

Microsoft Movies

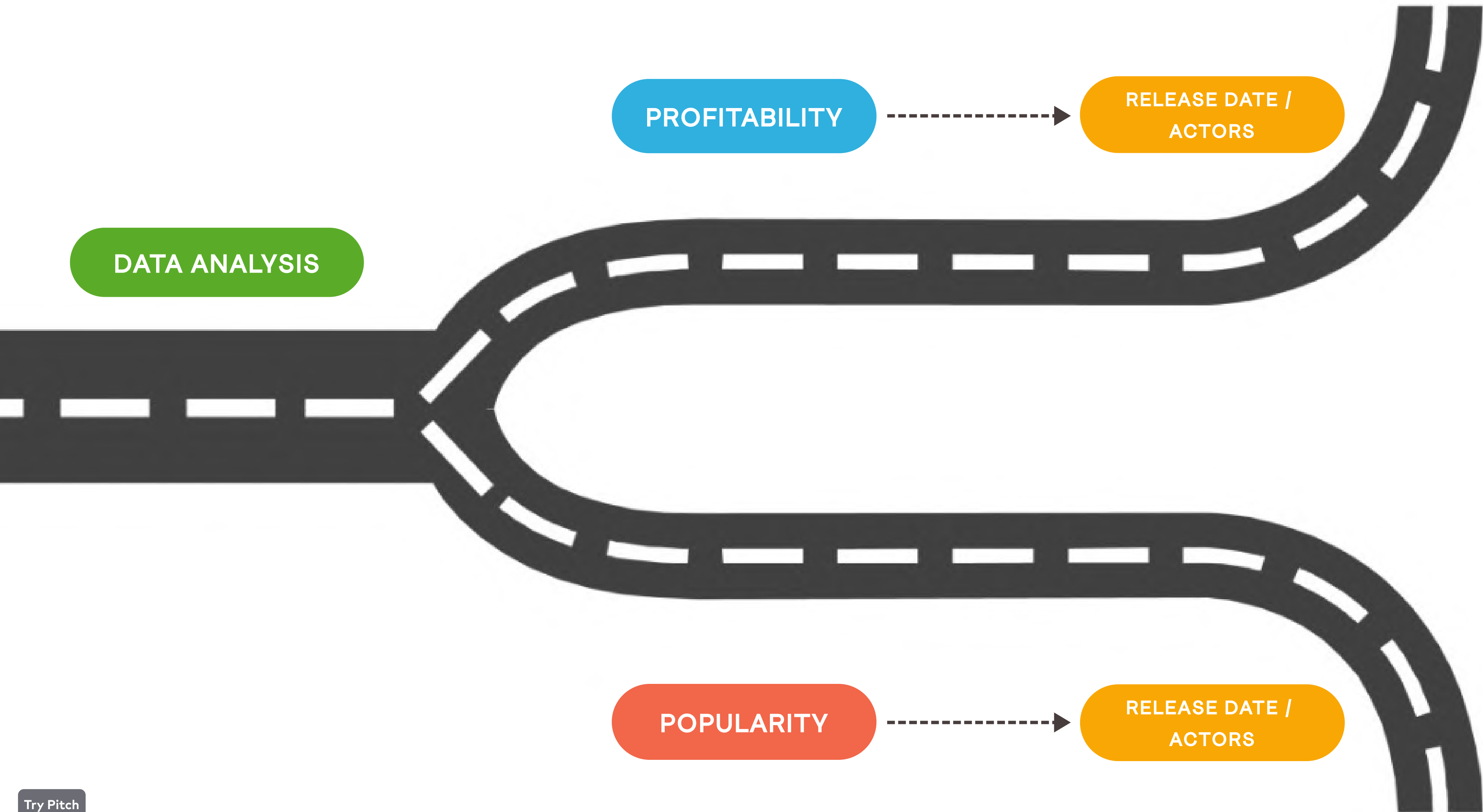


The Future of Cinema

INTRODUCTION

Proposal

Using data from the top film websites, we've analyzed and devised a plan to best help you in succeeding in the film industry.



Recommendation

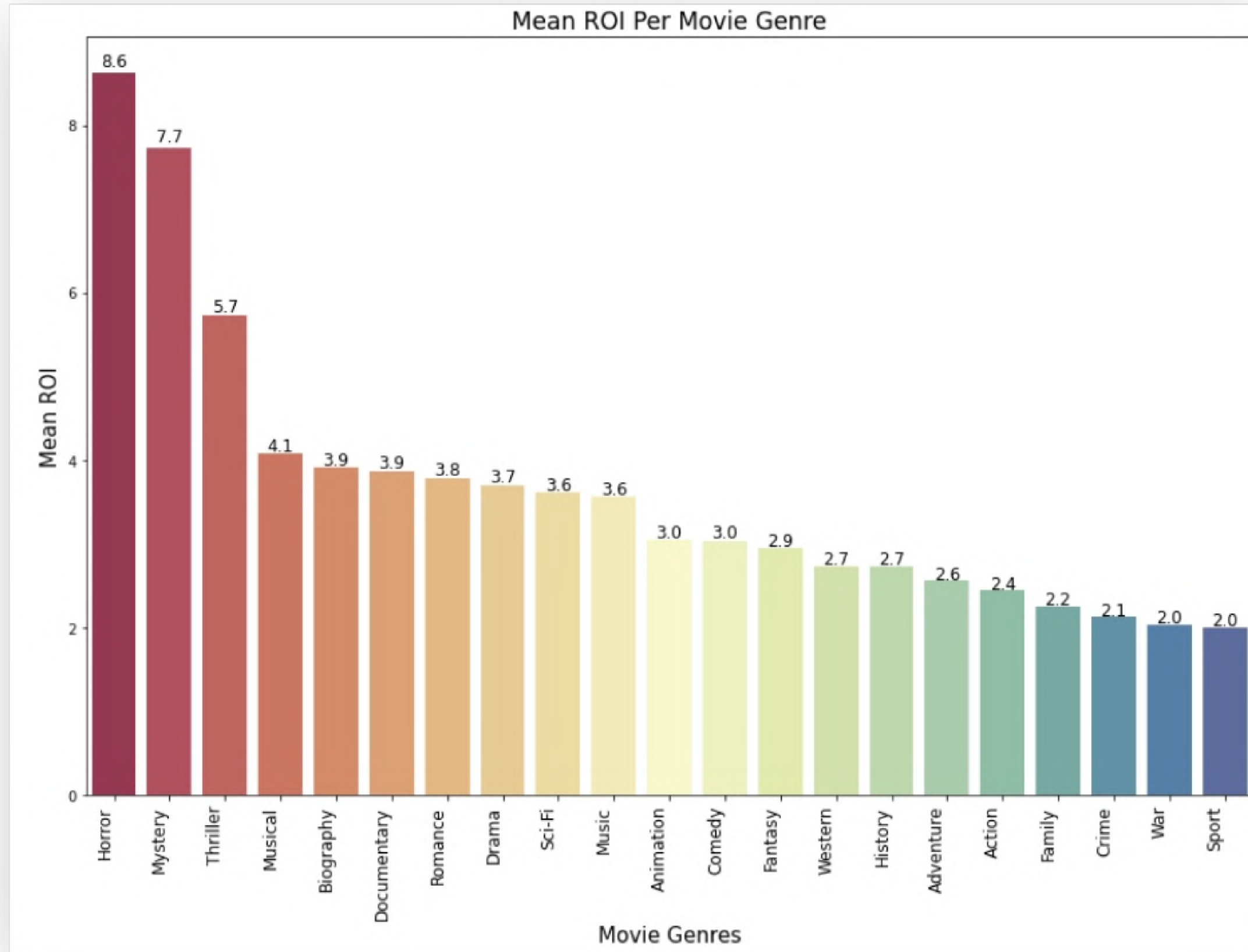
#1:

Return on Investment

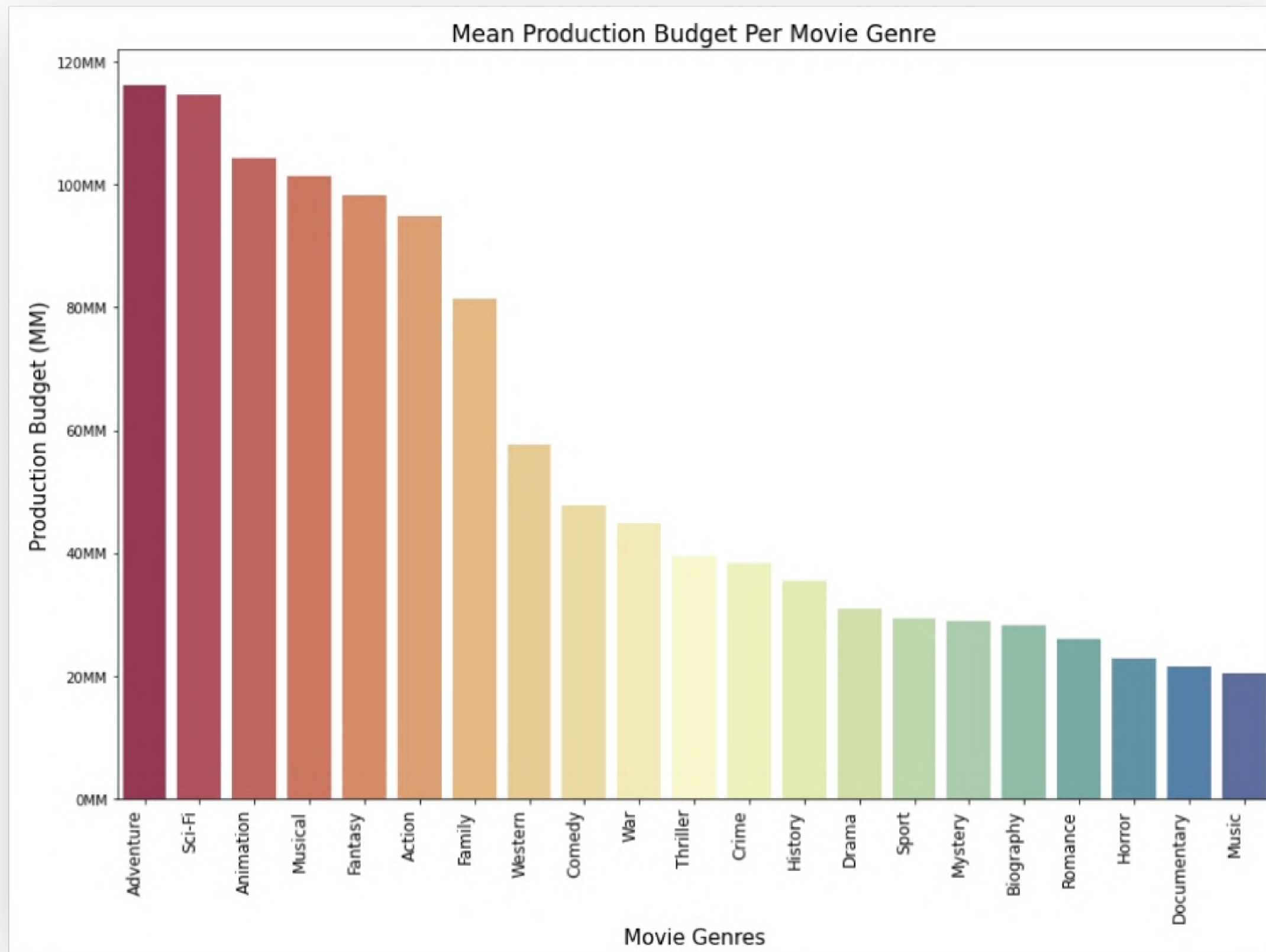
Return on Investment (ROI) is a metric that compares how much you paid for an investment to how much you earned to evaluate its efficiency.

$$\text{Return on Investment (ROI)} = \frac{\text{Net Return}}{\text{Cost of Investment}}$$

Highest ROI by Genre



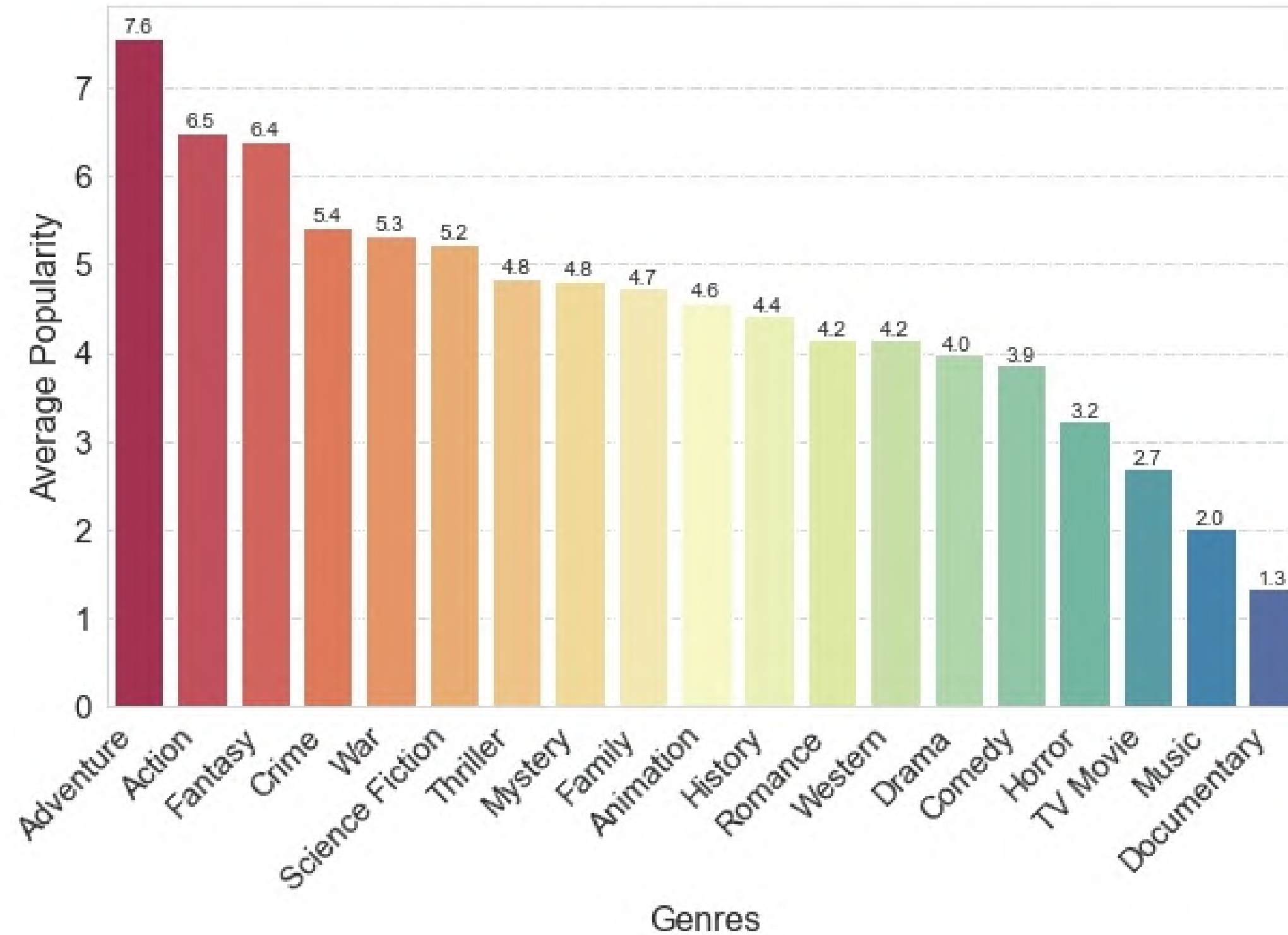
Production Budget by Genre



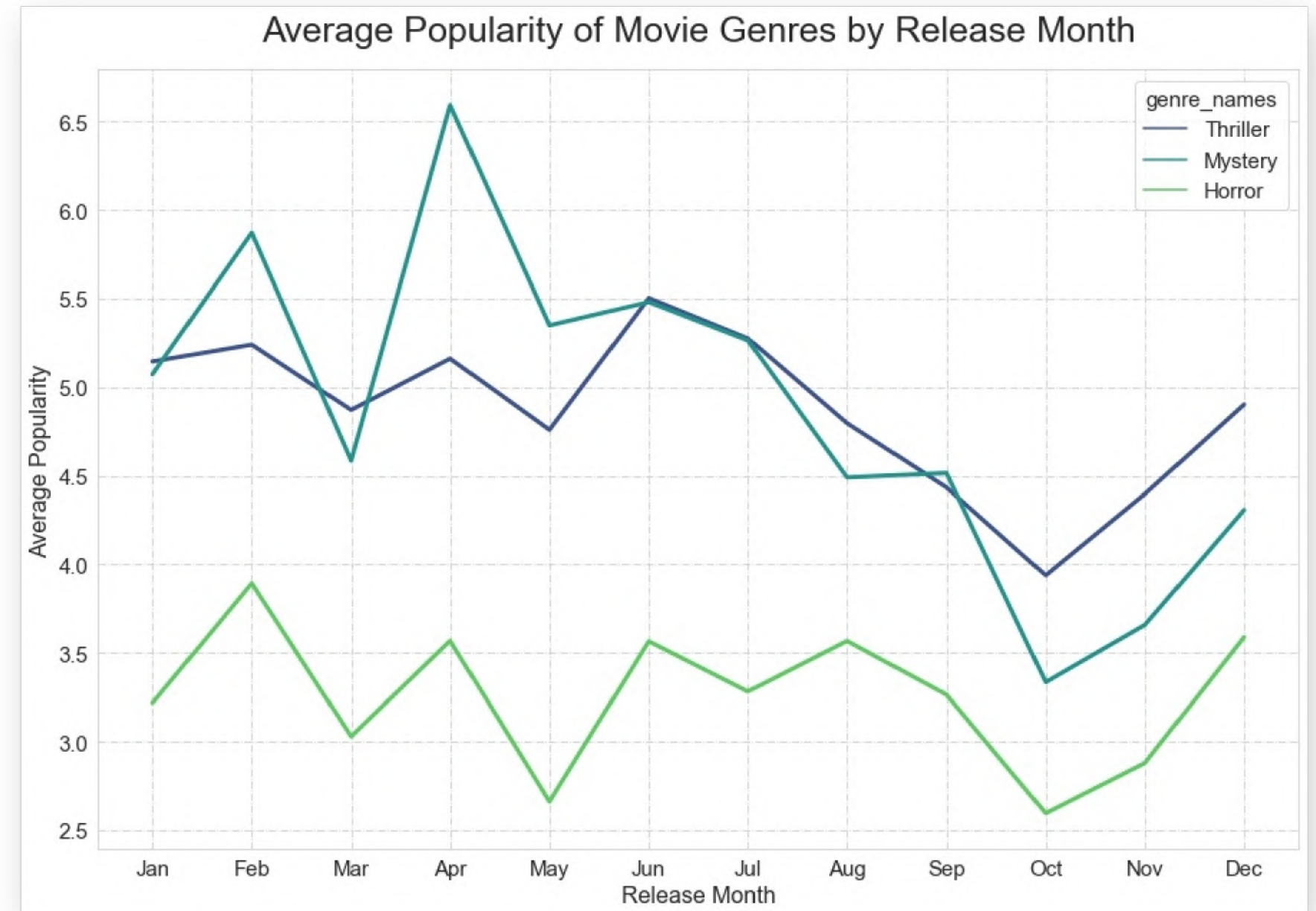
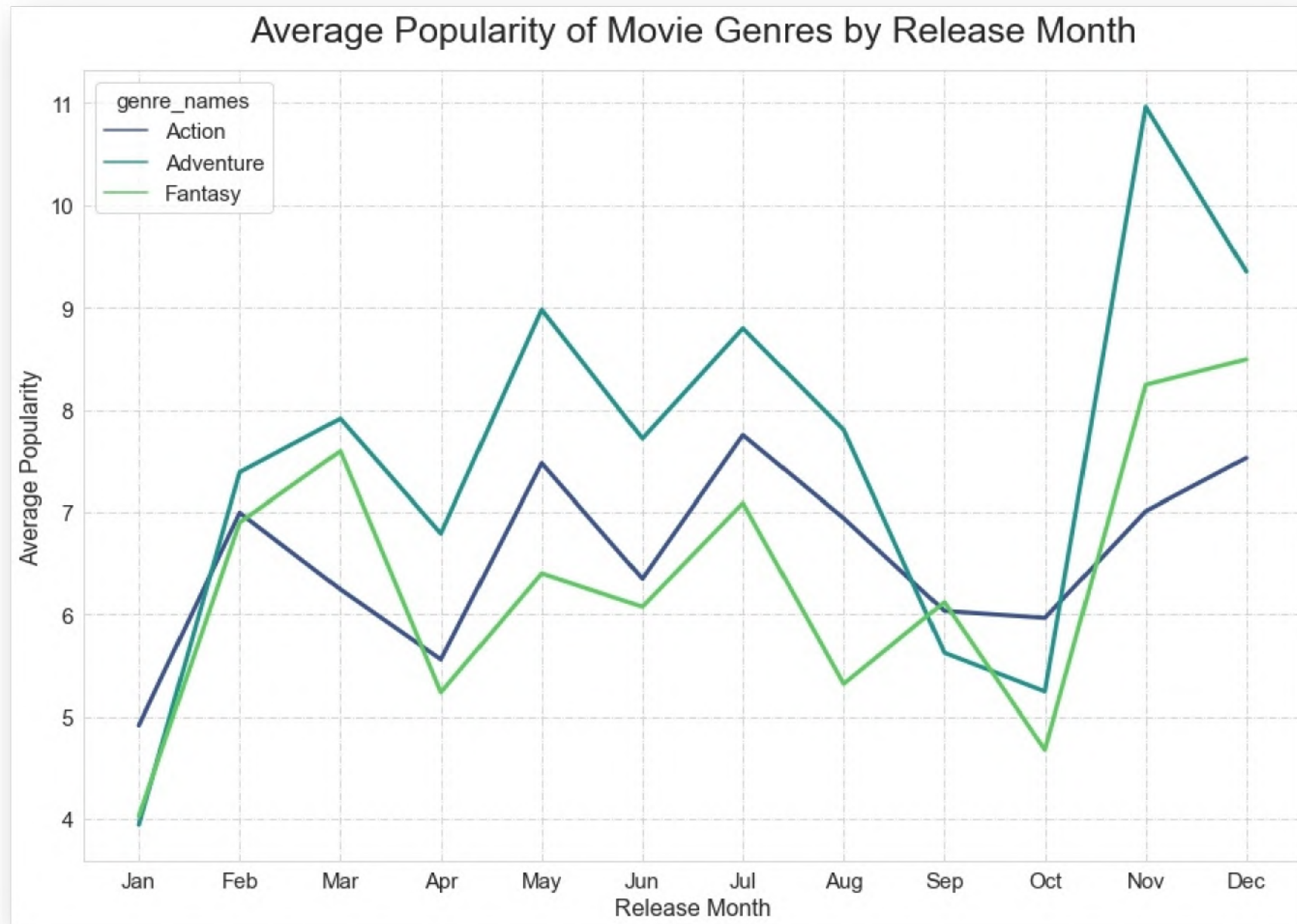
Recommendation #2:

Popularity

Average Popularity of Movie Genres

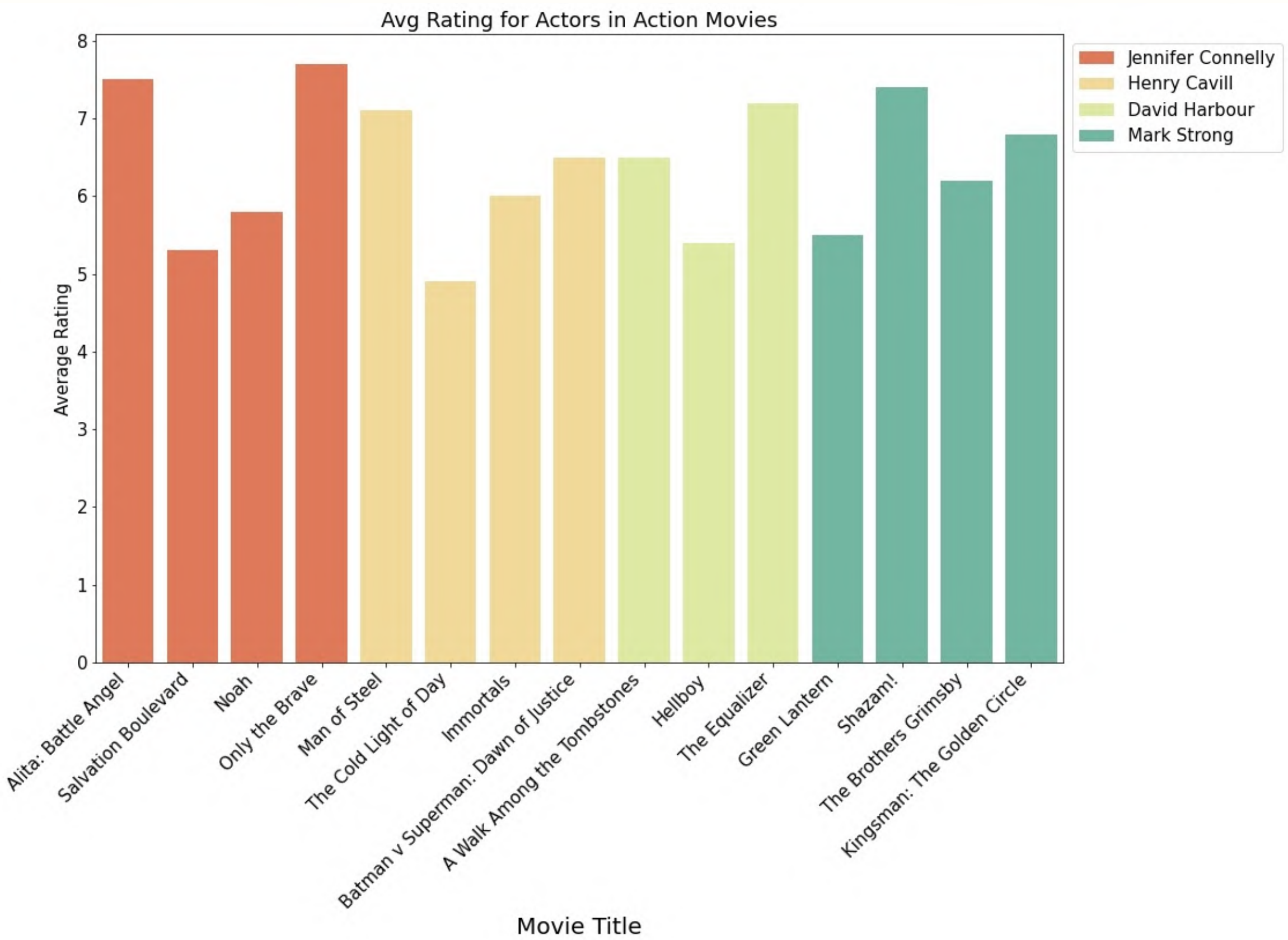


Popularity

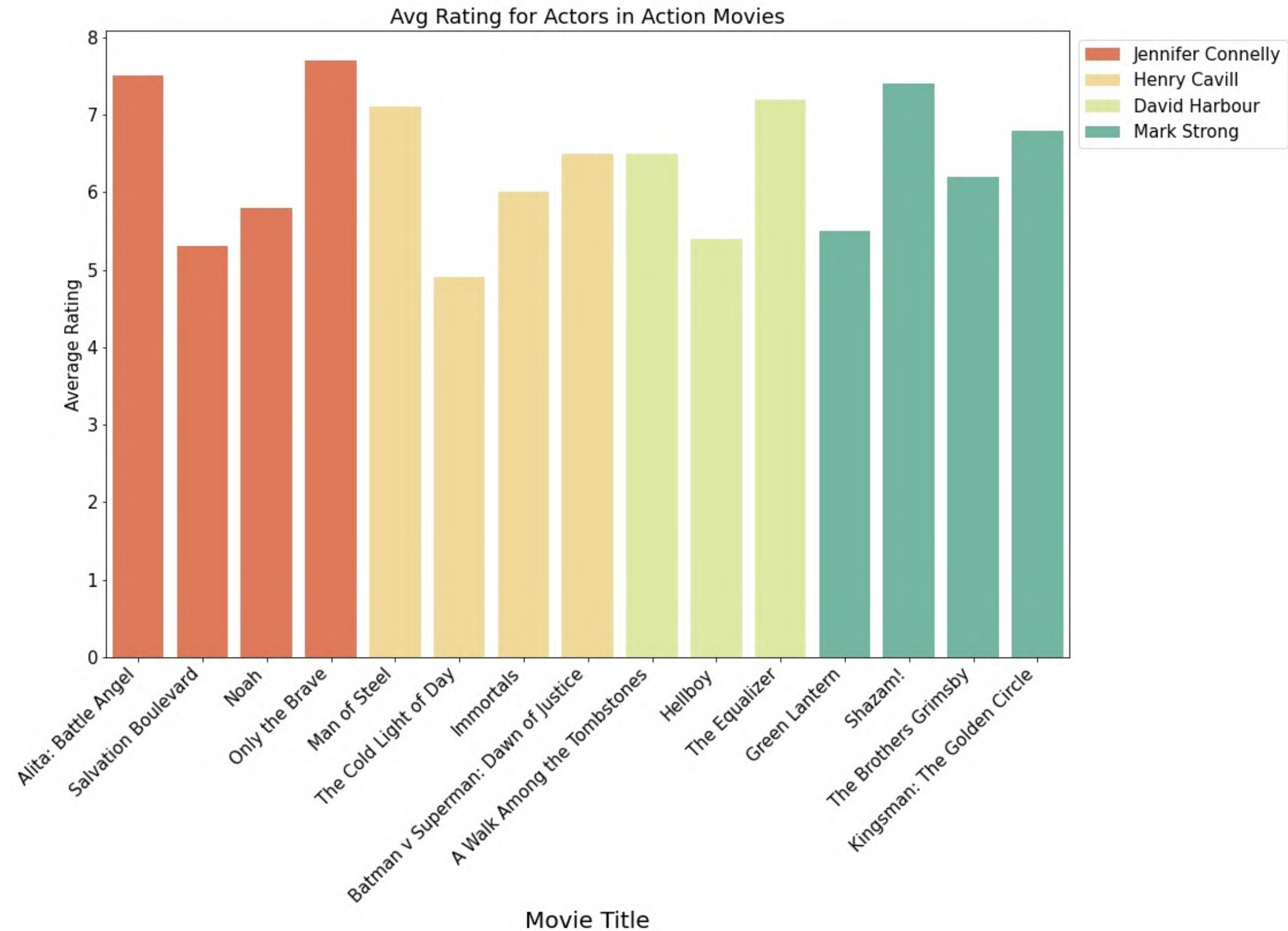


Suggested Actors/Actresses:

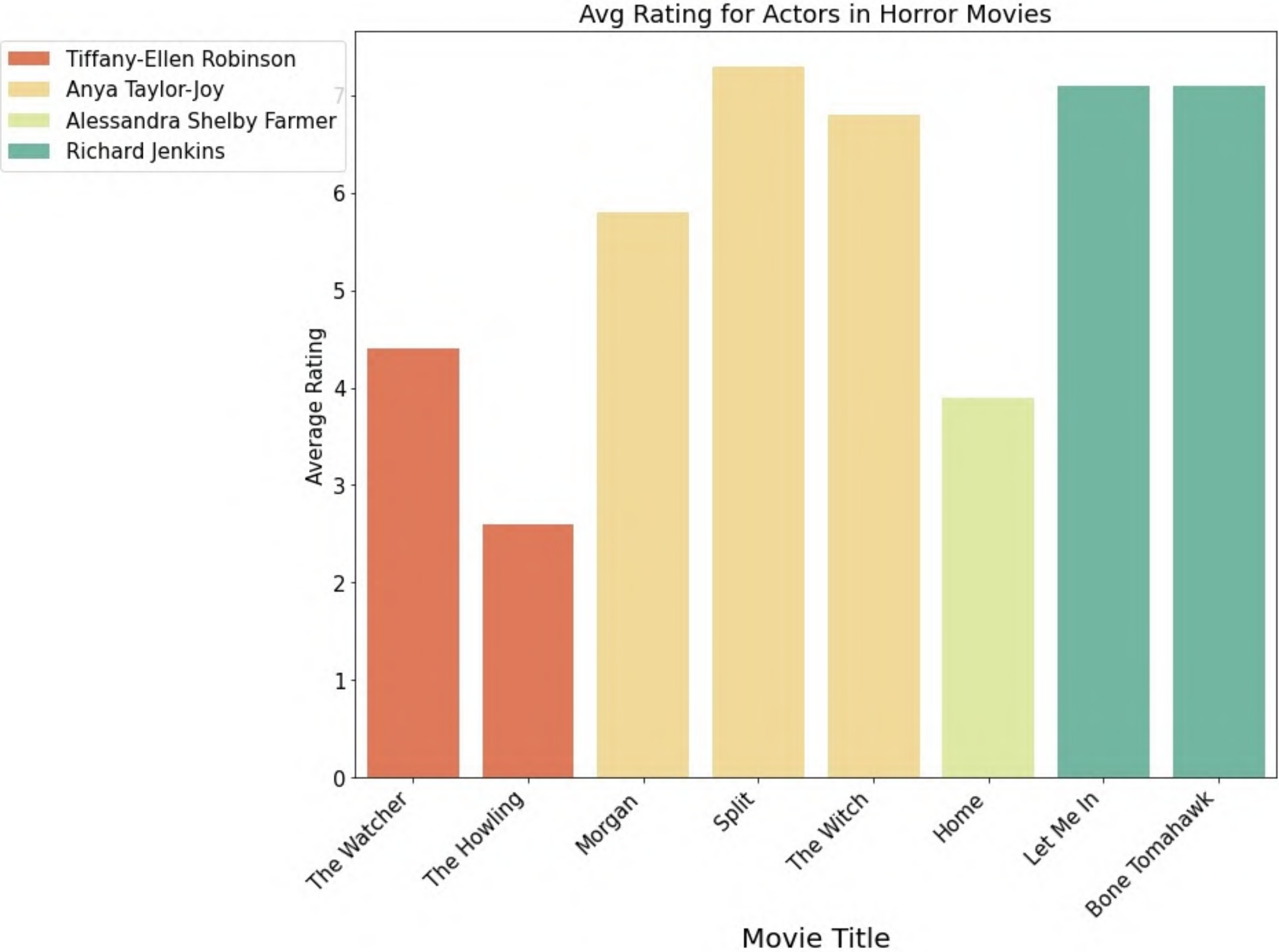
Action



Adventure



Horror Movies



CONCLUSION

Recommendation Options

Horror Film

Benefits:

- Highest ROI genre
- Reasonable popularity
- Low cost of production

Release Month: February

Actors/Actresses: Anya Taylor-Joy

Action / Adventure Film

Benefits:

- Reasonable ROI
- Most popular genre
- High budget for advertisement

Release Month: November

Actors/Actresses: Mark Strong

Questions

