

# Strategic Vision for Microsoft Films

By Carly Tsuda

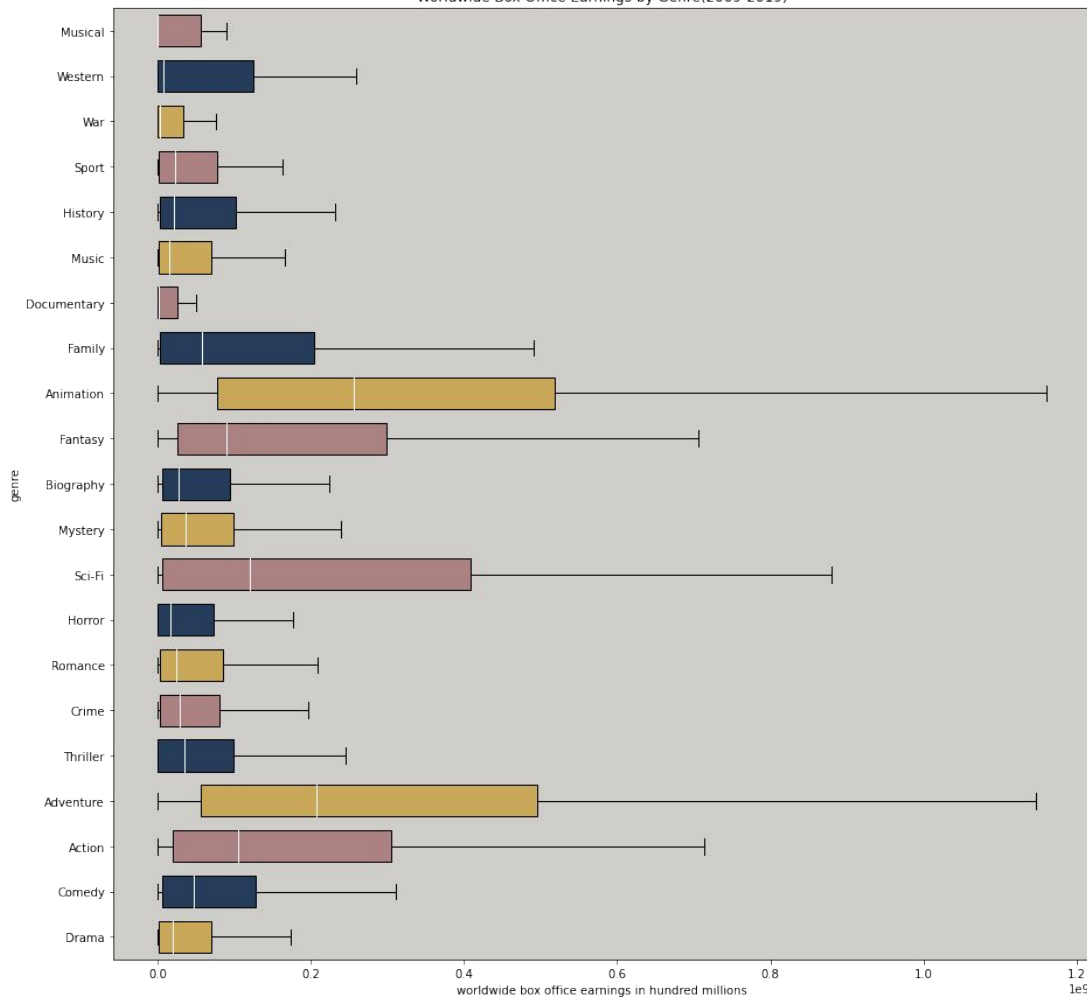
A dark blue diagonal gradient bar that starts from the bottom left and extends towards the top right, covering the lower half of the slide.

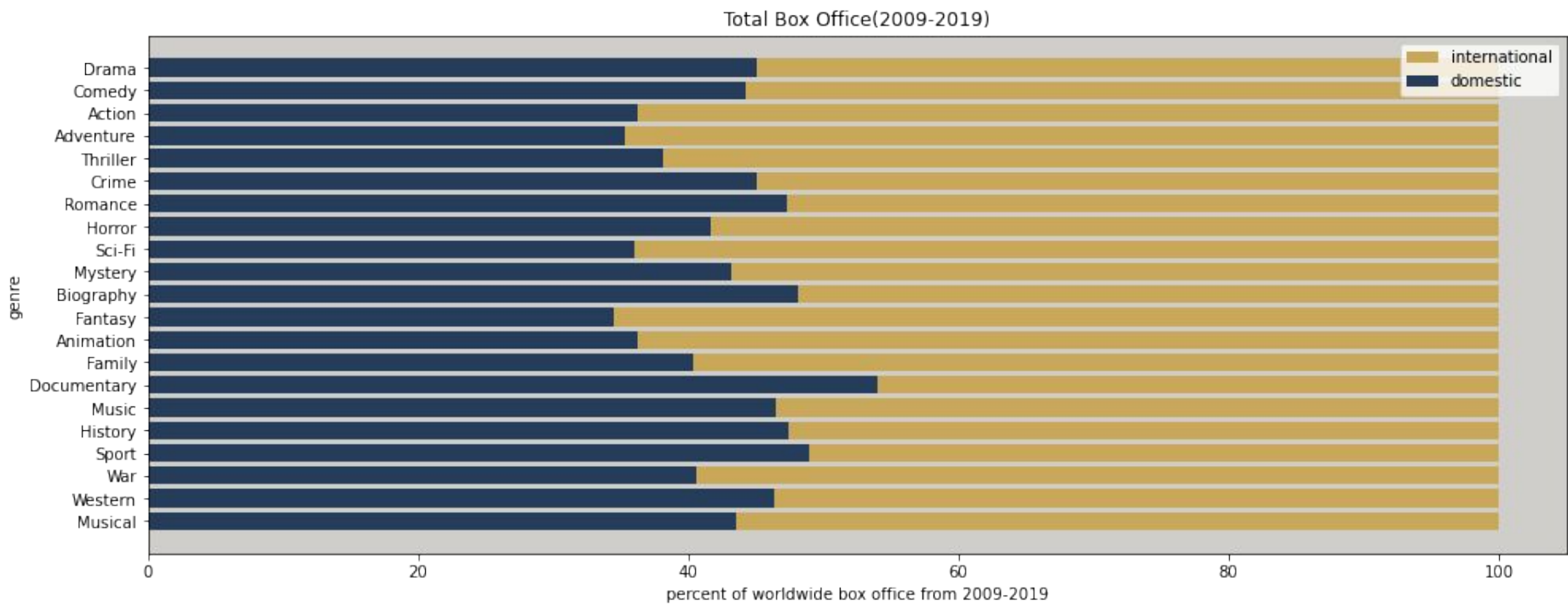
Drop your favorite movie  
in the chat.

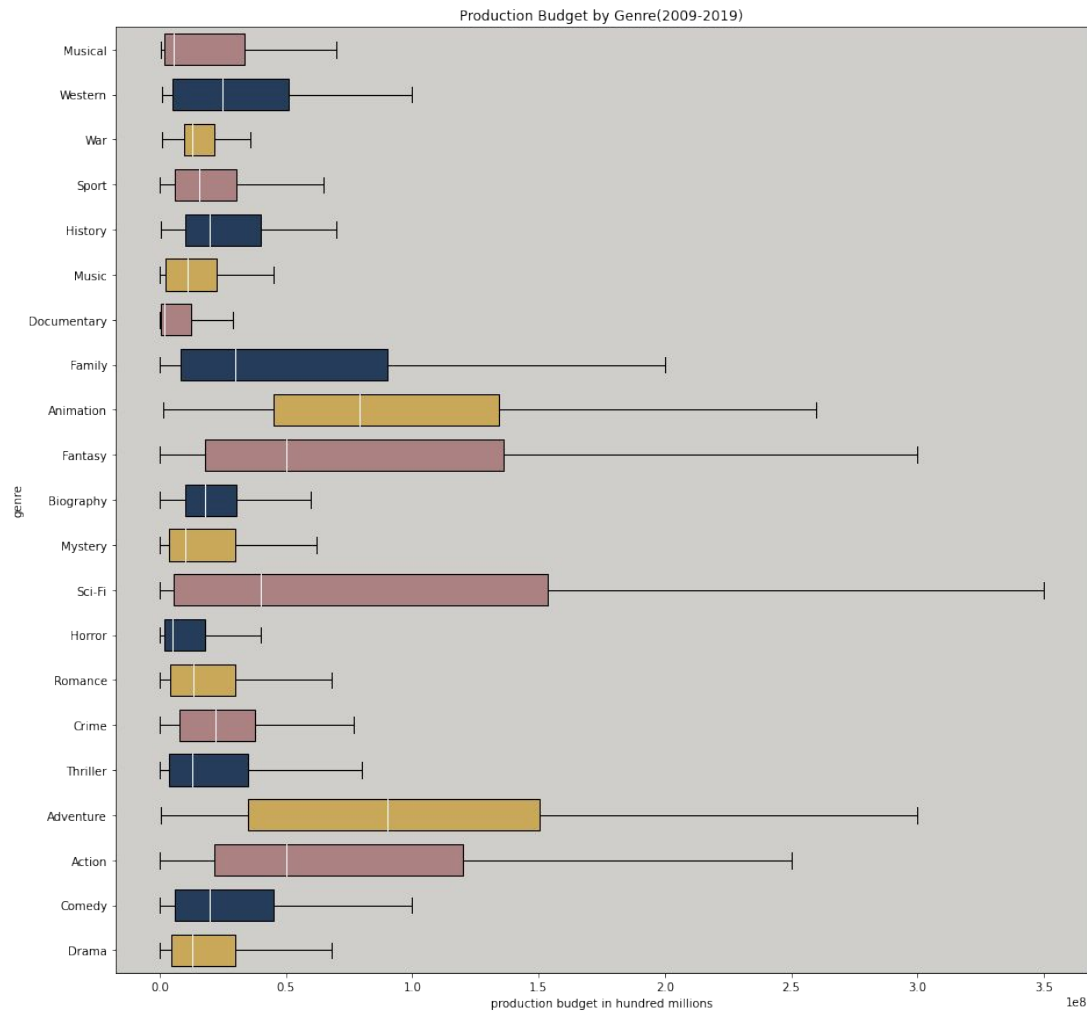
1. Paranormal Activity
2. The Gallows
3. The Devil Inside
4. Home
5. Insidious
6. Unfriended
7. Paranormal Activity 2
8. Split
9. God's Not Dead
10. Get Out
11. Les Intouchables
12. Moonlight
13. Chernobyl Diaries
14. Paranormal Activity 3
15. Annabelle

## Highest ROI Films

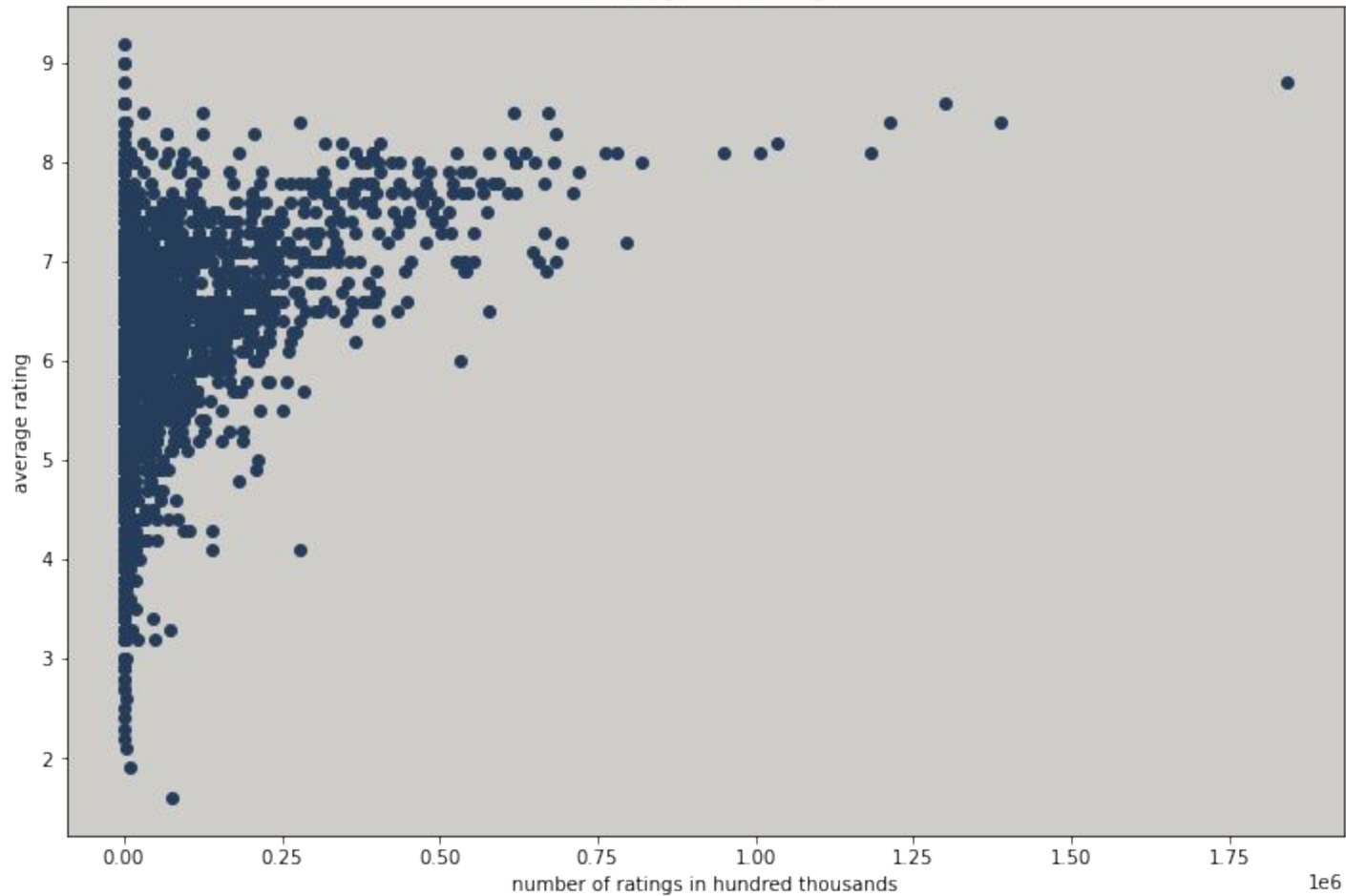
Worldwide Box Office Earnings by Genre(2009-2019)



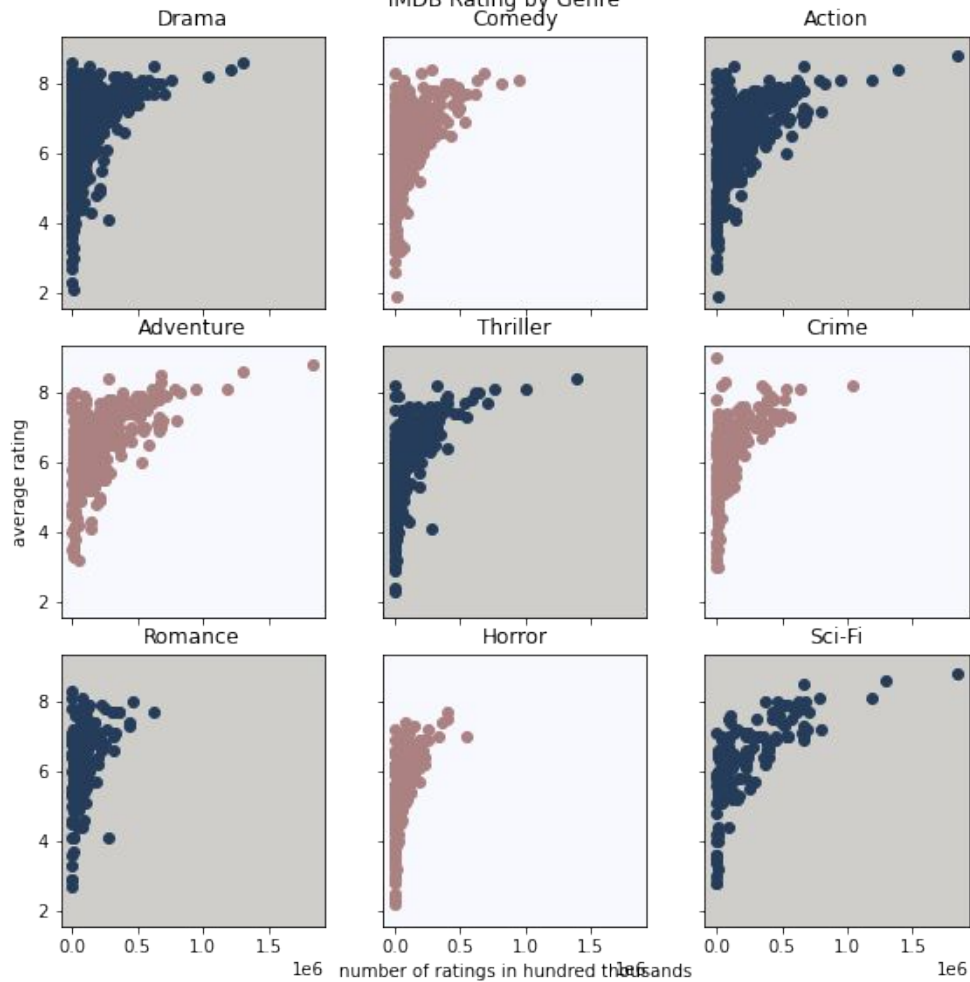




Films by IMDB Rating



IMDB Rating by Genre





# Highly Rated by many viewers

Avengers Franchise

The Dark Knight Rises

Pixar Features

Major Blockbusters

Wolf of Wall Street

Django Unchained

Grand Budapest Hotel

Green Book

12 Years A Slave

The Help

Room

Three Billboards Outside Ebbing, Missouri

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## Highest ROI Films

# Key recommendations

- Start with Drama and Comedy films
- Aim to produce Action, Adventure, and Sci-Fi films once established
- Seek out stories with international appeal

# Future exploration



- Films that win awards
- Up-and-coming talent...
- ...from outside the US