

# PHASE I PROJECT MICROSOFT STUDIOS PROPOSAL

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# SUMMARY

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- 10 directors are on our short-list to contact about the film.
  - David Yates and John Favreau are the top two
    - Both have experience with Sci-Fi and Fantasy Series'
- The genre should be Action, Adventure, and Sci-Fi or Fantasy
  - 40 of the top 50 grossing movies contain the adventure genre
- Production budget should be between \$50-\$300 million
  - Higher production budget meant higher worldwide gross

# OUTLINE

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- Business Problem:
- Data
- Methods
- Results
- Conclusions

# BUSINESS PROBLEM

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- We/Microsoft are starting a movie studio, but don't have experience in show business.
- My questions are:
  - Which directors have the most experience directing high grossing movies?
  - Do some movie genre's consistently produce high grossing movies?
    - If so, which genres?
  - How much do studios spend on high grossing movies?



# DATA

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- IMDB
  - Names of directors and genres
- TMDB
  - Popularity rating – find most popular directors
- The Numbers – Where Data and the Movie Business Meet
  - Worldwide gross and production budget

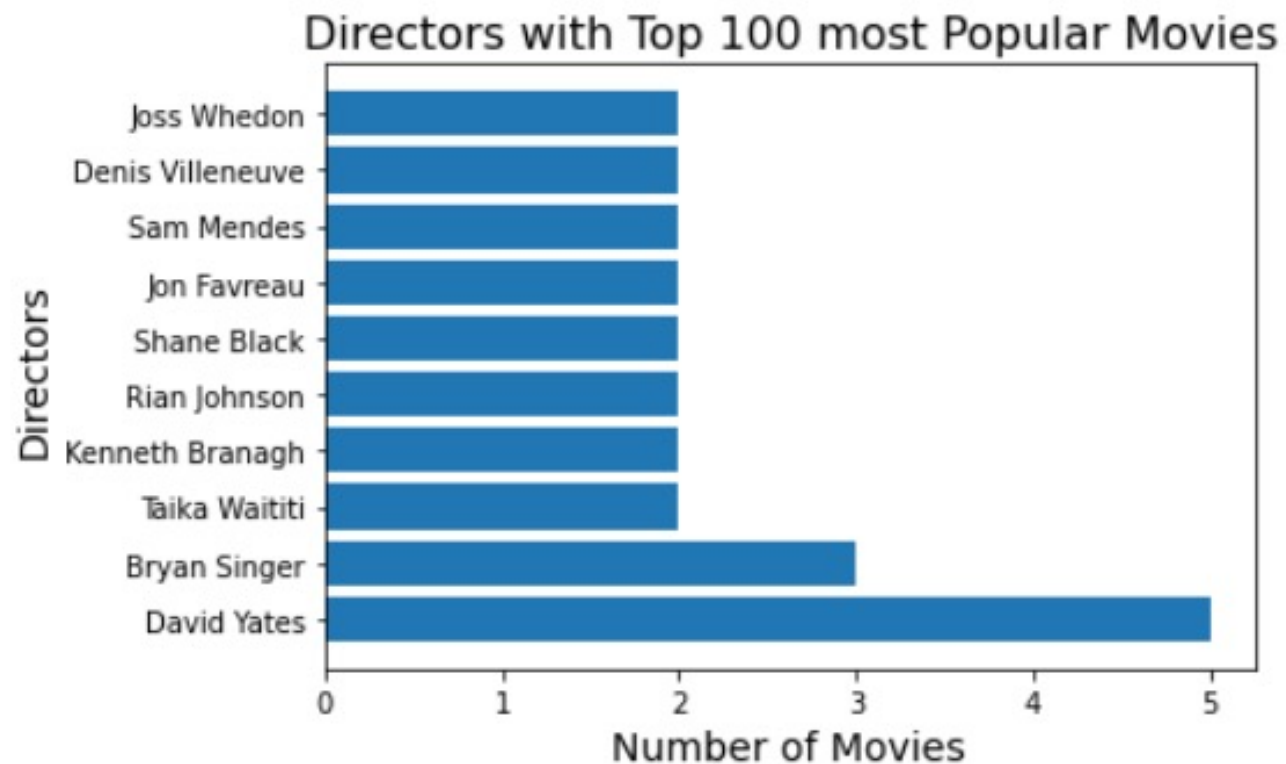
# METHODS

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- Use most popular movies to find best directors
- Use highest grossing films to identify the best genres and genre combinations
- Compare Production Budget to Worldwide Gross to identify a spending range

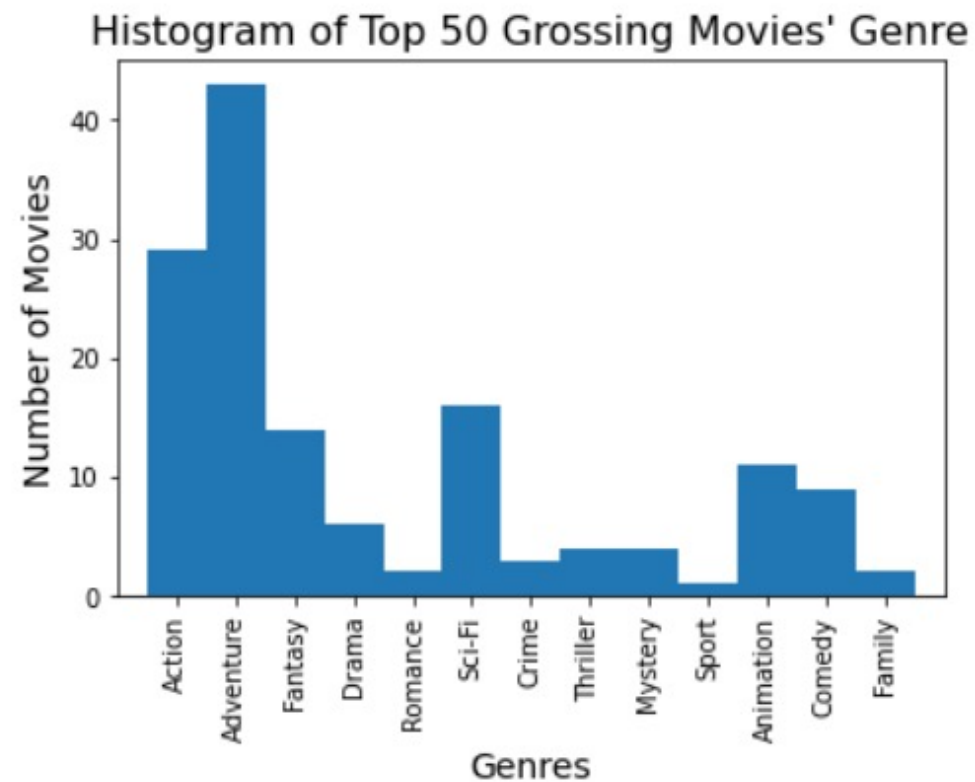
# RESULTS - DIRECTORS

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# RESULTS - GENRES

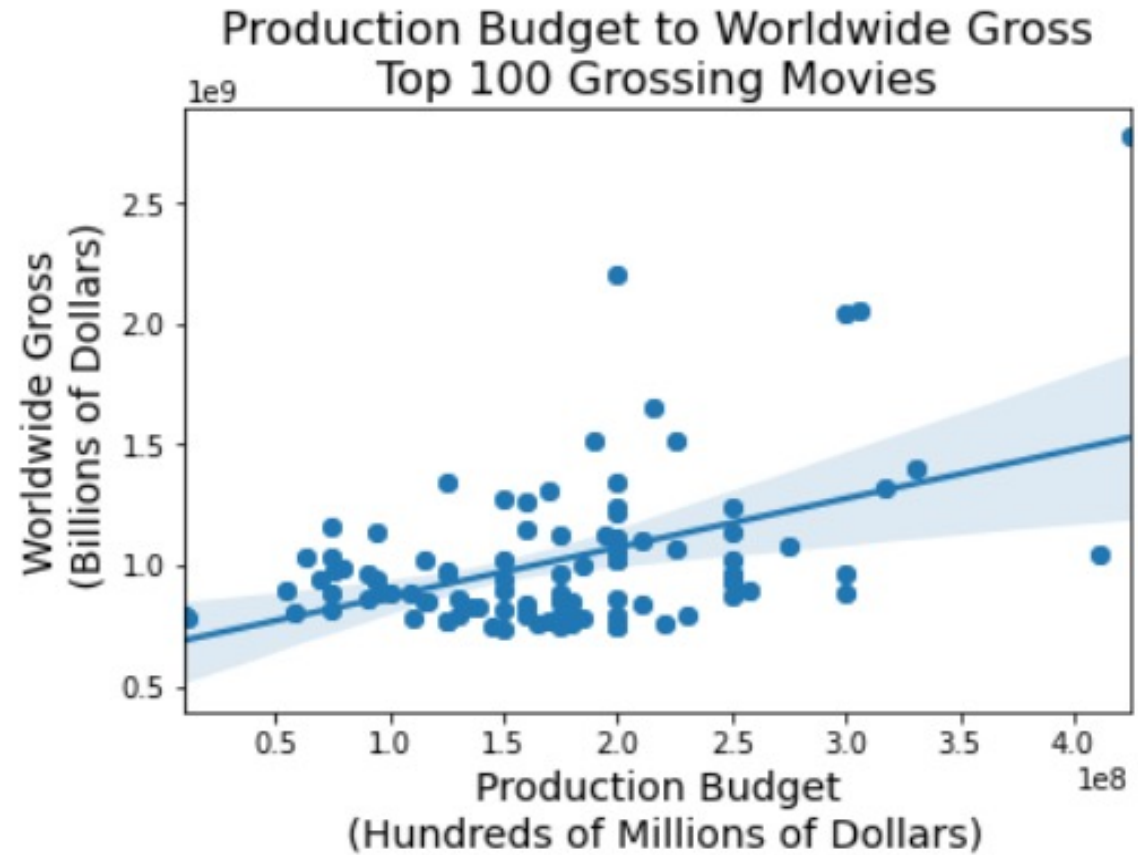
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## RESULTS – PRODUCTION BUDGET

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# VALIDITY OF RESULTS

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- Genre and Popular Director data is sound and recommendations are strong.
- Production Budget likely needs to be over \$50 million
  - Plot shows we make more as we spend more, however:
    - This could be problematic if considered a rule for all films as only the Top 100 grossing films were used to produce this chart.

# CONCLUSIONS

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1. Hire a popular director of Sci-Fi and Fantasy series, such as David Yates or John Favreau.
2. Produce a movie in the Action, Adventure, and Sci-Fi or Fantasy genre combination
3. Spend \$50-\$300 million producing the movie.
4. Buy the rights to a Sci-Fi or Fantasy novel series, such as N.K. Jemison's Broken Earth Trilogy.
  1. Sony currently owns the movie rights to the Broken Earth Trilogy, but it could be a good time to buy it from them before they produce the first movie.