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# Microsoft Movie Pitch

Courtesy of the  
Microsoft Data Science Team



# The Aim

Determine which direction Microsoft should take with the new Film Division.

## Benchmarks for Success:

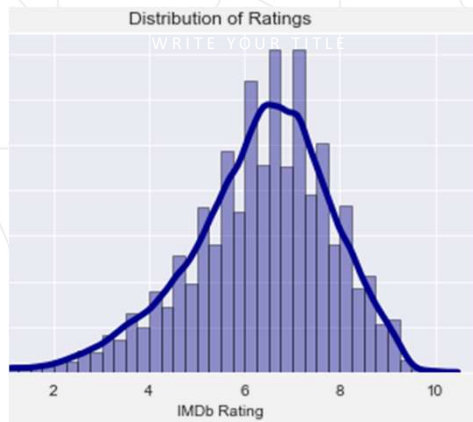
Focus on good data over a lot of it

Return on Investment (ROI) vs Gross and Net Profit

$$\text{ROI} = \frac{\text{Total Revenue} - \text{Initial Investment}}{\text{Initial Investment}}$$

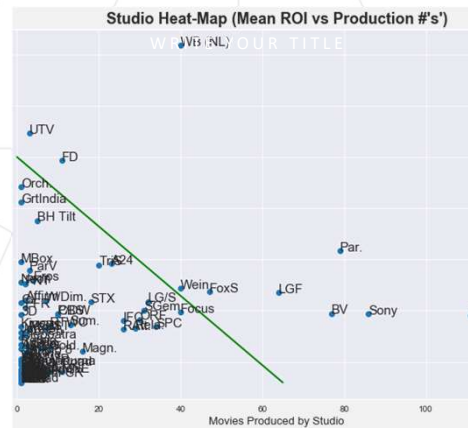
Drive Perspective

# The Questions



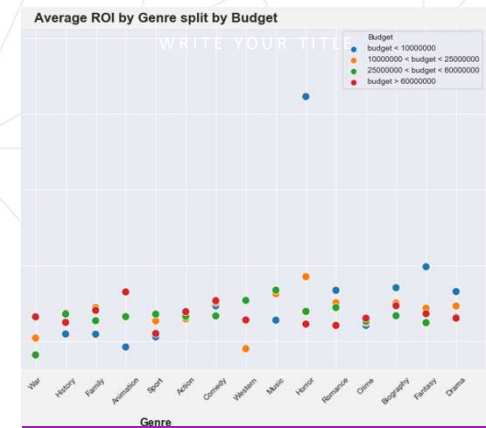
## Ratings vs ROI

Should we be concerned with making a movie that might receive critical acclaim?



## Studio Partner

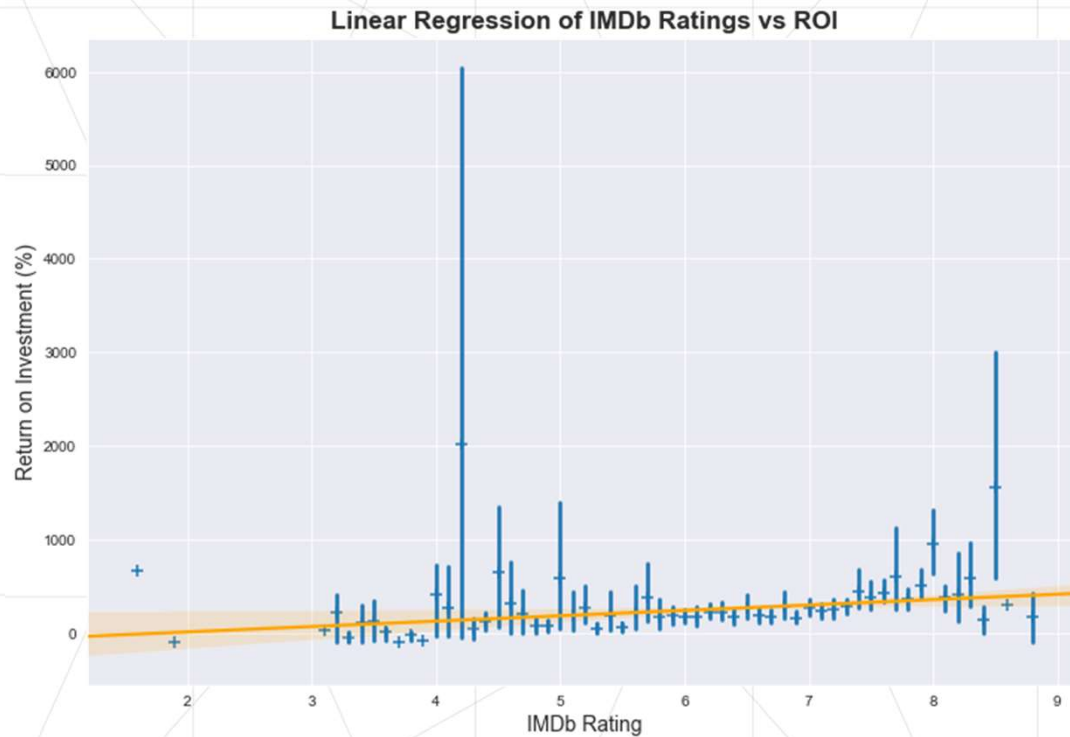
Which Studios should we partner with to produce movies?



## Genre

Which Genres are most likely to generate the highest returns?

# The Importance of Ratings



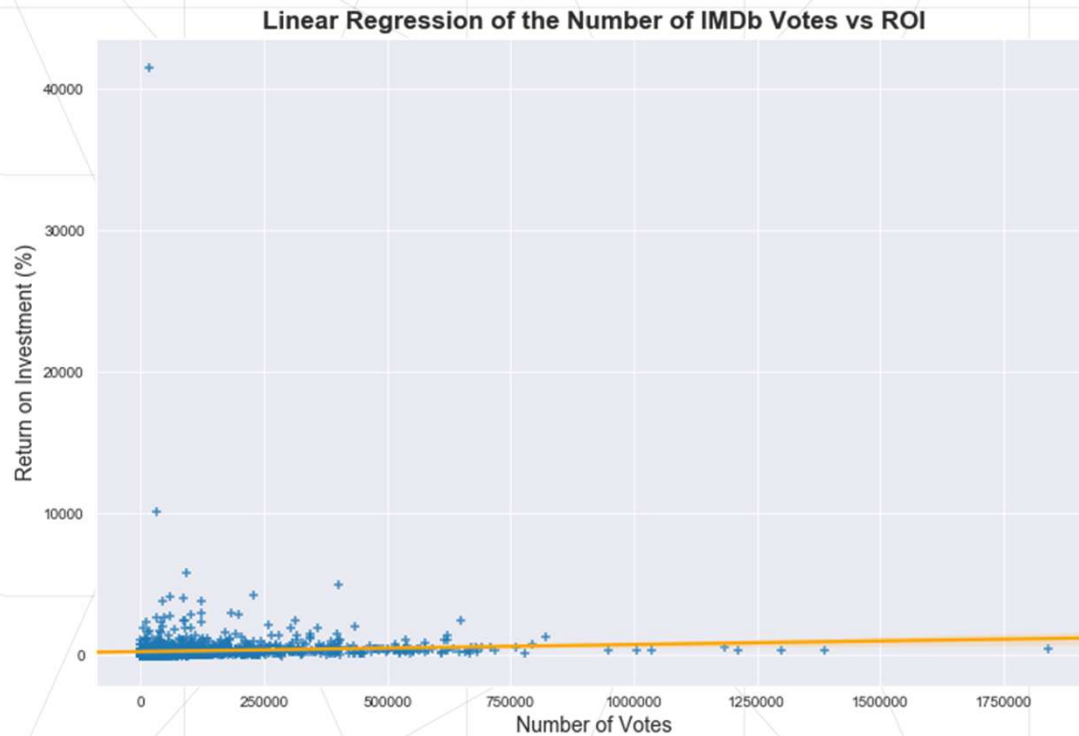
Correlation Coefficient: 0.09969382  
This is out of a possible total of 1.

Recommendation:

Do not use ratings as a benchmark for success.

IMDb

# The Importance of Ratings – Voters



Correlation Coefficient: 0.06704917

Almost no correlation between Votes and ROI either.

Is the average consumer out there voting on movies?

The true measurement of success is the market.

IMDb



# The Best Genre at Diff. Budgets

## Low Budget (less than \$10 million):

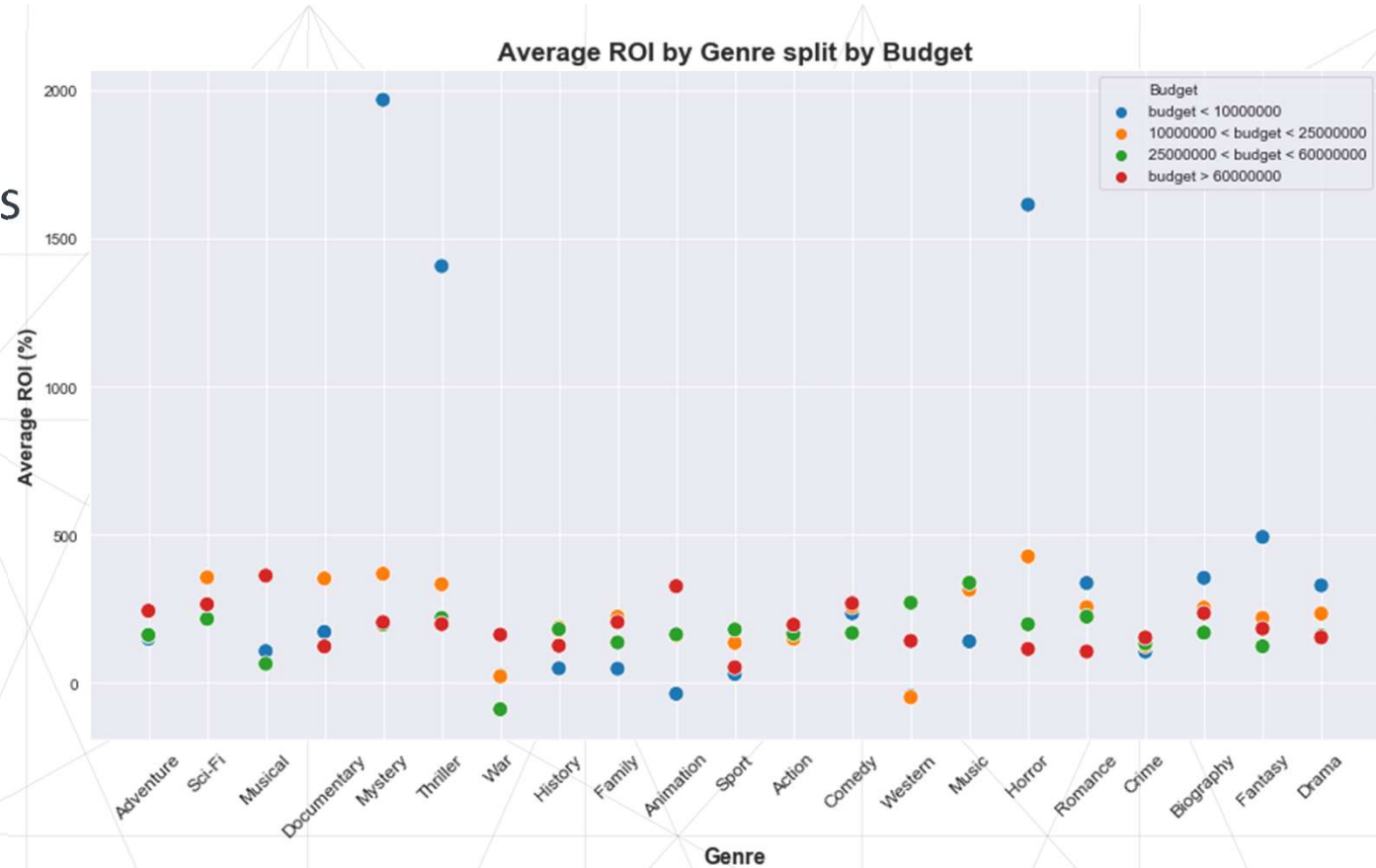
1. Mystery
2. Horror
3. Thriller

## Medium Budget:

1. Horror

## High Budget (more than \$60 million):

1. Musical
2. Animation
3. Sci-Fi



# Genre

The Conclusion

## Main Takeaways

### Ratings

High Ratings are not indicative of profit and should not be set as a goal or an example of success.

Follow the money.

### Studio Partner

The best studio to partner with based on performance and size of operation is Universal.

### Genre/Budget

Low Budget:  
Horror/Mystery offers the highest ROI.

High Budget:  
Musicals and Animation



# Future Work

- Whether the nationality of actors has any impact on a film's success (think China).
- Construct an ideal team to produce the movie based on previous success.
- Compile ratings from multiple movie platforms and check for correlation there.
- Trend Analysis over time: has there been a significant shift in which genres or lengths of movies are the most popular or profitable?





# Thank you for your time!!

Any questions?