



Three Recommendations for Making Profitable Movies

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Outline

- Business Problems
- Data & Methodology
- Recommendations
- Conclusion



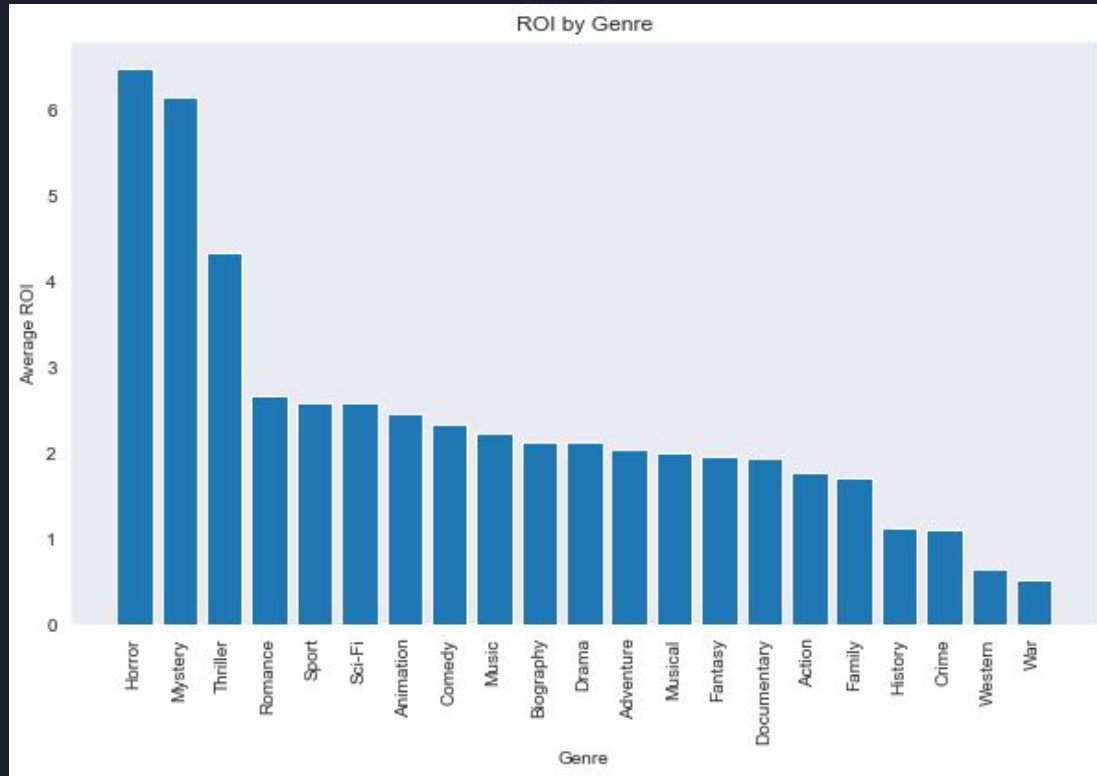
Business Problem

- Microsoft has expressed interest in creating a new original content studio.

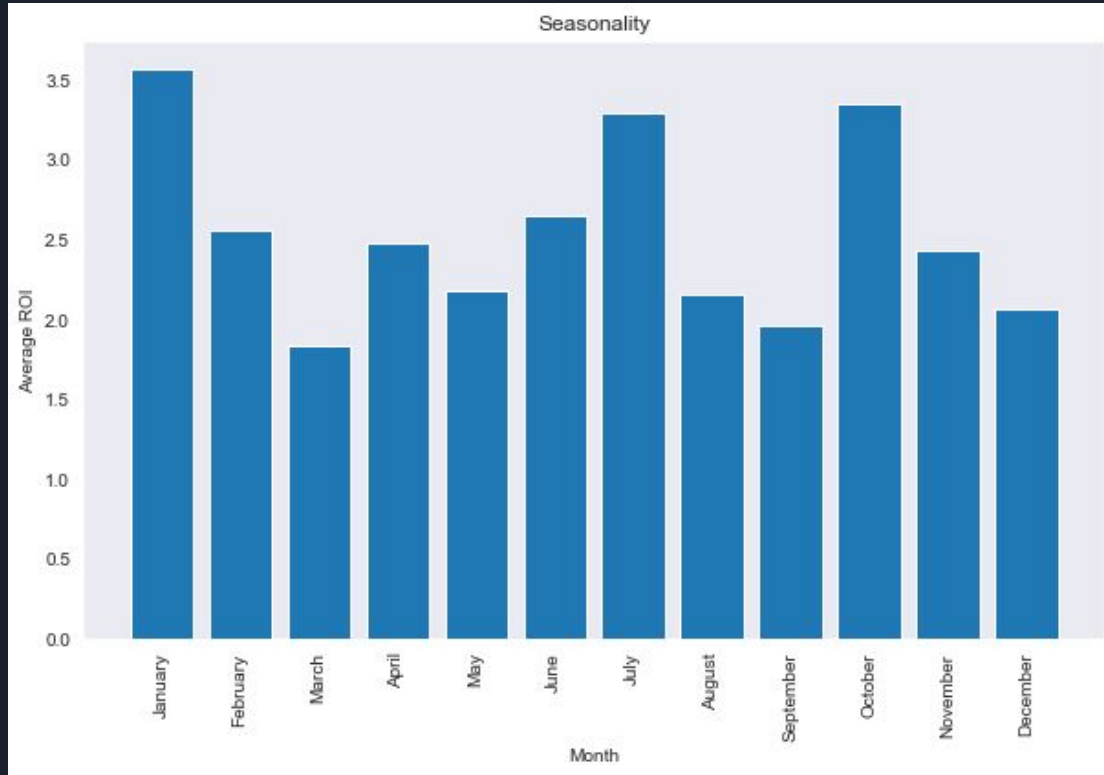
Business Questions

- Which **genre** of movies promises a high rate of return on investment?
- Which **months of year** are the best time to release movies?
- Which **directors** promise high global grossing?

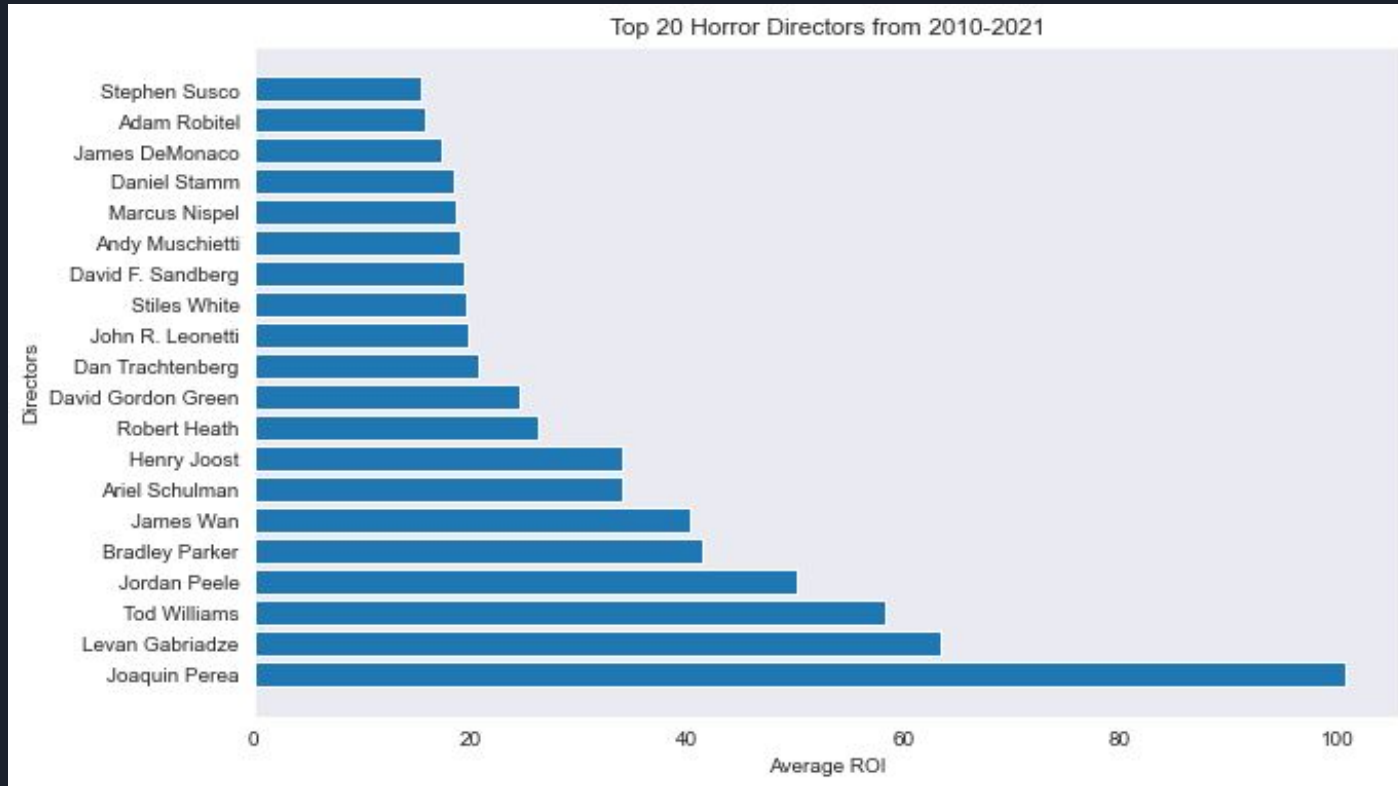
Recommendation 1 - Invest in horror movies for a high ROI



Recommendation 2 - Release in July and January



Recommendation 3 - Opt for the top directors when possible





Conclusion

To have a high return on investment:

- (1) make a horror film,***
- (2) release the film in July or January***
- (3) hire a top director from the horror genre.***

Next Step

Expand the analysis, including movie-streaming services



THANK YOU



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