Three Recommendations for Making Profitable Movies

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Summary

- Provide three recommendations to make the most profitable movies for Microsoft's new original studio.

Outline

- Business Problems
- Data & Methodology
- Recommendations #1
- Recommendations #2
- Recommendations #3
- 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?
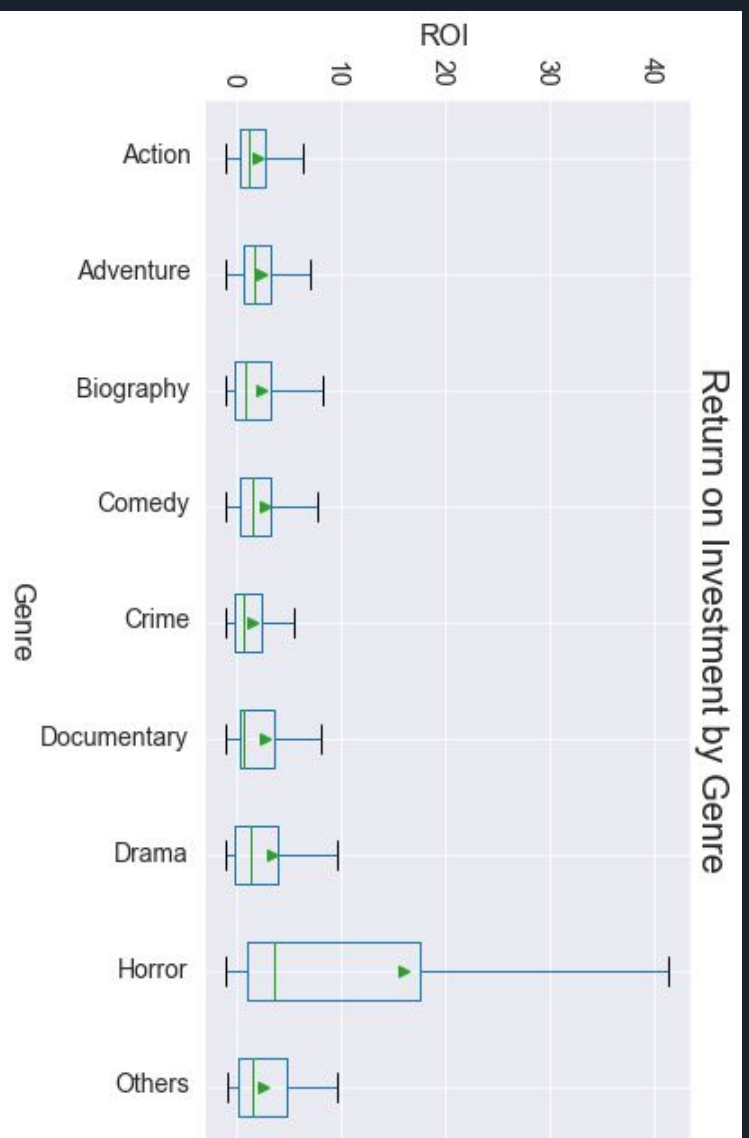- Which directors promise high global grossing?

Data & Methodology

- Data Source: IMDb , The Numbers
- Years: 2010 – 2019
- Sample Size: 1609 films
- Return on Investment (ROI)
  = (Worldwide Gross – Production Budgets) / Production Budgets

Recommendation 1 - Invest in horror movies for a high ROI

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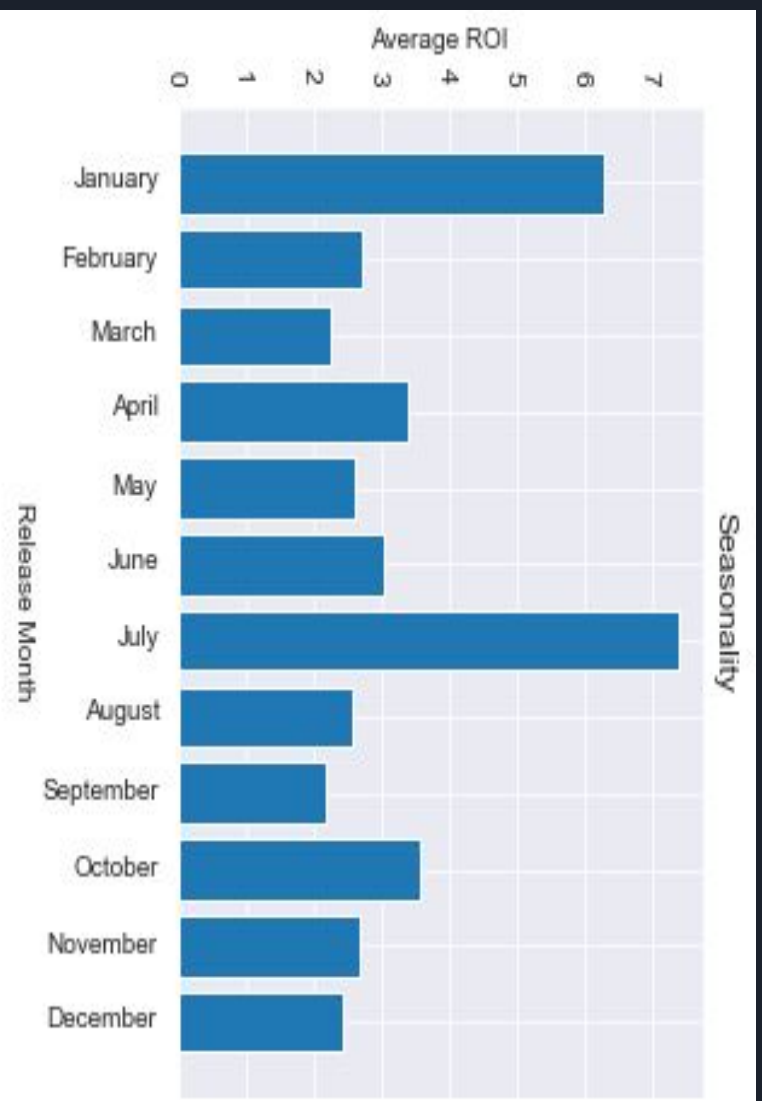- Horror movies have a higher ROI.
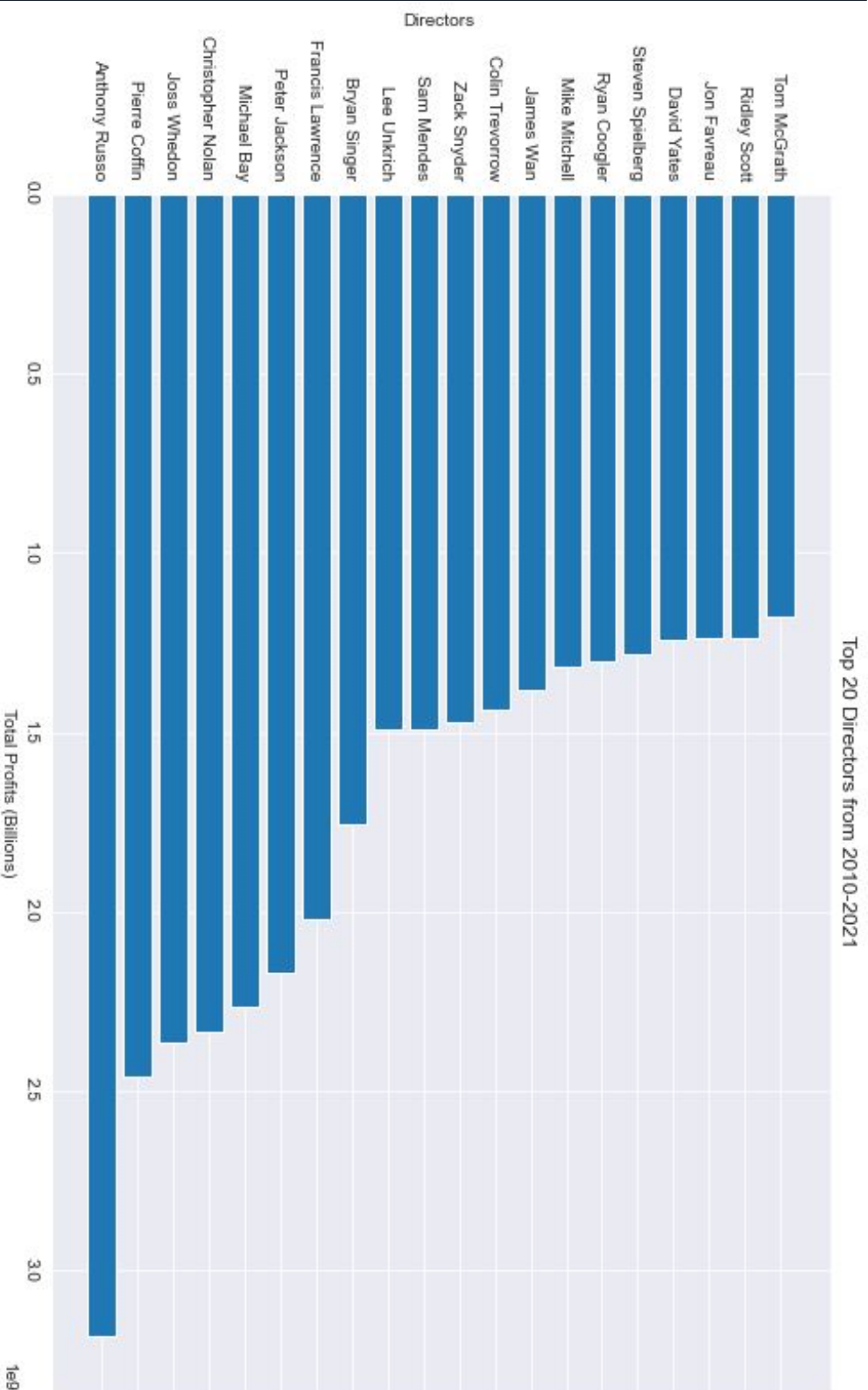

Return on Investment by Genre

Recommendation 2 - **Release in July and January**

- It's no myth that the seasons influence consumer habits.

Recommendation 3 - Opt for famous directors when possible

- Some of the most popular directors are on the list.

Top 20 Directors from 2010-2021

Recap

To make a high rate of return, *(1) make a horror film, (2) release the film in July or January ask for a famous director, (3) ask for a famous director.*

Next Step

Expand the analysis, including movie-streaming services

THANK YOU

ADD Horror Movie GIF in HERE

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