



# Three Recommendations for Making Profitable Movies

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# 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?

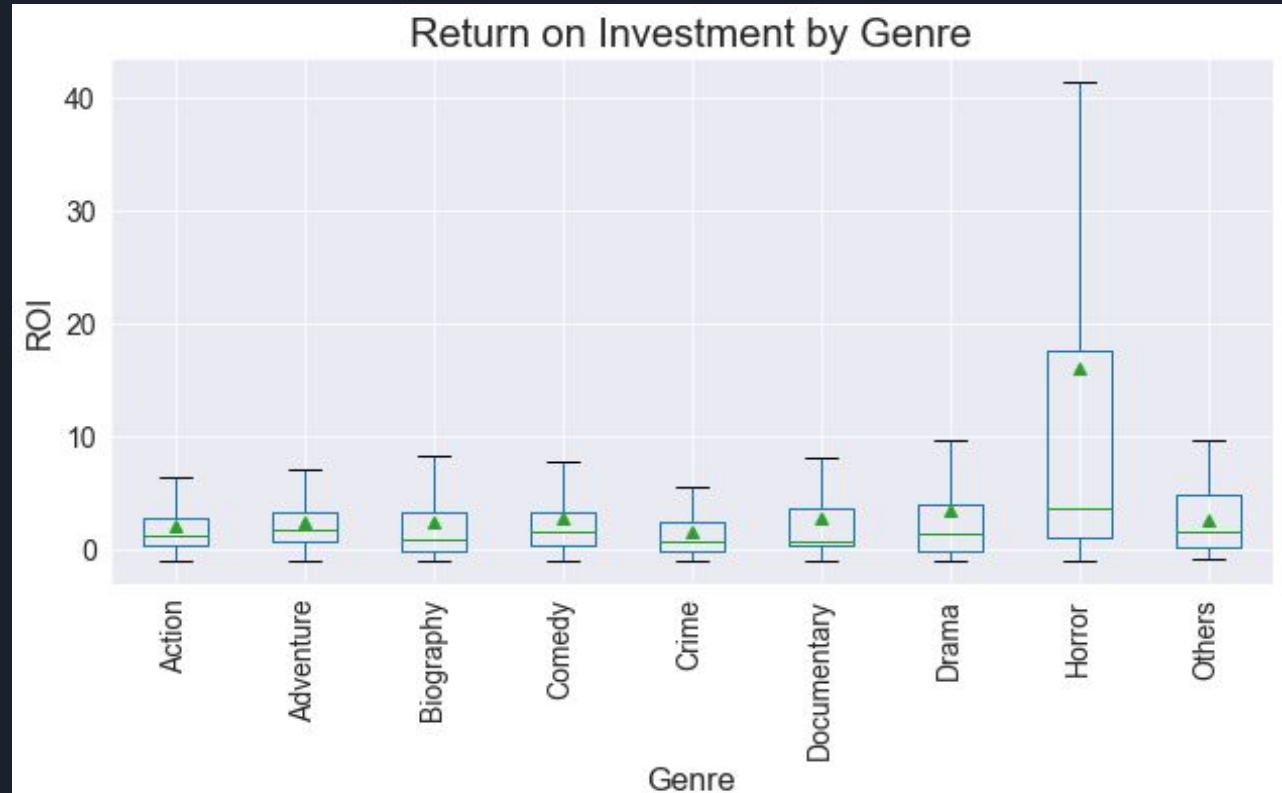


# Data & Methodology

- Data Source: IMDb , The Numbers
- Years: 2010 – 2021
- Sample Size: 1609 films
  
- Return on Investment (ROI)  
= ( Worldwide Gross – Production Budgets ) / Production Budgets

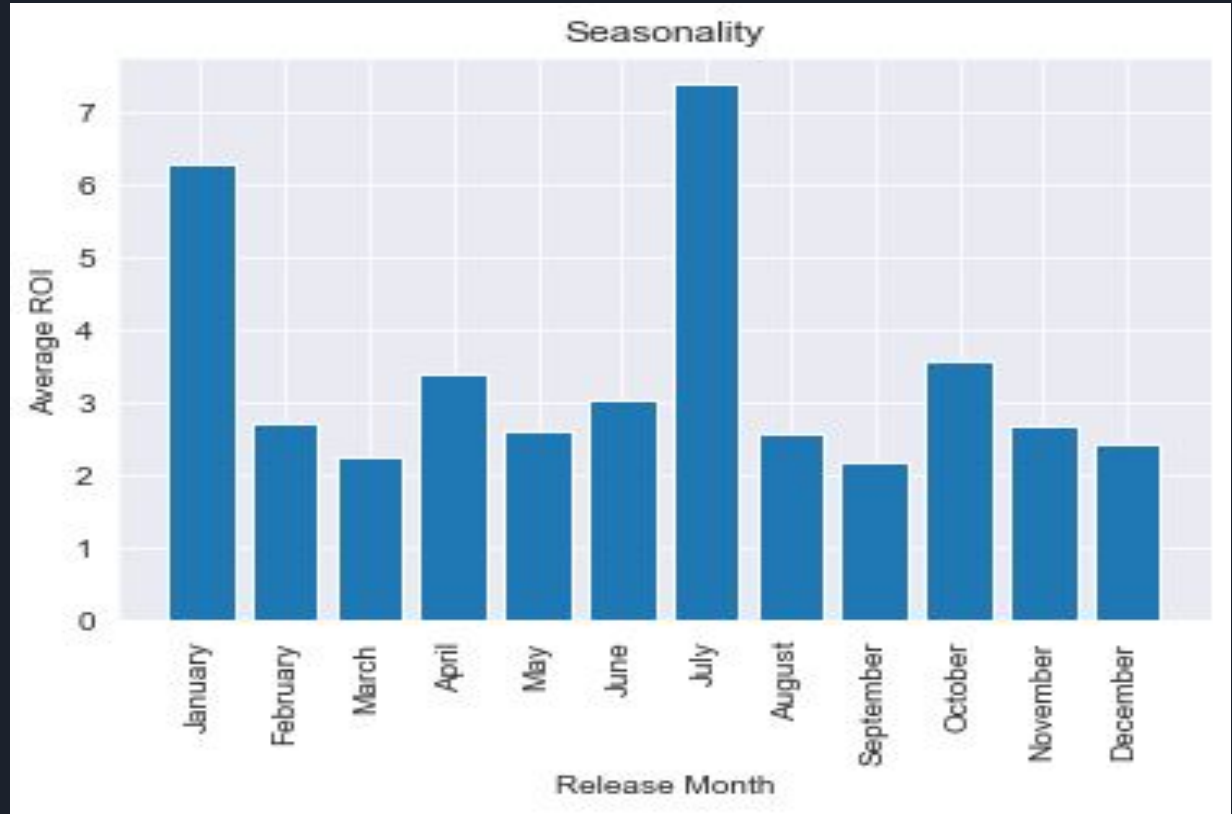
## *Recommendation 1* - **Invest in horror movies for a high ROI**

- Horror movies have a higher ROI.



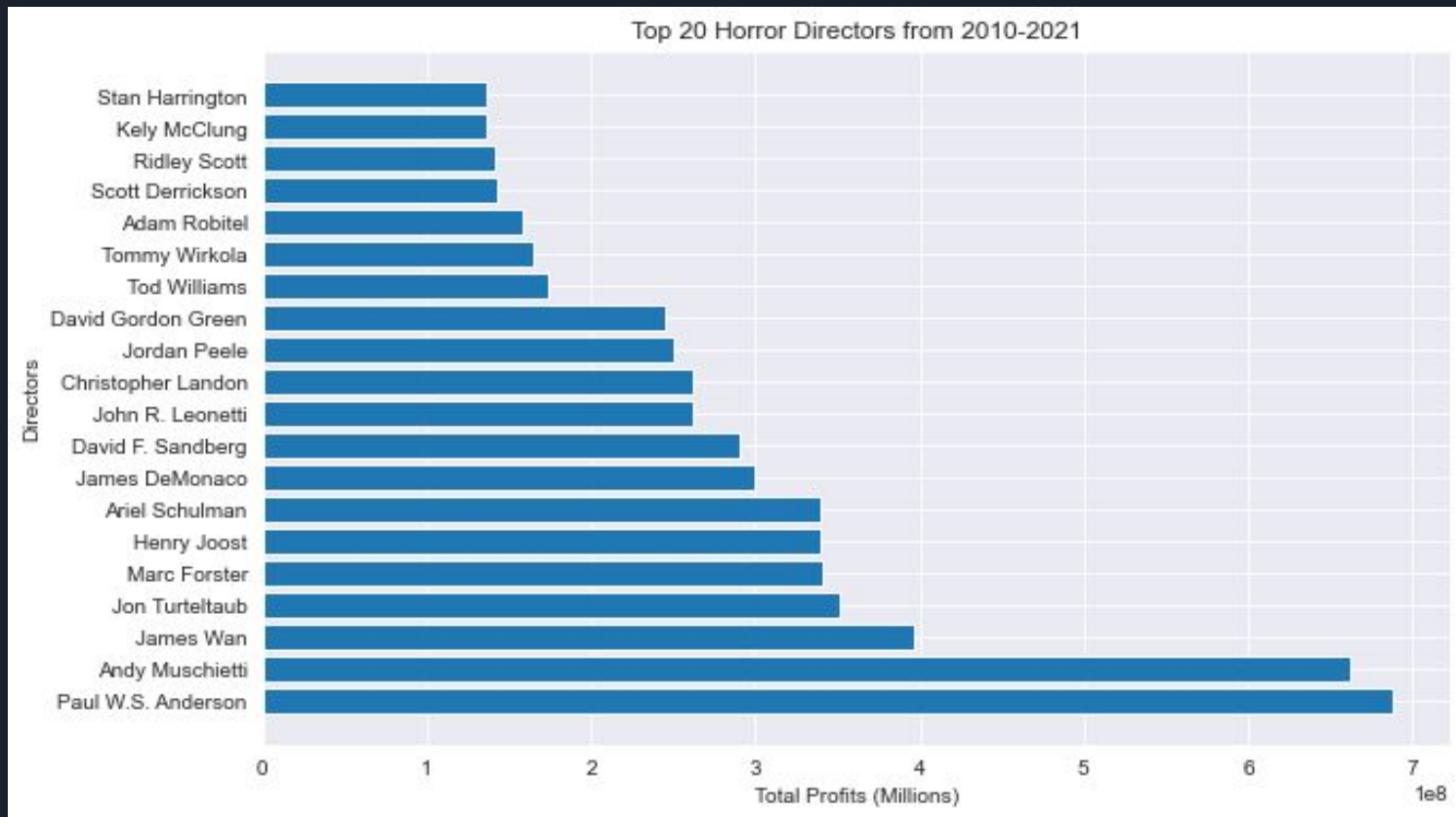
## *Recommendation 2 - Release in July and January*

- 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.





## 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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