

Where to Start with Microsoft Films

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Outline

- Data
- Summary
- Business Problem
- Analysis
- Takeaways
- Limitations

Data

- Gathered from IMDb and The Numbers
- Approx. 3800 movies
 - Production budget > \$32 million
- 2000 actors

Summary

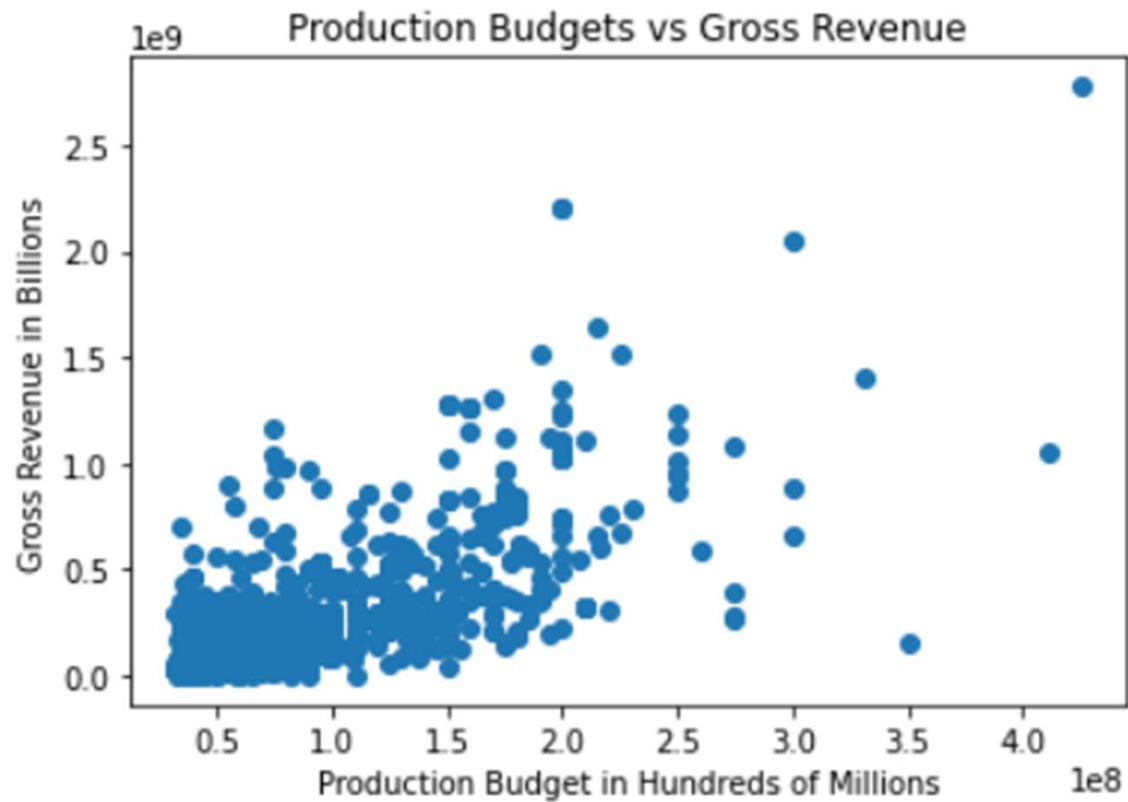
- Three items were analyzed to create recommendations:
- Budget and its relationship with revenue and ROI
- Which genres of film are most profitable
- Actors in successful films

Business Problem

- Competitors are making films
- Films are profitable, but expensive
- No guarantee of success

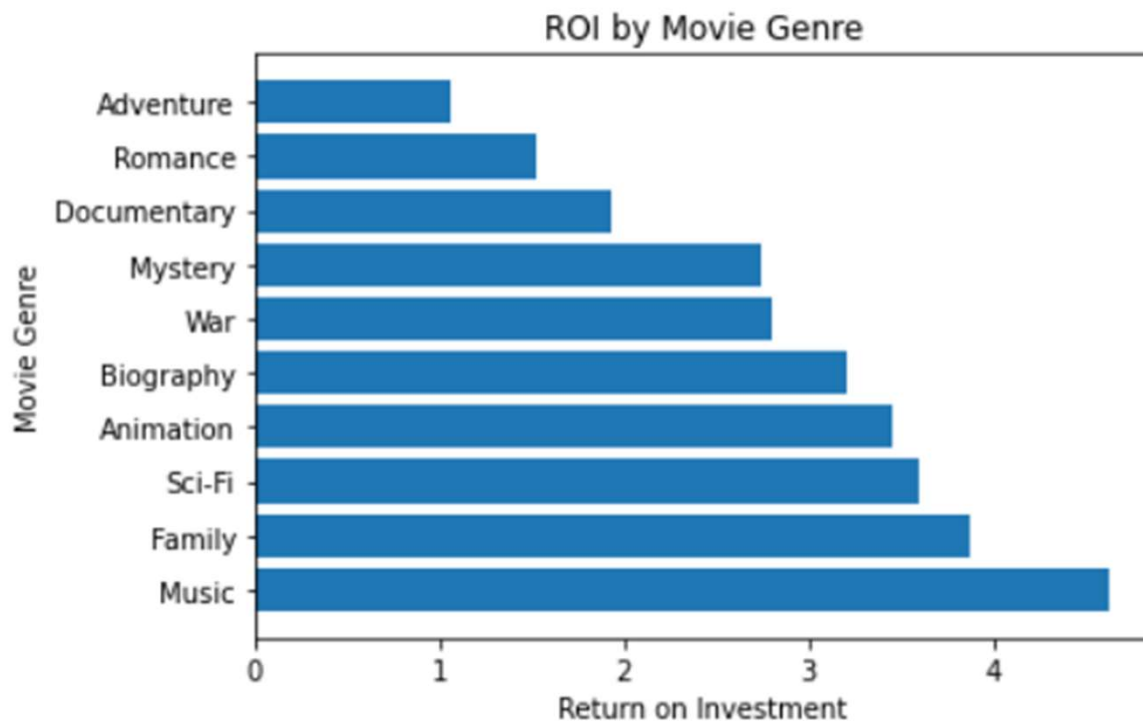
Budget

- Median: 16 million
- Average: 32.6 million



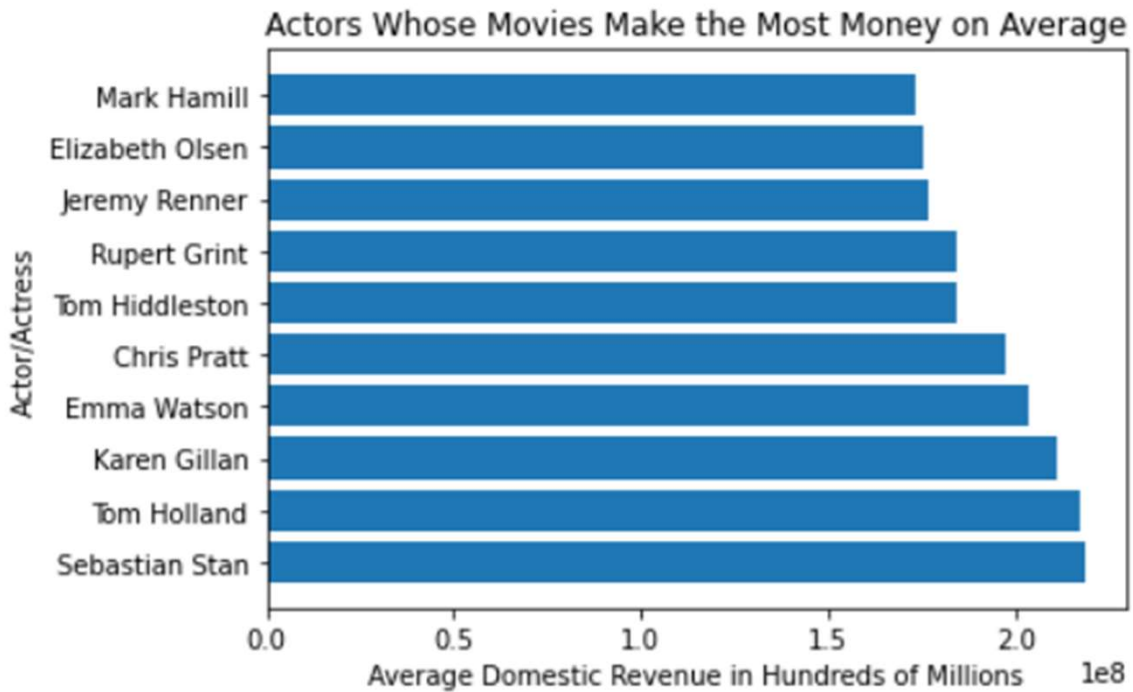
Budgets

- Spend more = make more
- Spend more \neq higher ROI
- Correlations:
 - Budget and revenue: 0.72
 - Budget and ROI: 0.21



ROI

- Top 10 highest ROI on average
- Minimum \$32 million budget



Actors

- Must be listed as lead role
- Minimum 10 films as lead actor

Takeaways

- Spend minimum of \$32 million on the production budget
- Make a musical
- Hire Sebastian Stan

Limitations

- Numbers \neq taste
- Can't directly imply causation
- Confounding variables

Thank You!

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