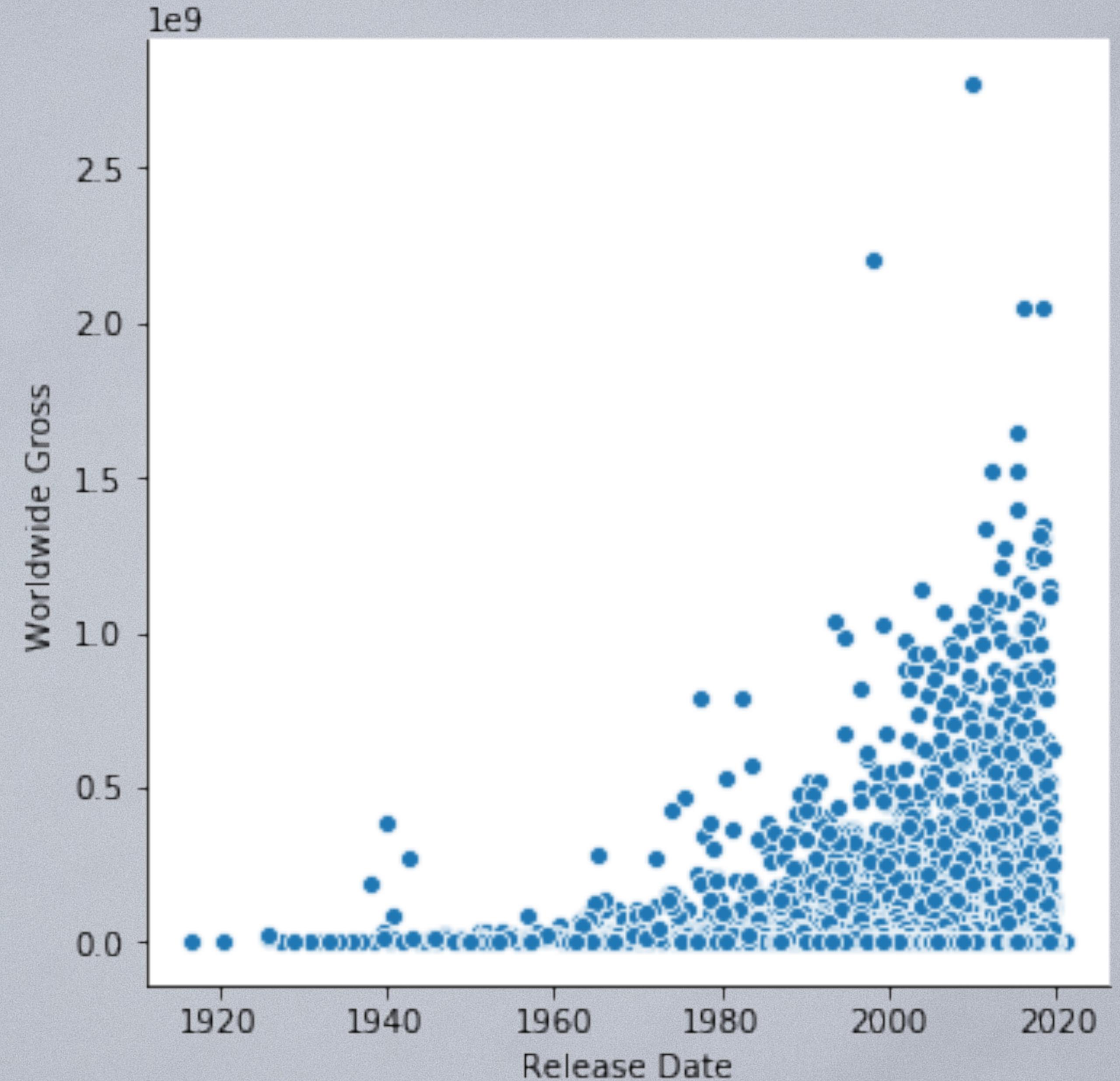


Microsoft Movie Magic

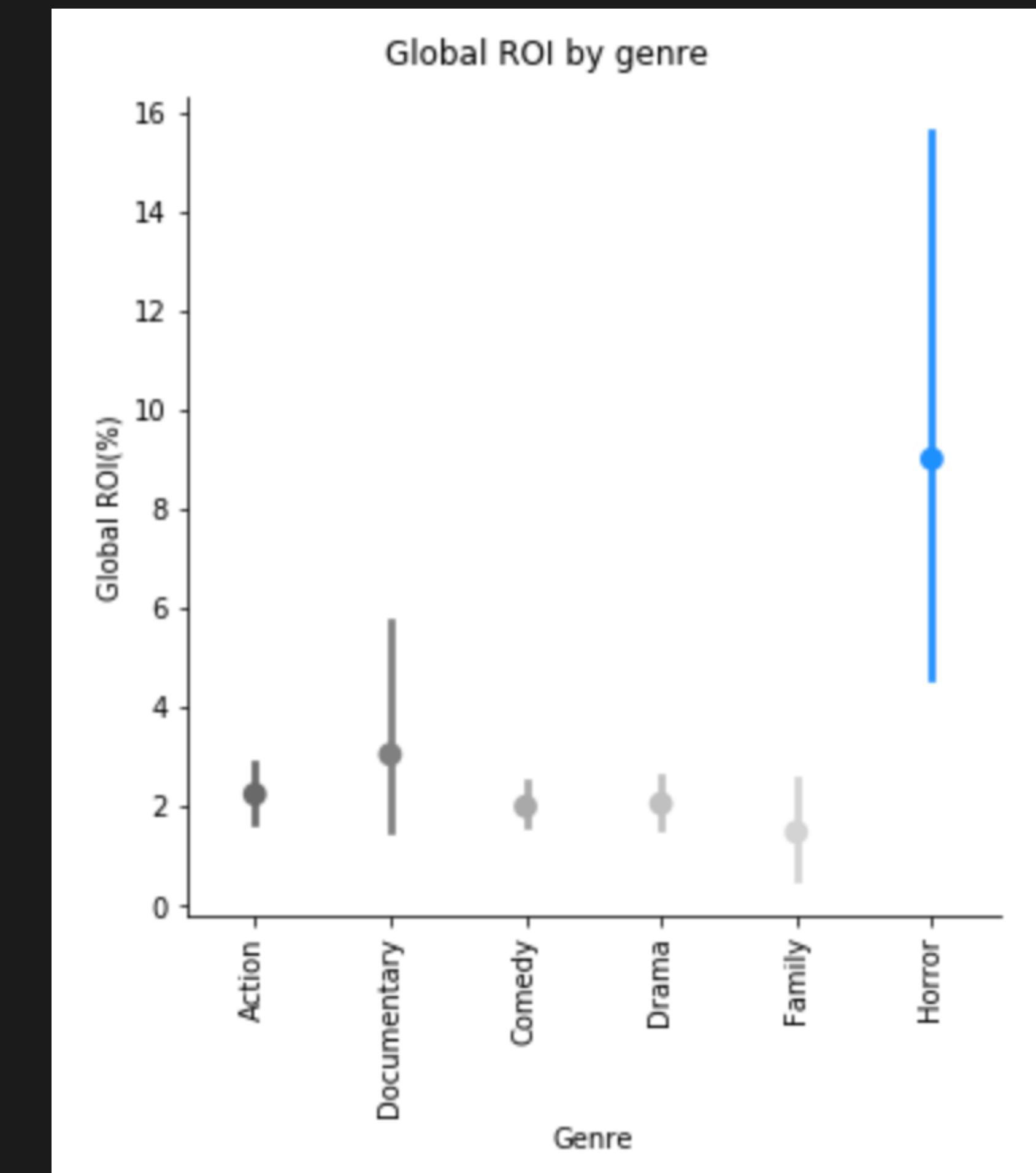
Data Analysis: Aaron Childress & Jill Carrie

Industry Revenue Over Time



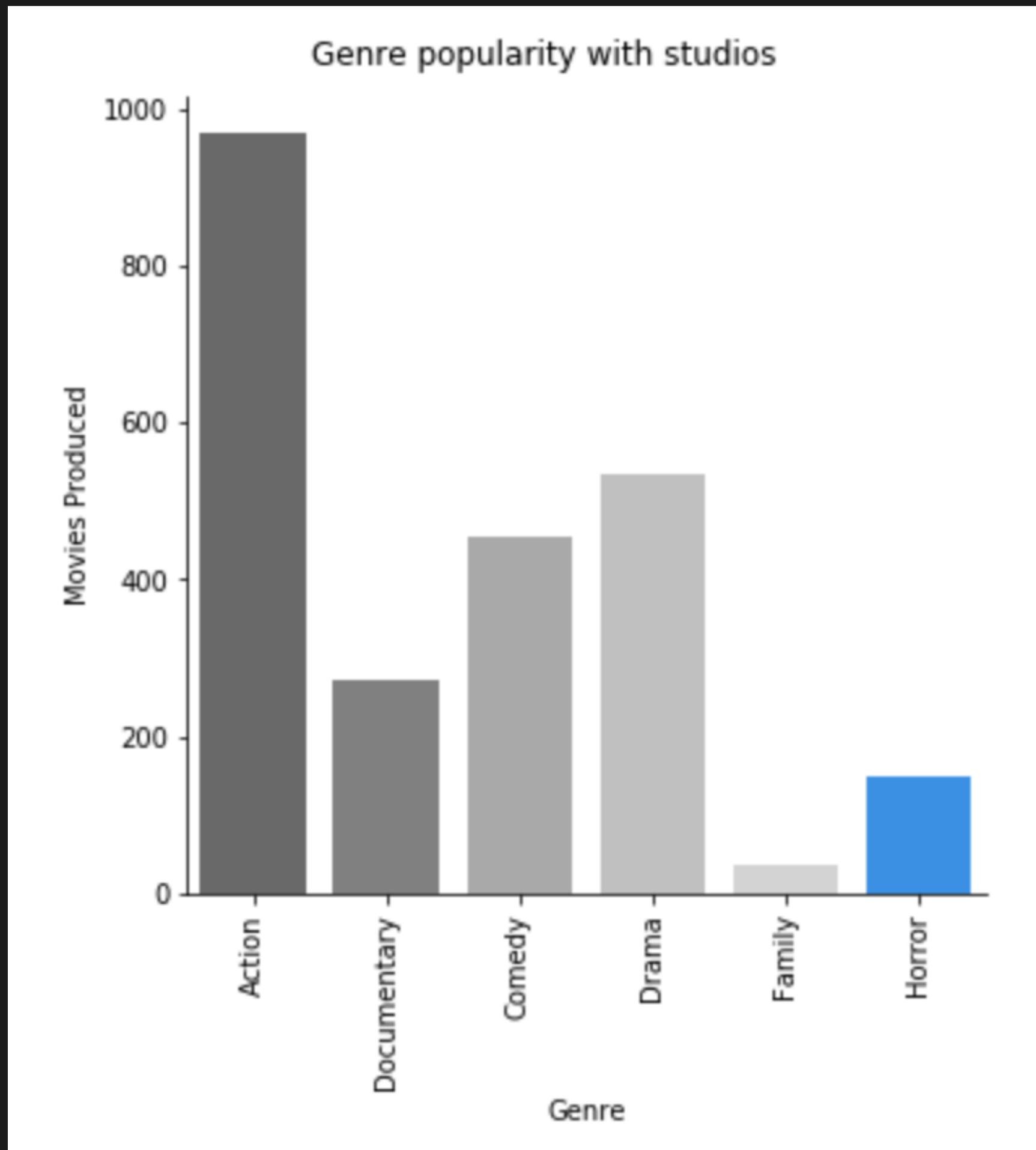


Which Movie Genre?



**Horror movies are constantly
earning a higher ROI**

Competition



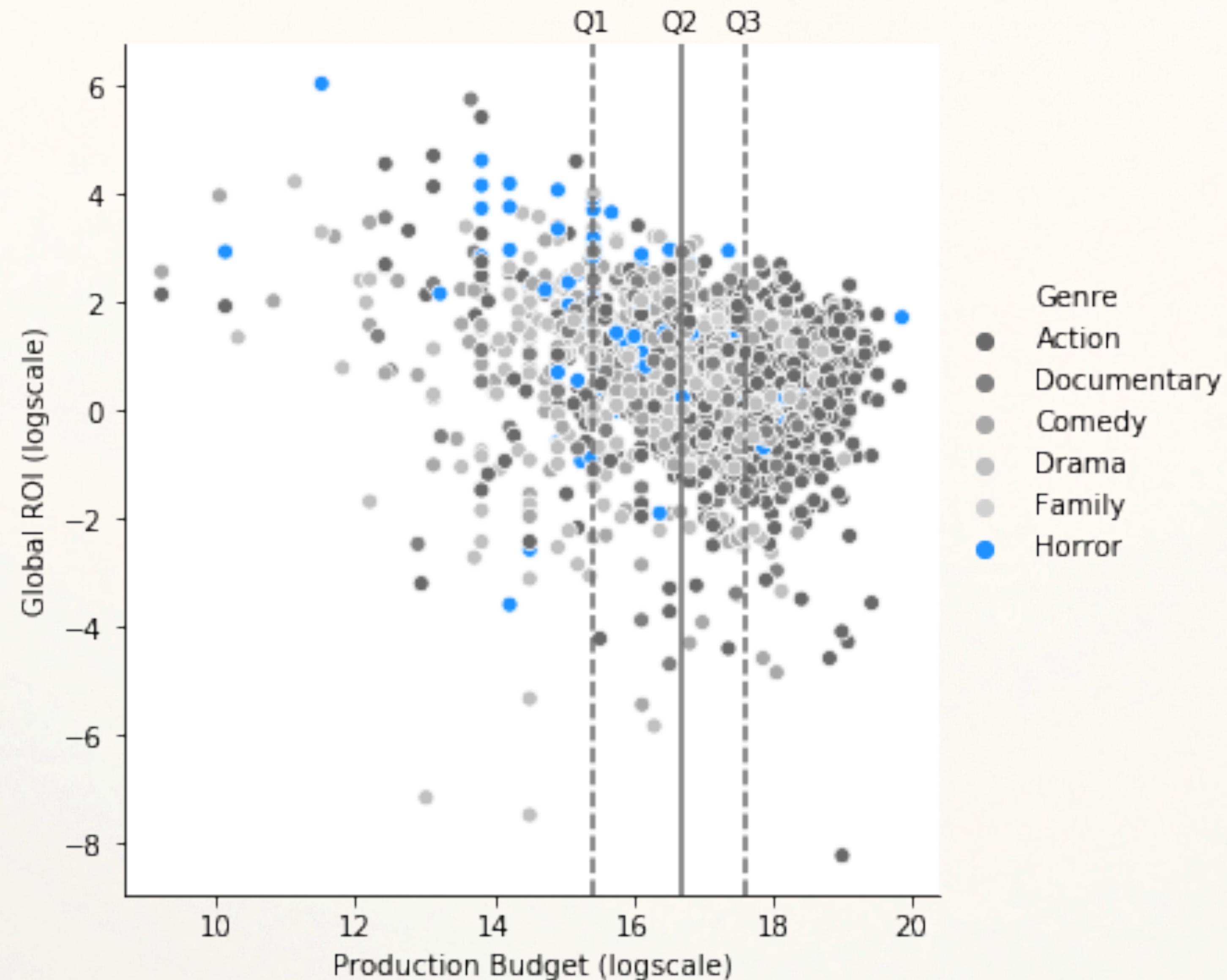
Less Market Saturation = Great opportunity!





ROI vs Production Budget

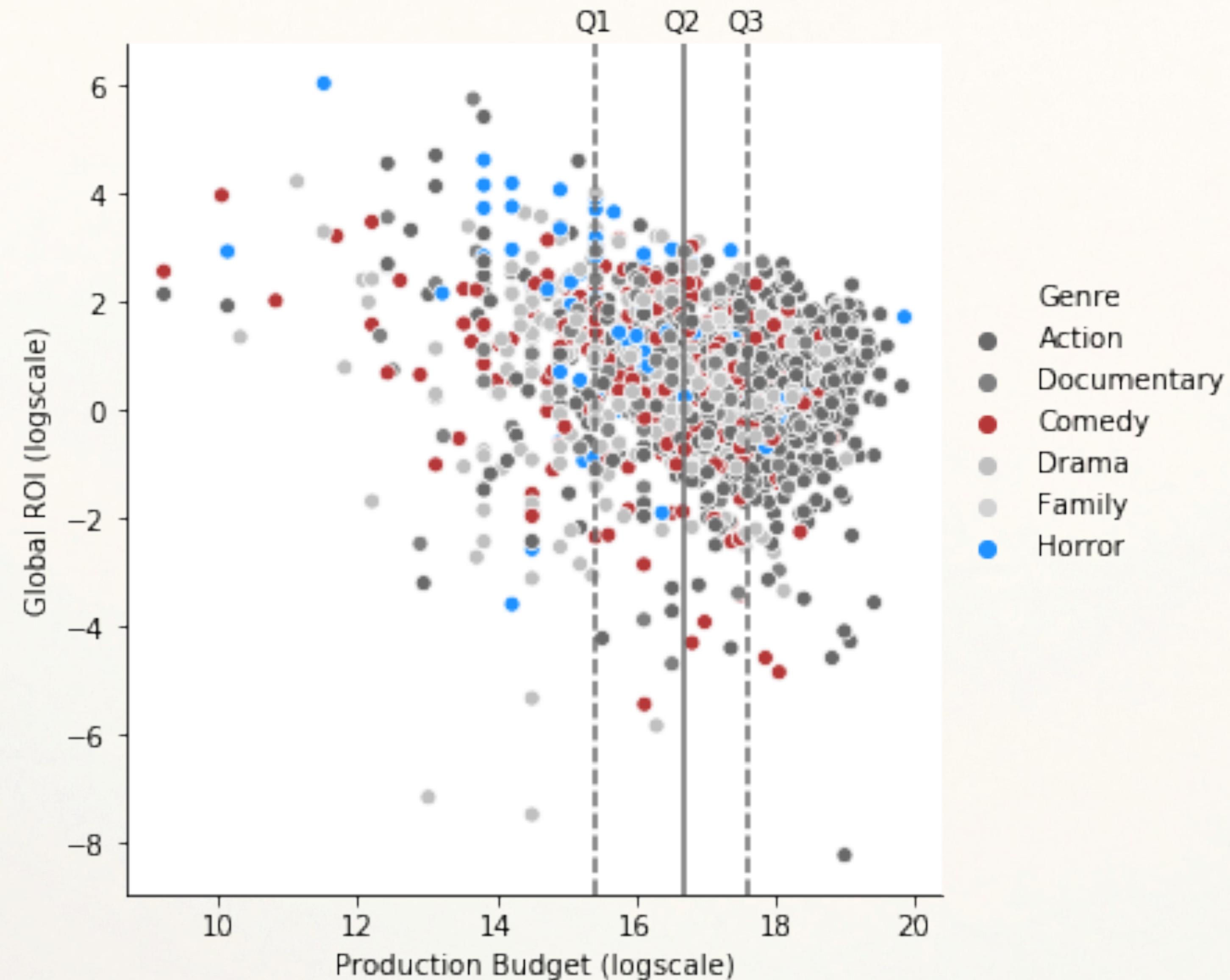
Q1:5m, Q2:18m, Q3:45m, Max:425m





ROI vs Production Budget

Q1:5m, Q2:18m, Q3:45m, Max:425m



Recommendations Review:

- ▶ **Horror films produce significantly higher ROIs, than other genres.**
- ▶ **There is less competition in the horror genre and thus it will be easier to make your film stands out.**
- ▶ **Make low-mid budget films, for a higher ROI.**
- ▶ **Distribute your investment risk across several films and you will increase your chances of a hit!**

