

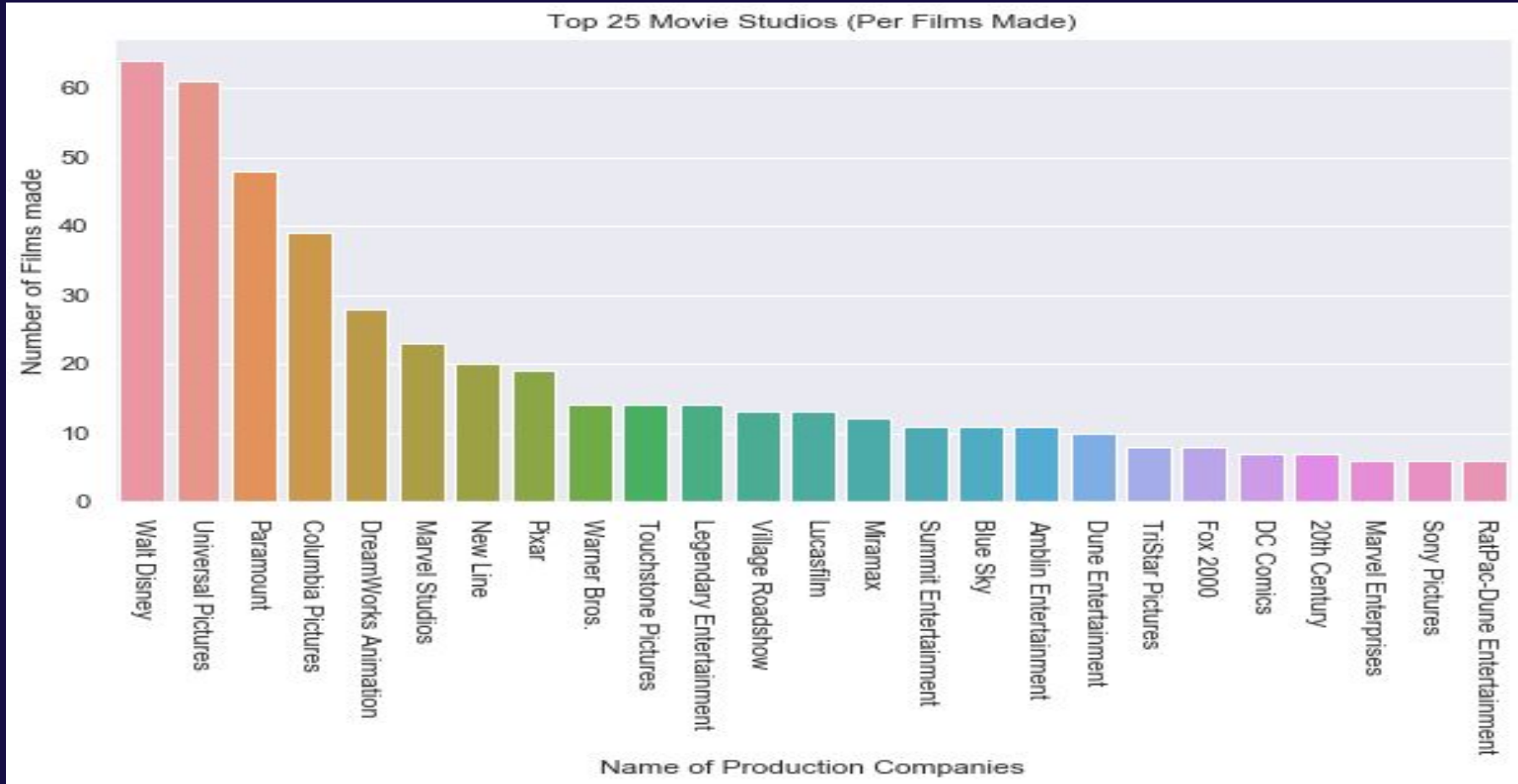
# // **Module 1 Final Project**

Jonathan Vasquez

# TOPICS

- Who is the competition?
- What is the current size of the market?
- Where is the market headed?
- Which genres return the greatest ROI?
- Is there a correlation between budget and worldwide lifetime gross?
- Actionable insight
- Recommendations
- Future work

# // Who is the competition?

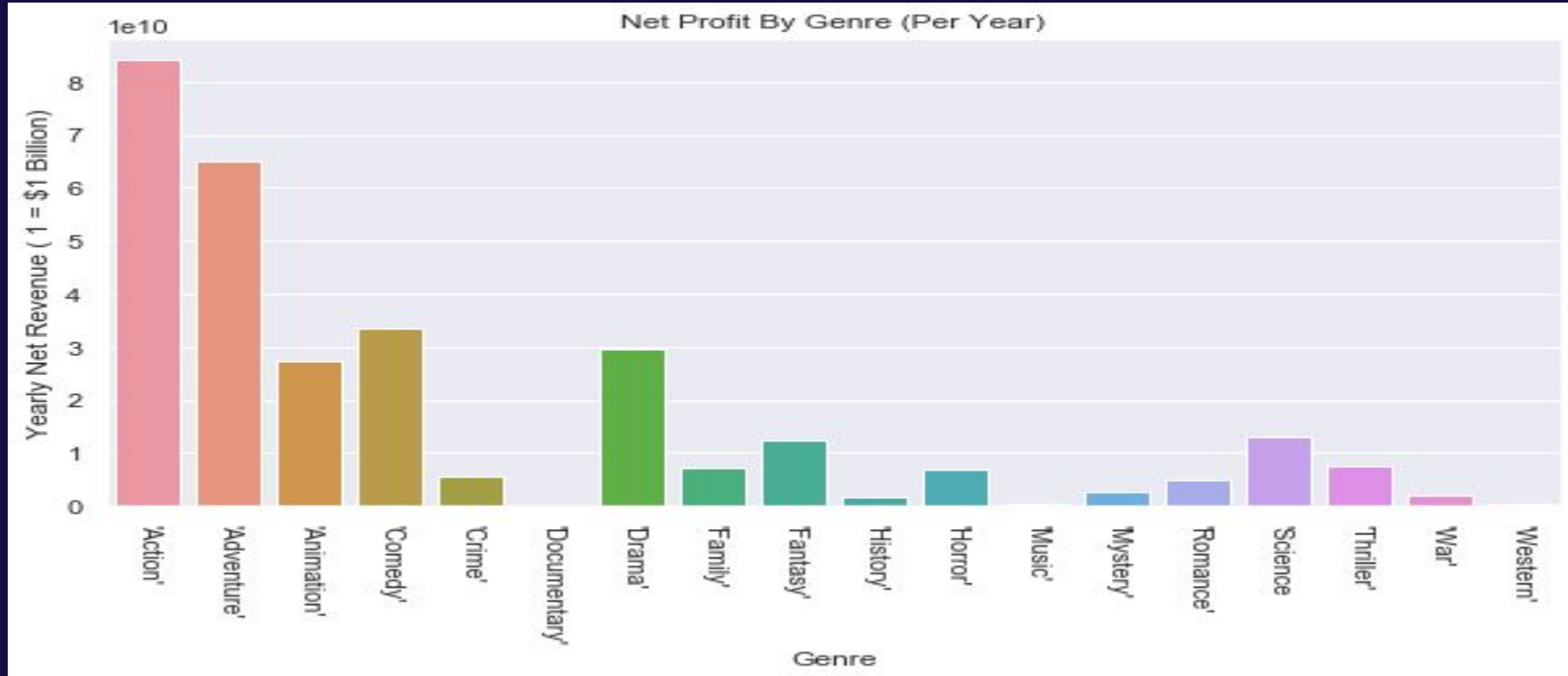


// What is the current size of the market?

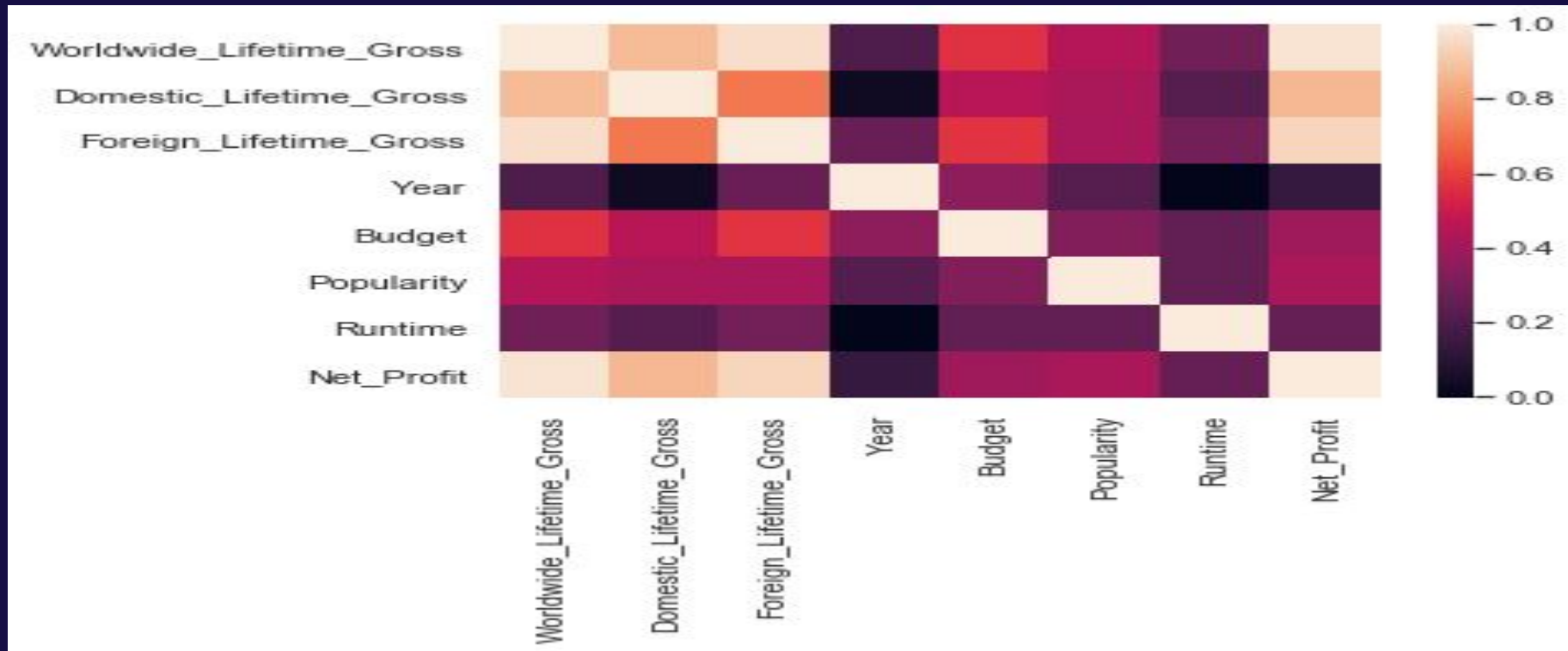


// What is the trajectory of the market?

// Which genre return the greatest ROI?



// What indexes are correlated and why?



## // Actionable insight

- Microsoft should enter the movie studio business.
  - The market trajectory is growing and with movie theaters opening up soon, the customer base will look to seek entertainment.
- Action, Action, and more Action.
  - The number one priority should be to make action movies as it is the most profitable genre.
- Focus on a global audience.
  - Movies that focus on a global audience obtain a greater overall net revenue.

## // Recommendations

- Utilize proprietary technologies and resources to create movies.
  - Although action movies are the most profitable and typically require CGI nowadays, among the top 5 profitable genres are animation movies.
- Focus on making films with mass global appeal.
  - There is a strong correlation between films that generate large net revenue if and when they generate large worldwide lifetime gross.
- Manufacture a win from a slowed down market.
  - Now is the time to develop movies as the customer base is vigorously awaiting the return of movies on the big screen.
- Adapt/create a cinematic franchise, or at the very least create movies with sequels/prequels.
  - Ideally buying out, but could also enter a licensing agreement to adapt an obscure, yet has a cult-like following, comic-book/video game series.



## // Future work

- Compare the net revenue of films that belong to collections versus those that don't.
- More statistical analysis to derive a clearer picture of the movie industry.
  - Incorporating other variables I already obtained like popularity and the length of movies.
- Pulled more data.
  - Retrieval of additional information about movies: the names of actors, producers, directors etc., the period in which the movie was released (season, holiday, etc).
- Cross-reference the movie data to streaming service data.
  - Have the trends moved now that we are in the rise of the digital streaming age with organizations like Netflix, Hulu, and Disney+.

# Thank You!

Jonathan Vasquez

# Questions?

