

# Microsoft Movie Studio

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The background of the slide is a light gray gradient. Scattered throughout the background are numerous yellow dollar bills of various denominations, including \$1, \$5, and \$100 bills, appearing to fall from the top. The bills are oriented in different directions, some horizontally and some vertically, creating a sense of motion.

# Overview

**What movies will bring in the money?**

# Outline



**Business  
Problem**



**Data**



**Results**



**Conclusions**



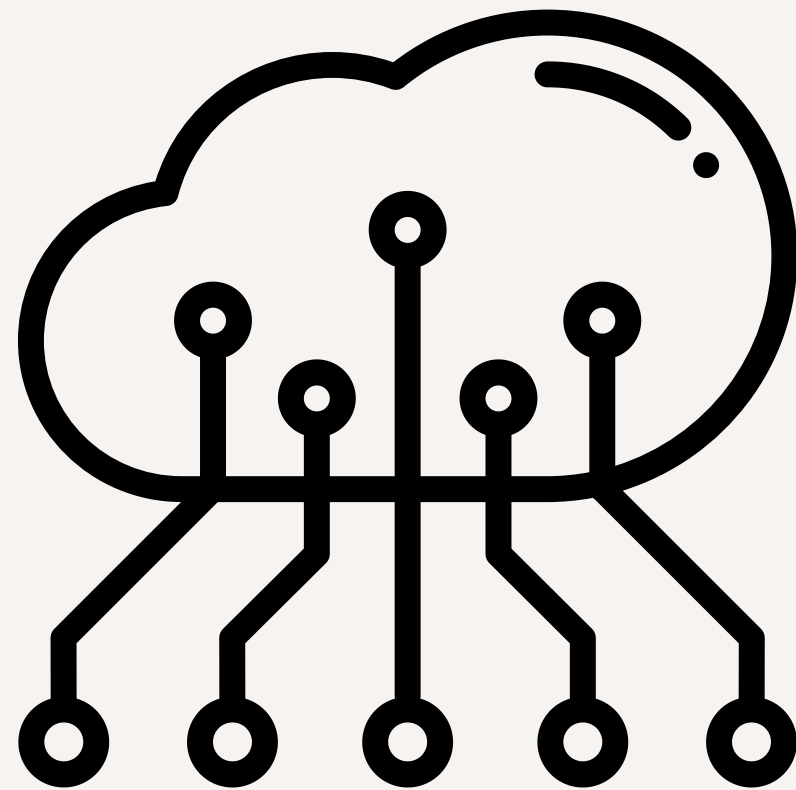
# Business Problem

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

# Data

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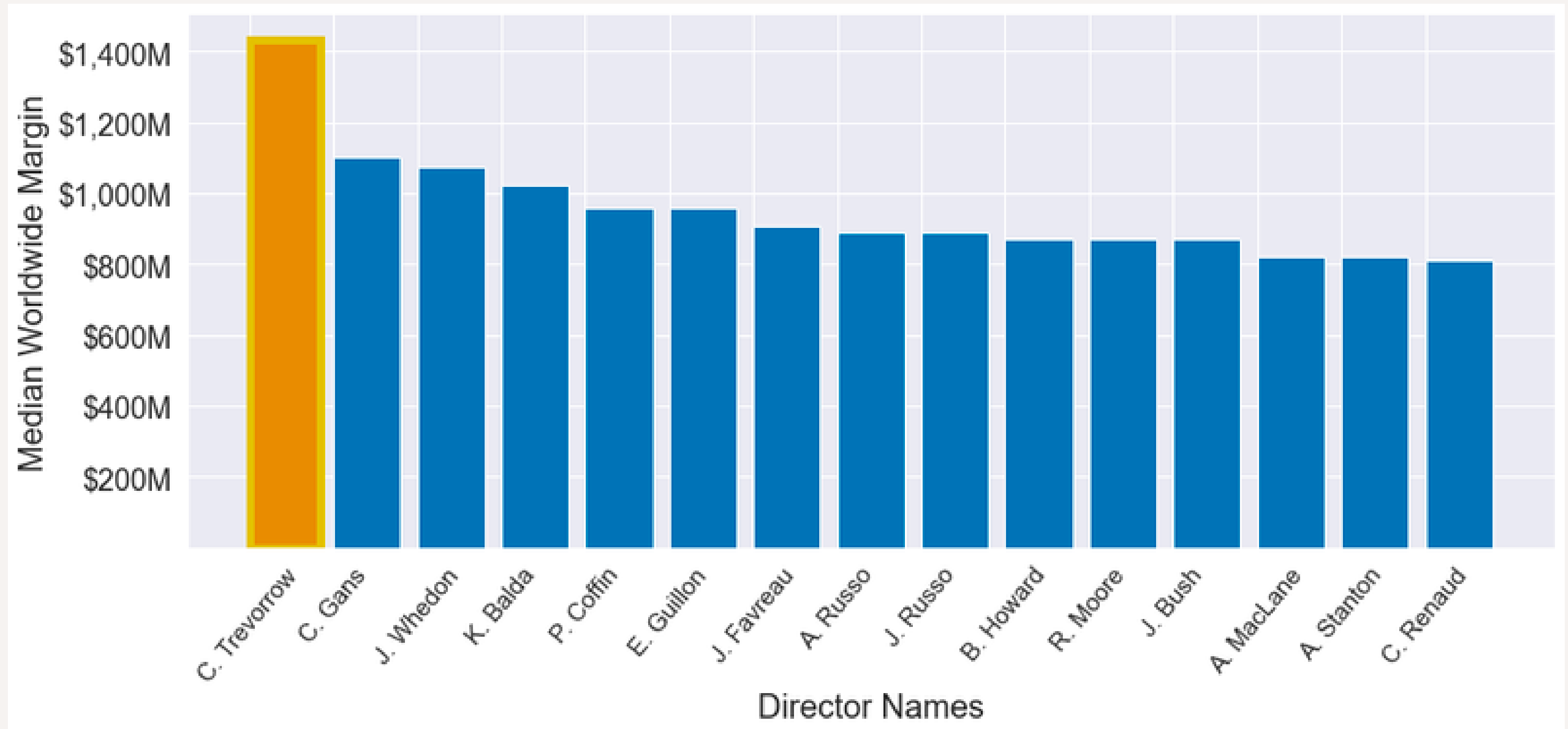
## Datasets Used

- IMDB
- Movie Budgets from TheNumbers

## Metrics Used

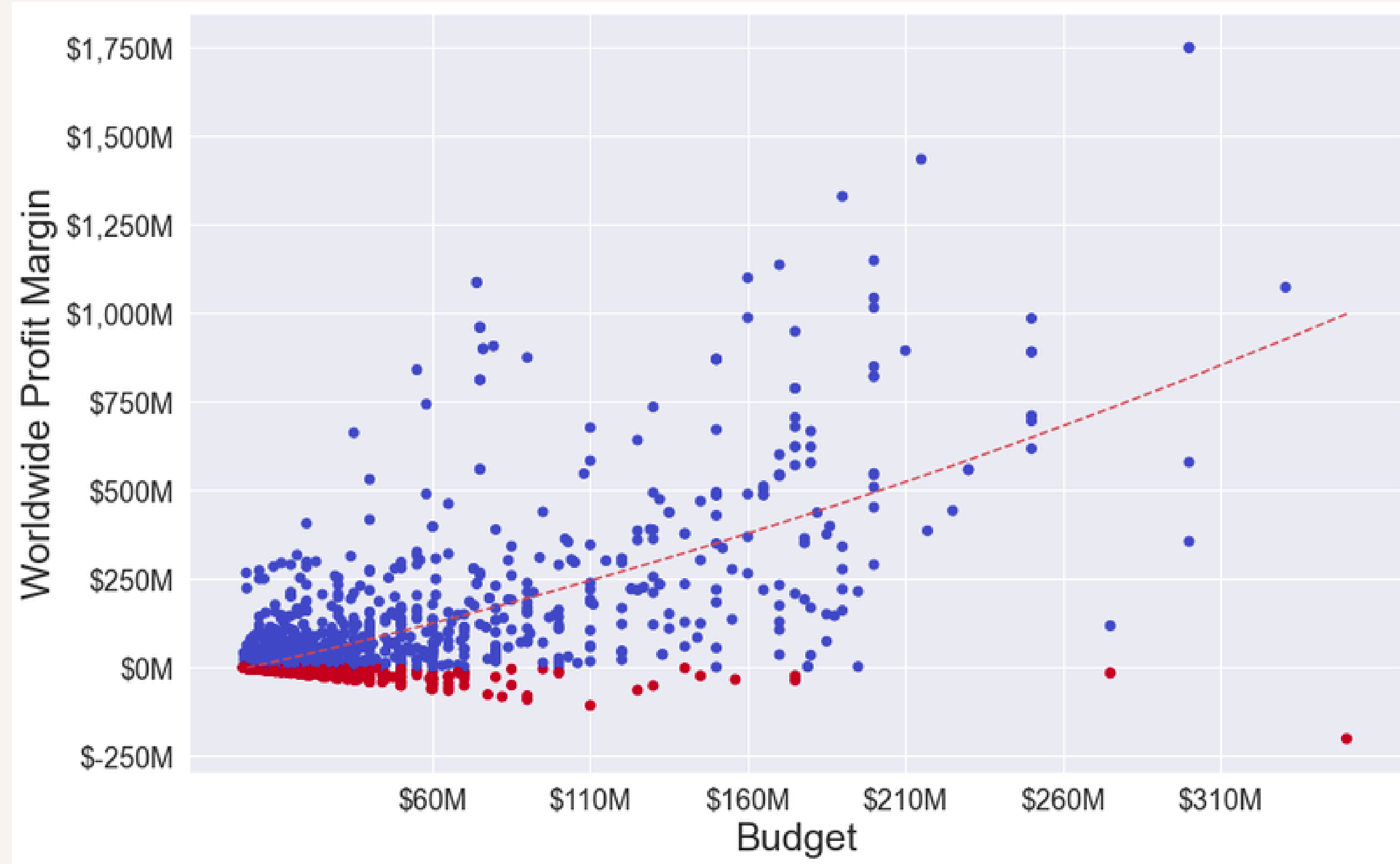
- Last decade (2013-2023)
- Directors, Production budget, Target markets

# Top 15 Directors by Median



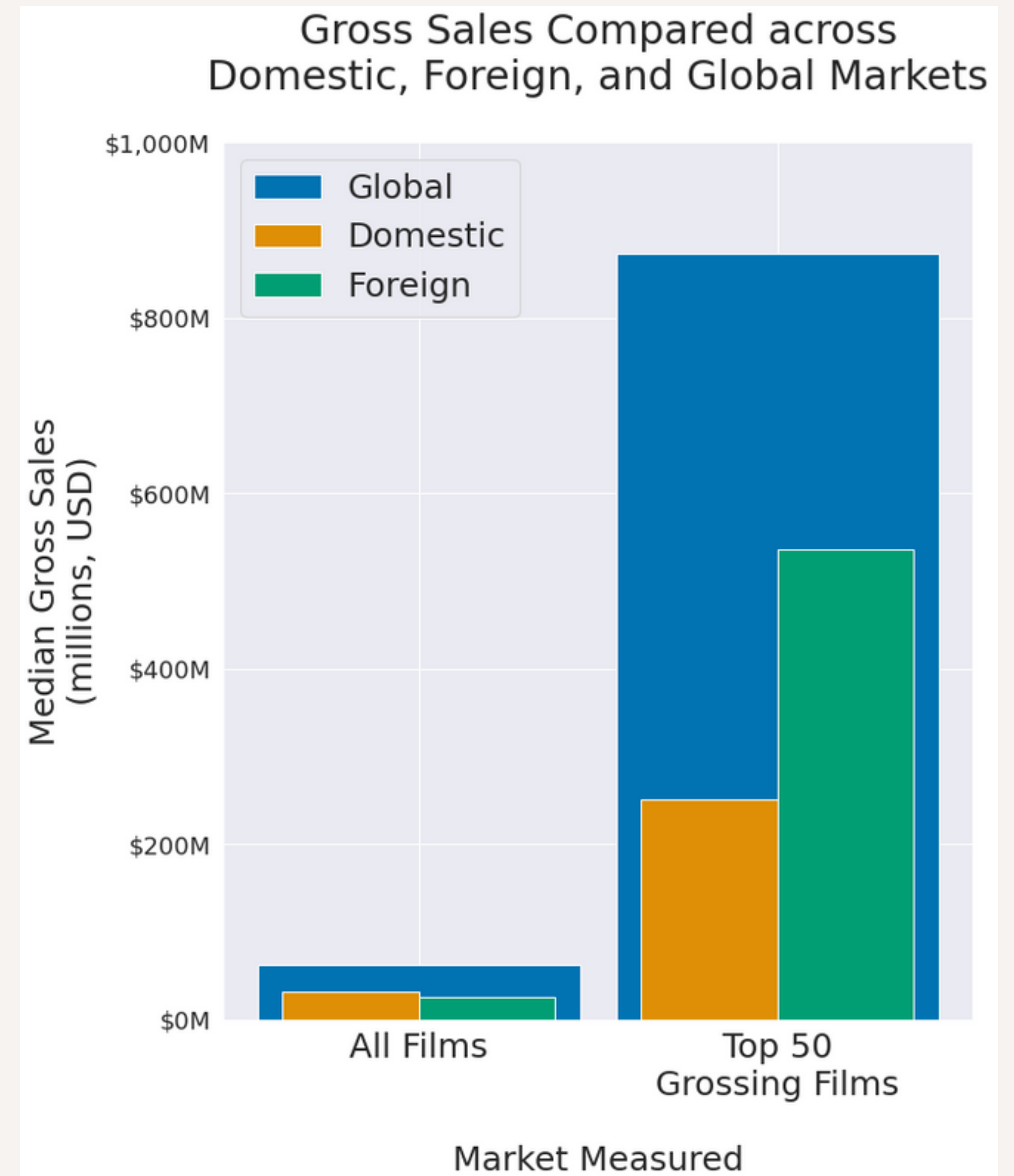
# Return on Investment Based on Production Budgets

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**
- Target a mid- to high-budget project
- Focus on **global** accessibility

## 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/ParkedHamster/MS\\_Studios-Phase\\_I](https://github.com/ParkedHamster/MS_Studios-Phase_I)).

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