# MICROSOFT MOVIE RECOMMENDATIONS

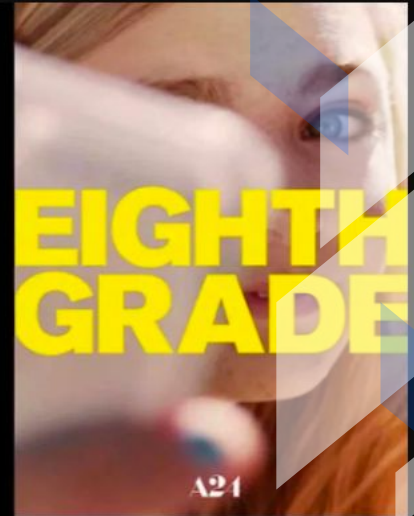Justin Fleury and Laurent Mundell

# 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 $$$

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**OUR FOCUS**

> Genres
> Specific Directors

**What types of movies should we target?**

# DATA ANALYSIS

Let's see what the research tells us

# Let's Talk About the Data
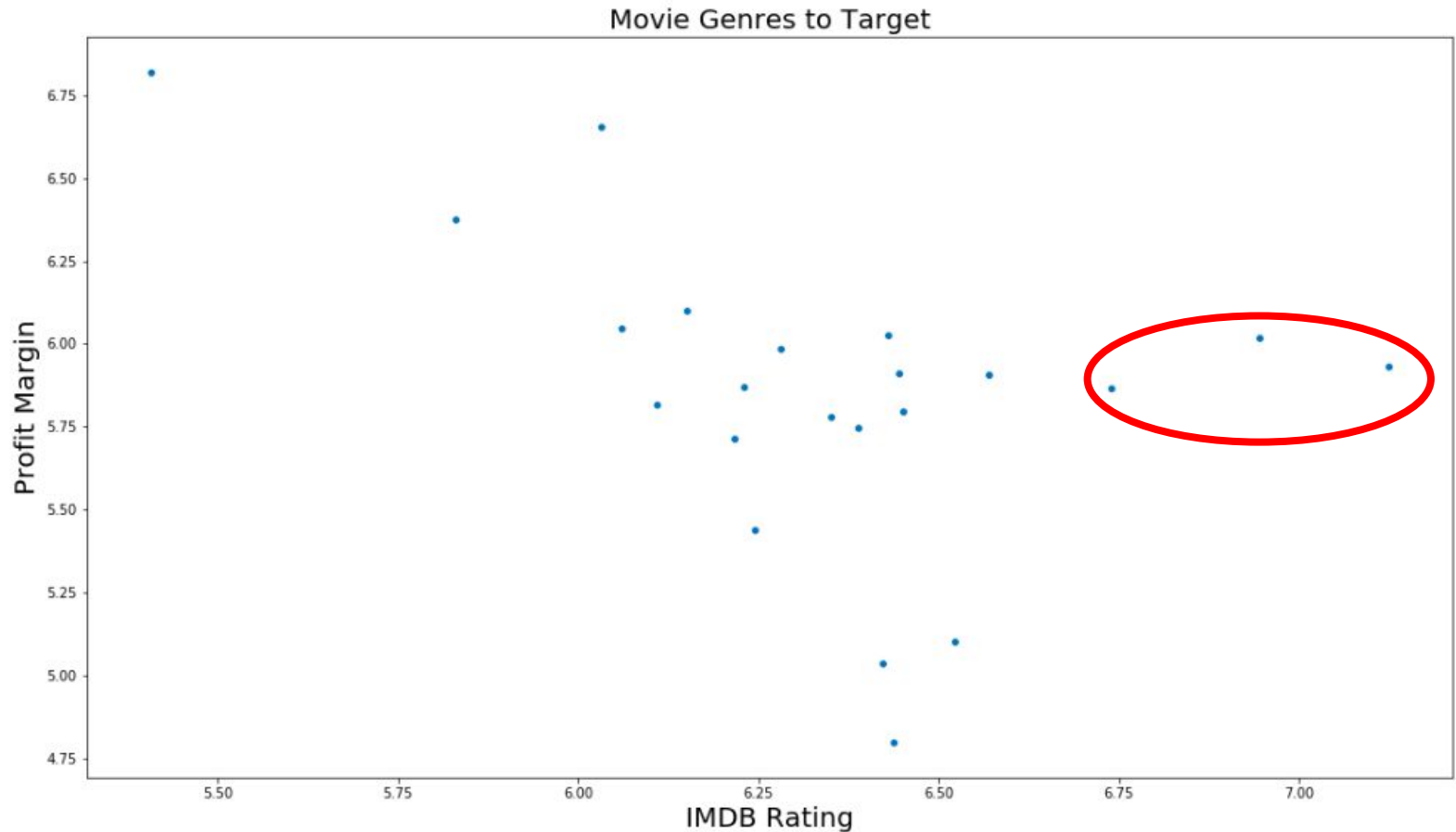
**IMDB PUBLICLY AVAILABLE DATASET**

› Contains title, genre, crew, rating information

**THE-NUMBERS.COM MOVIE BUDGETS**

› Contains production budget, gross earnings information
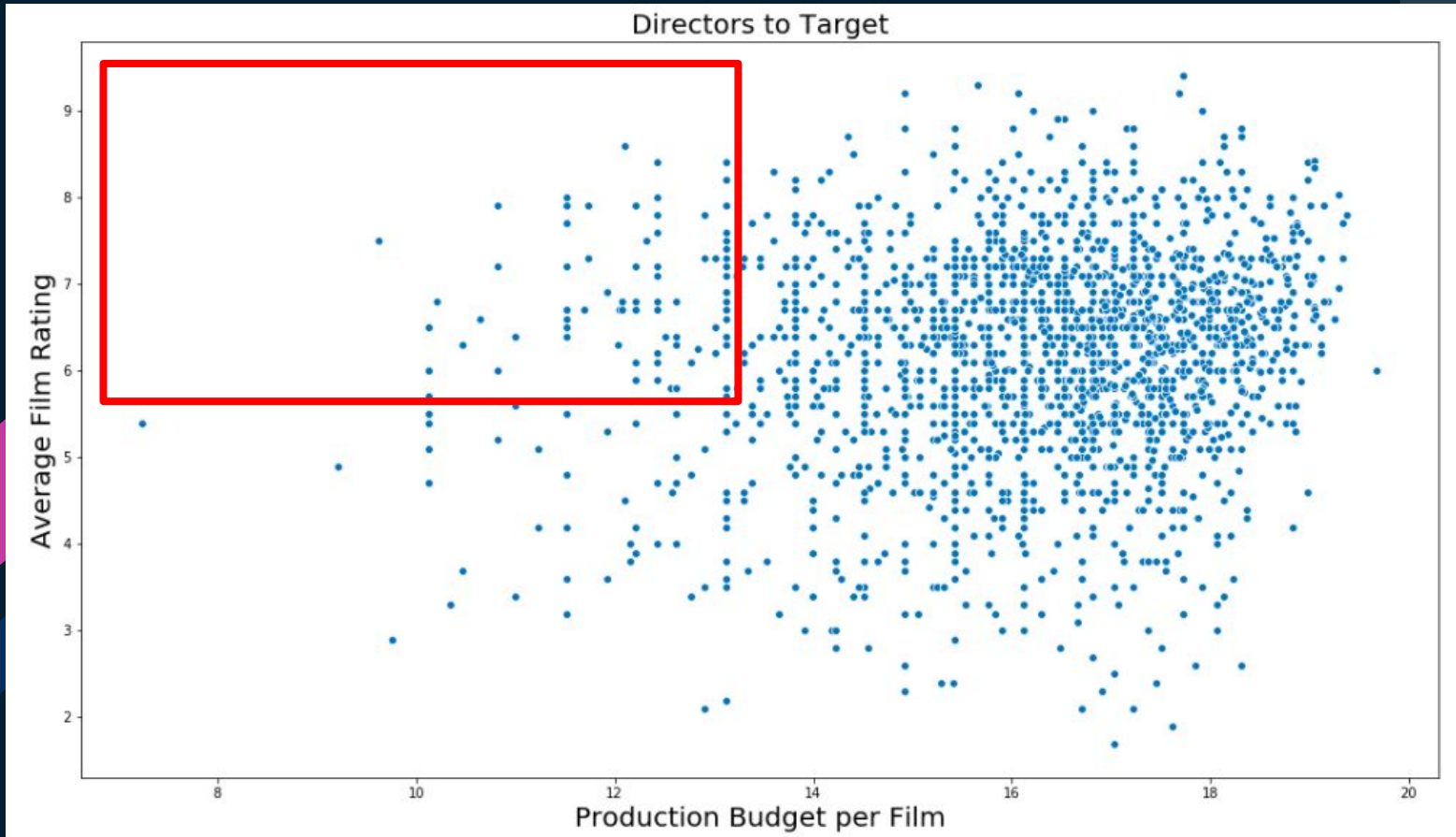
# Balancing Genre Profitability with Ratings

# Genres to Target

# DOCUMENTARY
# BIOGRAPHY
# SPORT

## The winning genres

# Balancing Director Ratings with Production Budget



Directors to Target

# 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)

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# RECOMMENDATIONS

Actionable insights and strategy

# Our Strategy Simplified

**LEVERAGE TARGET GENRES** → **HIRE TARGET DIRECTORS** →

**BUILD CREDIBILITY AND SUSTAINABLE INCOME** → **MAKE THAT MONEY**

# THANKS!

**Any questions?**

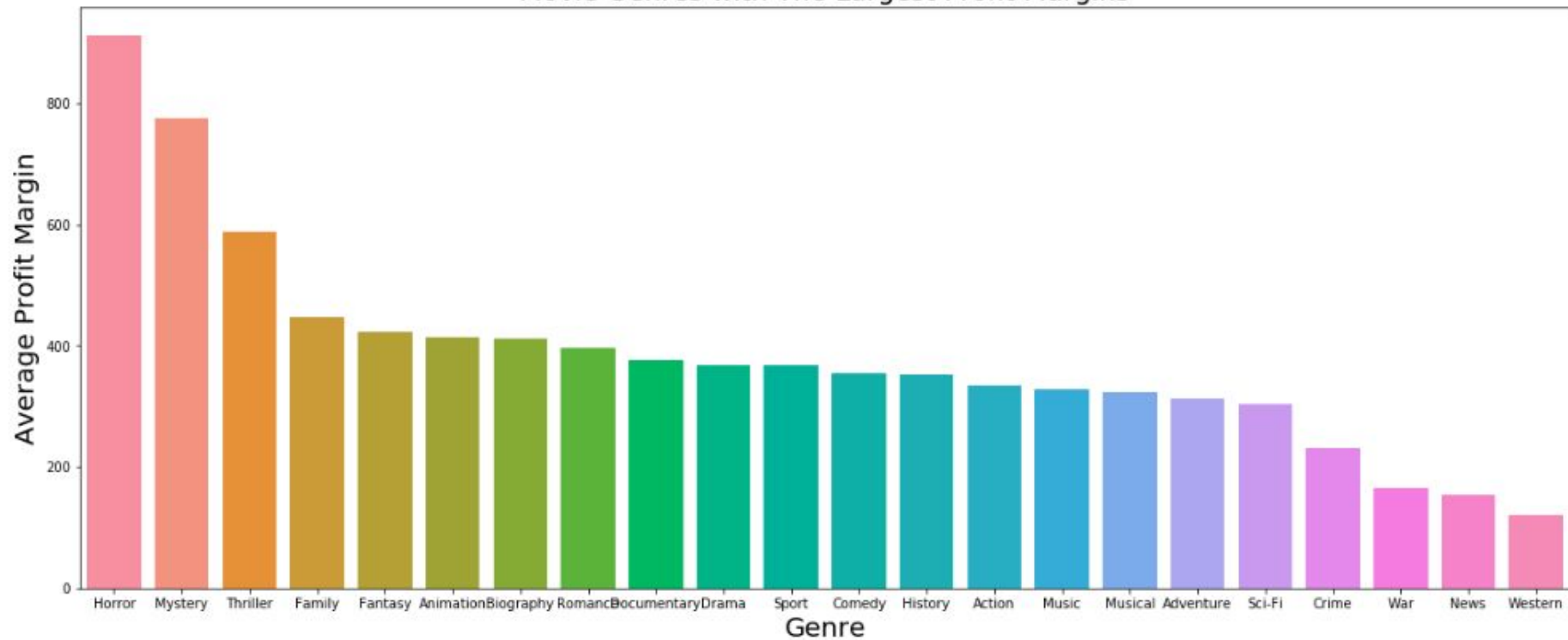# APPENDIX

Other interesting stuff

Movie Genres with The Largest Profit Margins

Movie Genres with The Highest Ratings