

# **MICROSOFT**

# **FILM STUDIOS**

Film Industry ROI Analysis

# OBJECTIVE

- **Rec. a first film based on expected ROI**
- **What factors did we look at?**
  - Release Date (Month)
  - Film Genre
  - Talent (Actors, Actresses, Directors)



# DATA SOURCES / SCOPE

- Films released since **2010** (sources: TN, TMB, IMDB)
- Production Budget > **\$2 Million** (SAG 'Theatrical' Budget)



# MONTH RELEASE BY MEAN/MEDIAN

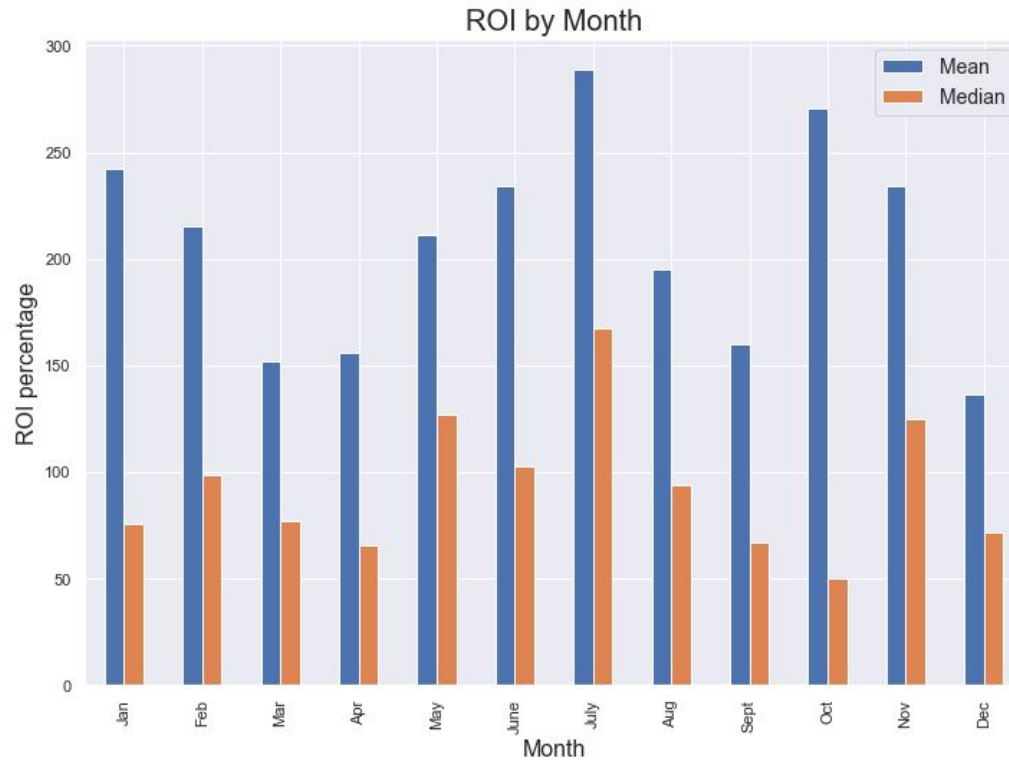
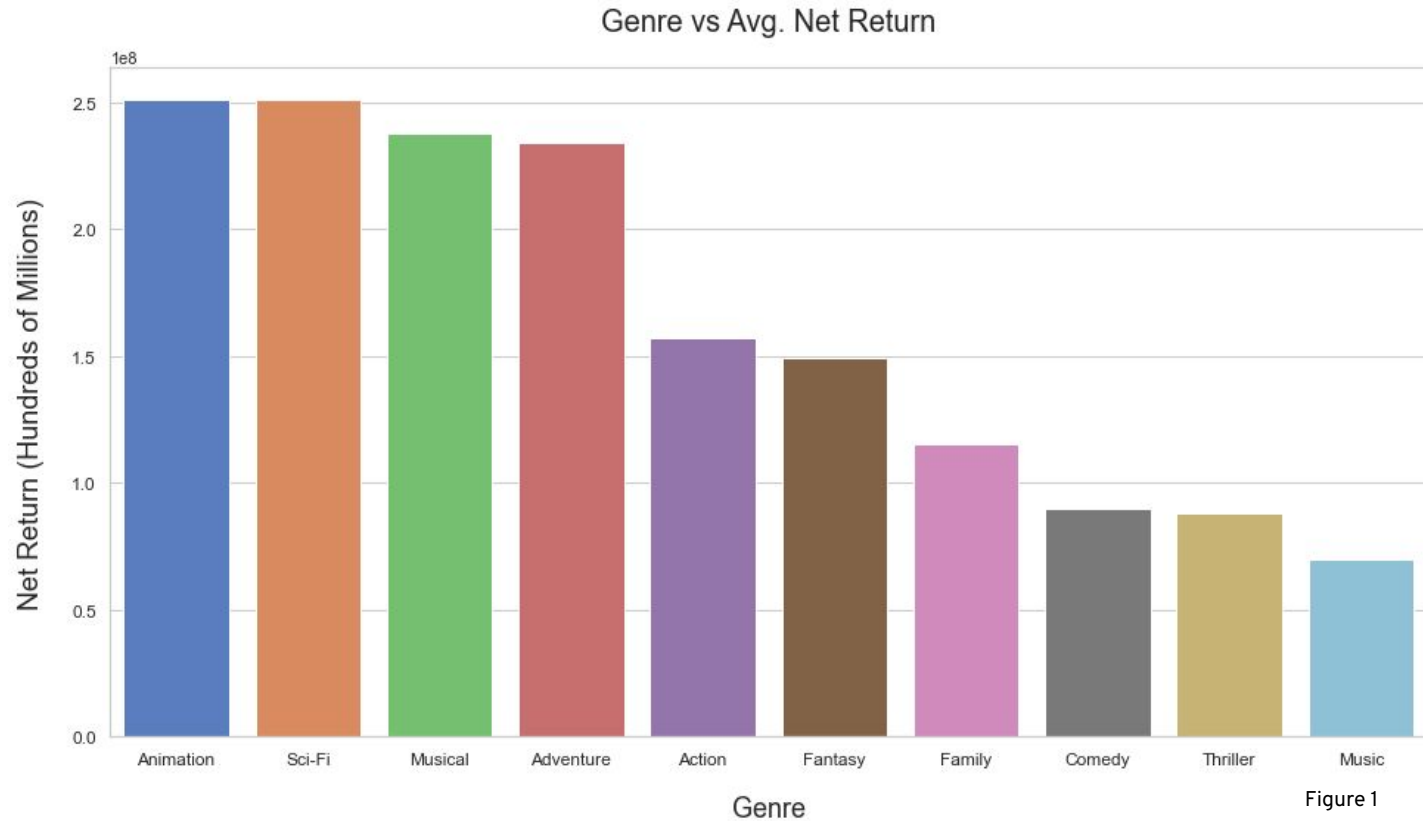
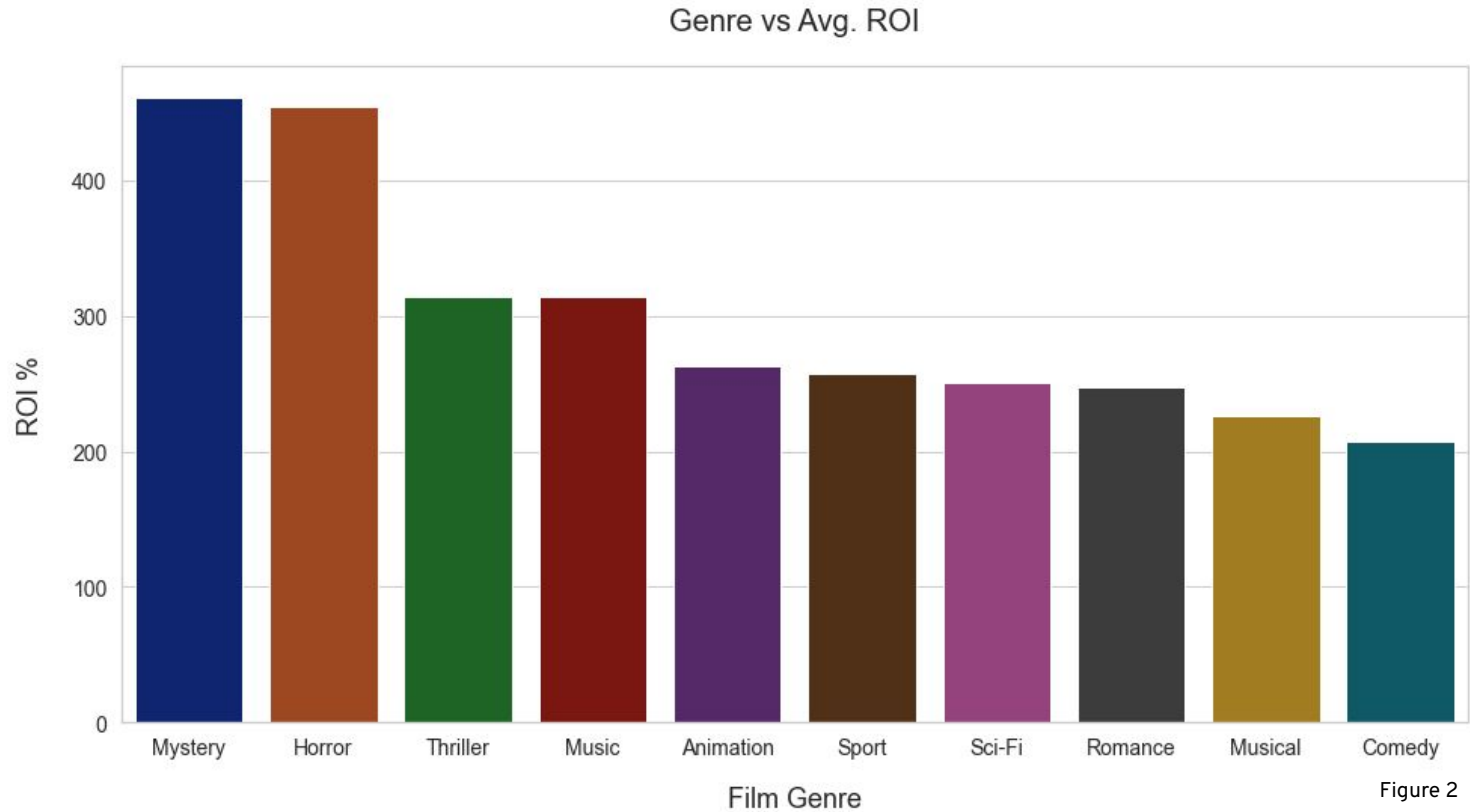


Figure 3

# GENRES: NET RETURN

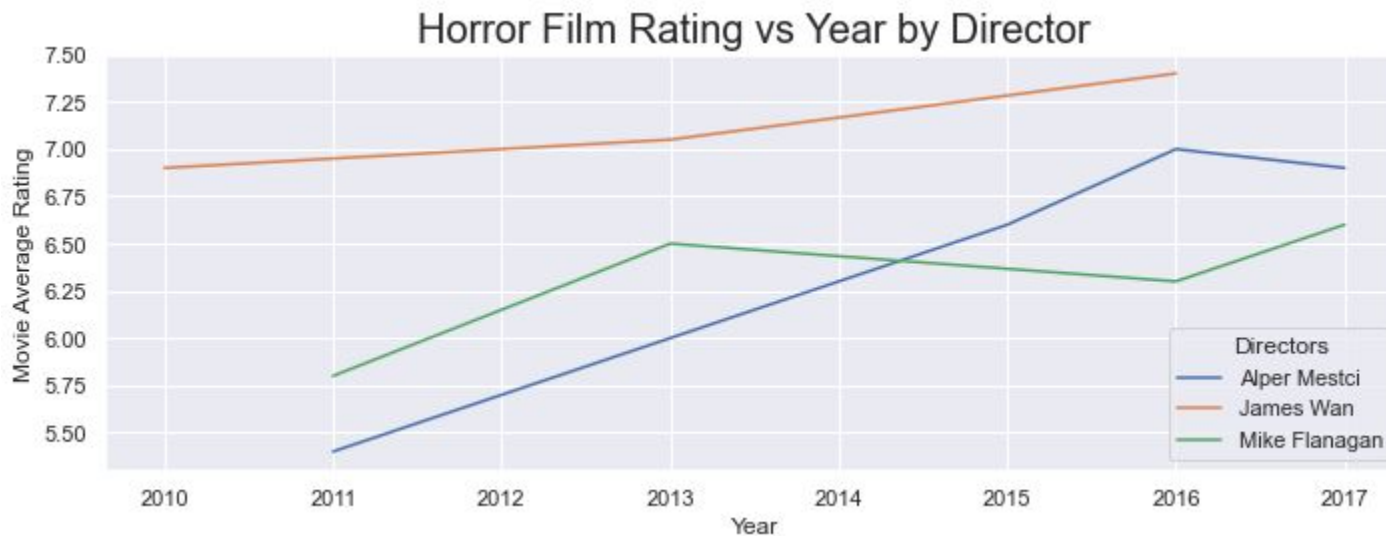


# GENRES: ROI



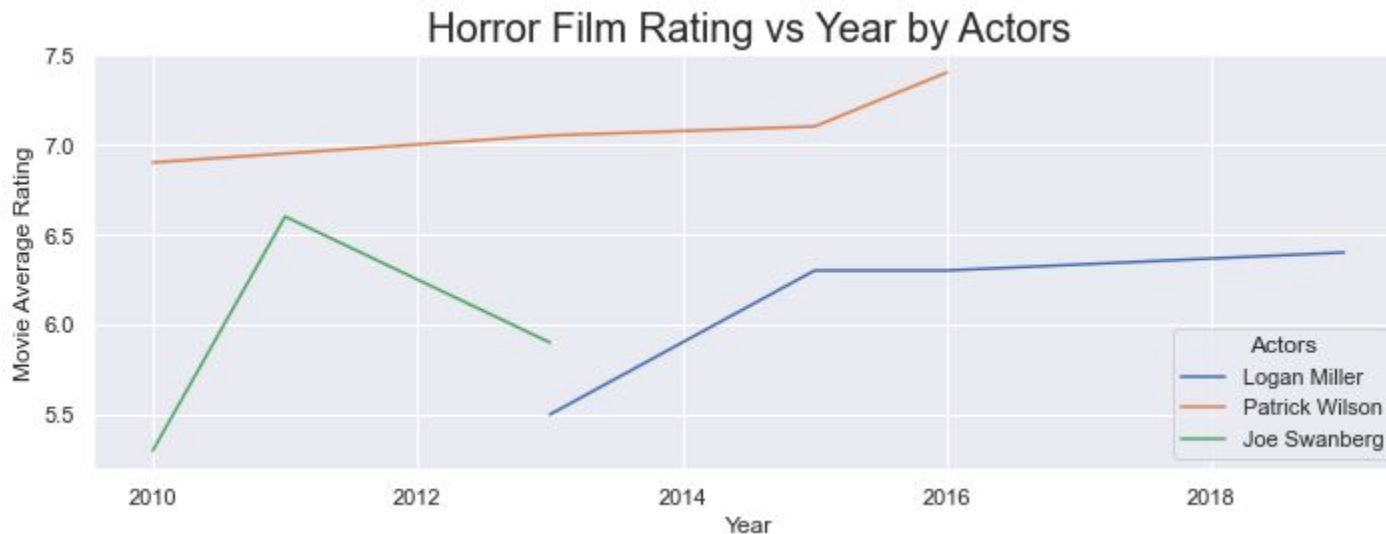
# HORROR FILM DIRECTORS

- **James Wan**      Insidious (2010), The Conjuring 2 (2016)
- **Mike Flanagan**      Oculus (2013), Ouija: Origin of Evil (2016)
- **Alper Mestci**      Musallat 2: Lanet (2011), Siccın (2014)



# HORROR FILM ACTORS

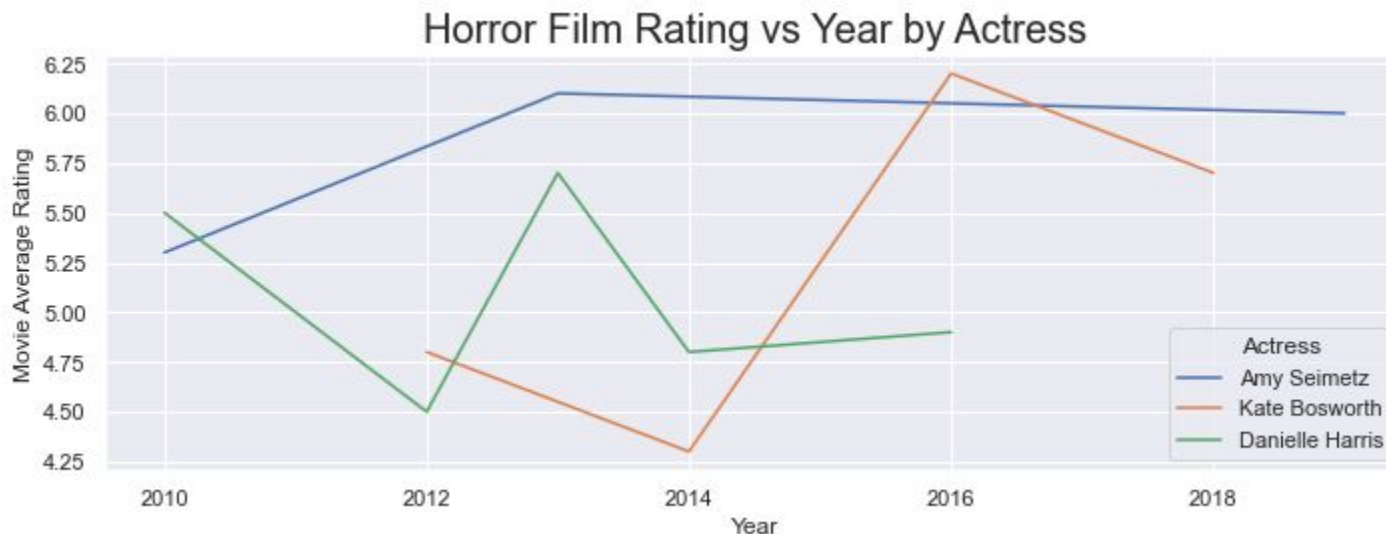
- **Logan Miller**      The Good Neighbor (2016), Escape Room (2019)
- **Patrick Wilson**      Insidious (2010), The Conjuring (2013)
- **Joe Swanberg**      You're Next (2011), The Sacrament (2013)





# HORROR FILM ACTRESSES

- **Amy Seimet**      A Horrible Way to Die (2010), The Sacrament (2013)
- **Kate Bosworth**      Amnesiac (2014), Before I Wake (2016)
- **Danielle Harris**      See No Evil 2 (2014), Havenhurst (2016)



# RECOMMENDATIONS

1. Genre: **Horror/Mystery**
2. Release Month: **July**
3. Who to bring on?
  - a. Actors : **Logan Miller, Patrick Wilson, Joe Swanberg**
  - b. Actresses : **Amy Seimetz, Kate Bosworth, Danielle Harris**
  - c. Directors : **James Wan, Mike Flanagan, Alper Mestci**



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# QUESTIONS?