Microsoft's

New Movie Studio

Authors

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Outline

- Business Problem -

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Business Problem

- Microsoft New to Film Industry

- Profitable Movies

- Critical Acclaim

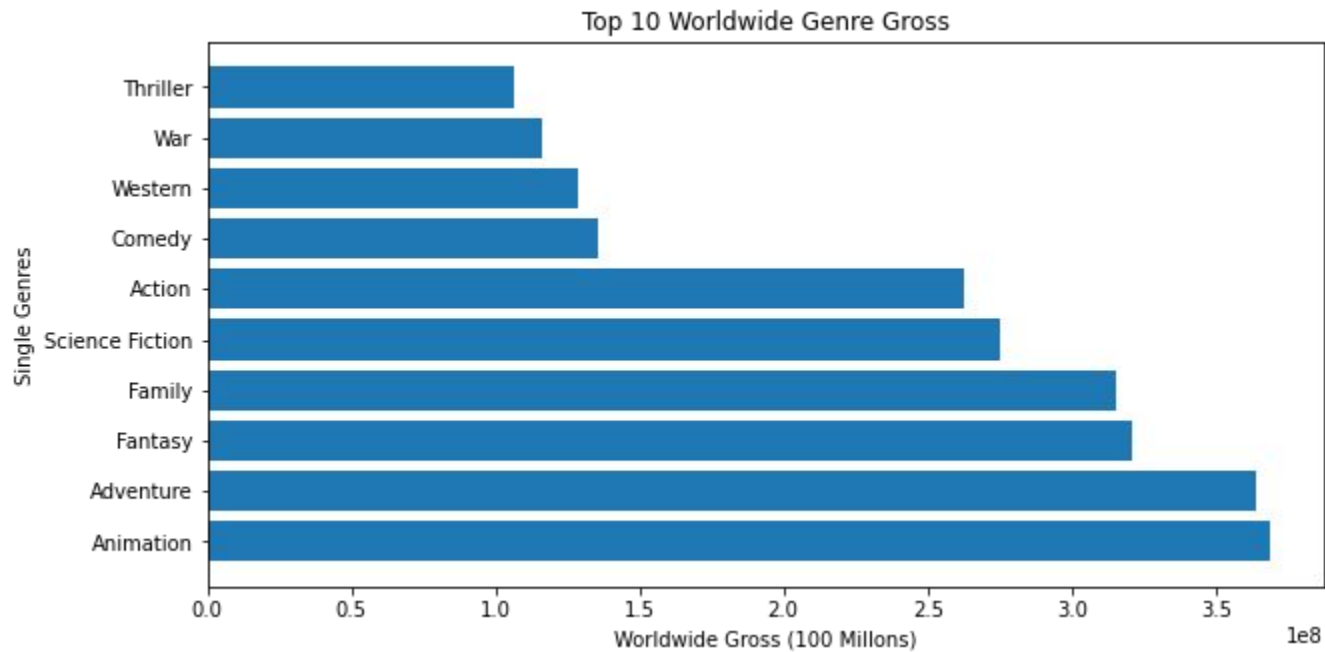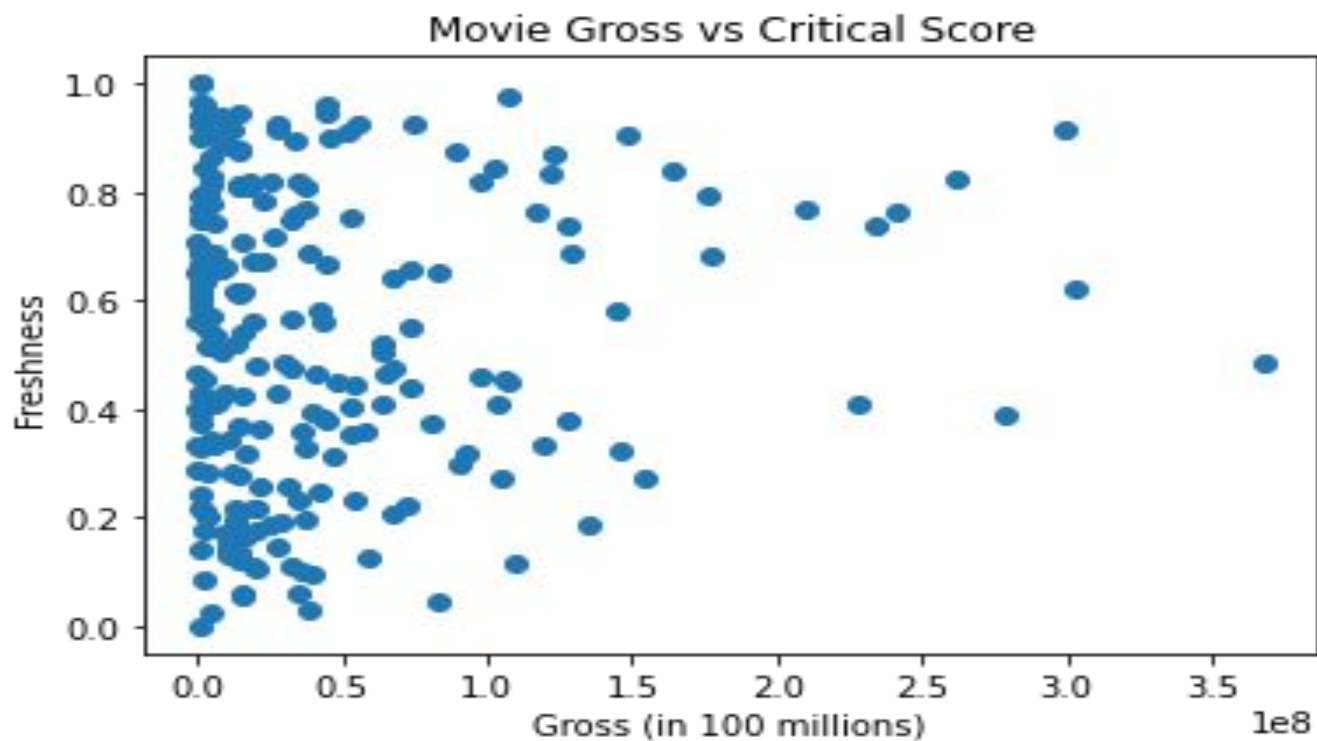# Summary: Suggestions for Microsoft

Genres
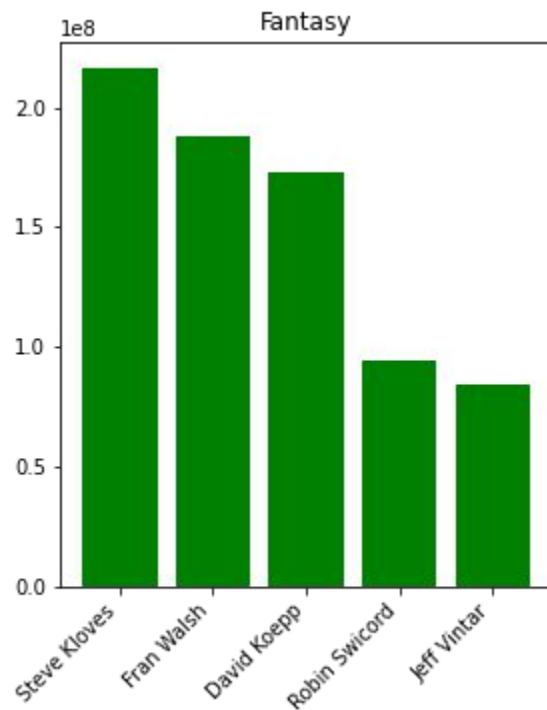
Writers

Director

Data Sources

Results: Genre

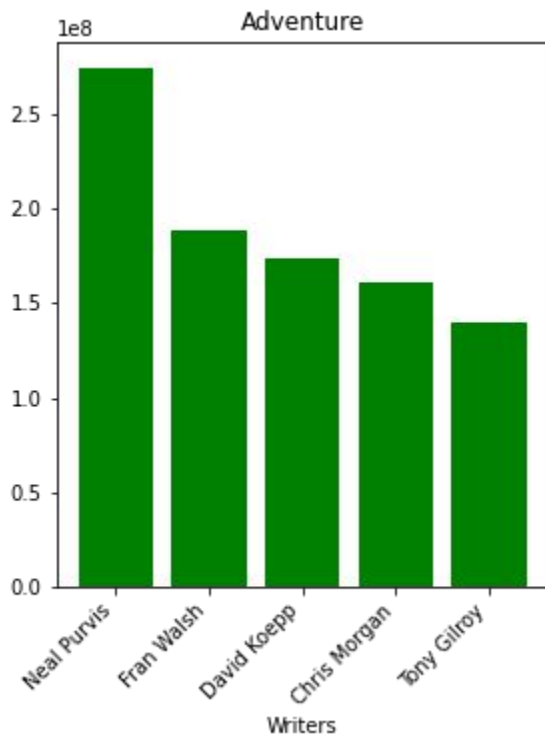Top 10 Worldwide Genre Gross

Quality or Gross?
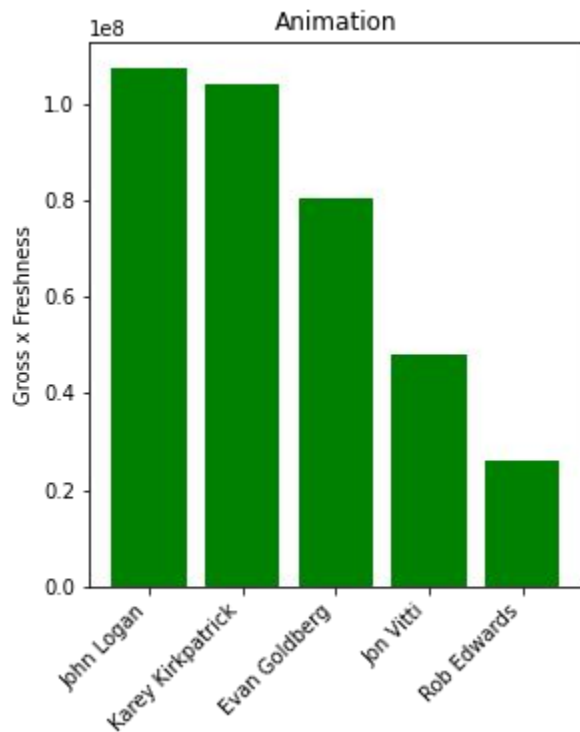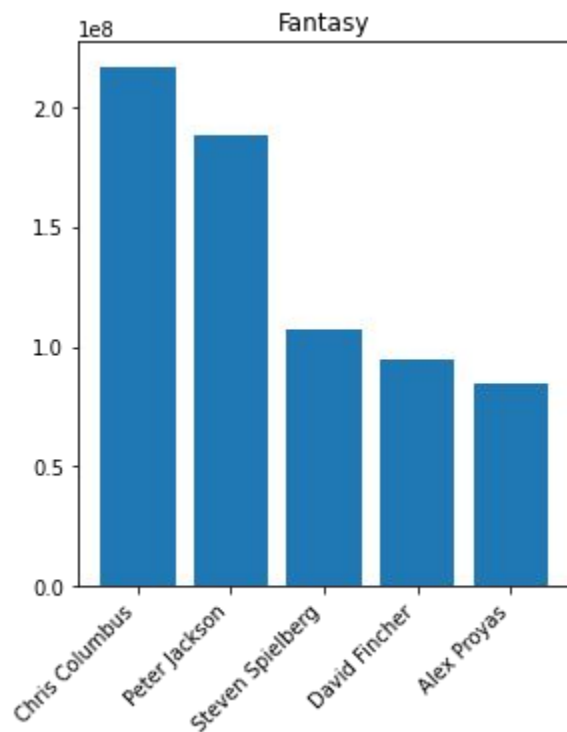

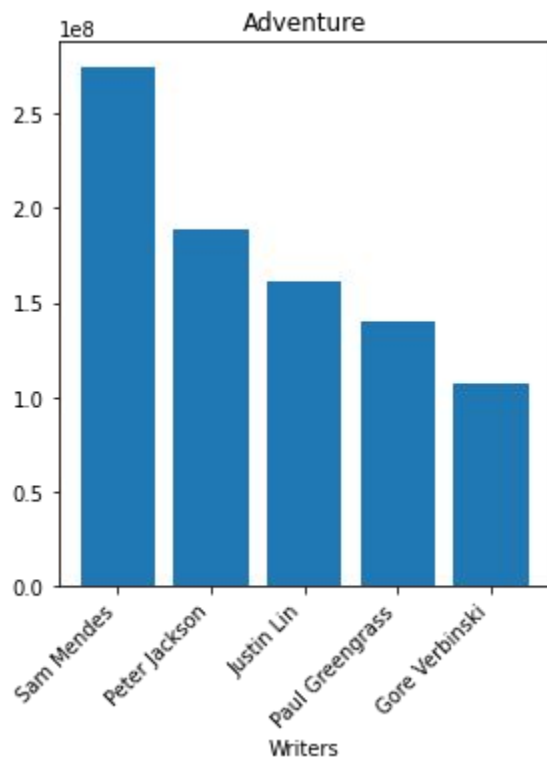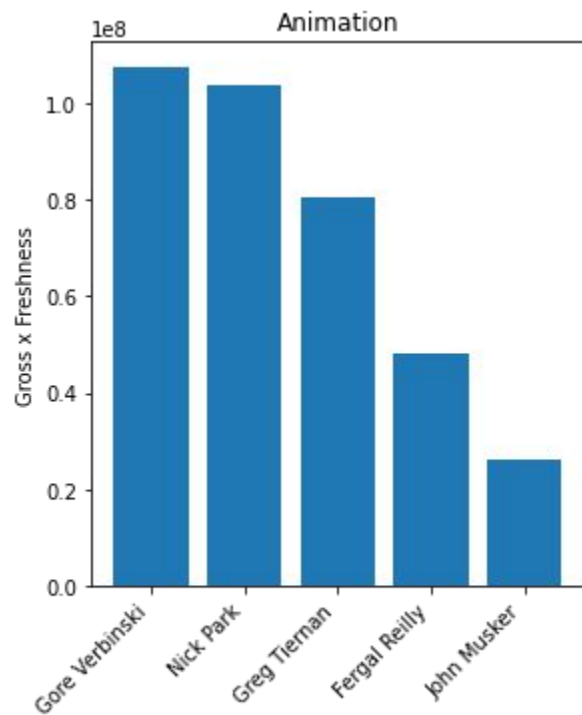Movie Gross vs Critical Score

Both!

- Freshness: Ratio of fresh to rotten reviews

- Gross Profit x Freshness (GxF)

Results: Writers

Results: Directors

Conclusions

Genre	Animation	Adventure	Fantasy
Writer	John Logan	Neal Purvis	Steve Kloves
Director	Gore Verbinski	Sam Mendes	Chris Columbus

Thank You! Questions?

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