



Film For All

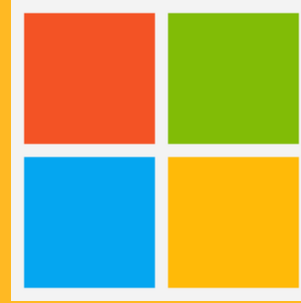
Michael Ajayi, Ely Lin, Teigen Olson and Louis Casanave

Flatiron School East Live

September 17th, 2021

Problem

Microsoft is entering the film market and needs analysis to determine its decisions.



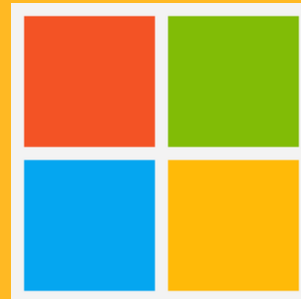
Problem 1

What genre of film and when to release?



Problem 2

Which director?



Problem 3

Which studios to partner with?

***Microsoft Mission:* Our mission is to empower every person and every organization on the planet to achieve more.**

- Microsoft knows accessibility is a great business plan
- Reach new audiences, showcase new talent in new markets
- Make a splash the Microsoft way

What Data is Relevant?



Your time is valuable, so let's only focus on the trends that are relevant to you.

Only Films from 2010-Now

Only the most recent trends from the last decade.

Only Feature Length Films

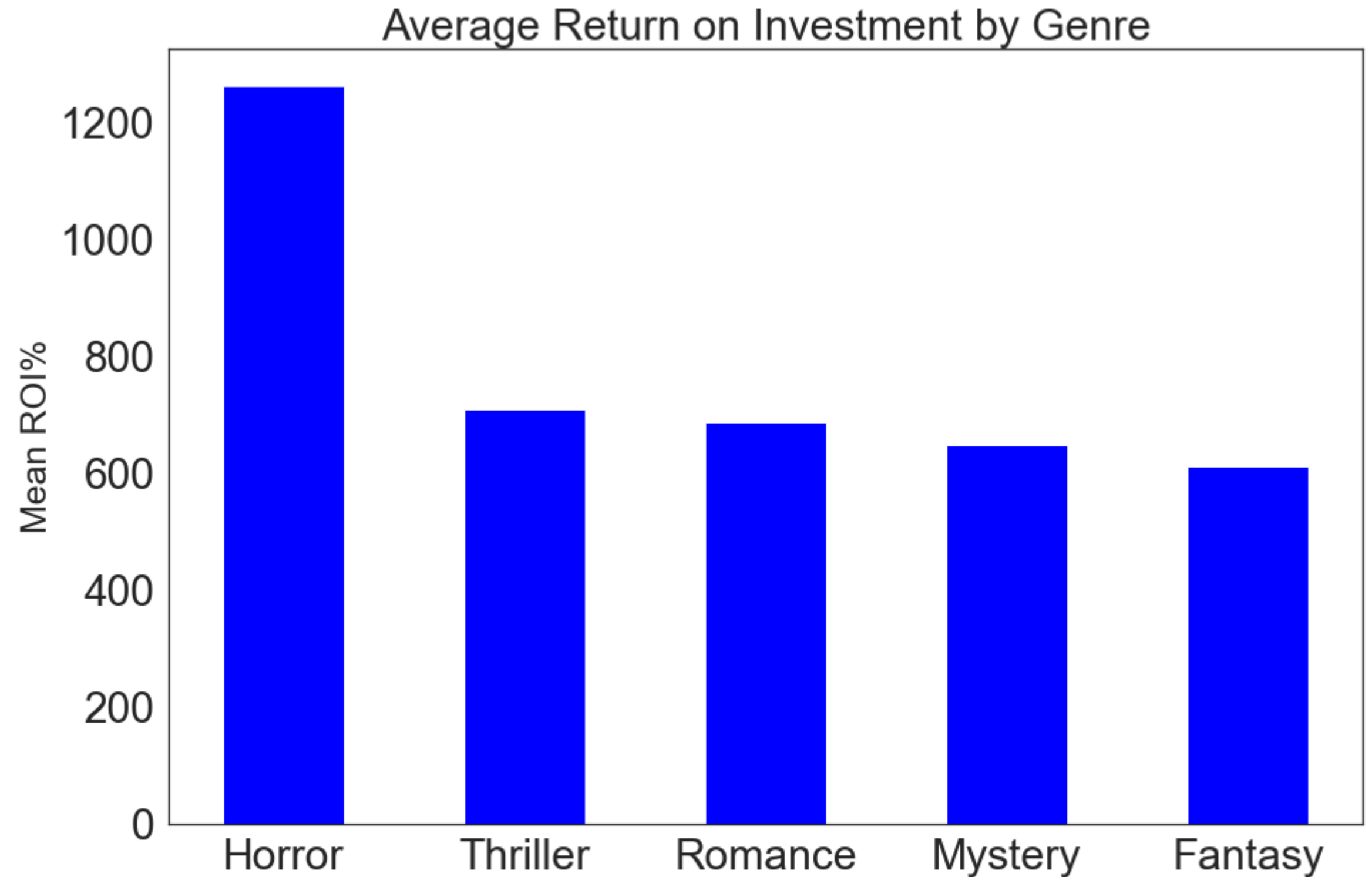
No short films, or film student art films.

Only Films That Were In Theaters

Exclude data on films that had no Box Office impact.

Make:

- Horror
- Thriller
- Romance
- Mystery
- Fantasy



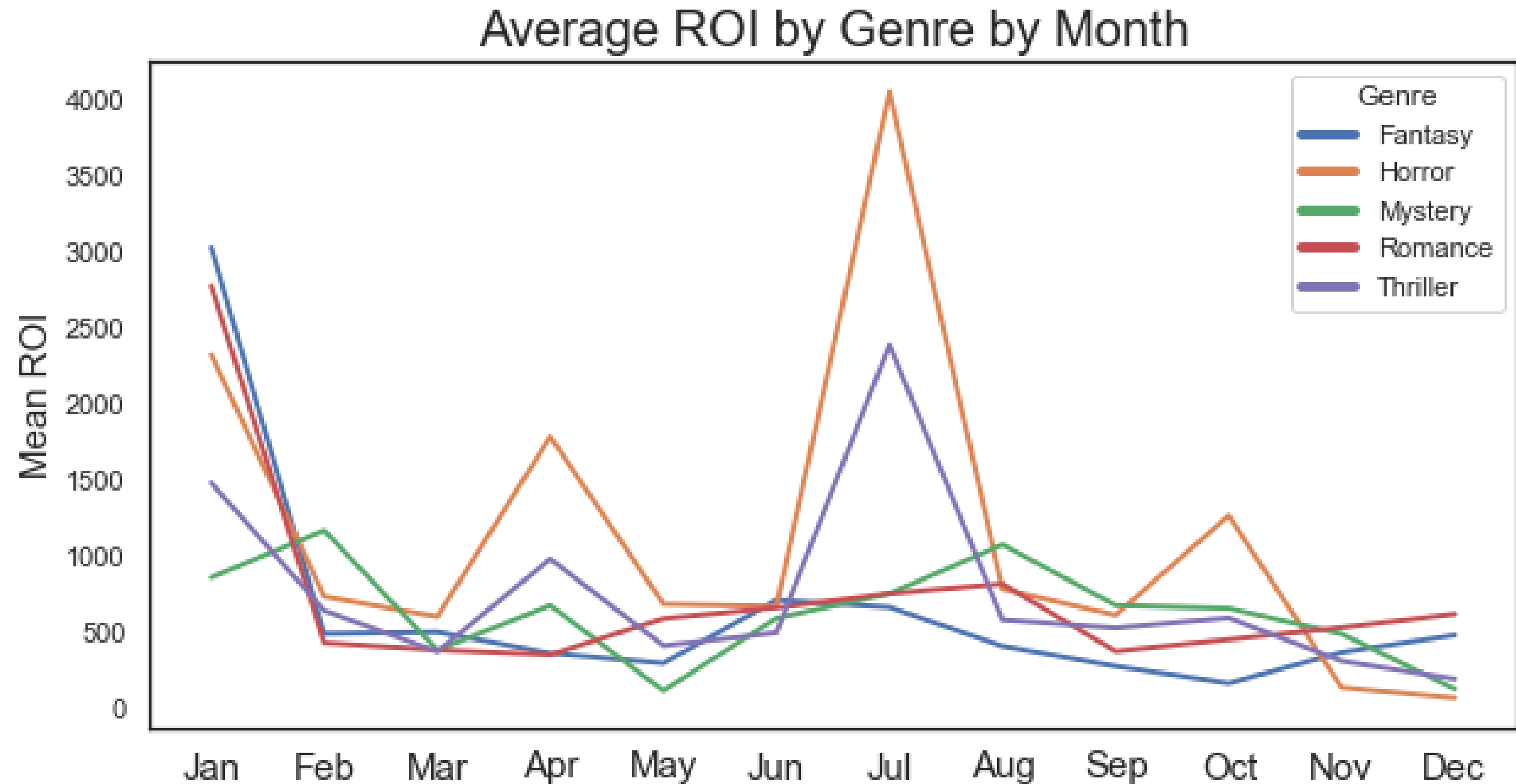
Make:

-Horror films in July and April

-Fantasy films and Romance films in January

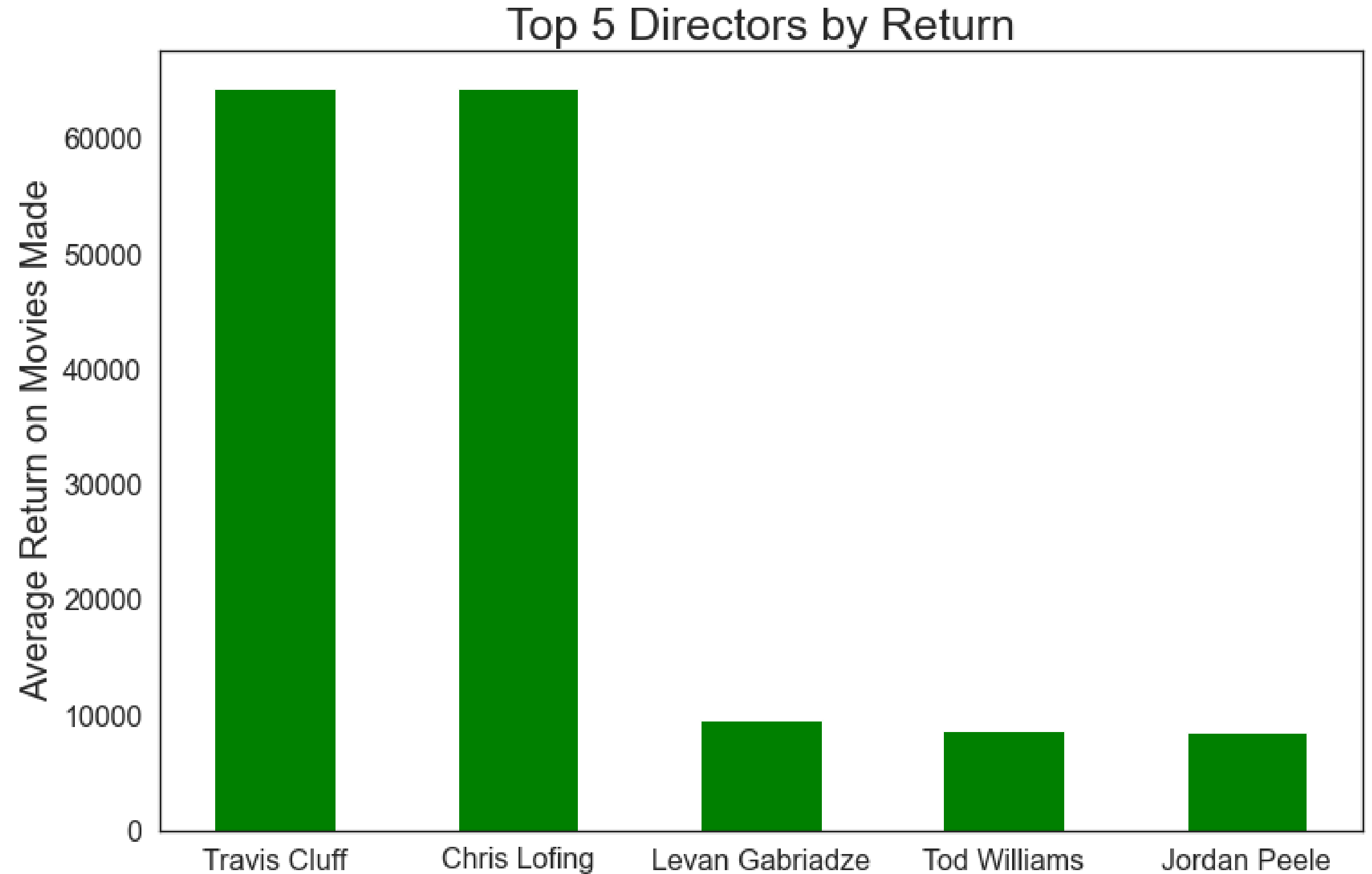
-Thriller movies in July

-Mystery movies year-round



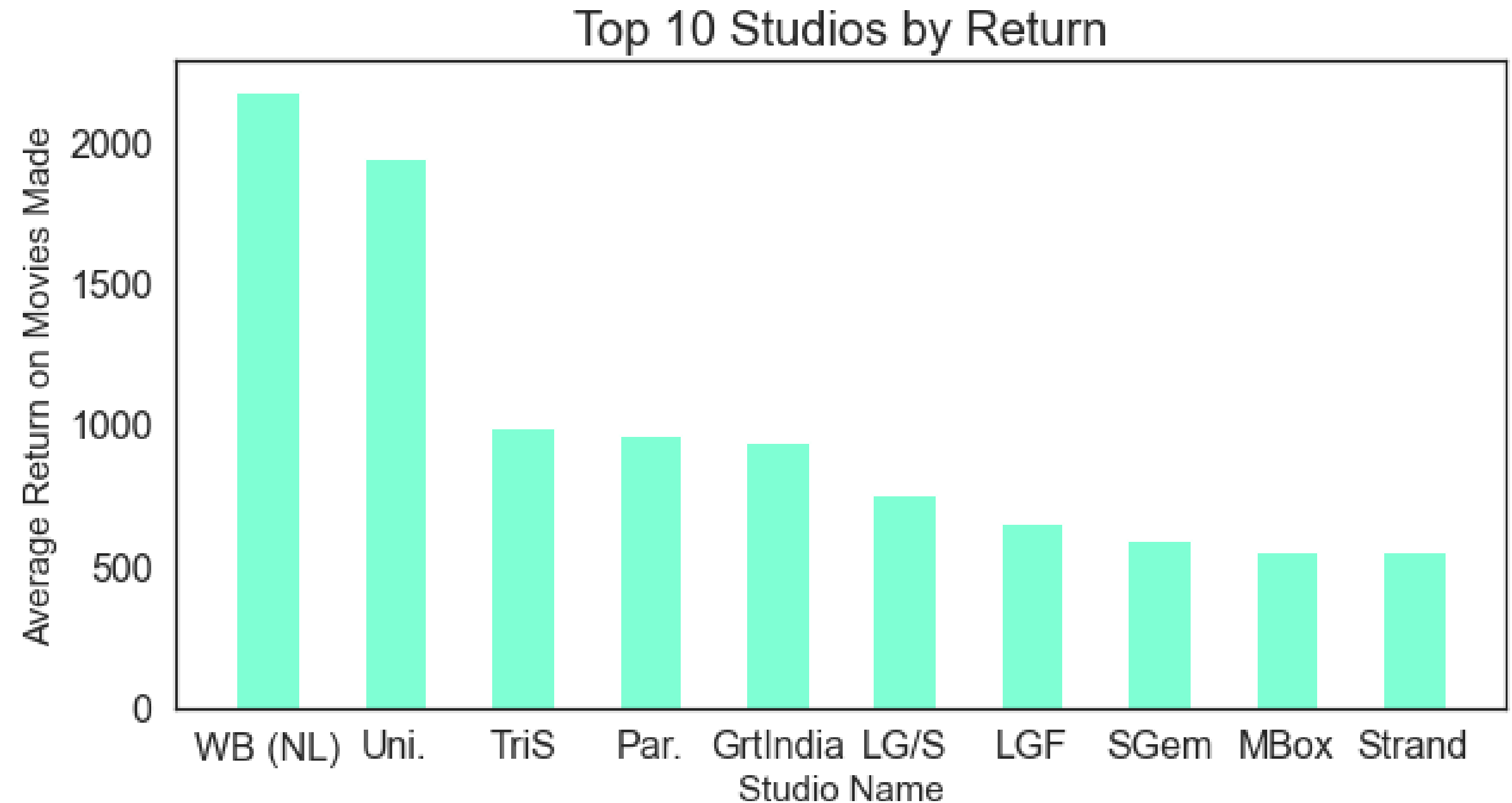
Hire:

- **Travis Cluff**
and **Chris Lofing**: low budget, high earning films
- **Jordan Peele**: cult following and industry changes

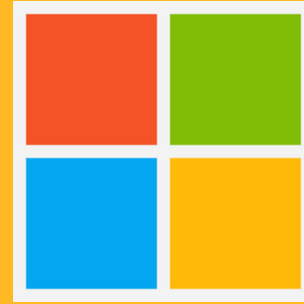


Partner with:

- Warner
Brothers (NL),
Universal,
Paramount
- Arka media
Works(GrtIndia)



In Conclusion



1. Make **Horror films** released in **July**



2. Hire: **Travis Cluff, Chris Lofing** or **Jordon Peele**



3. Partner with: **Warner Brothers, Universal, Paramount,** and **Arka Media Works**

Q n' A