

Microsoft Movie Proposal

Jasper Chen

Goals

- Which genre has the most profit within the past 10 years?
- Which living actors have the highest ROI?
- Which living writers have the highest ROI in the past 10 years?

Genre Trend analysis in the past 10 years

Item 1

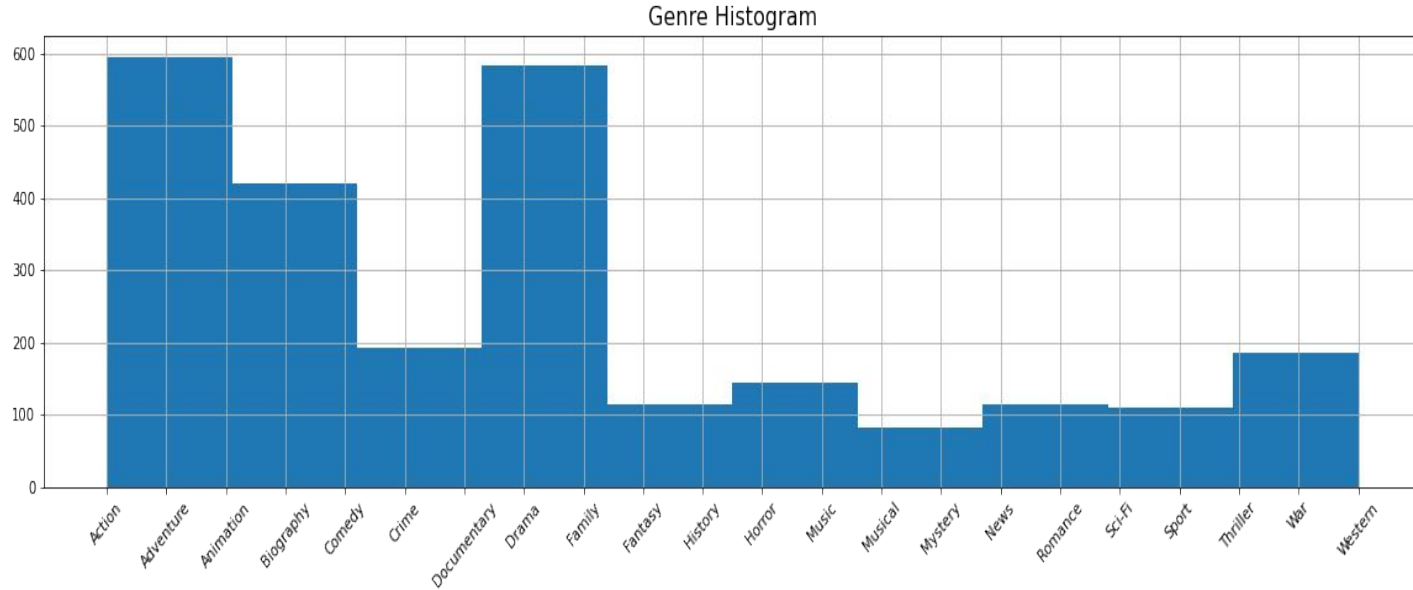


Item 2



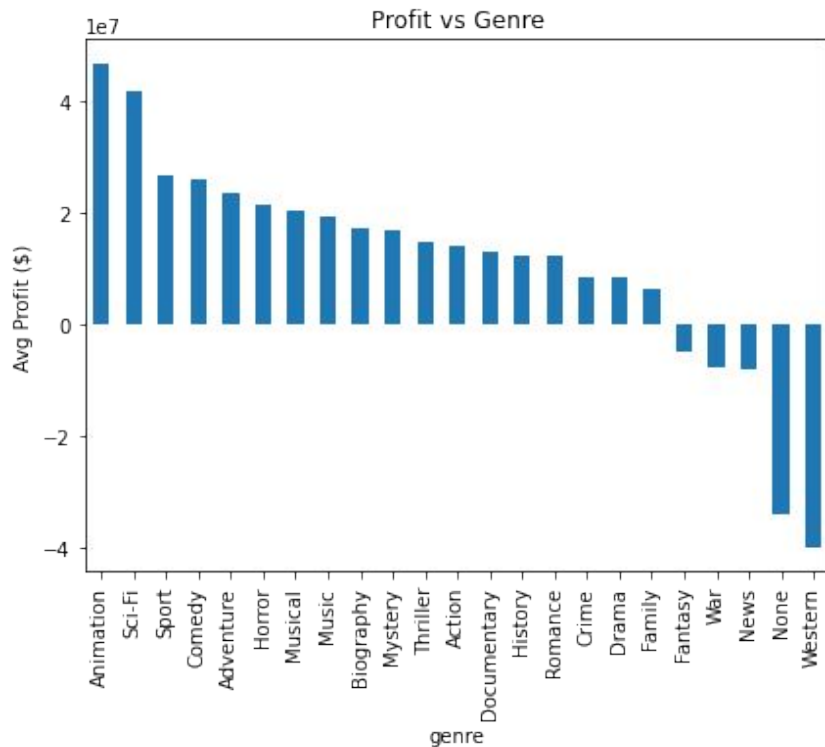
Findings

- Action
- Adventure

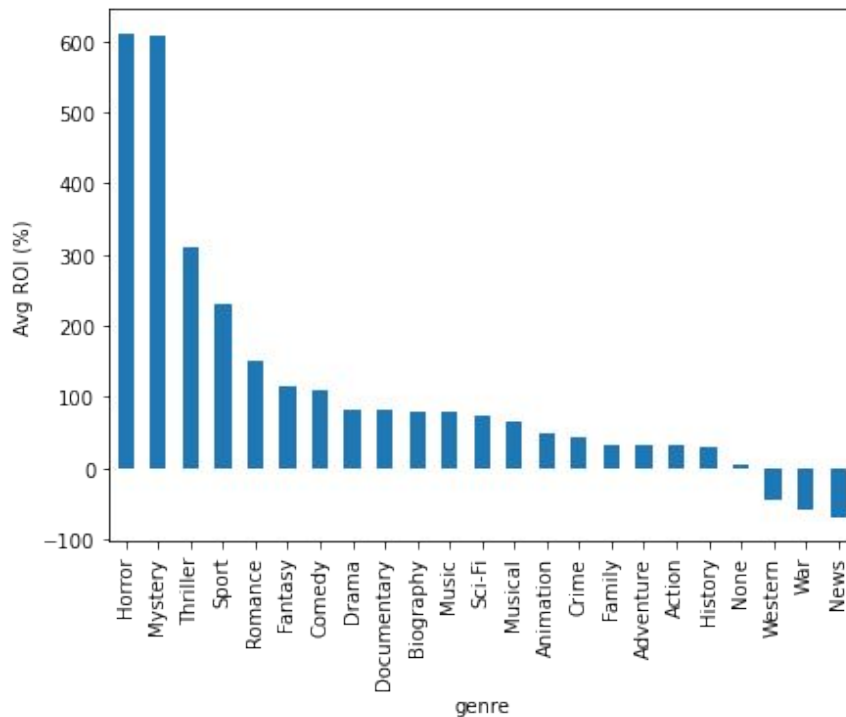


Genre profit

Profit vs Genre within the past 10 years



ROI vs Genre

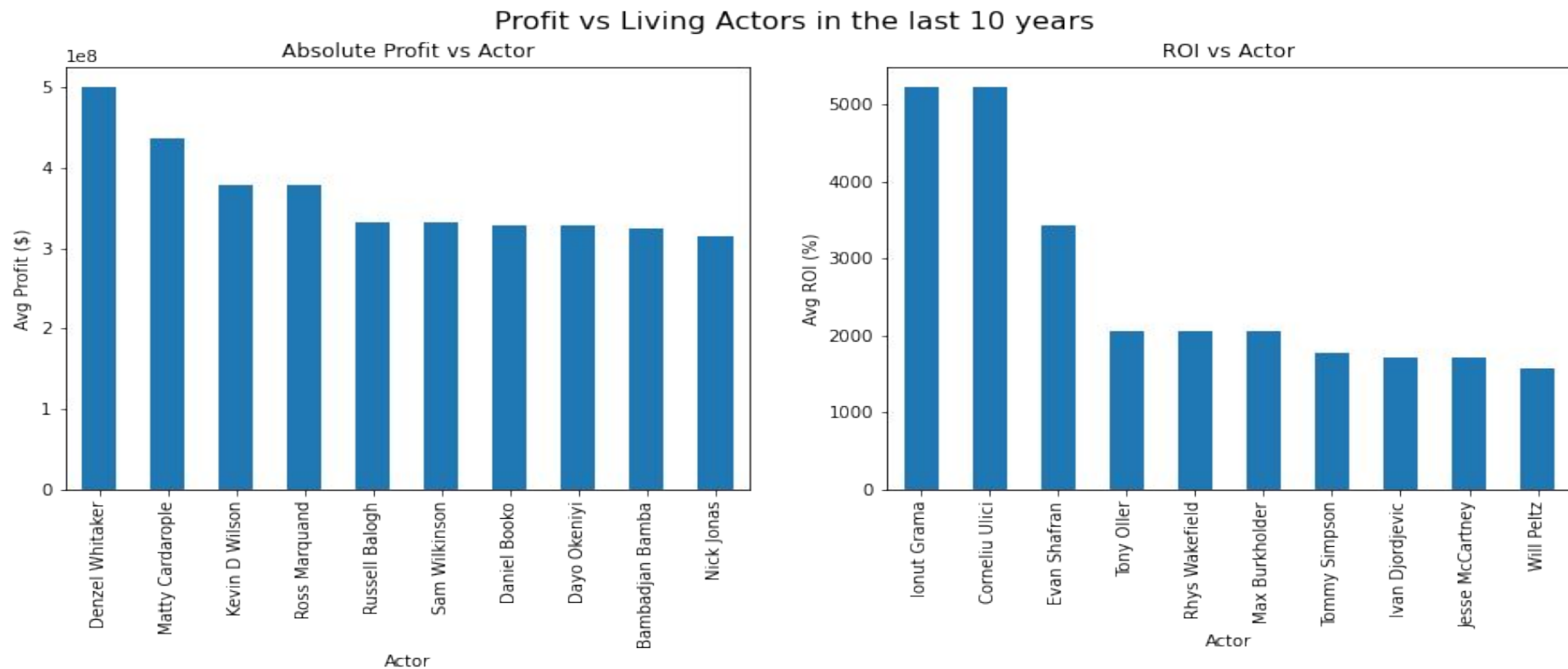


Genre Profit Analysis

The most profitable genres within the past 10 years

- By absolute profit: Animation, Sci-fi
- By ROI: Horror, Mystery

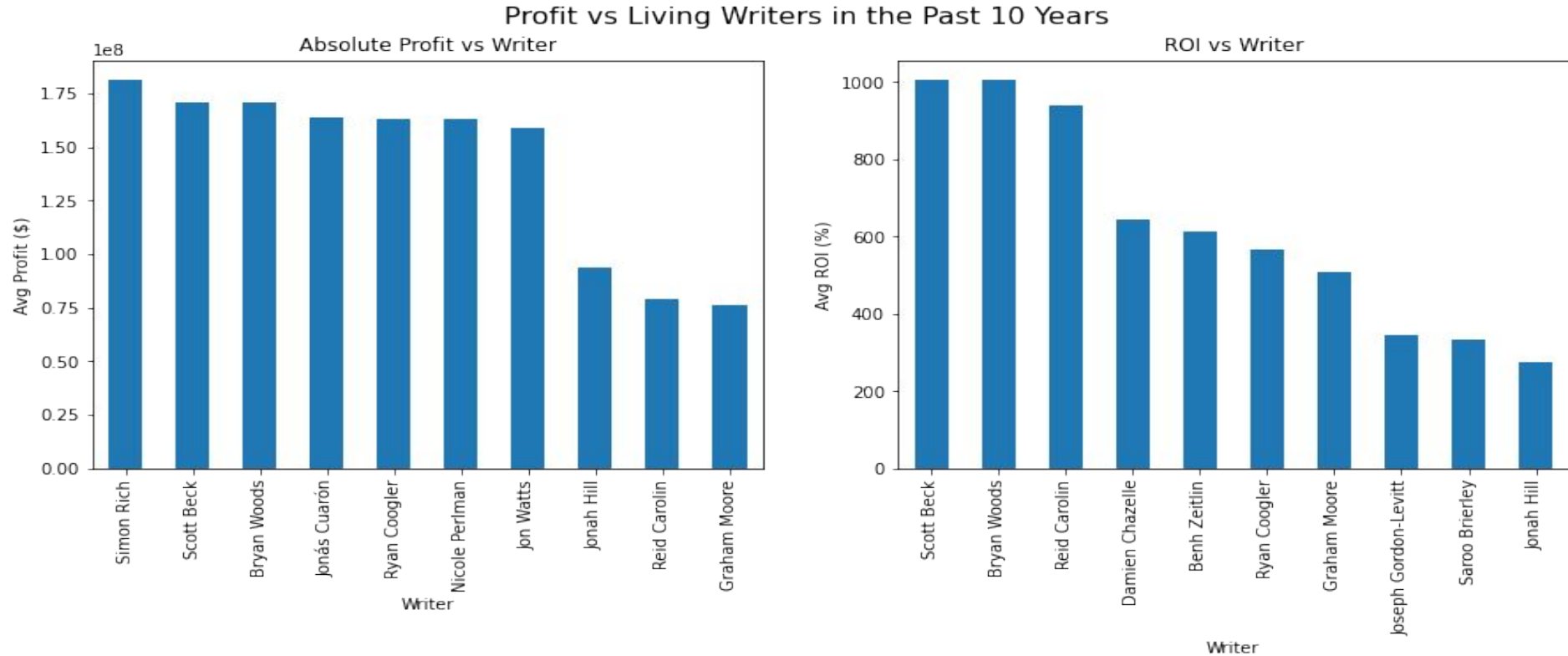
Profit vs Living Actors in the last 10 years



Actor Profit Analysis

- Best absolute profit: Denzel Whitaker, Matty Cardarople
- Best ROI: Ionut Grama, Corneliu Ulici

Profit vs Living Writers in the Last 10 years



Writer profit analysis

- Simon Rich writes the best movies based on absolute profit.
- Scott Beck writes the best movies based on ROI.

Final Conclusion

Create a horror/mystery written by Scott Beck with actors Ionut Grama, Corneliu Ulici.