

The background is a dark navy blue. It is decorated with several large, overlapping, semi-transparent geometric shapes, primarily triangles and parallelograms, in a variety of colors including bright green, cyan, magenta, orange, and red. These shapes are arranged in a way that creates a sense of depth and movement, with some appearing to recede into the background and others coming forward.

MICROSOFT MOVIE RECOMMENDATIONS

Justin Fleury and Laurent Mundell

Microsoft's New Venture

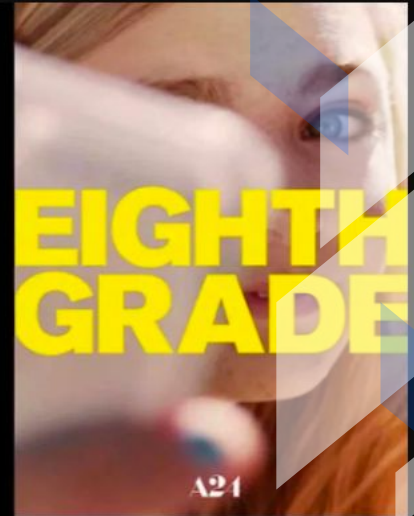
CREATION OF ORIGINAL VIDEO CONTENT

- › Established, segregated market
- › Will need to be deliberate in strategy to be successful

PROPOSED STRATEGY

- › Build credibility with high ratings
- › Establish sustainable income with high profit-margin productions
- › Phase 2: Make that money \$\$\$





OUR FOCUS

- Genres
- Specific Directors



What types of movies should we target?

The slide features a dark navy blue background. In the top-left and bottom-left corners, there are overlapping, semi-transparent geometric shapes in shades of green, blue, orange, and pink. Similarly, in the top-right and bottom-right corners, there are overlapping, semi-transparent geometric shapes in shades of green, blue, purple, and orange. The shapes are angular and layered, creating a modern, abstract feel.

DATA ANALYSIS

Let's see what the research tells us

Let's Talk About the Data

IMDB PUBLICLY AVAILABLE DATASET

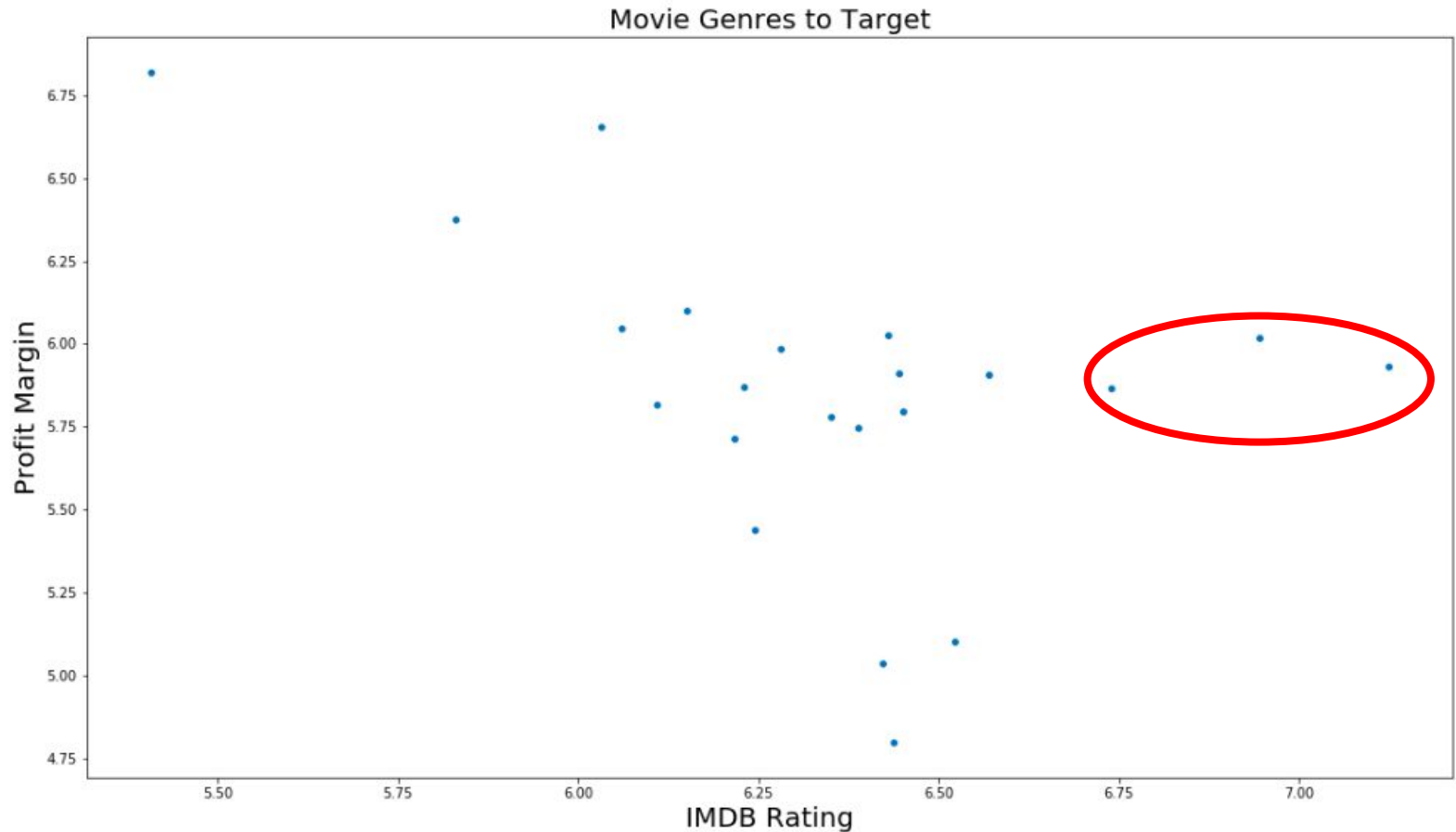
- › Contains title, genre, crew, rating information

THE-NUMBERS.COM MOVIE BUDGETS

- › Contains production budget, gross earnings information



Balancing Genre Profitability with Ratings

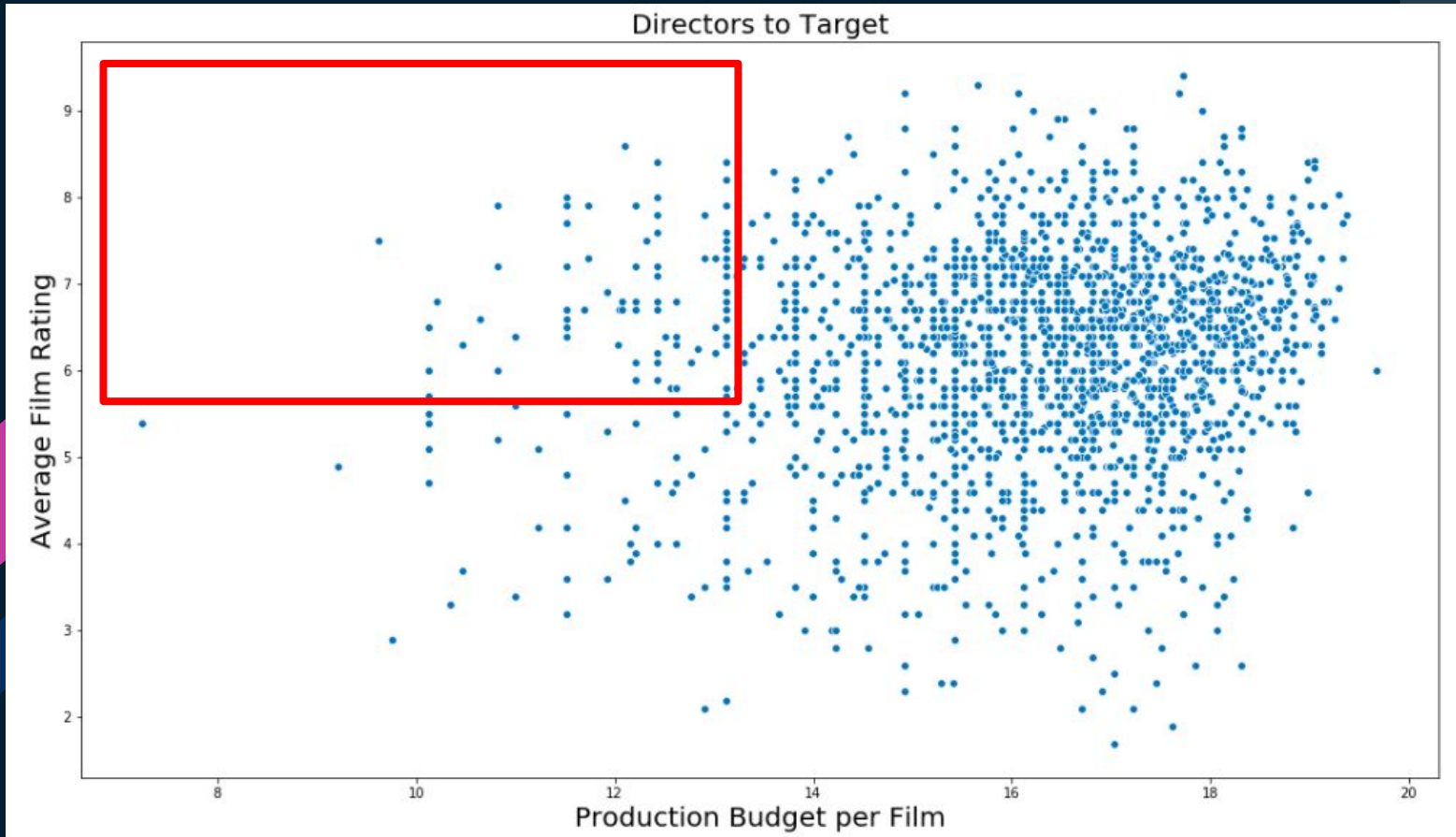


Genres to Target

DOCUMENTARY
BIOGRAPHY
SPORT

The winning genres

Balancing Director Ratings with Production Budget



Down to a List of 30 Directors...



CHRISTINE CYNN

- › Shooting Ourselves (2016)
- › The Act of Killing (2012)
- › P.O.V. (1988)



ALE ABREU

- › Boy and the World (2013)
- › Birth (2007)
- › The Scarecrow (2007)



RECOMMENDATIONS

Actionable insights and strategy

Our Strategy Simplified

**LEVERAGE
TARGET
GENRES**



**HIRE
TARGET
DIRECTORS**



**BUILD CREDIBILITY
AND SUSTAINABLE
INCOME**



**MAKE THAT
MONEY**

The slide features a dark blue background with abstract, colorful geometric shapes in the corners. These shapes are composed of overlapping triangles and polygons in shades of green, blue, purple, and orange, creating a modern, dynamic feel.

THANKS!

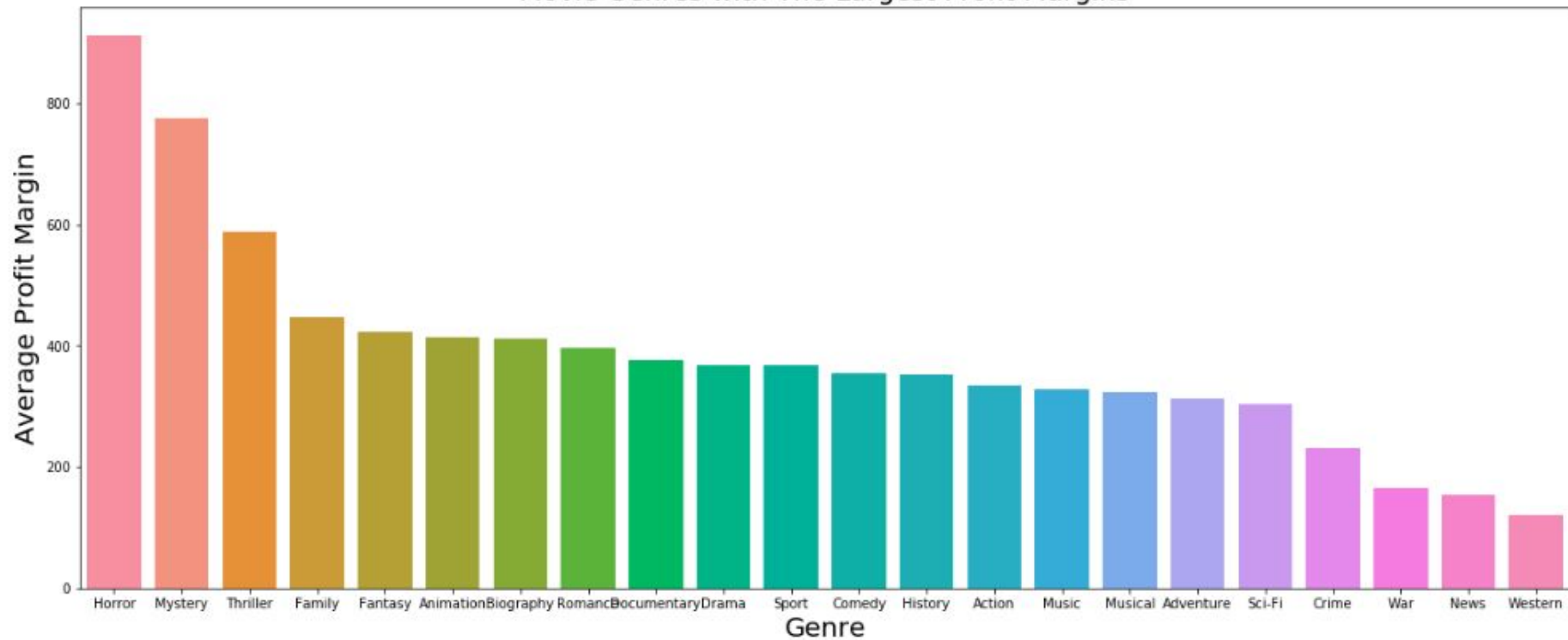
Any questions?



APPENDIX

Other interesting stuff

Movie Genres with The Largest Profit Margins



Movie Genres with The Highest Ratings

