Three Recommendations for Making Profitable Movies

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Outline

- Business Problems
- Data & Methodology
- Recommendations
- Conclusion

Business Problem

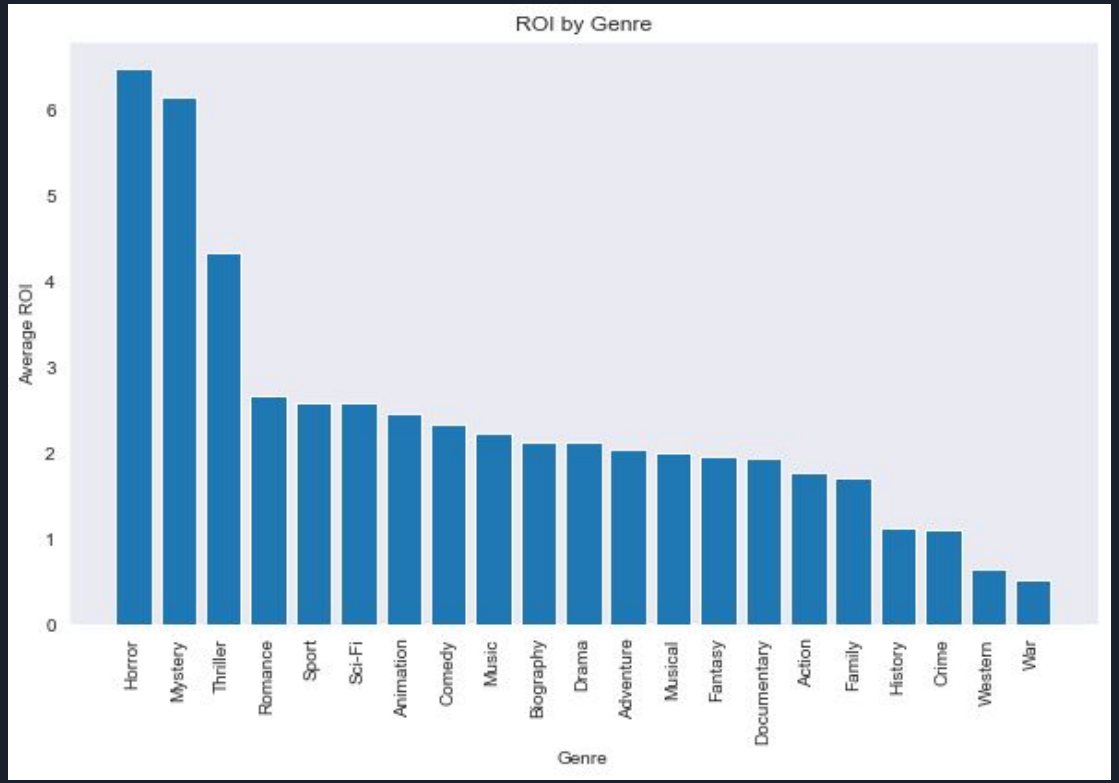
- Microsoft has expressed interest in creating a new original content studio.

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?

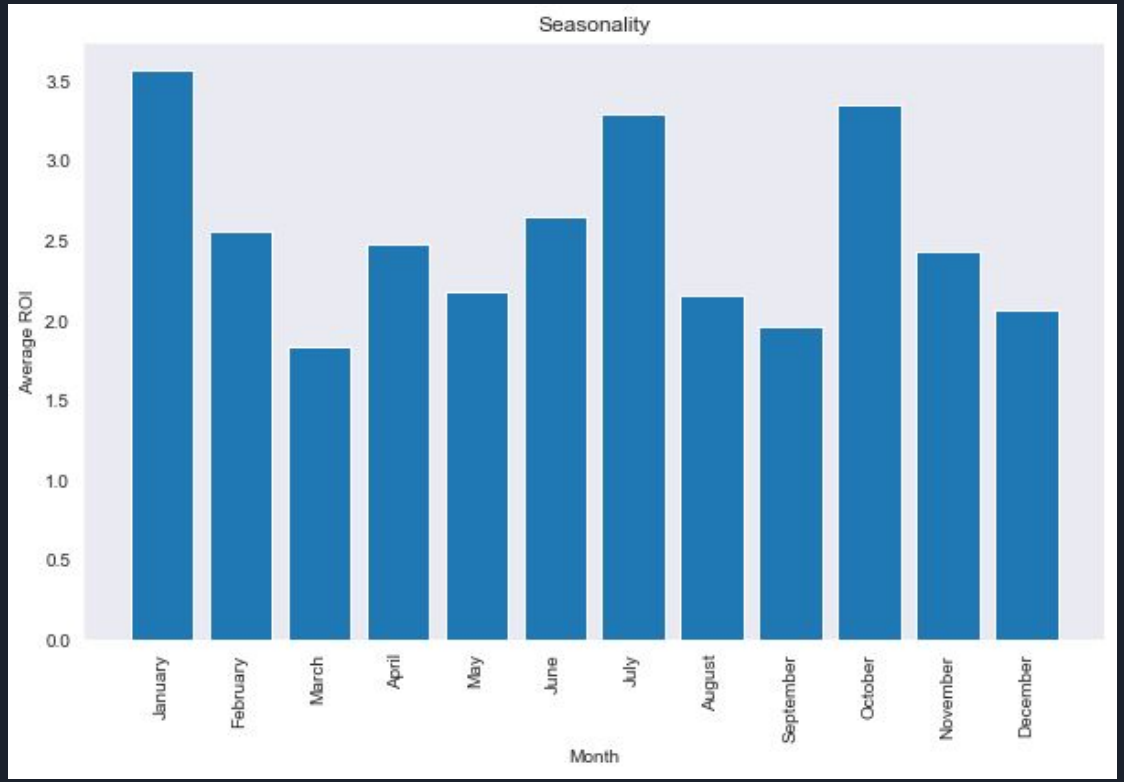
Recommendation 1:

Invest in horror/mystery movies for a high ROI



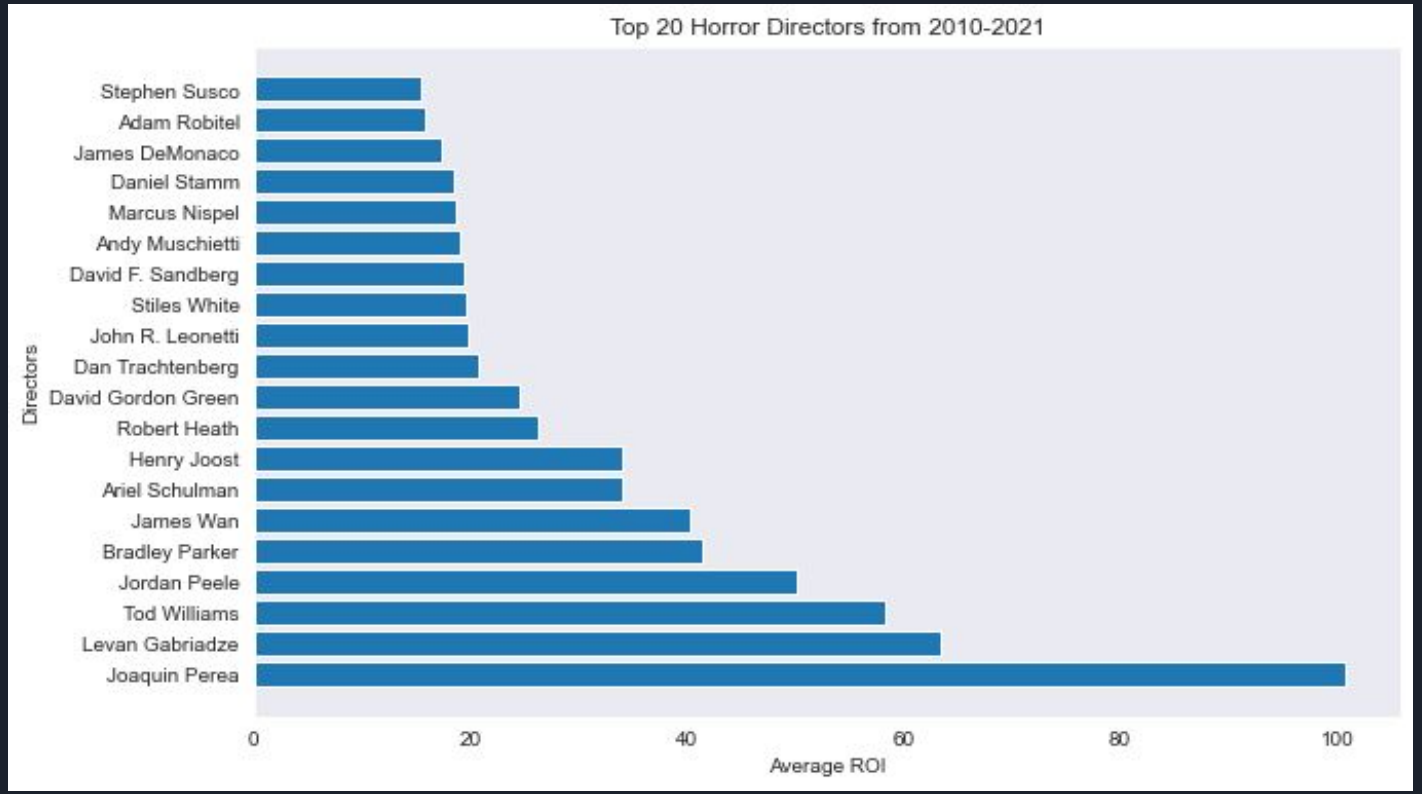
Recommendation 2:

Release in January, July and October



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 January, July, and October
(3) hire a top director from the horror genre.

Next Step

Expand the analysis, including movie-streaming services

THANK YOU

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