



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?



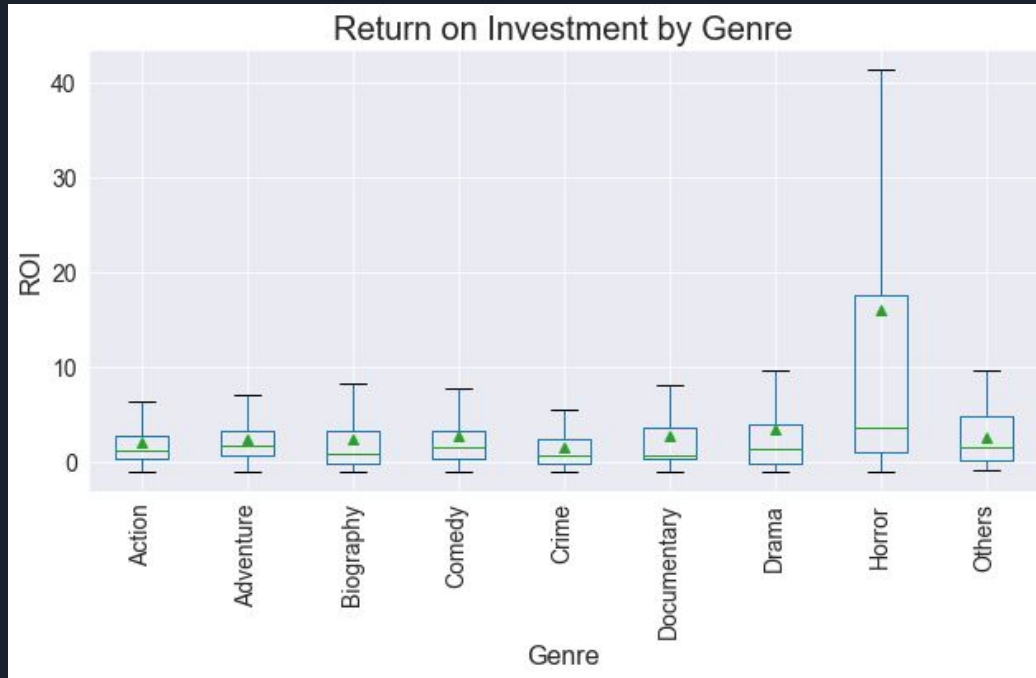
Data & Methodology

- Data Source: IMDb , The Numbers
- Years: 2010 – 2019
- Sample Size: 1609 films

- Return on Investment (ROI)
= (Worldwide Gross – Production Budgets) / Production Budgets

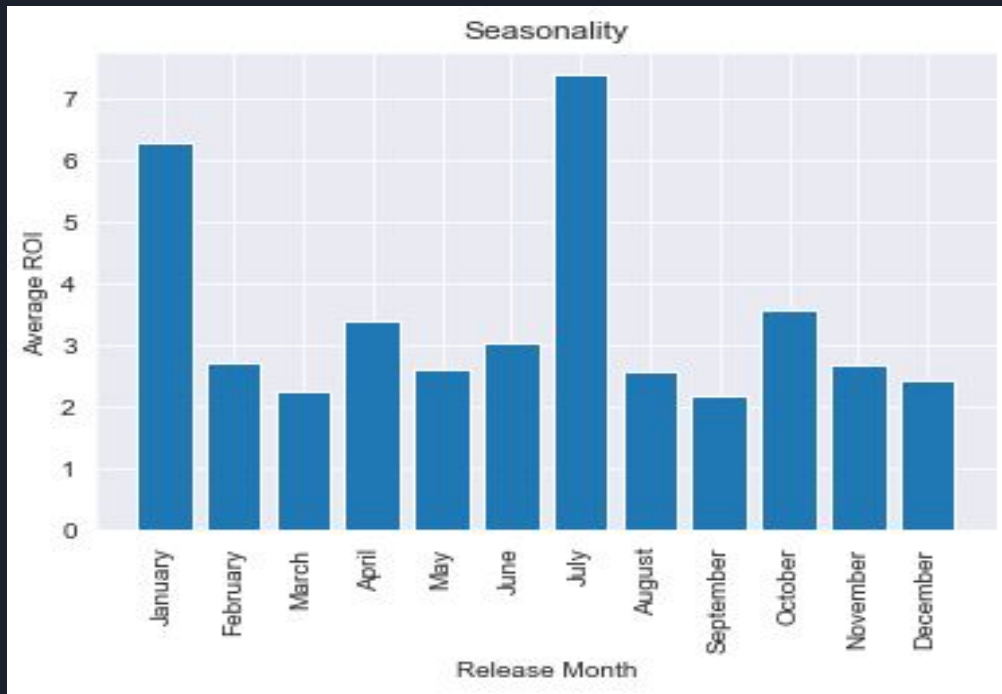
Recommendation 1 - **Invest in horror movies for a high ROI**

- Horror movies have a higher ROI.



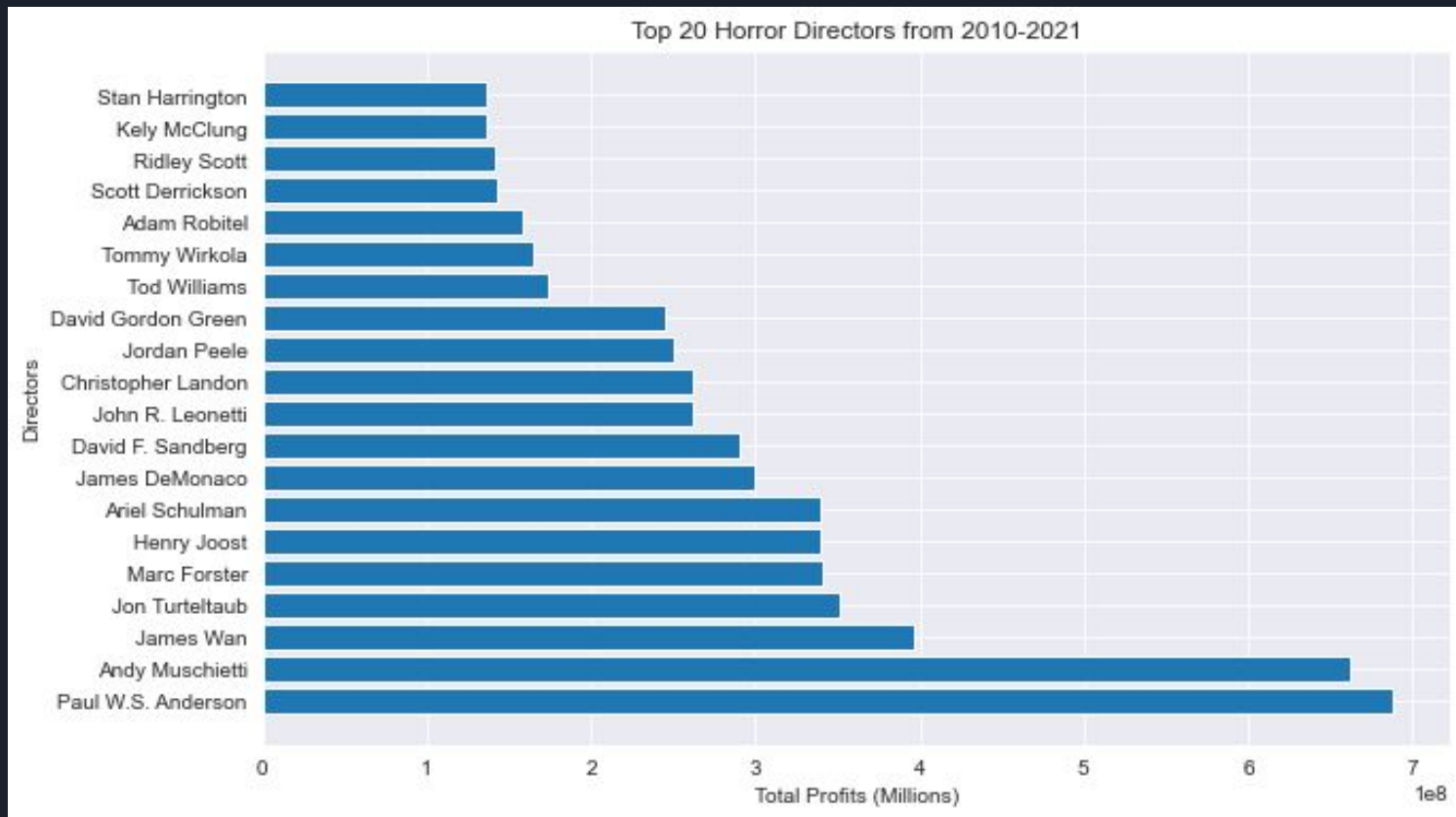
Recommendation 2 - Release in July and January

- 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.





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



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