Microsoft Film Studios

Preliminary Analysis and Results

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June 22, 2020

3 Objectives

Maximize	Structure	Target
Budget	Portfolio	Range
Return is tied to budget	Genre is a key feature	Narrowed focus recommended

MAXIMIZE

STRUCTURE   TARGET

Maximize

Best ROI between wG & Normal pB
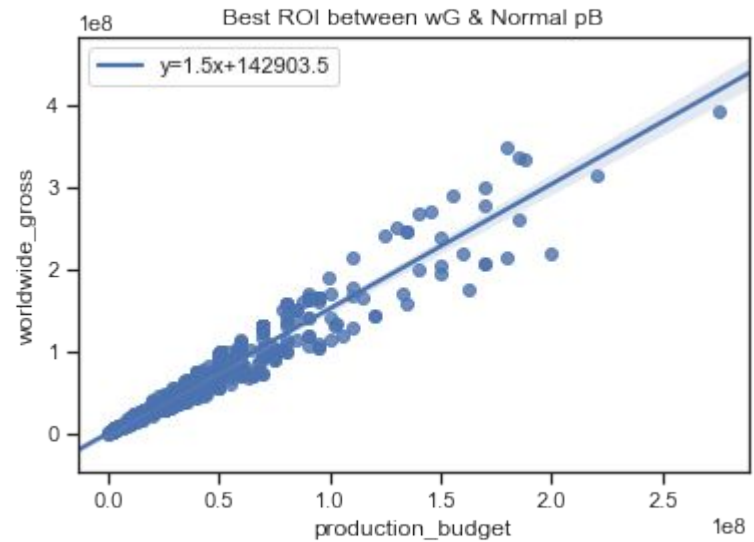
MAXIMIZE **STRUCTURE** TARGET

Structure

Pearson Correlation of Total Revenue to Genres
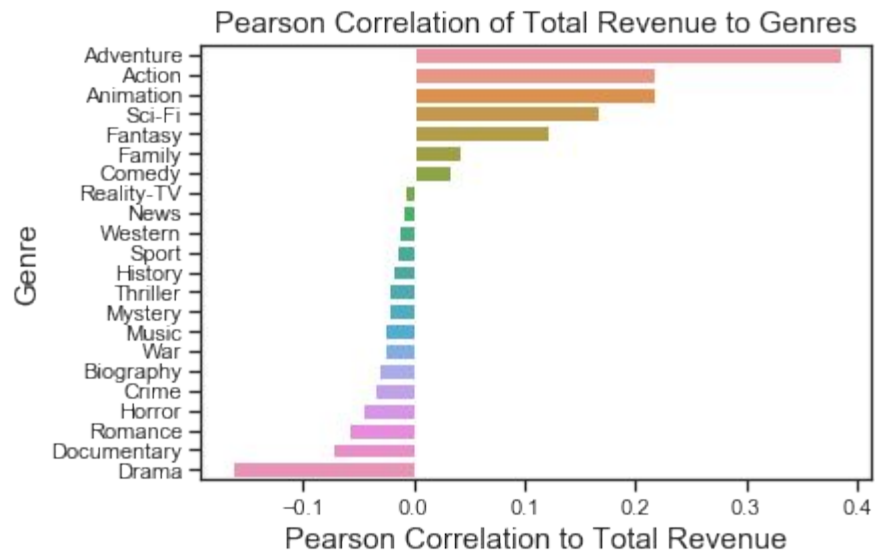
MAXIMIZE   STRUCTURE   TARGET

Target

Broad Budgetary Scope

wG & pB
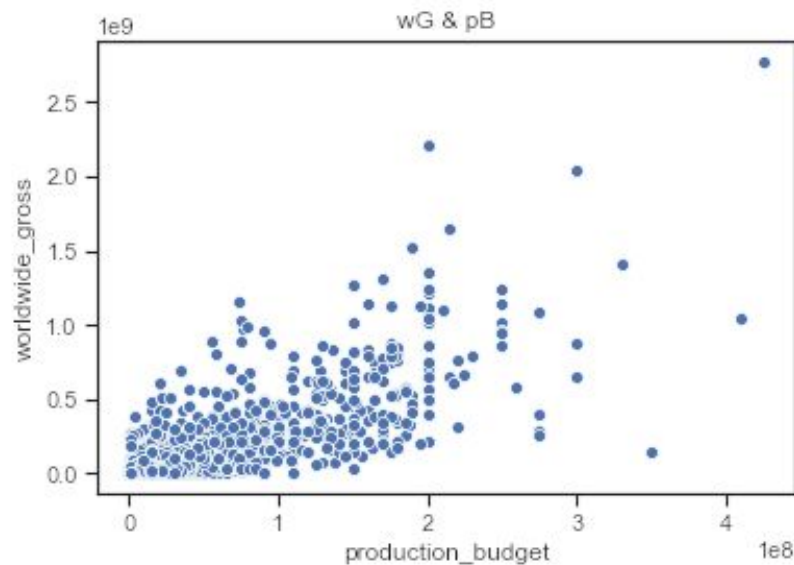
Suboptimal guidance

Target

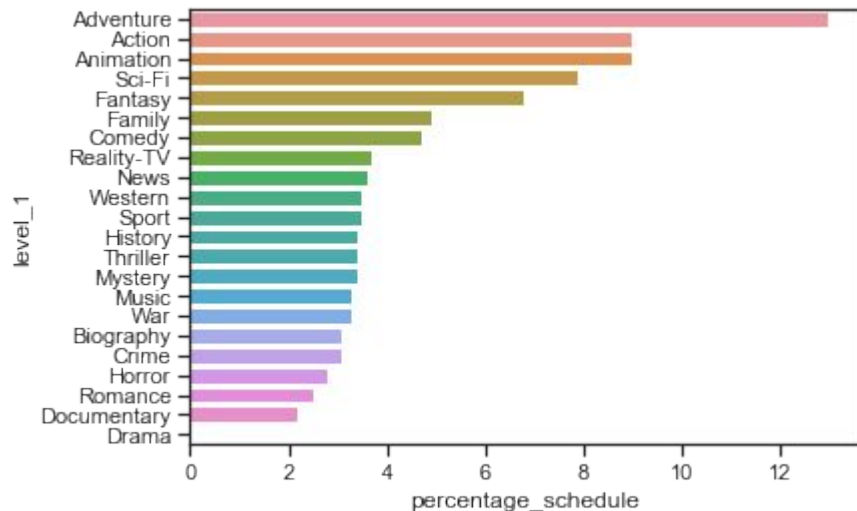## Narrow Budgetary Scope

Worldwide Gross & Prod Budget
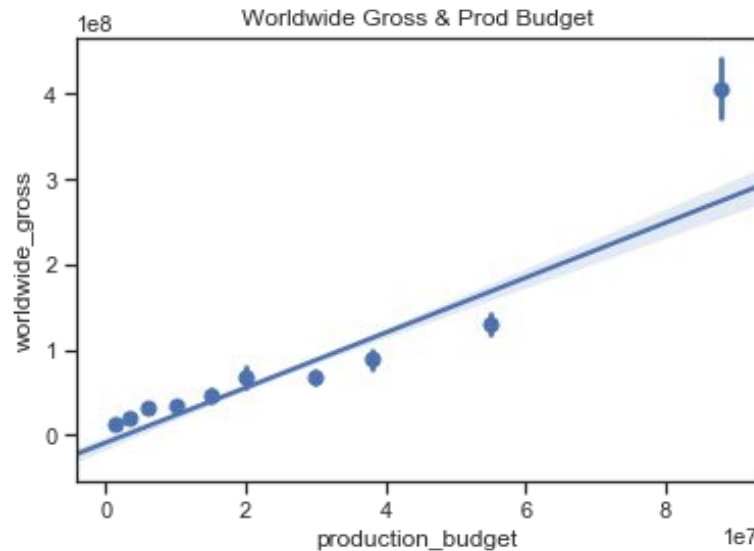
Focused Targets

Target

Narrow Budgetary Scope

Focused Targets

Actionable Deliverables

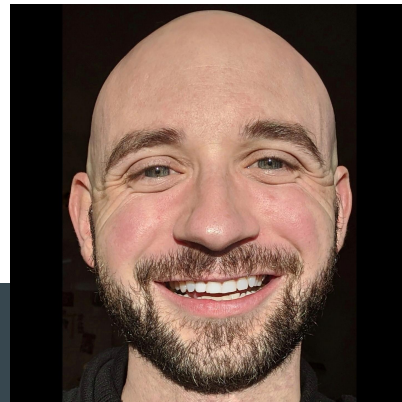| Budget Yield Equation	- Predict outcomes using equation - Stick to narrow predictable range
Genre Schedule	Use correlations to determine budget

Thank you

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