



Microsoft Movie Studio

Microsoft enters the movie market



Long gone has the time when IMAX, PVR dominated the screening of movies. Genres of various kinds can be found on streaming services as part of the monthly subscription business. Streaming originals has been the go-to in the recent movie trends. Movie reviewing websites help tons in selecting the genres and trends.



Summary

Streaming giants have taken over the throne. Netflix, Hulu, HBO Max are dominating the industry. Enter the market with guns blazing



Outline

This presentation consists of 5 parts:

- Business Problem
- Data
- Methods
- Results
- Conclusions



Business Problem

Venturing into the movie market, Microsoft has a choice of making original video content just like Netflix and Hulu does. As a beginner in this industry, Microsoft needs to find out the recent trends in the movie industry, and the popularity of movies as seen on IMDB, Rotten Tomatoes and TMDB. The solution is to analyse the data and help the head of Microsoft's new movie studio to make business decisions..

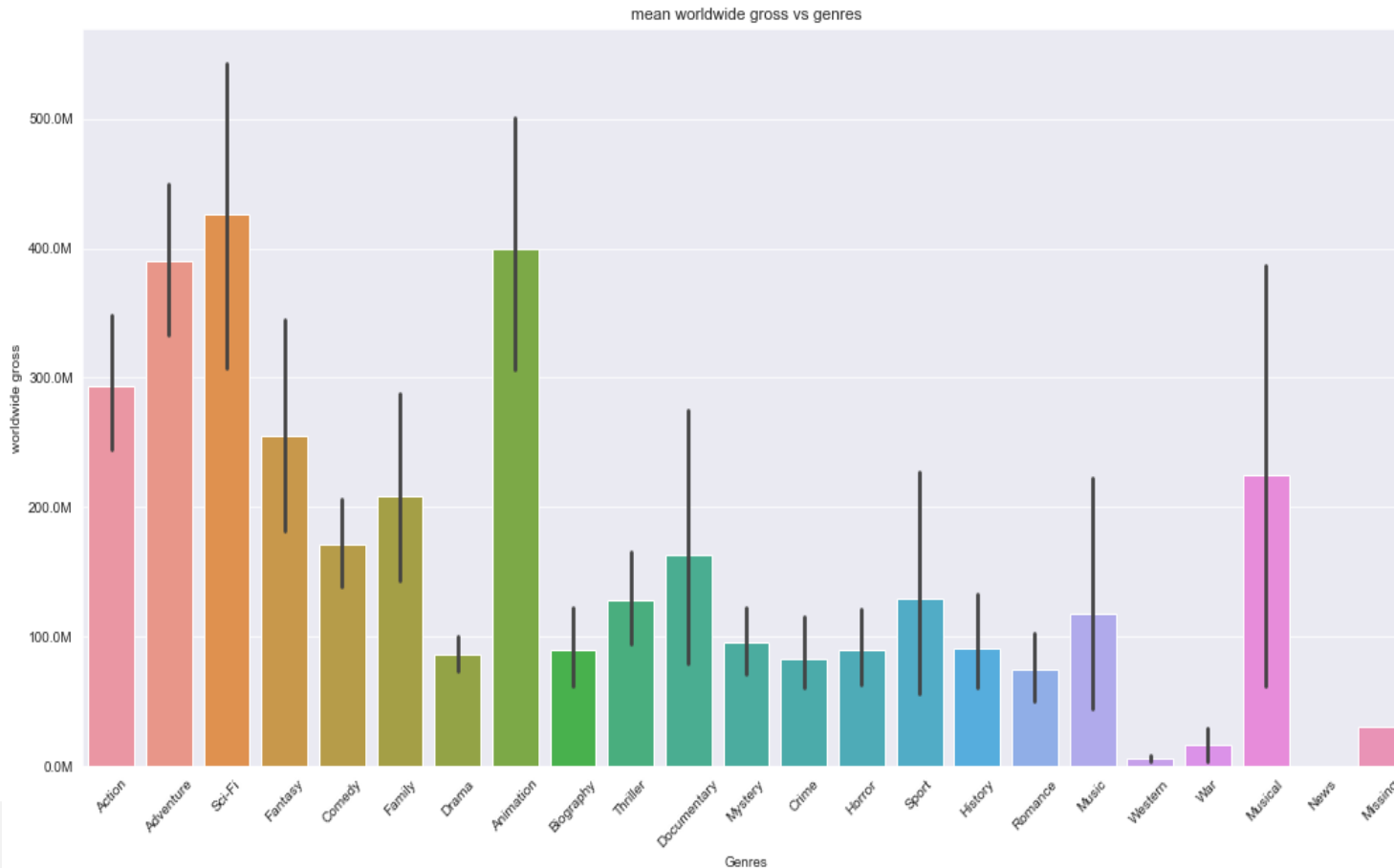
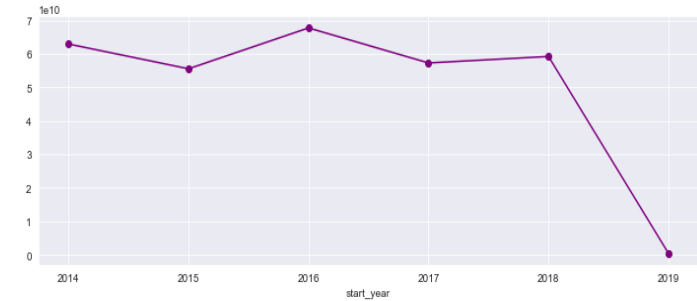


Methods

In this presentation, we will use descriptive analysis to find out which movies are the most profitable in the recent trends.

Data

- Data for about 600 movies from 2014 to 2019.
- Includes movies from different data



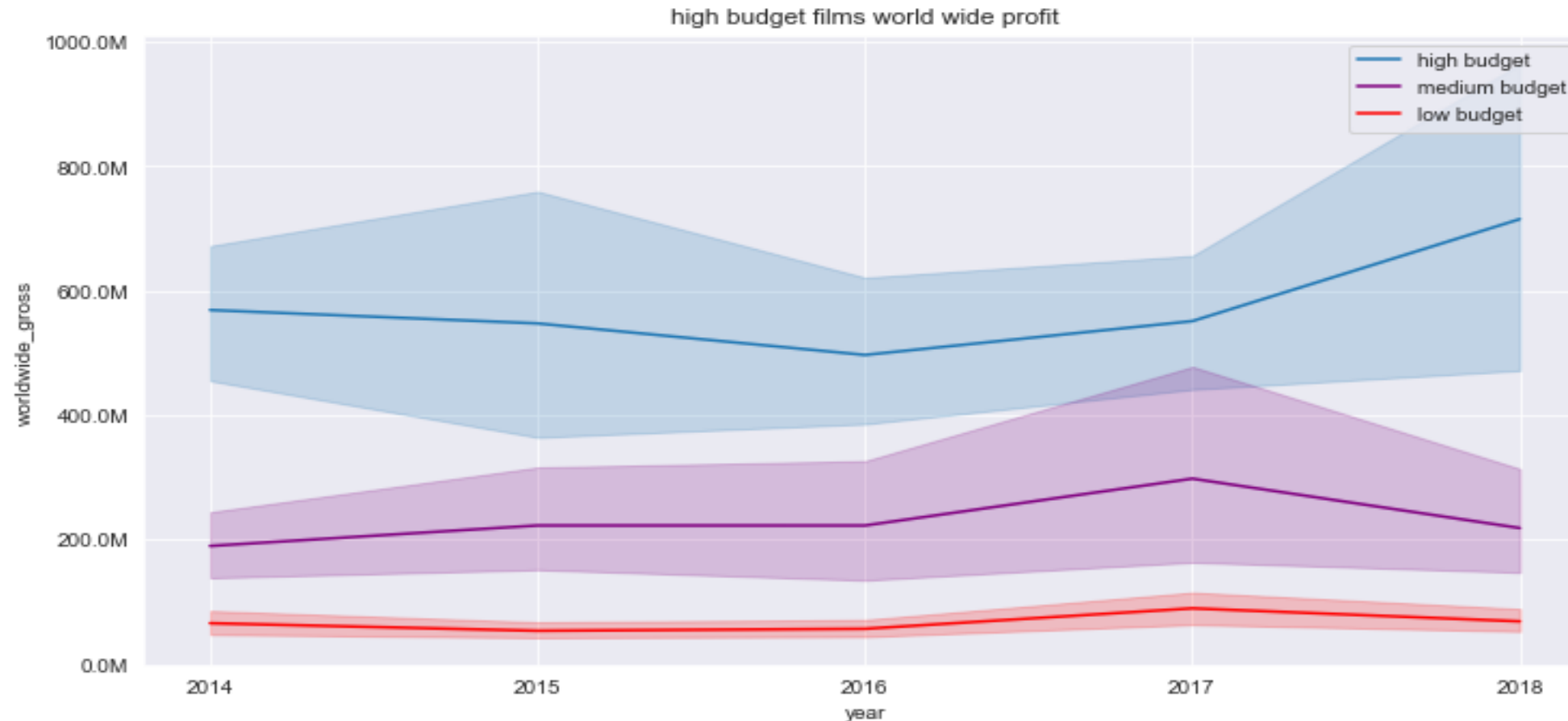
The graph above shows the total profit worldwide of all the movies from year 2014 to year 2019

According to the graph beside, Sci-Fi makes the most profit globally followed by Animation and Adventure respectively. (domestically as well as internationally)

Recent trends in profits for different budget movies

- Gross profit max in 2018 for high budget films

- Gross profit max in 2017 for medium and low budget films



Results

Linear relationship between production budget and worldwide gross



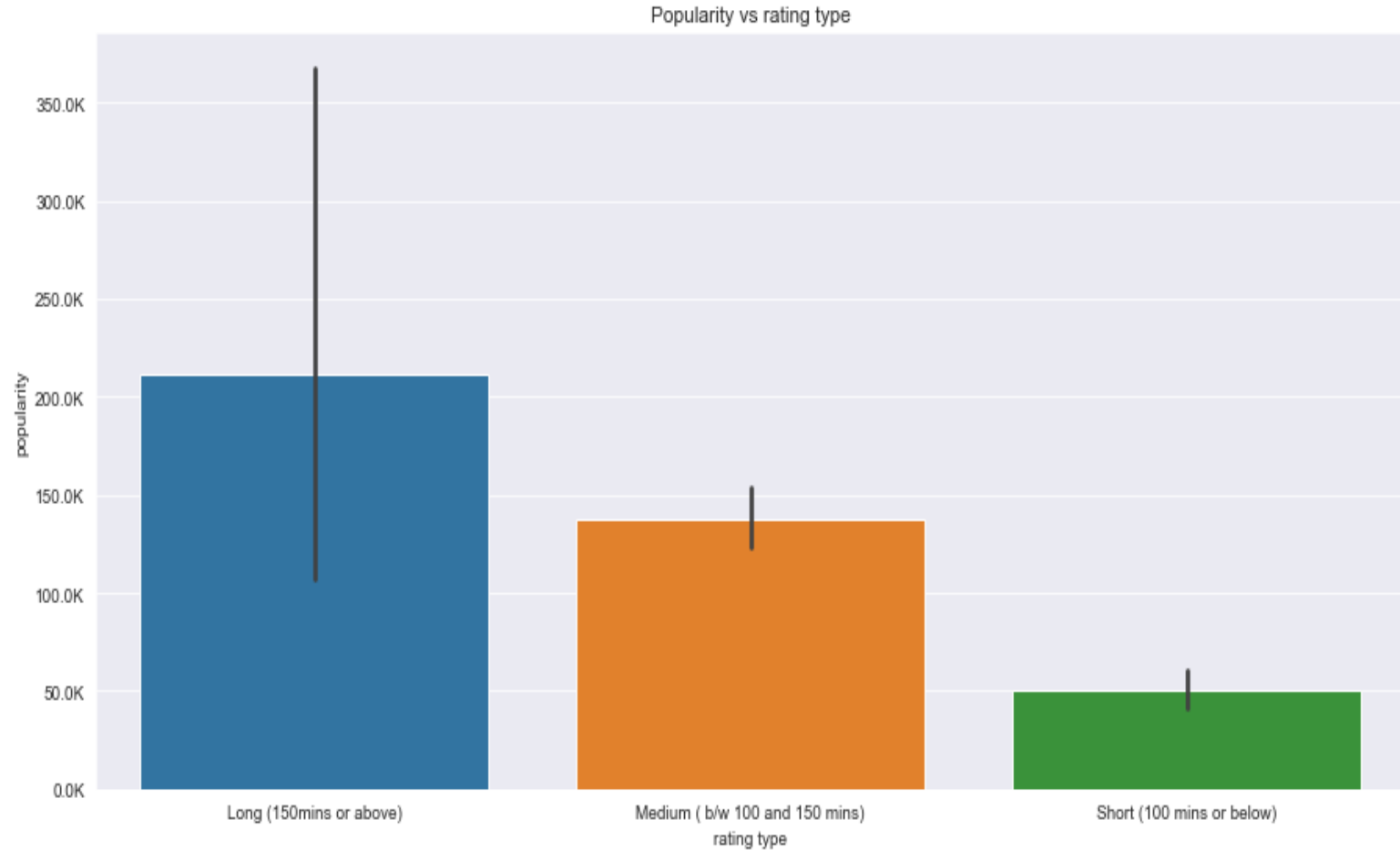
Microsoft

Higher the production budget better is the worldwide gross



Popularity vs Rating

Movies running over 150 minutes turn out to be more popular than medium movies as well as short movies.



ROI vs worldwide gross profit

No relationship but as we can see, highly profitable films do not amount to maximum ROI



Conclusion/Recommendation

This analysis leads to three recommendations for producing original video content:

- Microsoft needs to invest in media companies that make content in Sci-Fi, Animation and Adventure.
- As seen from the trends, usually long movies are more popular and therefore Microsoft should focus on the same.
- Movies with high rating doesn't necessarily amount to the return on investment being high. As we can see, medium rated films perform better than others in terms of ROI.

Next Steps:

The following steps that can be taken by Microsoft are:

- Improve production speed by investing more in genre-specific studios.
- Aim for high return on investment which is usually seen from medium rated movies.
- Allocate high budgets to movies



Thank You

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Questions?