A decorative graphic on the left side of the slide consisting of two overlapping parallelograms. The front one is blue and the back one is a light green color. They are positioned diagonally, with the blue one in front of the green one.

# Microsoft: Making a Movie?

The data to get you there



# What Data Was Used?

Databases from several websites:

- Rotten Tomatoes
- IMDB
- The Movie DataBase
- The-Numbers

Honing in on one item of importance: Maximizing ROI.

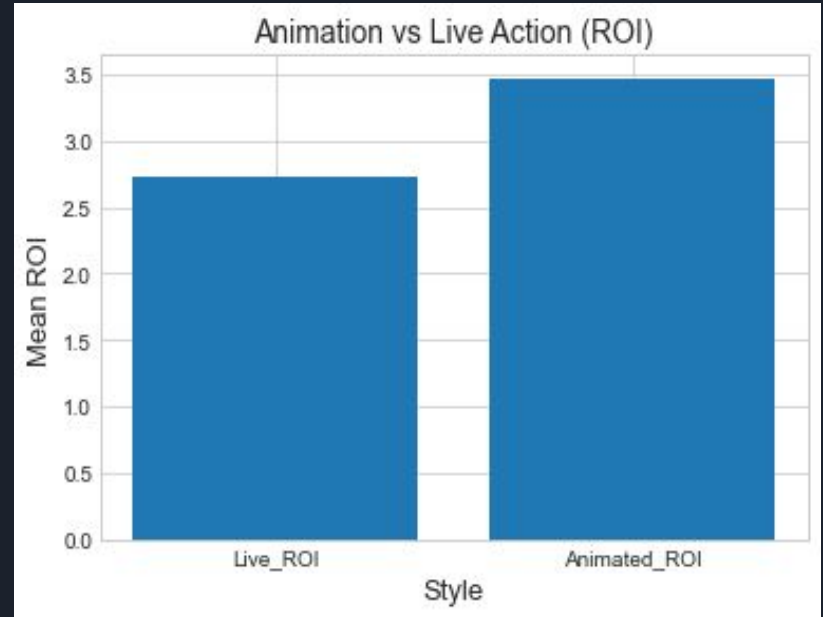
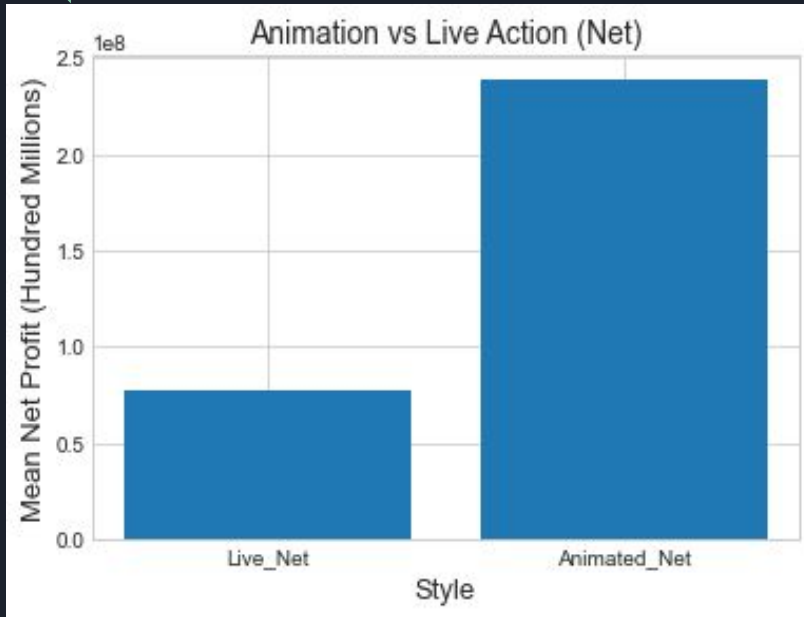


# Where's the Money?

Boiling down to basic elements, I looked at three things:

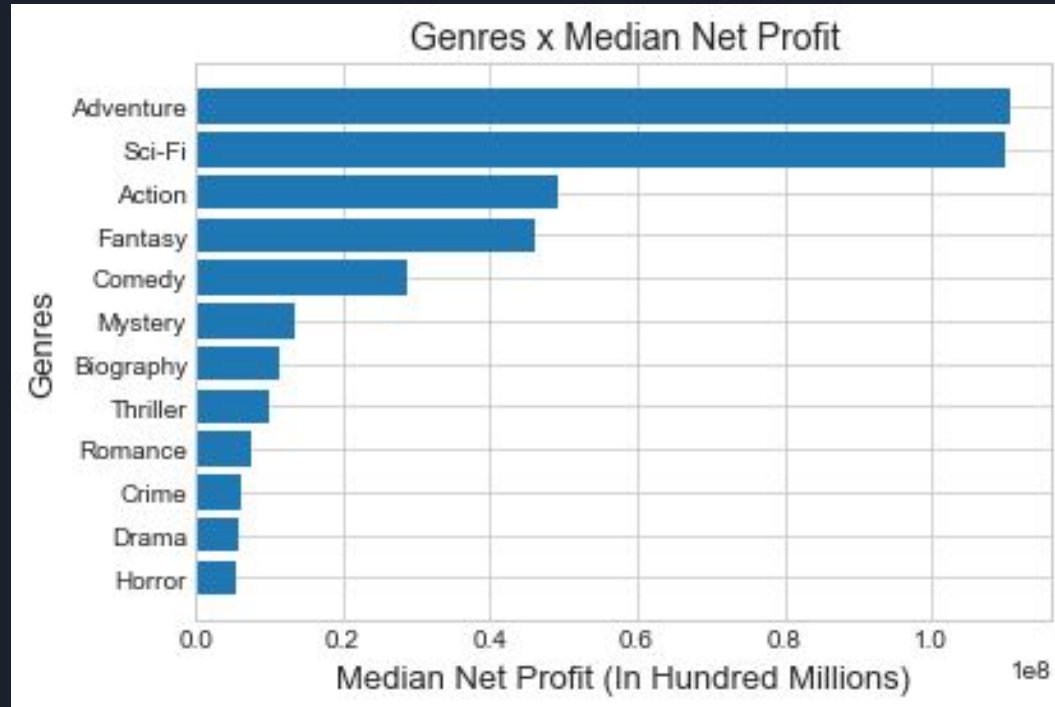
1. Animation vs Live Action
2. What genre should the movie be
3. Who should direct it

# Animation is King

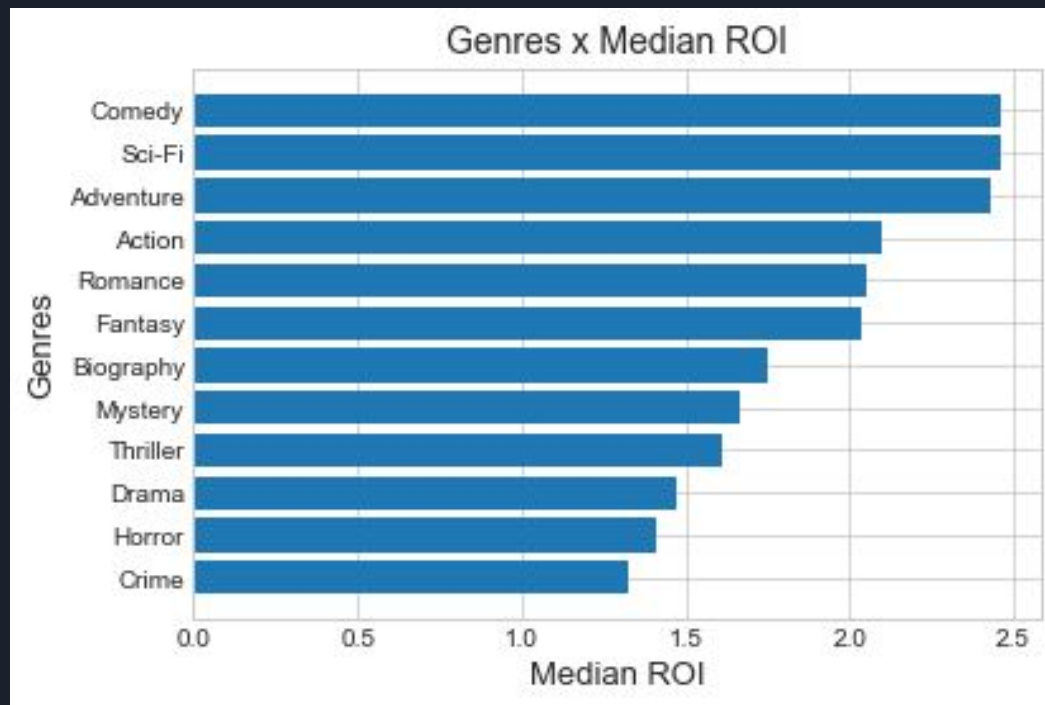


(But this doesn't mean "kid's movie")

# Sci-fi and Adventure Stand Above



# Something Light-Hearted



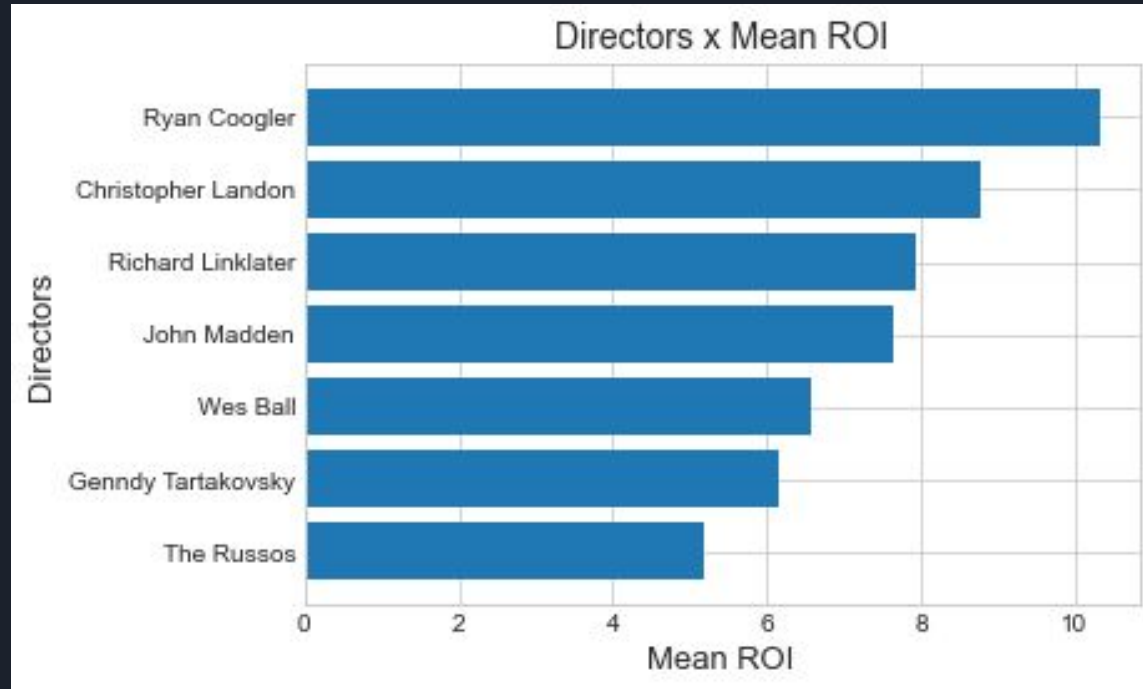


# Who Should Helm?

Over the decade, for directors with three+ movies, the standouts were:

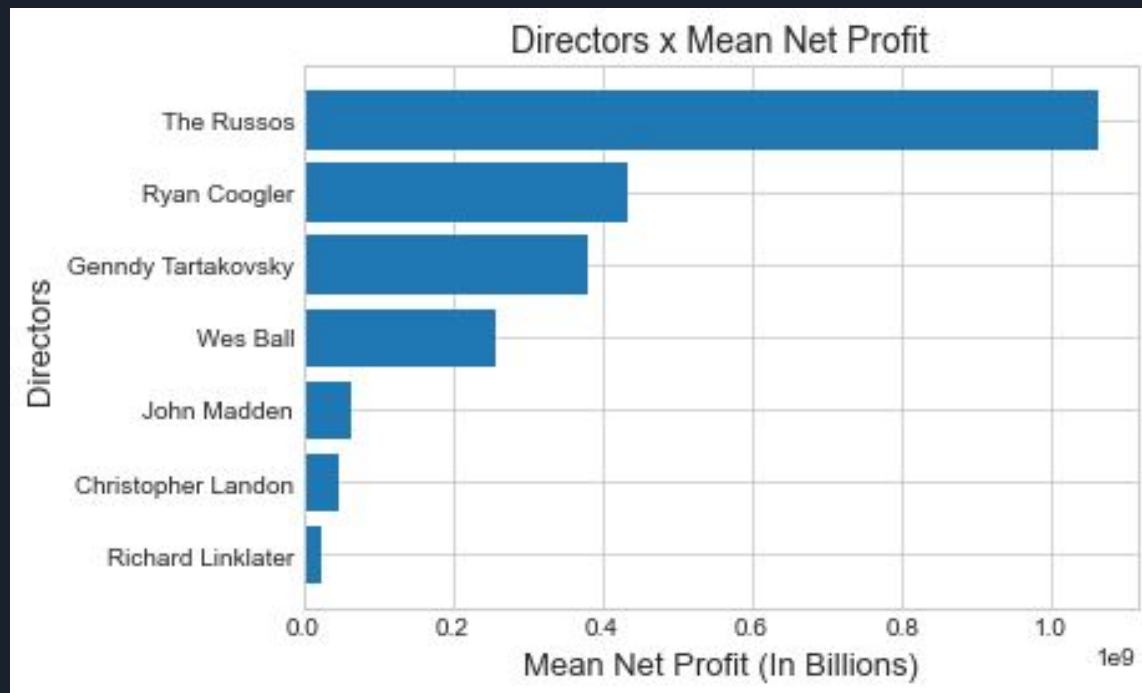
- The Russo Brothers
- Wes Ball
- Richard Linklater
- Christopher Landon
- John Madden (not the football analyst)
- Genndy Tartakovsky
- Ryan Coogler

# How Have They Done?





# How Have They Done?





# Potential Faults?

Wes Ball: “Dead genre”

Richard Linklater: Little relevance since Boyhood (2014)

Christopher Landon: Horror movies

Genndy Tartakovsky: “Hotel Transylvania” franchise

The Russos: Ties with Marvel = blessing or curse.

John Madden: Movies with limited American release

Ryan Coogler: ???



# Recommendations

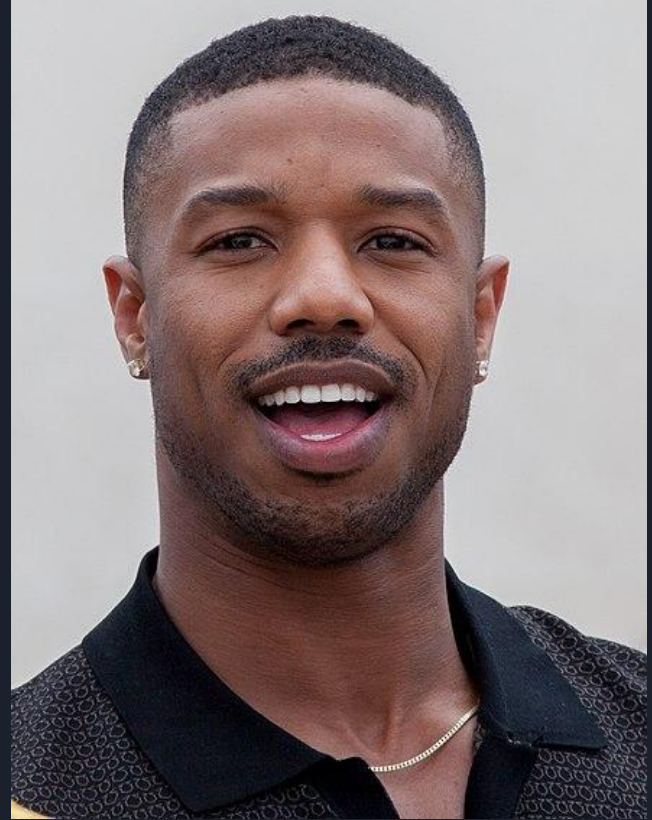
1. Prioritize animation. (This doesn't necessitate "Family" movie)
2. Sci-Fi-Adventures are doing very well. Think "Guardians of the Galaxy". (Comedy and Action are fine additions if need be.)
3. Get Ryan Coogler (consistent across genres), the Russos (peerless net profits), or Genndy Tartakovsky (experience in animation).

# What did I miss?

Everyone else who works on the movie. →

Is Marvel skewing the data?

Are there certain messages that may resonate or turn away audiences?





# Contact Information

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