



# Microsoft: The Movie Production Studio

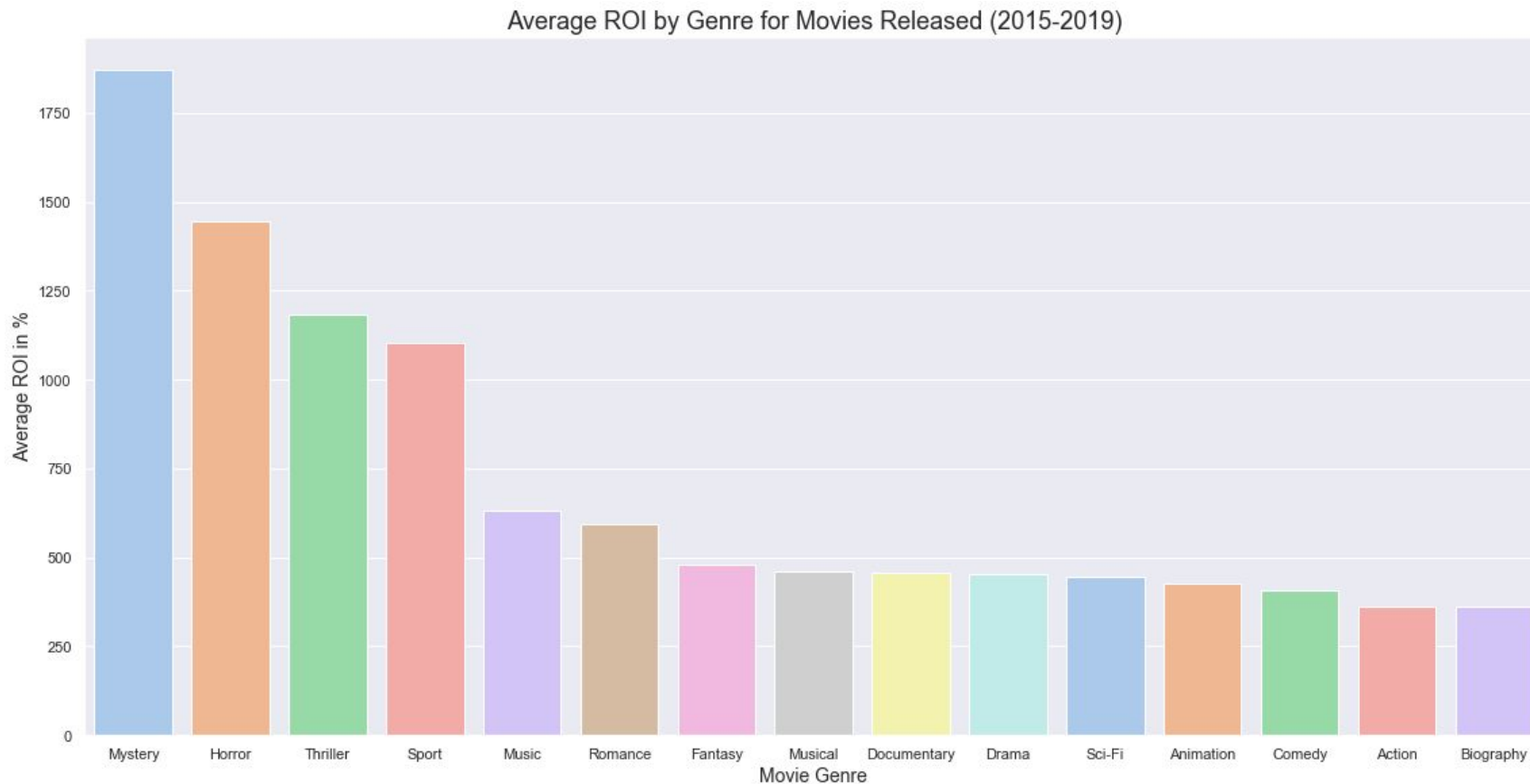
George Paskalev

## The Challenge

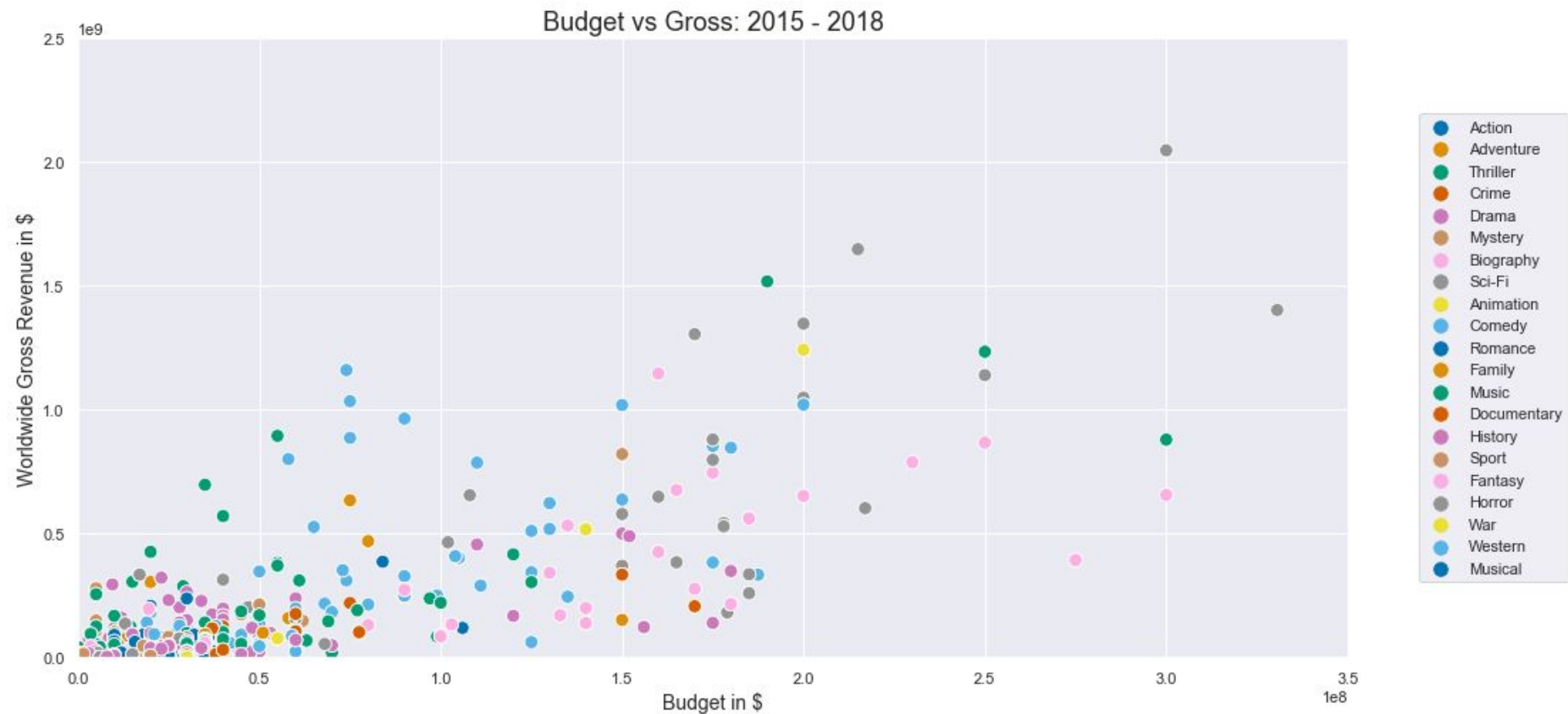
- Where do we start?
- What type of movies should we make?
- What makes sense for our brand?



# What genres of movies have shown the highest ROI in the last five years?



Does a higher budget mean more gross revenue?

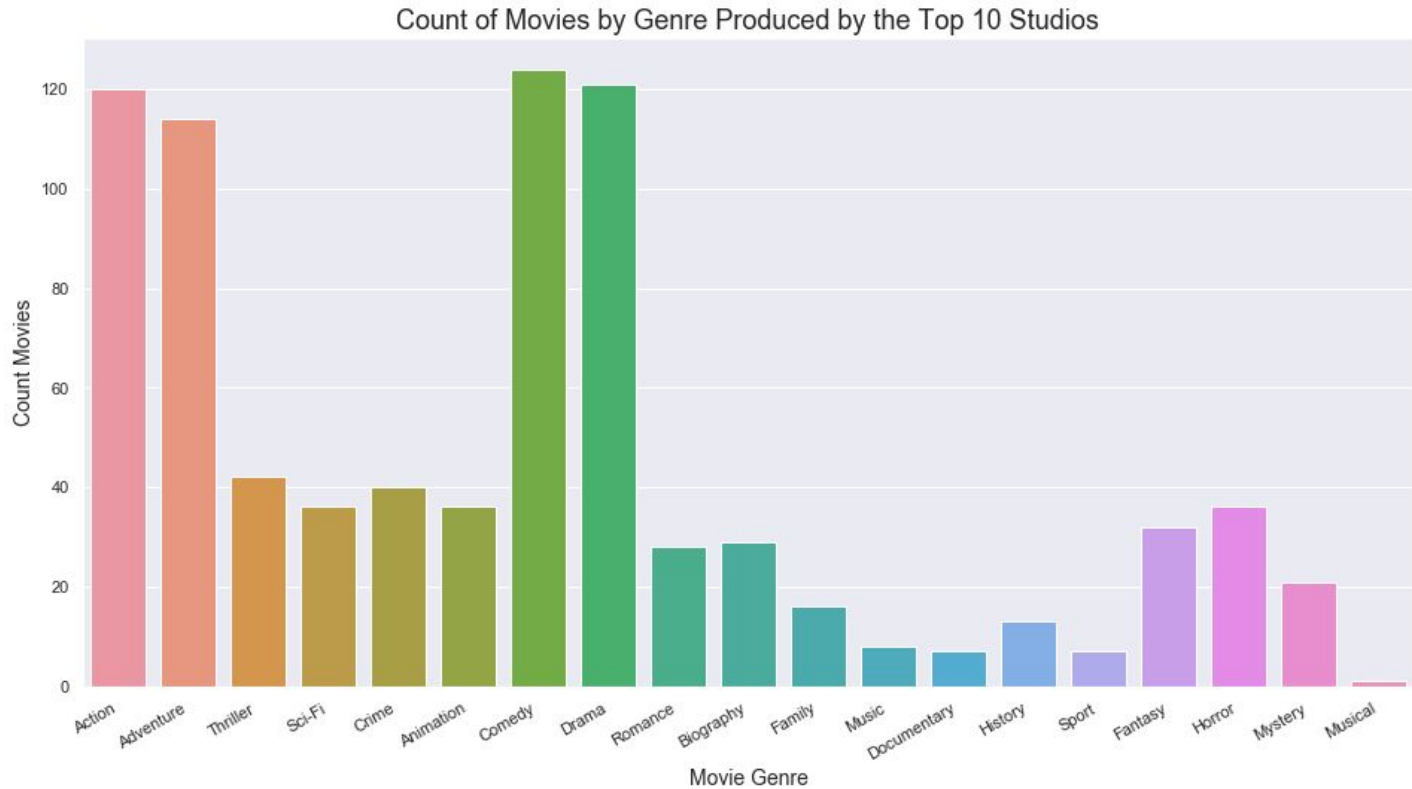


What genres of movies do the leading 10 production studios produce the most?

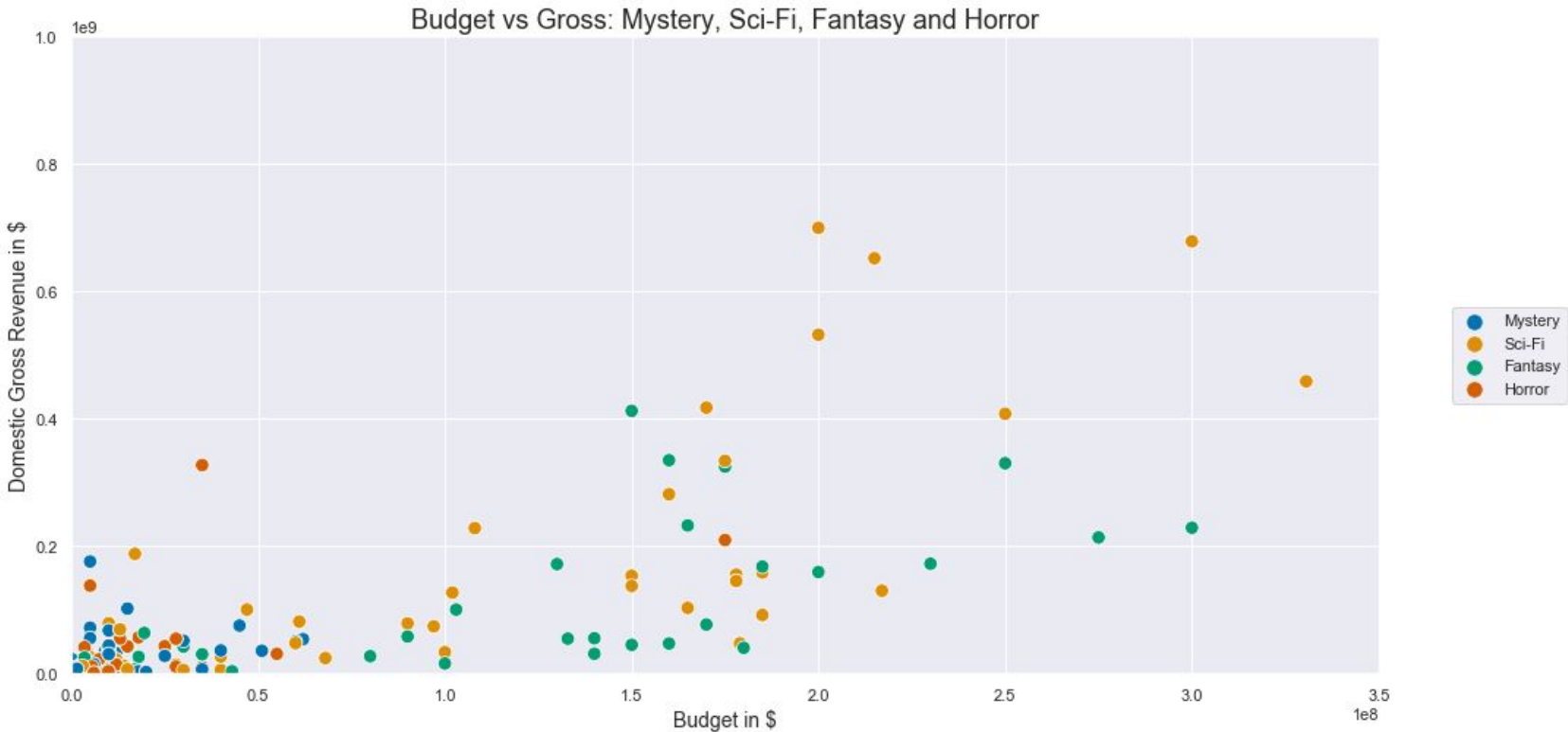


**Opportunities:**

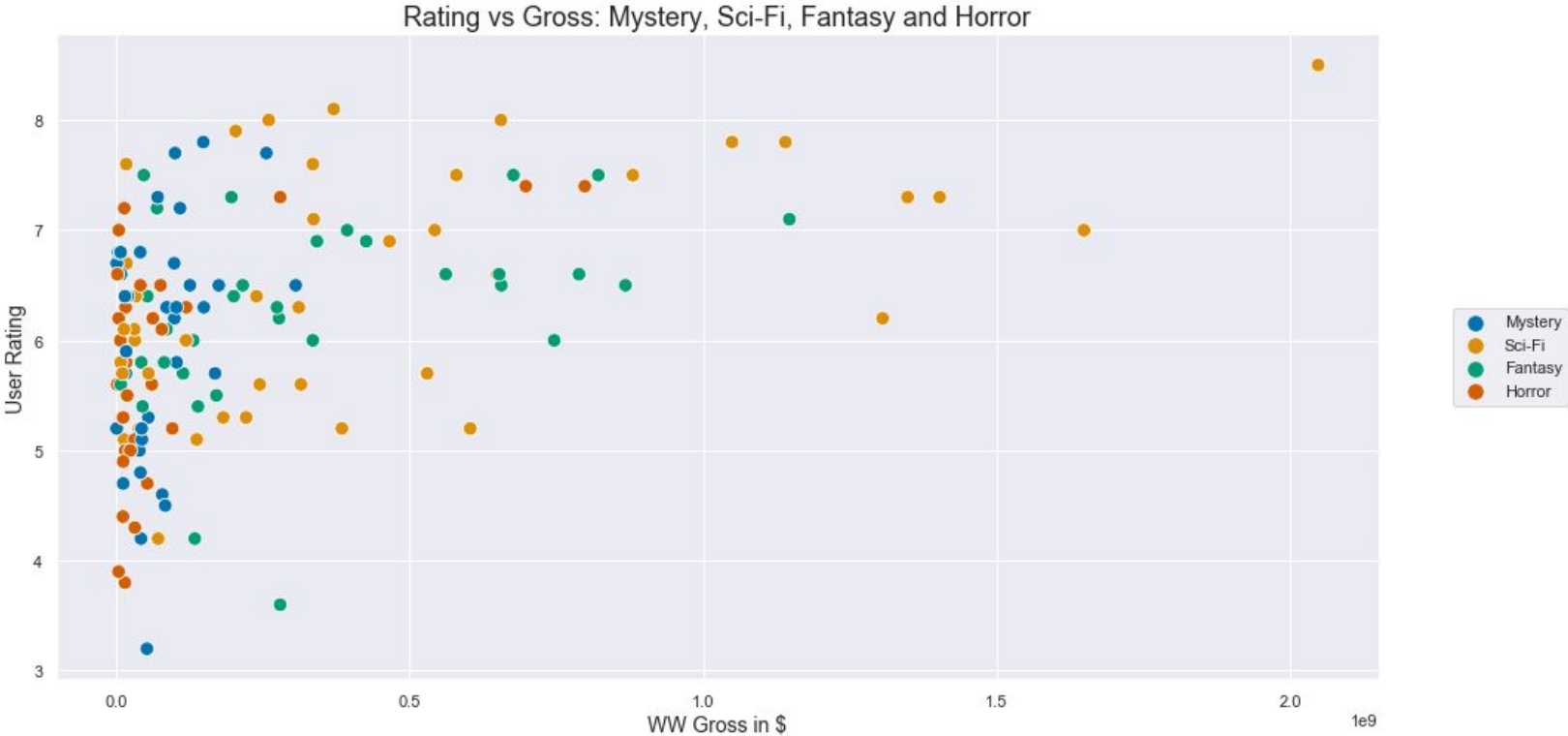
Sci-Fi and Fantasy have the highest grossing potential, and are not among the oversaturated genres.



How does budget affect domestic gross revenue for these 4 genres?



Does budget affect user ratings for these 4 genres?





# RECOMMENDATIONS

- For higher ROI, invest in a high-quality, high-budget Sci-Fi and Fantasy films.
- To achieve acclaim with on popular platforms like IMDB, include Documentaries in your slate of films.





# FUTURE WORK

- Explore which movies performed really poorly in recent years.
- Explore if it's better to focus on movies or TV shows, while sticking to the genres recommended above.
- Explore if working with certain high-profile actors will significantly increase your chances for higher profitability.

# THANK YOU!

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Flatiron Presentation