



Microsoft film studio narrows down specifics for team's first project



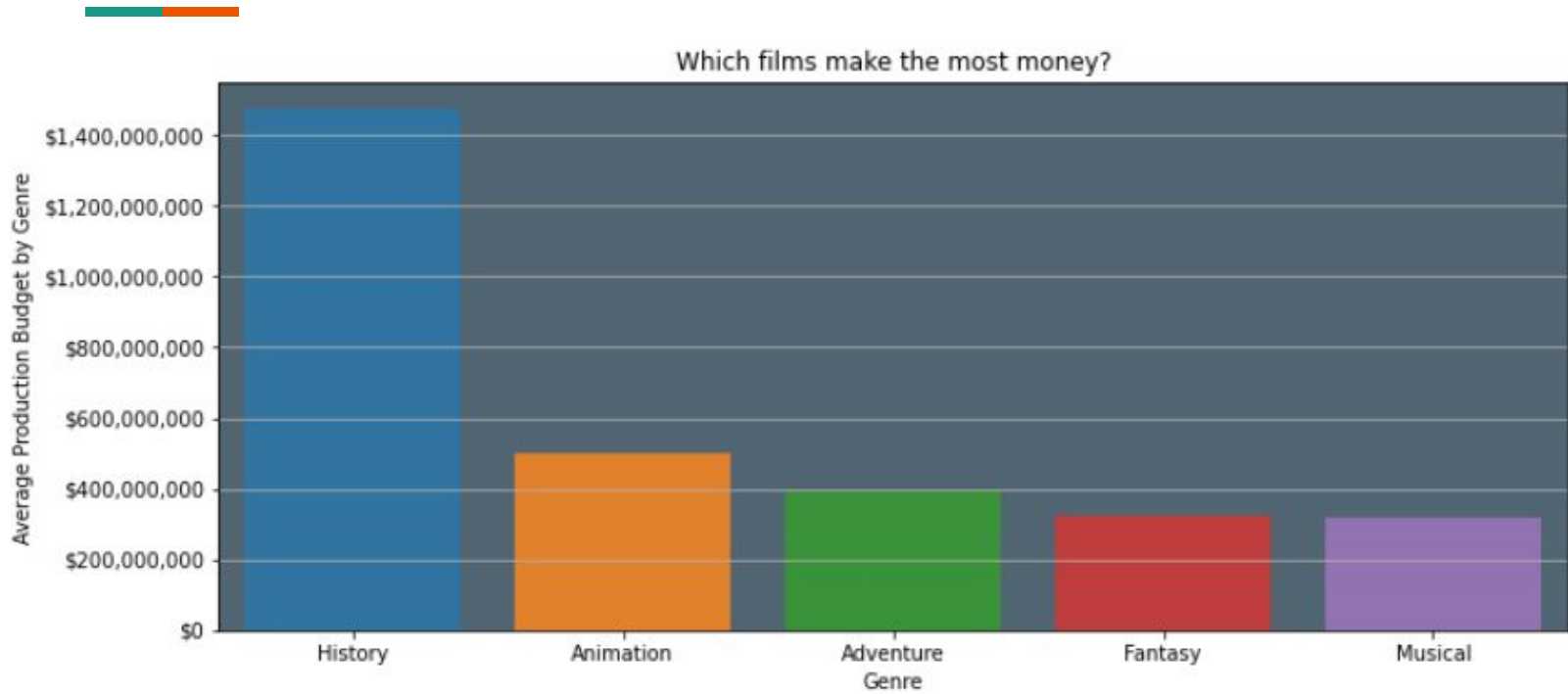
Our approach: ROI & IMDb Ratings

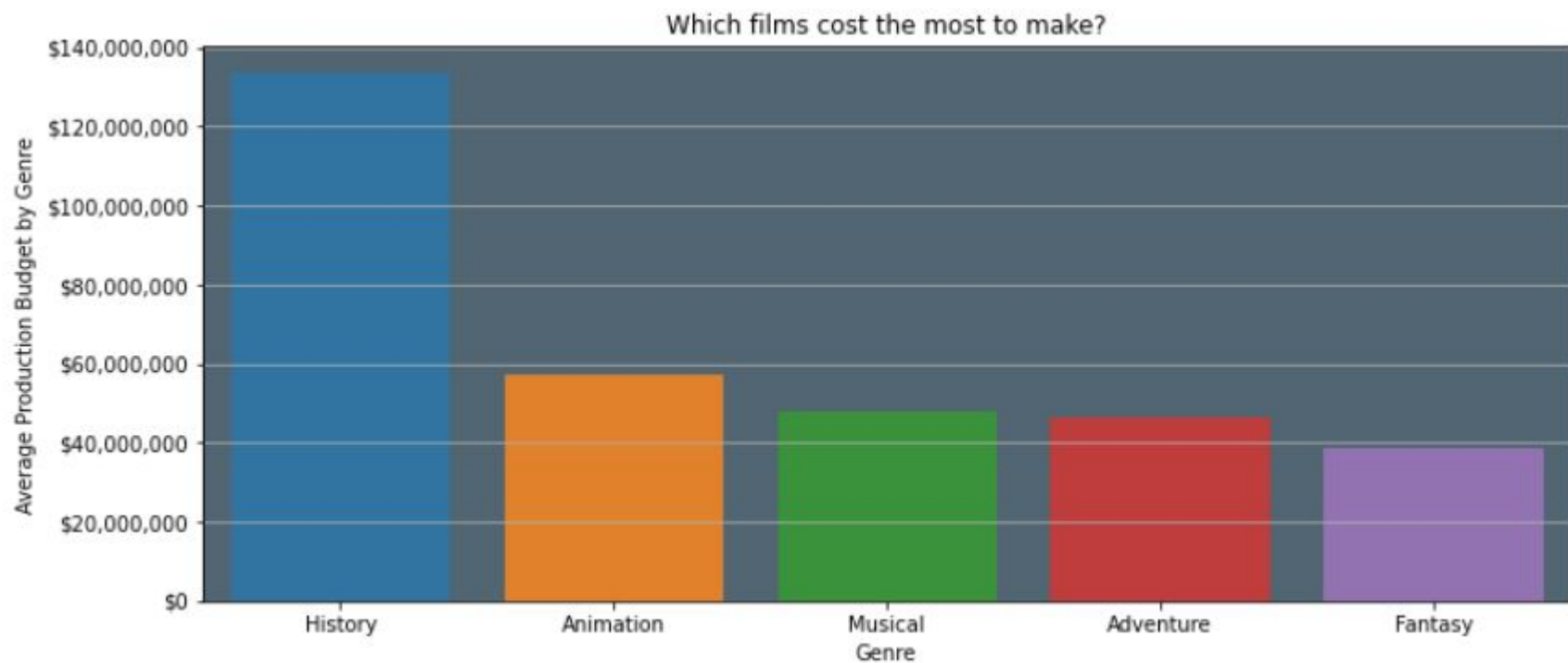
- ROI target: 500%
- IMDb rating target: 6.14 or better
- Pool of 331 films



Analysis Questions

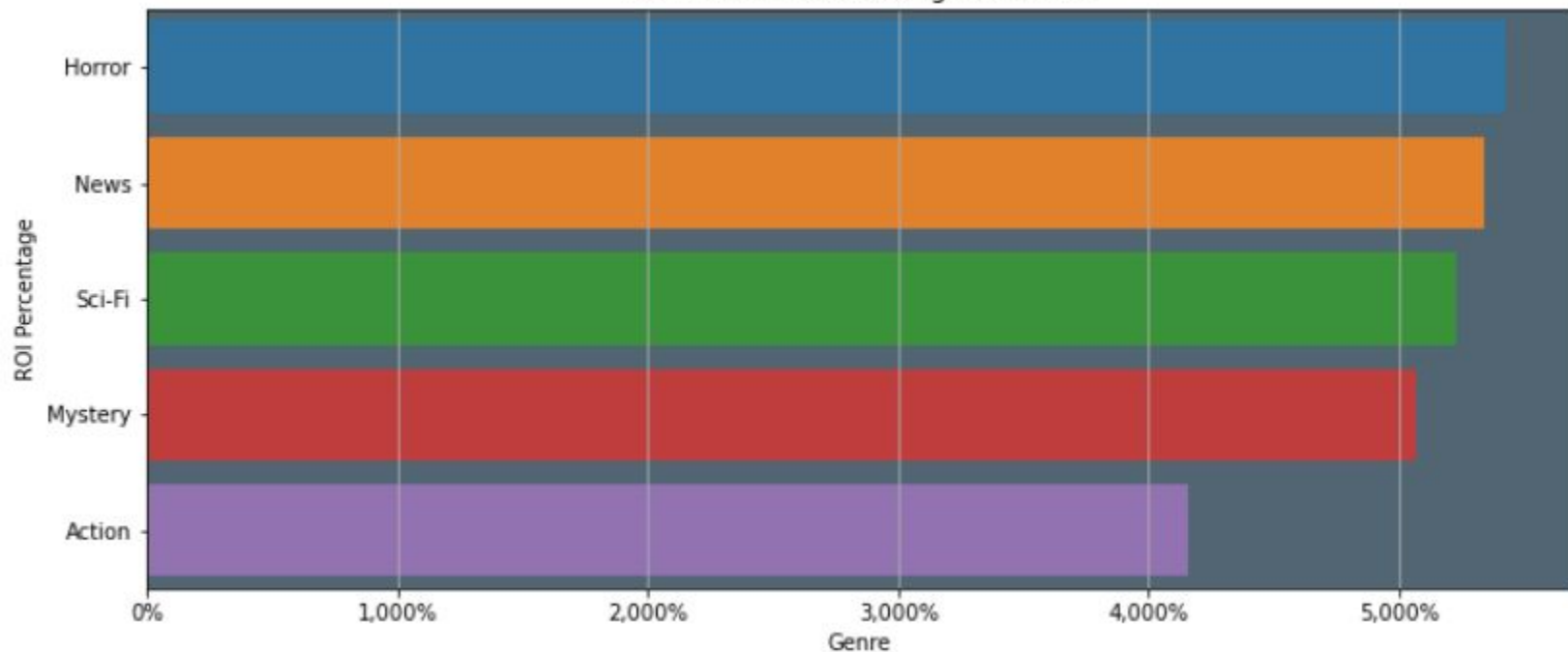
- Which film genre makes the most money?
- Which film genre costs the most money?
- Which film genre has the highest return on investment?
- Which genre of film is the most highly rated?



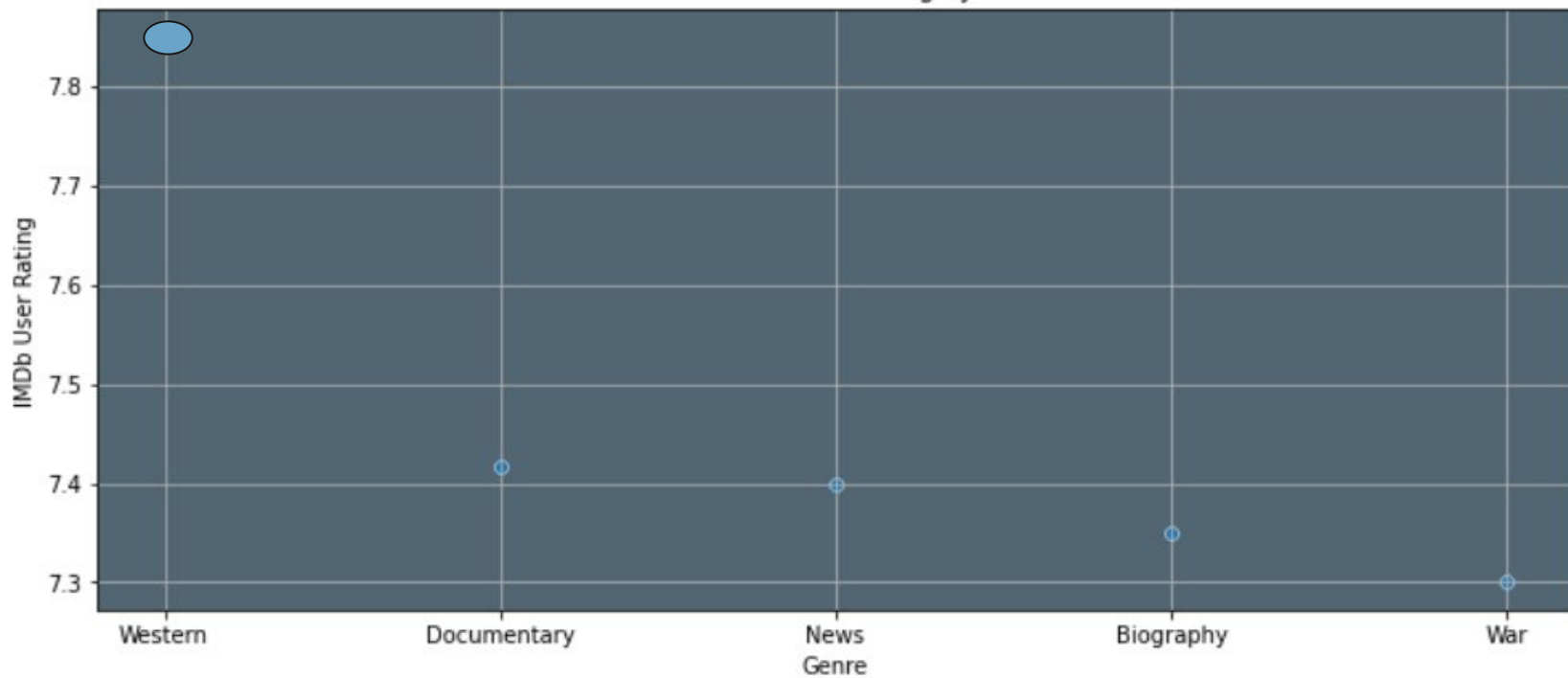




Which films have the highest ROI%?



Which films are most highly rated?





Conclusions

- **History** films make money at the box office! Unfortunately they also cost a lot to make.
- **Horror** films have the highest potential for ROI.
- **Western** films have highest average IMDb score.