

Microsoft Movie Studio: A Romance to Make Millions

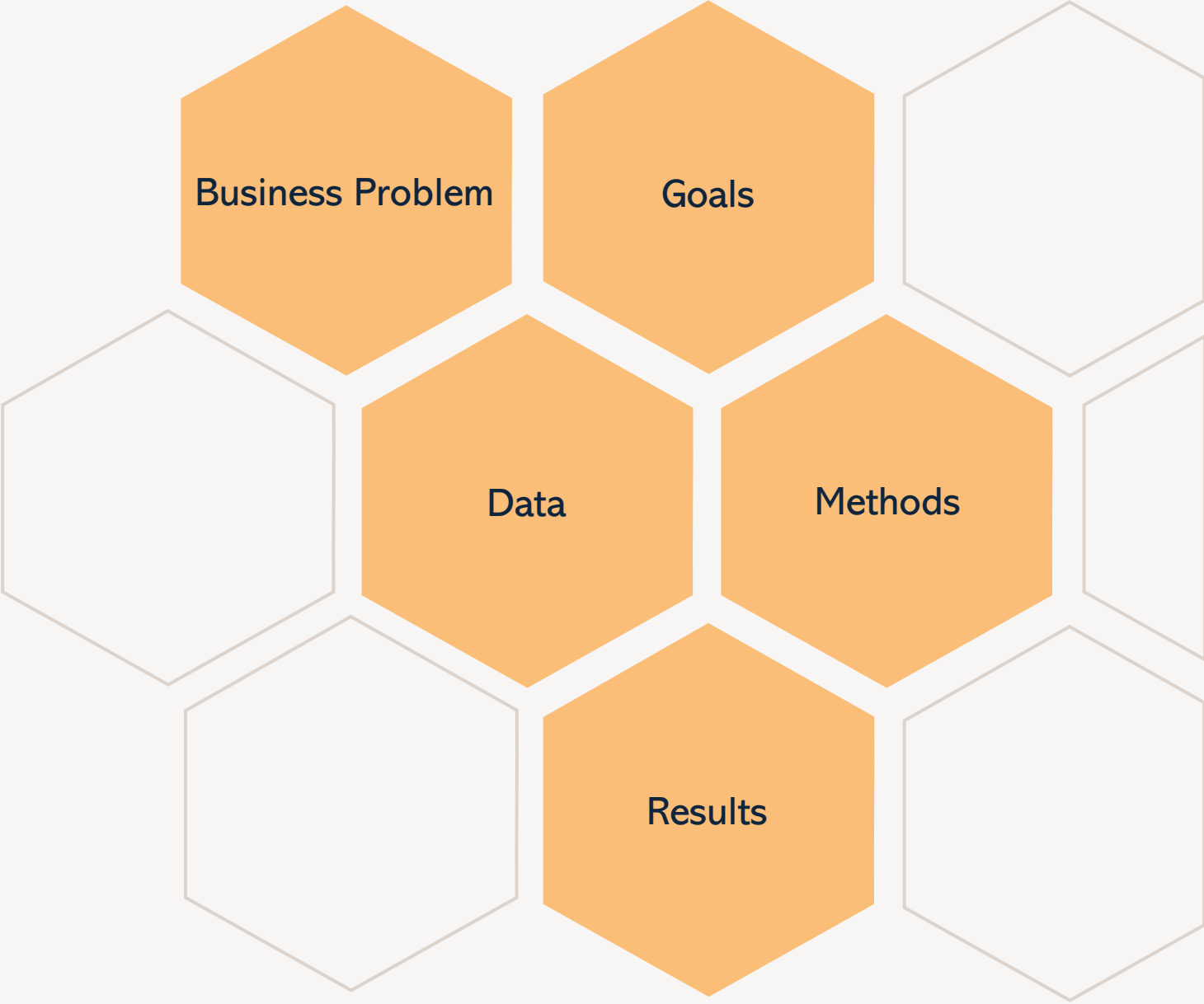
Jordan
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Agenda

Presentation Title



Business Problem

Microsoft is interested in entering the movie business but with little experience. Our job is to help they figure out how can they best approach making a studio in order to unsure a profit.



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

**BIGGEST
RETURN ON
INVESTMENT**

Primary goal

The Data



Box Office Mojo

An American website that tracks box-office revenue in a systematic, algorithmic way

Gross Income
Years
Production Budget



The Numbers

Provides detailed movie financial analysis, including box office, DVD and Blu-ray sales reports, and release schedules

Gross Income
Years

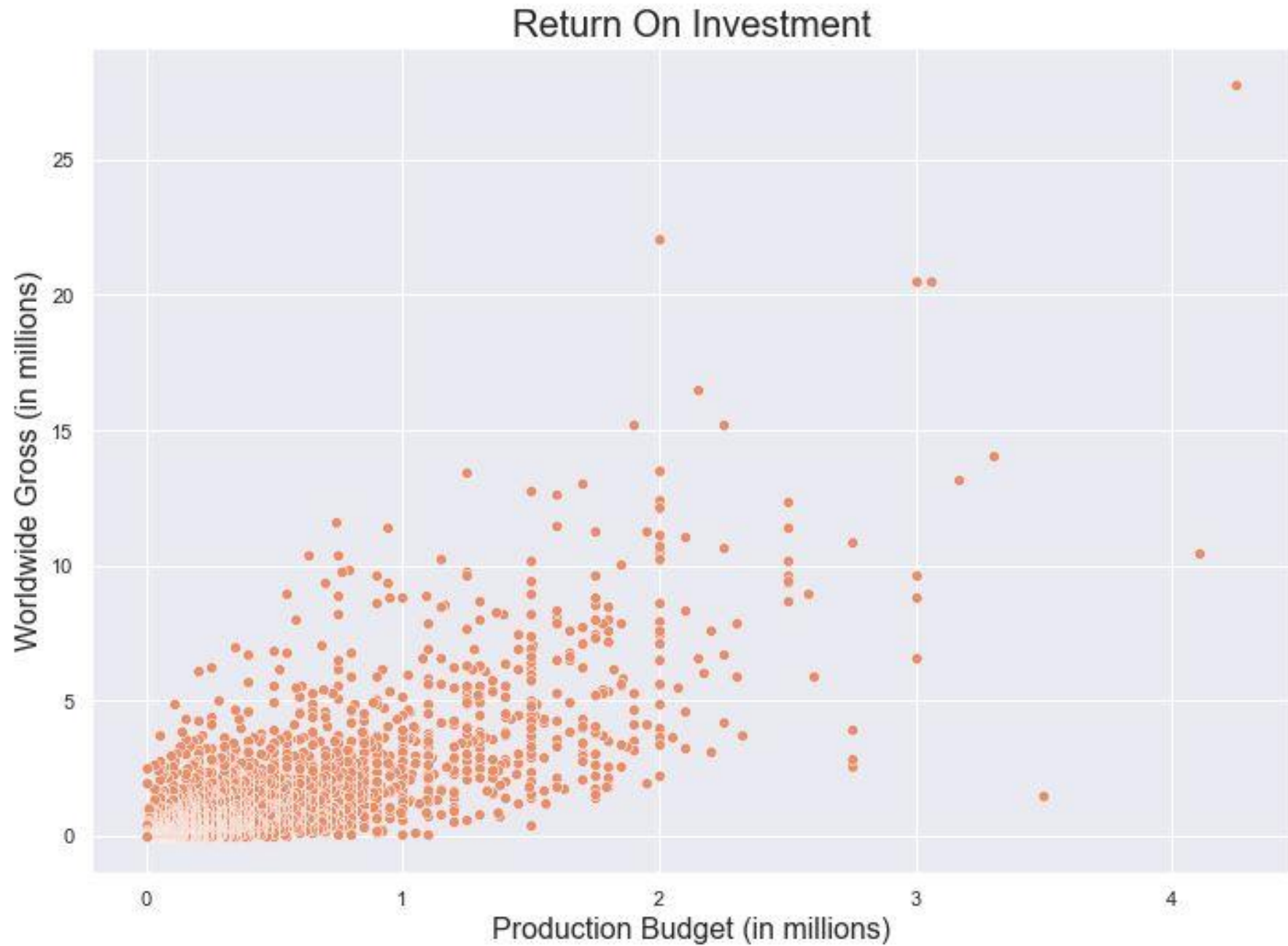


Rotten Tomatoes

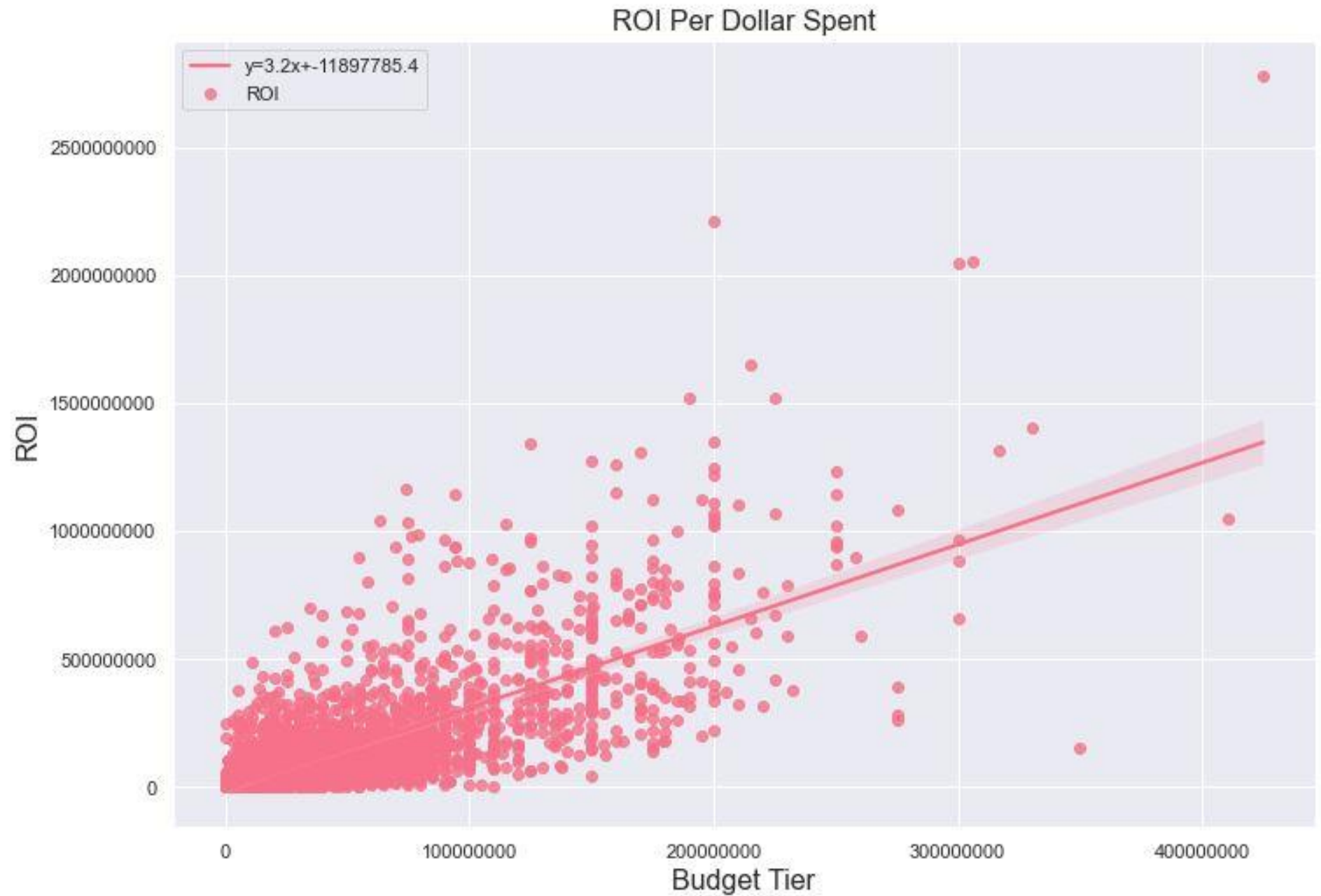
An American review-aggregation website for film and television.

Genres
Ratings
Critic Rating

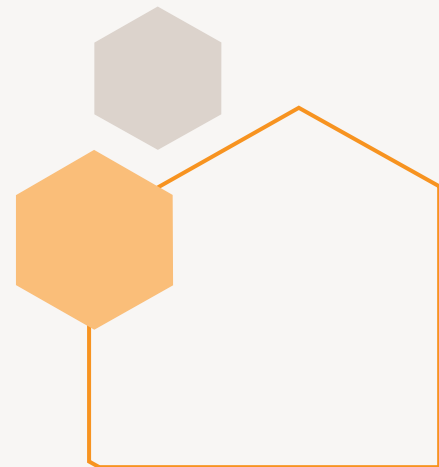
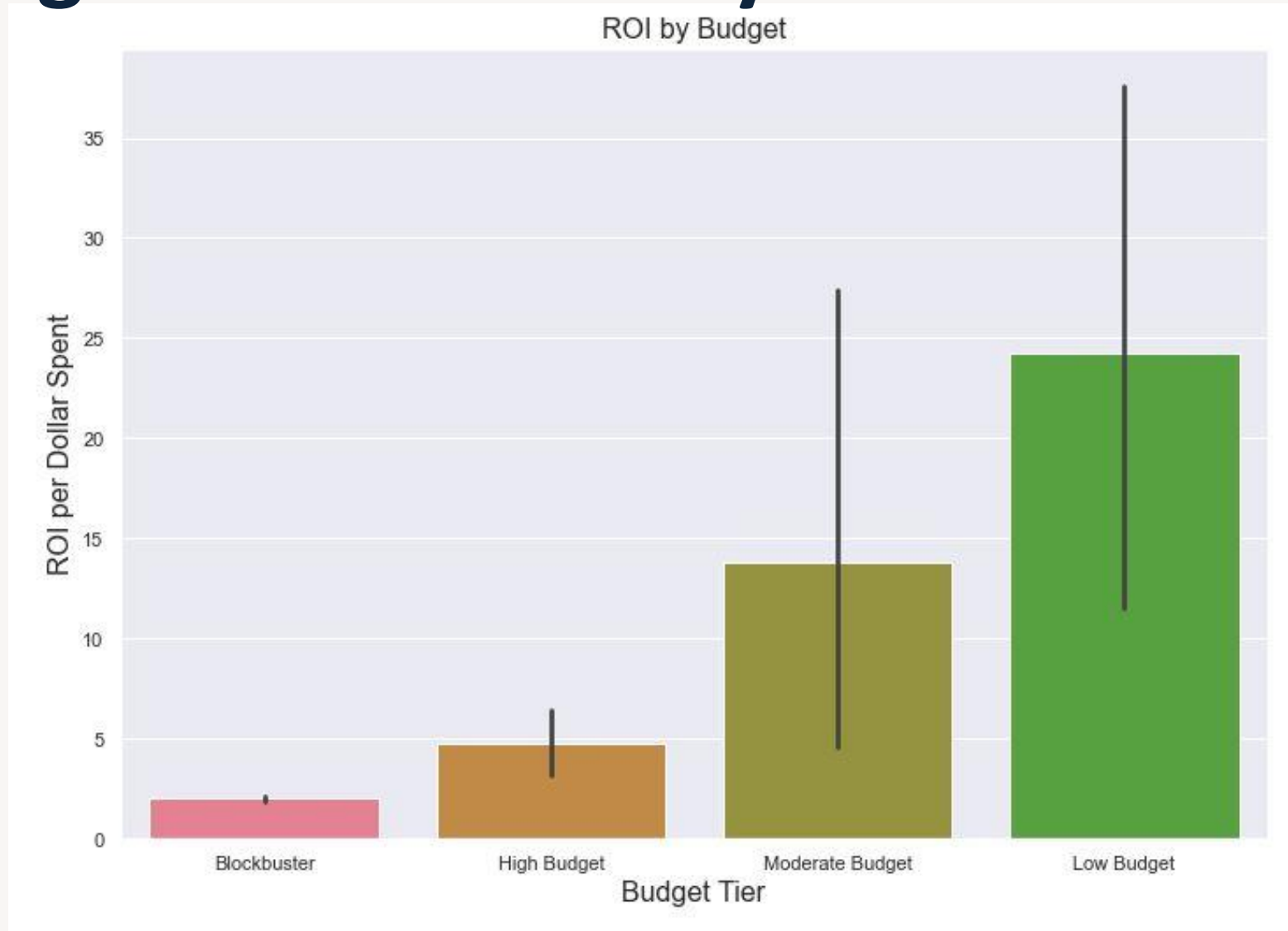
ROI



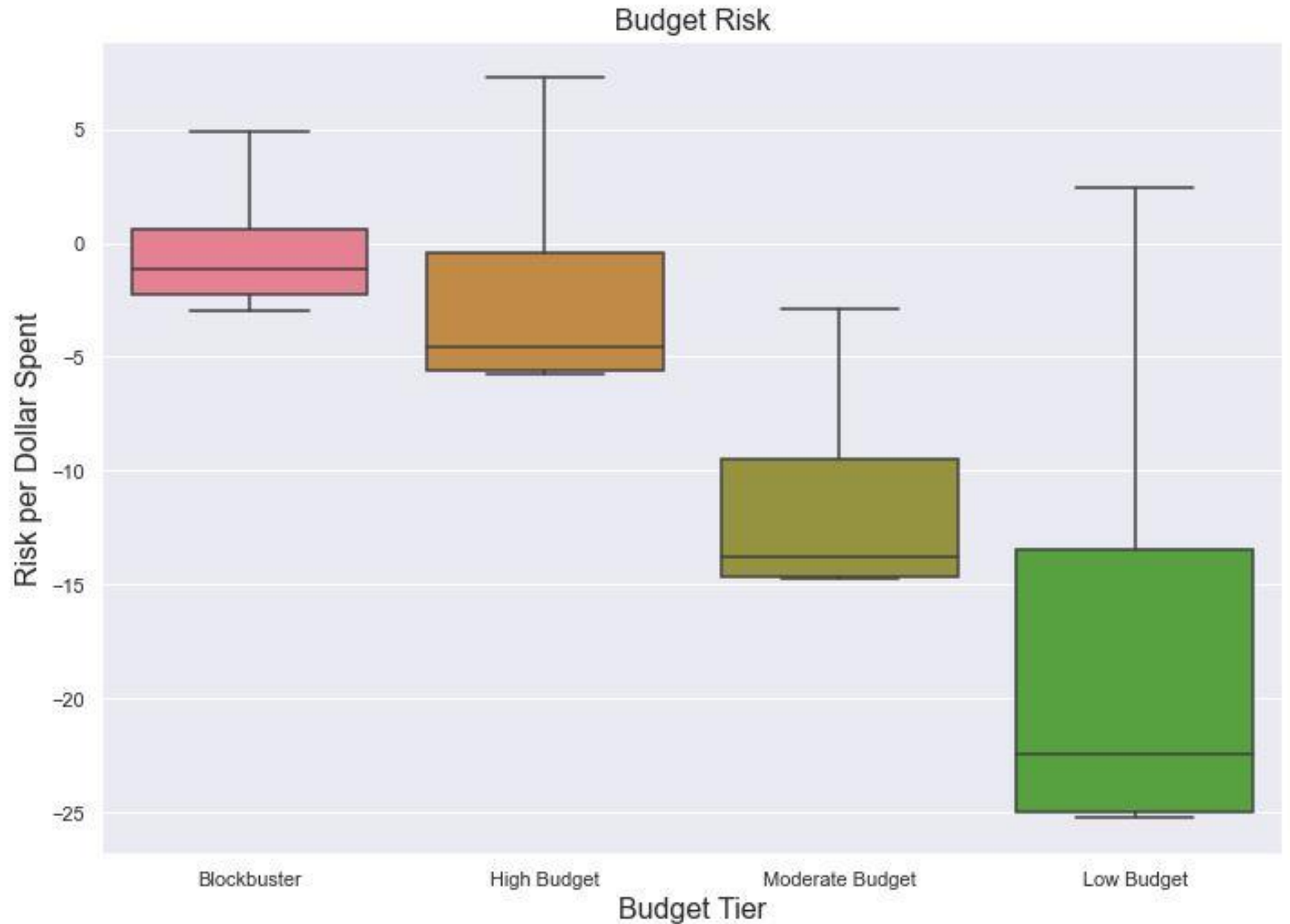
ROI on Dollar Spent



Budget Tier Variability



Budget Tier Risk Analysis



critic_rating

rating

NR

8

G

19

PG

27

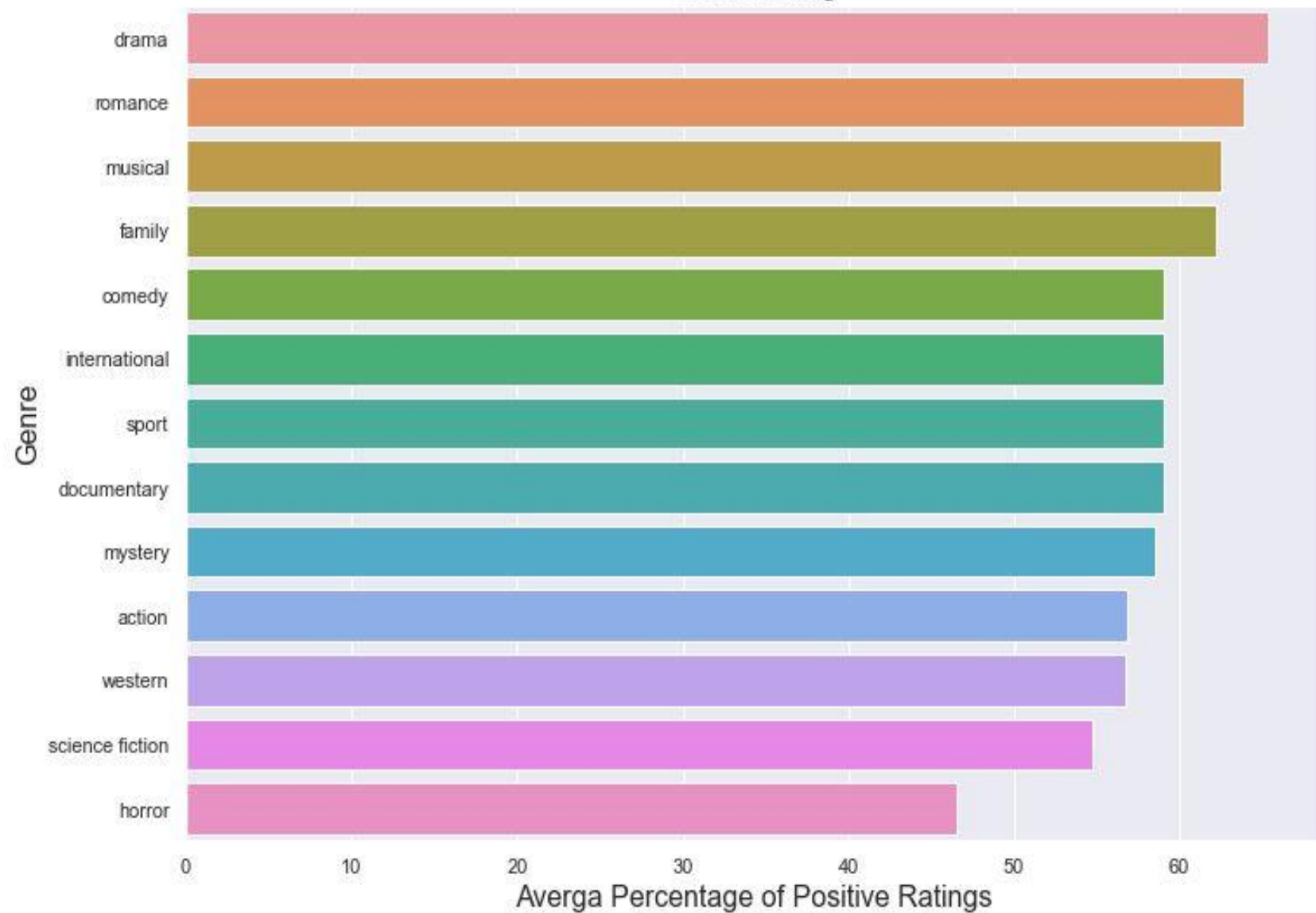
R

36

PG-13

45

Genre Rating



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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