Microsoft Movie Brief

Jalil & Trystan

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Summary

Genres	Which genre should you make your first movie in?
Top directors per genre	Which director can you trust for your studio debut?
Runtime	How long should your movie be?

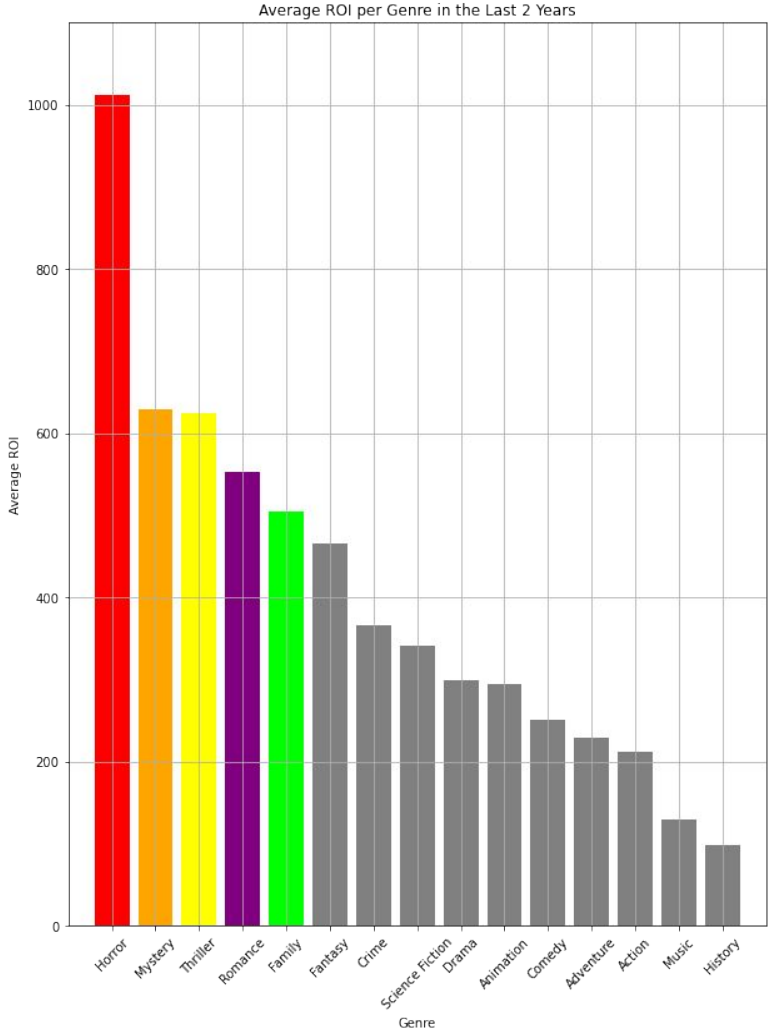
Business Problem

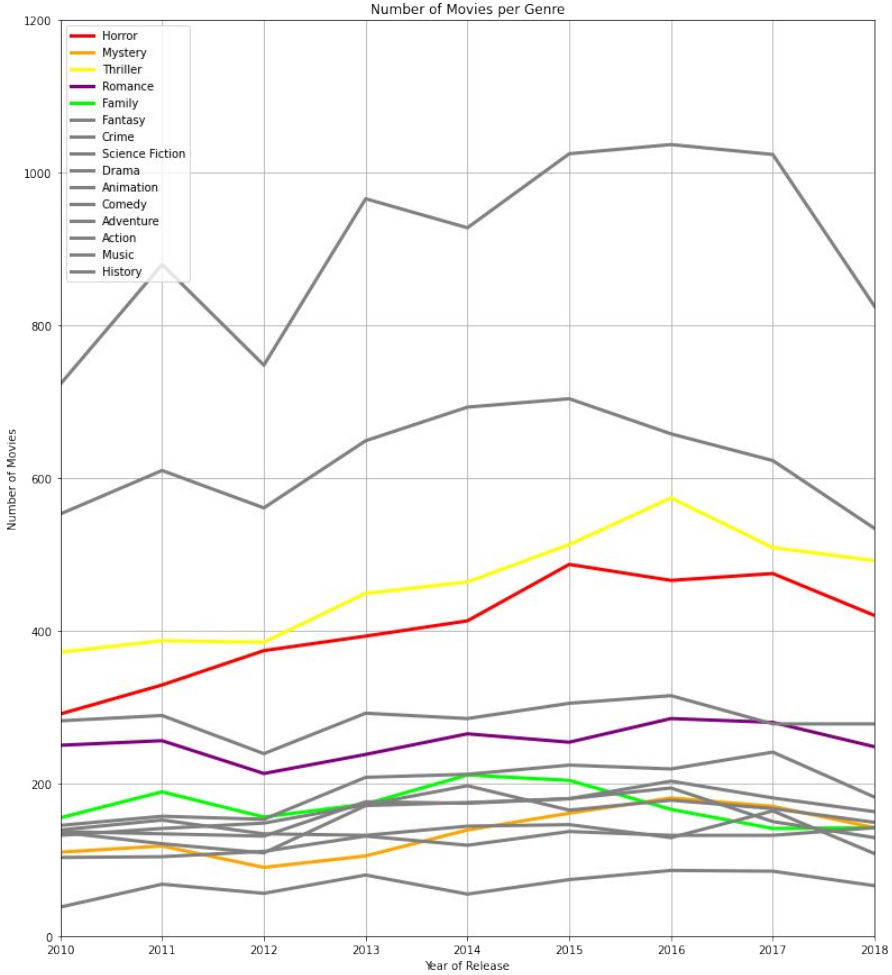
- Types of films to create?
- What is popular right now?
- What is performing well?
- Optimize ROI

Data & Methods

Over 73, 000 entries on box office data and movie data from The Movie Database, The Numbers, and IMDB

Focus on genre, profit, and user ratings


Average ROI per Genre in the Last 2 Years
Average ROI
0
200
400
600
800
1000
Horror
Mystery
Thriller
Romance
Family
Fantasy
Crime
Science Fiction
Drama
Animation
Comedy
Adventure
Action
Music
History
Genre


Number of Movies per Genre
Horror
Mystery
Thriller
Romance
Family
Fantasy
Crime
Science Fiction
Drama
Animation
Comedy
Adventure
Action
Music
History
Number of Movies
0
200
400
600
800
1000
1200
2010
2011
2012
2013
2014
2015
2016
2017
2018
Year of Release

Summary

Genres

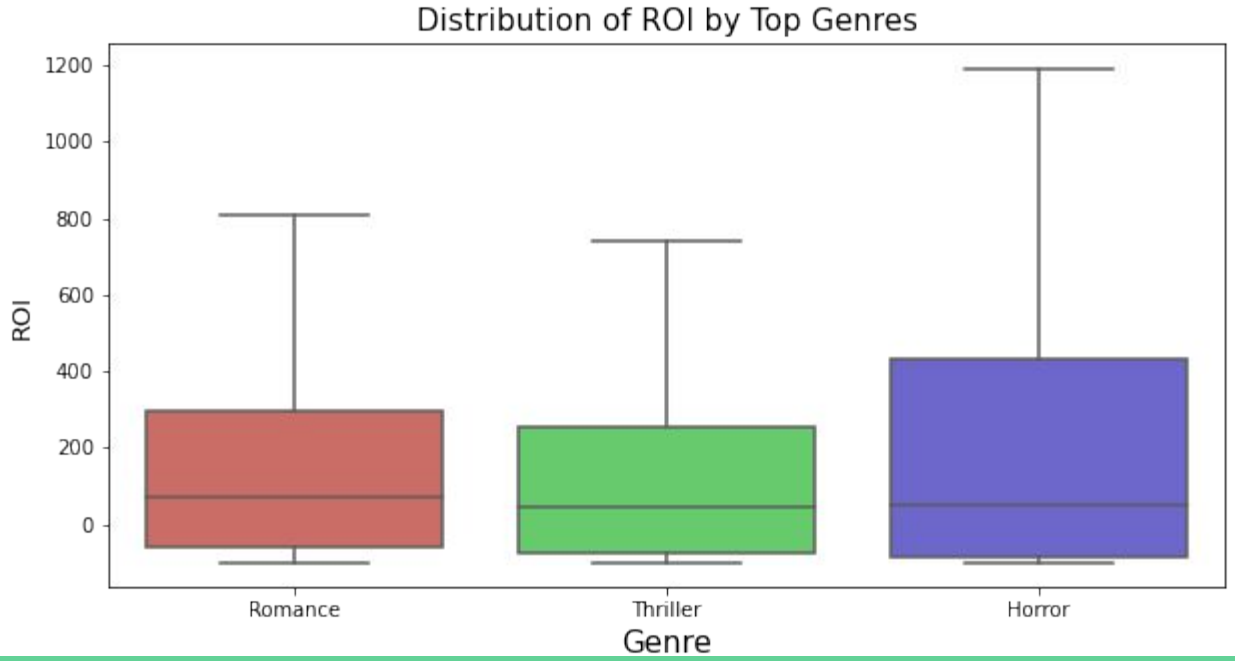
Horror, Thriller, and Romance

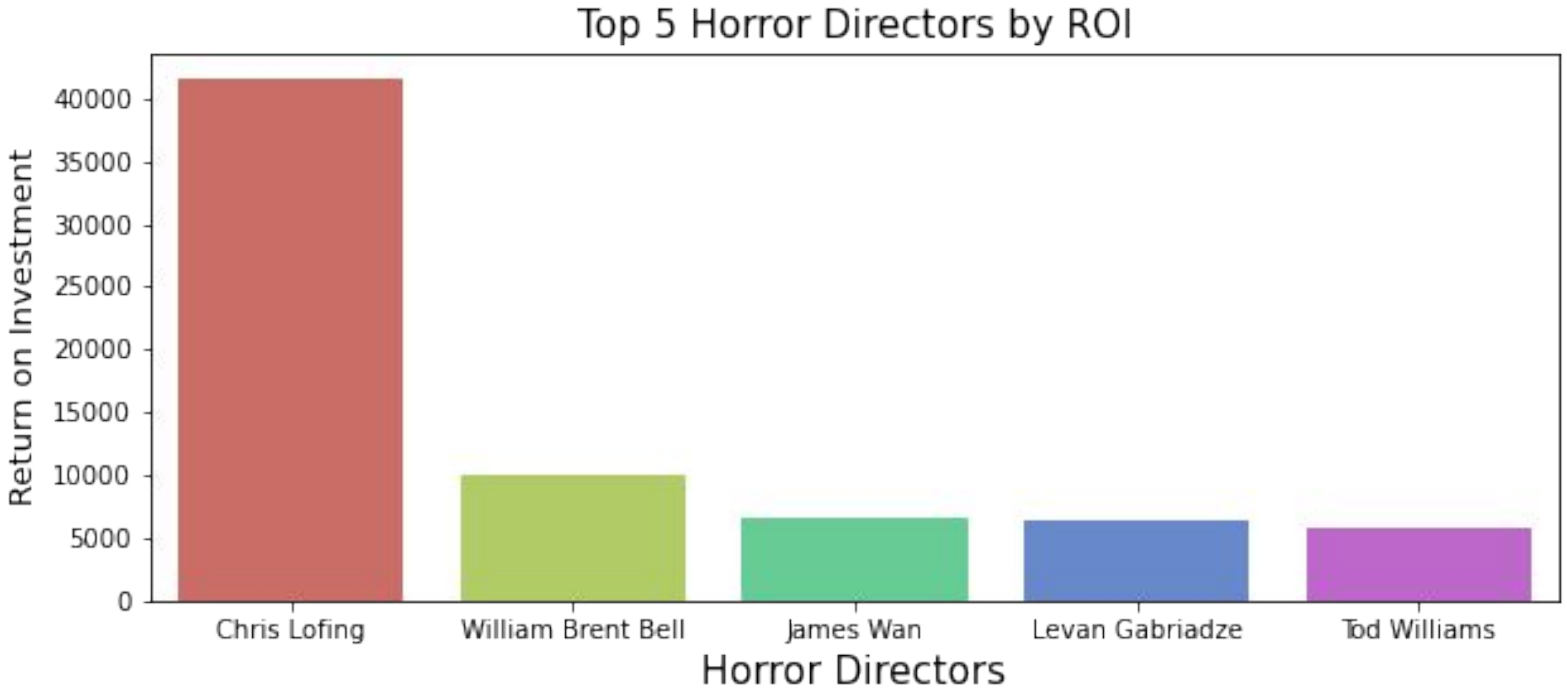
Top directors per genre

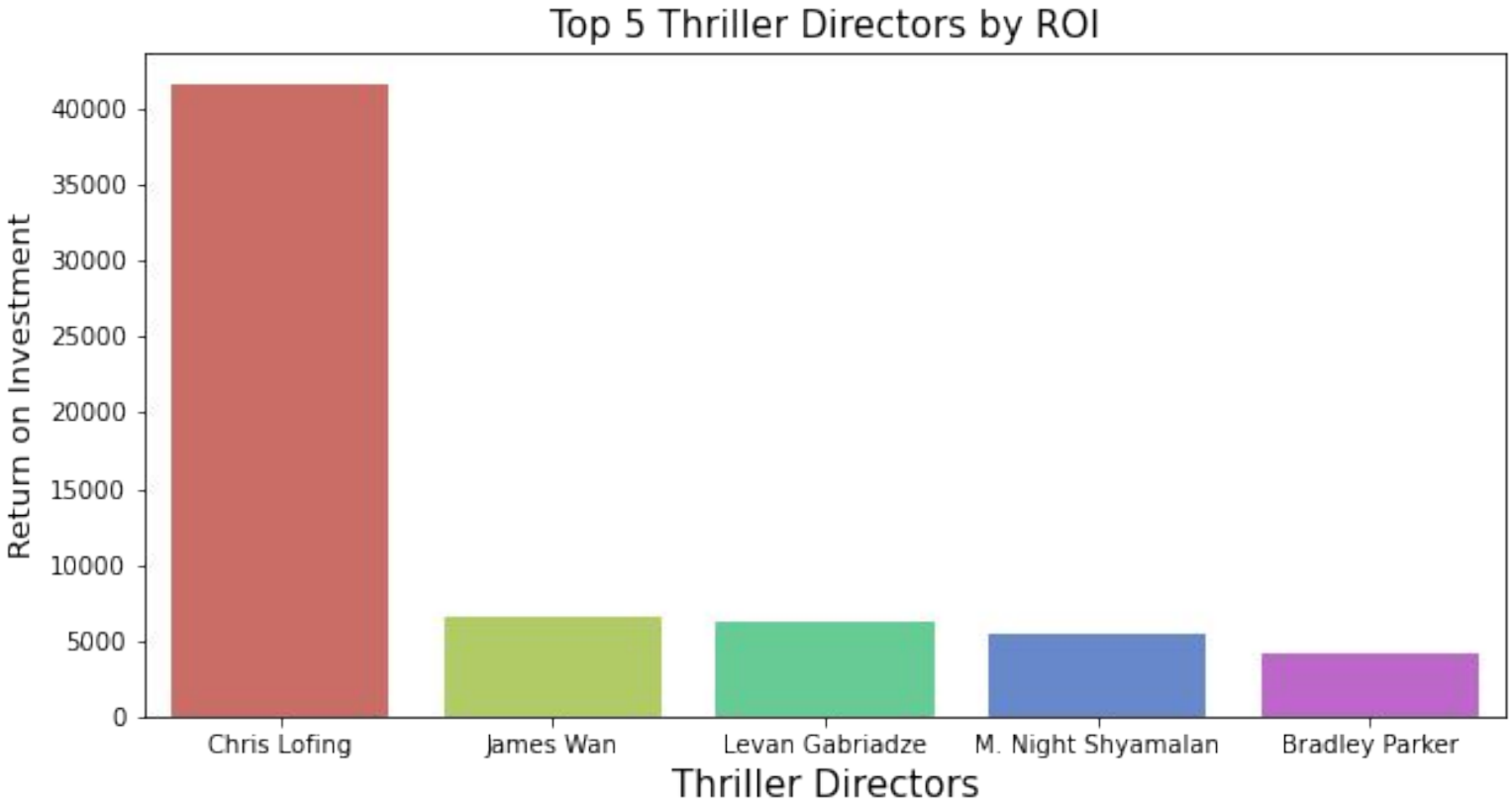
Runtime

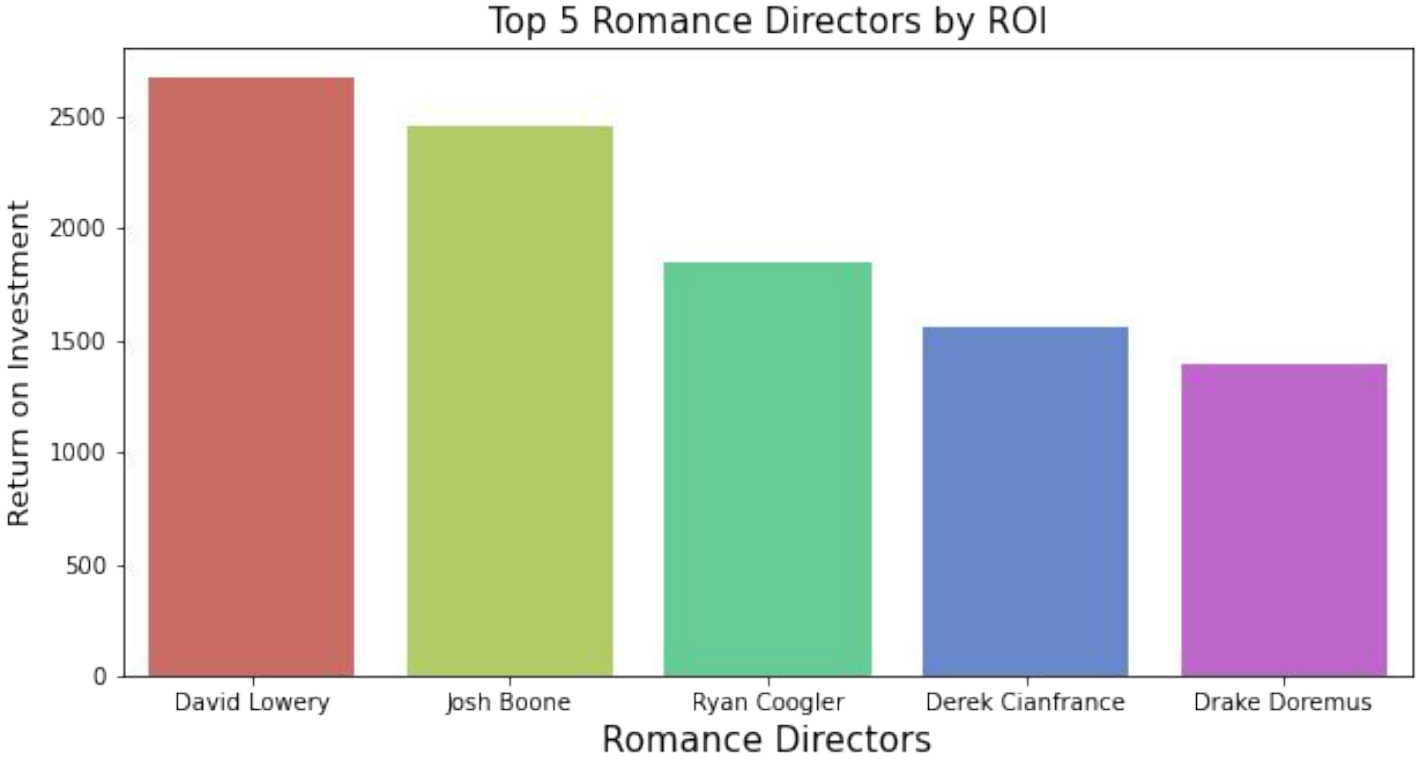
Results

- How do specific variables affect a movie's return on investment?
- Variables: Genre, Runtime, and Ratings




Top 5 Horror Directors by ROI
Return on Investment
40000
35000
30000
25000
20000
15000
10000
5000
0
Chris Lofing
William Brent Bell
James Wan
Levan Gabriadze
Tod Williams
Horror Directors


Top 5 Thriller Directors by ROI
Return on Investment
40000
35000
30000
25000
20000
15000
10000
5000
0
Chris Lofing
James Wan
Levan Gabriadze
M. Night Shyamalan
Bradley Parker
Thriller Directors


Top 5 Romance Directors by ROI
Return on Investment
2500
2000
1500
1000
500
0
David Lowery
Josh Boone
Ryan Coogler
Derek Cianfrance
Drake Doremus
Romance Directors

Summary

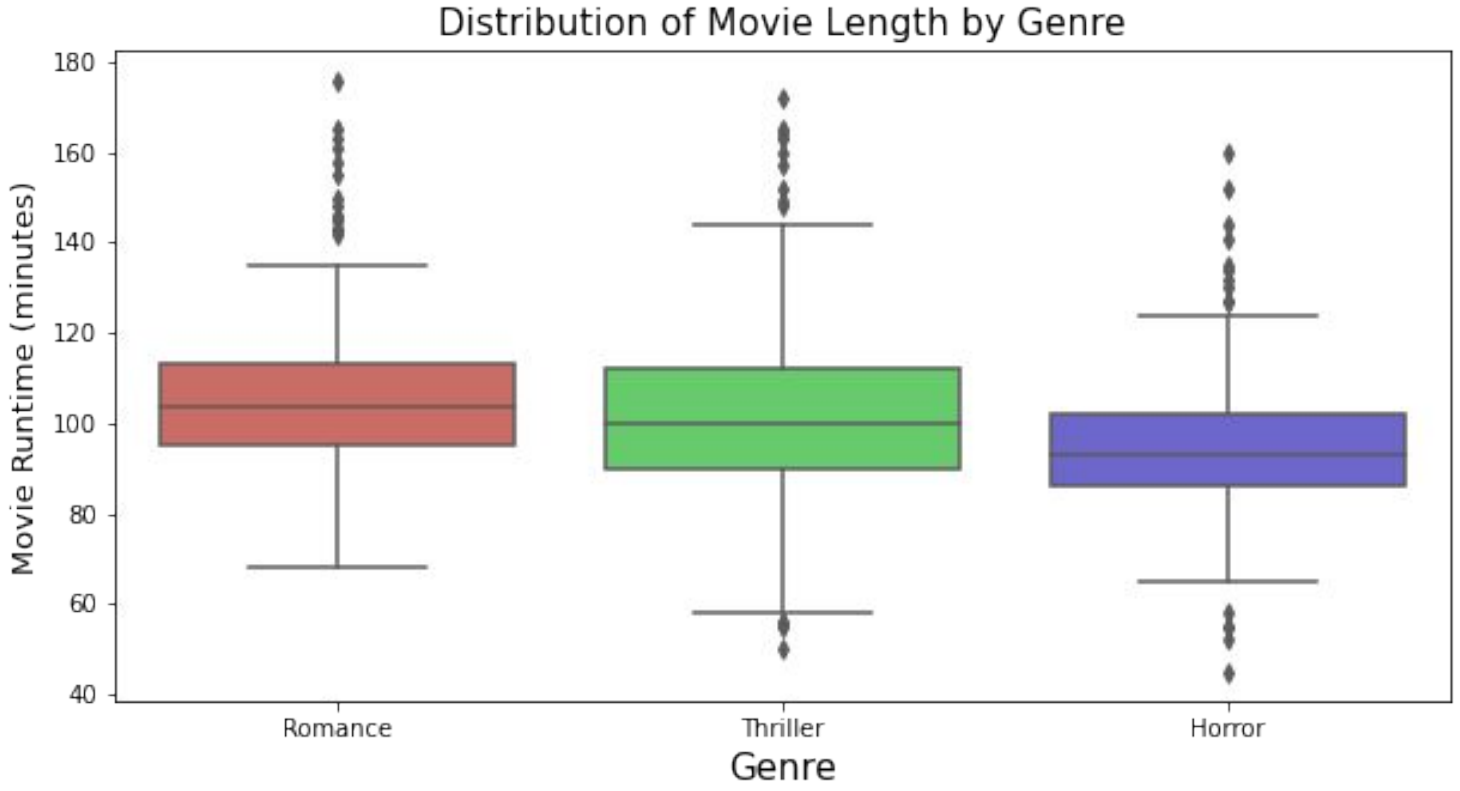
Genres

Horror, Thriller, and Romance

Top directors per genre

Horror - Chris Lofing, William Brent Bell, James Wan
Thriller - Chris Lofing, James Wan, Levan Gabriadze
Romance - David Lowery, Josh Boone, Ryan Coogler

Runtime


Distribution of Movie Length by Genre
Movie Runtime (minutes)
180
160
140
120
100
80
60
40
Romance
Thriller
Horror
Genre

Conclusions

Make a Horror, Thriller, or Romance.

Have one of these directors lead the project.

Aim for around a 90 to 110 minute runtime.

Horror - Chris Lofing, William Brent Bell, James Wan
Thriller - Chris Lofing, James Wan, Levan Gabriadze
Romance - David Lowery, Josh Boone, Ryan Coogler

Thank You!

Email: JalilMSarwari@email.com
GitHub: @JalilSarwari
LinkedIn:
https://www.linkedin.com/in/jalilsar/

Email: trystanwknowles@gmail.com
GitHub: @tweatherfordk
LinkedIn:
https://www.linkedin.com/in/trystan-knowles-9b98aa221/