

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 extends down the side of the stack, ending in a loop at the bottom right. 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



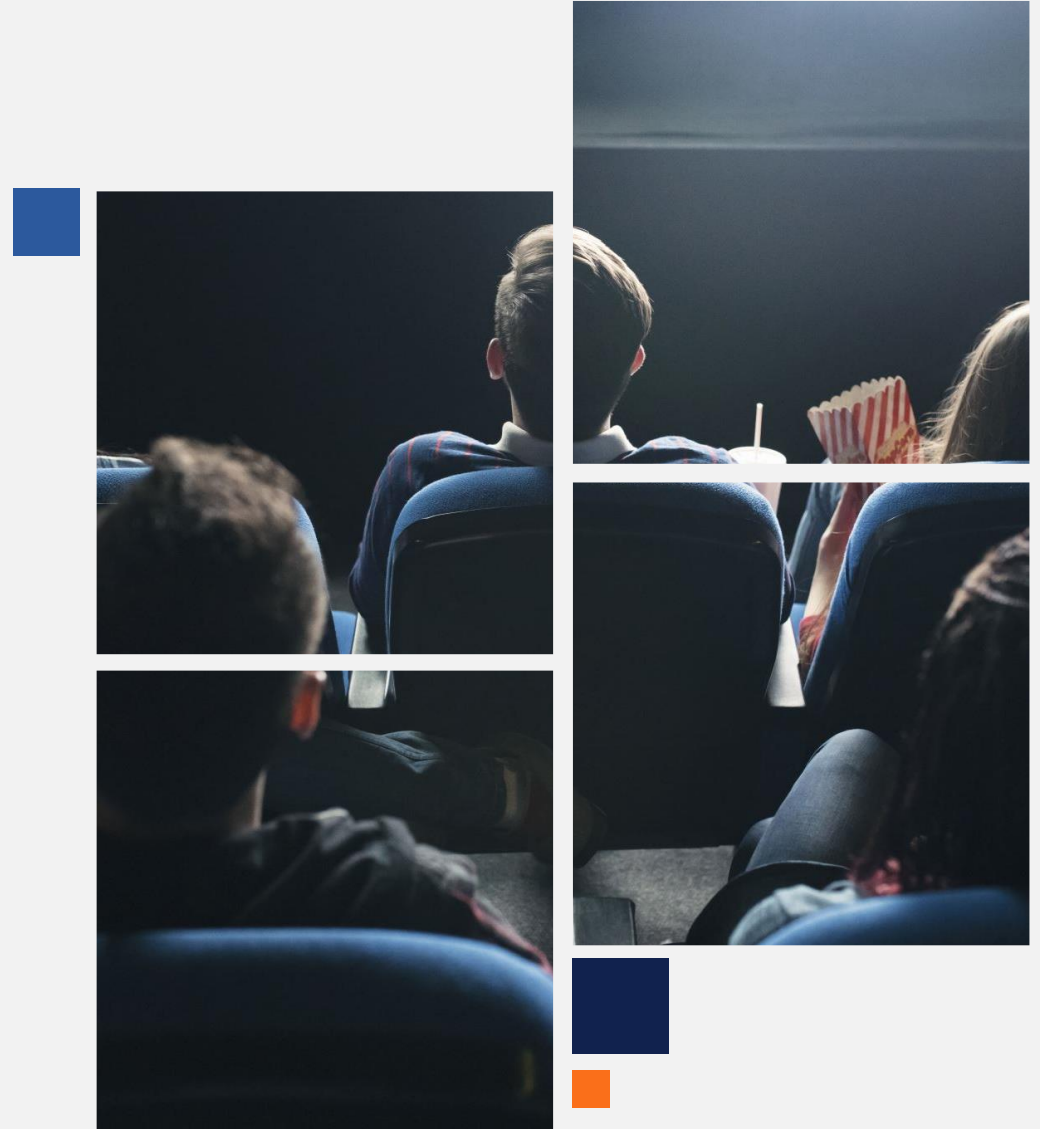
Introduction

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





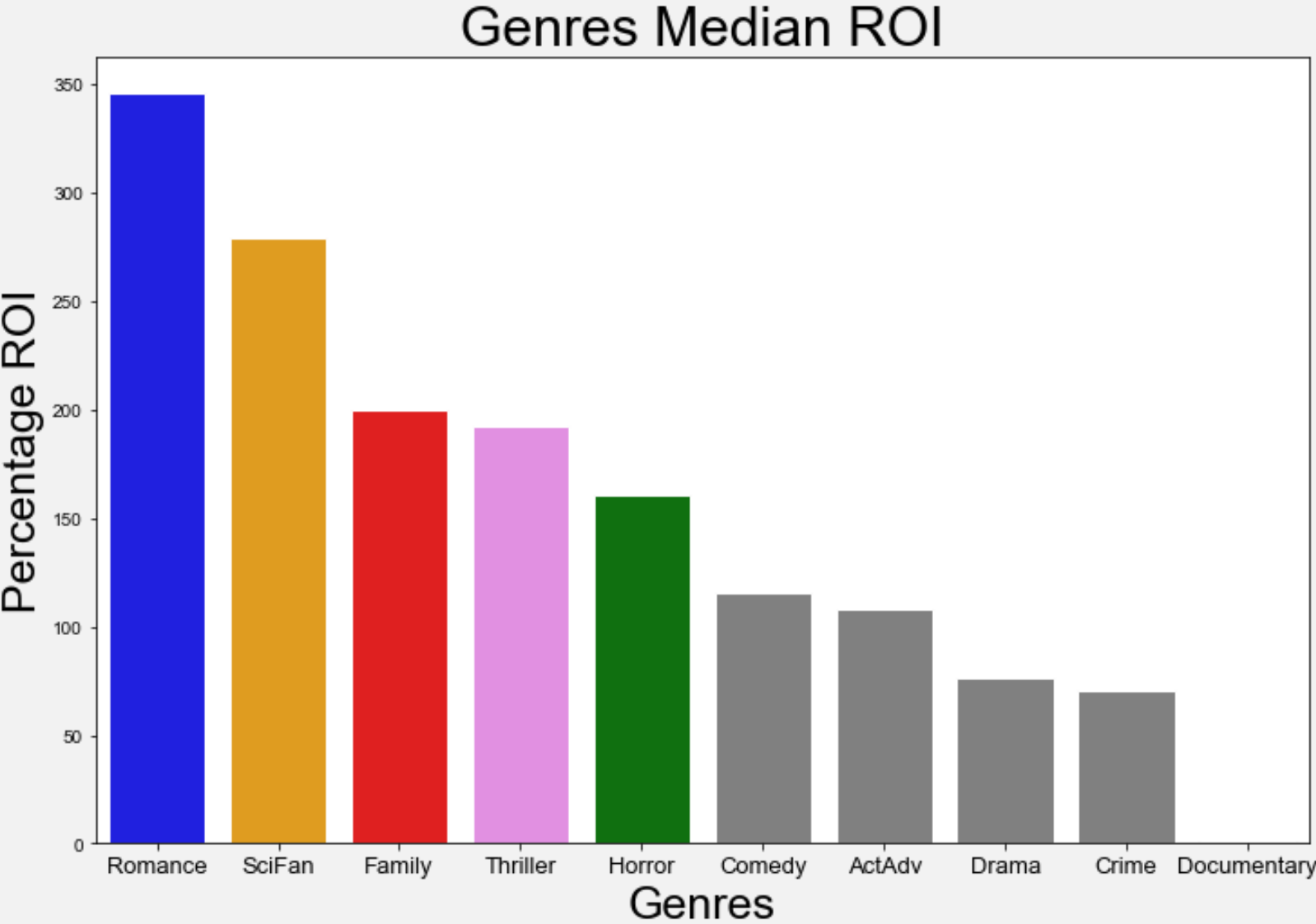
Genre Analysis

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



HOLLYWOOD

Comparing ROI across Genres



Best ROI Genres:

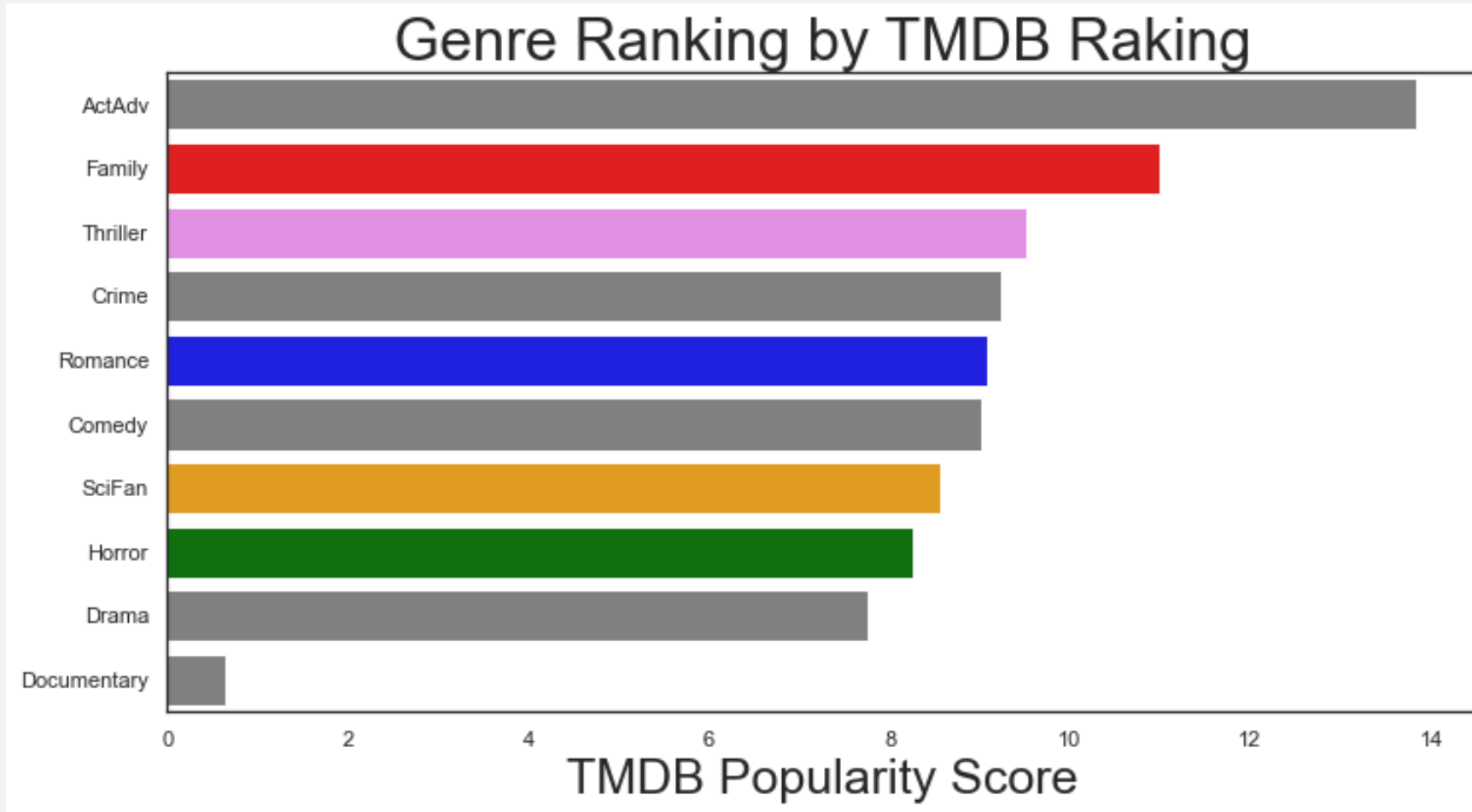
- 1. Romance 340%
- 2. Sci-Fi & Fantasy 270%
- 3. Family 200 %
- 4. Thriller 190%
- 5. Horror 170%



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

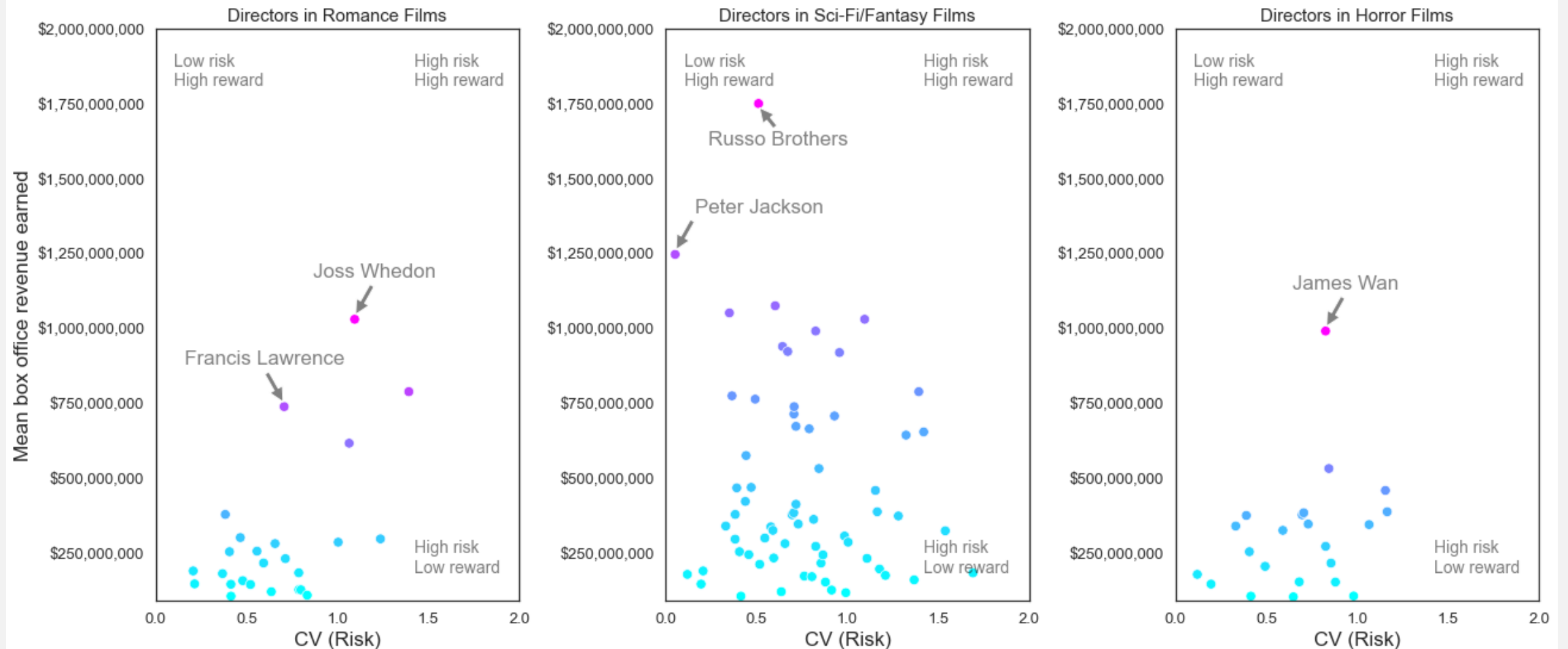


Who to hire analysis

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

