



Microsoft Breaks Into Film

Data Team



Diego Fernandez
Presentation Lead



Parker DeShazo
Tech Lead



Rachael McCue
Git Lead

\$209B

Agenda

Industry
Overview

Data
Overview

Talent
Selection

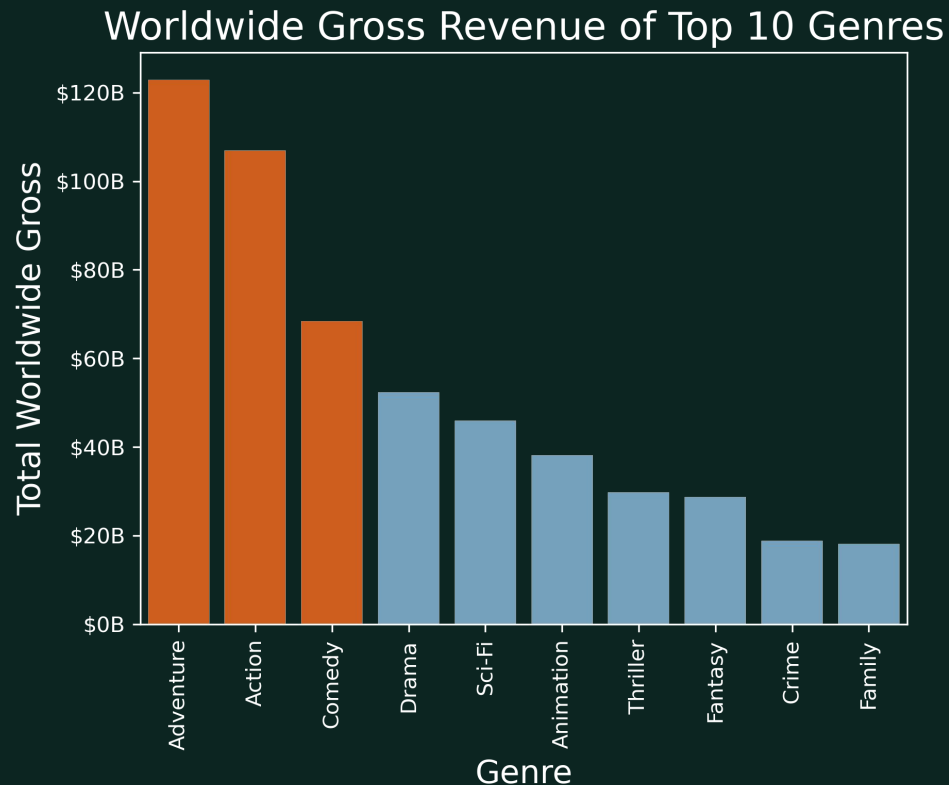
First
Film

Looking
Ahead

Industry Overview

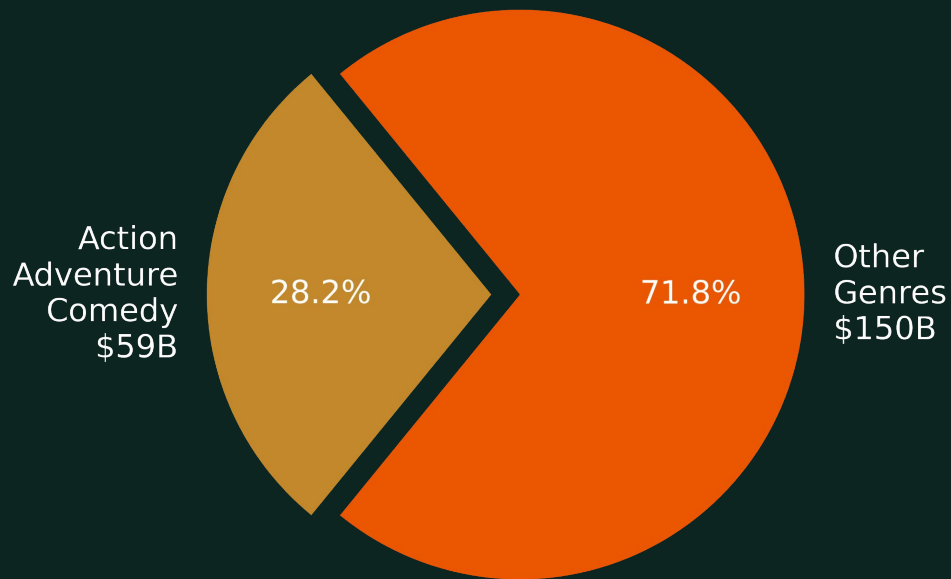
Genre Maximizes Revenue

1. Adventure
2. Action
3. Comedy



Cutting into 28%
of the Market

Worldwide Revenue Genre Distribution



Data Overview

Data Overview



DATA

1091 Movies
27 Genres

SOURCES

IMDB
The Movie Database
The Numbers

METRICS

Total Revenue
ROI

YEARS

2010-2020

MIN. BUDGET

\$24M

Talent Selection

High ROI Producers

Producer Name	AVG ROI
Kevin Feige	4.19
Simon Kinberg	5.12
Nina Jacobson	5.65



High ROI Directors

Director Name	AVG ROI
David Gordon Greene	2.39
Tim Story	2.52
Jon M. Chu	3.37



High ROI Cast

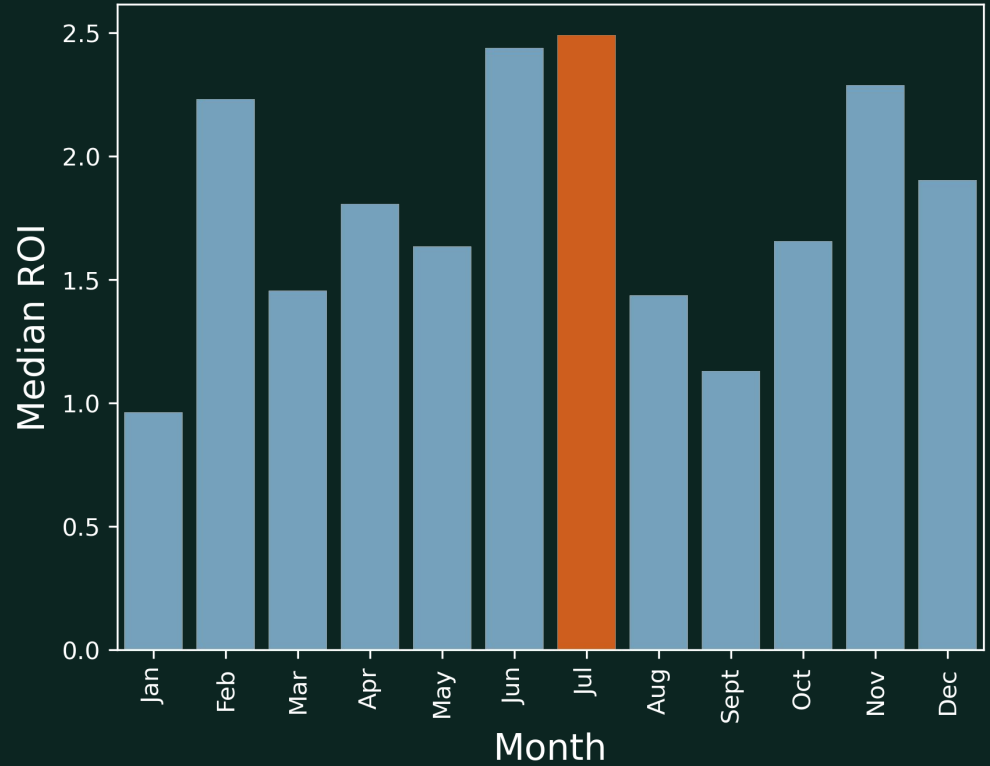
Cast Name	AVG ROI
Don Cheadle	3.97
Will Poulter	4.36
Bryce Dallas Howard	4.74
Sandra Bullock	8.11



Release Planning

July Release is Key

Monthly Median ROI: Action + Adventure + Comedy





Recommendations

**Action
Adventure
Comedy**

Large Budget Film

Release Time:
July

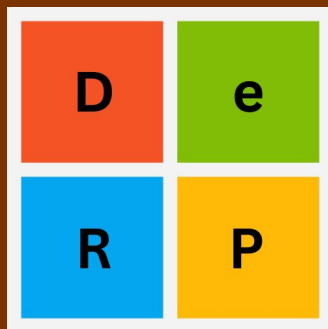
Looking Ahead

Talent Salaries

Animation Data

Demographic Data

Thank you!

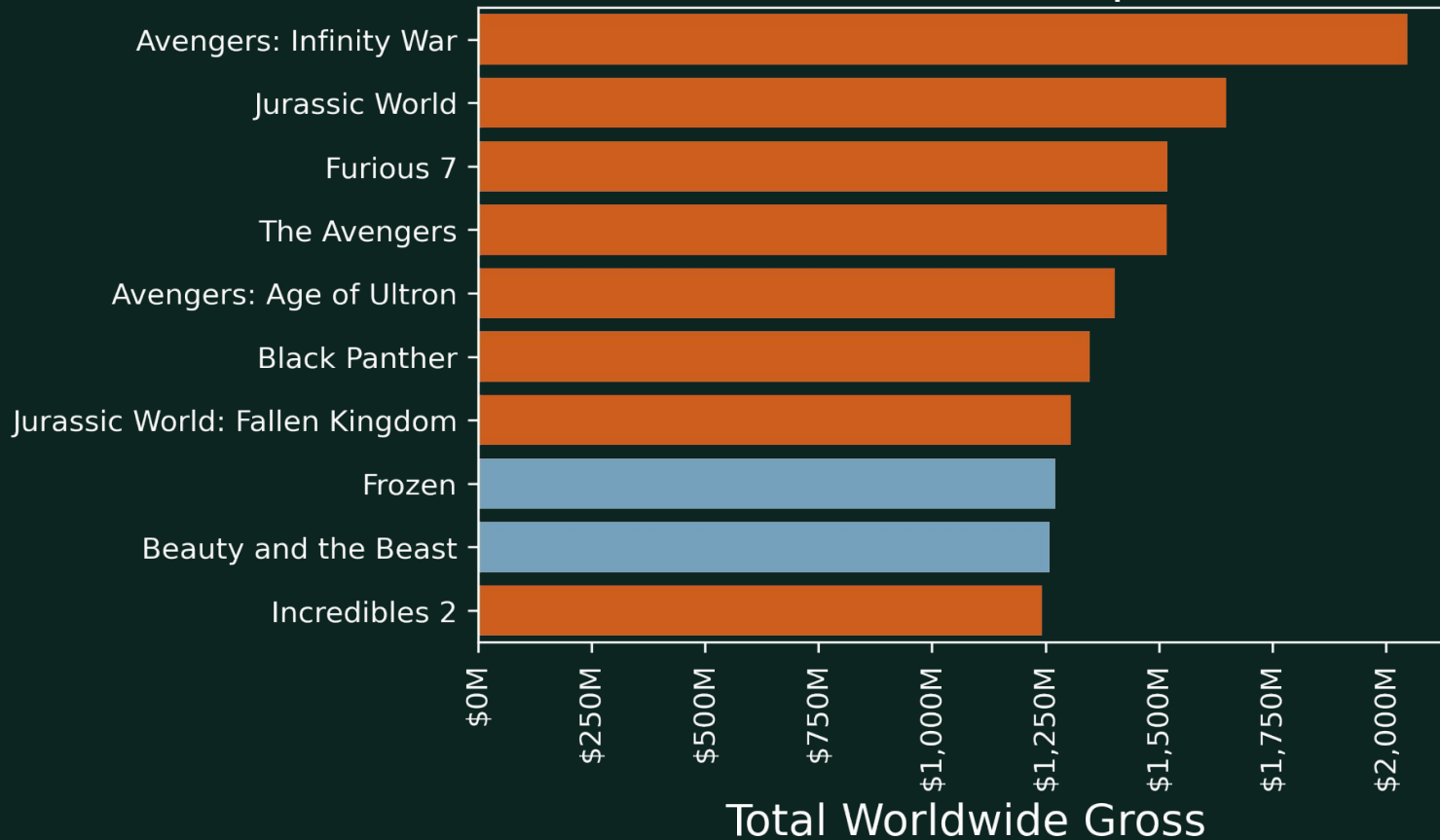


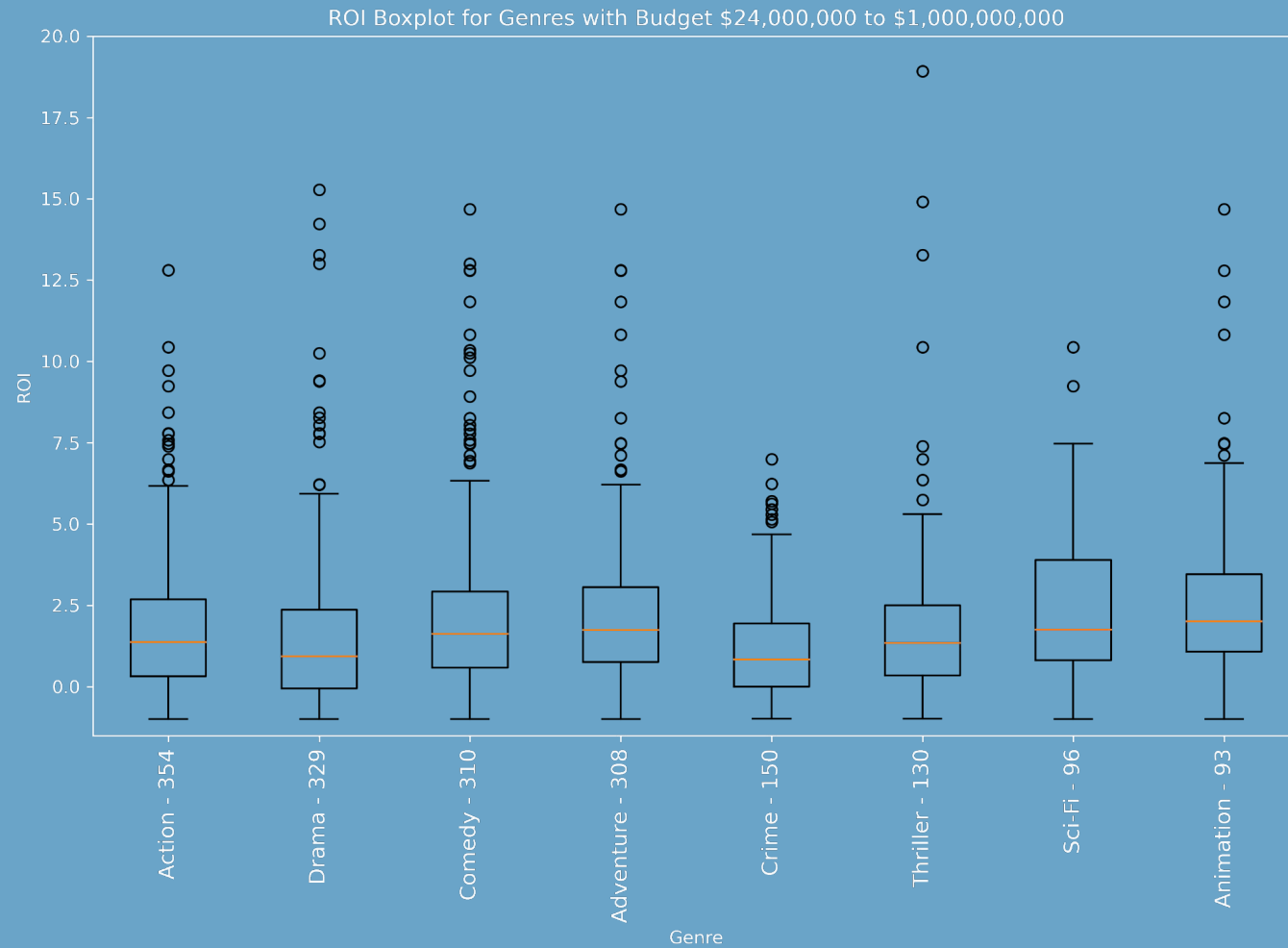
Appendix

No Clear Correlation Between Budget & ROI

Genre	Correlation Coefficient
Action	0.18
Adventure	0.08
Comedy	0.05

Worldwide Gross Revenue of Top 10 Movies





Sources

Jon Chu pic:

<https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.goodmorningamerica.com%2Fculture%2Fstory%2Fjon-chu-reflects-journey-making-films-cultural-identity-84627375&psig=AOvVaw0QL2T8DAFJSpzJW-GFdt4c&ust=1674839800634000&source=images&cd=vfe&ved=0CBAQjhxqFwoTCJDK18ze5fwCFQAAAAAdAAAAABAE>

Tim Story pic:

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David gordon greene:

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Will Poulter:

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Bryce Dallas Howard pic:

<https://www.google.com/url?sa=i&url=https%3A%2F%2Fpeople.com%2Fmovies%2Fbryce-dallas-howard-values-film-critics-even-bad-reviews-exclusive%2F&psig=AOvVaw0fqrYHYq48O8Q-uksWpQv&ust=1674846700997000&source=images&cd=vfe&ved=0CBAQjhxqFwoTCMDIqaf45fwCFQAAAAAdAAAAABAE>

Sandra Bullock:

<https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.vogue.com%2Farticle%2F7-things-you-didnt-know-about-sandra-bullock&psig=AOvVaw37C6Ro7JZLsMm4nMoNcWl9&ust=1674846642077000&source=images&cd=vfe&ved=0CBAQjhxqFwoTCLjiticb45fwCFQAAAAAdAAAAABAE>

Nina Jacobson:

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Kevin Feige pic:

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Cover Slide pic: <https://clipartix.com/film-strip-clipart-image-42591/>

Don Cheadle pic -

<https://www.google.com/imgres?imgurl=https%3A%2F%2Fytimg.com%2Fvi%2Fqfb-T7rTWfs%2Fmaxresdefault.jpg&imgrefurl=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3Dqfb-T7rTWfs&tbnid=STDSSZ2abpBpiM&vet=12ahUKewjbiMalzeb8AhXpMN4AHUr0A-0QMygzeqOIARBo..i&docid=9ZxXiULUitRrFM&w=1280&h=720&q=don%20cheadle&ved=2ahUKewjbiMalzeb8AhXpMN4AHUr0A-0QMygzeqOIARBo>