

Microsoft's New Movie Studio: *Oldies, but Goodies*

By Hanis, Alice & Meir

Outline



Business Problem

Mitigating risk, maximizing ROI

- What type of movies should Microsoft make?
- Which genre should they focus on?
- How much should they spend on making the movie?

Data Sources

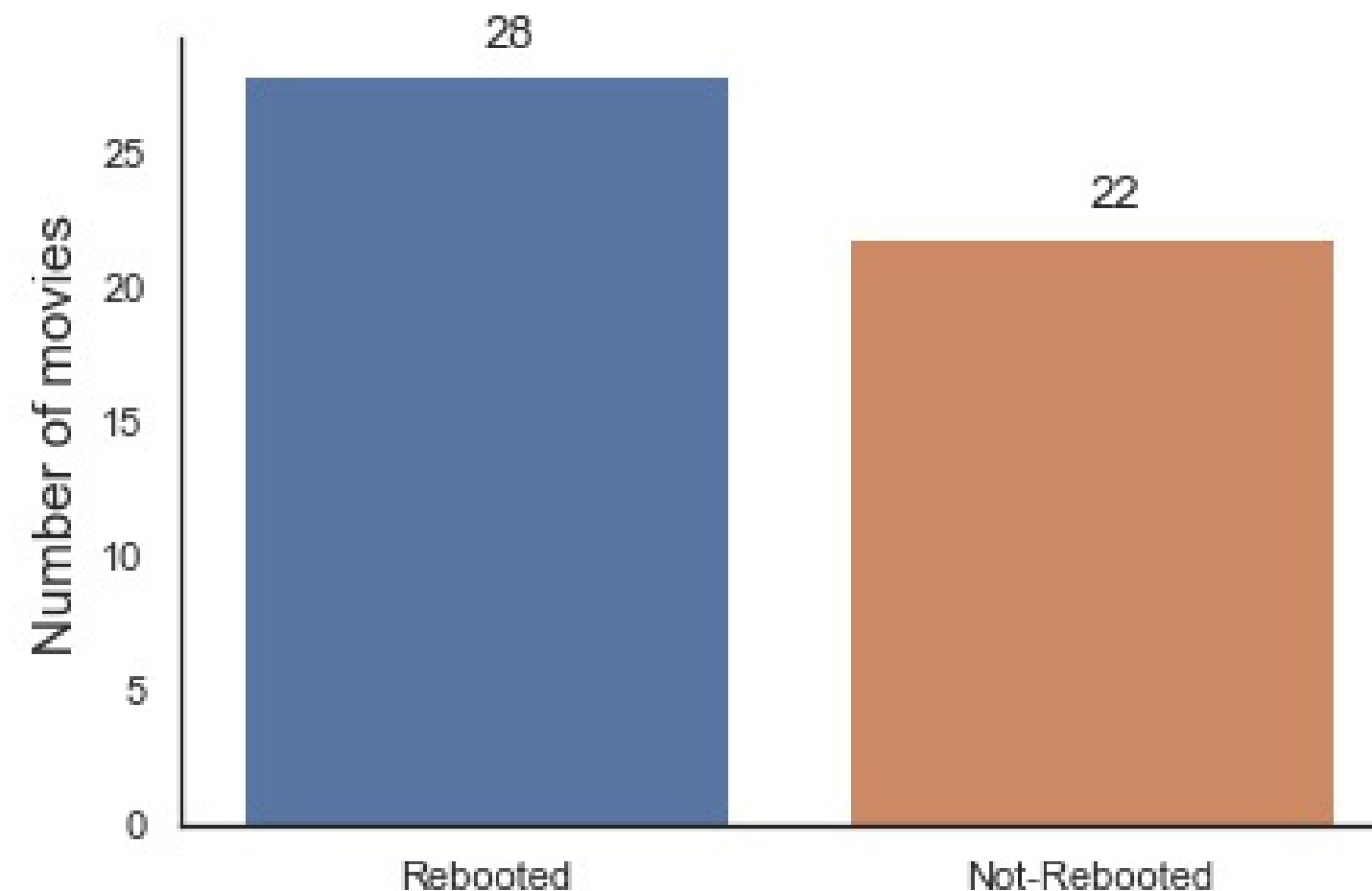
- IMDB
- The Numbers
- Rotten Tomatoes
- Box Office Mojo
- The Movie Database



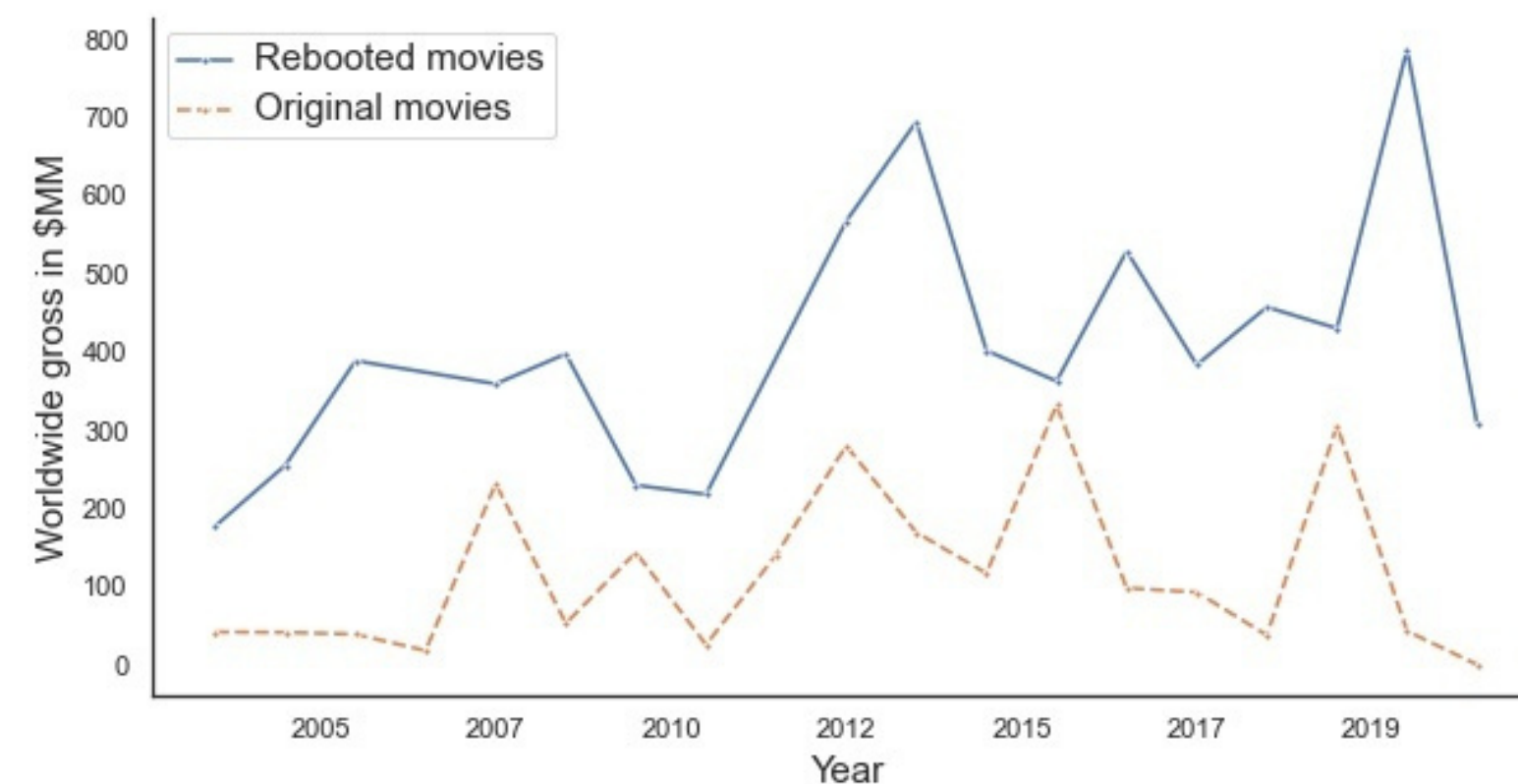
1st
Recommendation:

MAKE A
REBOOT!

Top 50 movies of the 80s and 90s movies

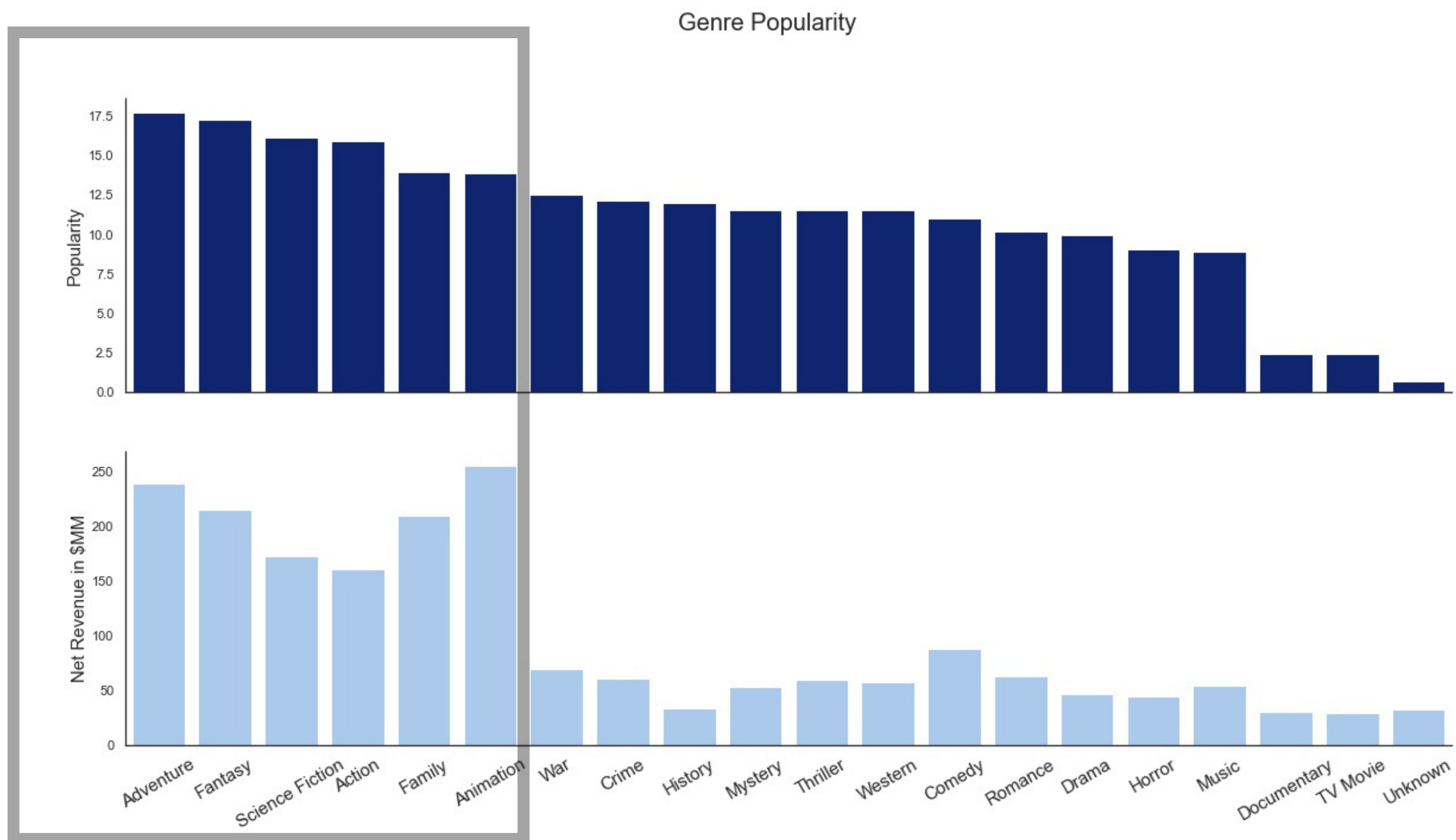


Reboot vs. Original movies



2nd Recommendation: What should you Reboot?

Let's look at the genres:





HIGH BUDGET

Over \$43MM



MEDIUM BUDGET

\$43MM to \$18MM

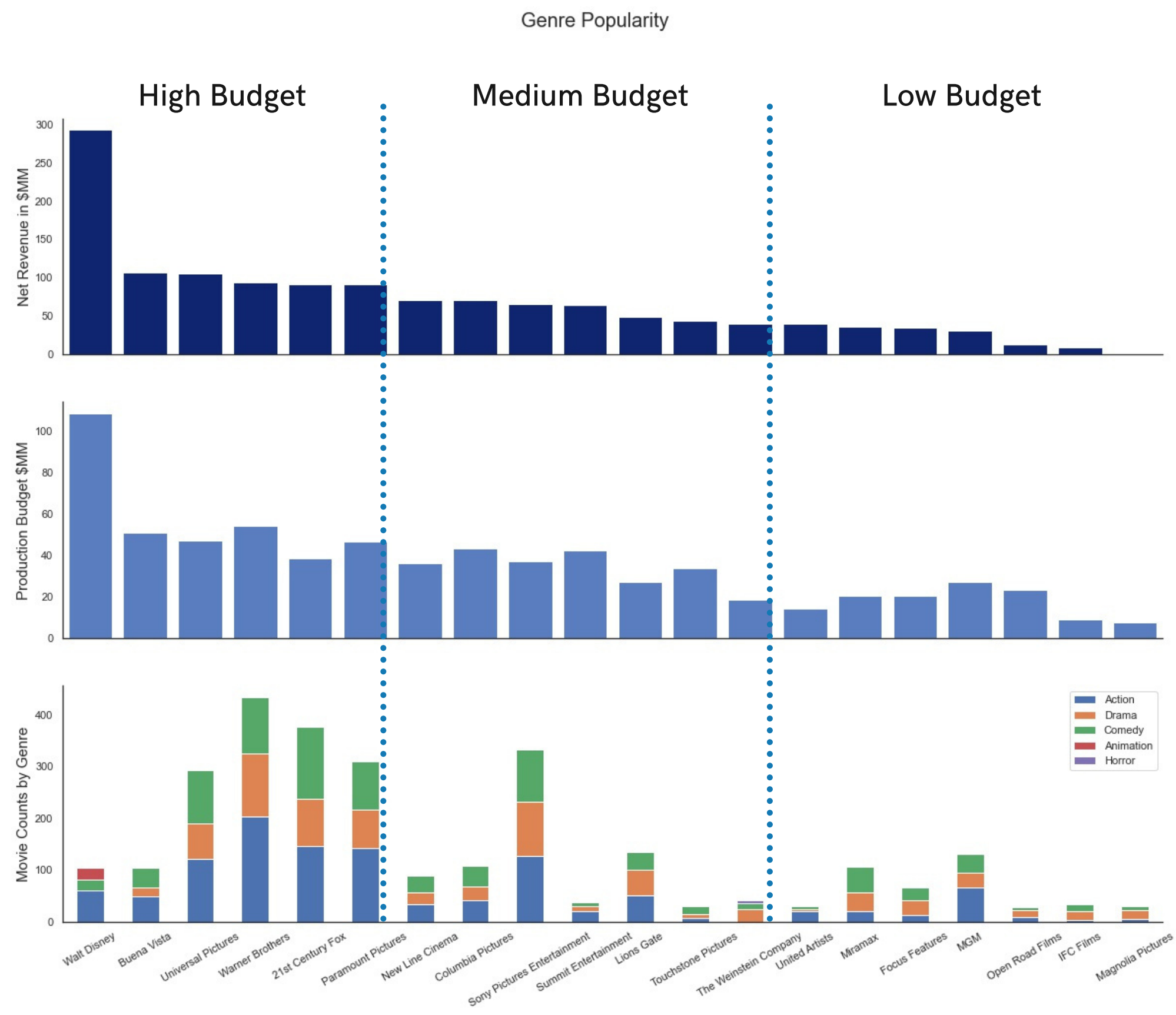


LOW BUDGET

Under \$18MM

Budget Tier

Final Recommendation: Which Intellectual Property?



Summary

FIRST



Make a reboot!

SECOND



Focus on Genres

THIRD



Acquire Intellectual
Property

Thank you!

GITHUB PROJECT

Link: <https://github.com/hanis-z/HAM-project1>

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