MICROSOFT STUDIOS

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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
- 1,062 movies from 2010-2019

Metrics:

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

THE GENRES WITH THE HIGHEST MEDIAN ROI:

MYSTERY (2.77X)

SCI-FI (2.18X)

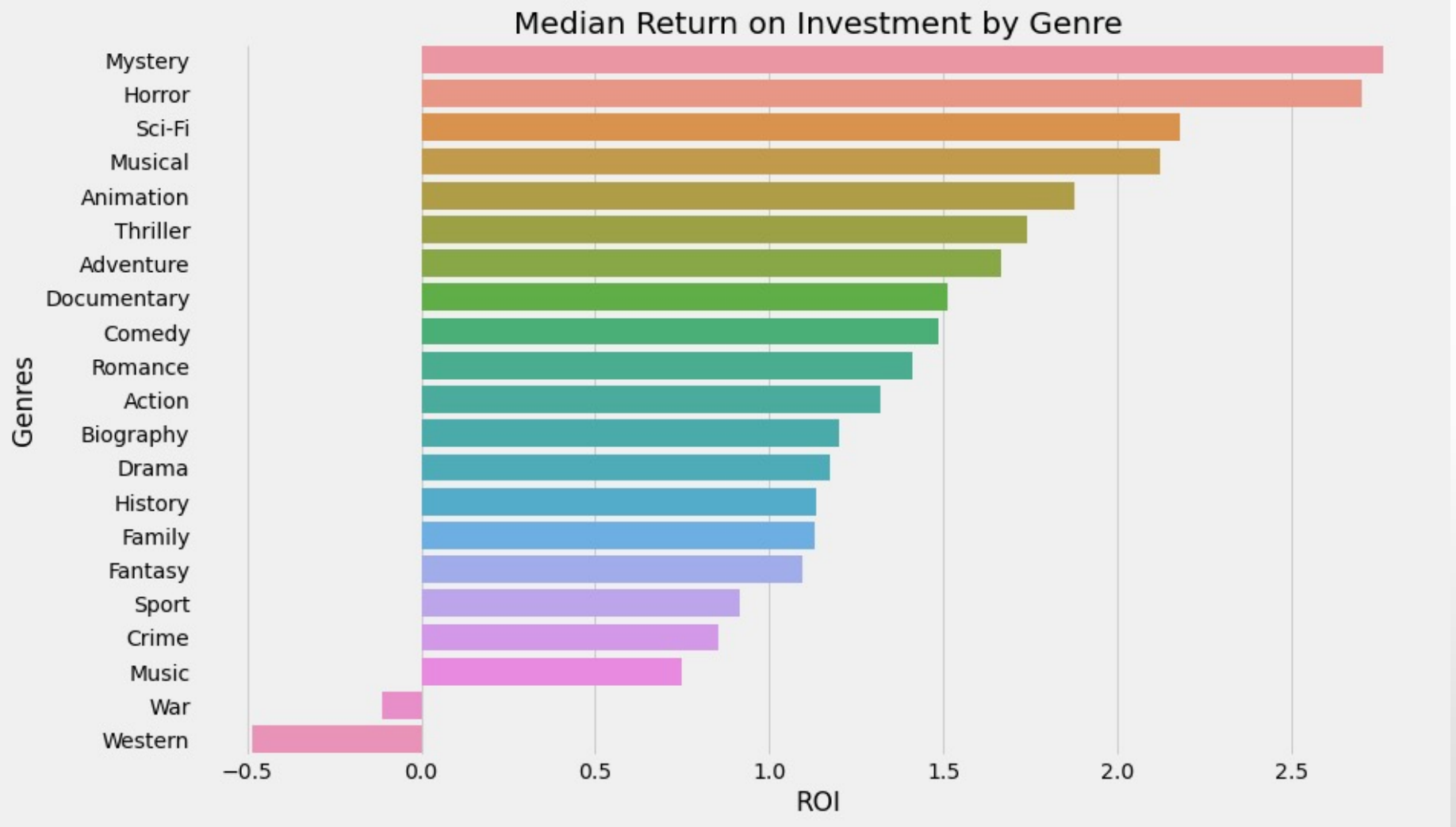
HORROR (2.70X)

THE GENRES WITH THE LOWEST MEDIAN ROI:

WESTERN (-0.49X)

WAR (-0.11X)

MUSIC (0.75X)

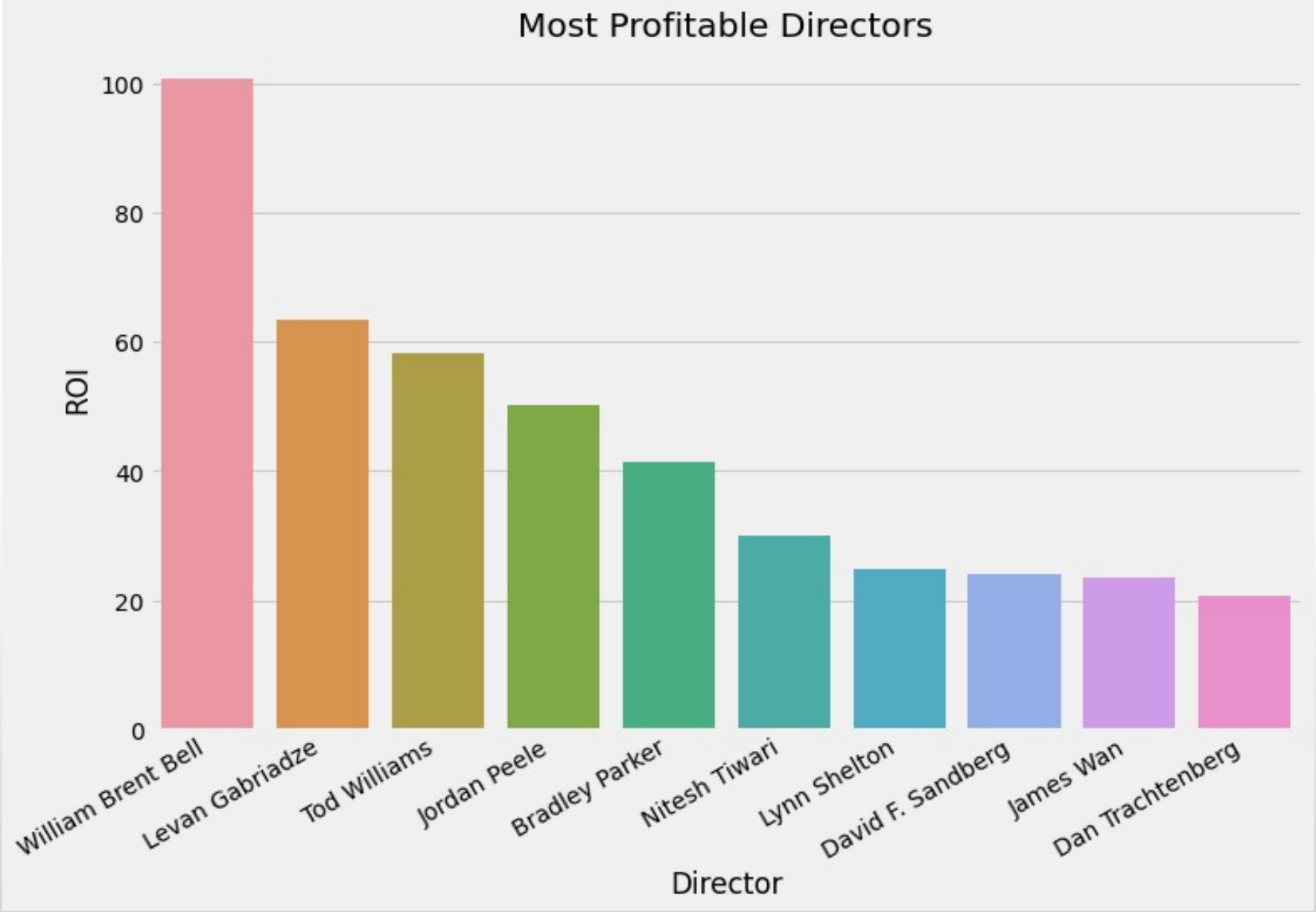


THE DIRECTORS WHO HAVE PERFORMED THE BEST IN TERMS OF ROI ARE:

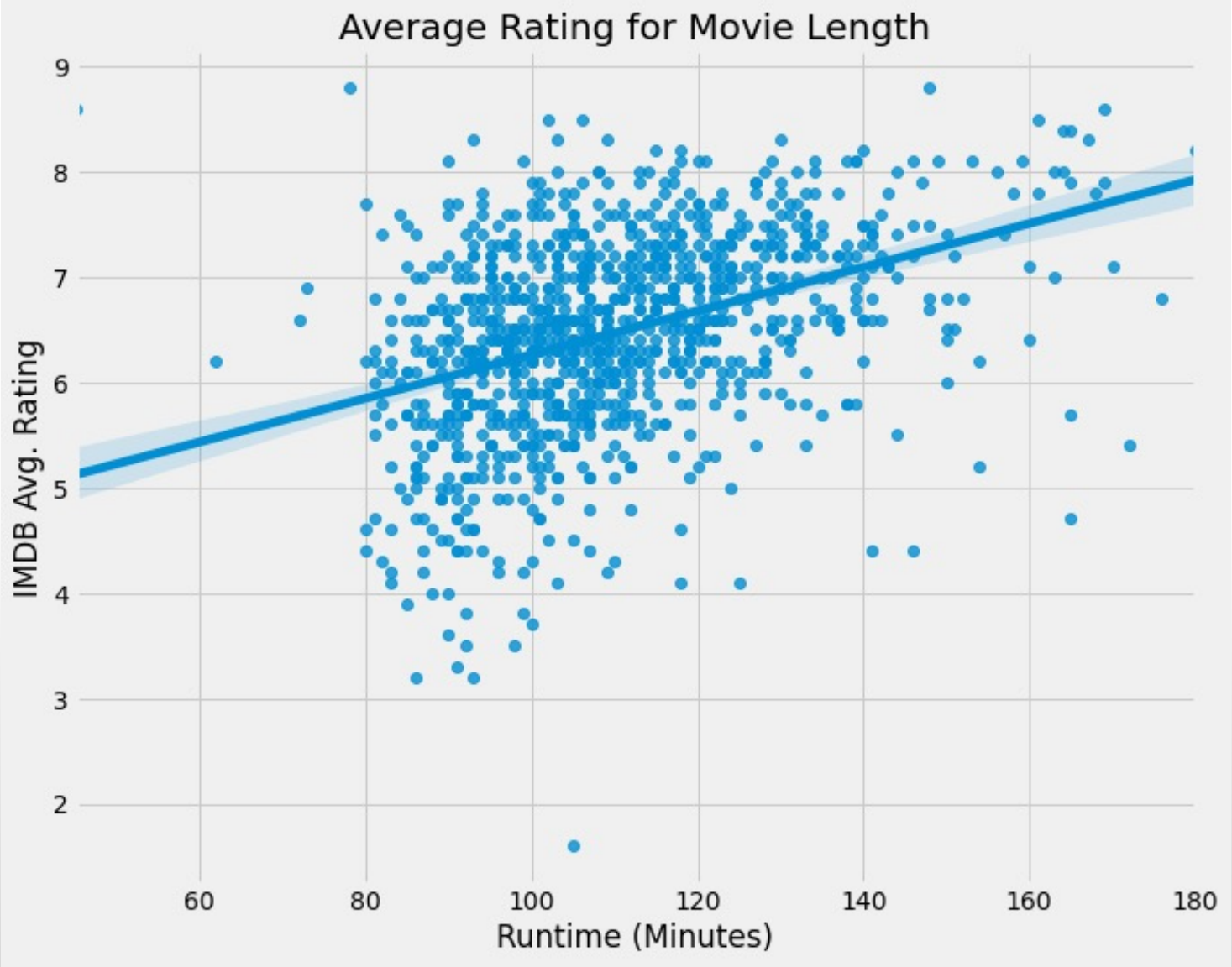
1. WILLIAM BRENT BELL

2. LEVAN GABRIADZE

3. TOD WILLIAMS



THERE IS A POSITIVE CORRELATION BETWEEN RUNTIME AND AVERAGE RATING. ALTHOUGH NOT PERFECTLY CORRELATED, THE RELATIONSHIP IS SIGNIFICANT ENOUGH FOR CONSIDERATION IN PRODUCTION CHOICE.



CONCLUSION

Recommendation 1: Produce movies in the following four genres:

- Mystery
- Horror
- Sci-Fi
- Musicals

Each genre above had a median return of greater than 2x.

Recommendation 2: Choose a director from the top ten most profitable shown on slide 6 that has a history of directing movies in the genres above.

Recommendation 3: We recommend producing movies that are from 120-160 minutes in length. Films of these lengths allow us to capture significant upside in rating while avoiding high risk projects.

THANK YOU!