

# Microsoft Movie Studios

Three business plans based on data



# Objectives

- Optimize the possibility of success via choice of:
  - Genre
  - Creatives
  - Month of release



# Data Sources

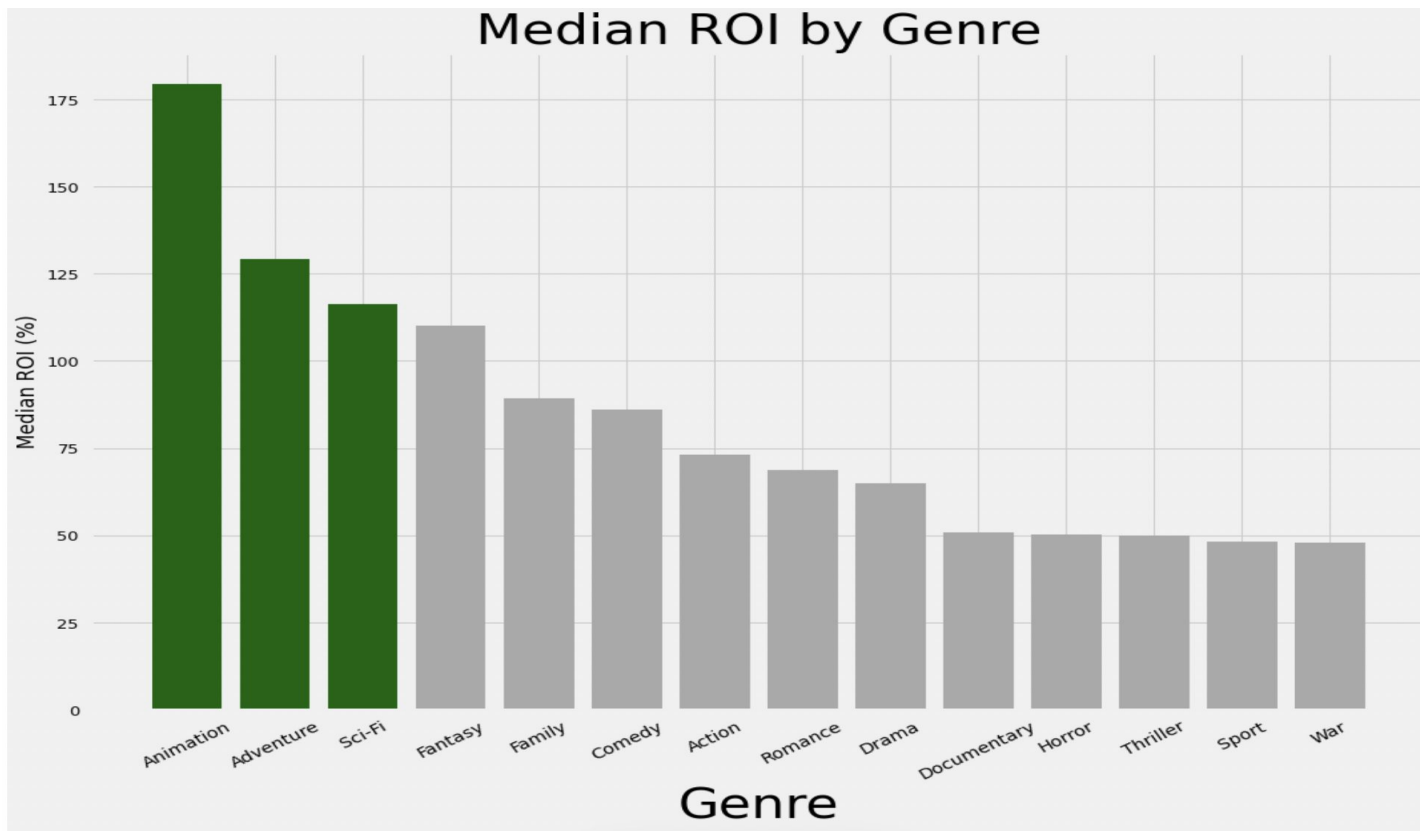


- The Numbers
  - Production budget, domestic and worldwide gross
  - Release date

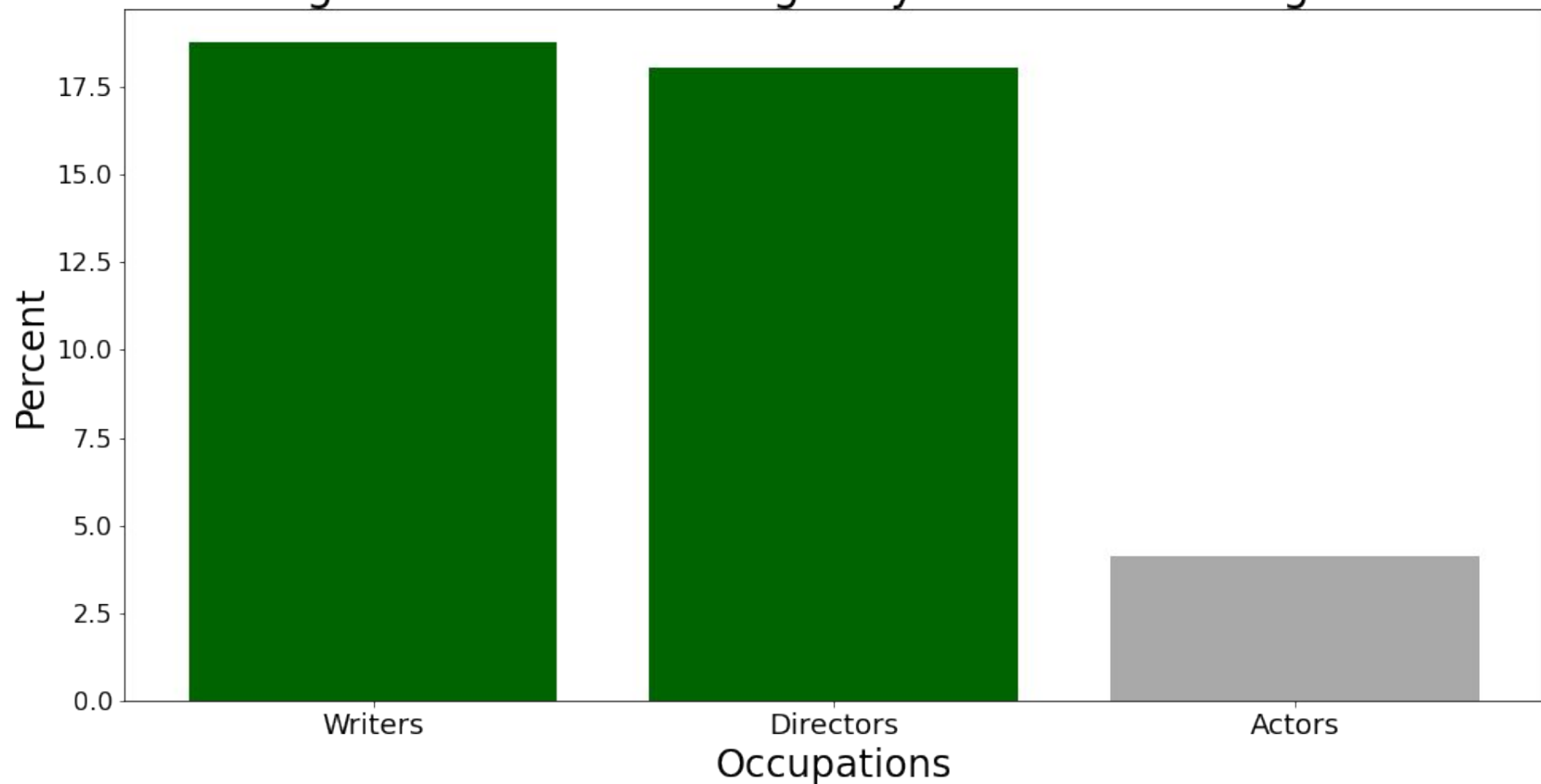
- IMDB
  - Genre, persons



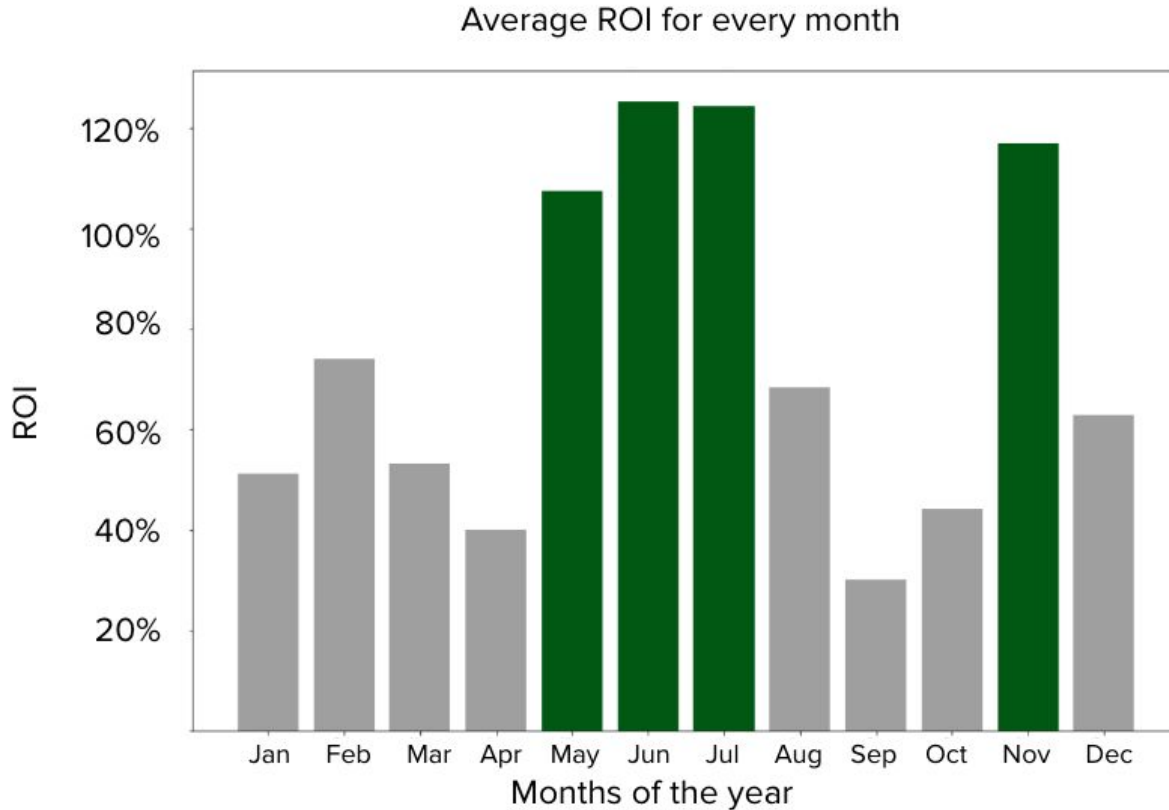
# Choosing the Best Genre to have the Best ROI



Percentage of Persons Working Only on Above-Average ROI Films



# Best month to release a movie



# Overall Recommendations

## Best Genre

Animation, Adventure, Sci-Fi

## Best Creatives

Well-established writers and directors, rather than actors

## Best Season

May, June, and July

# Contact for any questions or follow-up:

Raul Torres

[cassielponce@icloud.com](mailto:cassielponce@icloud.com)

Edward Juarez

[mr.edwardjuarez@gmail.com](mailto:mr.edwardjuarez@gmail.com)

Drew Holcombe:

[drew.holcombe7@gmail.com](mailto:drew.holcombe7@gmail.com)

