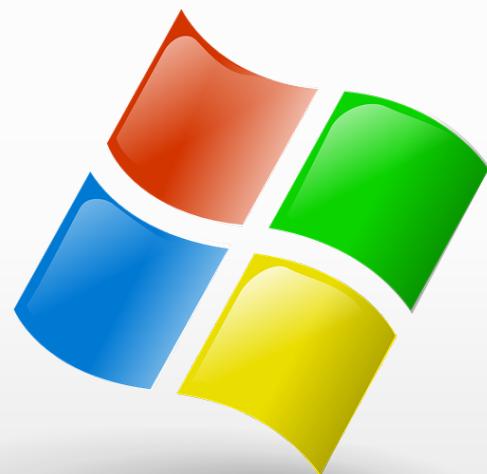


# MICROSOFT STUDIOS

By: Justin Maffucci



# OVERVIEW

- Task: Successfully enter original content production industry.
- Key Performance Indicators:
  - Return on Investment
  - Movie reviews and ratings
- Competition includes:
  - Netflix
  - Disney +
  - Prime Video
  - Apple TV+

# BUSINESS PROBLEM

- Three critical questions must be answered for a successful launch
  1. Which movie genre is most profitable in terms of return on initial investment?
  2. Which directors' movies have been the most successful financially?
  3. How does the length of the movie affect ratings?

# DATA

- Sources:
  - IMDB
  - Box Office Mojo
  - The Numbers

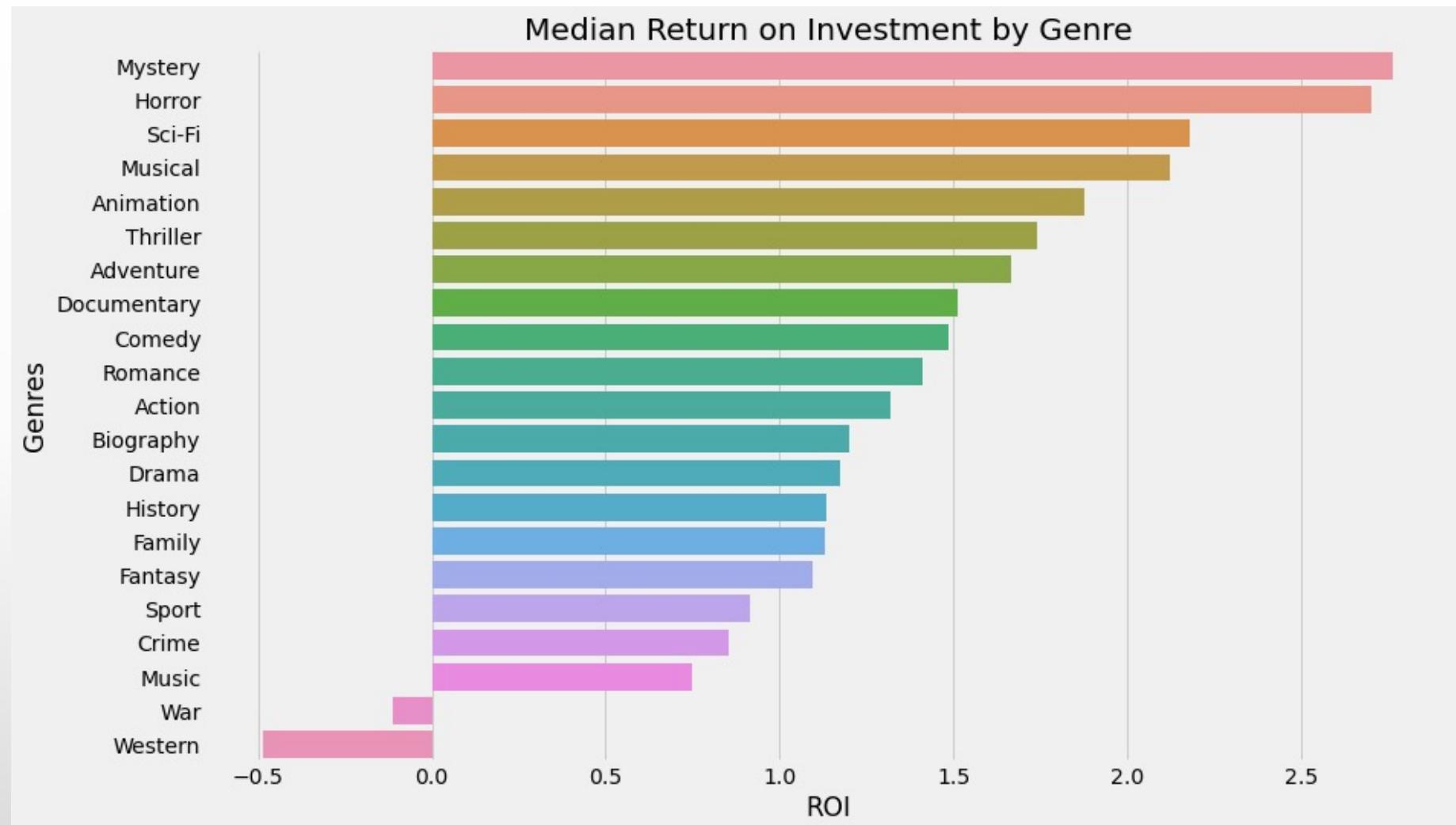


## Metrics:

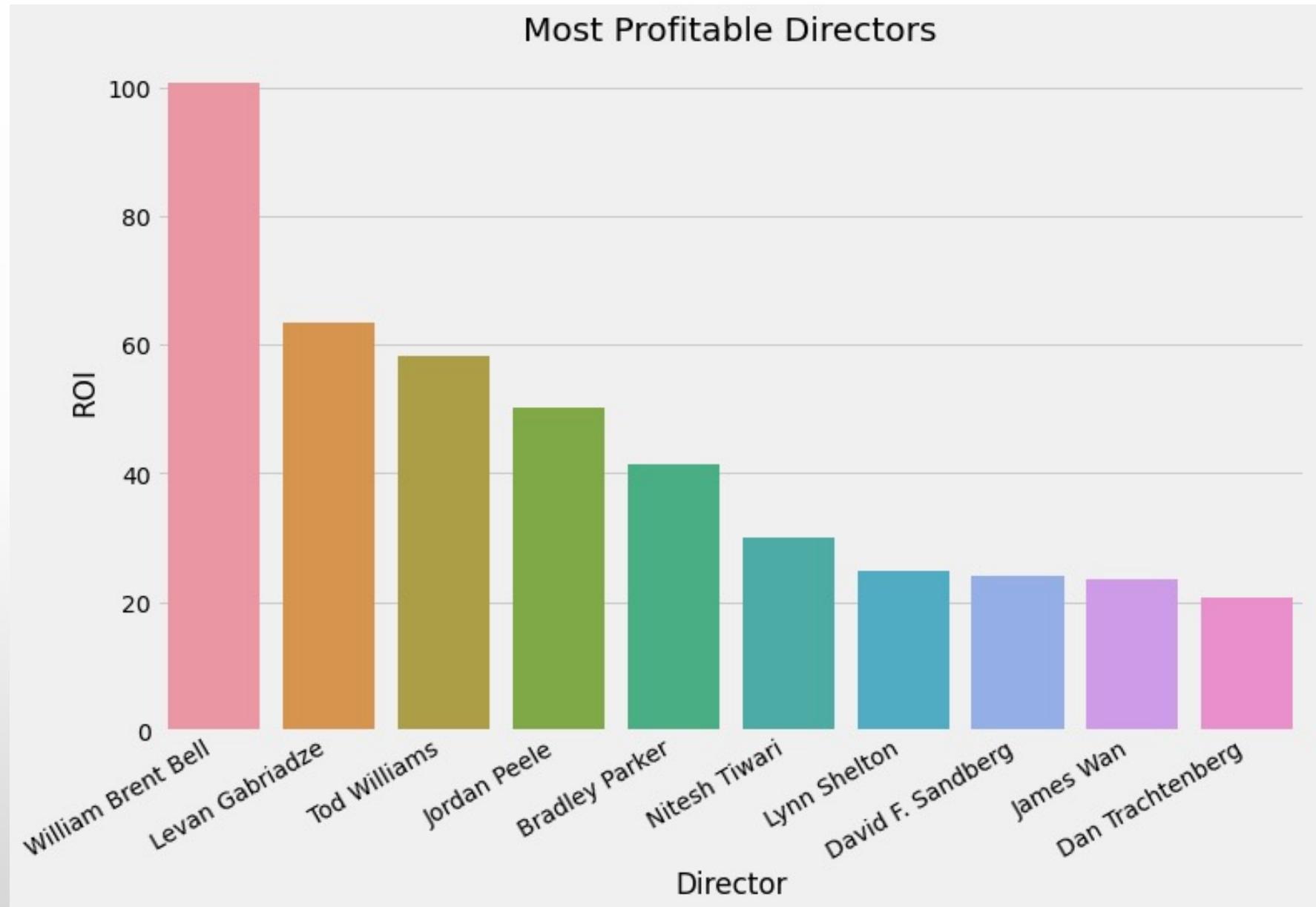
- Cast and Crew
- Gross Revenue
- Production Budget
- Genre
- Runtime



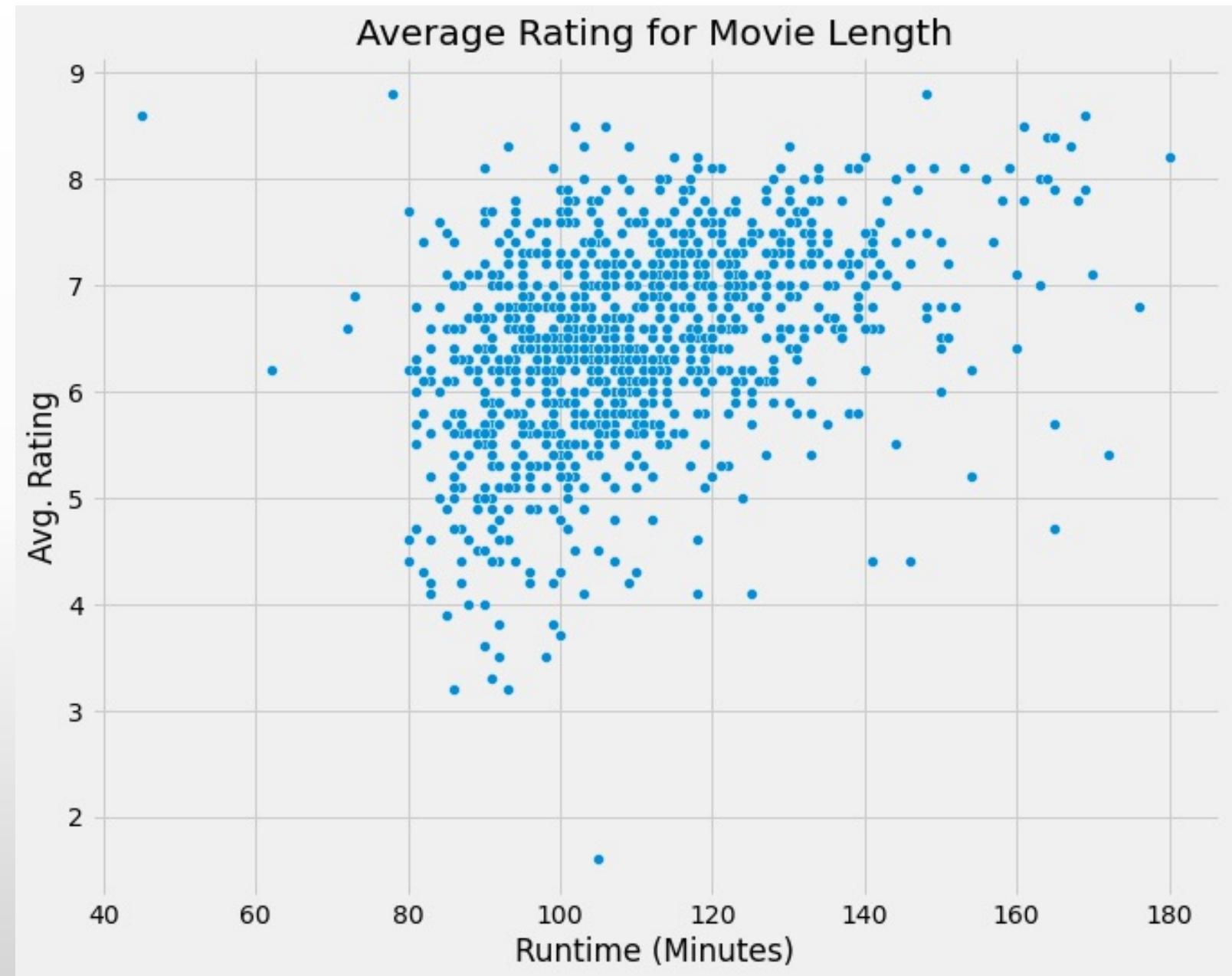
# ANALYSIS



# ANALYSIS



# ANALYSIS



# CONCLUSION

Most Profitable Genres: Mystery, Horror, Sci-Fi

Most Profitable Directors: 1. Willian Brent Bell,  
2. Levan Gabriadze,  
3. Lod Williams

Runtime-Rating Correlation  $\approx 0.39$

