

The background of the slide features abstract, flowing waves in shades of red, orange, and yellow. These waves are layered and curved, creating a sense of movement and depth. The top of the slide is dominated by a large, flowing red and orange wave that curves across the top. Below this, the text is centered. At the bottom, there are more waves, with a prominent red wave on the left and a yellow and orange wave on the right.

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

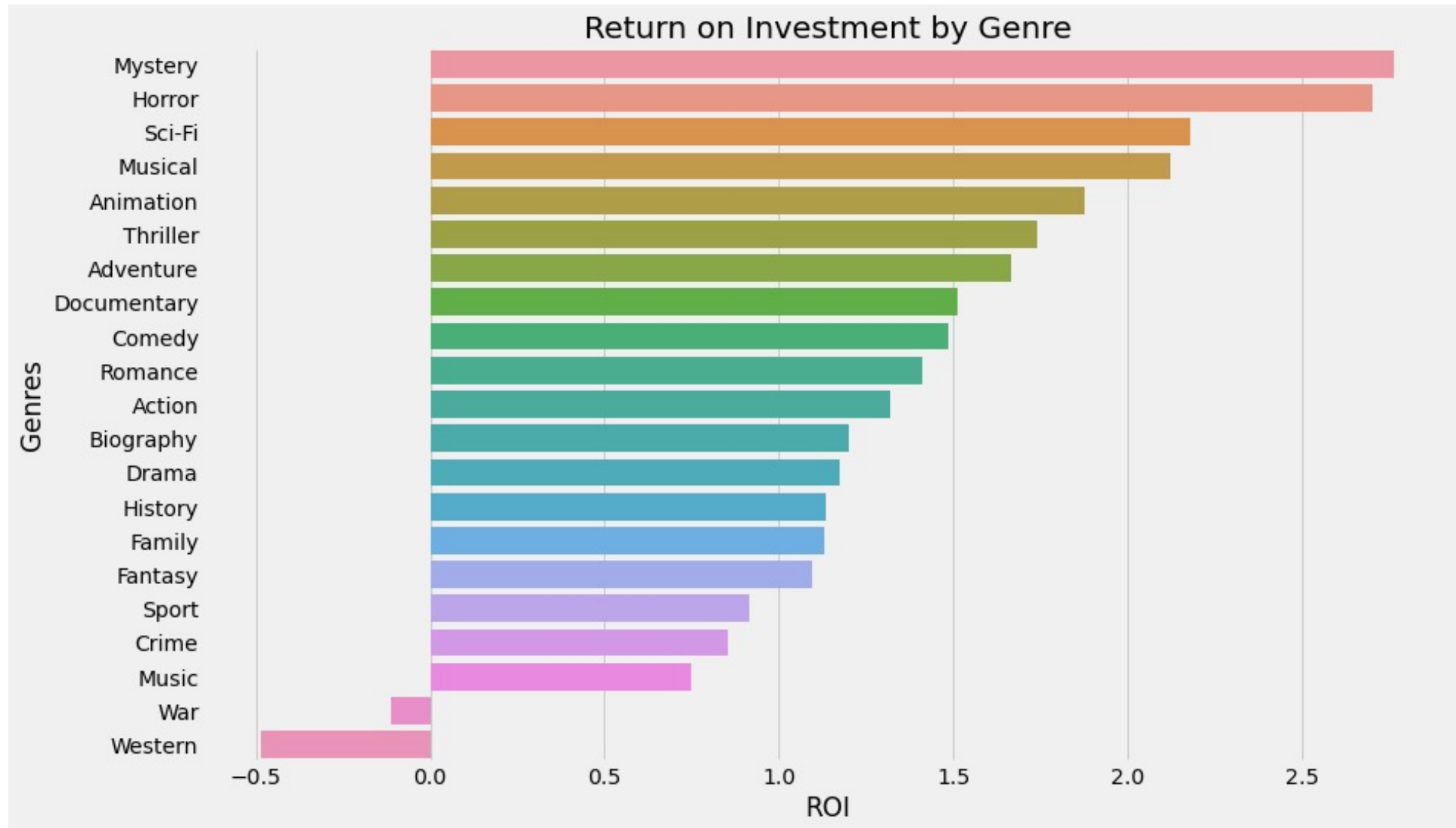
- Three critical questions must be answered for a successful launch
 1. Which movie genre is most profitable in terms of return on initial investment?
 2. Which directors' movies have been the most successful financially?
 3. How does the length of the movie affect ratings?

DATA

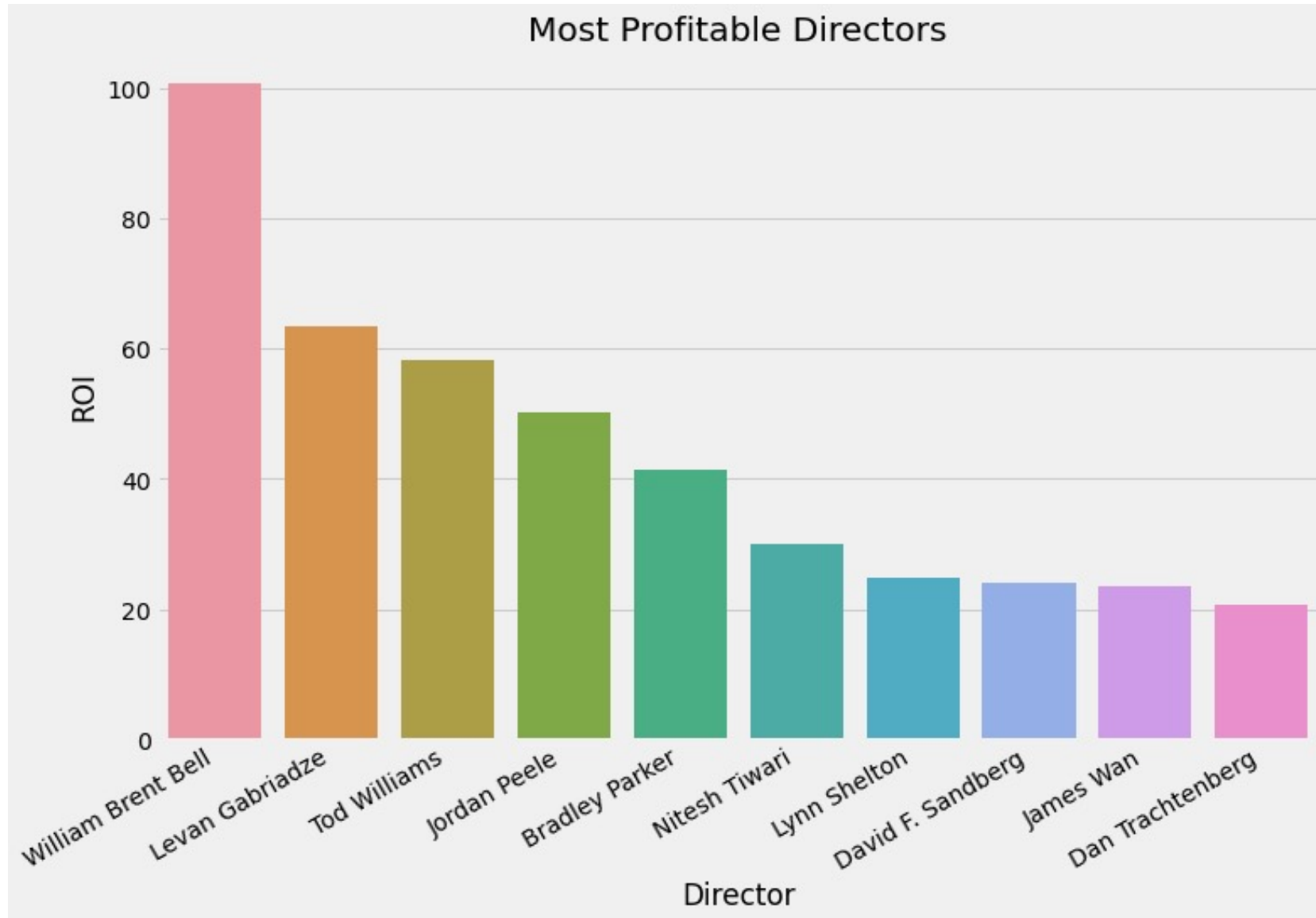
- Sources:
 - IMDB
 - Box Office Mojo
 - The Numbers
- Metrics:
 - Cast and Crew
 - Gross Revenue
 - Production Budget
 - Genre
 - Runtime



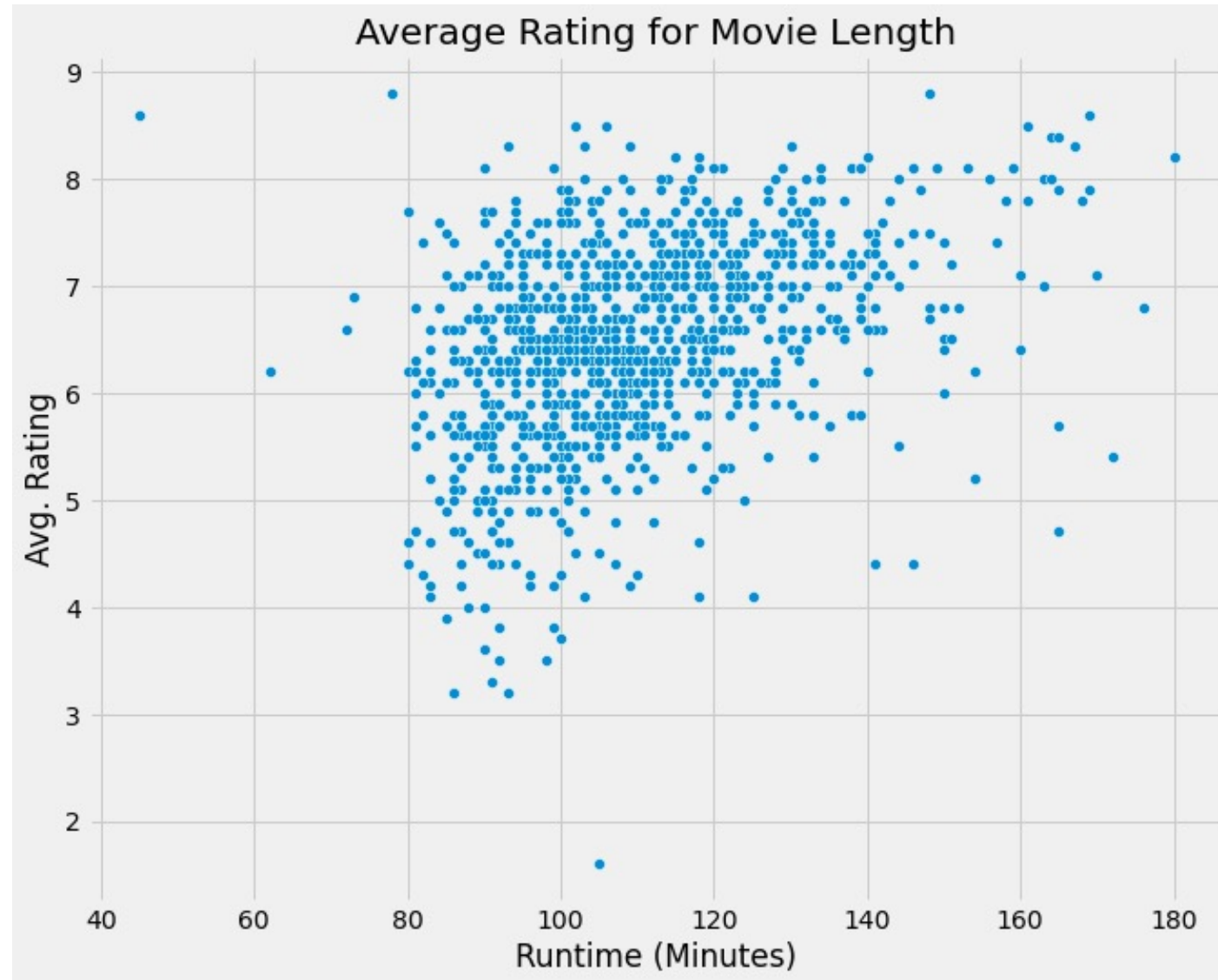
ANALYSIS



ANALYSIS



ANALYSIS



RECOMMENDATION

Most Profitable Genres

1. Mystery
2. Horror
3. Sci-Fi

Most Profitable Directors

1. William Brent Bell
2. Levan Gabriadze
3. Tod Williams

Runtime-Rating Correlation

