## Question 1

1 pts

When doing your analysis, what measurement will you use to determine the success of a movie? (e.g.: rating, return on investment, worldwide gross) Refer to this article for an example of how different metrics can lead to different results: **Article (https://www.hollywoodreporter.com/movies/movie-news/what-is-profitable-movie-ever-1269879/)**

These are all metrics that come to a right conclusion, personally I would choose the rating category. Unfortunately, I understand that Microsoft executives will probably look at the overall money, or the return on investment. So my presentation will go on describing ROI and with a minor description of the ratings (just in case to demonstrate how to be a well known good studio, instead of a money driven entity). I'm not focusing on worldwide gross for this presentation, instead our attention will focus on domestic gross ROI.

## Question 2

What are some aspects of a movie you could investigate? (e.g.: Genres, Release time, Director/Actors, Budget)

We are going to describe the Domestic ROI (which includes the budget), how many Genres of a movie exist, and what is the rating for those Genres. Then we will combine both the Genres and the rating to form a more comprehensive analysis exploring which genres are actually the ones to pursue. This presentation is focusing primarily on those aspects and not the Director/Actors, runtime, and release date. My presentation will give you direct insight onto how much money and what kind of movies Microsoft will need.