



New Visions: Microsoft Studios

Louis Casanave



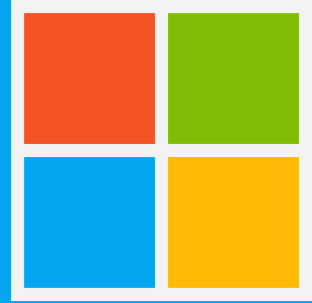
Flatiron School
Phase One Project
Flex Program

November 16th, 2021

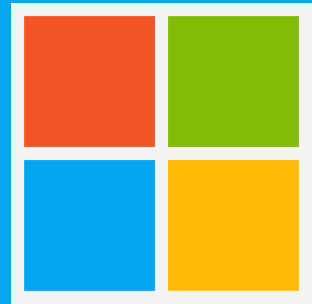
Problem



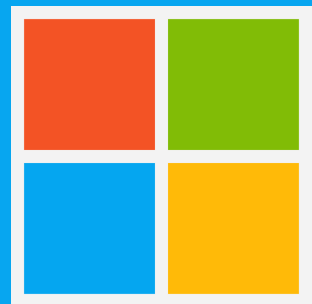
What kinds of films
would do well?



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

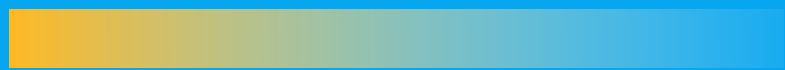
Only Films That Were In
Theaters

Net Profit as the Primary
Metric for Success

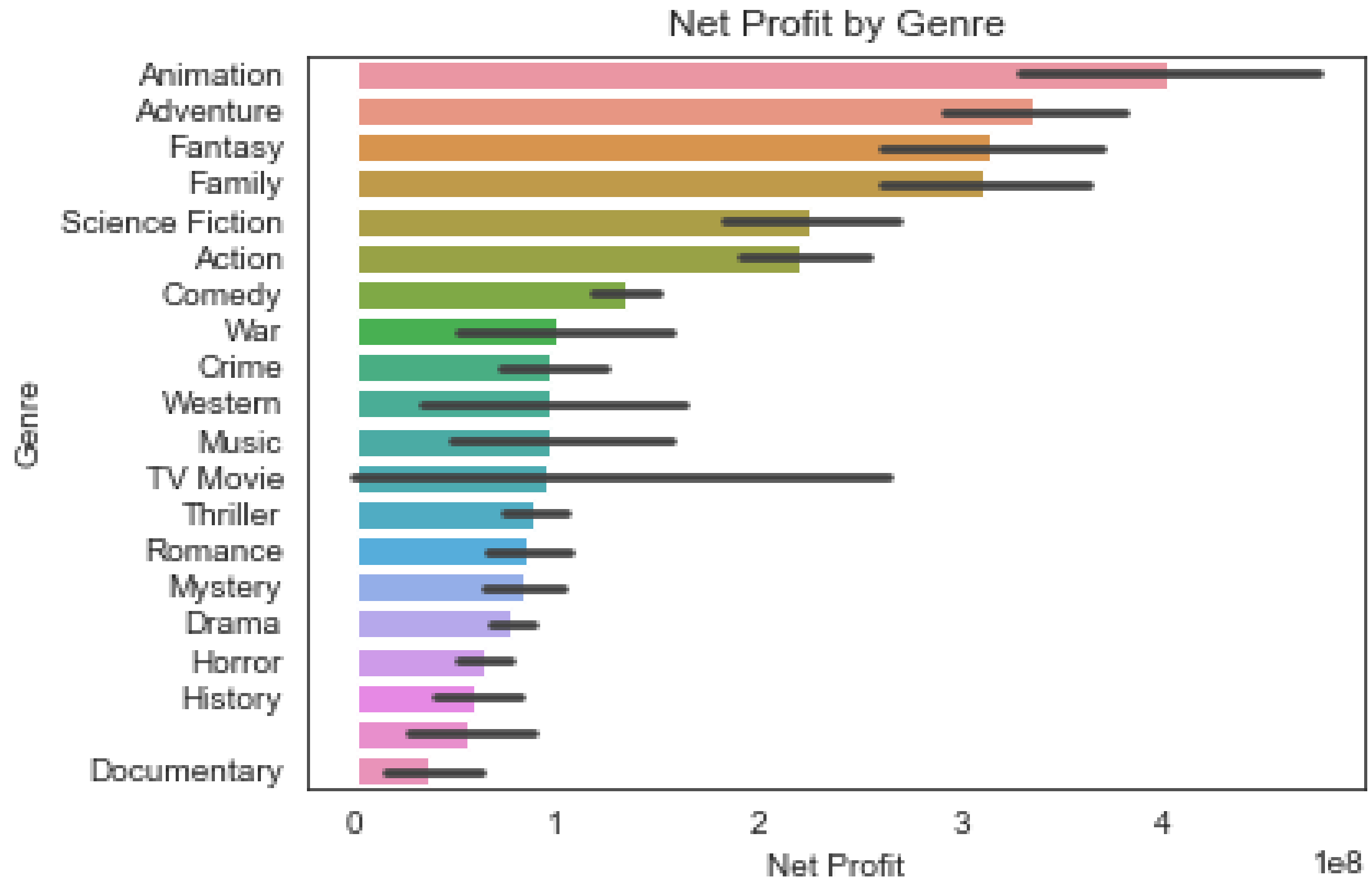
Bias of Analysis

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

Make

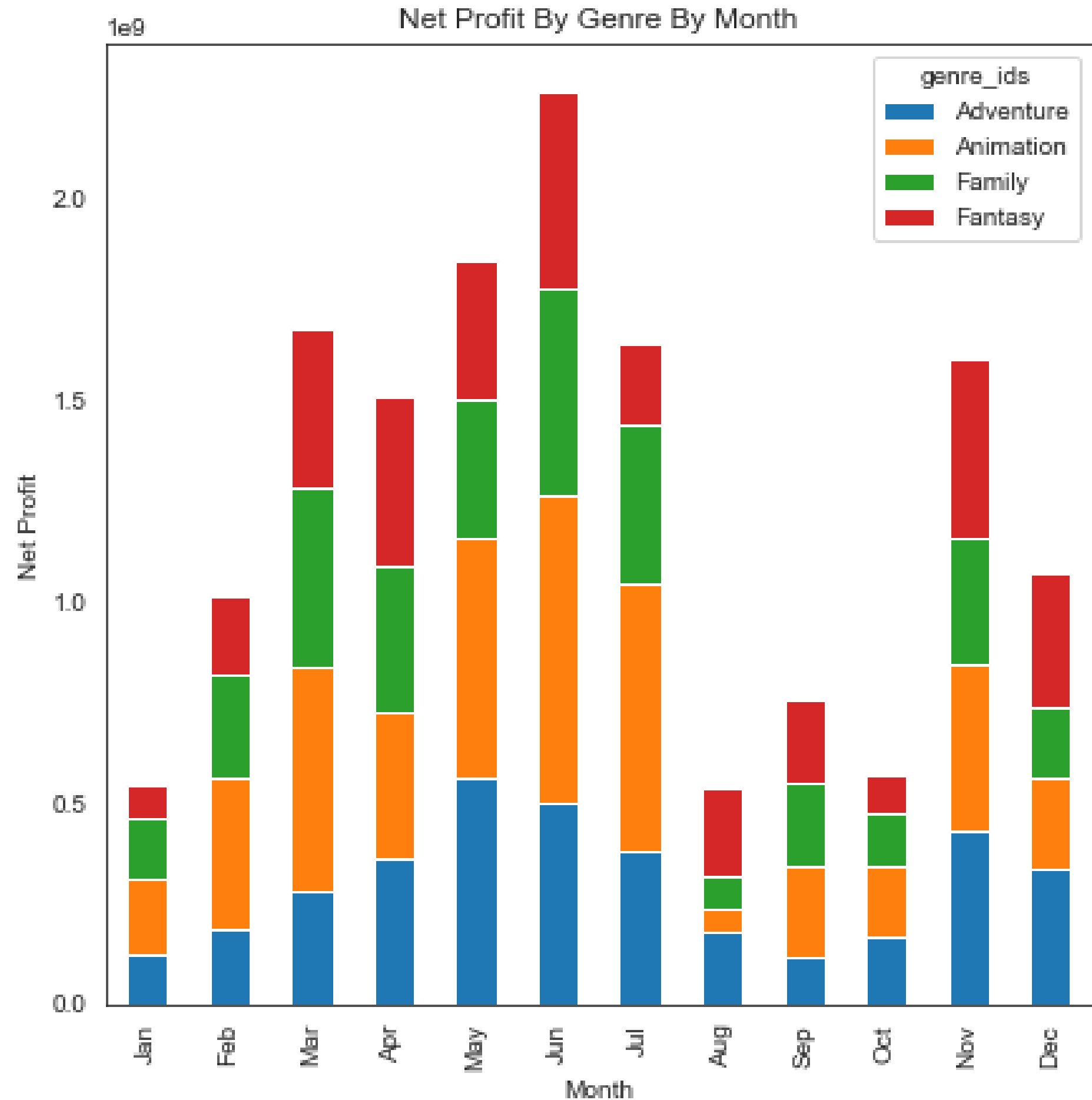


- Animation
- Adventure
- Fantasy
- Family

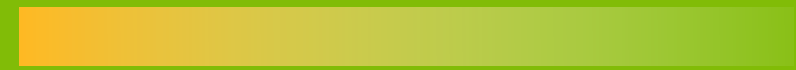


Release:

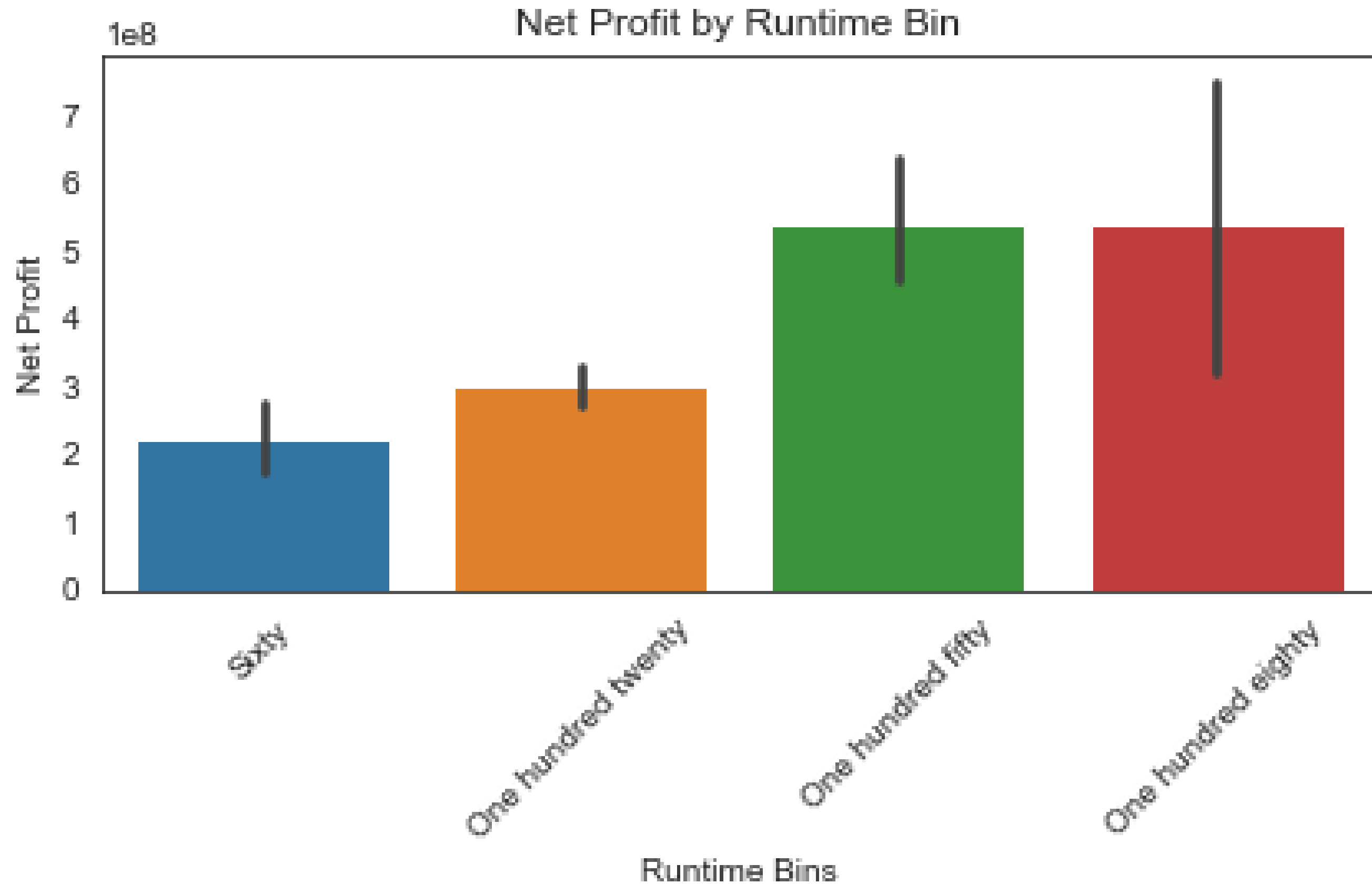
- June
- May
- March
- July
- November

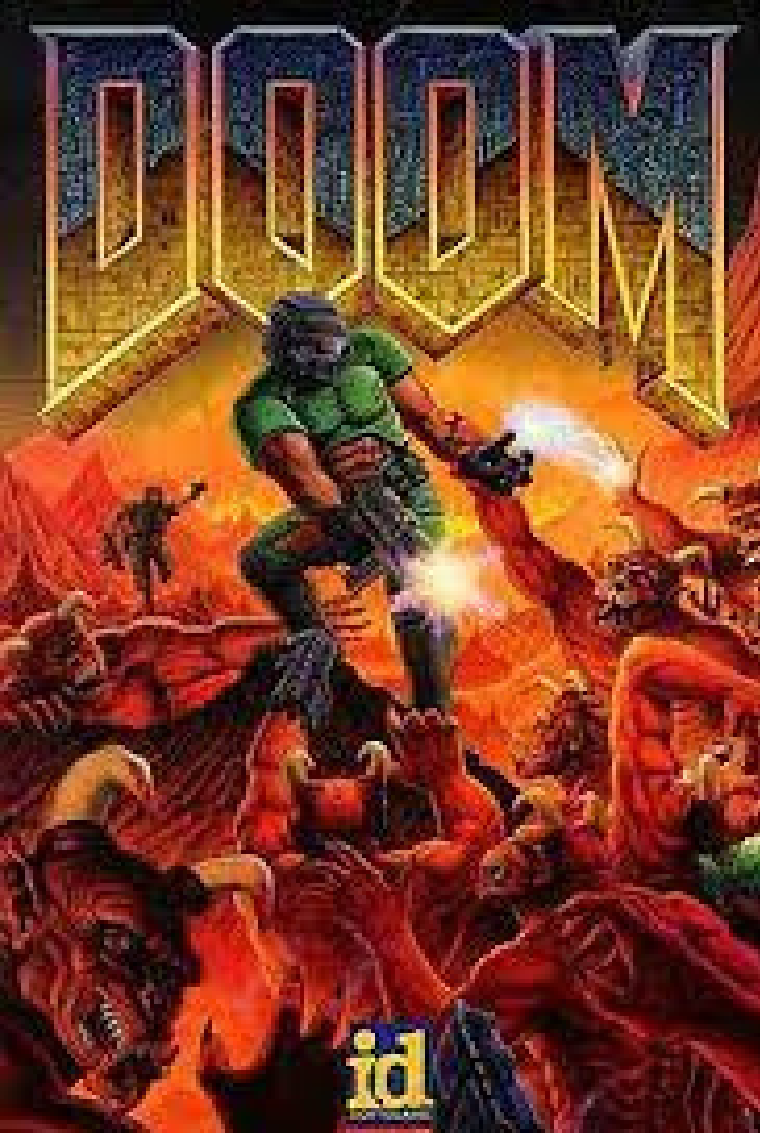


Runtime:

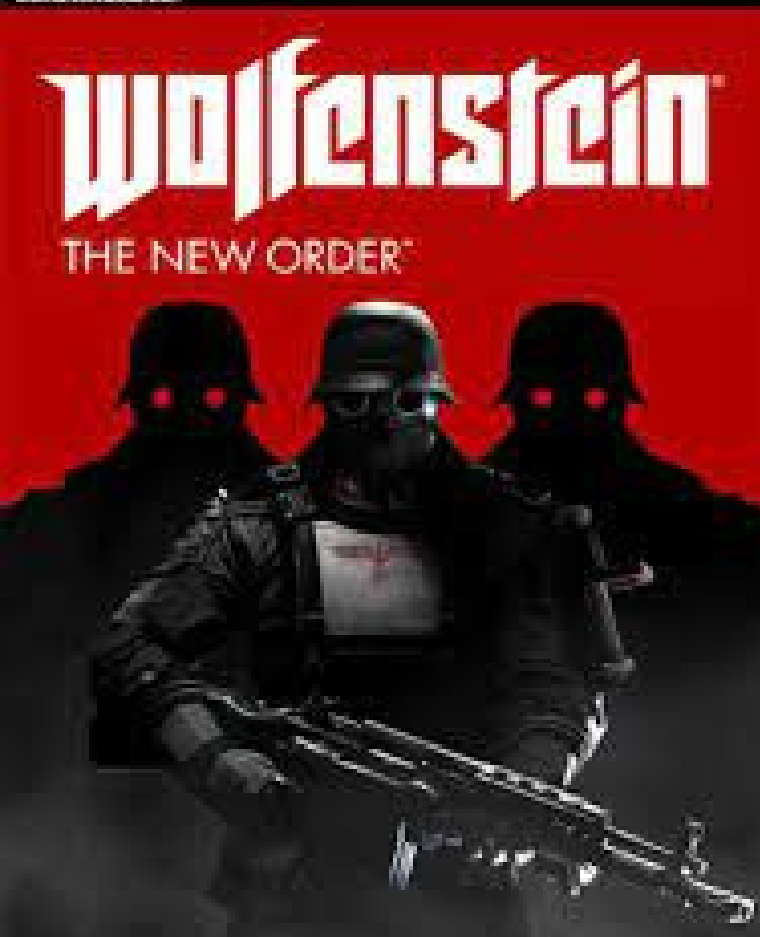


120-150
minutes
does best
consistently

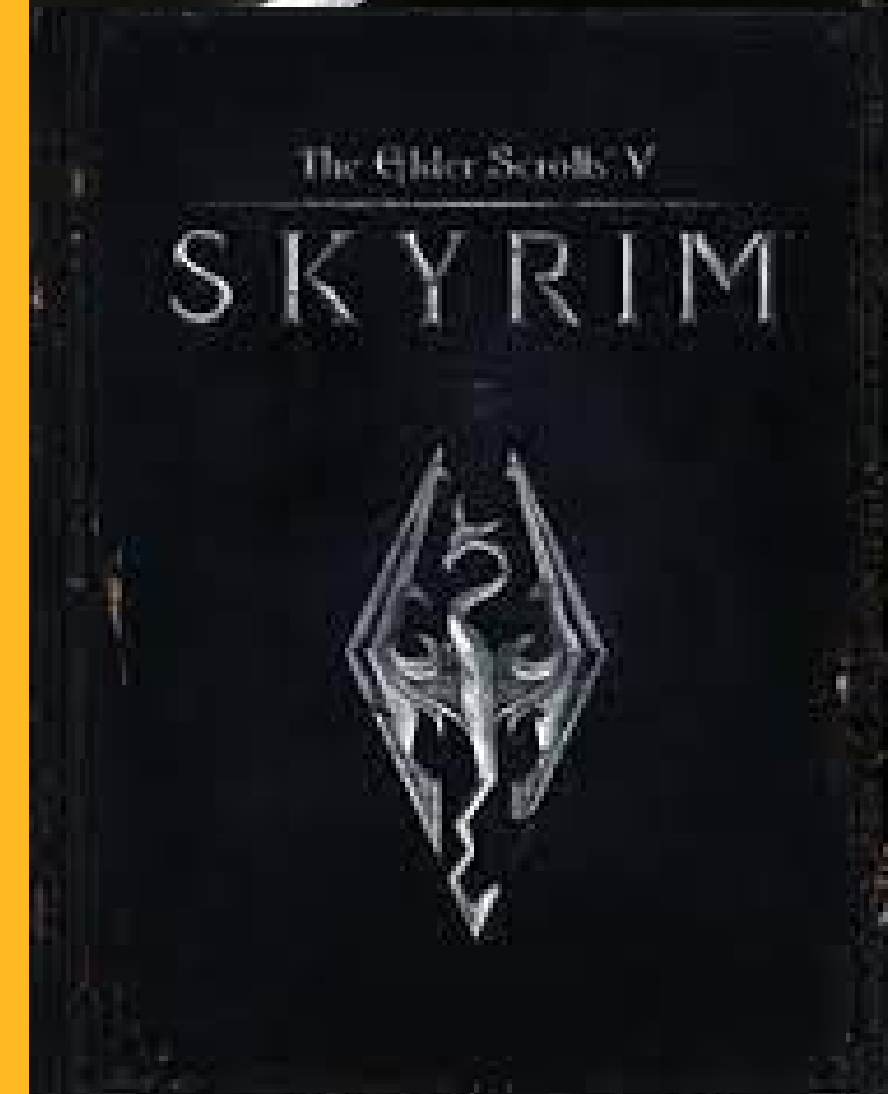




PC
DIGITAL DOWNLOAD ONLY



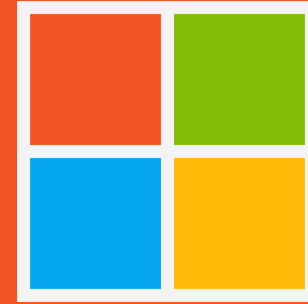
Microsoft Acquires Bethesda Games in 2020



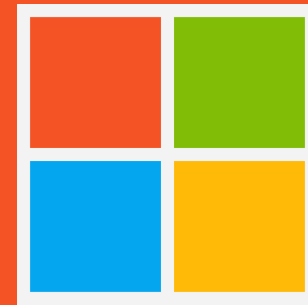
Future work:

- 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

Thank You for Your Time



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github.com/casanave