

Microsoft Movie Studio: A Romance to Make Millions

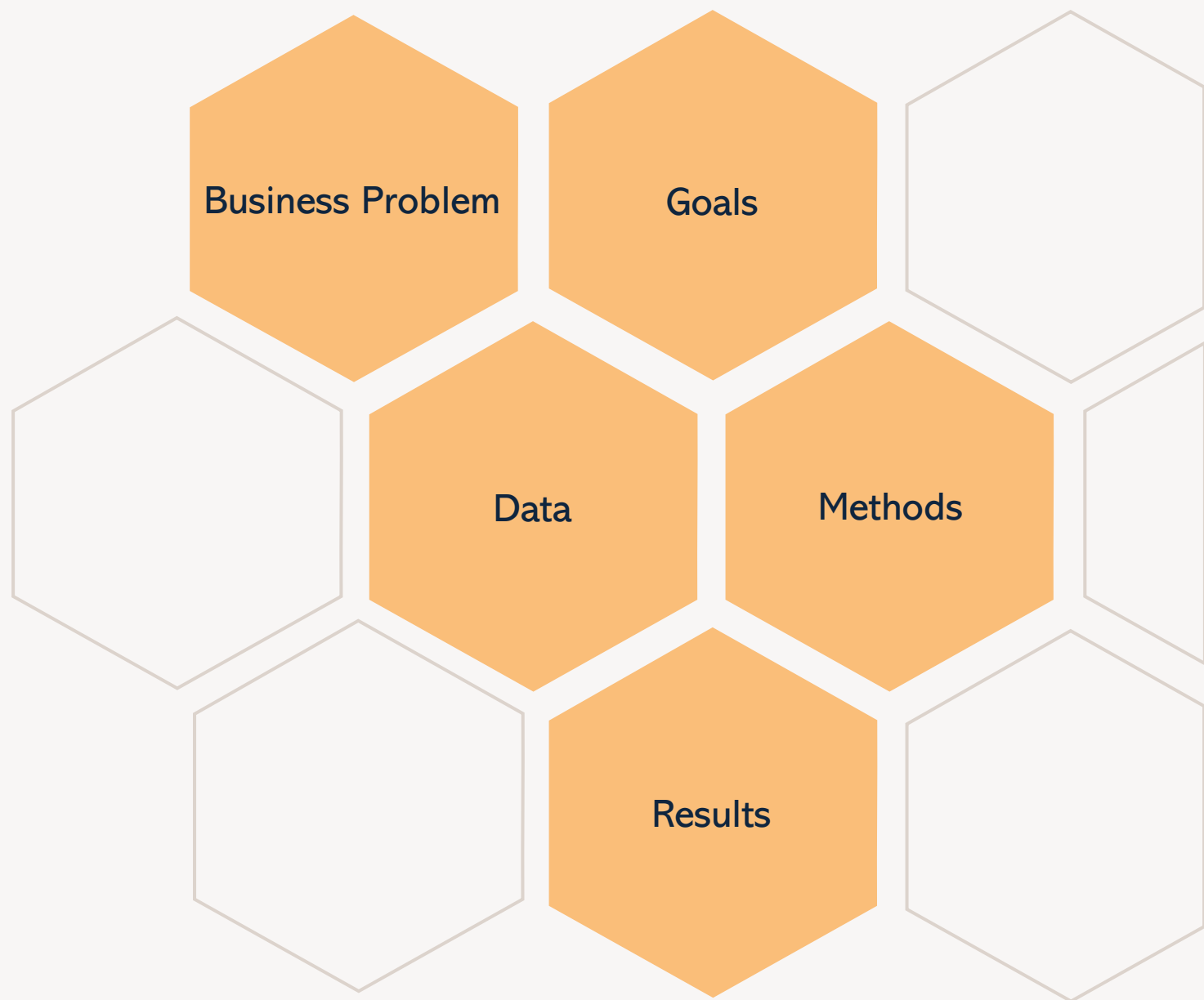
Jordan
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Agenda

Presentation Title



Business Problem

Microsoft is interested in entering the movie business. How can they best approach making a studio in order to ensure a profit?



A collage of various financial documents, including spreadsheets, charts, and tables, arranged in a circular pattern. A large white hexagon is centered over the collage. The documents feature blue and red lines, graphs, and tables of data.

**BIGGEST
RETURN ON
INVESTMENT**

Primary goal

Data

The logo for Box Office Mojo, featuring the words "Box Office" in a black sans-serif font above the word "Mojo" in a large, bold, red serif font.

Box Office Mojo

Gross Income
Years
Production Budget

The logo for The Numbers, featuring the word "THE" in a small red box with white text, followed by the word "NUMBERS" in a large, bold, black sans-serif font.

The Numbers

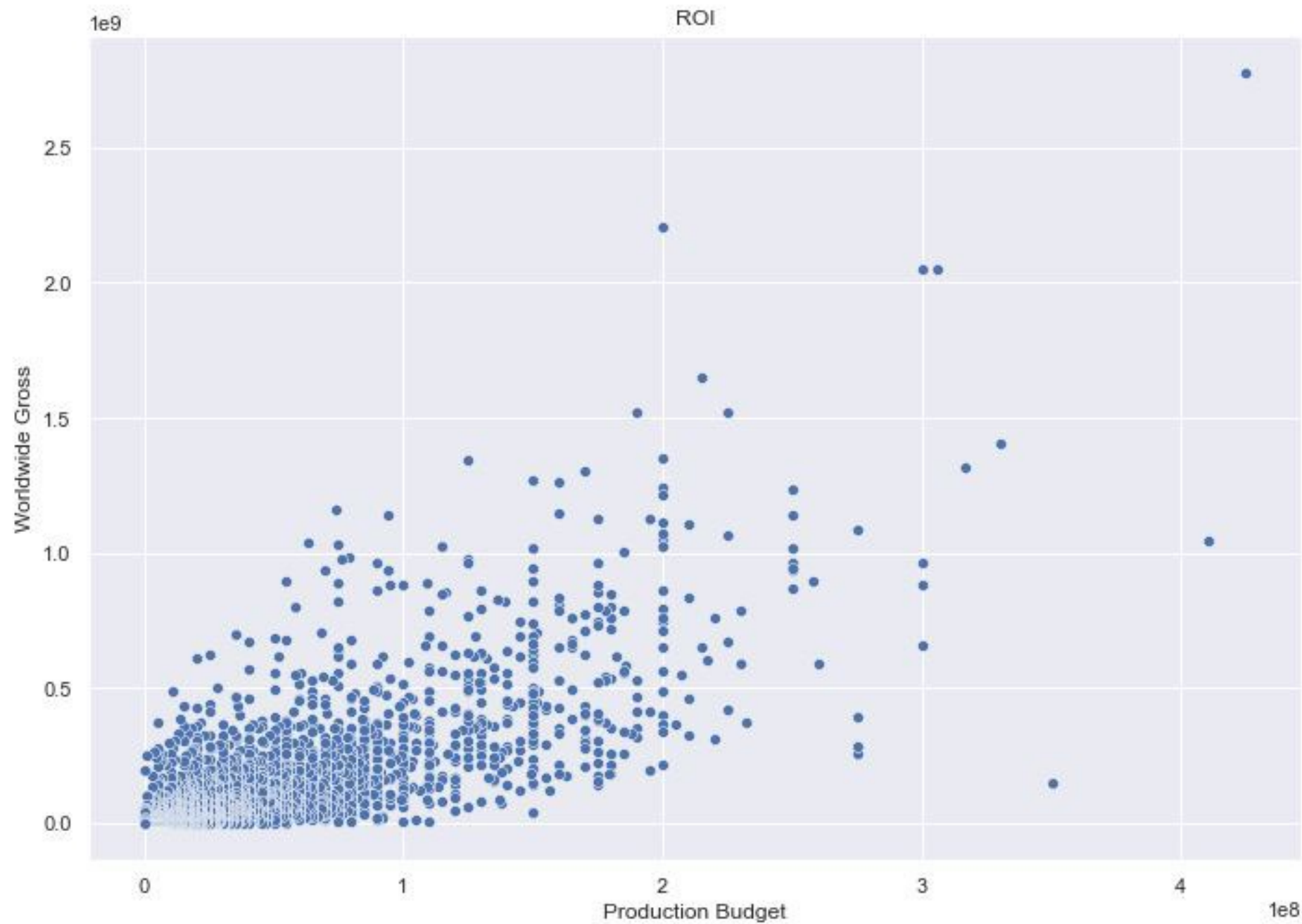
Gross Income
Years



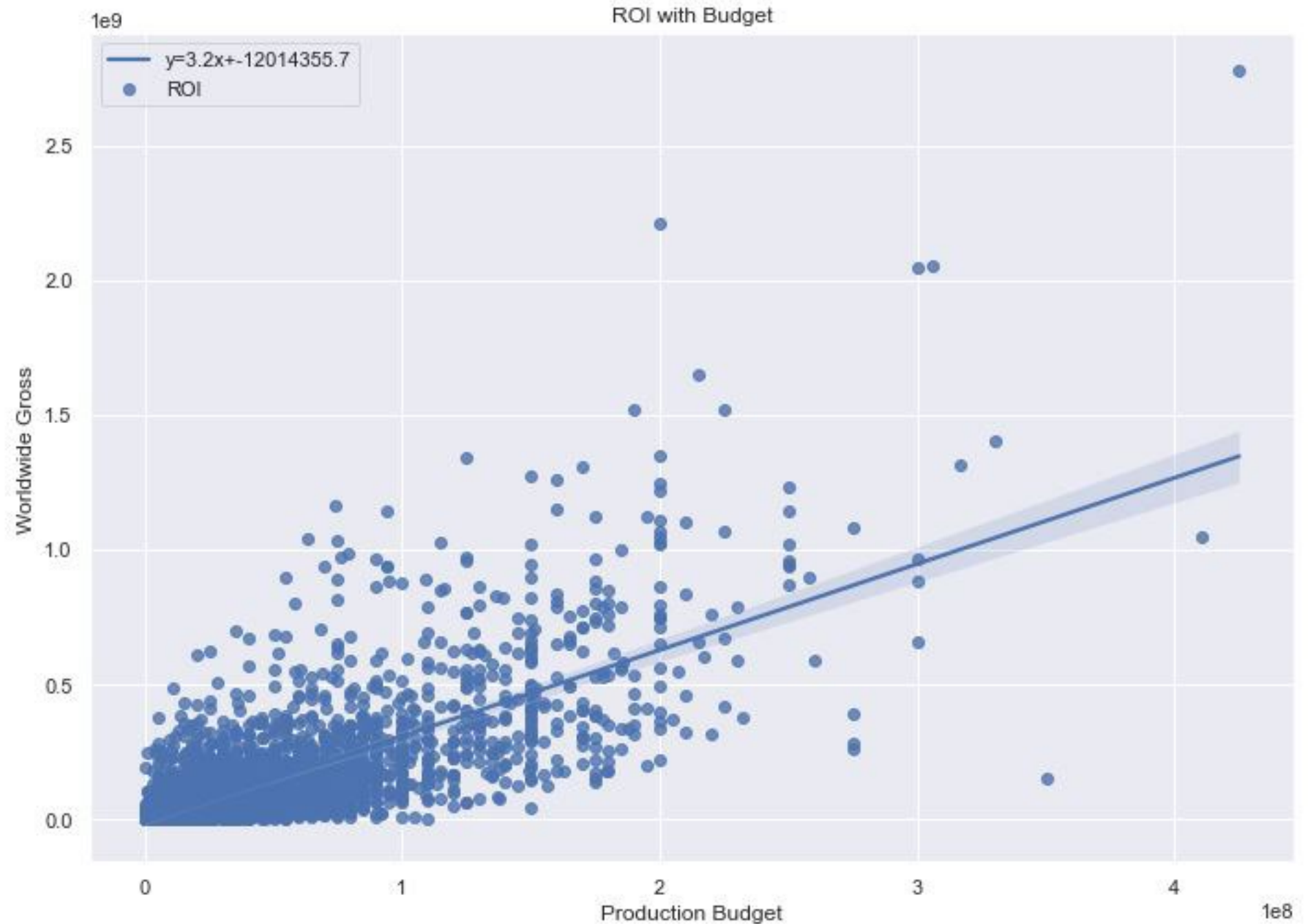
Rotten Tomatoes

Genres
Ratings
Critic Rating

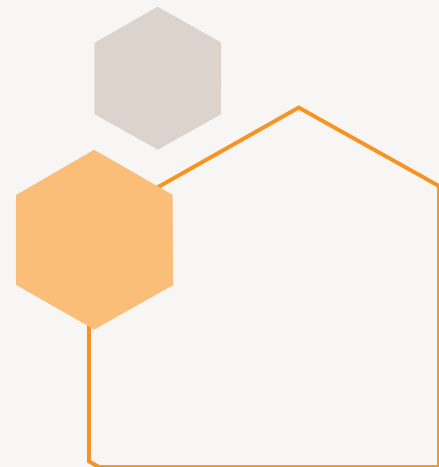
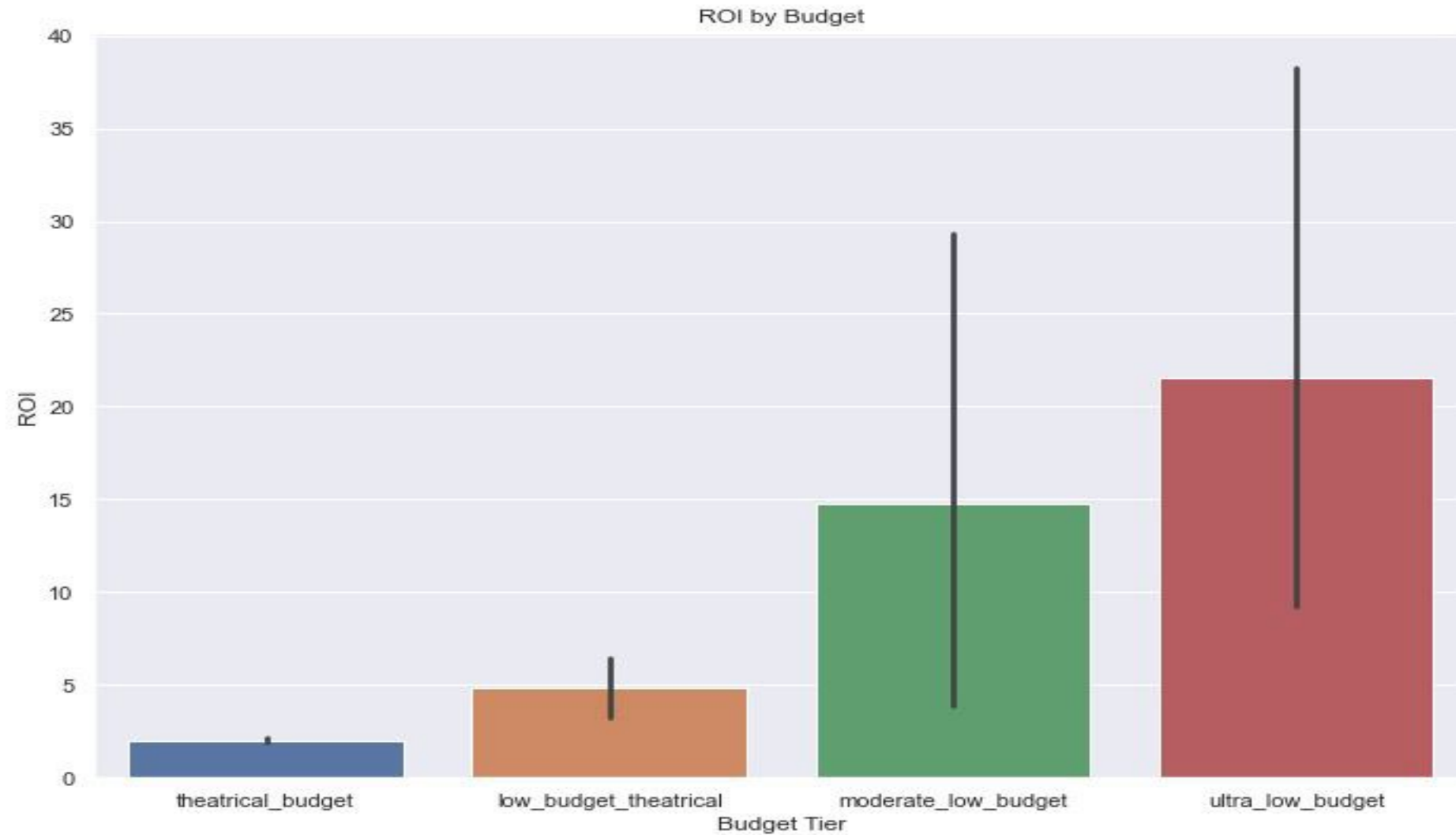
ROI



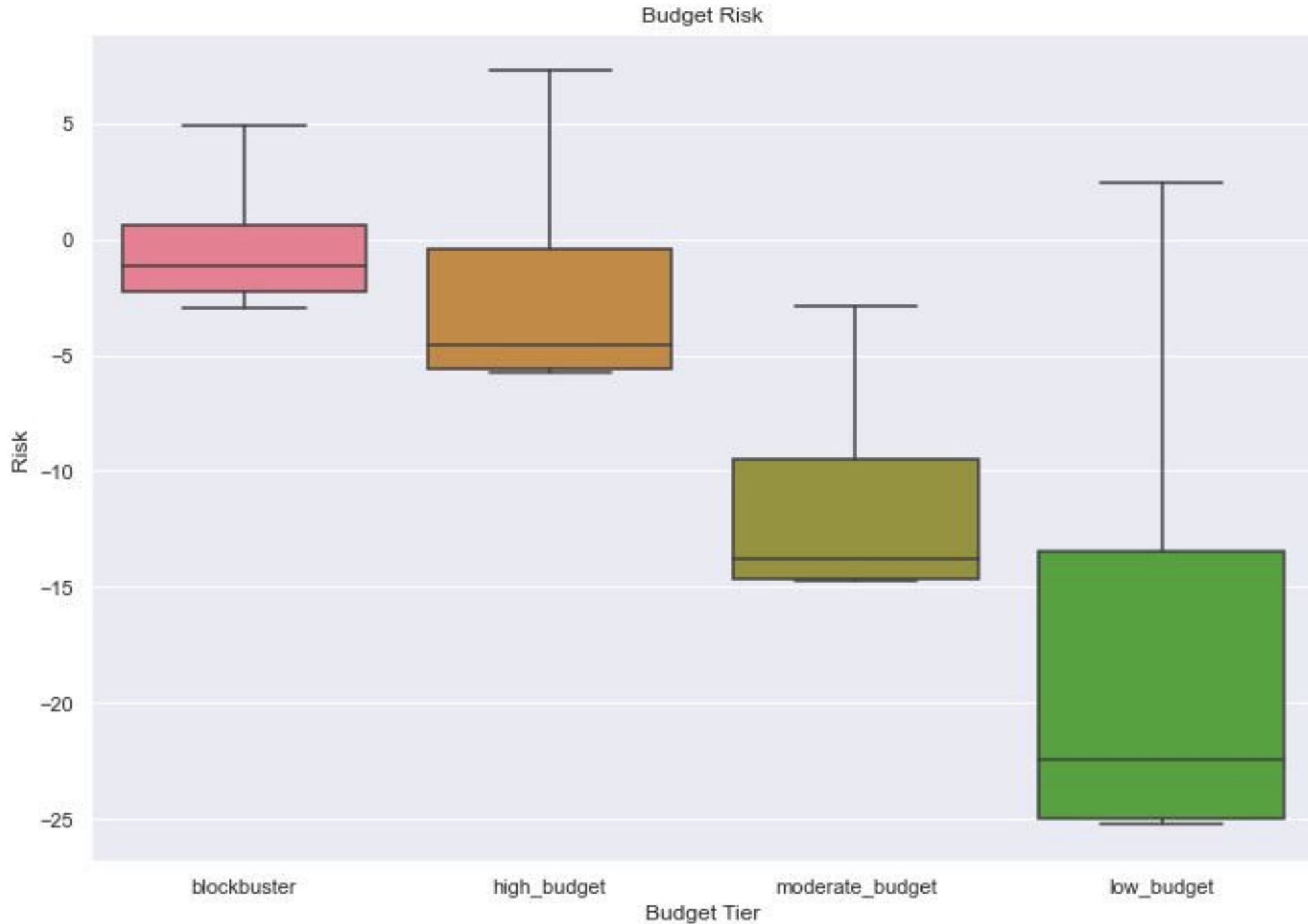
ROI on Dollar Spent



Budget Tier Variability



Budget Tier Risk Analysis



critic_rating

rating

NR

8

G

19

PG

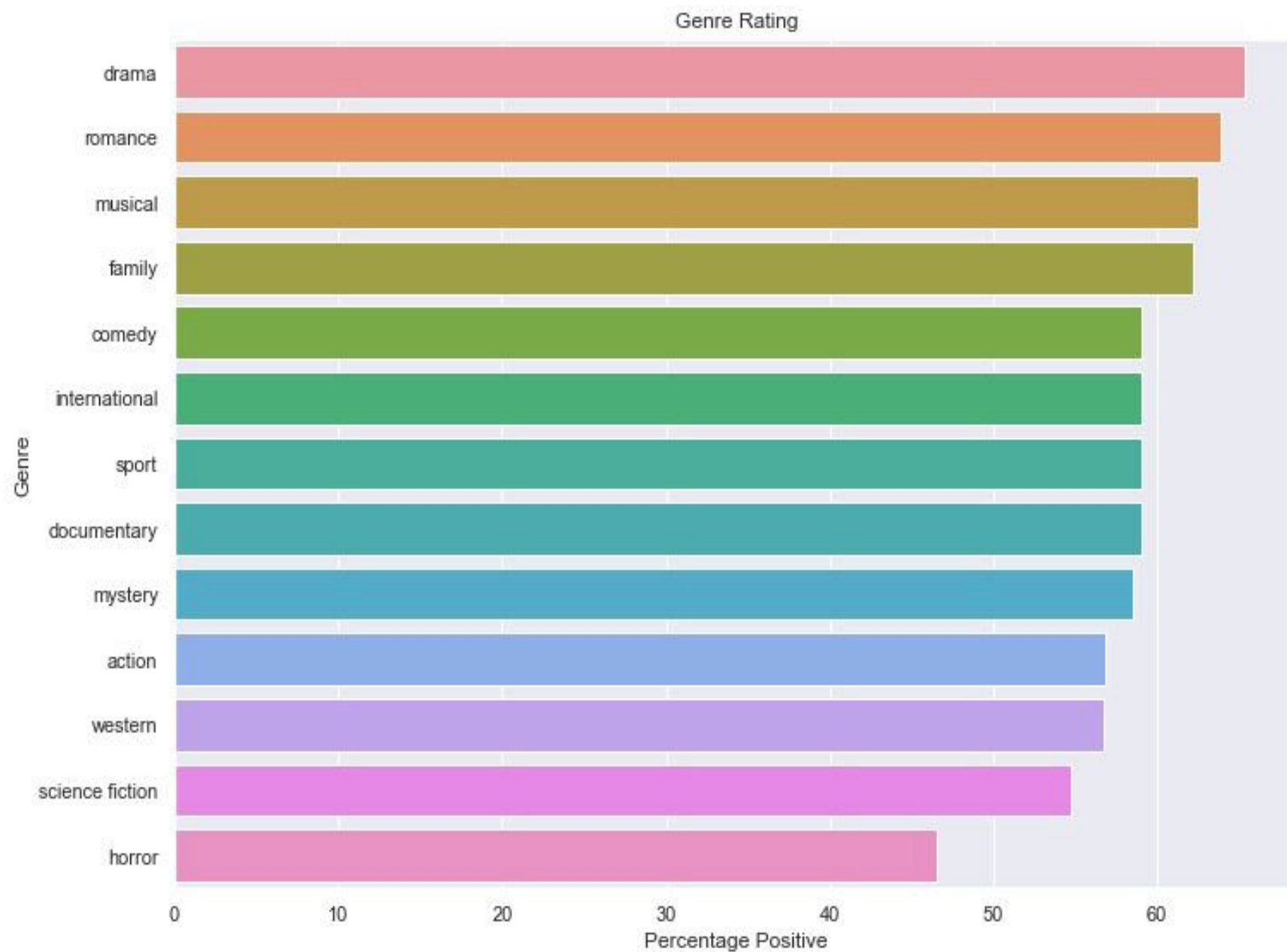
27

R

36

PG-13

45



Results



ROI

- The more money spent on production, the better the return on investment.
- Minimize financial risk by:



Budget Tiers

- Focus the majority of the spending budget on making large theatrical productions, “blockbuster” films.
- Feel free to sometimes take risks on smaller production films.
- Guarantee people will want to see the films by:



Critic Ratings and Genre

- Focus primarily on PG-13 and R rated films
- Focus primarily on the genre's of Drama, Comedy, and Musical

Summary

While we happily trust our analysis on the budget production, return on investment, and film tier, we are suspect of the conclusions involving genre. This is due to lack of data set. Given time constraints, we were not able to access a data set that connected genre, production budget, and gross income, which means we cannot actually draw any correlation between genre type, critical review, and ROI.





Thank you

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