

# Microsoft's Newest Film Studio

August 26<sup>th</sup>, 2022



# Meet the Team



Patrick Arnold  
Presentation/Tech Lead  
GitHub: Patrick-Arnold

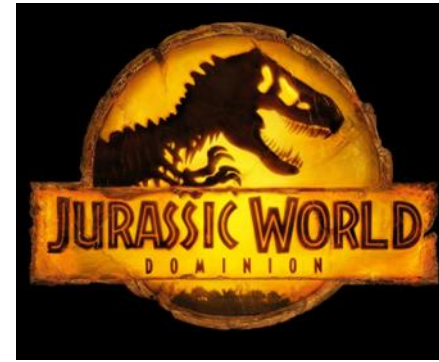


Milad Ghasemi  
GitHub/Tech Lead  
GitHub: Milgha



# Main Findings

- Family-friendly adventure
- Big names
- \$160 million budget



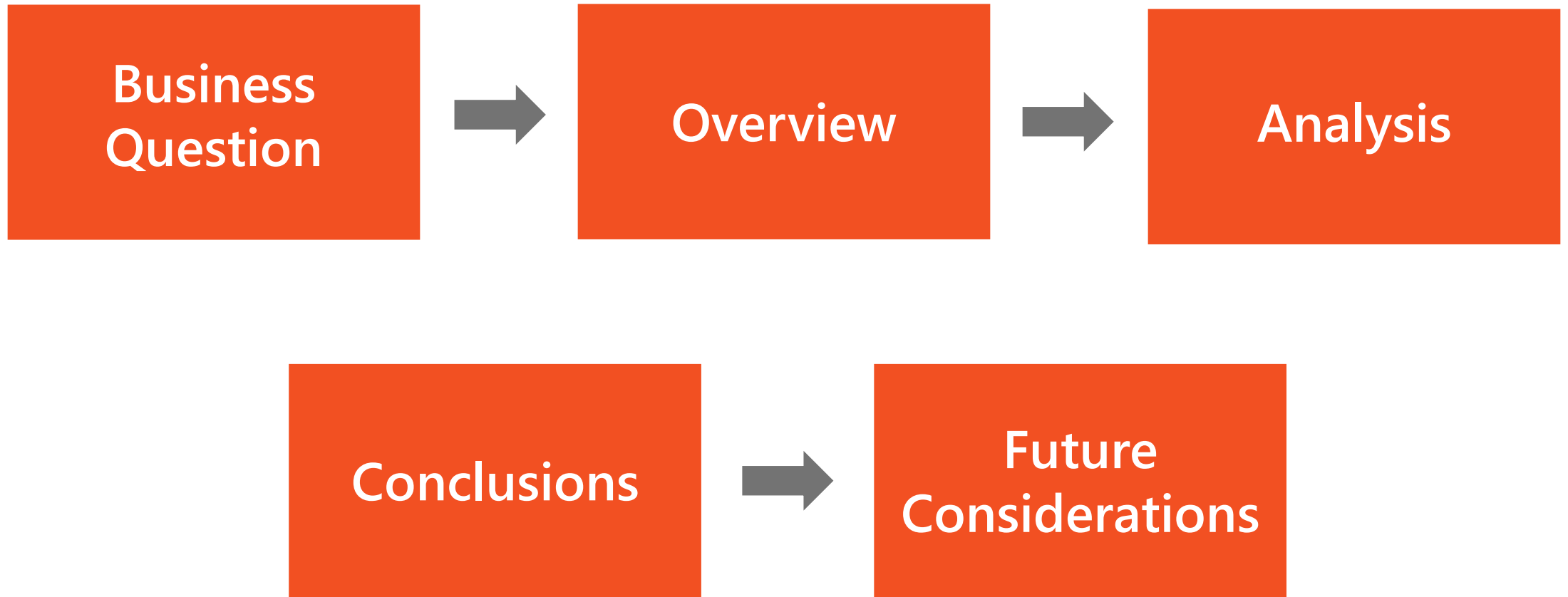
Robert Downey Jr.



Bryce Dallas Howard



# Agenda

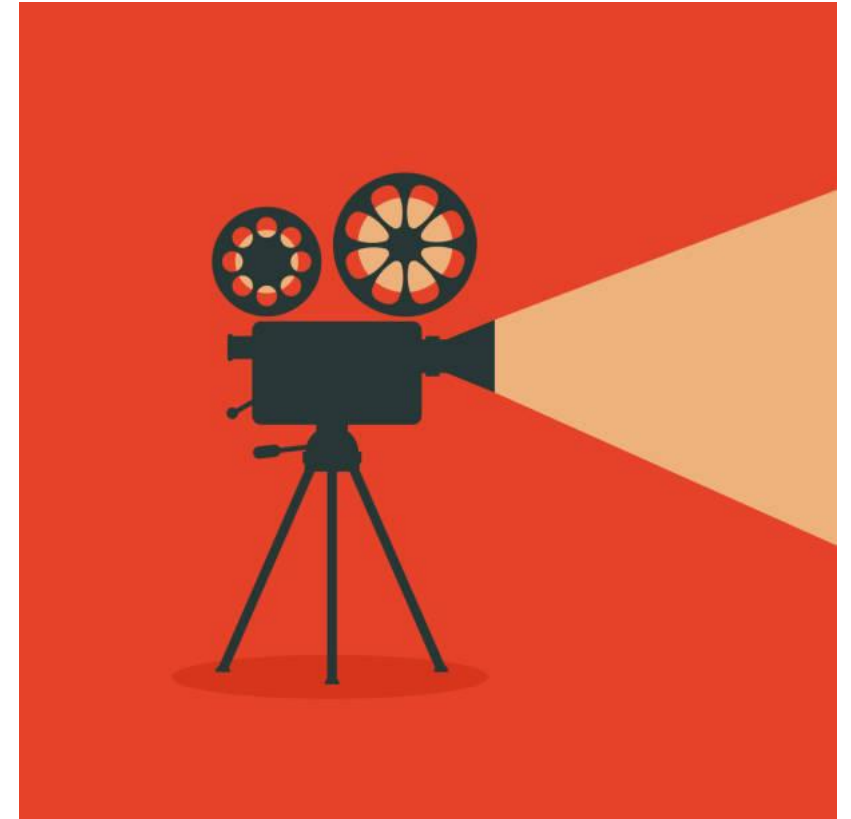


# Business Questions



# Business Questions

- What does a hit film look like?
- Who do we cast?
- How much to spend?



# Overview



# Overview

- IMDb and The Numbers\*
- 6000 films from 2012 to 2018
- More than 1000 IMDb ratings



\*Budget data may  
be incomplete

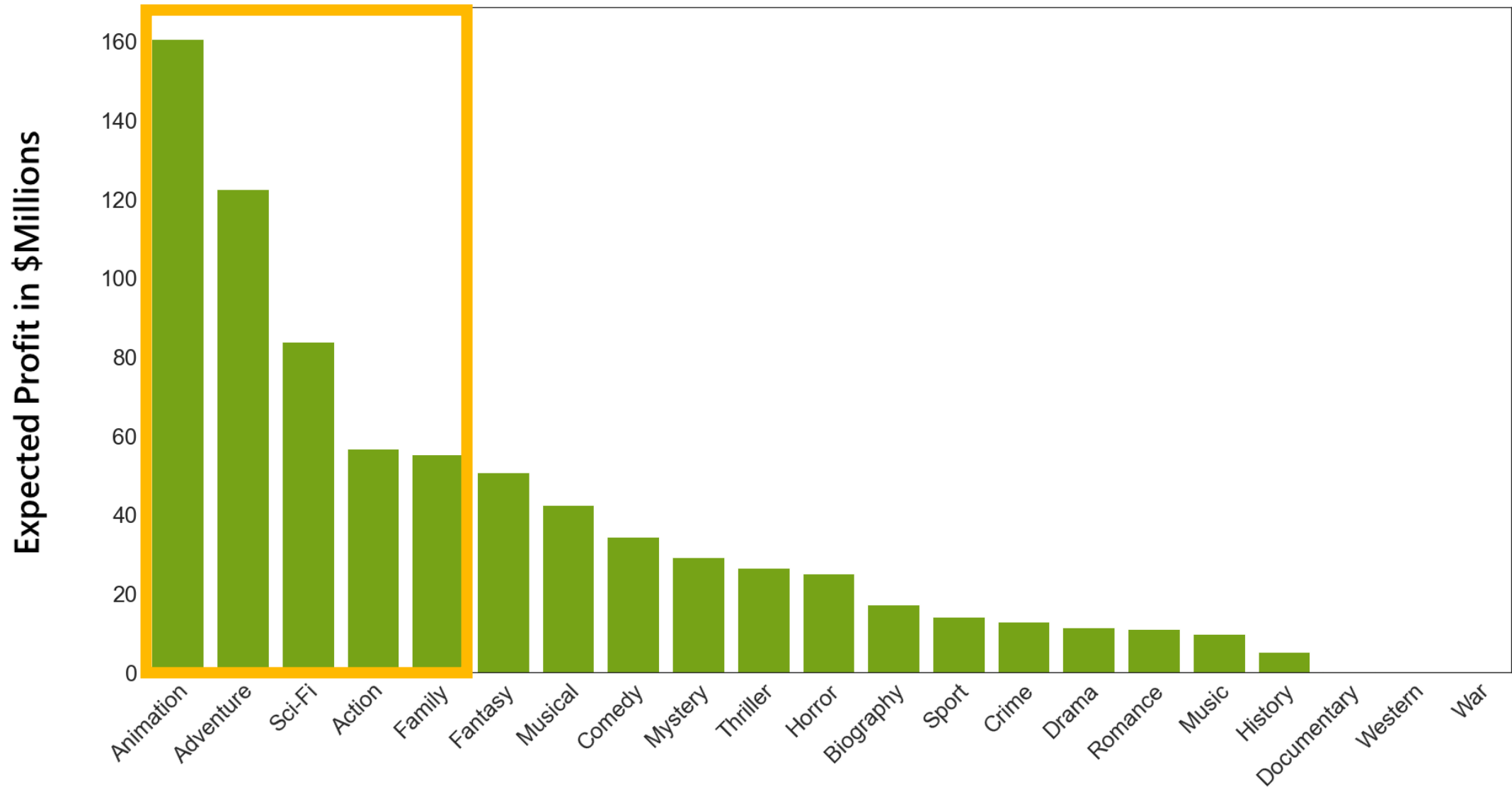




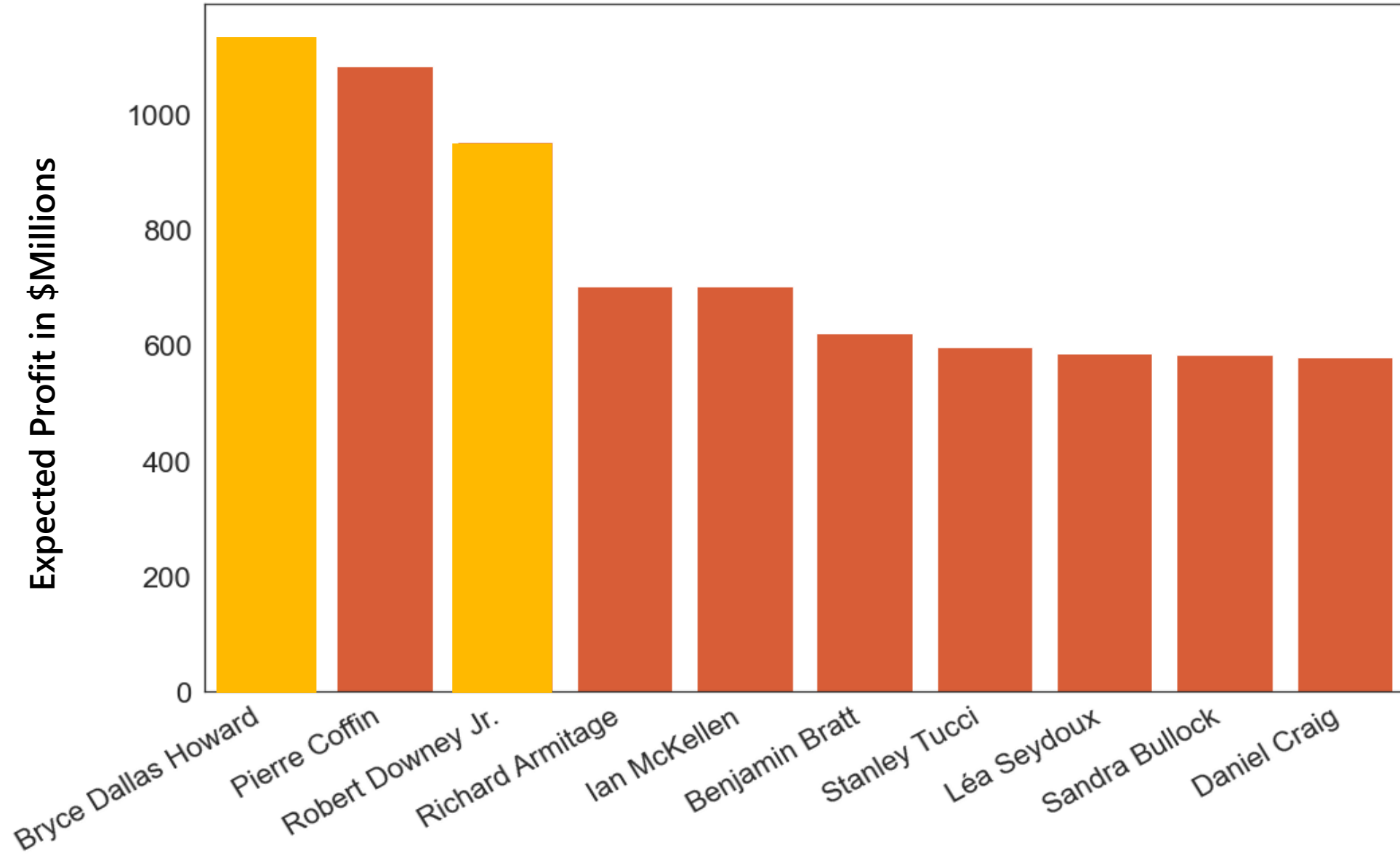
# Analysis



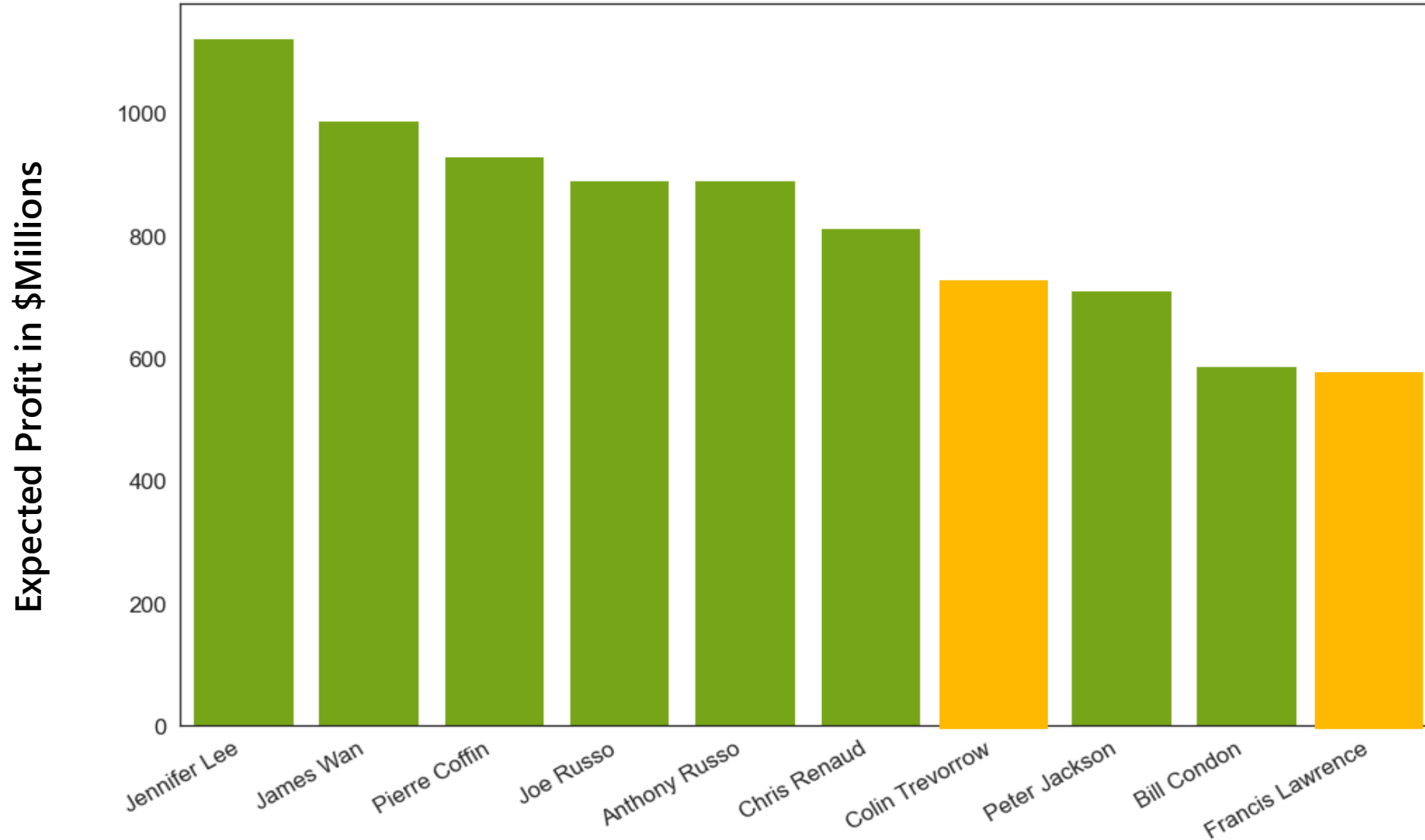
# Animation, Adventure, Sci-Fi, Action, and Family Are Most Profitable Genres



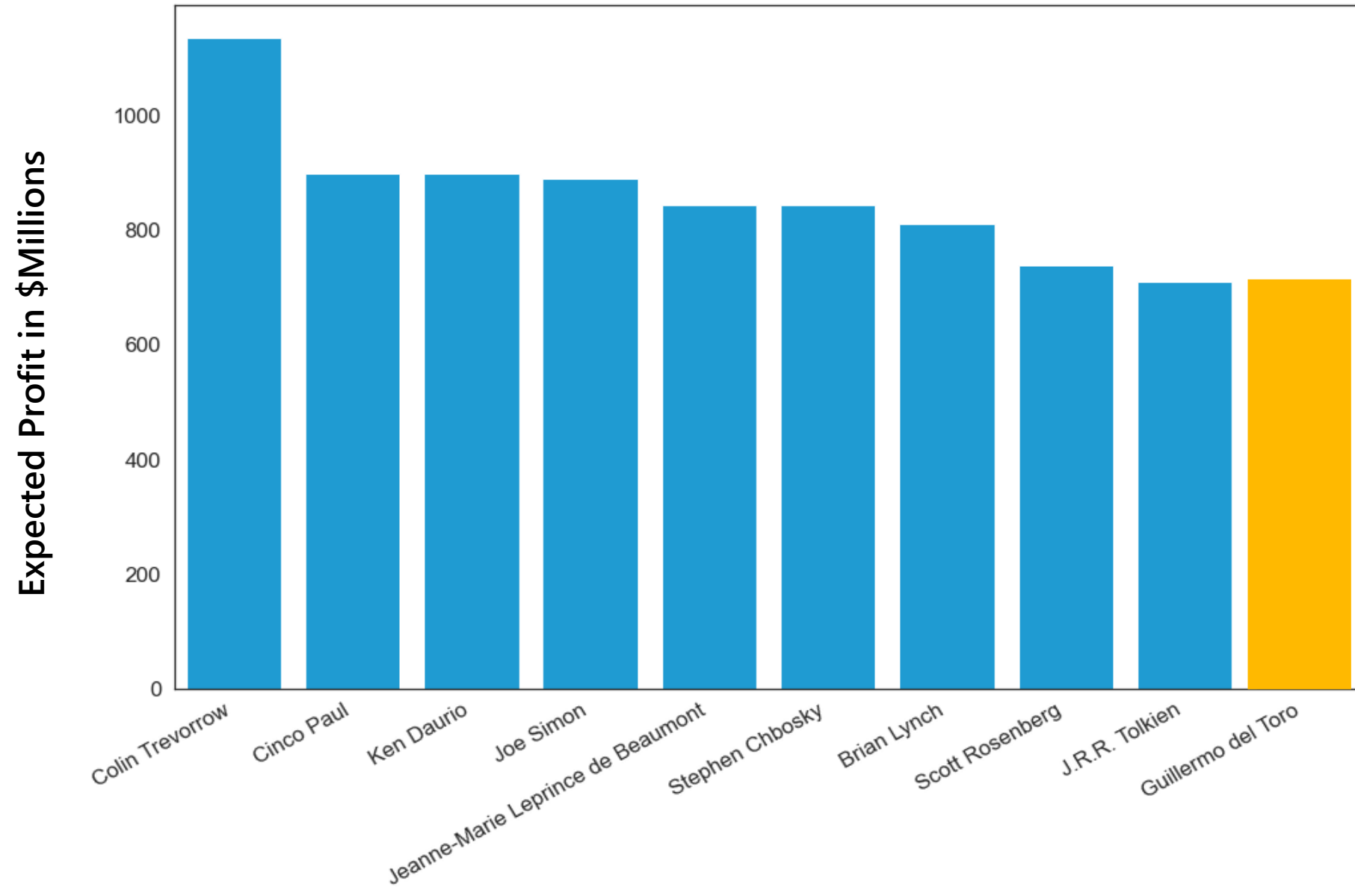
# Highest Earning Performers



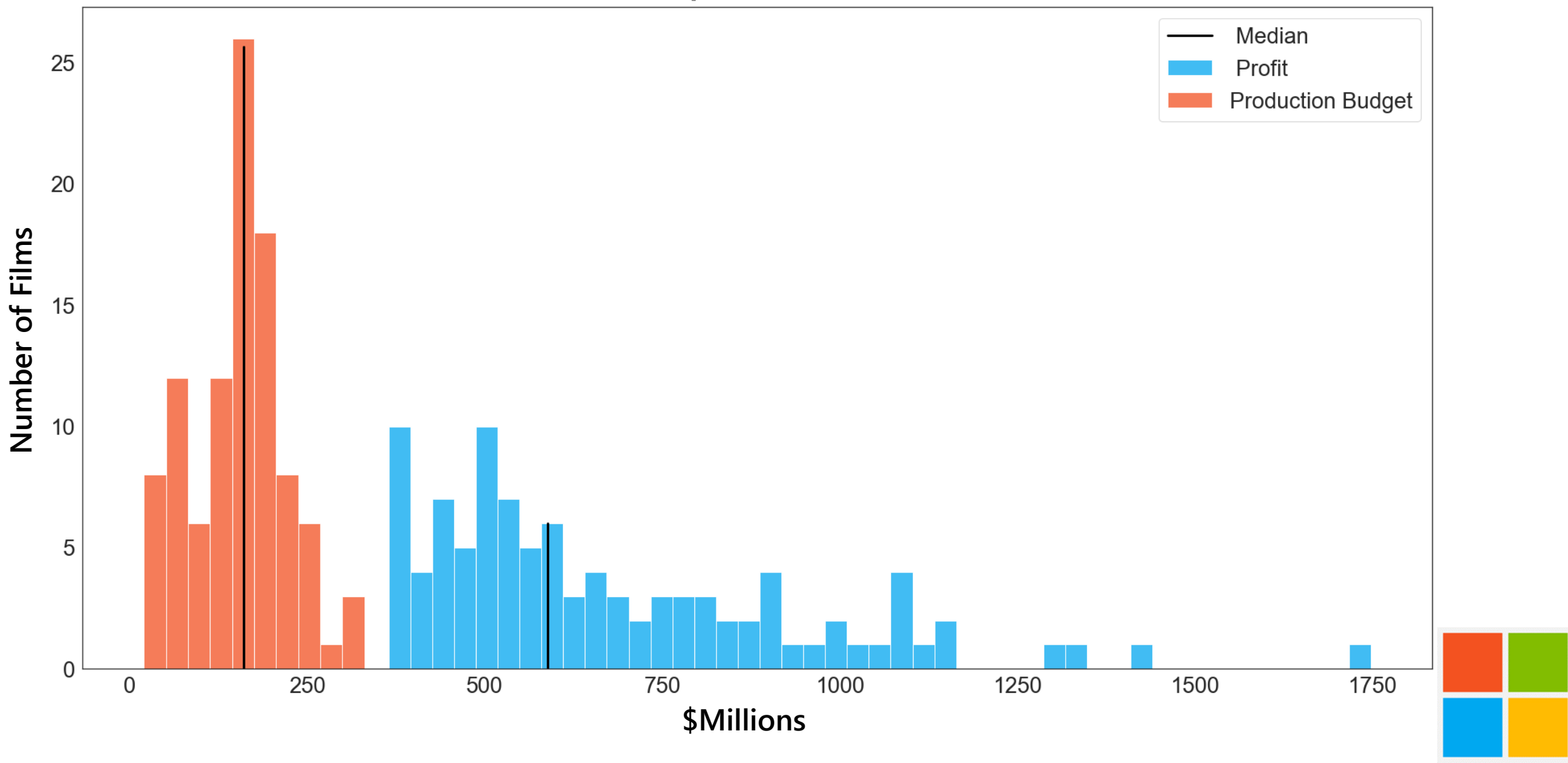
# Highest Earning Directors



# Highest Earning Writers



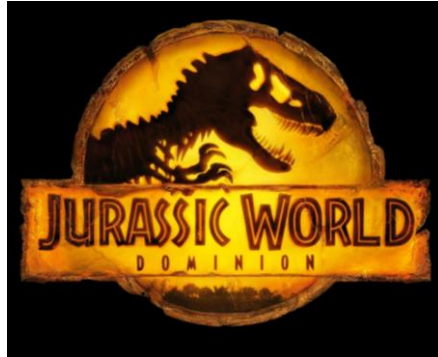
# Most Profitable Films Spend \$160 Million and Make \$600 Million



# Conclusions



Film Looks  
Like



OR



Proven  
Talent Picks

Bryce Dallas Howard



Robert Downey Jr.



Ideal  
Budget

\$160  
million





# Future Considerations



# Future Considerations

- Animation studio
- Possible collaborations
- Post-production cost
- Diverse cast

Disney



# The Team



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GitHub: Milgha



# Q&A

