

# Microsoft Exploratory Film Insights

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# Microsoft Exploratory Film Insights

- We will make recommendations for Microsoft's new film studio.
- We'll consider the type of movie, the budget, and how the audience will rate the movie.
- We will then analyze the given data sets and explore what are the ultimate avenues to take.





# What type of films to create

- What are the major traits per that most movies follow?
- How do we know how much is too much and just the right amount to budget.
- How does the public receive the movies?





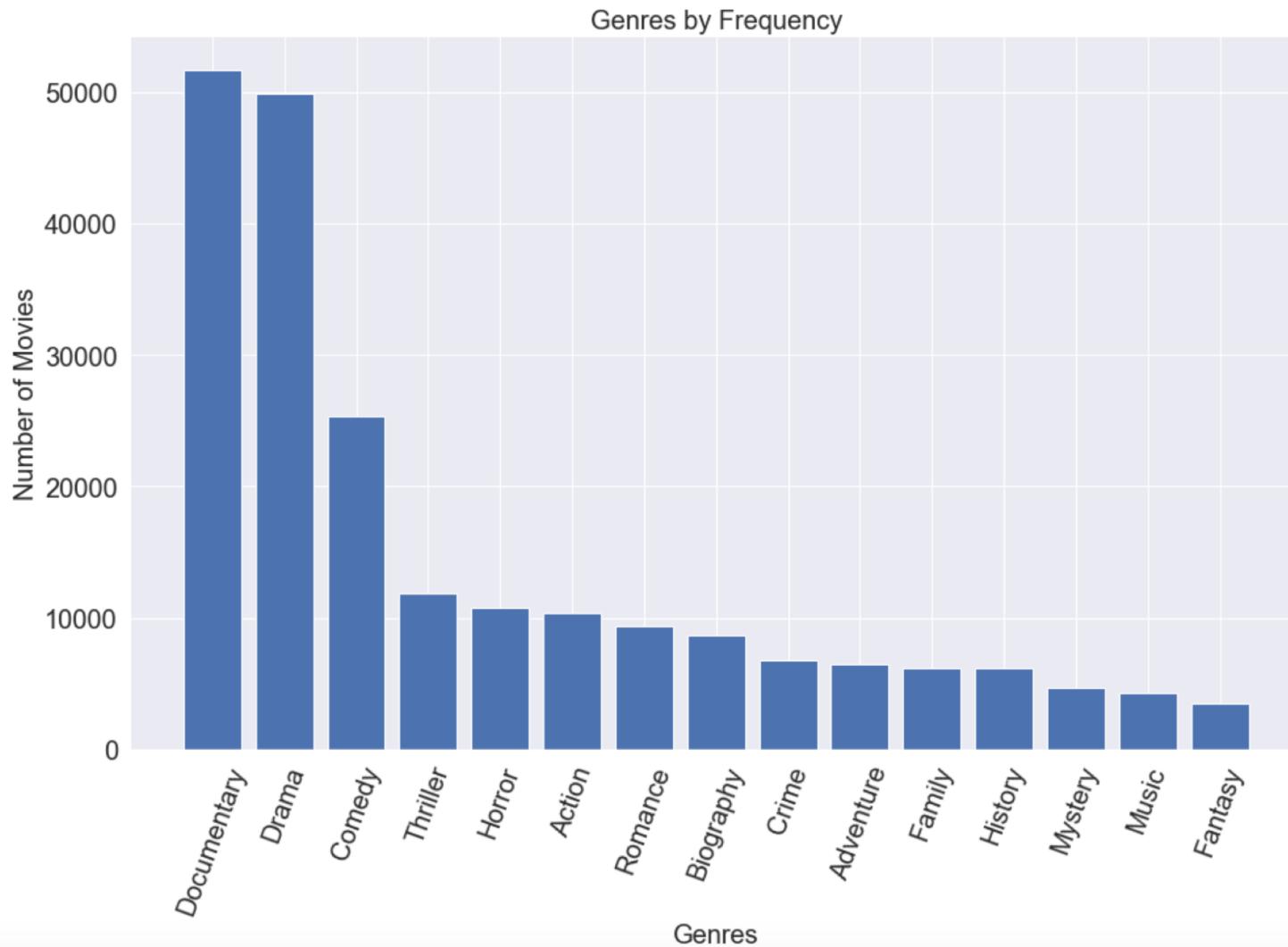
# Film Data

Data used was from

- IMDB
- Rotten Tomatoes
- Box Office Mojo



We will take a glance at how much money a movie has made domestically, at the production value, and finally at the rating.





# ROI stands for Return On Invest

DOMESTIC RETURN ON INVESTMENT (ROI)

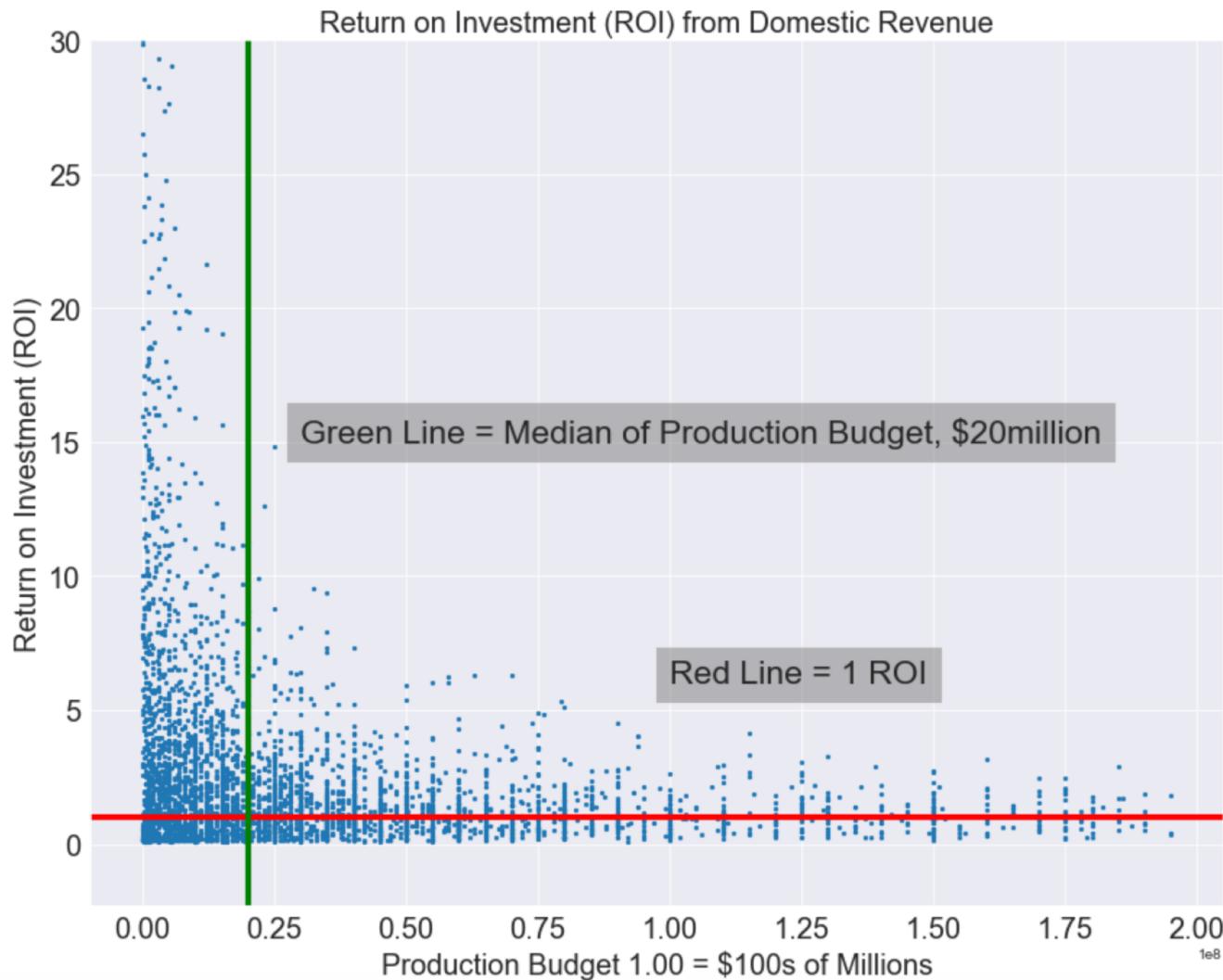
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DOMESTIC GROSS

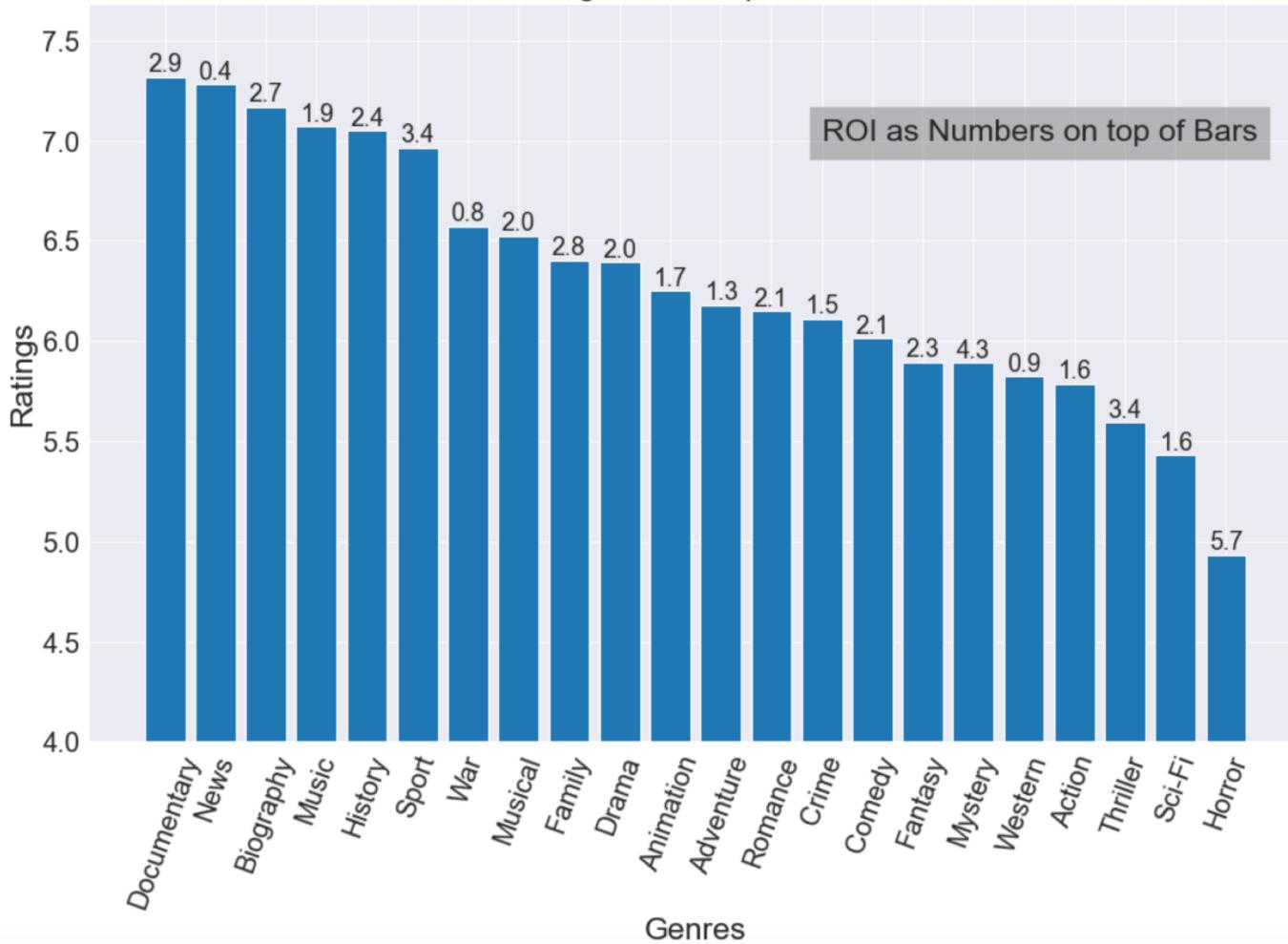
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PRODUCTION BUDGET





## Ratings and ROI per Genre





# Conclusions

- Most movies have these elements: Drama, Comedy, or Documentary.
- Movies such as Documentary, News, Biography are generally rated highly as opposed to Horror which is more lucrative.
- Movies that have a lower or medium budget have a higher chance to have more ROI. Estimated production budget: **\$20 million**



# Thank You!

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