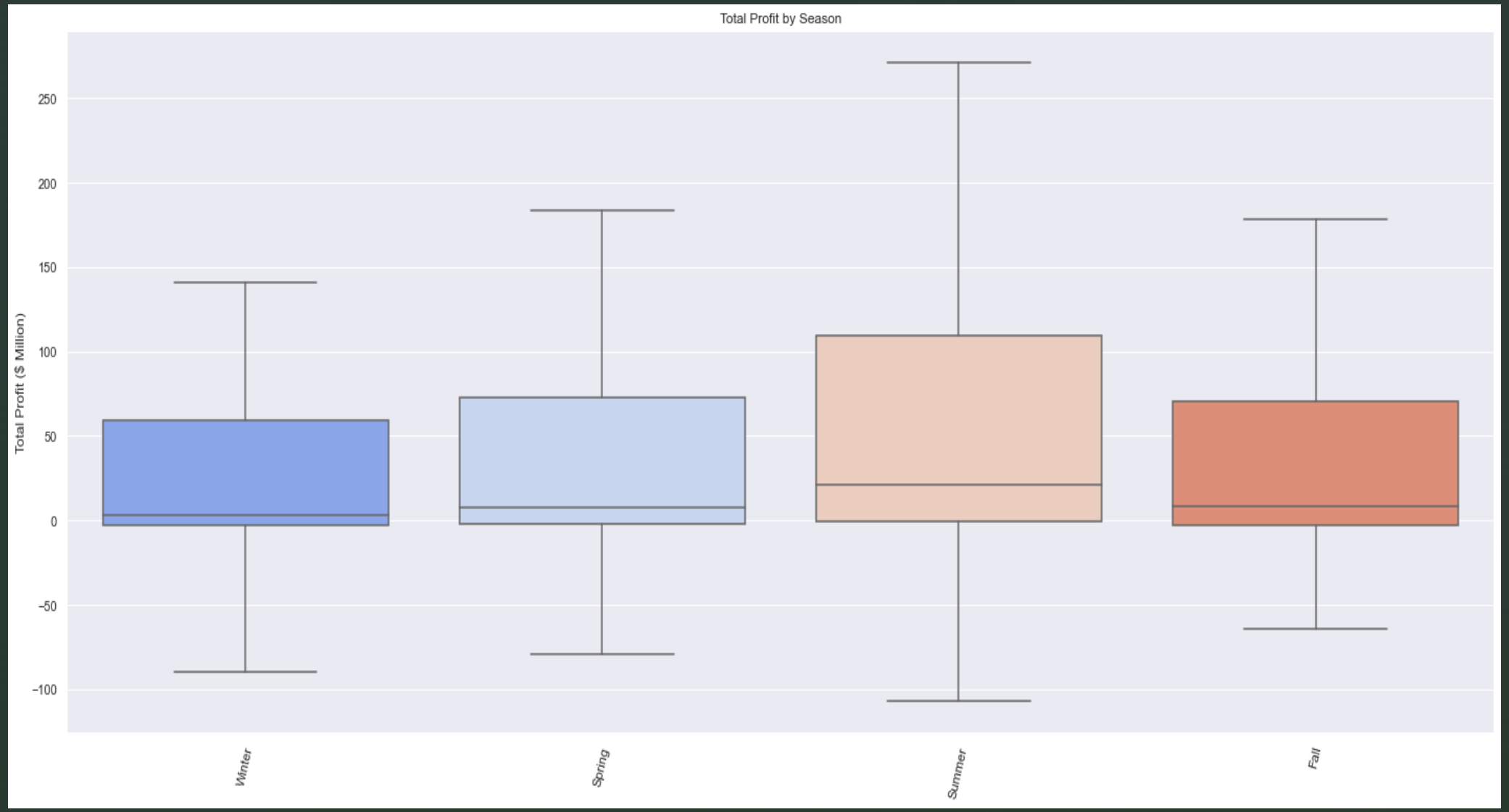
- Return on Investment (ROI) % = Total Profit X 100 / Production Budget
- Total Profit = Worldwide Revenue – Production Budget

Movie Genres

Movie Genre

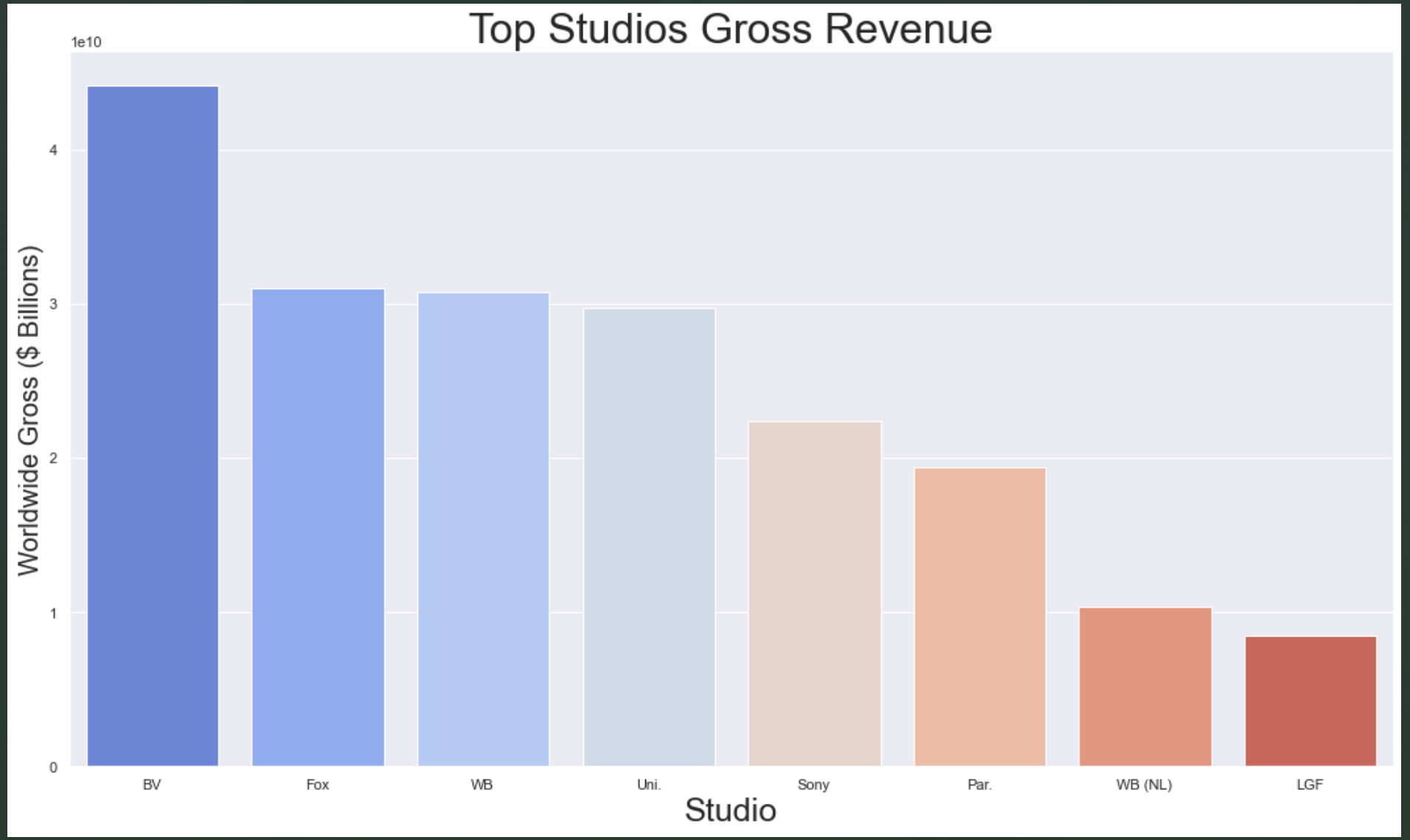

Top 8 Movie Genres ROI
% ROI
6000
5000
4000
3000
2000
1000
0
Animation
Adventure
Sci-Fi
Comedy
Action
Fantasy
Romance
Biography

Total Profit



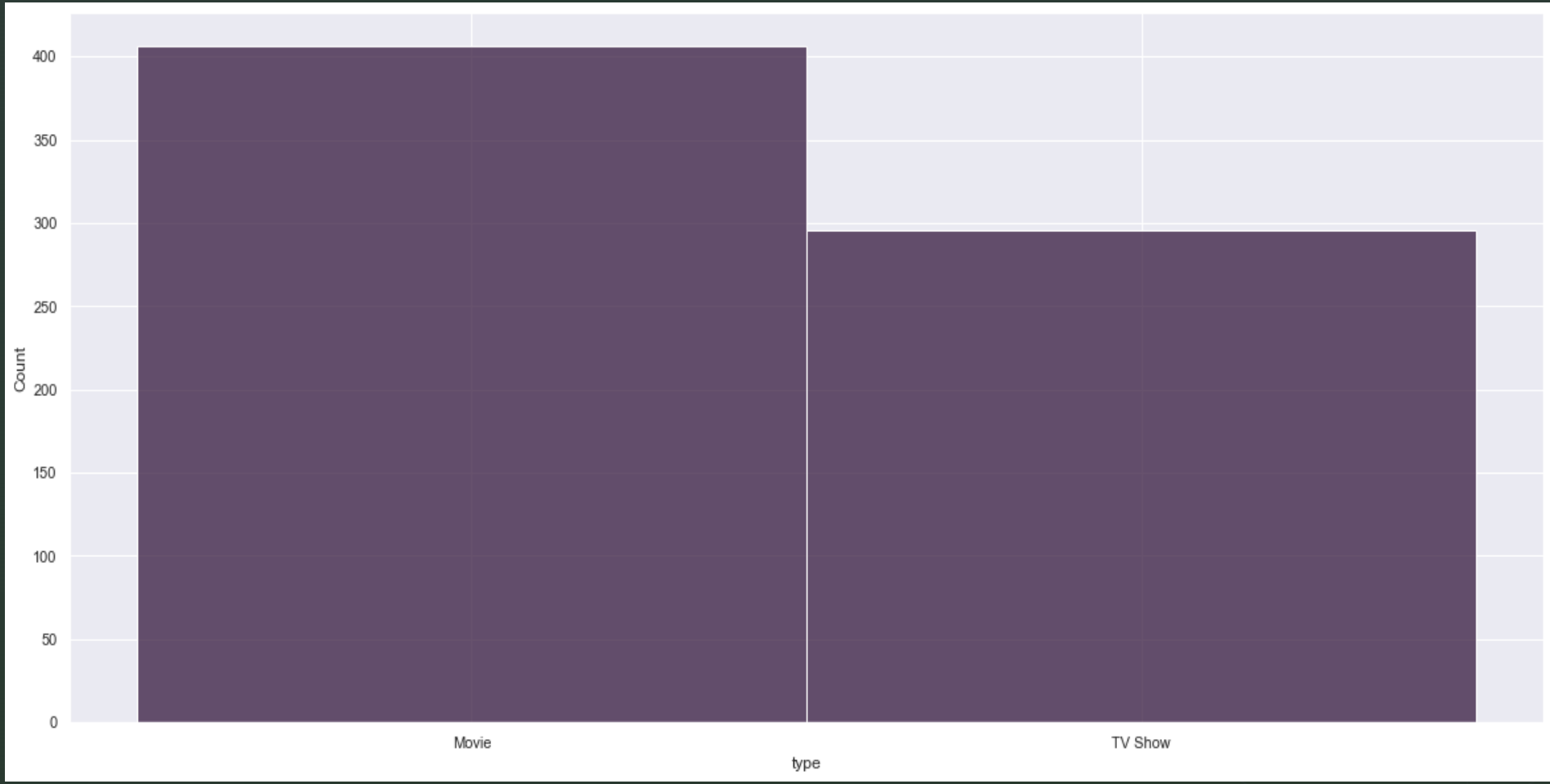
- What does our competition look like?

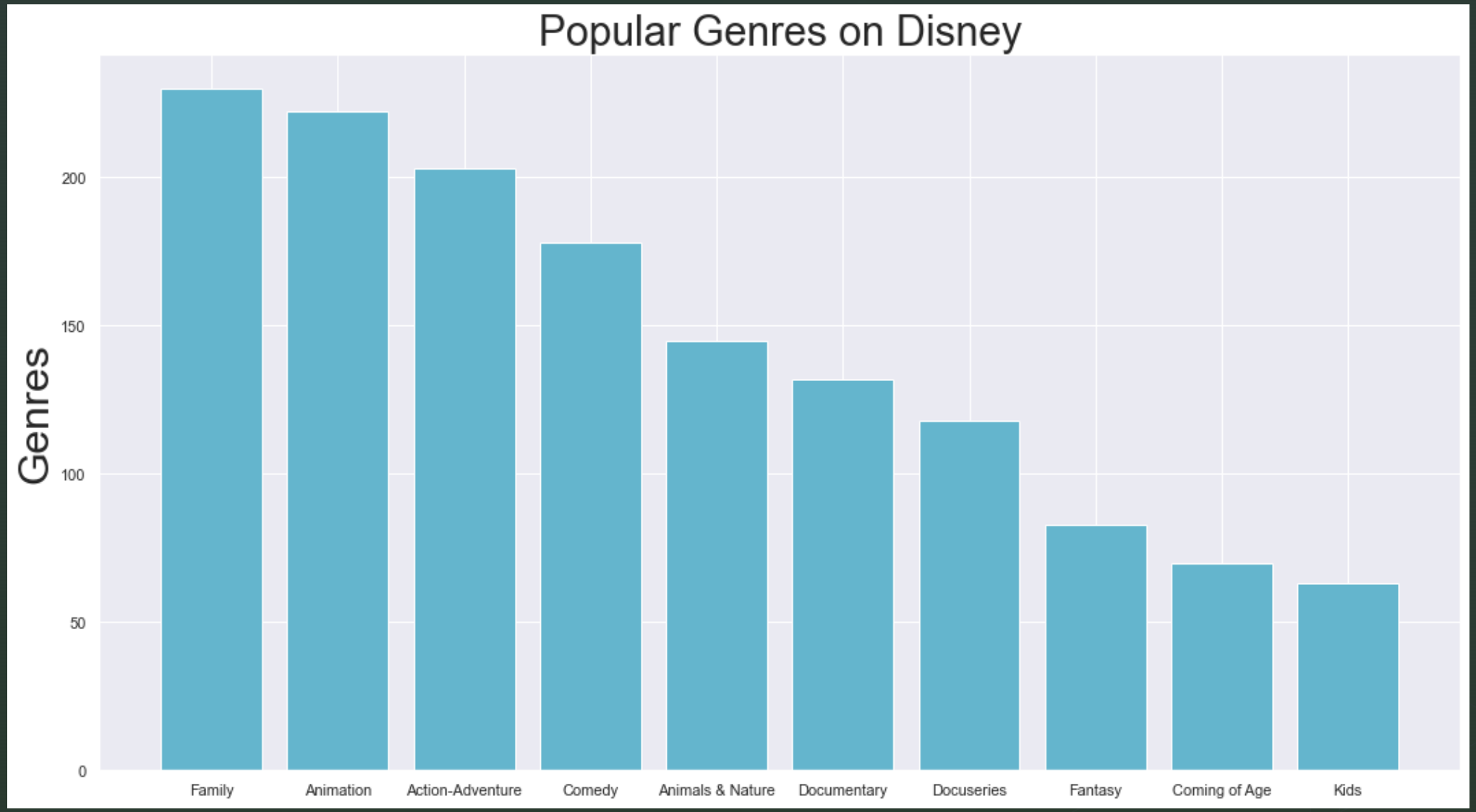
What does our competition look like?



Our Top Competitor

Disney

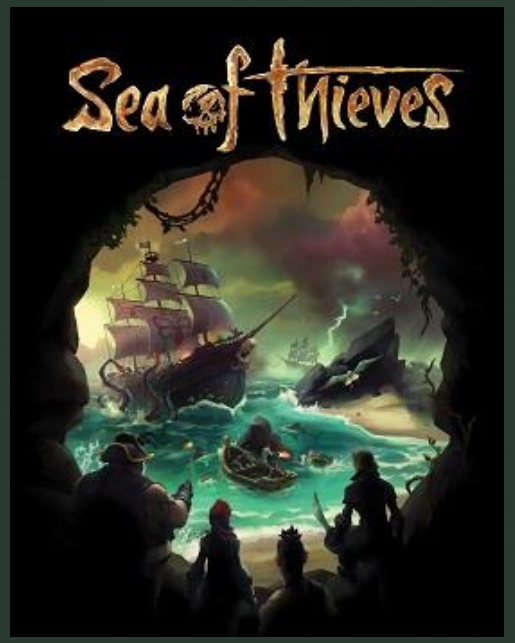



Popular Genres on Disney
Genres
200
150
100
50
0
Family
Animation
Action-Adventure
Comedy
Animals & Nature
Documentary
Docuseries
Fantasy
Coming of Age
Kids

Recommendations

- Lean towards Animation, Adventure, Sci-Fi
- Premiere during the Summer
- Pay attention to competition, maybe future partnership?

Xbox Exclusives



Next Steps

- The difference in ratings between movies premiered on streaming platforms vs. theater
- Include difference in the runtime of movies vs. Ratings
- Are limited series tv shows more popular? More opportunity? Cost?

Questions?

Thank You

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