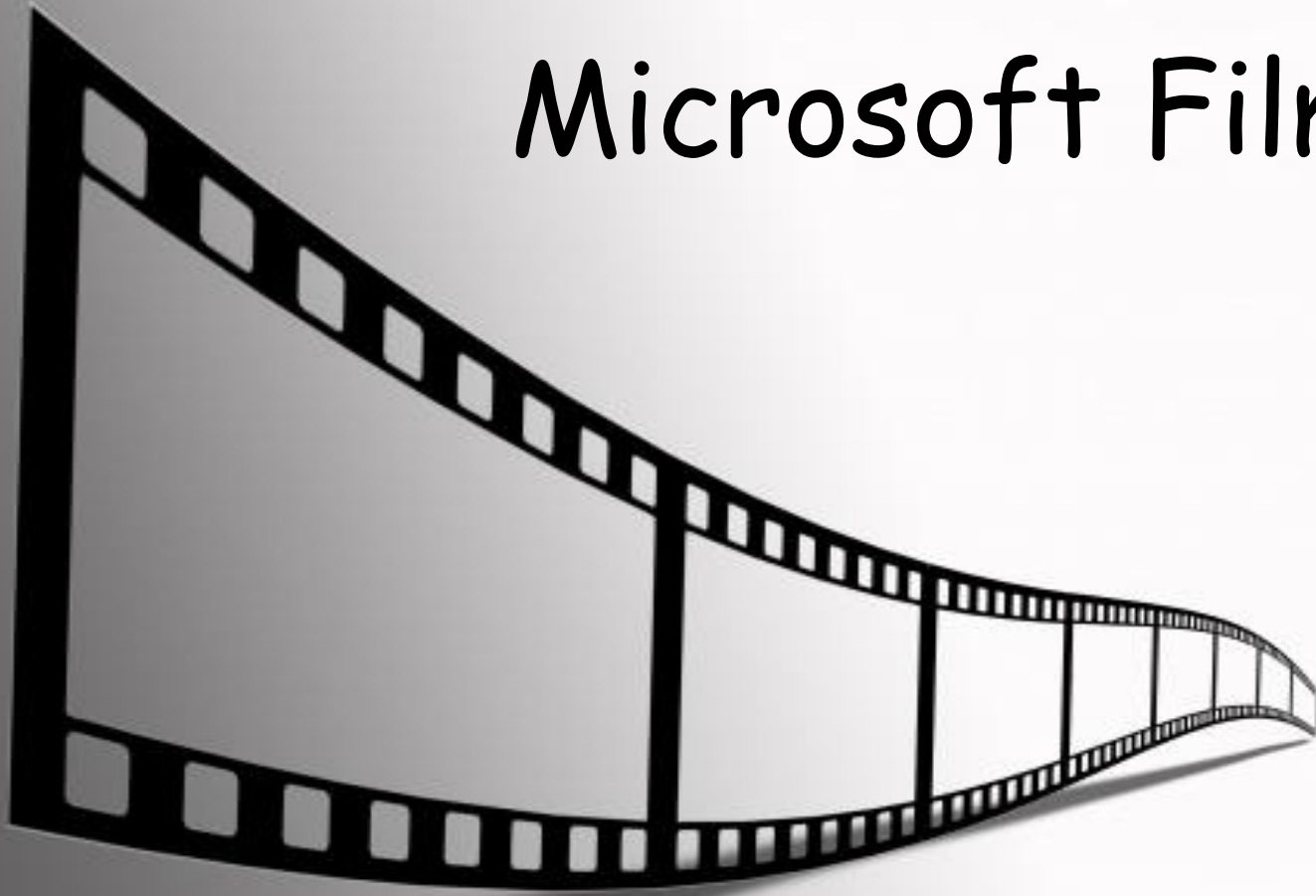


Microsoft Films



By Chuck, Joe, and Lidet

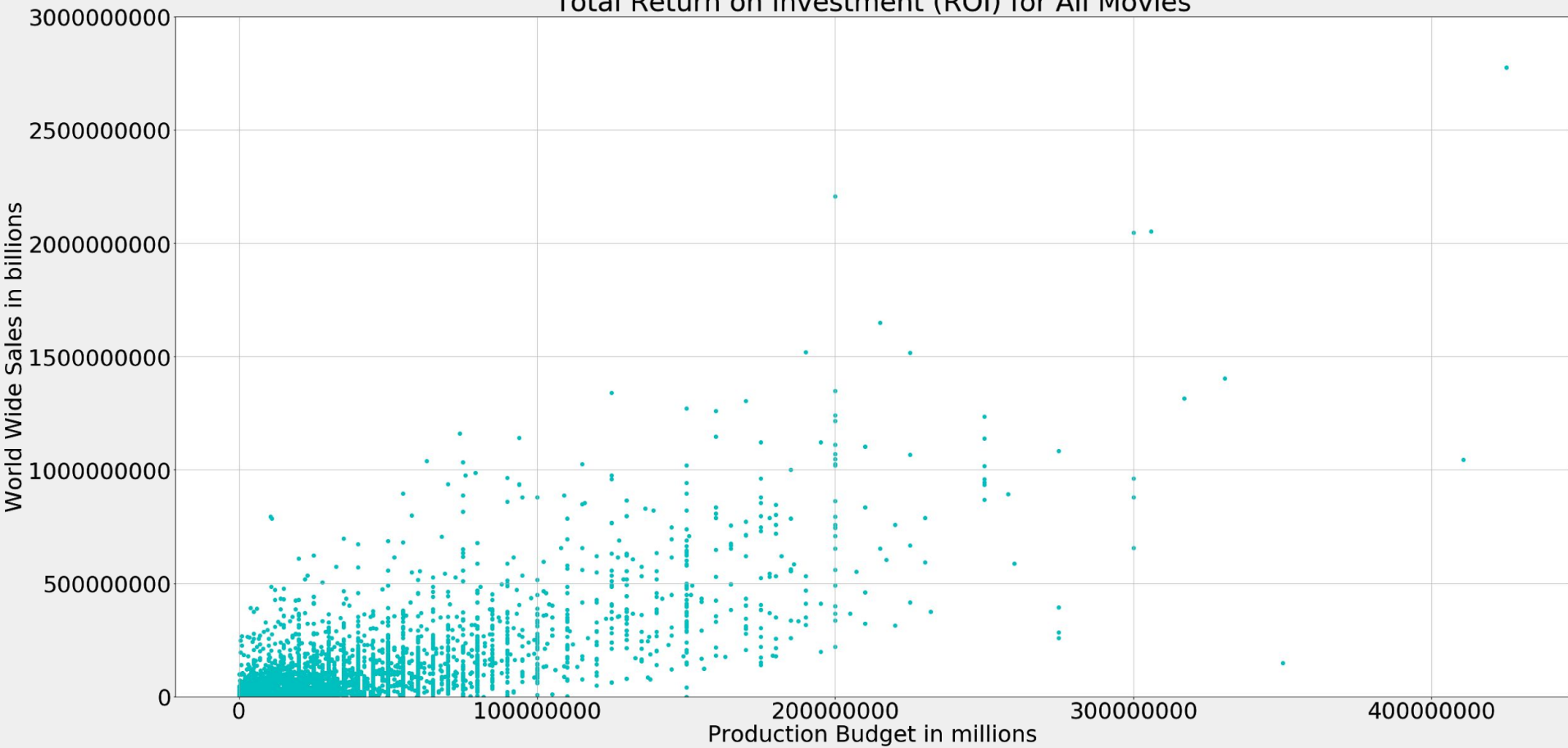
We looked at 5 factors in determining our recommendation:

- Return on Investment (ROI)
- Total Revenue
- Popularity
- Ratings
- Run Time

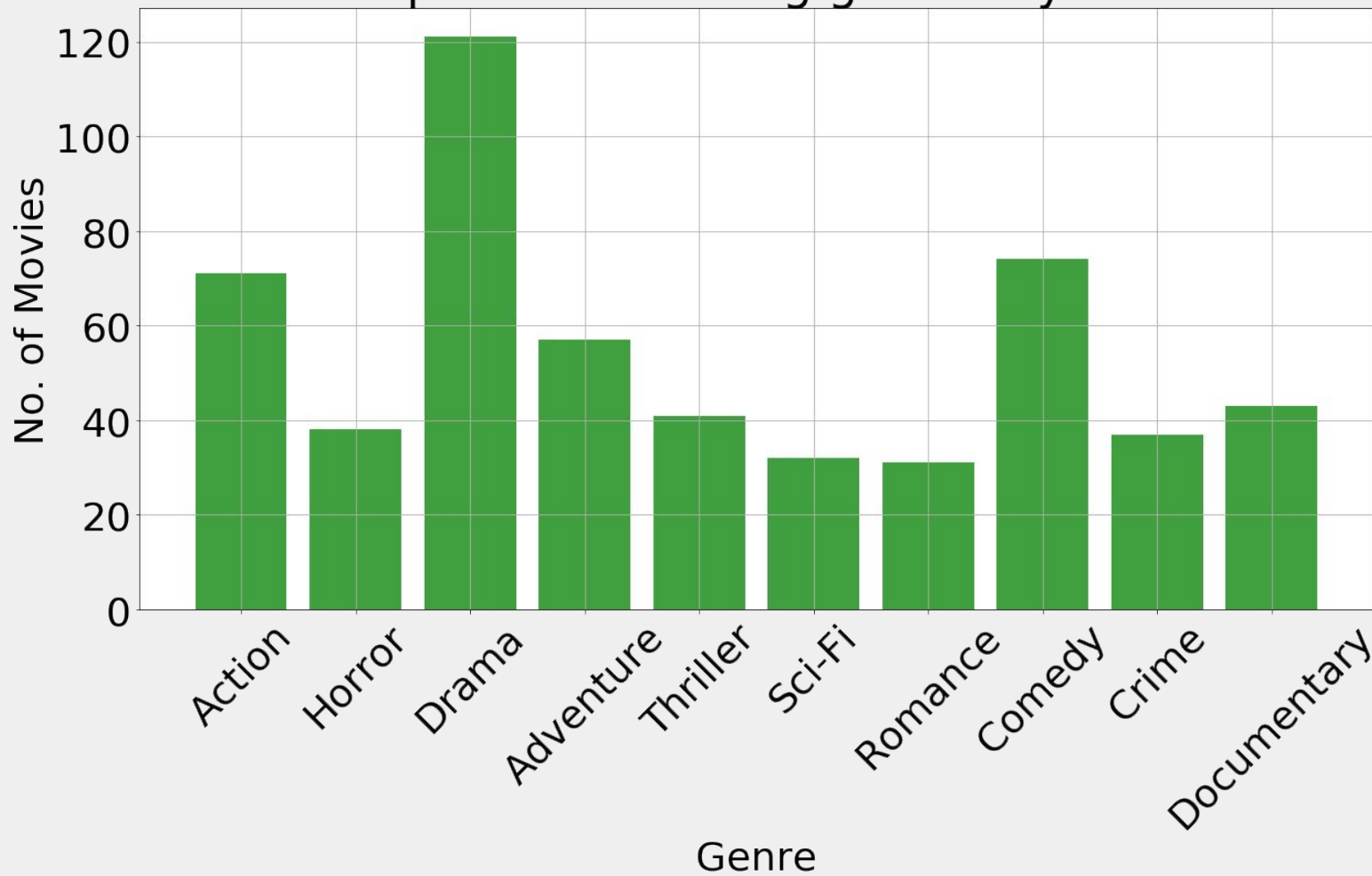
Our Team Recommends:

1. Action/Adventure
2. Drama

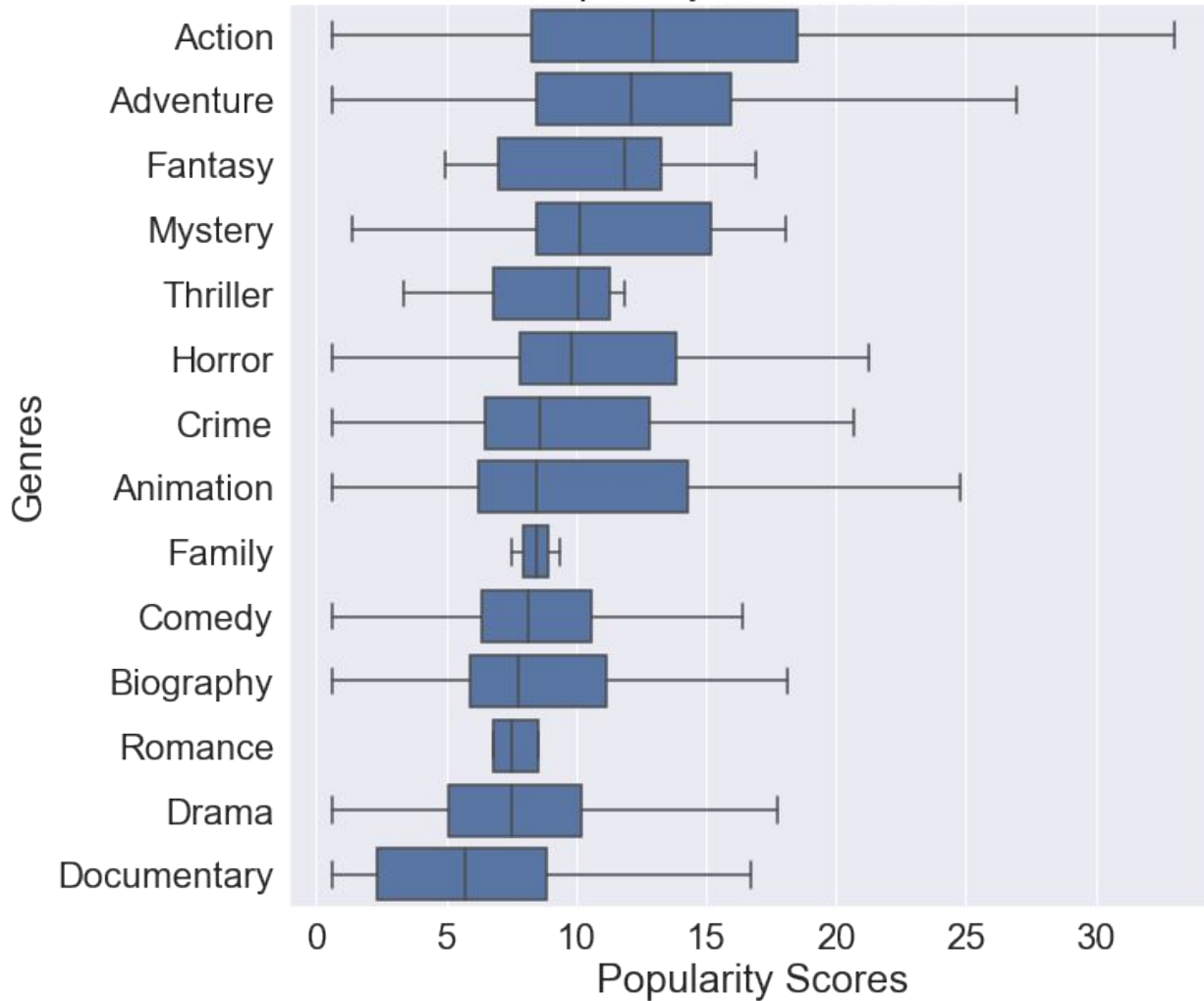
Total Return on Investment (ROI) for All Movies



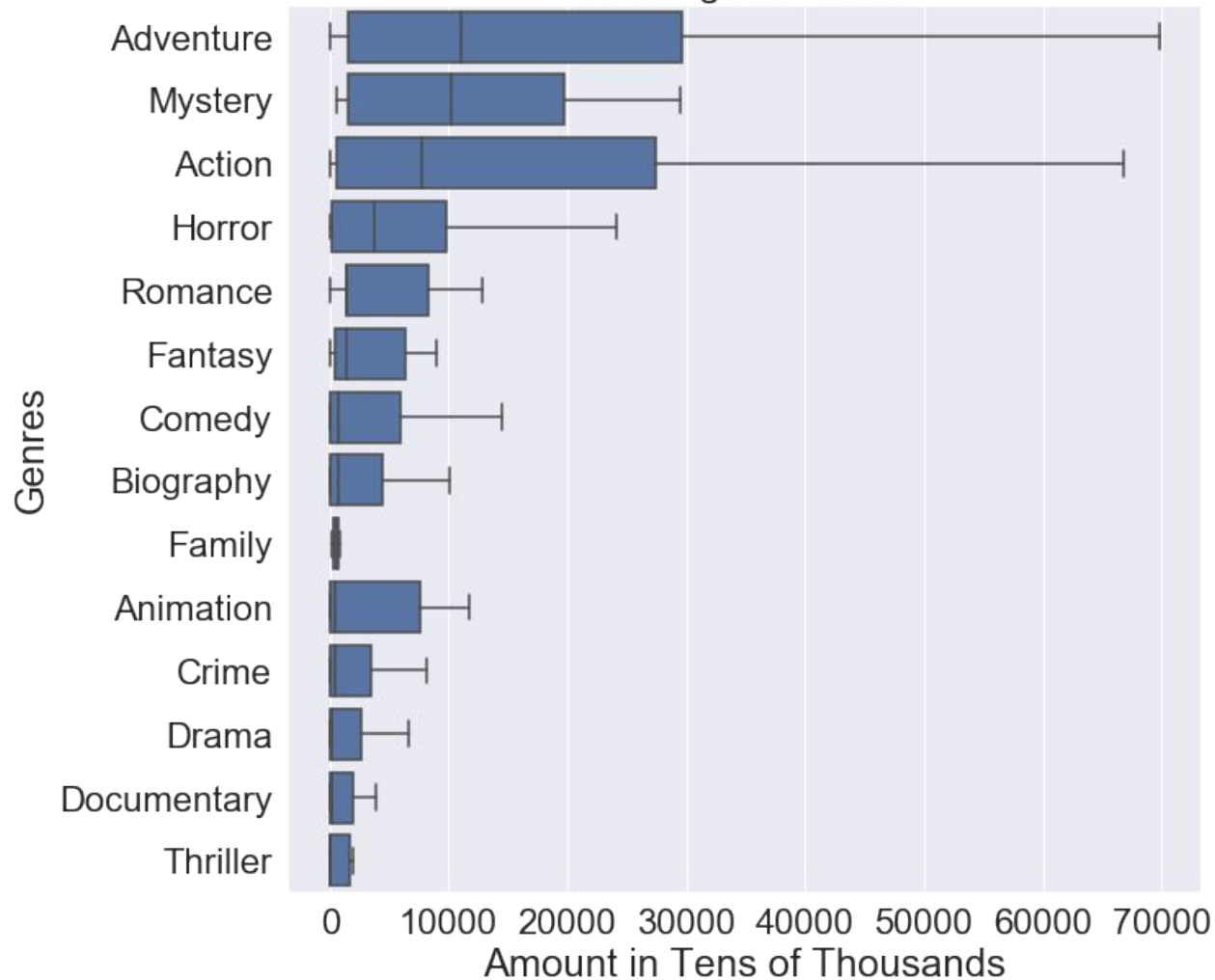
Top 500 reoccurring genres by ROI



Popularity of Each Genre



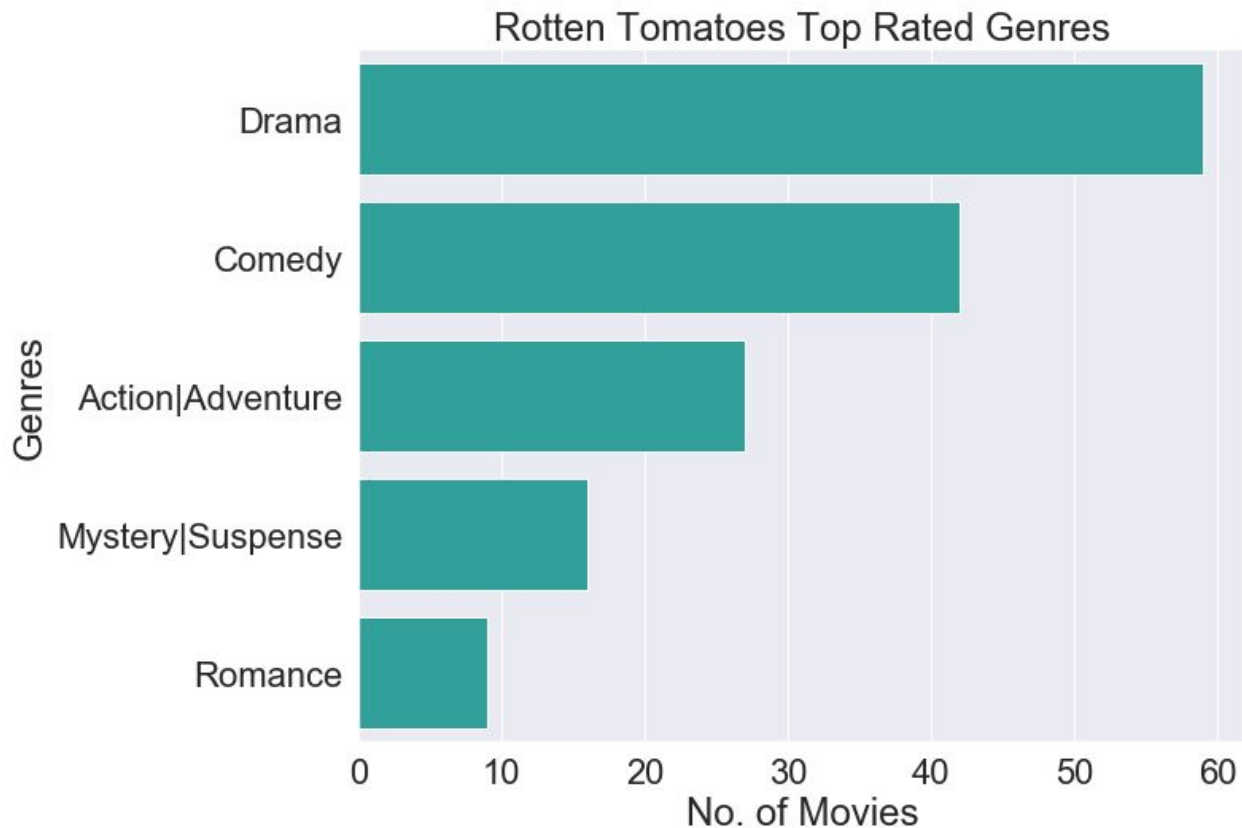
Earnings of Genre



Top 5 Genres

Rotten Tomatoes top five genres with ratings above 3 out of 5 are,

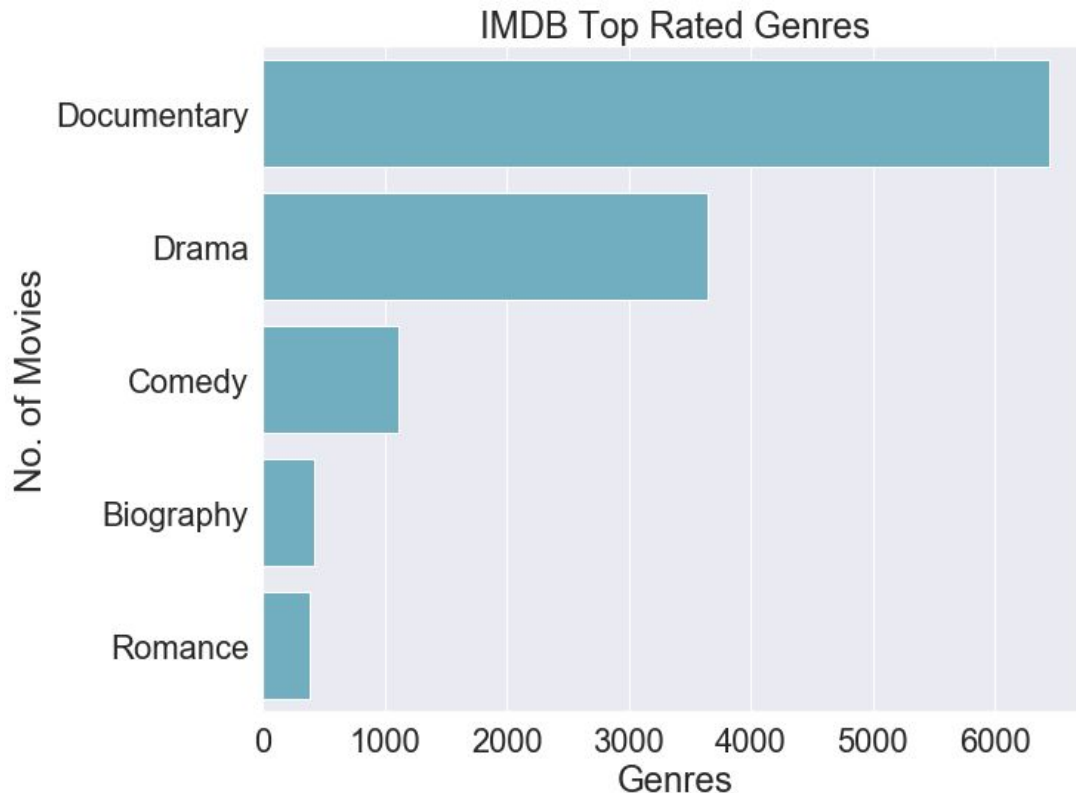
- Drama
- Comedy
- Action|Adventure
- Mystery|Suspense
- Romance



Top 5 Genres

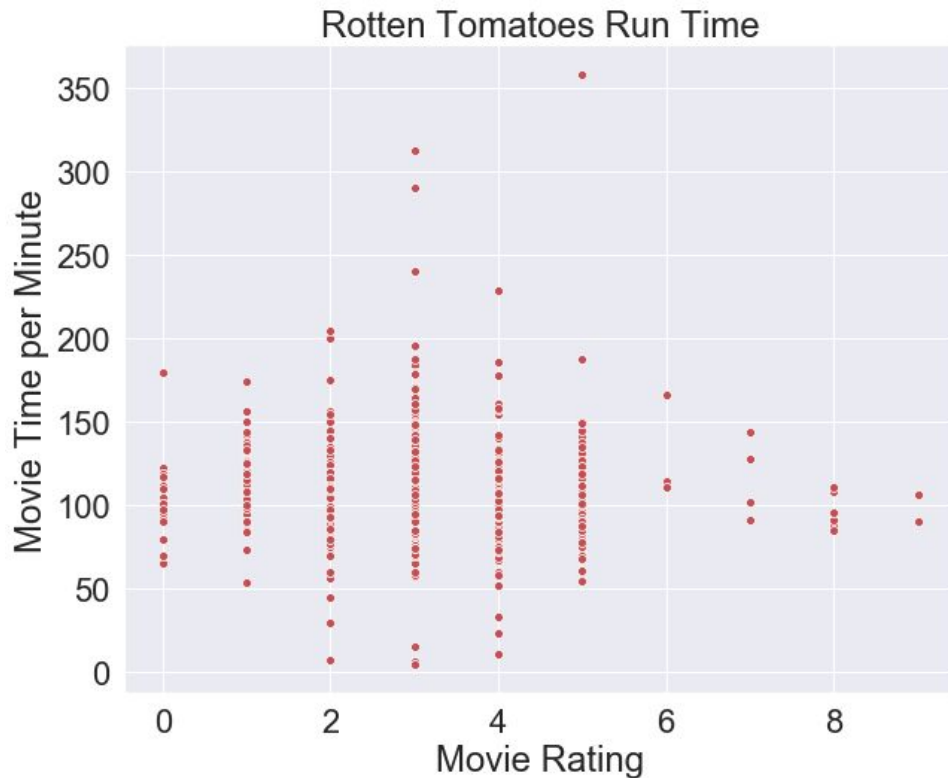
IMDB 's Top five genres with ratings above 7 out 10 are,

- Documentary
- Drama
- Comedy
- Biography
- Romance



Movie Time

Movie time by Ratings
suggests top rated movies
are below 120 mins



Summary

Based on our findings, we recommend you create an:

Action/Adventure

(ROI, Total World Revenue, Ratings & Reviews, and Popularity)

Drama

(Higher ratings than action/adventure, ROI)