

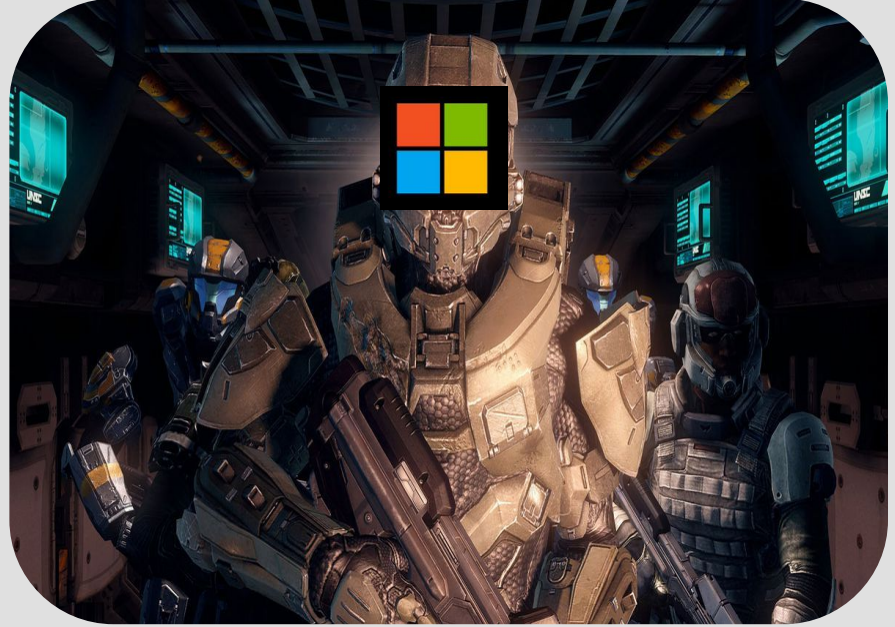
Microsoft's Entry to Film Industry

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March 11, 2022

Project Objective:

Provide profitable film
type recommendations



Key Components

Genres

- Genre distribution
- Popular genre

Return on investment (ROI)

$ROI = \text{Net Rev} / \text{Prod Budget}$

- Analysis of ROI by genre
- Number of genre contribution
- Top 5 genre suggestion

Directors

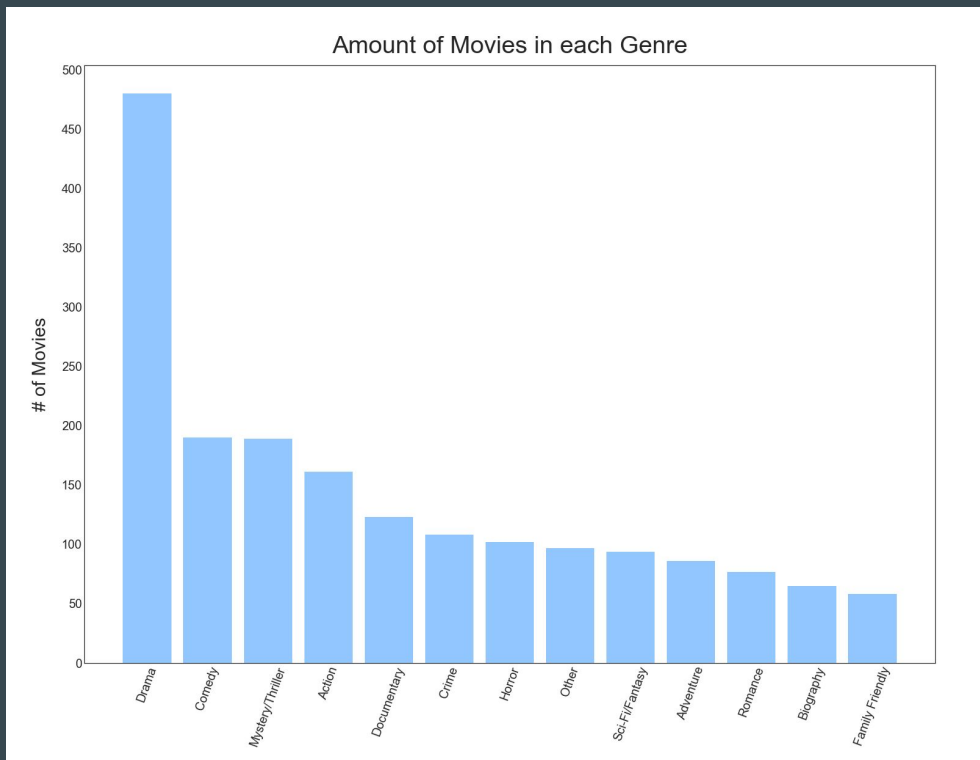
- Film director suggestions by top genres

Where We get our data?

- **IMDB**
 - Combined movie basics, ratings, directors and other miscellaneous data
- **The Numbers**
 - Extracted budget and gross info and combined into main data

Genre Overview

Genre Distribution



22 original genres filtered into 13 genres. Combined similar genres with low film amount

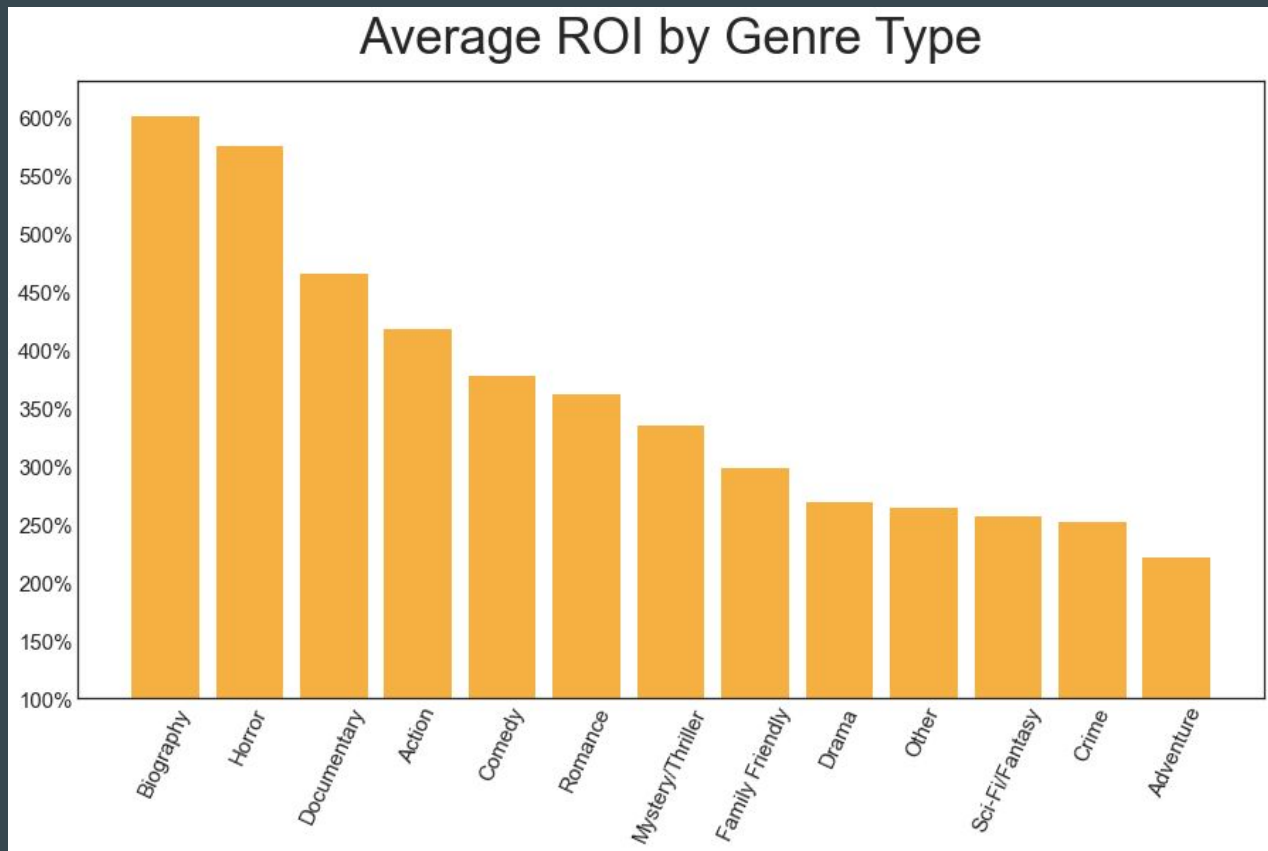
Top 5 Genres by Frequency

1. Drama
2. Comedy
3. Mystery/Thriller
4. Action
5. Documentary

ROI Analysis

Findings

- Most of genres averaging over 250% ROI
- A higher frequent genre doesn't mean it's generating higher ROI
- Lower production budget may contribute to results



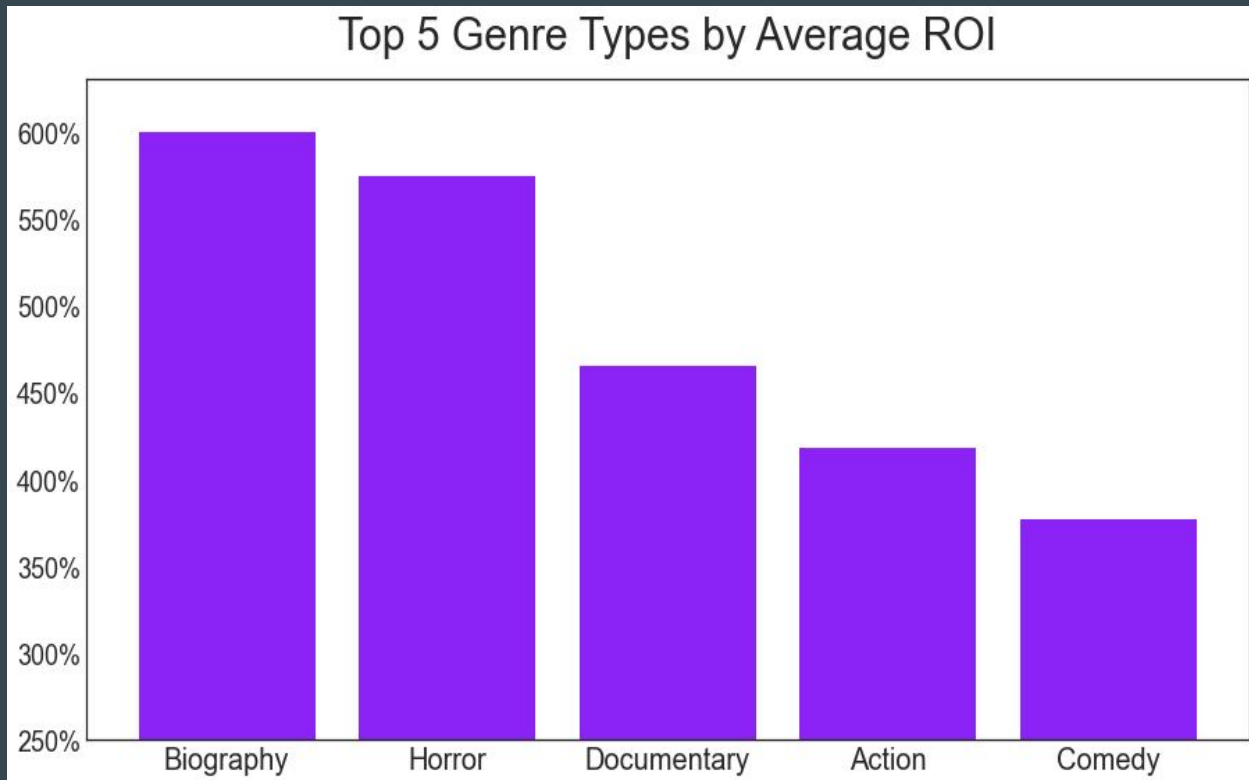
ROI Analysis Continued

Findings

- Biography and Horror genres stand out with 550+% ROI

High ROI Genre Top 5

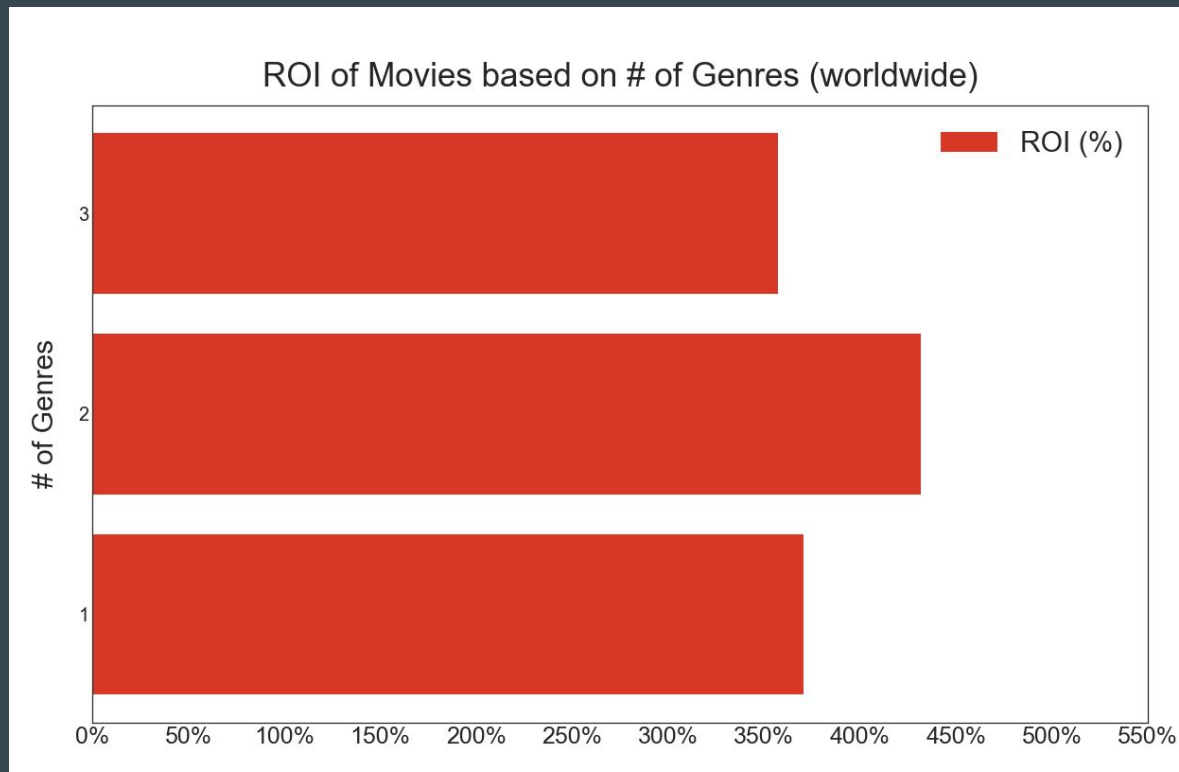
1. Biography
2. Horror
3. Documentary
4. Action
5. Comedy



ROI Analysis Continued

Findings

- Multi genre movies show higher ROI results
- 2 genres appears to be a key indicator for higher ROI. 60+% higher than single genre and 3 genres



Director Lineups

Findings

- Best directors indicated by ROI in Biography, Horror, Documentary, Action, and Comedy genres
- Superstars:
 - Sebastien Liftshitz
 - Joaquin Perea
 - Sujit Mondal



*Sebastien Liftshitz –
Documentary & Biography*

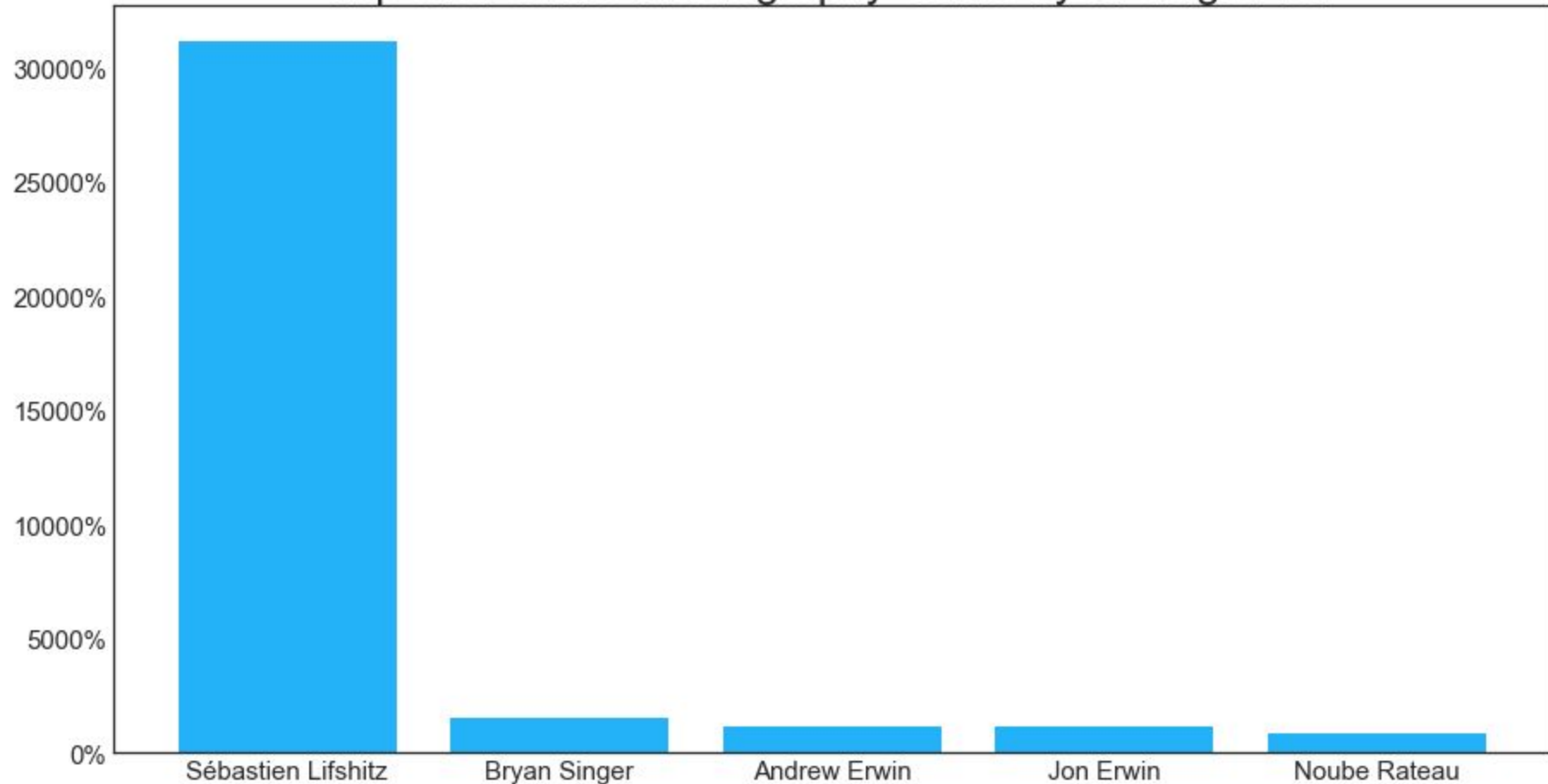


*Joaquin Perea – **Horror***

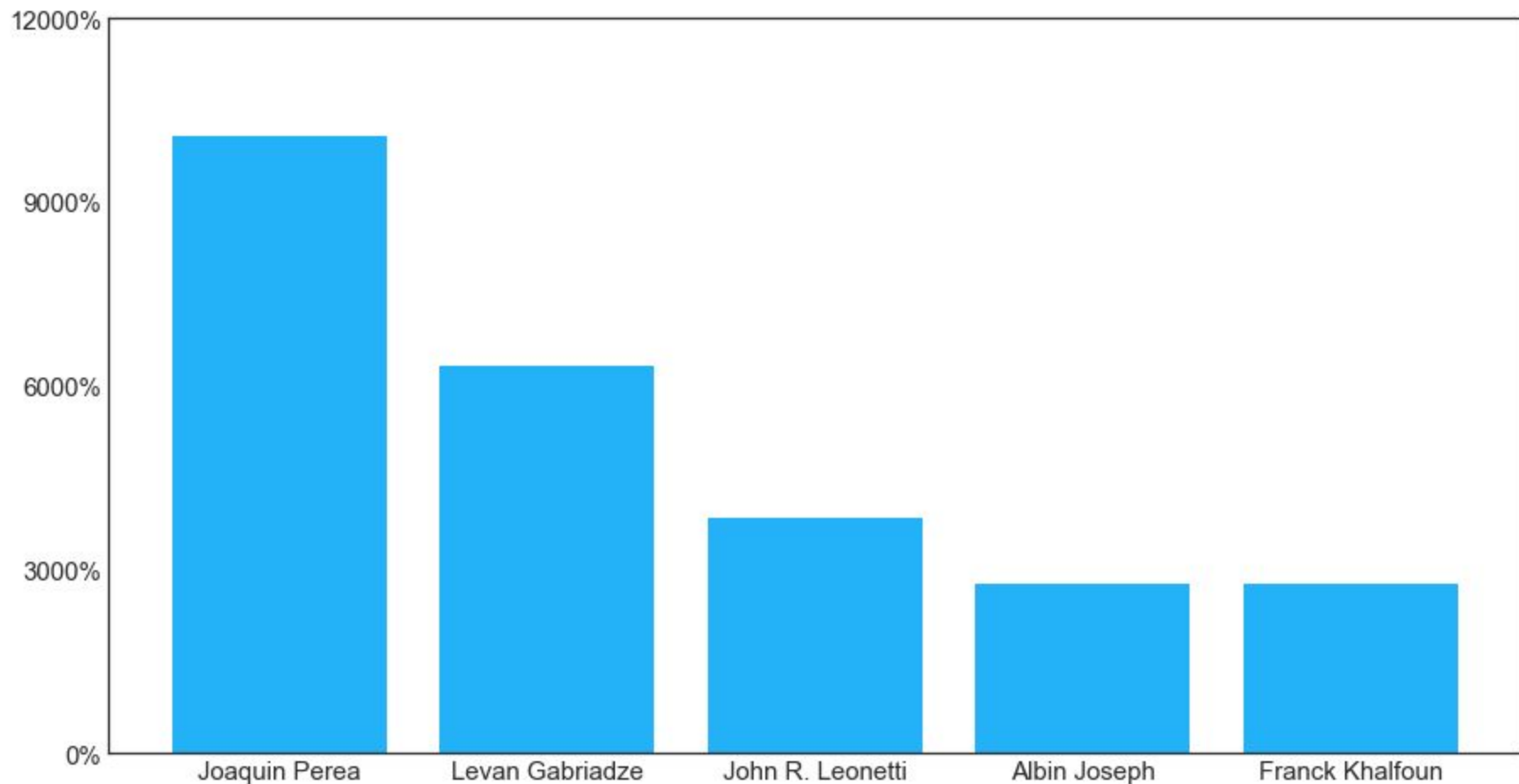


*Sujit Mondal –
Action & Comedy*

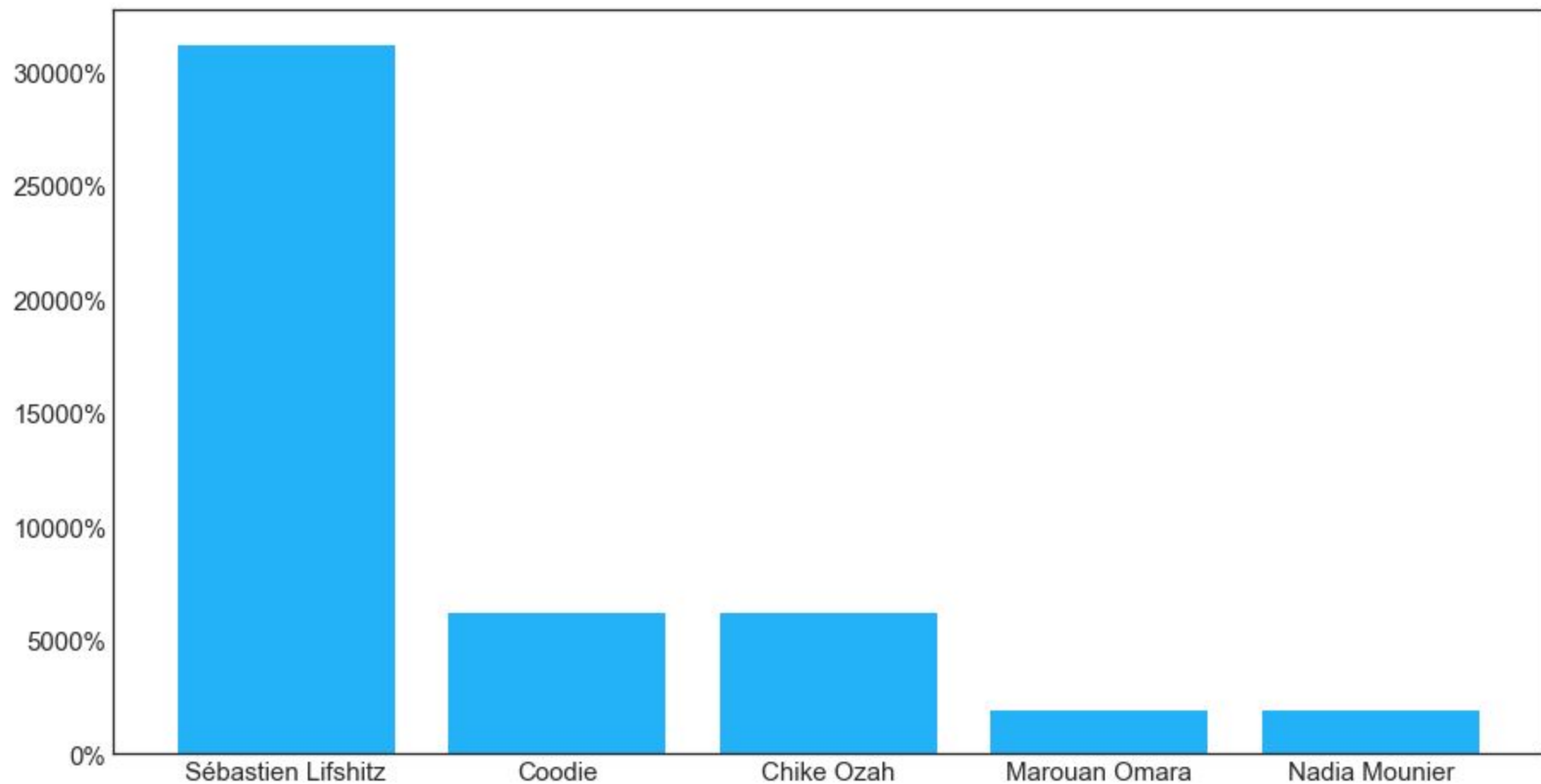
Top 5 Directors for Biography Genre by Average ROI



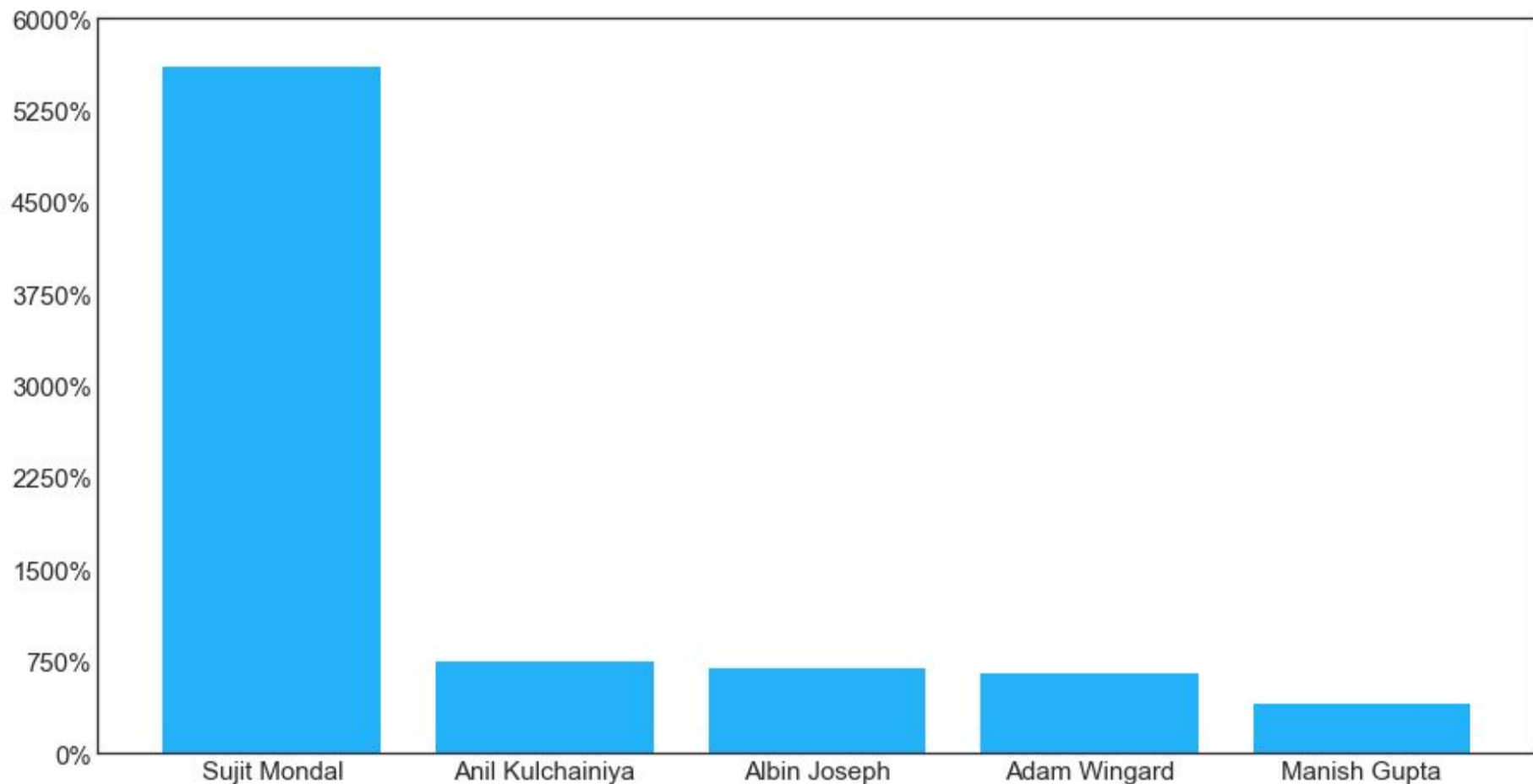
Top 5 Directors for Horror Genre by Average ROI



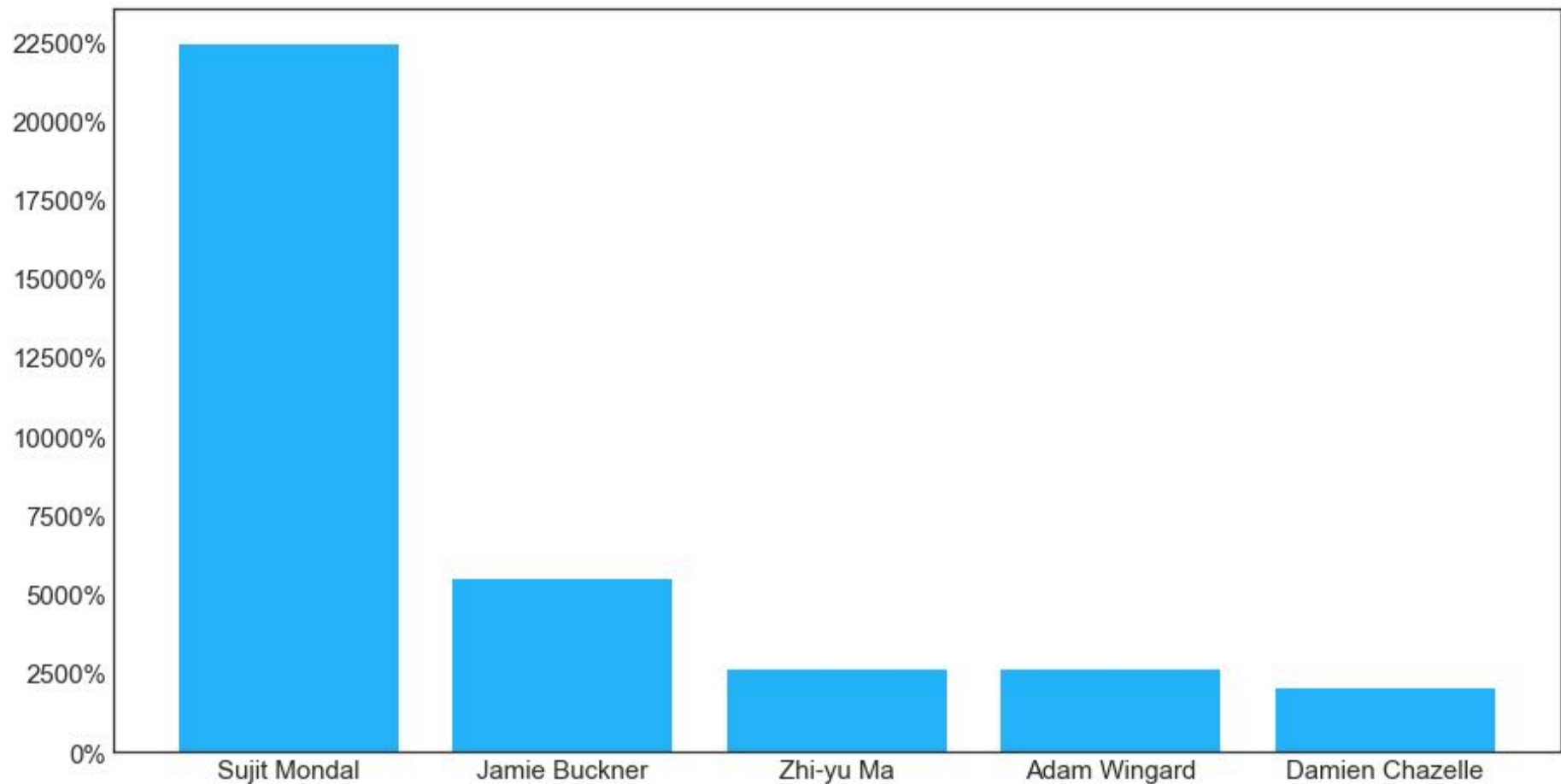
Top 5 Directors for Documentary Genre by Average ROI



Top 5 Directors for Action Genre by Average ROI



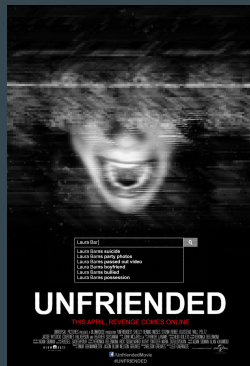
Top 5 Directors for Comedy Genre by Average ROI



Finding the Money Stone

Recommendation

- Choose two genres from High ROI top 5 and produce a combined multi genre movie
- Select a suitable director for respective genres
- Examples:
 - Unfriended (Horror and Mystery/Thriller) Directed by Levan Gabriadze - 6,336 ROI
 - Rocky (Comedy & Action) Directed by Sujit Mondal - 22,400% ROI
 - Bambi (Documentary & Biography) Directed by Sébastien Lifshitz - 31,135% ROI



Further Analysis...

More factors to consider:

- Actors who yield highest ROI
- Whether Franchise or Single movies generate better profits
- American Studios versus International Studios
- Indie Films versus Studio Films
- Best Release Time
- Best Runtime

Team Jersey Boys



Michael Orlando

The Chief



Brian Choi

The Artist