

Microsoft



PROJECT CINEMA



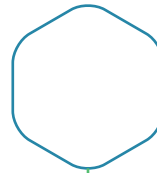
Business Problem

What types of films are currently doing the best at the box office?



WHAT CAN WE CALL
CURRENTLY IN THE
MOVIE'S INDUSTRY?

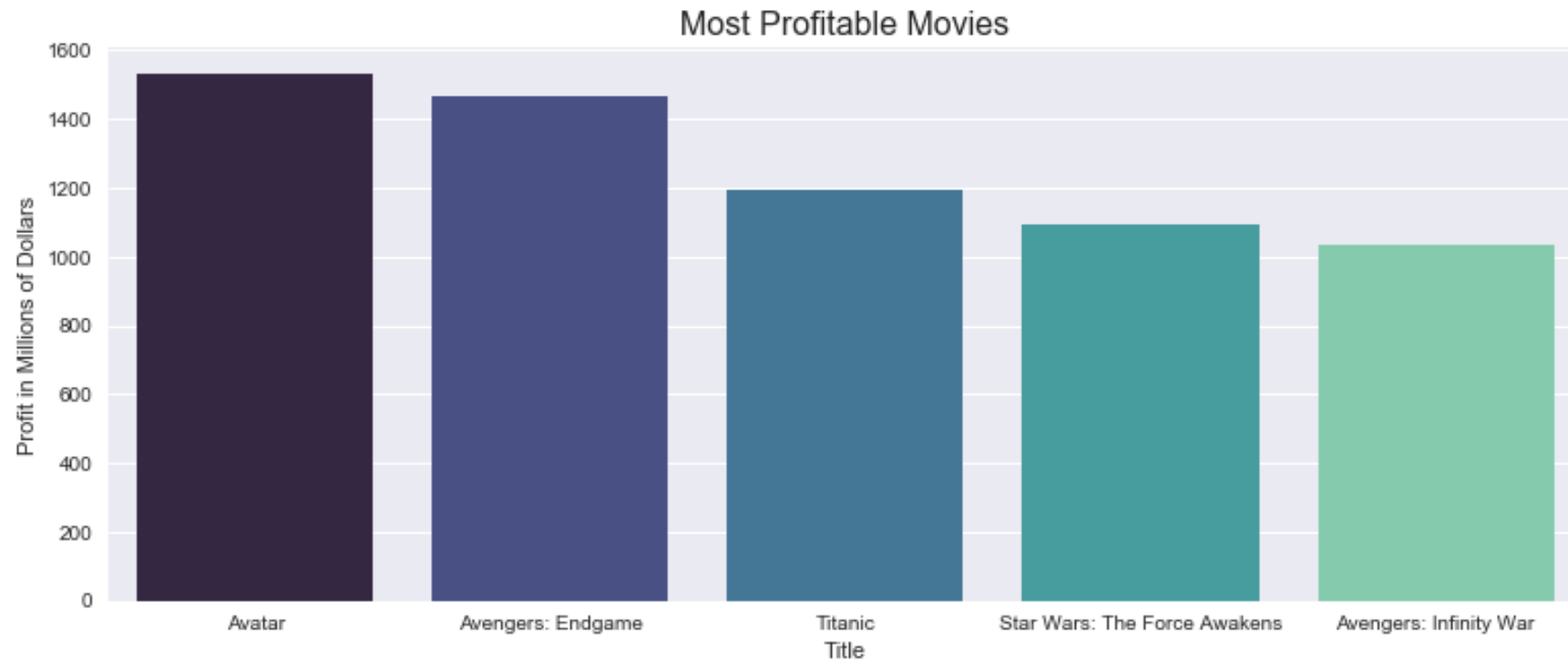
MODERN FILM
INDUSTRY



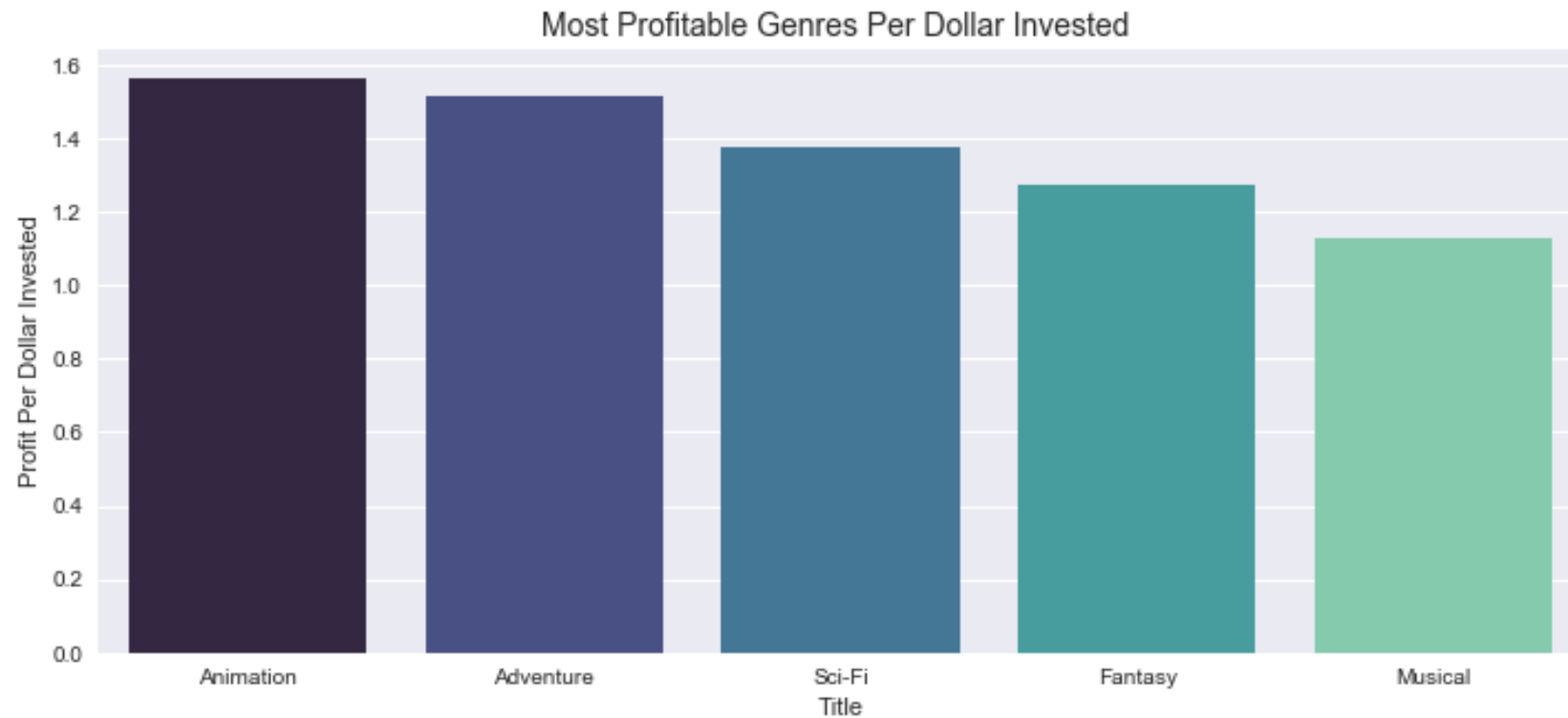
1990s to Nowadays

This first true Blockbuster showed Hollywood how to create true worldwide media events that could earn tremendous amounts of money.

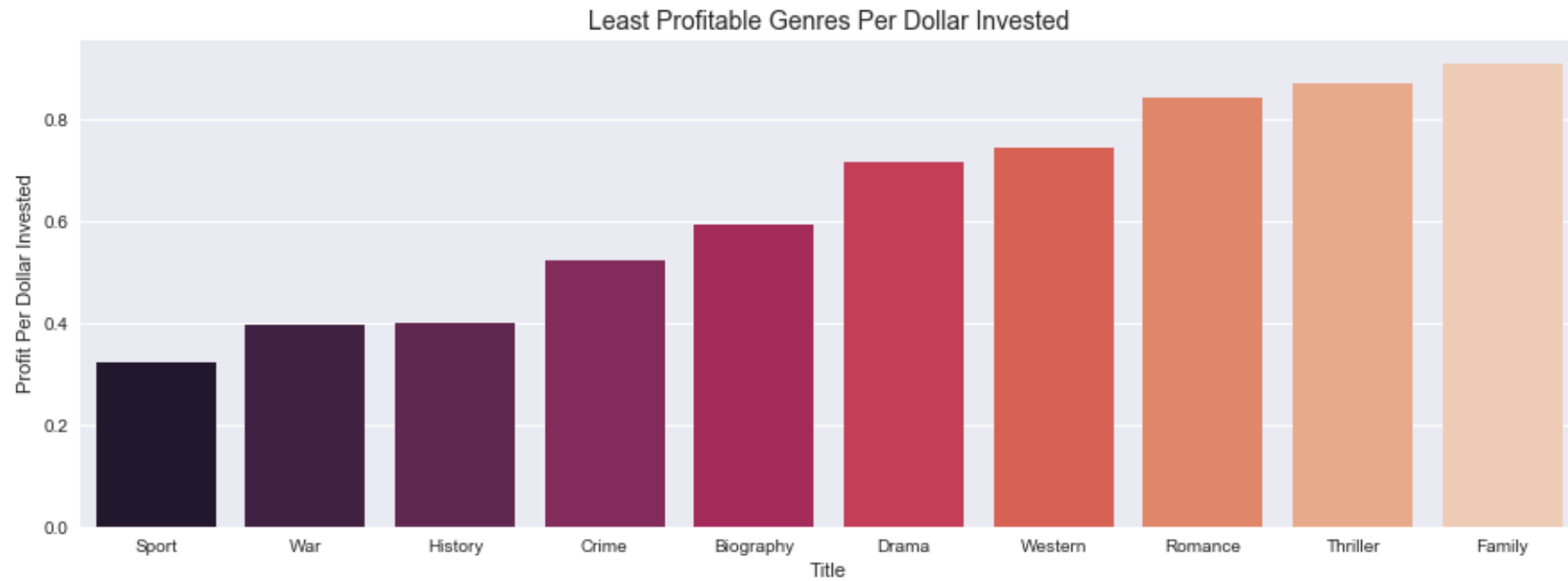
Is there any connection between the top 20 most profitable movies of all time?



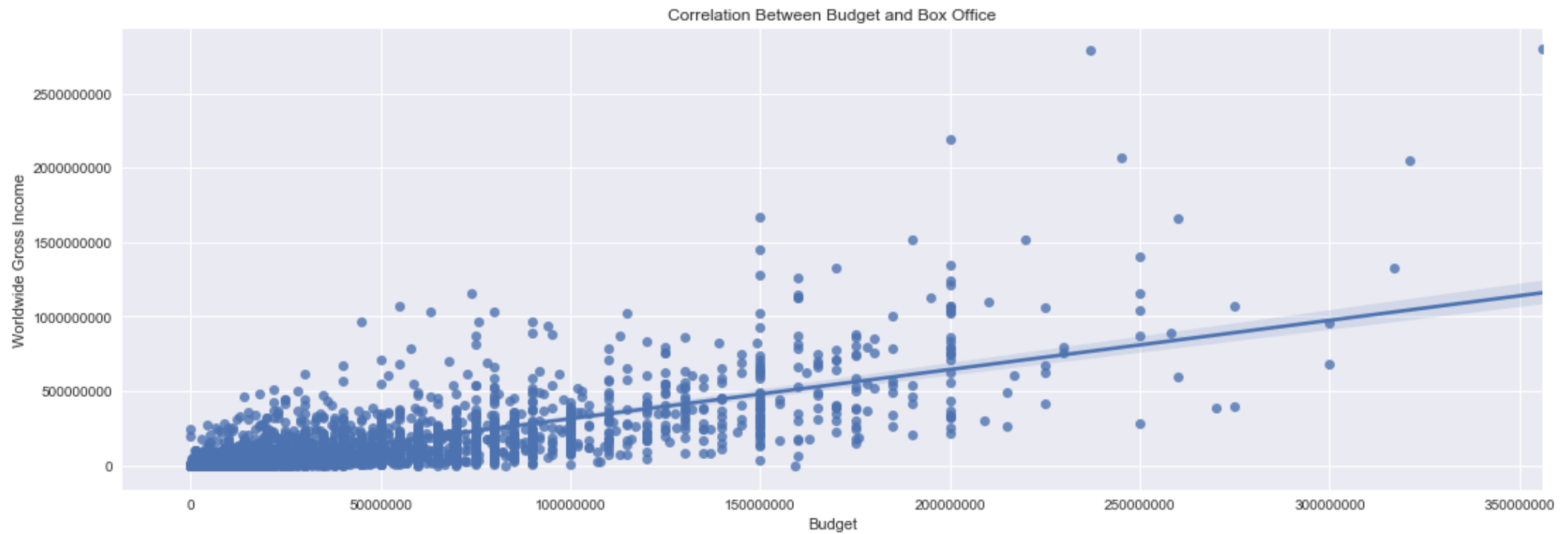
What individual genres bring the highest profit?



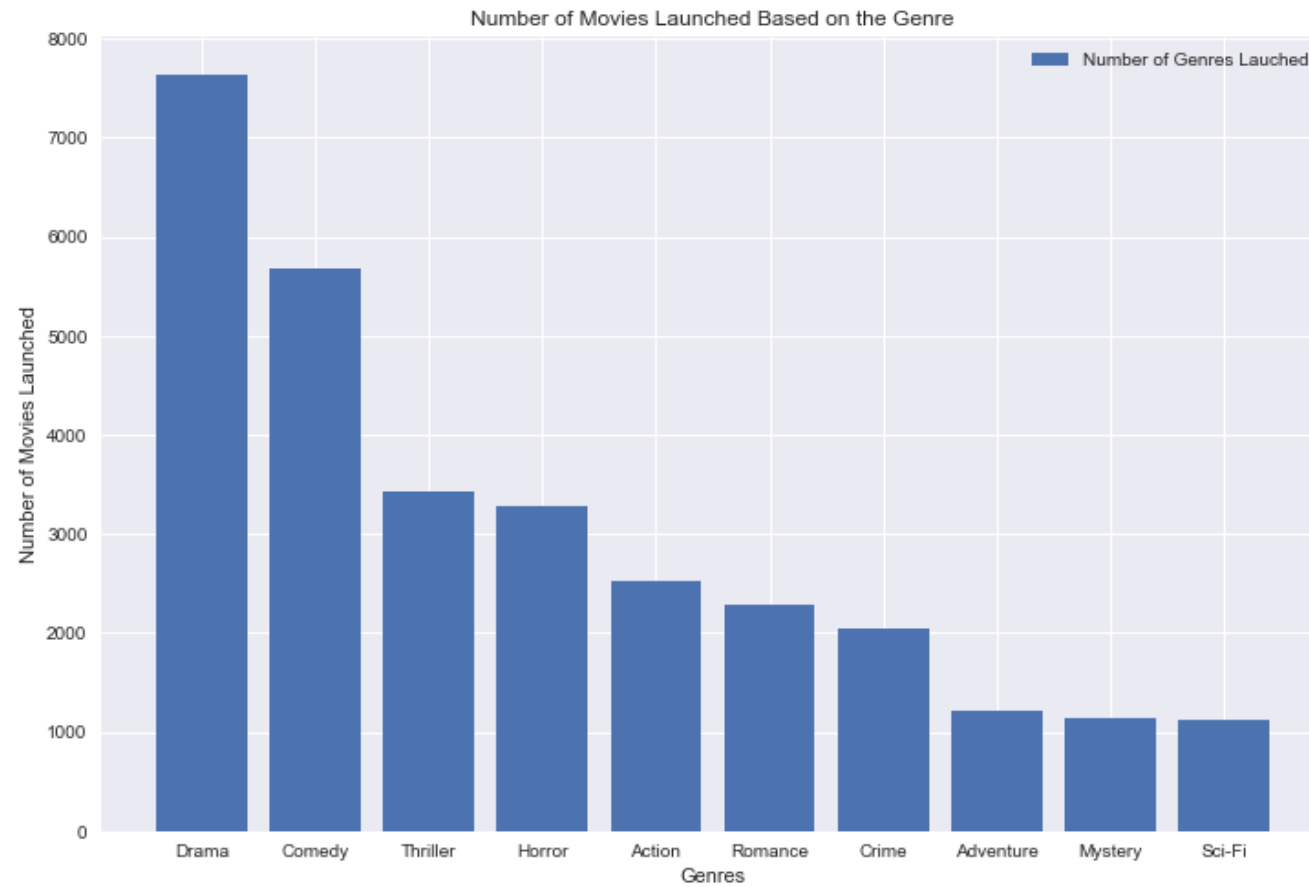
Where to invest carefully?



Does a higher budget reflect in higher profits?



Genres With More Movies Launched Since 1990



Recommendations



Types of Movies



Invest in Franchises



Budget is not a guarantee of Profits

Next Steps



Use APIs



Collect Social Media Data



Include Foreigner Movies Data