



Flatiron School
Phase One Project
Flex Program

November 16th, 2021

New Visions: Microsoft Studios

Louis Casanave

Problem

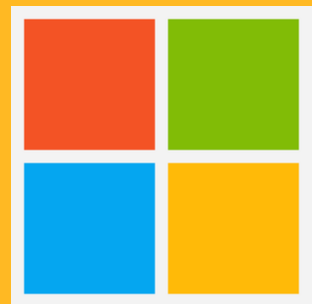
What kinds of films
would do well?



What genre of film?



When to release?



How long to make
the film?

Microsoft Mission:

**Our mission is to empower every
person and every organization
on the planet to achieve more.**

What Data is Relevant?



Only Feature Length Films

**Only Films That Were In
Theaters**

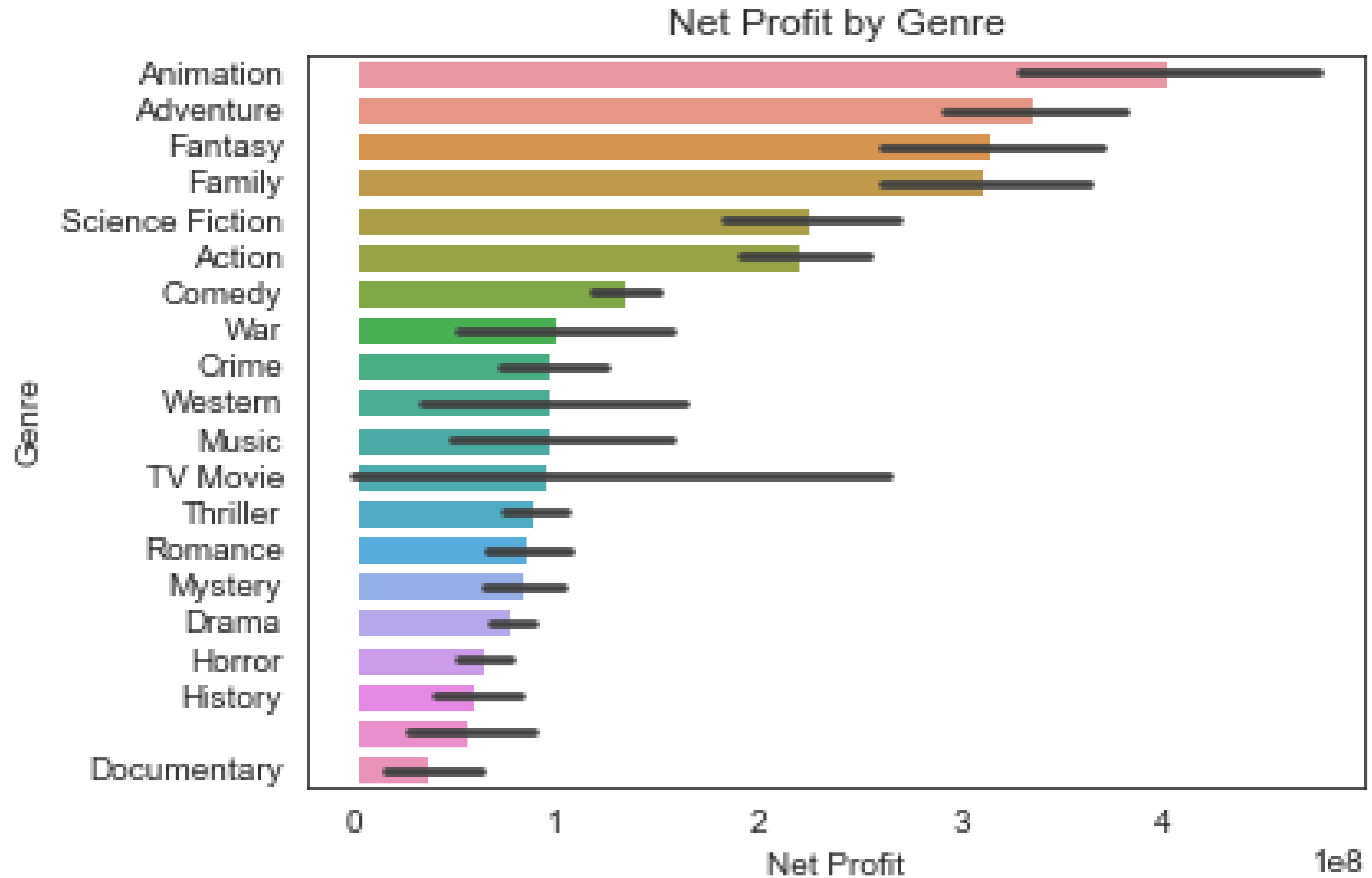
**Net Profit as the Primary
Metric for Success**

Bias of Analysis

- No modeling
- 2,864 films
- The past is not the future

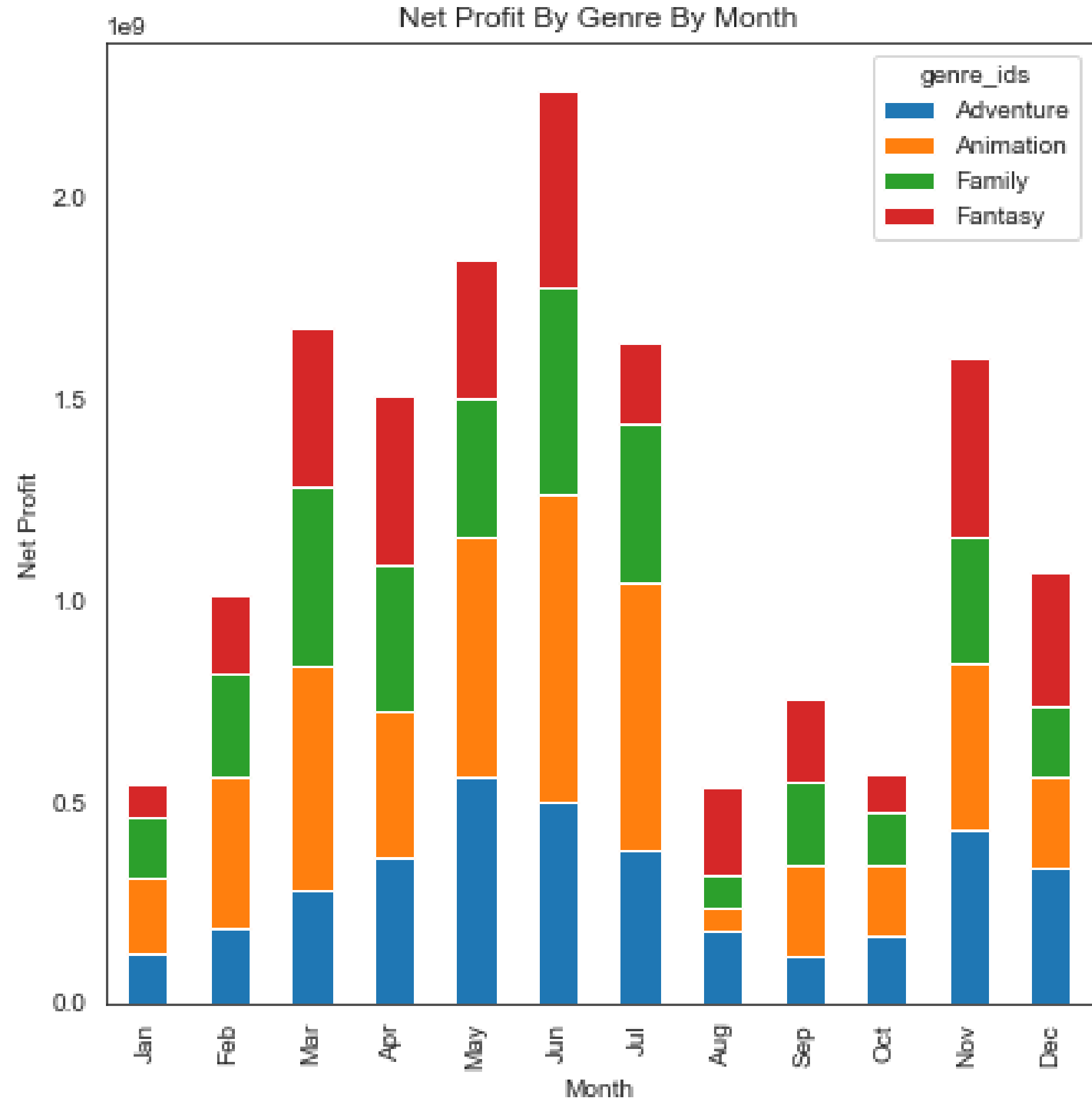
Make

- Animation
- Adventure
- Fantasy
- Family



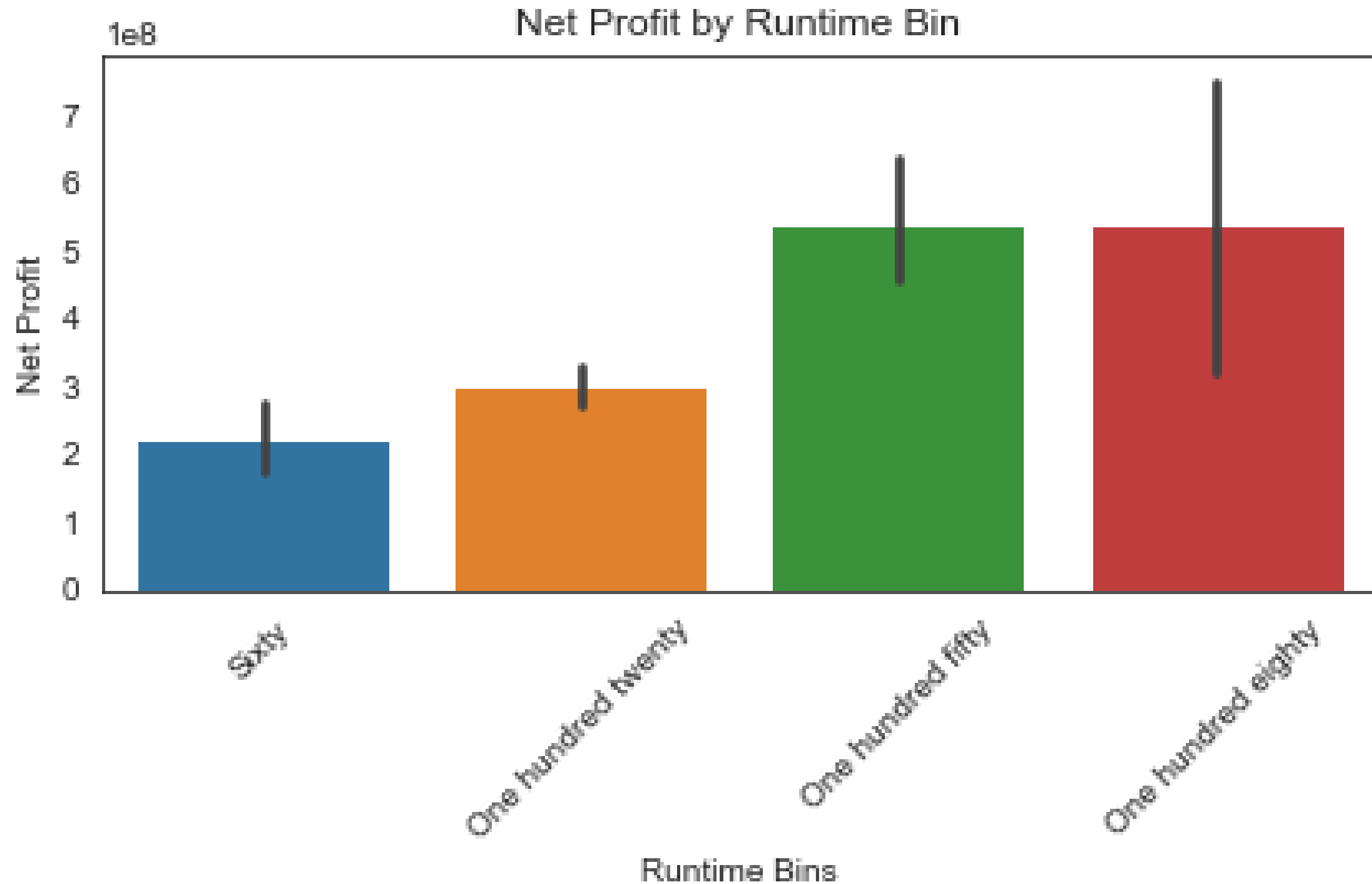
Release:

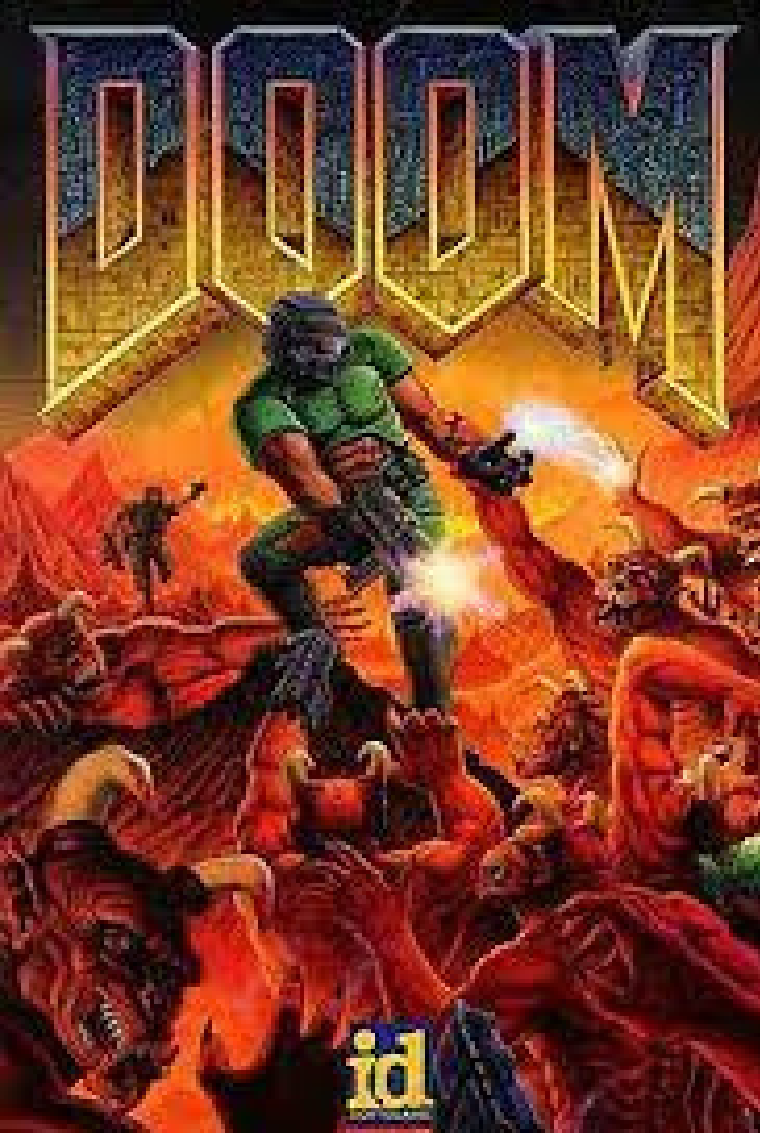
- June
- May
- March
- July
- November



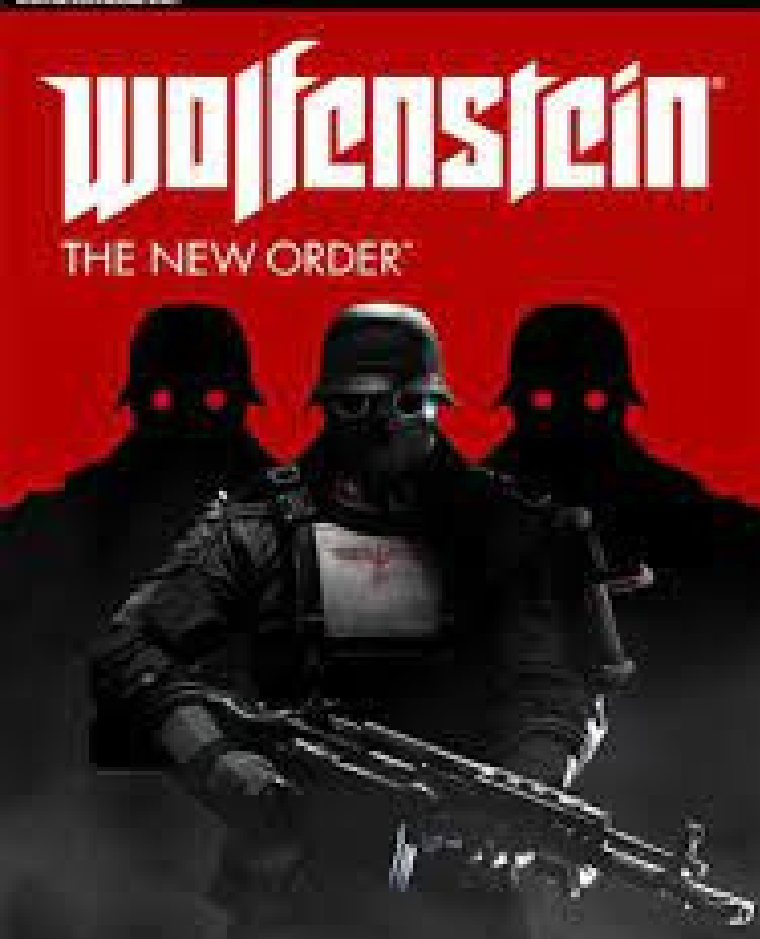
Runtime:

120-150
minutes
does best
consistently

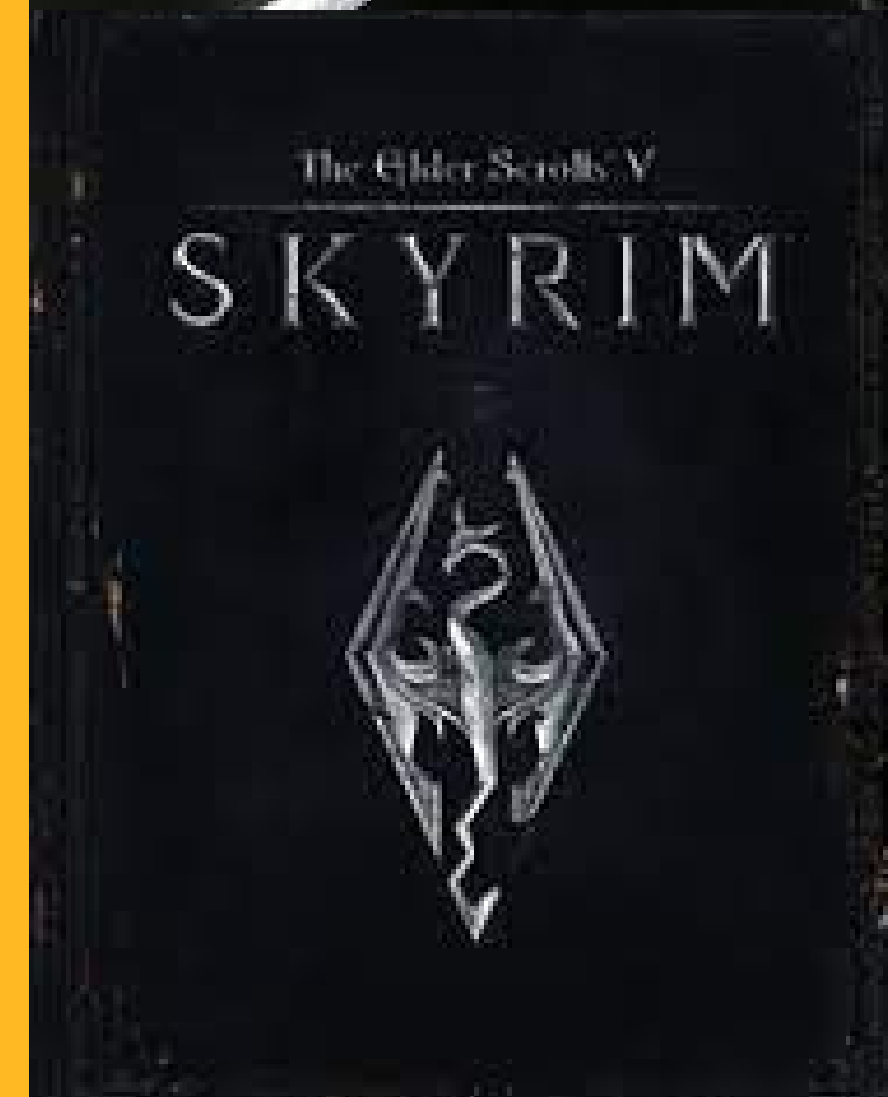




PC
DIGITAL DOWNLOAD ONLY



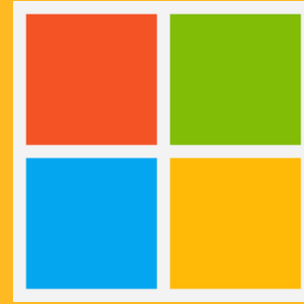
Microsoft Acquires Bethesda Games in 2020



Future work:

- Critic ratings and popularity ratings
- Which film studios to partner with
- Analysis on creative talent

In Conclusion



1. Make **Animation, Adventure, Fantasy and Family Films**



2. Release the film in **June, May, March, July and November**



3. Make the movie **120-150** minutes

Q n' A