Microsoft Films

By Cameron Tavares, Garrett Hall, and Ji Li

Presentation Overview

- Business Understanding

- Analysis

- Recommendations

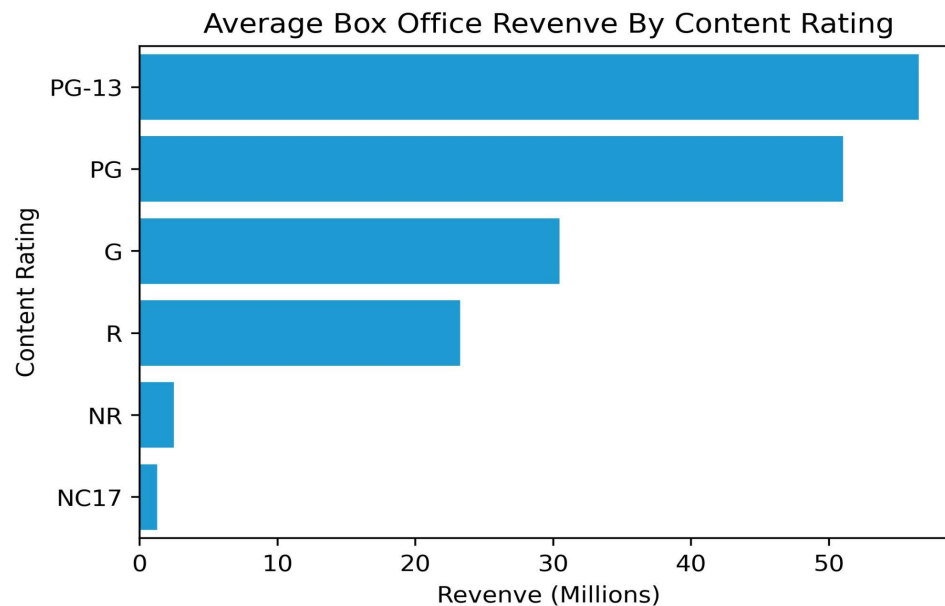# Business Understanding

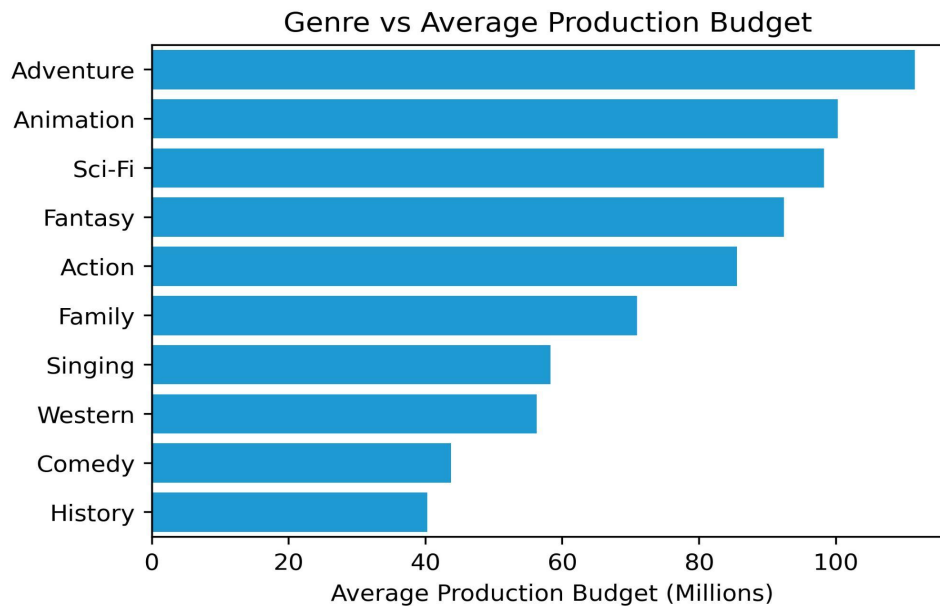- Oversaturated market

- Expensive

- Time Intensive

Data Sources

- IMDB

- The Movie Database
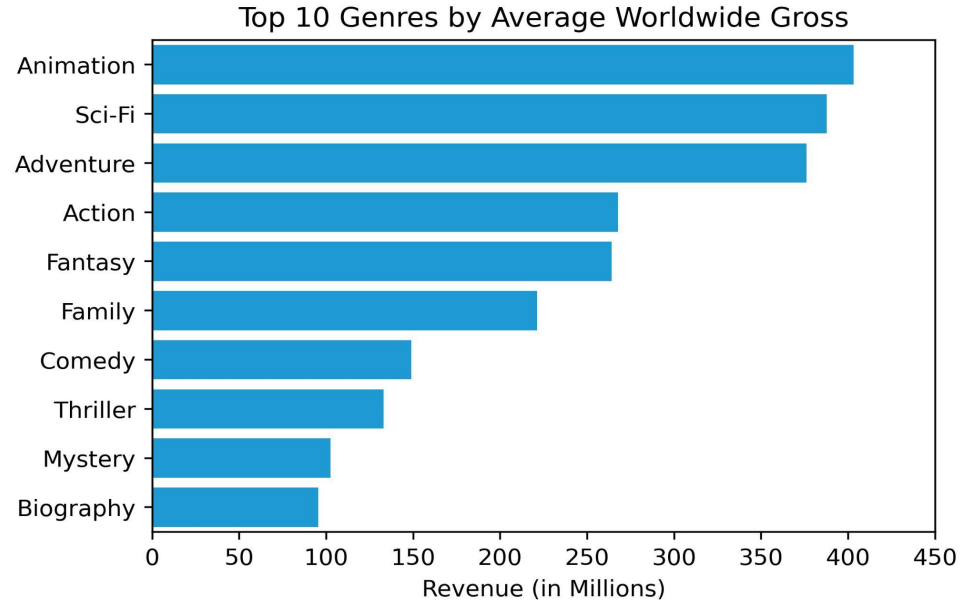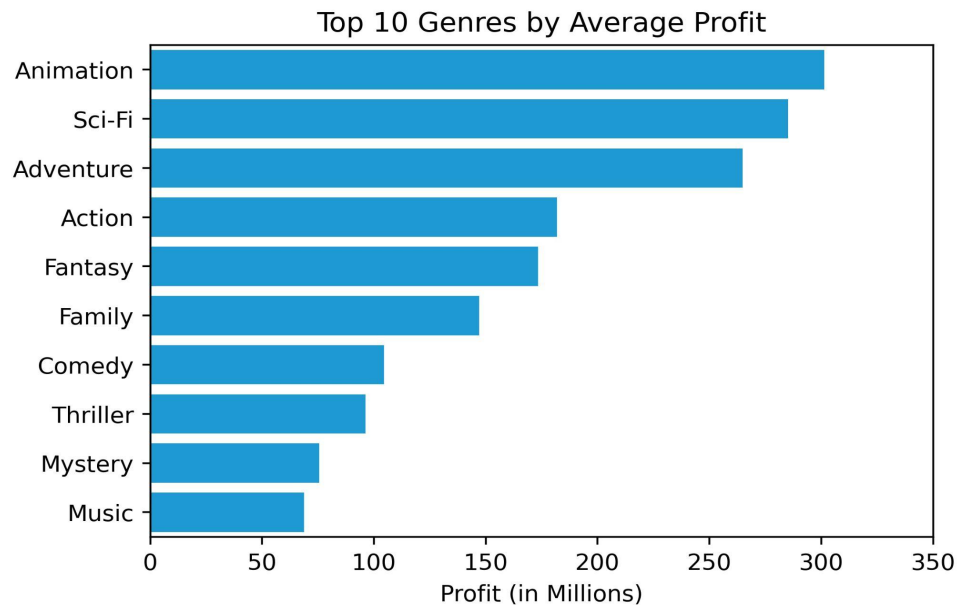
- Rotten Tomatoes

Rating vs Box Office

Average Box Office Revenue By Content Rating

Genre vs Budget

Genre vs Average Production Budget

Worldwide Revenue

- Top Performers

- Middle Performers

Top 10 Genres by Average Worldwide Gross

Profitability

- Similar to Revenue

- Music Genre

Top 10 Genres by Average Profit

Return on Investment

- Top Performer: Music

Top 10 Genres by Return on Investment
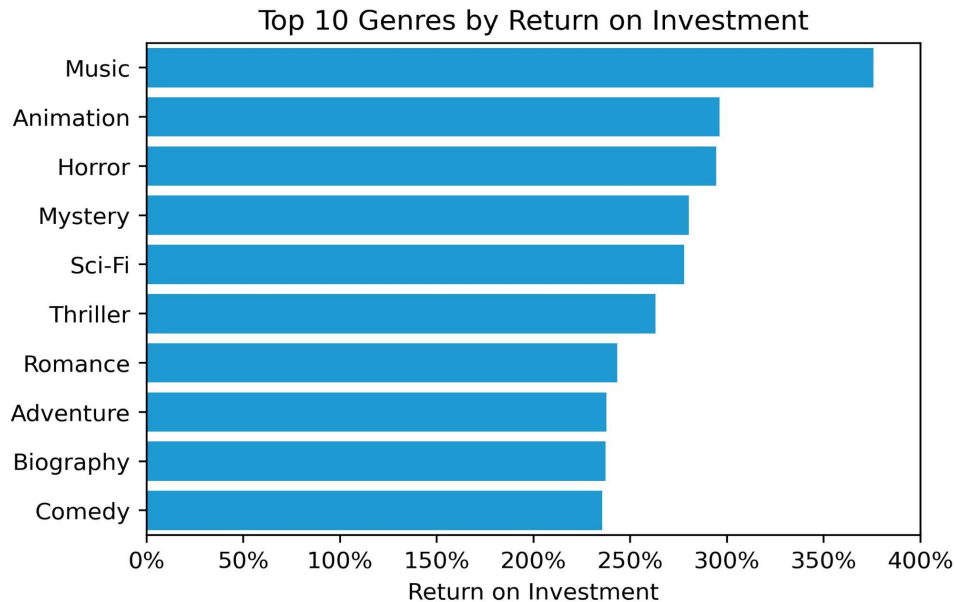
Budget vs Profit

- The more you spend the more you make
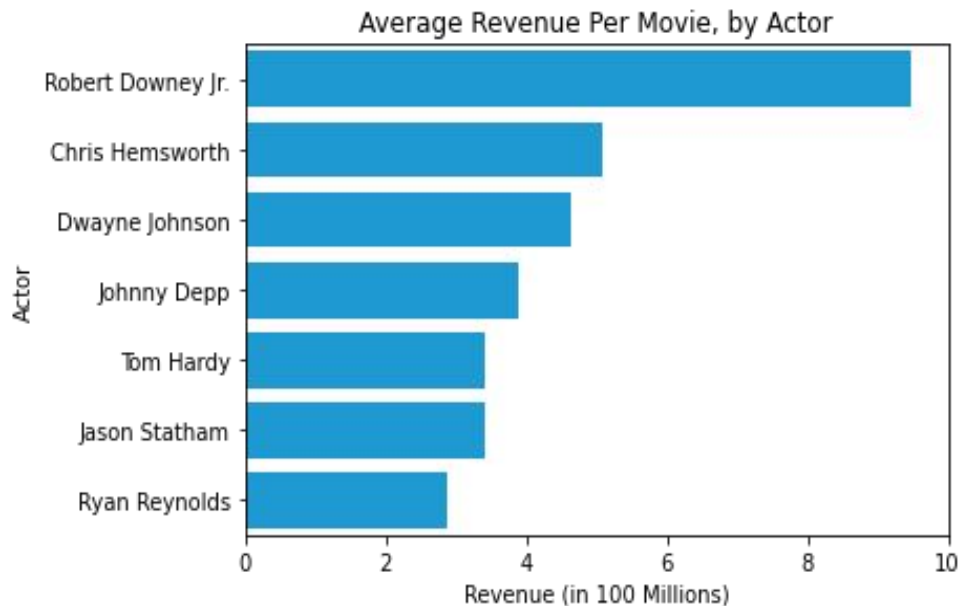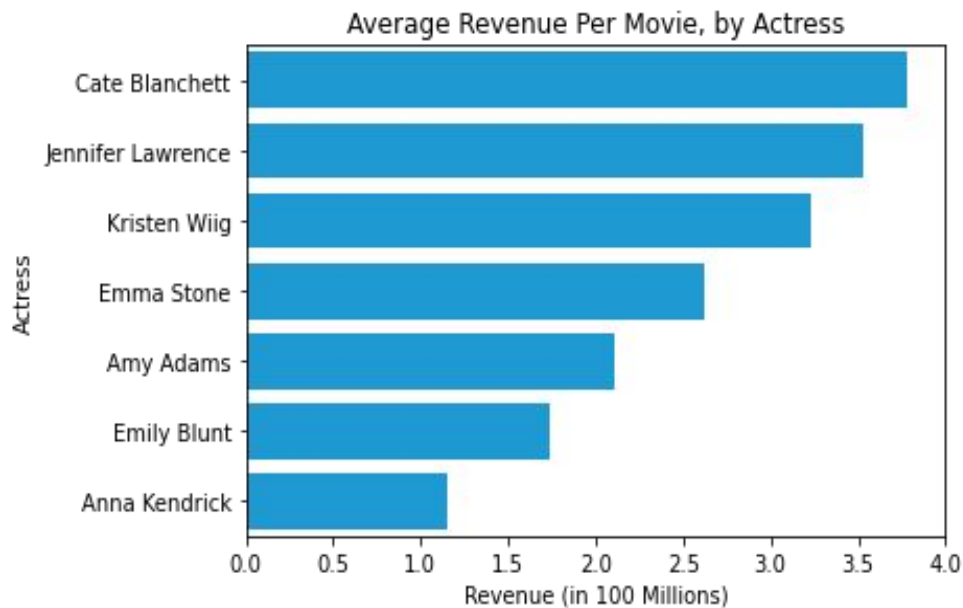
- Higher Budget, Higher Risk

Which Key Personnel?

- Director

- Actor/Actress

- Writer

- Composer

Actor

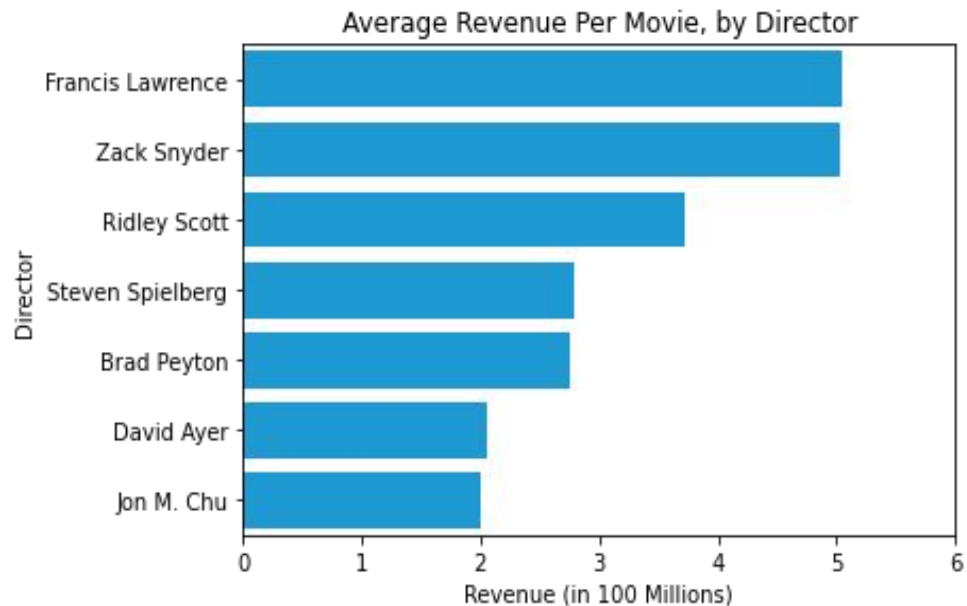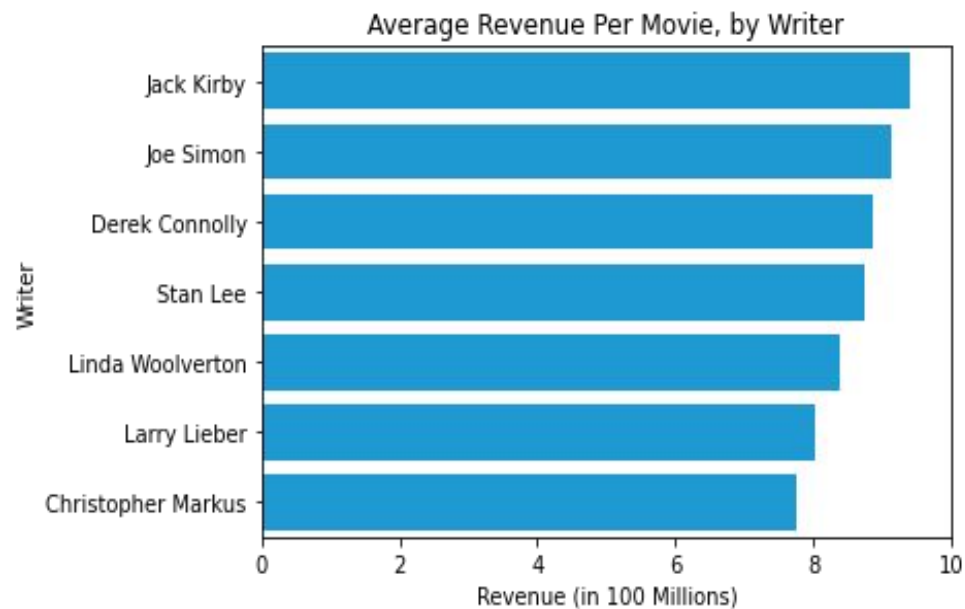- Wait, people actually like the Rock?

Average Revenue Per Movie, by Actor

Actress

Average Revenue Per Movie, by Actress

Director

Average Revenue Per Movie, by Director

Writer

Average Revenue Per Movie, by Writer
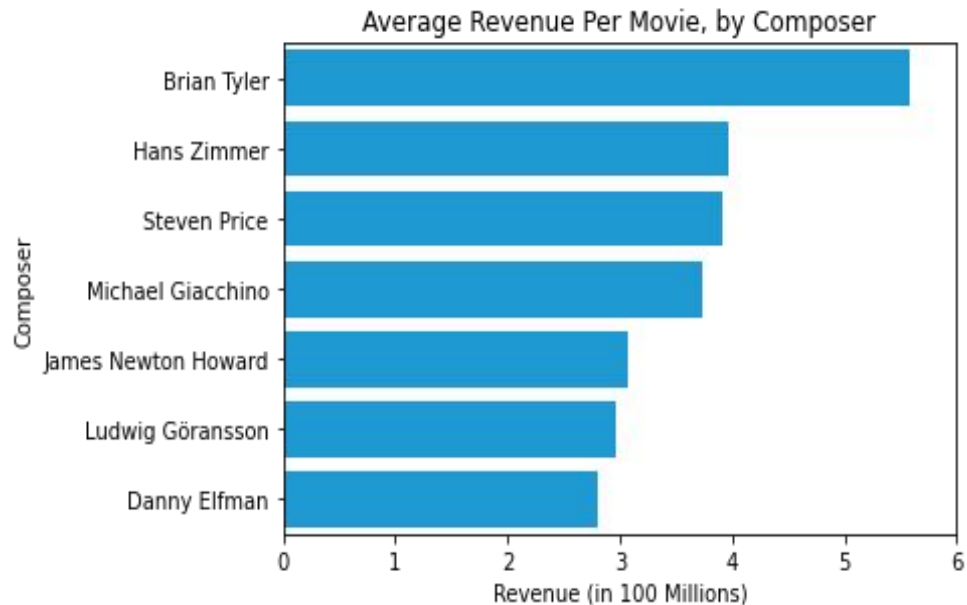
Composer

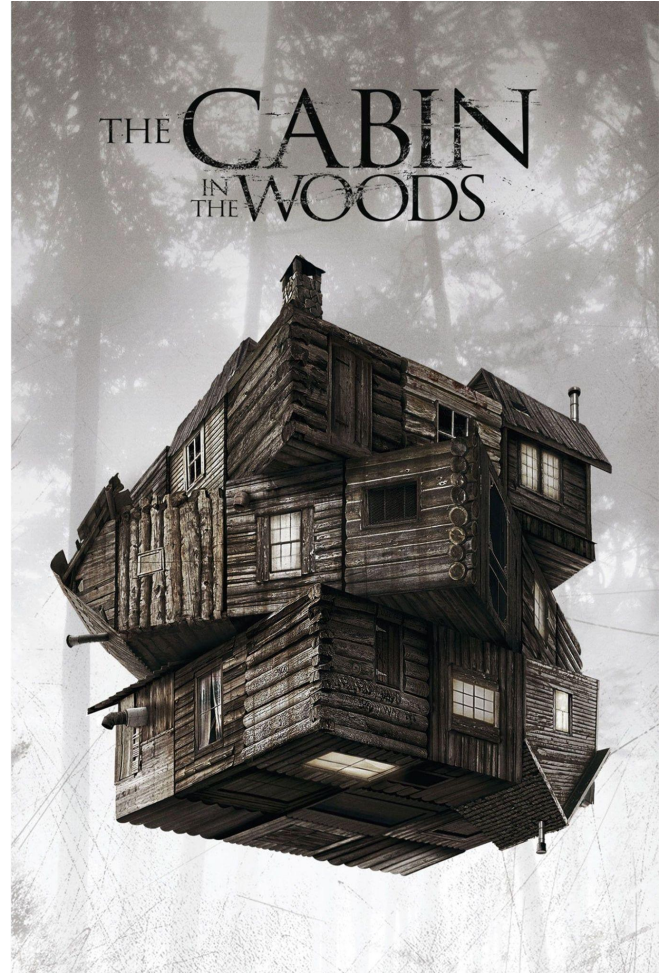Average Revenue Per Movie, by Composer

What if?

- Horror/Thriller

- Chris Hemsworth
- Anna Kendrick

- Joss Whedon

- $30M

What if?

- Quick

- Successful

Recommendations

- Spend money

- Use your IP

- Diversify genres

Any Questions?

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