



# Microsoft Independent Life Films

By Cameron Tavares, Garrett Hall, and Ji Li



## Presentation Overview

- Business Understanding
- Analysis
- Recommendations



## Business Understanding

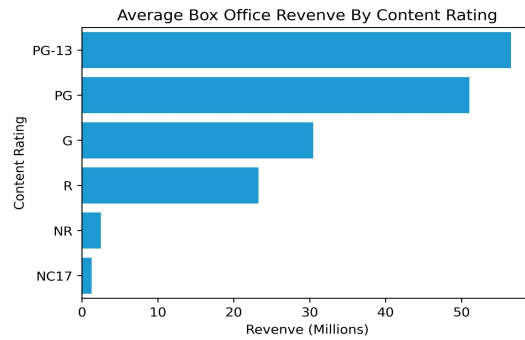
- Oversaturated market
- Expensive
- Time Intensive



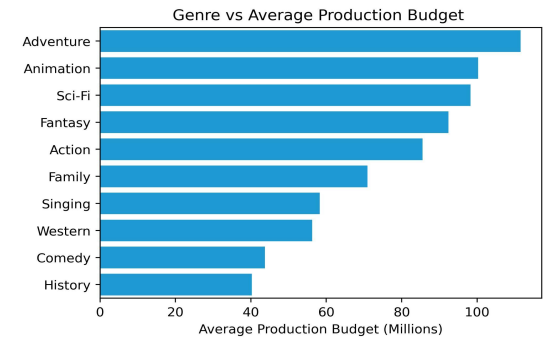
## Data Sources

- IMDB
- The Movie Database
- Rotten Tomatoes

## Rating vs Box Office

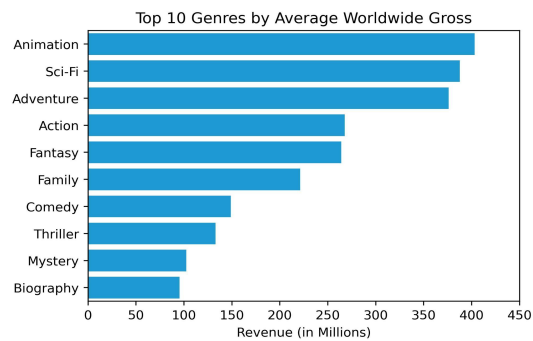


## Genre vs Budget



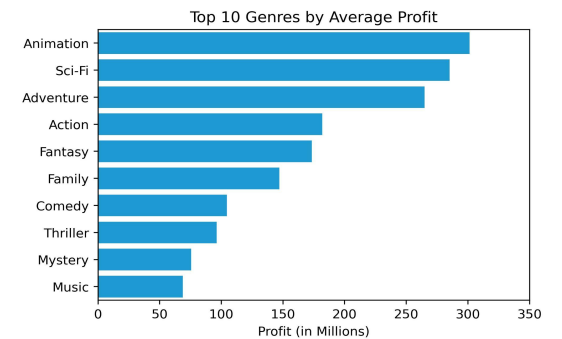
## Worldwide Revenue

- Top Performers
- Middle Performers



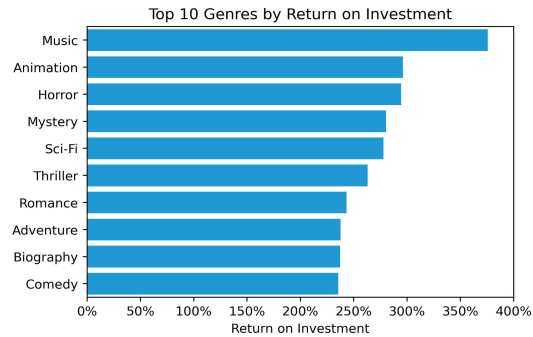
## Profitability

- Similar to Revenue
- Music Genre



## Return on Investment

- Top Performer:  
Music



## Budget vs Profit

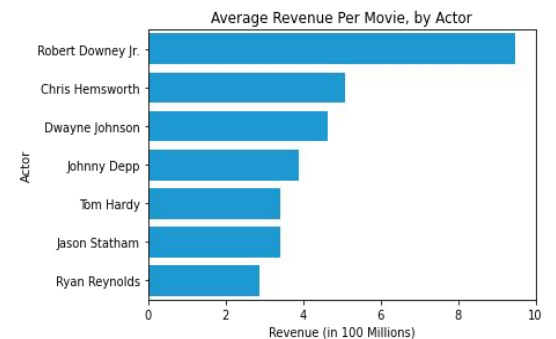
- The more you spend the more you make
- Higher Budget, Higher Risk

## Which Key Personnel?

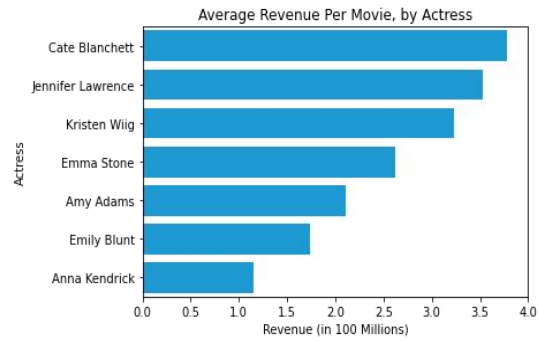
- Director
- Actor/Actress
- Writer
- Composer

## Actor

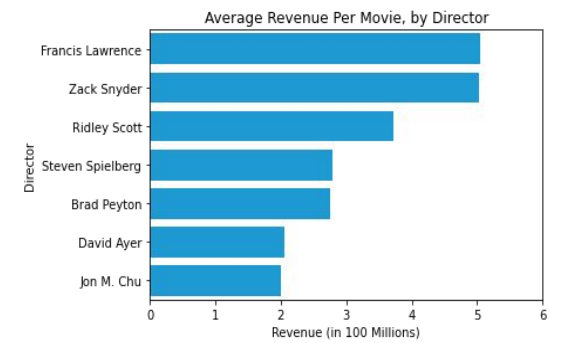
- Wait, people actually  
like the Rock?



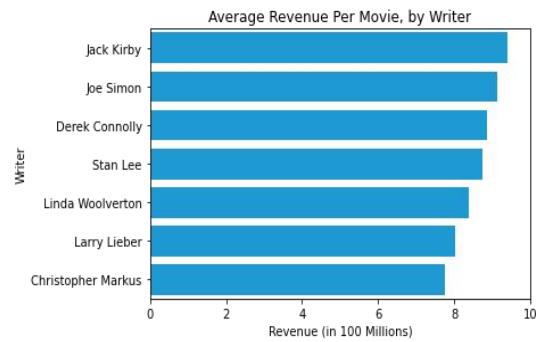
## Actress



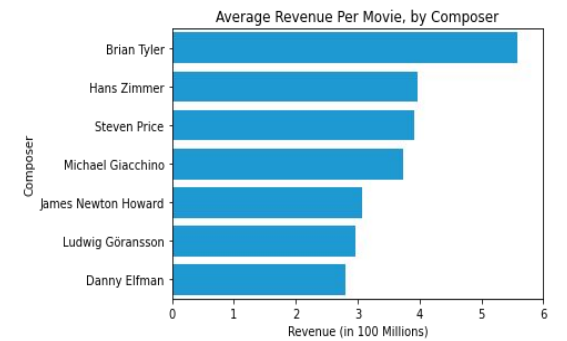
## Director



## Writer



## Composer

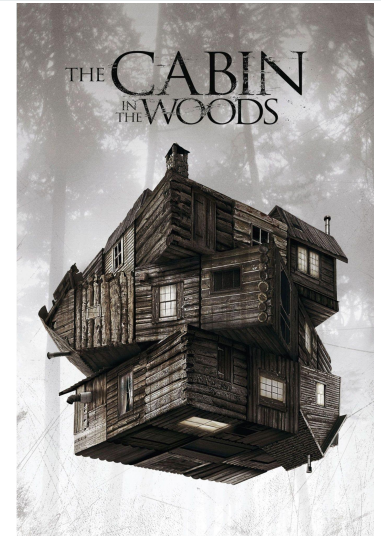


## What if?

- Horror/Thriller
- Joss Whedon
- Chris Hemsworth
- Anna Kendrick
- \$30M

## What if?

- Quick
- Successful



## Recommendations

- Spend money
- Use your IP
- Diversify genres

## Any Questions?

- Cameron Tavares
  - Email: [tavarescameron1@gmail.com](mailto:tavarescameron1@gmail.com)
  - LinkedIn: <https://www.linkedin.com/in/cameron-tavares-a30381a2/>
  - Github: <https://github.com/Cameron0Tavares>
- Garrett Hall
  - Email: [garrett.hall.433@gmail.com](mailto:garrett.hall.433@gmail.com)
  - LinkedIn: <https://www.linkedin.com/in/garrett-hall-b10a45189/>
  - Github: <https://github.com/Garretthall27>
- Ji Li
  - Email: [g4boxs@gmail.com](mailto:g4boxs@gmail.com)
  - LinkedIn: <https://www.linkedin.com/in/ji-li/>
  - Github: <https://github.com/jili3>