Microsoft Film Studio: A Needs Analysis

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Outline

- Business problem
- Data & Methods
- Results
- Conclusions & Recommendations

Business Problem

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What movies should Microsoft make?

1. Do ratings matter?
2. Highest domestic gross revenue?
3. Highest return on investment (ROI)?
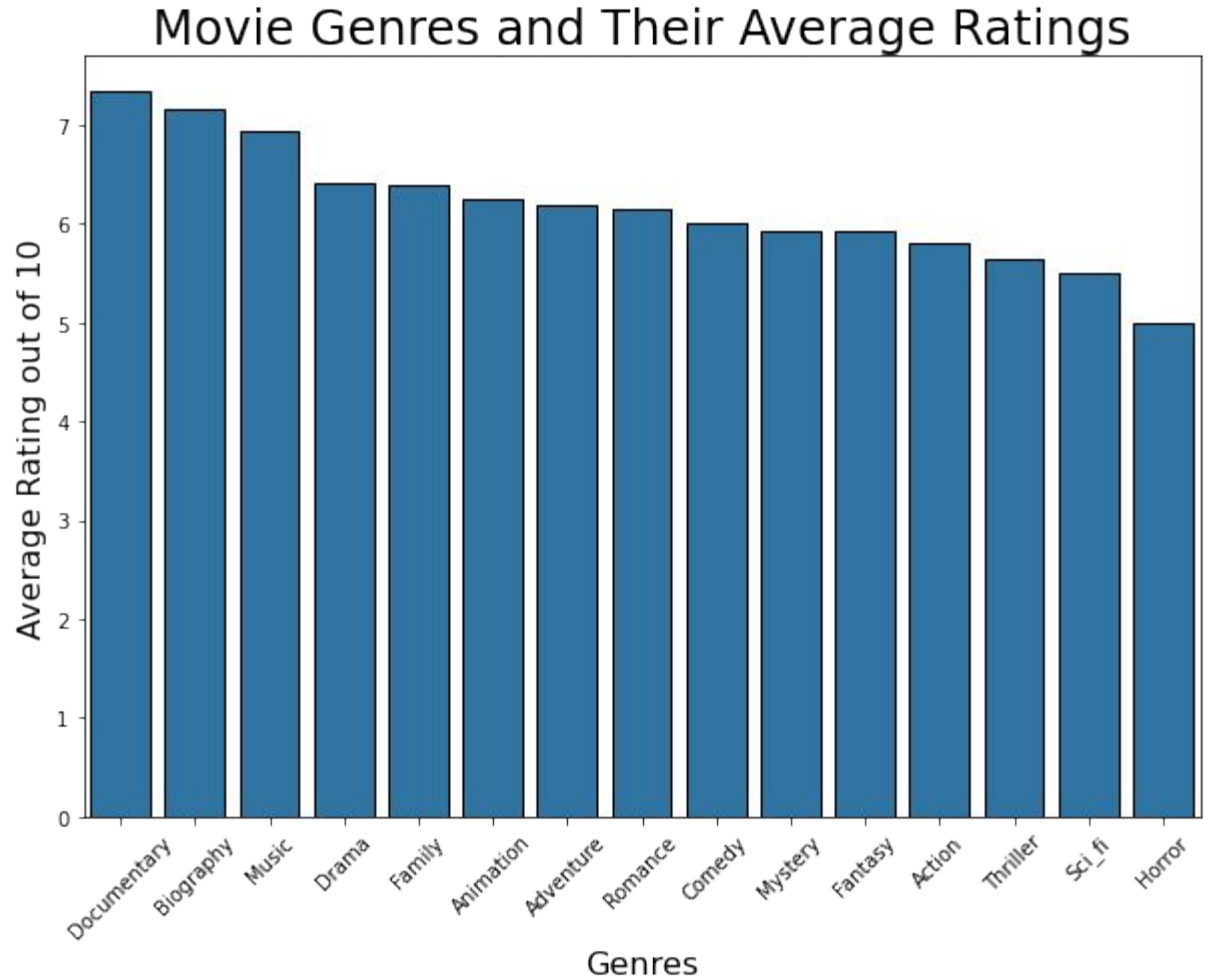
Data & Methods

Data

Methods

Aggregated data to show averages by:

- rating
- domestic gross revenue
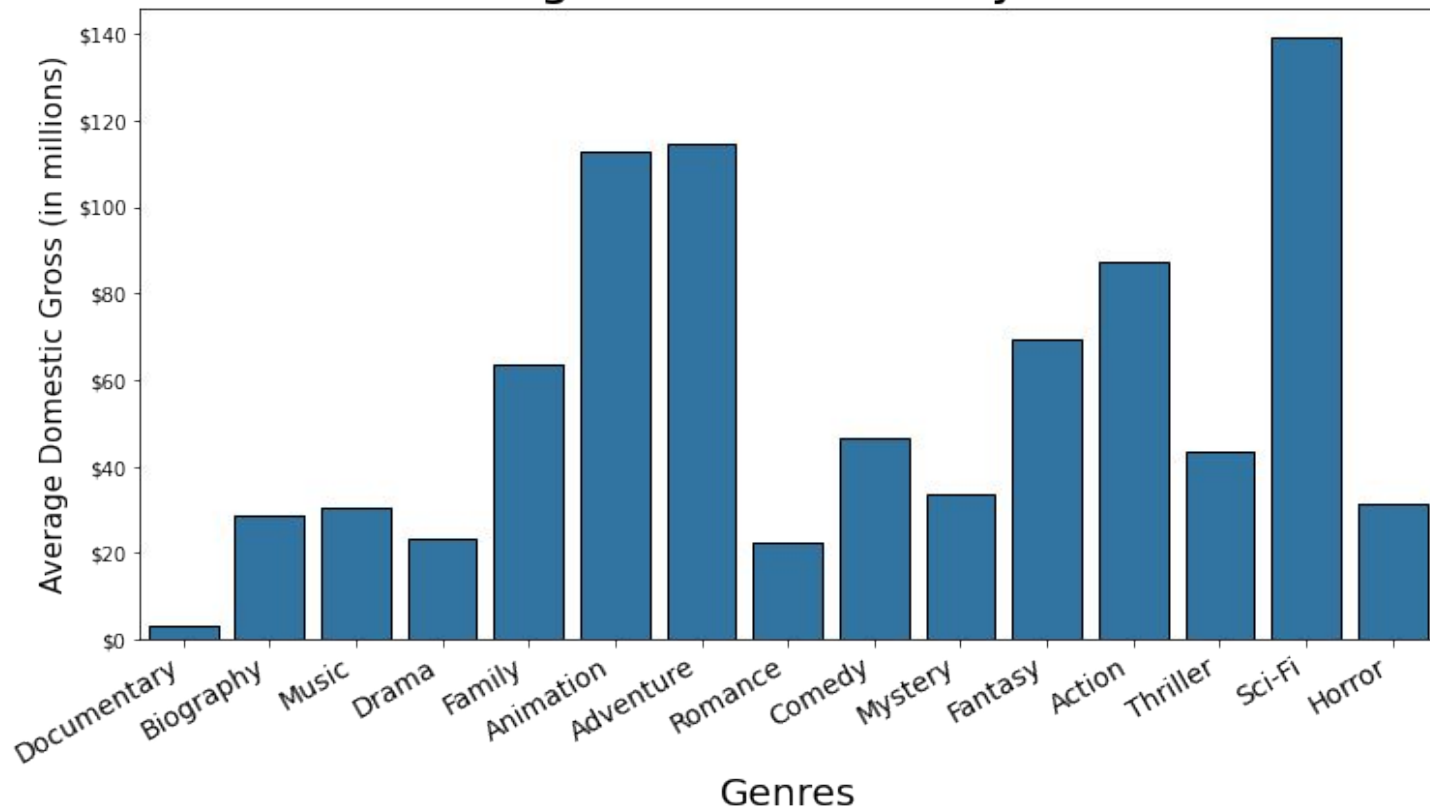- production budget
- profit and ROI

Results

- **Documentaries** are the highest rated genre.
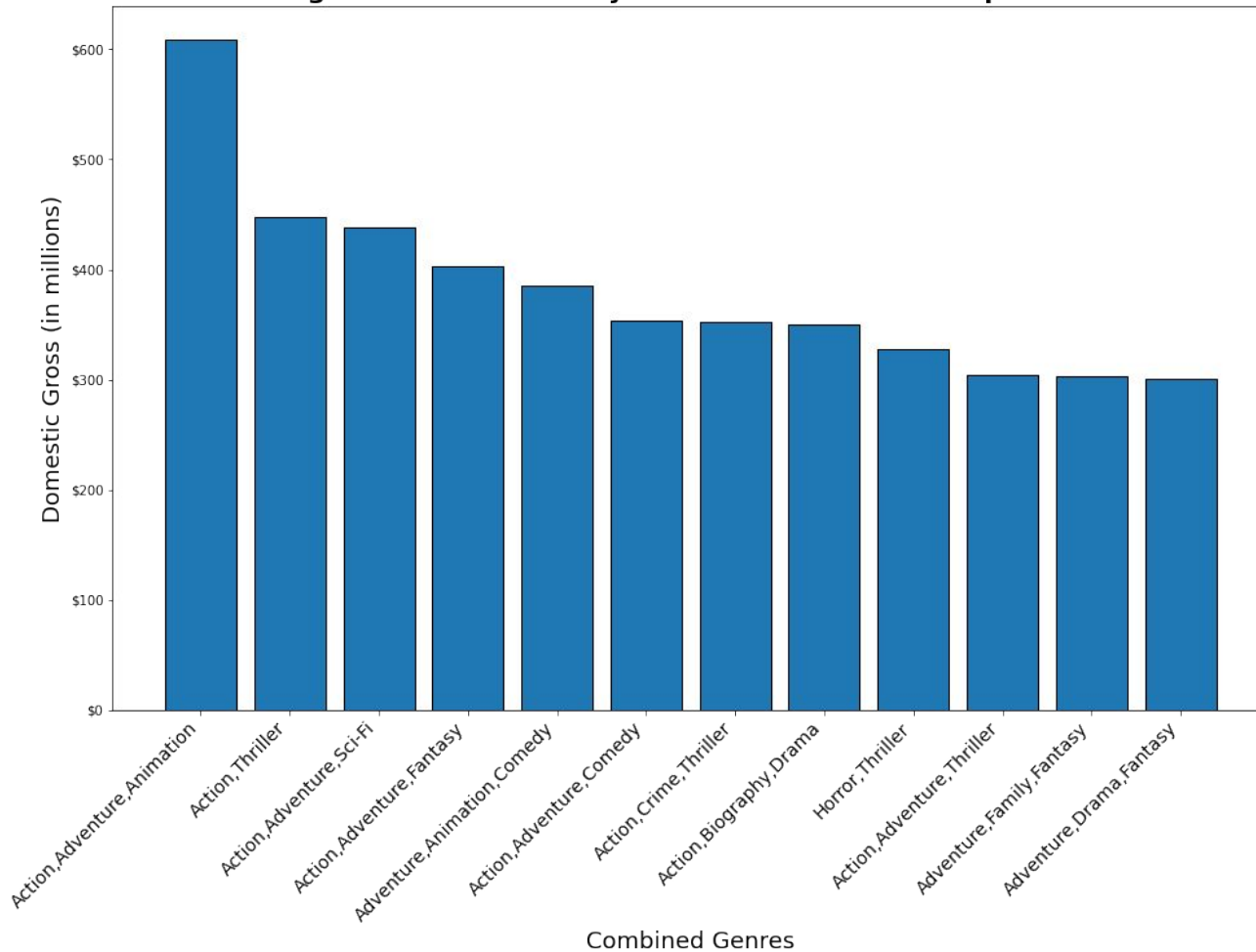
- **Horror** is lowest rated genre

Average Domestic Gross by Genre

Top earning genres:
- Sci-Fi
- Adventure
- Animation
- Action

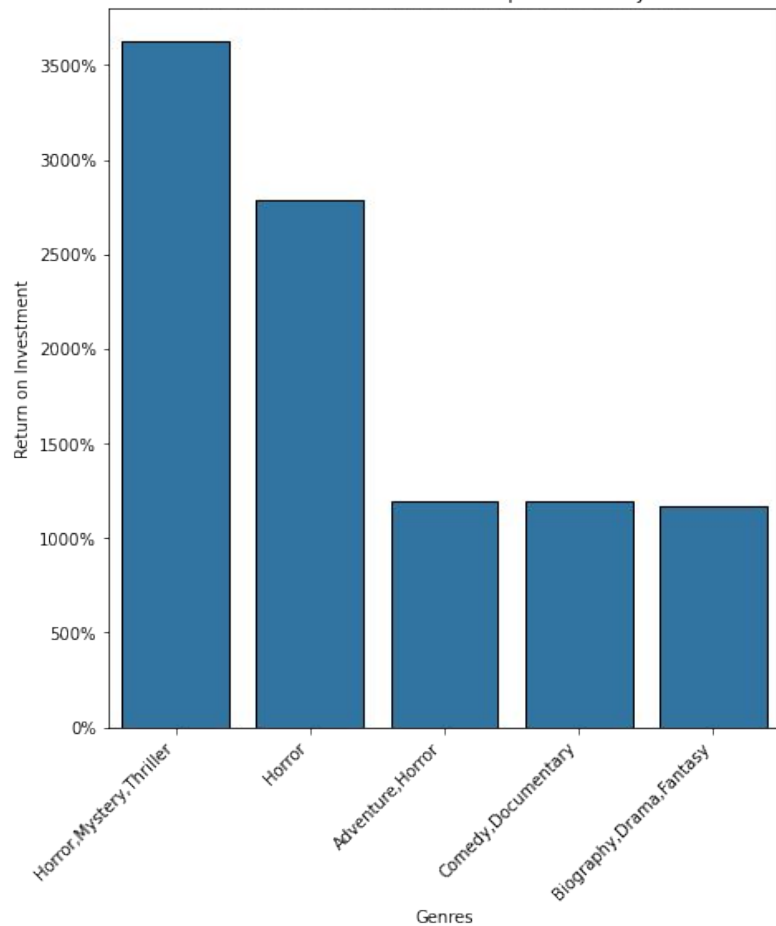**Average Domestic Gross by Combined Genres for Top 40 Movies**

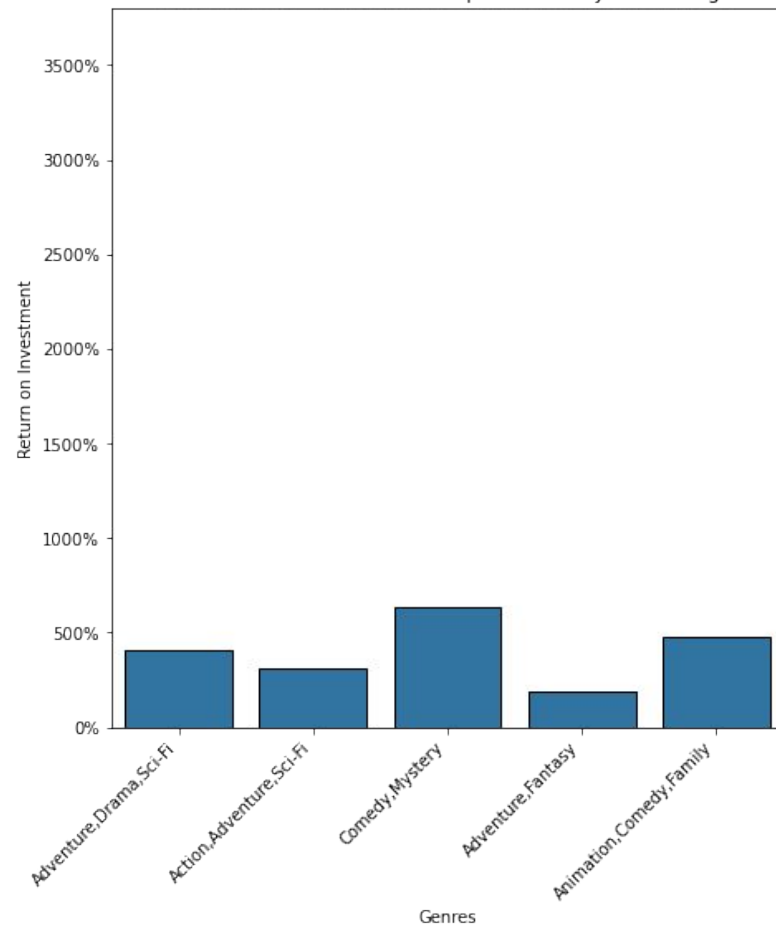Highest grossing movies all contain:
- Action
- Adventure
- Horror/Thriller

Worldwide Return on Investment

Return on Investment of the Top 5 Genres by ROI

Return on Investment of the Top 5 Genres by Profit Margin

Budget Conclusions:

Budget and quantity

- Few movies → **Action/Adventure**
  - Significant profit margin per film
- Many movies → **Horror/Mystery/Thriller**
  - Significant ROI per film

Conclusions & Recommendations

Conclusions & Recommendations

- Ratings
- Genres
- ROI

Questions?

Thank You!

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