



MOVIE PRODUCTION 101

KEYS TO MAXIMIZE RETURN AND MINIMIZE RISKS



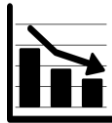
INTRODUCTION

- This research intends to provide insights about keys to financial success in movie production
- The data analysis will provide insights to Microsoft's potential new venture



What is the relationship between movie grosses and the people who take part in the project?

Do directors, actors and producers have an equal impact on the financial results of a movie?



Are any genres more risky than other in terms of financial performance?

What part does genre play in the financial results of a movie?



DATA SETS USED

- The analyses was conducted using the following 3 dataset:



IMDB - title basics

Imdb data containing movie information such as title versions, runtime, and genre



IMDB - name basics

Imdb data containing movie crew information such as names, professions, and title the person is know for

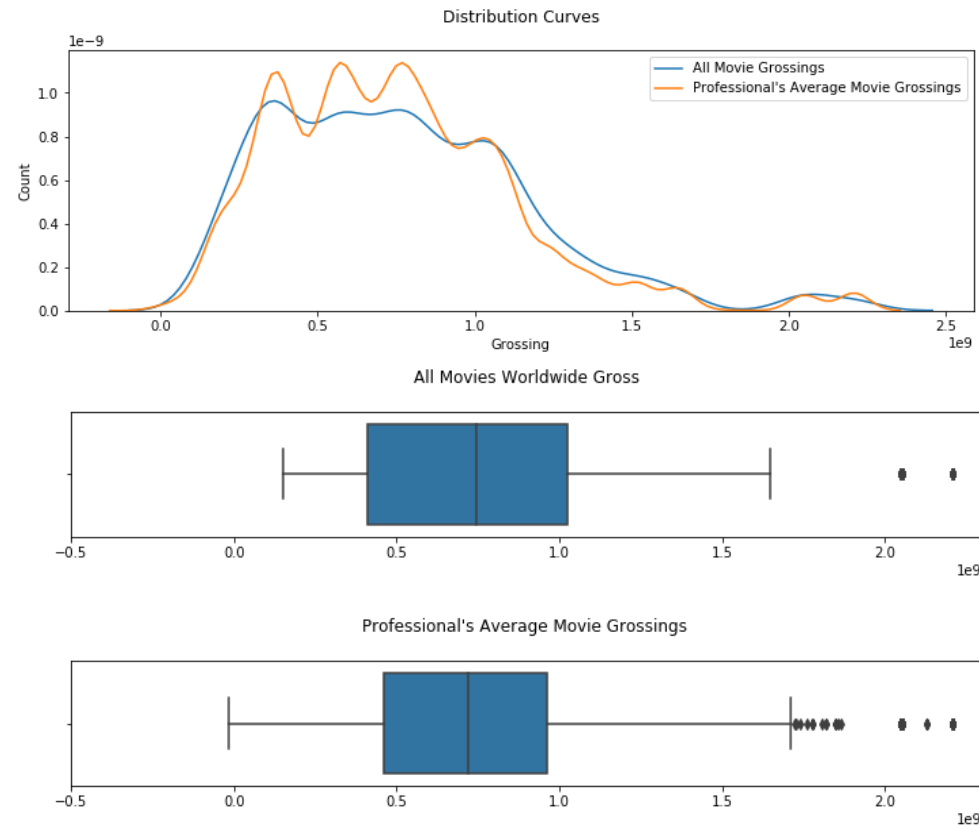


The Numbers - movie budgets

TN data containing information about movies financial results such as domestic and worldwide grosses, as well as production

WHAT IS THE RELATIONSHIP BETWEEN MOVIE GROSSES AND THE PEOPLE WHO TAKE PART IN THE PROJECT?

- Low performing professionals have an outsized negative impact on the financial performance of a movie

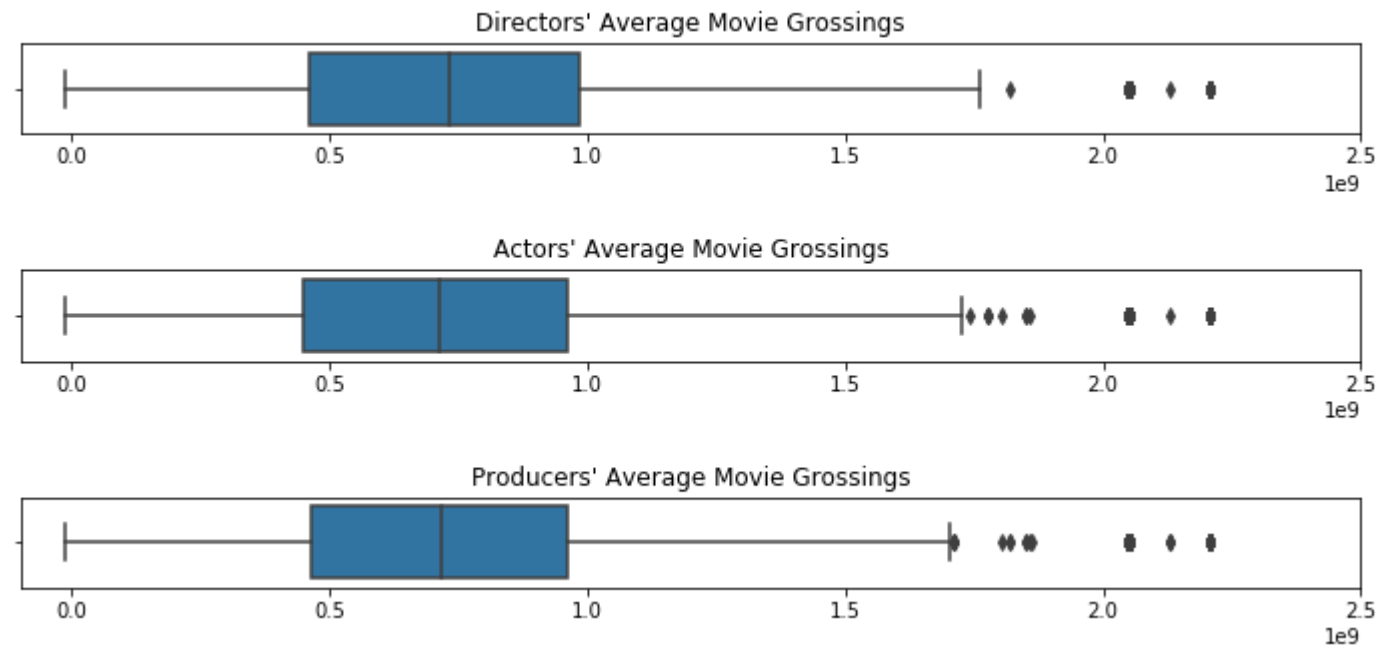


Recommendation

Best to completely avoid key collaborators with sub par performance, as they have an out sized negative impact on financial results.

DO DIRECTORS,ACTORS
AND PRODUCERS HAVE
THE SAME IMPACT ON THE
FINANCIAL RESULTS OF A
MOVIE?

- The impact of each role in the financial result of a movie appear to be equal

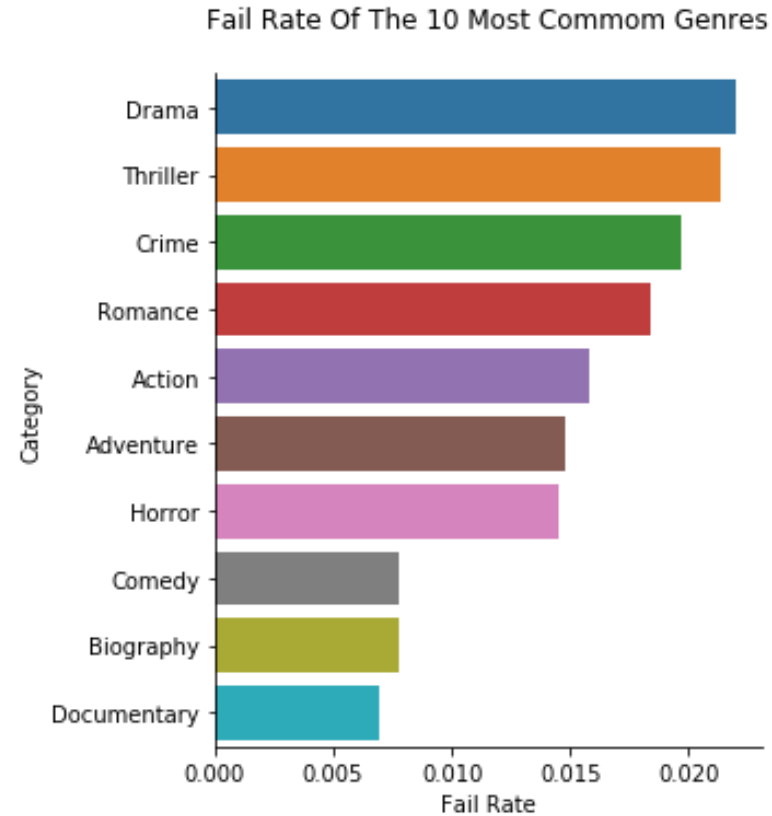


Recommendation

Since all professional profiles appear to have homogeneous impact on financial performance, it is generally recommended that a production does not over allocate resources in a single professional.

ARE ANY GENRES RISKIER
THAN OTHERS IN TERMS OF
FINANCIAL PERFORMANCE?

- Some genres are riskier than others.

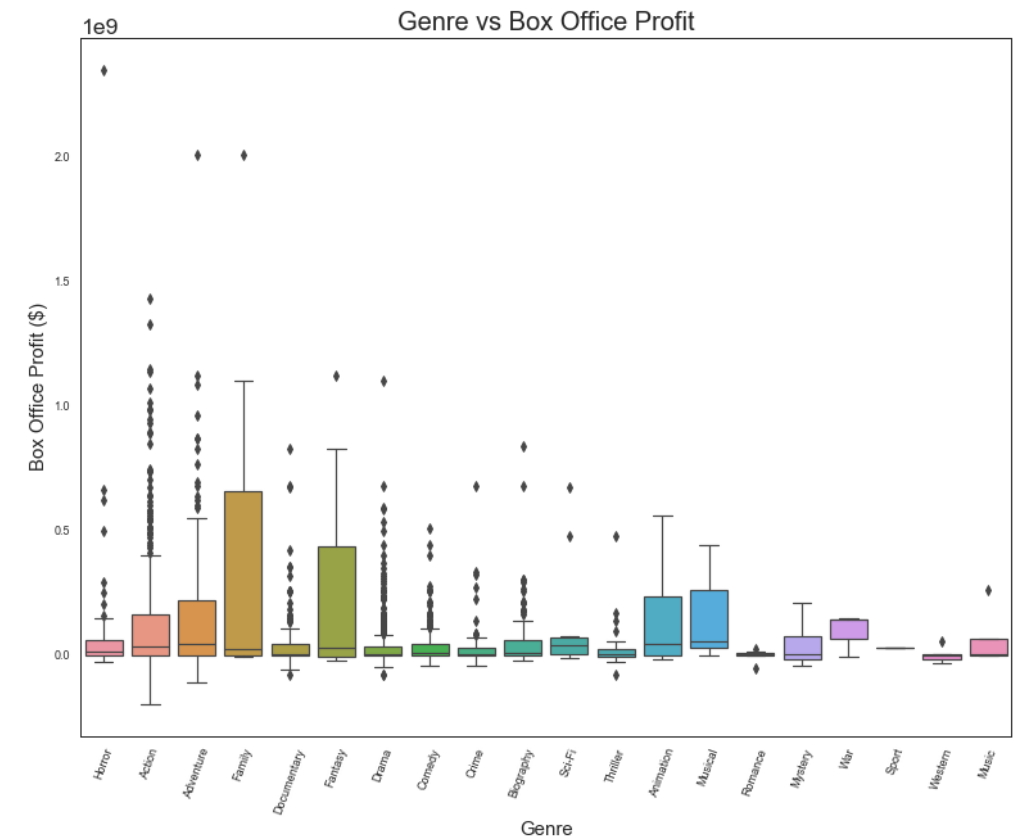
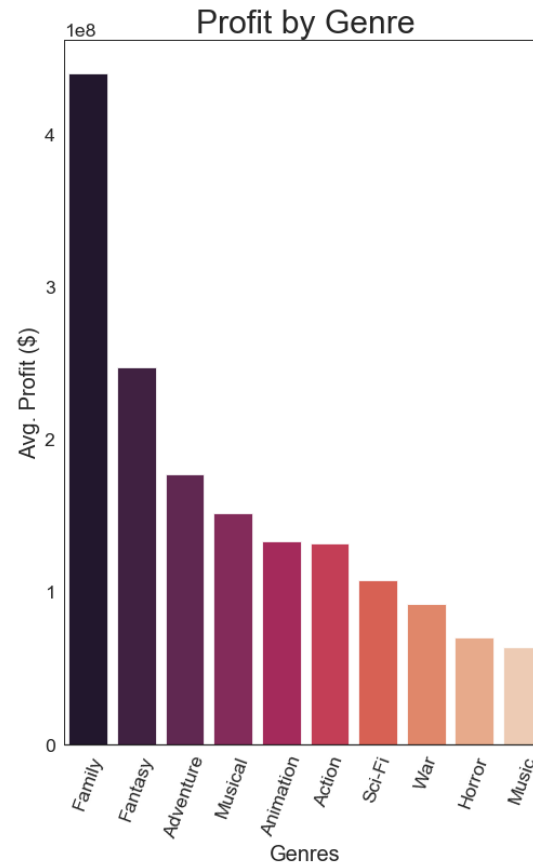


Recommendation

Allocate resources in accordance to expected losses; When producing content with riskier profiles, discount expected result by loss margin

WHAT PART DOES GENRE PLAY IN THE FINANCIAL RESULTS OF A MOVIE?

■ Total creation is not equal among all genre types



Recommendation

Proper allocation of resources into genres that create most values will benefit the company by allowing to take part in the biggest slices of profit in the market

What are the relationships between professionals and genres?



How are the financial success of trilogies different from the average?

FURTHER
INVESTIGATION



THANK YOU