

PHASE I PROJECT MICROSOFT STUDIOS PROPOSAL

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SUMMARY

- 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

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

BUSINESS PROBLEM

- 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?

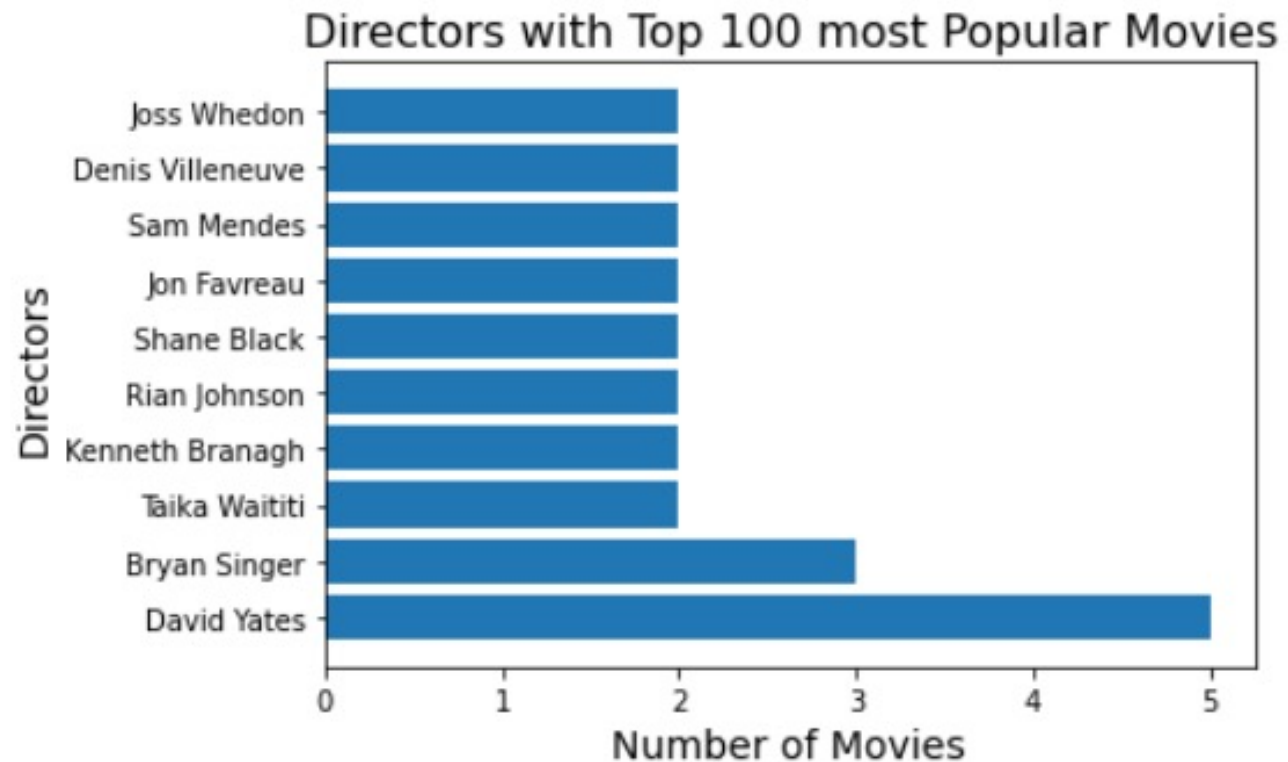
DATA

- 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

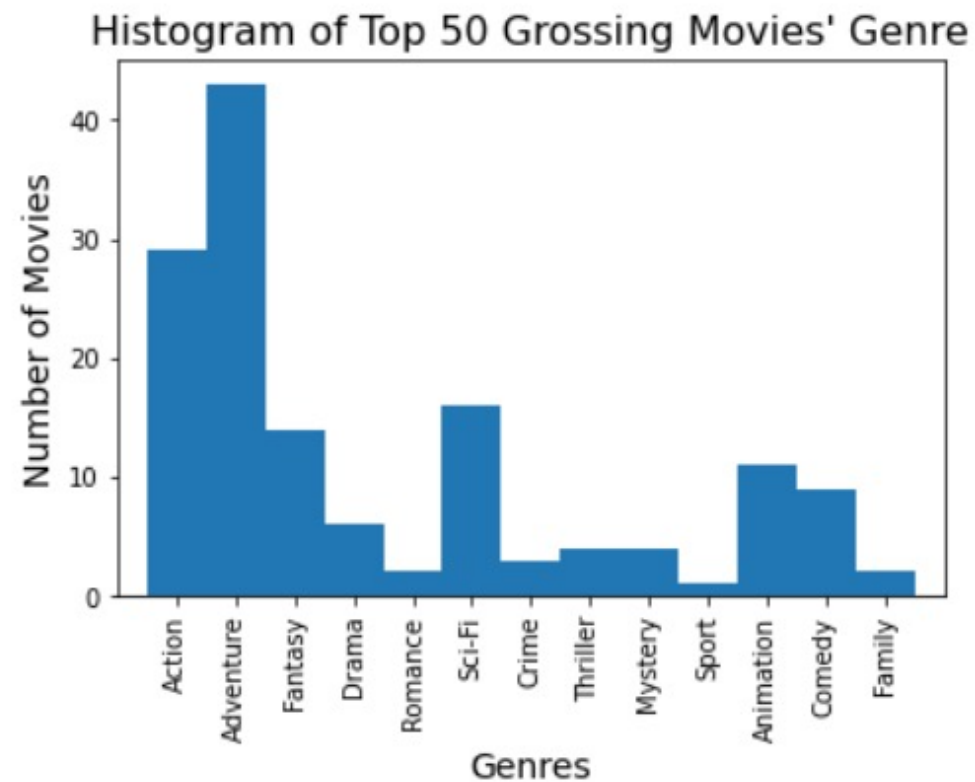
METHODS

- 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

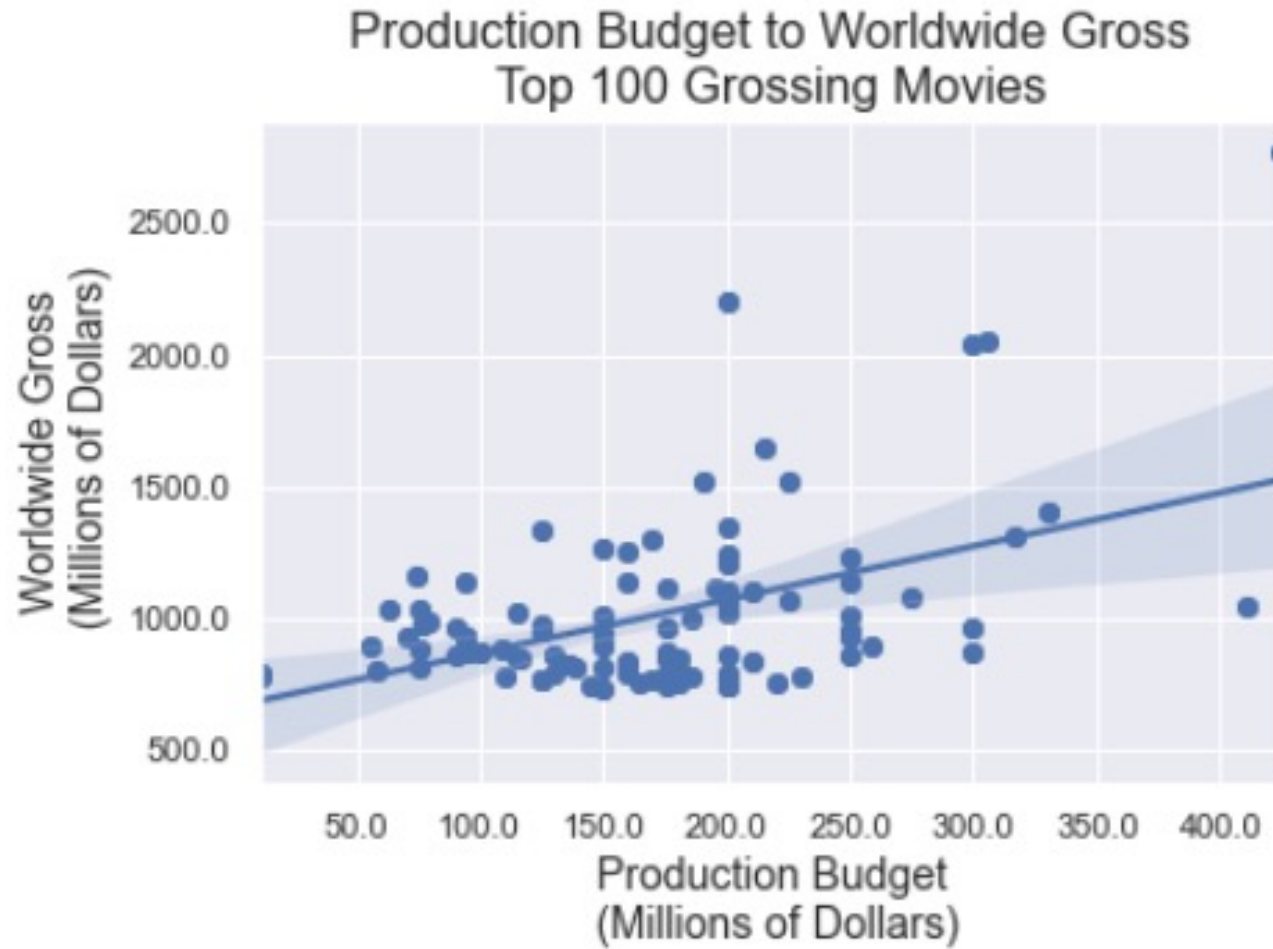
RESULTS - DIRECTORS



RESULTS - GENRES



RESULTS – PRODUCTION BUDGET



VALIDITY OF RESULTS

- 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

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.