



#### **OUTLINE**

- Business Problem
- Summary
- Data
- Methods
- Results
- Conclusions

### **BUSINESS CONTEXT**

- Microsoft Studios needs recommendations for their first movie.
- Microsoft does not have experience making movies.
- Microsoft wants their first movie to be successful.

## **BUSINESS QUESTIONS**

- 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?

### SUMMARY

- The genre should be Action, Adventure, and Sci-Fi or Fantasy
  - 40 of the top 50 grossing movies contain the adventure genre
- 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'
- Production budget should be between \$50-\$300 million
  - Higher production budget meant higher worldwide gross
- Buy the rights to N.K. Jemison's Broken Earth Trilogy from Sony Pictures

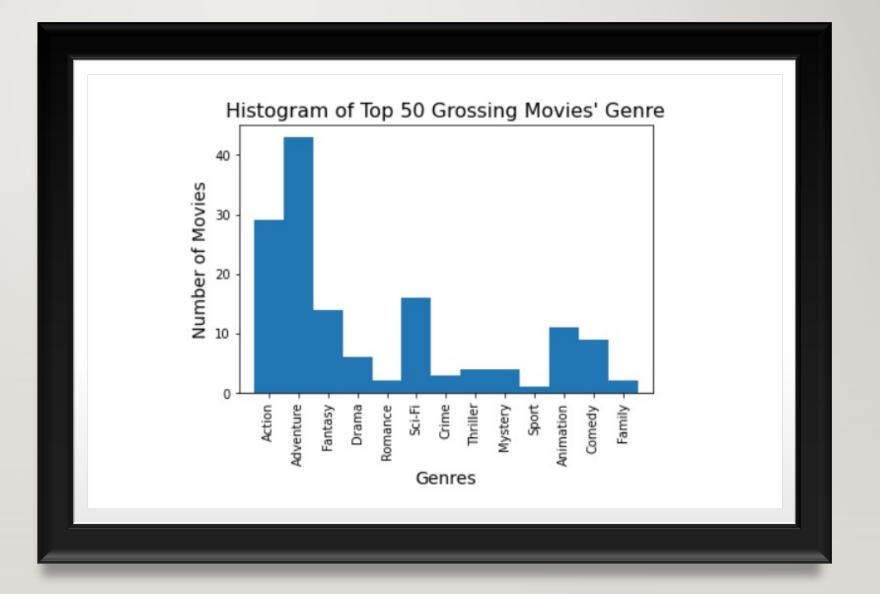
### DATA

- 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

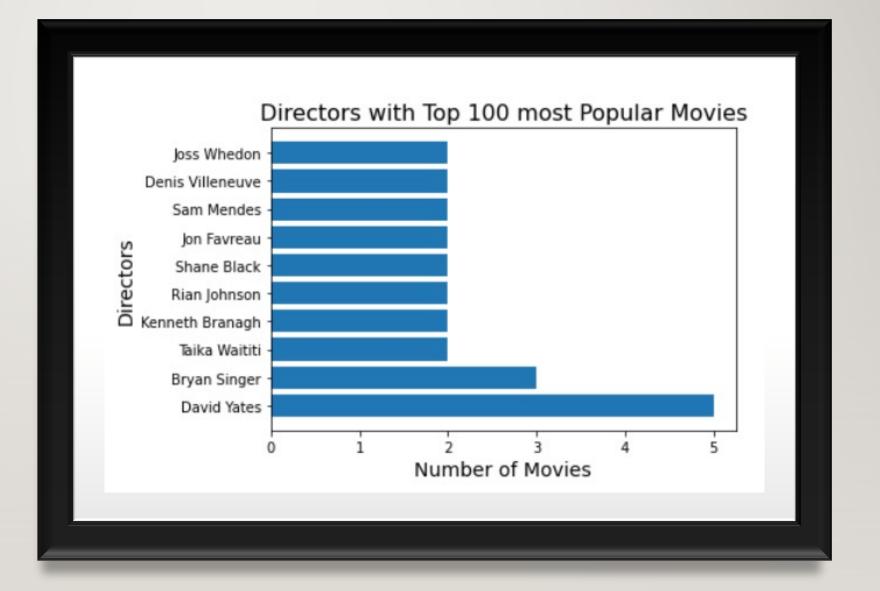
## **METHODS**

- 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

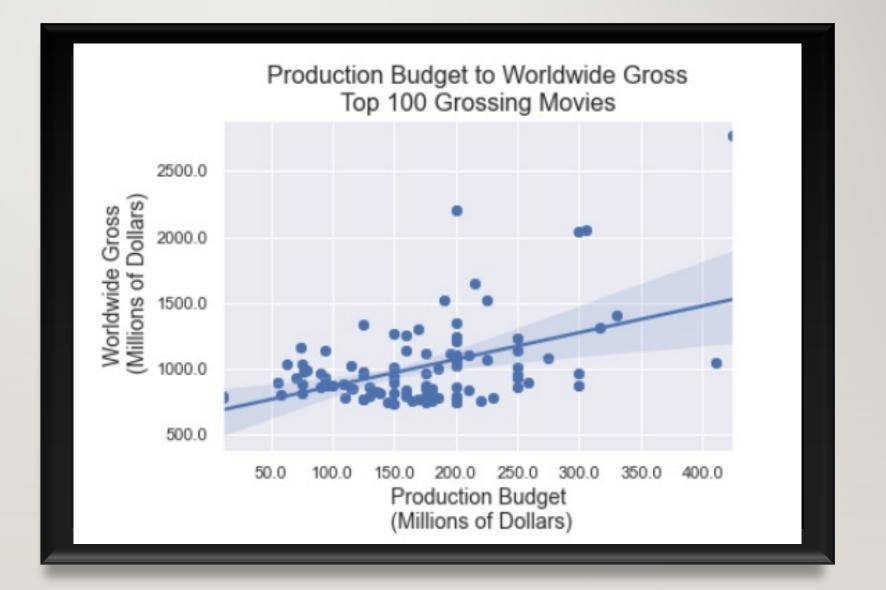
# RESULTS - GENRES



# RESULTS - DIRECTORS



### 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 and probably in the range of \$200 - \$300 million.
  - Plot shows we make more as we spend more, however:
    - This is problematic if considered a rule for all films as only the Top 100 grossing films were used to produce this chart.
    - We need to market the film well and emphasize its origin as N.K. Jemison's Broken Earth Trilogy, or other novel series.

## CONCLUSIONS

- I. Produce a movie in the Action, Adventure, and Sci-Fi or Fantasy genre combination
- 2. Hire a popular director of Sci-Fi and Fantasy series, such as David Yates or John Favreau.
- 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.
  - I. Sony currently owns the movie rights to the Broken Earth Trilogy, but it is a good time to buy it from them before they produce the first movie.

### N.K. JEMISIN MAKES HISTORY AT THE HUGO AWARDS WITH THIRD WIN IN A ROW FOR BEST NOVEL

During her acceptance speech at the World Science Fiction
Convention in San Jose, Jemisin said, "I get a lot of questions
about where the themes of the Broken Earth trilogy come
from. I think it's pretty obvious that I'm drawing on the human
history of structural oppression, as well as my feelings about
this moment in American history."

-Michael Schaub, LA Times

Full Story Here

