

Where to Start with Microsoft Films

Austin Collins

February 8, 2022

Summary

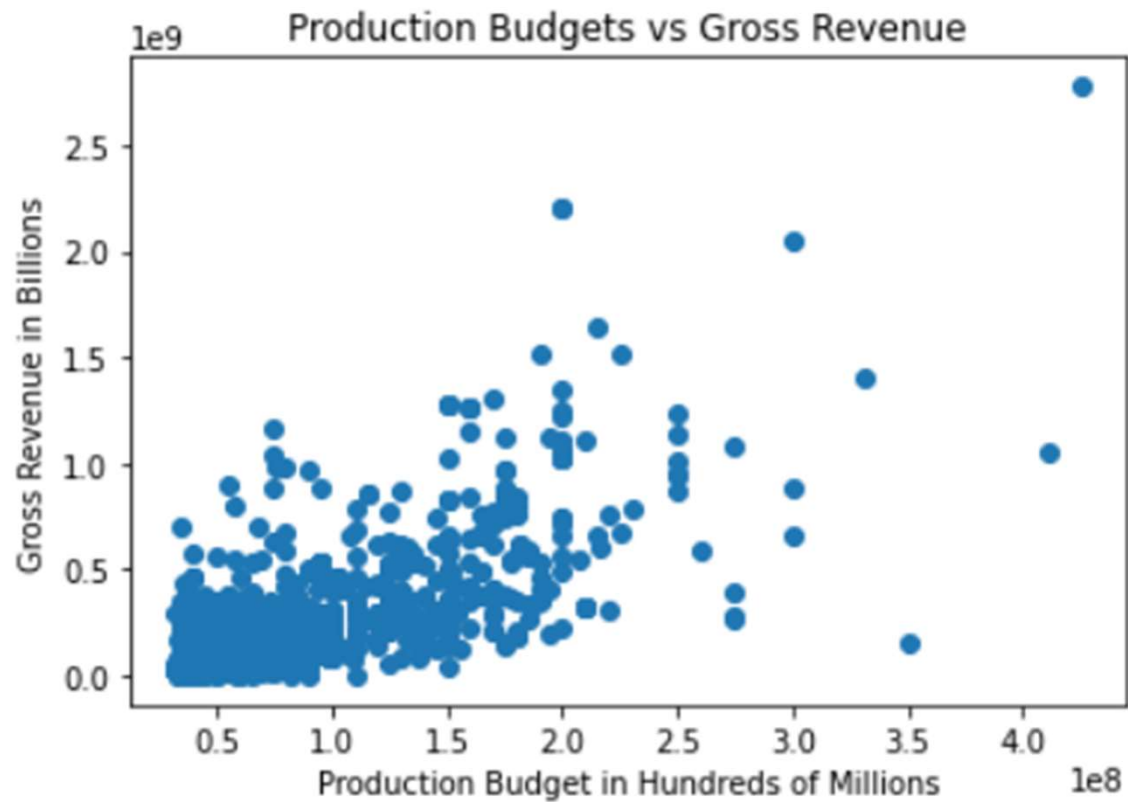
- Using data from IMDb and The Numbers, three items were analyzed to create recommendations:
- Budget and its relationship with ROI
- Which genres of film are most profitable
- Actors in successful films

Business Problem

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

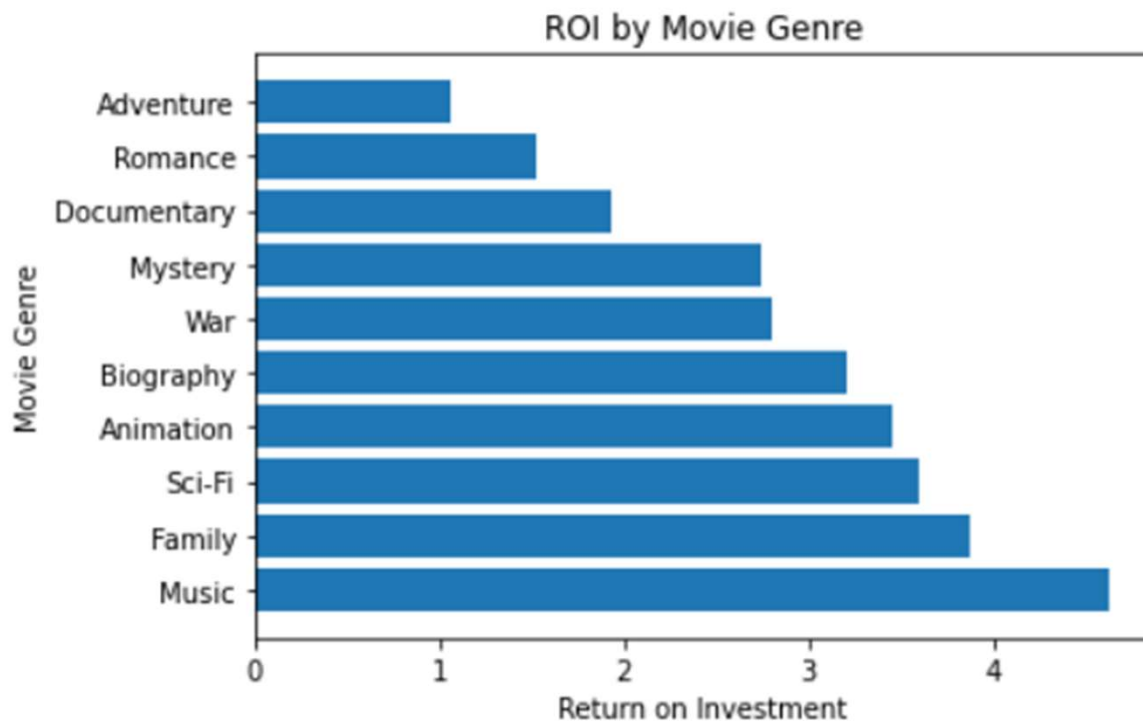
Budget

- Median: 16 million
- Average: 32.6 million



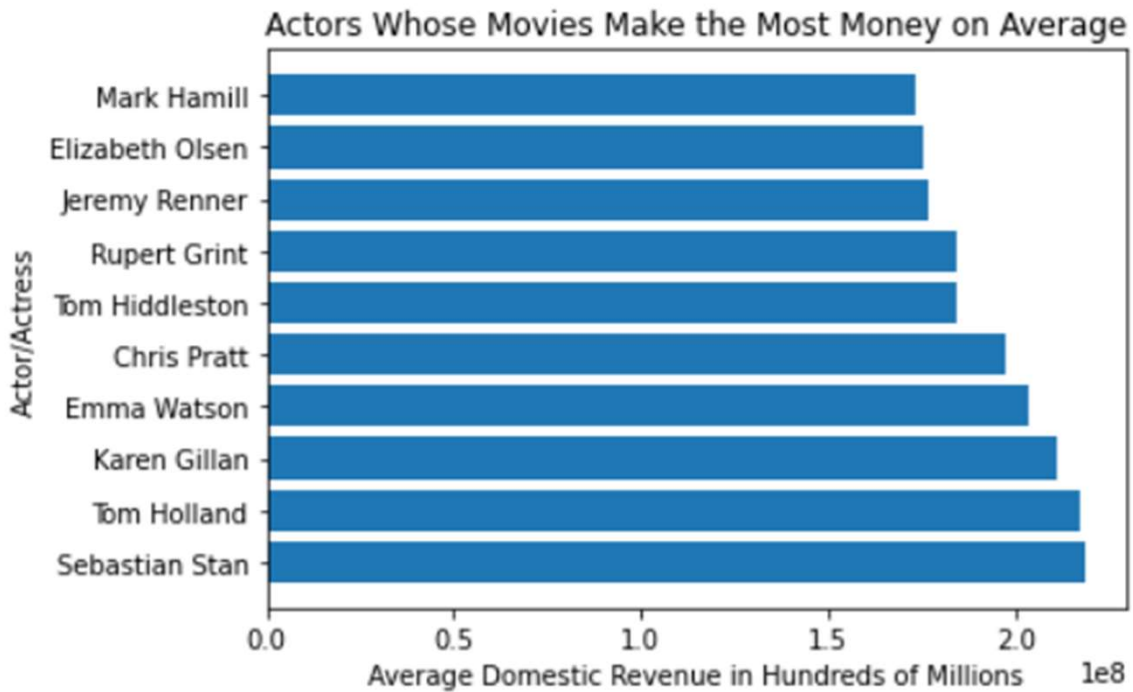
Budgets

- 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!

- Email: austincollins767@gmail.com
- GitHub: [acollins28](https://github.com/acollins28)
- LinkedIn: [linkedin.com/in/austin-c-096688126/](https://www.linkedin.com/in/austin-c-096688126/)