



Microsoft

Analysis of Movies for Microsoft's New Movie Studio

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Business Problem

- How do we get the highest Return On Investment?
 - Genre
 - Production Budget
 - Run Time

Data

- IMDB
- TN
- TMDB

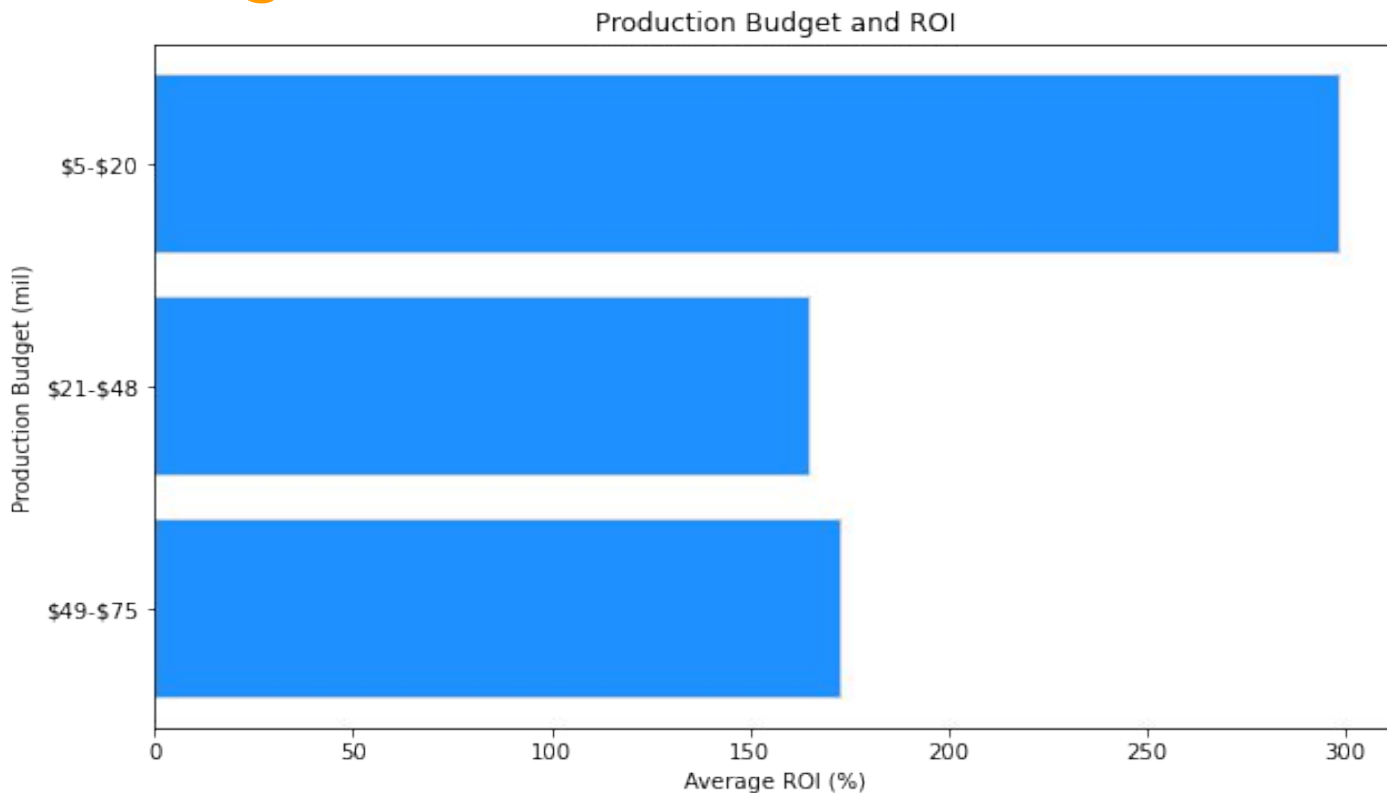
THE
MOVIE
DB

IMDb

THE NUMBERS®

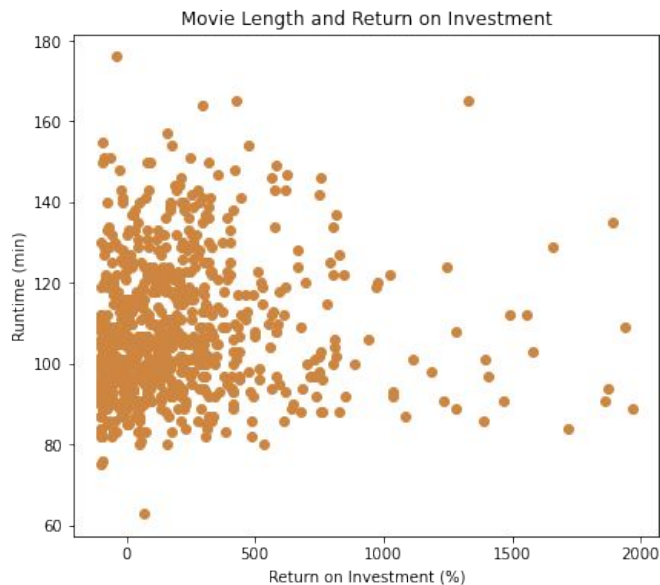
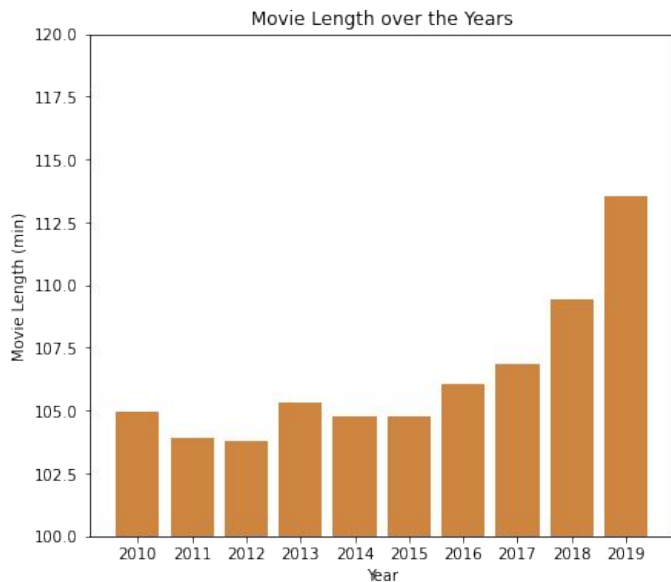
Production Budget

- **\$5-20 million**



Run Time

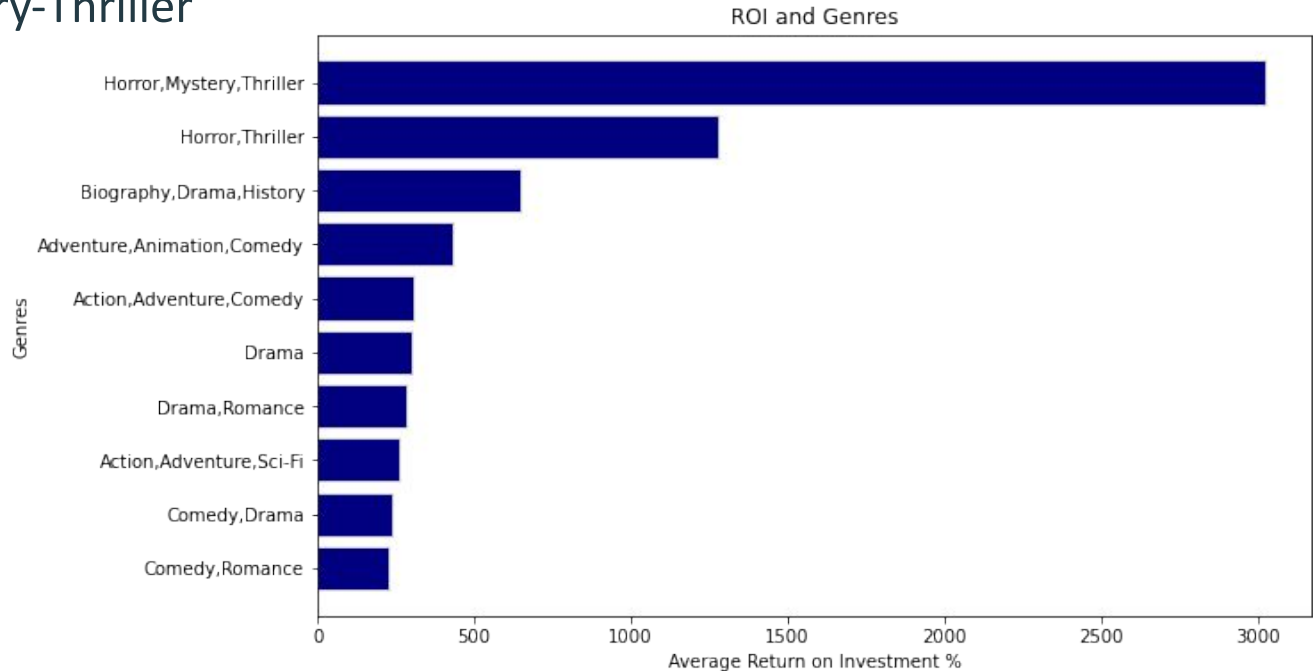
- Longer movies
 - ~ 2 hour
 - +8% since 2010
- No relationship with ROI



Genre With the Highest Return On Investment

- Horror-Mystery-Thriller

- ~ \$9.5 Million
Budget



Next Steps

- Marketing and ROI
- Well-known actors/directors and ROI
- Built in fanbase



Conclusions

- Budget
 - \$5-20 million
- Genre
 - Horror-Mystery-Thriller
- Movie Length
 - ~ 2 hours



Thank you!

Any Questions?

GitHub Repo: <https://github.com/xiaohua-su/project1trial>

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