

Microsoft Movie Studio

JEFFERSON MENTZ & ALISON PARK

Overview

What movies will bring in the money?

Outline



Business
Problem



Data



Results



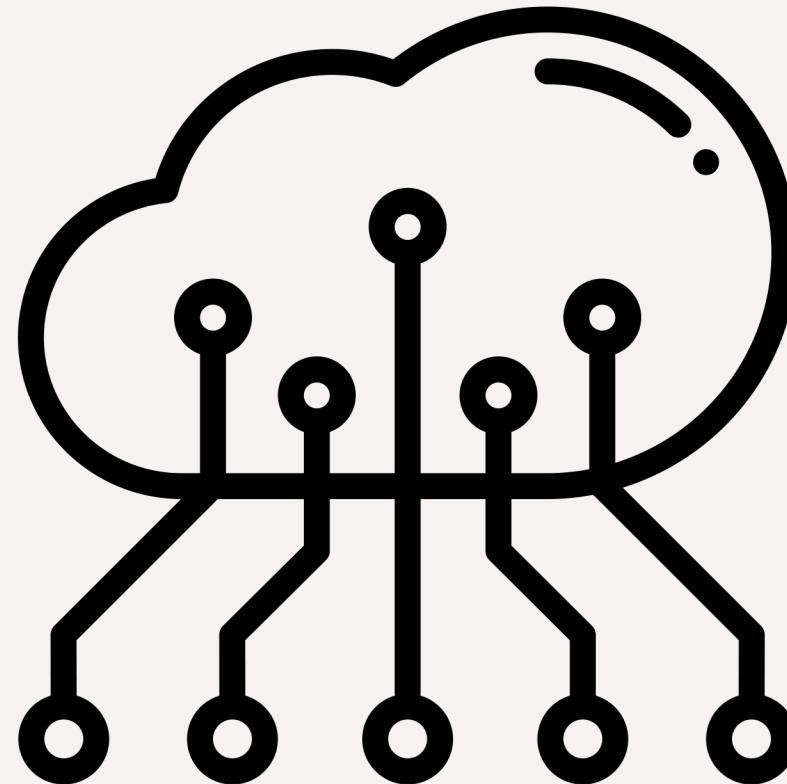
Conclusions



Business Problem

- 1. What type of content**
- 2. How**
- 3. Where**

Data



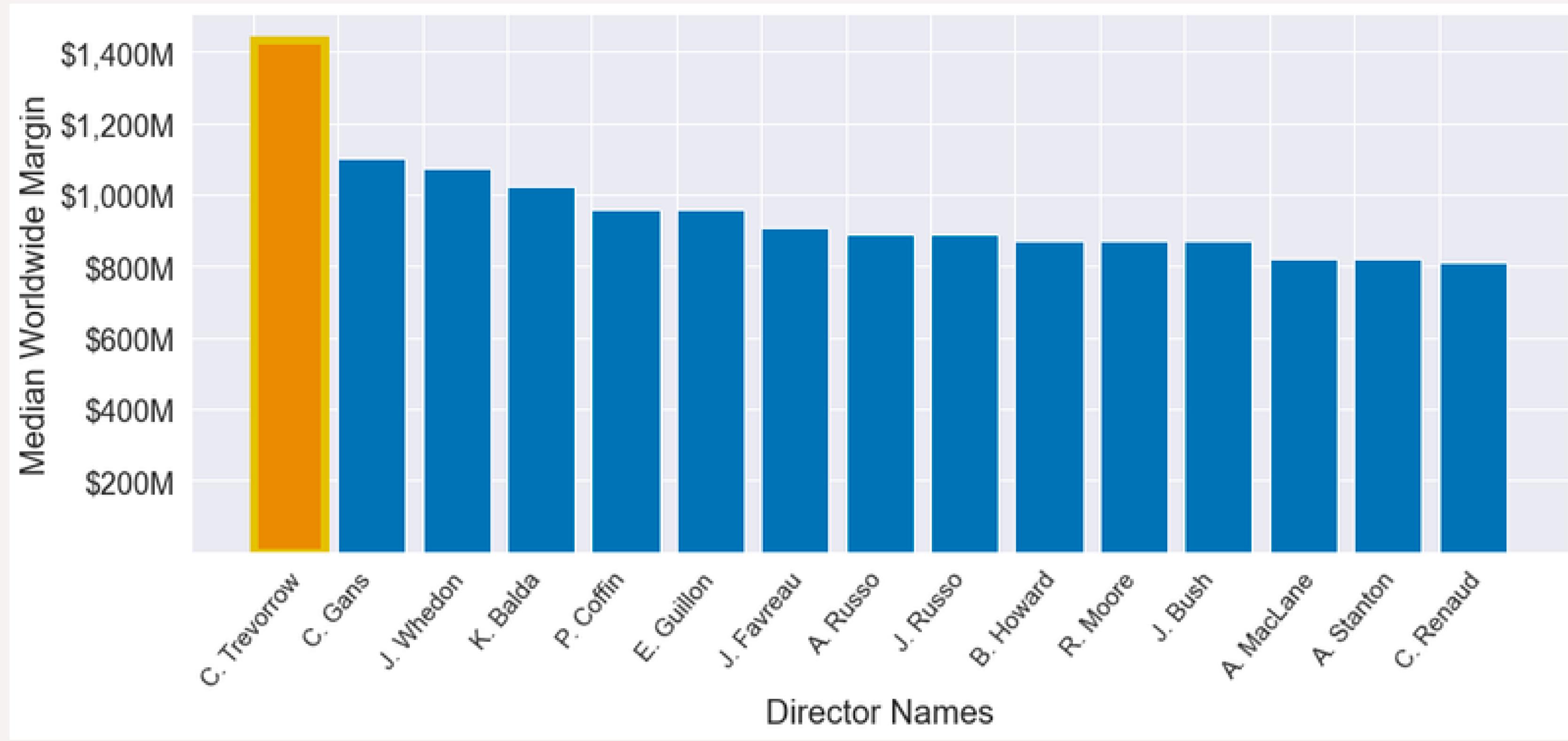
Datasets Used

- IMDB
- Movie Budgets from TheNumbers

Metrics Used

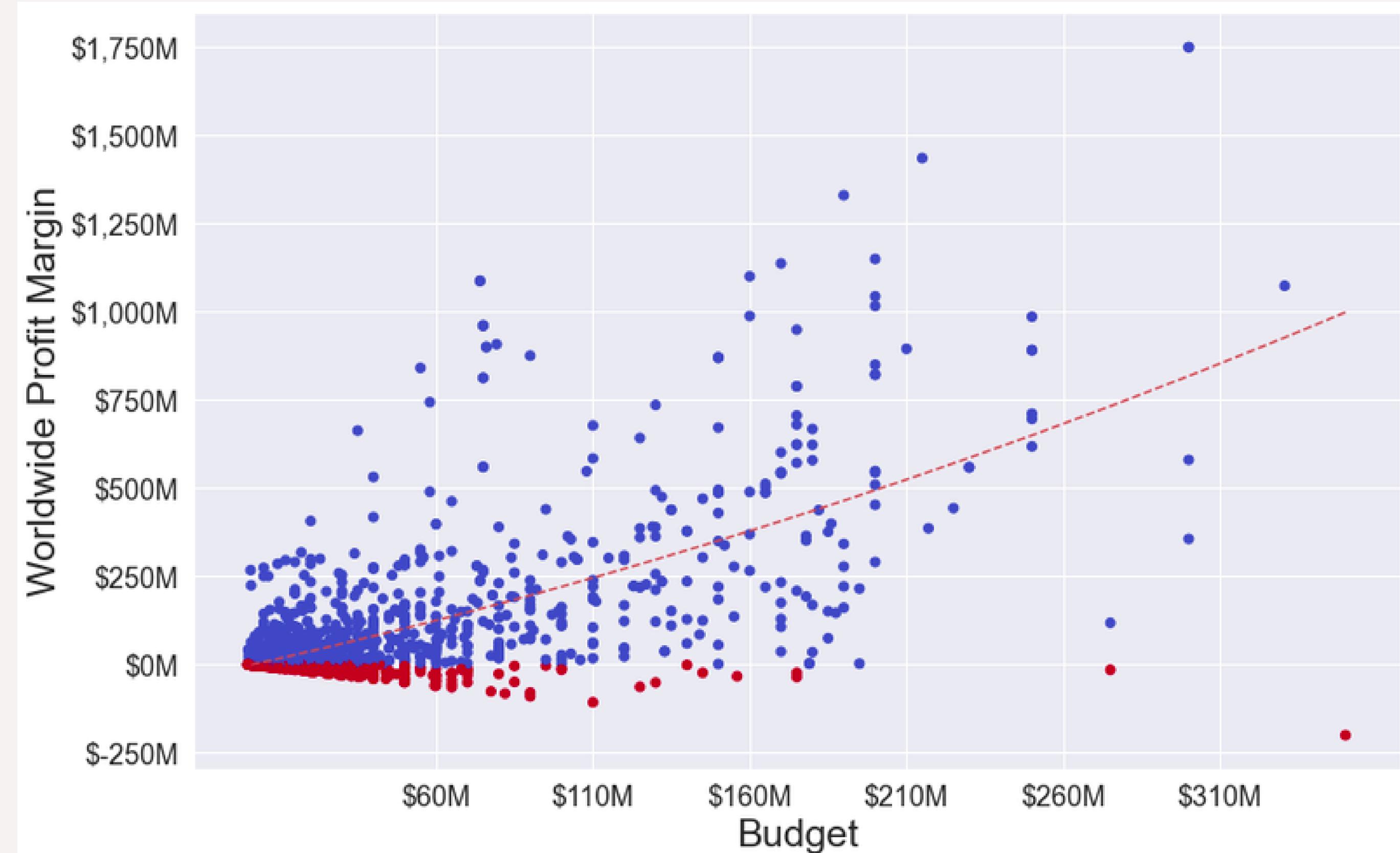
- Last decade (2013-2023)
- Directors, Production budget,
Target markets

Top 15 Directors by Median



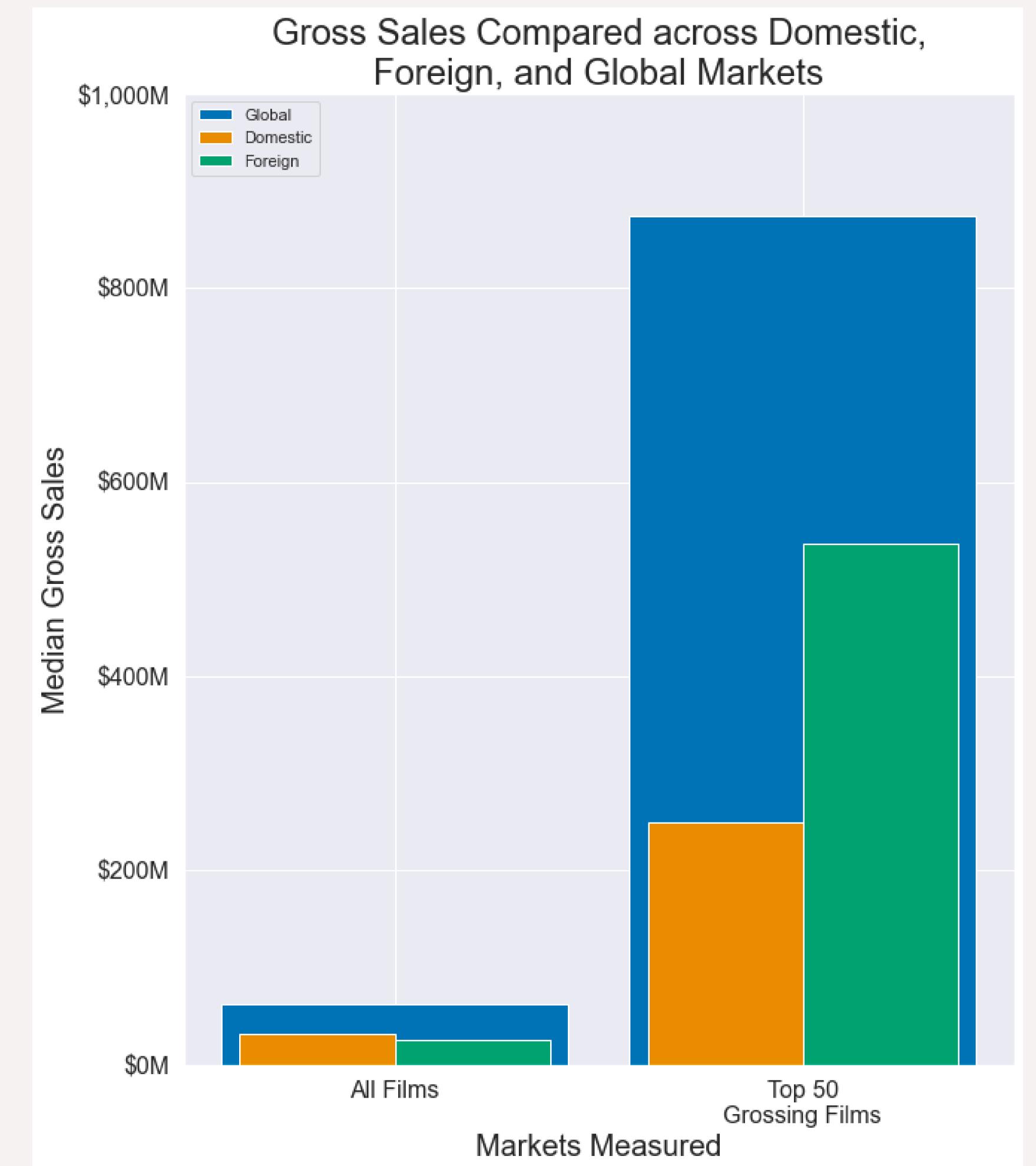
Return on Investment Based on Production Budgets

Higher production budgets → Higher return on investment



Market Discovery

For movies in the highest-grossing movie subset, the foreign market seems to bring in almost double the value.



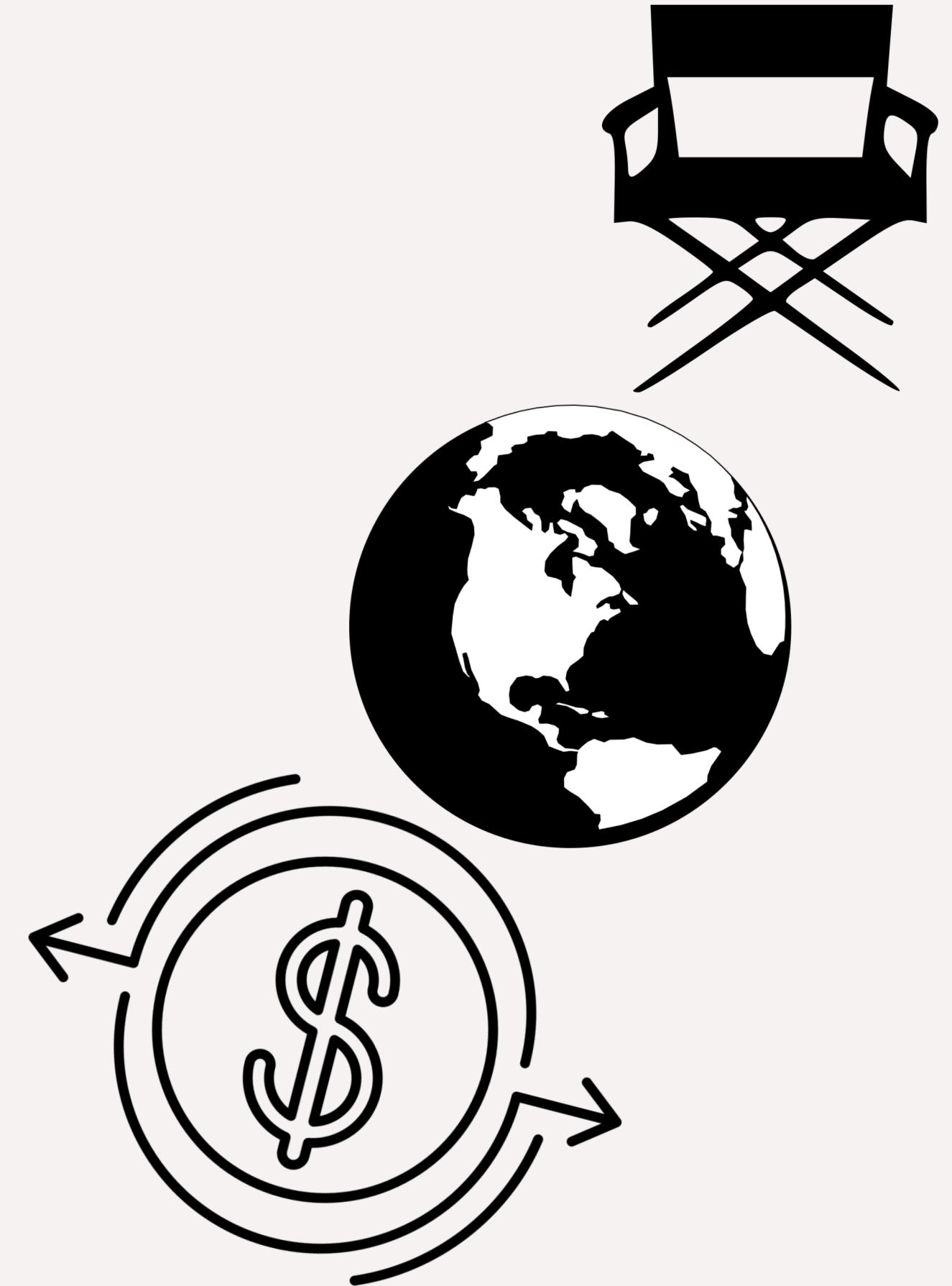
Conclusion

Recommendations

- Collaborate with **Colin Trevorrow**
- Focus on **global** accessibility
- Target a mid- to high-budget project

Next Steps

- More robust, better-related dataset
- Data with more recent major releases
- Seasonality, genre, etc.





Thank you!

The project is available on github:
https://github.com/ParkedHampster/MS_Studios-Phase_1

CONTACT INFO:
alisonsjpark@gmail.com
jmentz@gmx.com