

# Microsoft Movie Studio

*What makes a movie successful?*

A stack of several black film reels is shown. A black film strip with white sprocket holes is draped over the top reel and loops around it, extending towards the bottom right of the frame. The background is white.

How well are they received?

Who do you hire to create and develop?

How much money do you make?

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# Agenda

- Introduction
- Genre Analysis
- Rating Analysis
- Hiring Analysis
- Summary and Questions
- Appendix/Sources



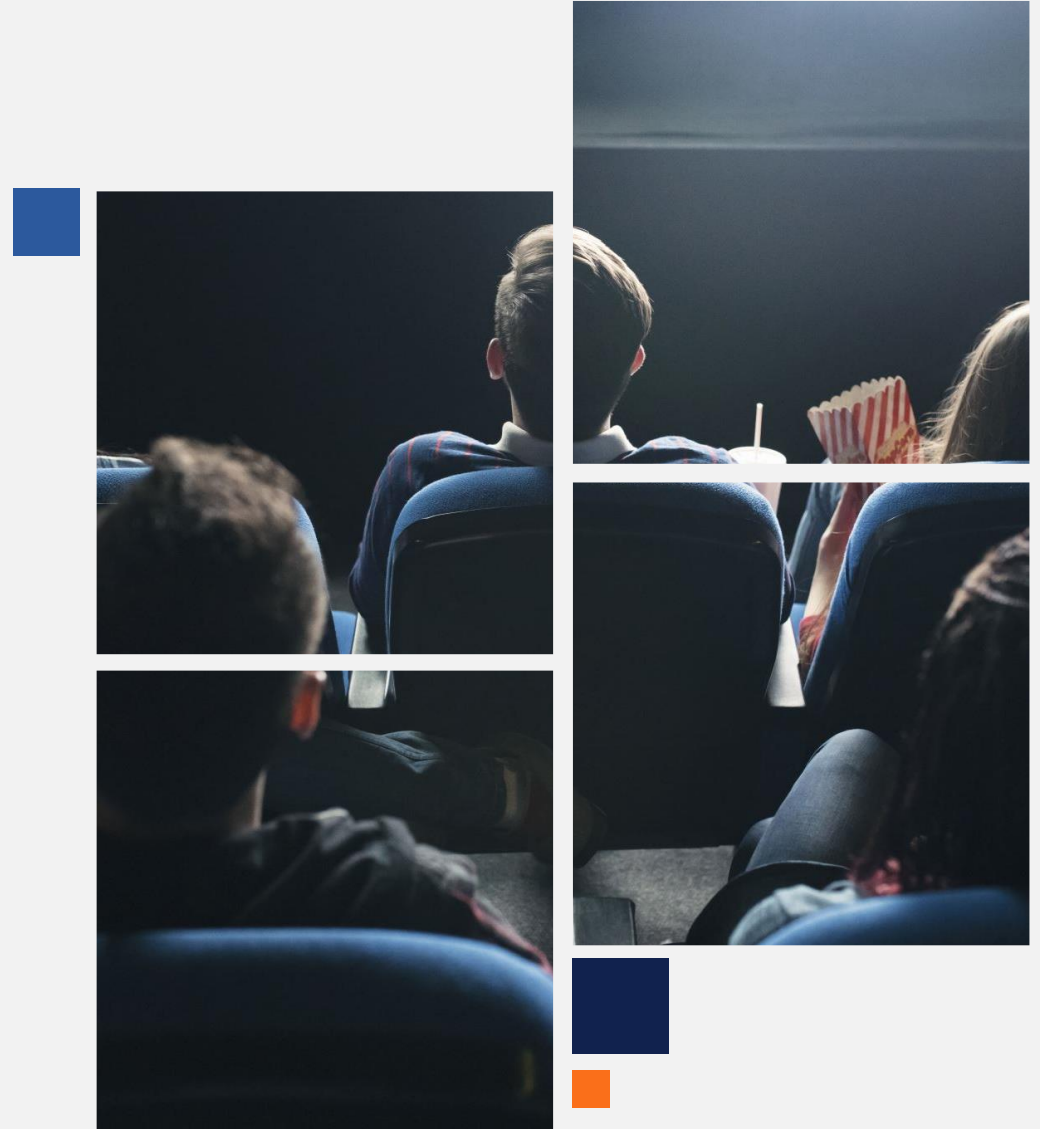
# Introduction

We have analyzed 3 areas of movies:

1. Genres
2. Ratings
3. Best Hires to make

Databases used include:

1. IMDB
2. The Numbers
3. The Movie Database







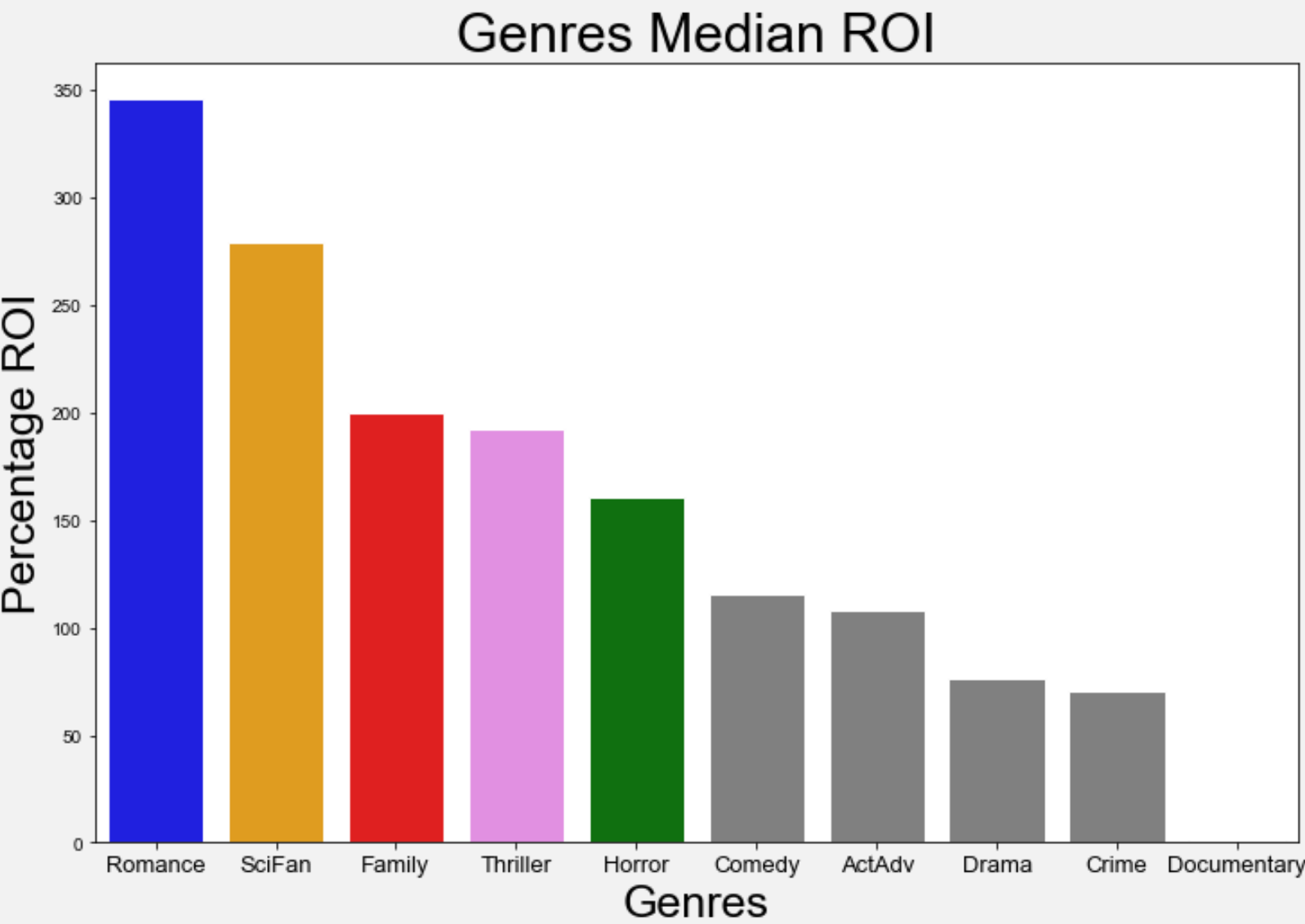
# Genre Analysis

*What Genres should your studio focus on for the highest returns?*



HOLLYWOOD

# Comparing ROI across Genres



Best ROI Genres:

- 1. Romance 340%
- 2. Sci-Fi & Fantasy 270%
- 3. Family 200 %
- 4. Thriller 190%
- 5. Horror 170%

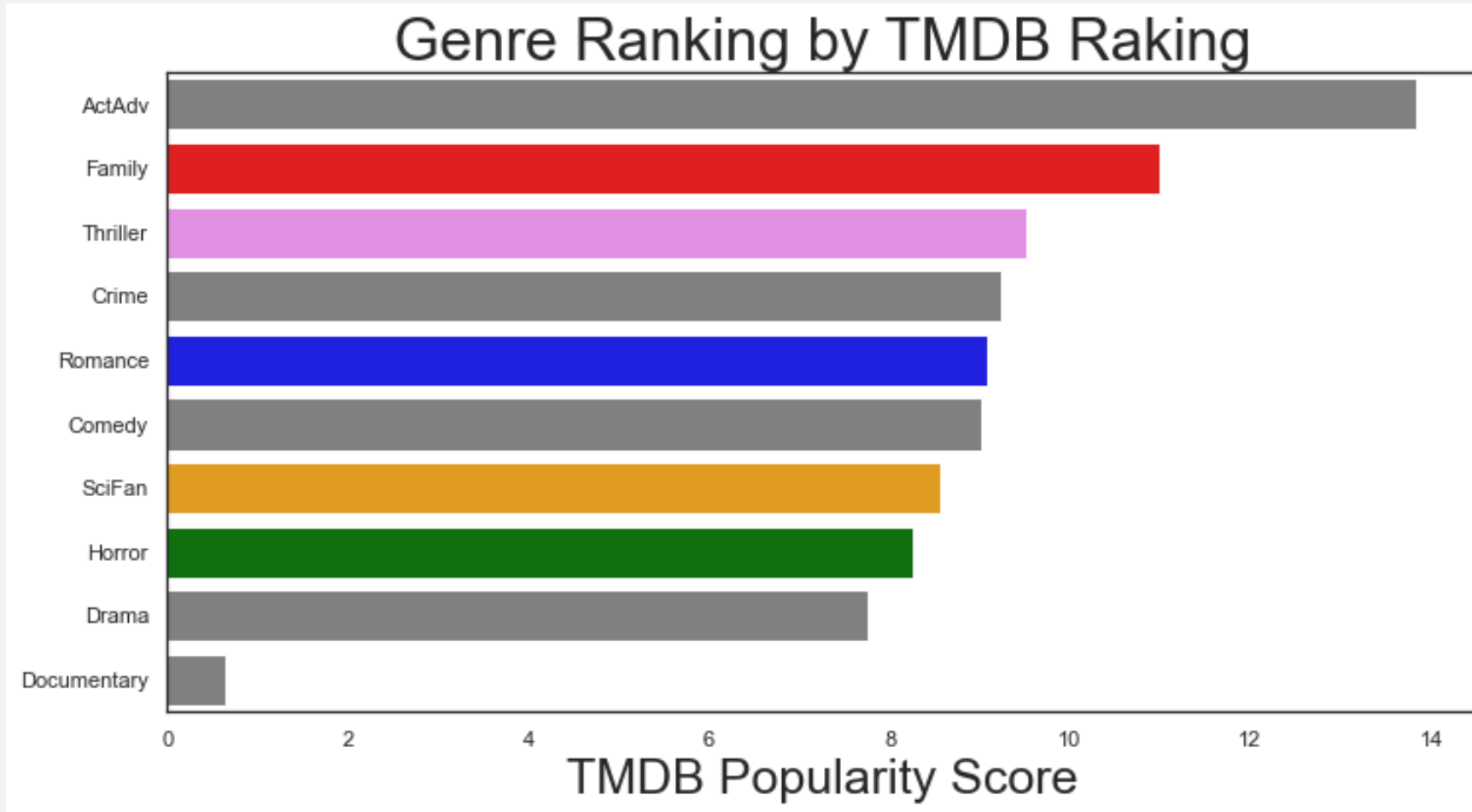
A light blue circle and a small orange circle are positioned in the upper left quadrant of the slide.

# Ratings analysis

What genres have the highest average rating with a high ROI?



# Comparing ratings across genres



Best rating Genres:

1. Family
2. Thriller
3. Romance
4. Sci-Fi/ Fiction
5. Horror



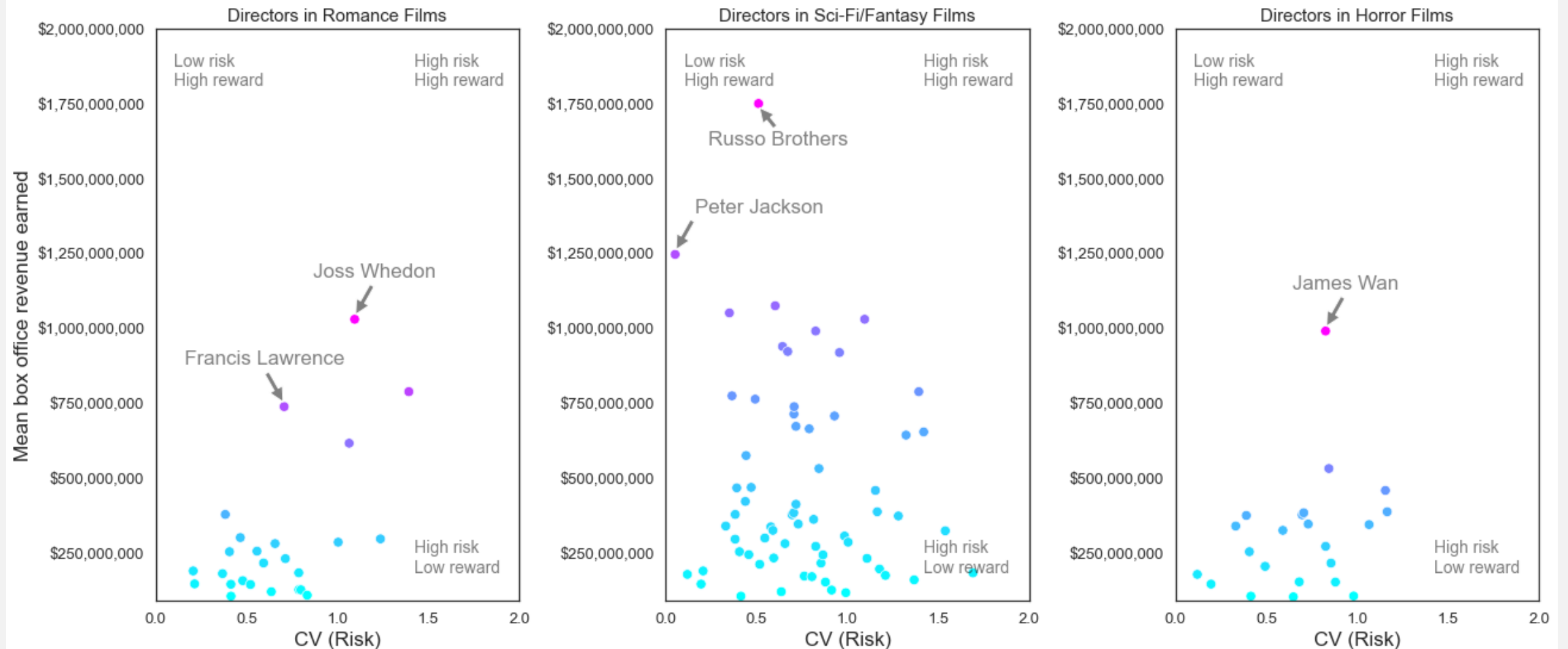
## Who to hire analysis

What area of hiring should you focus on  
the most?



# Directors Risk Analysis

Comparison of Directors by Revenue vs. Risk across Genres



# Directors to hire

## Romance:

- Joss Whedon
- Frances Laurence

## Science Fiction/Fantasy:

- Russo Brothers
- Peter Jackson

## Horror:

- James Wann



# Recommendations

## Best ROI

- Romance, Sci-Fi, and Fantasy

## Best Rating

- Family, Thriller, and Romance

## Directors

- Joss Whedon, Peter Jackson, James Wann

# Summary & Questions

## Concerns:

- 1. Hollywood accounting and reliability of financial data*
- 2. Data leaking/filtering aka survivorship bias*
- 3. Data is reliant on our source database accuracy*





## Sources:

### Used:

<https://www.imdb.com/>

<https://www.the-numbers.com/>

<https://www.themoviedb.org/?language=en-US>

### Not Used:

<https://www.boxofficemojo.com/>

<https://www.rottentomatoes.com/>

## Team members Git pages:

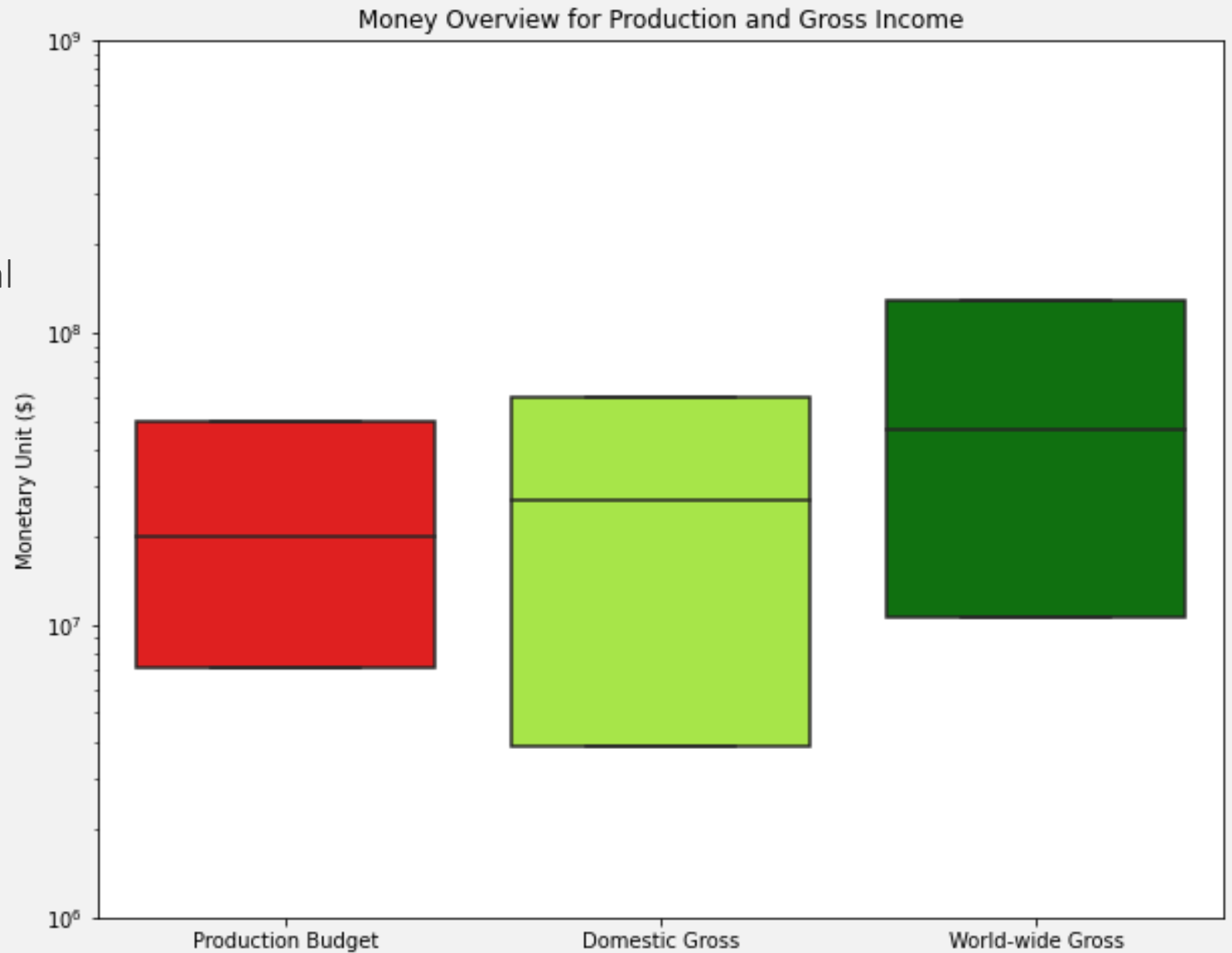
Nick Hall: <https://github.com/hall-nicholas>

Clay Hunn: <https://github.com/clayhunn>

Ahmad Samiee: <https://github.com/CoderAPS>

# Box Plot

- Worldwide increases profit potential



# Directors, Writers, or Actors

