

Best in Showbiz: Building Microsoft's Studio ...

Team



Name: Juana Tavera
Role: GitHub Lead
Contact: tvrjuana



Name: Henry Shin
Role: Technical Lead
Contact: henryshin15



Name: Mackoy Staloch
Role: Presentation Lead
Contact: MackoyS

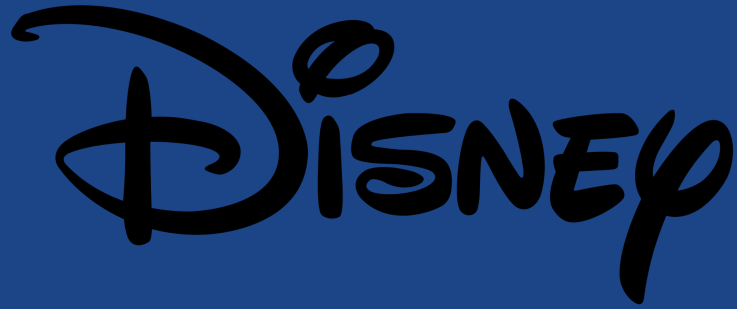
Agenda



Bottom Line - Horror, Mystery, Thriller



Business Problem



NETFLIX



Data Overview

Data Overview

Data

Time
Range

Unique
Movies

Limitations

Box Office Mojo

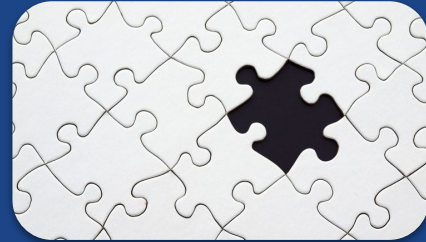
2000

~1.2K

THE NUMBERS

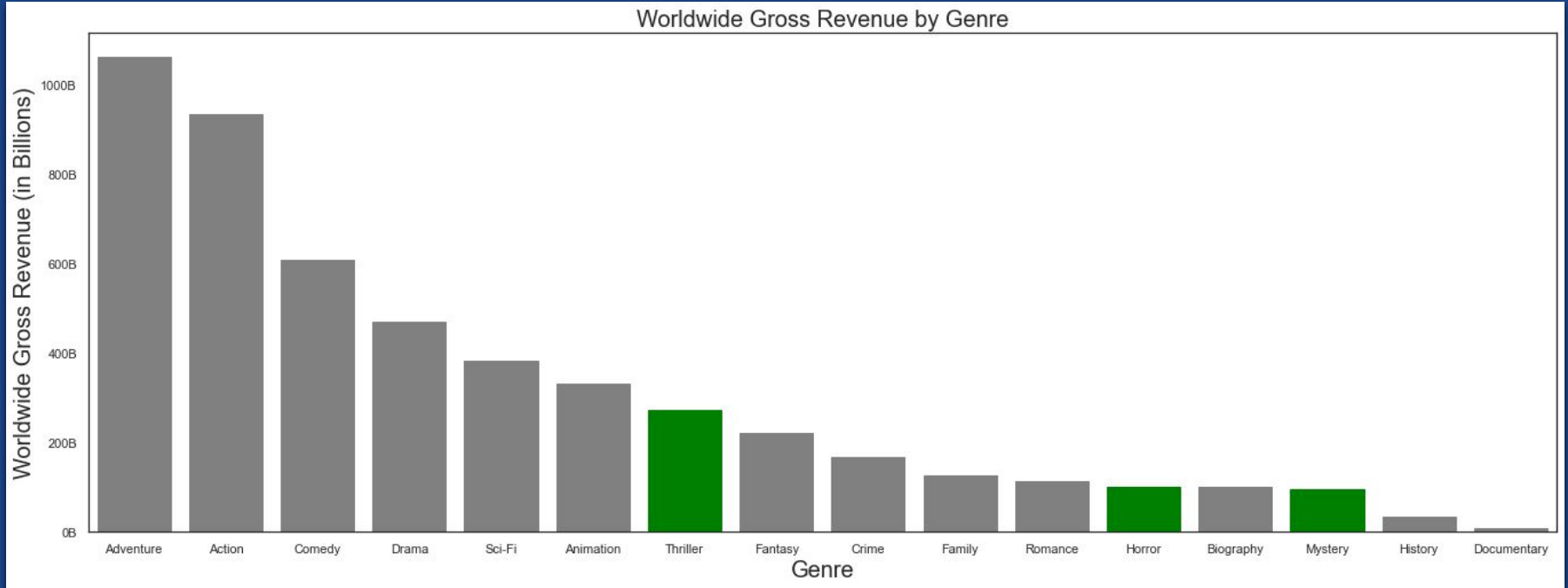
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2018

IMDb

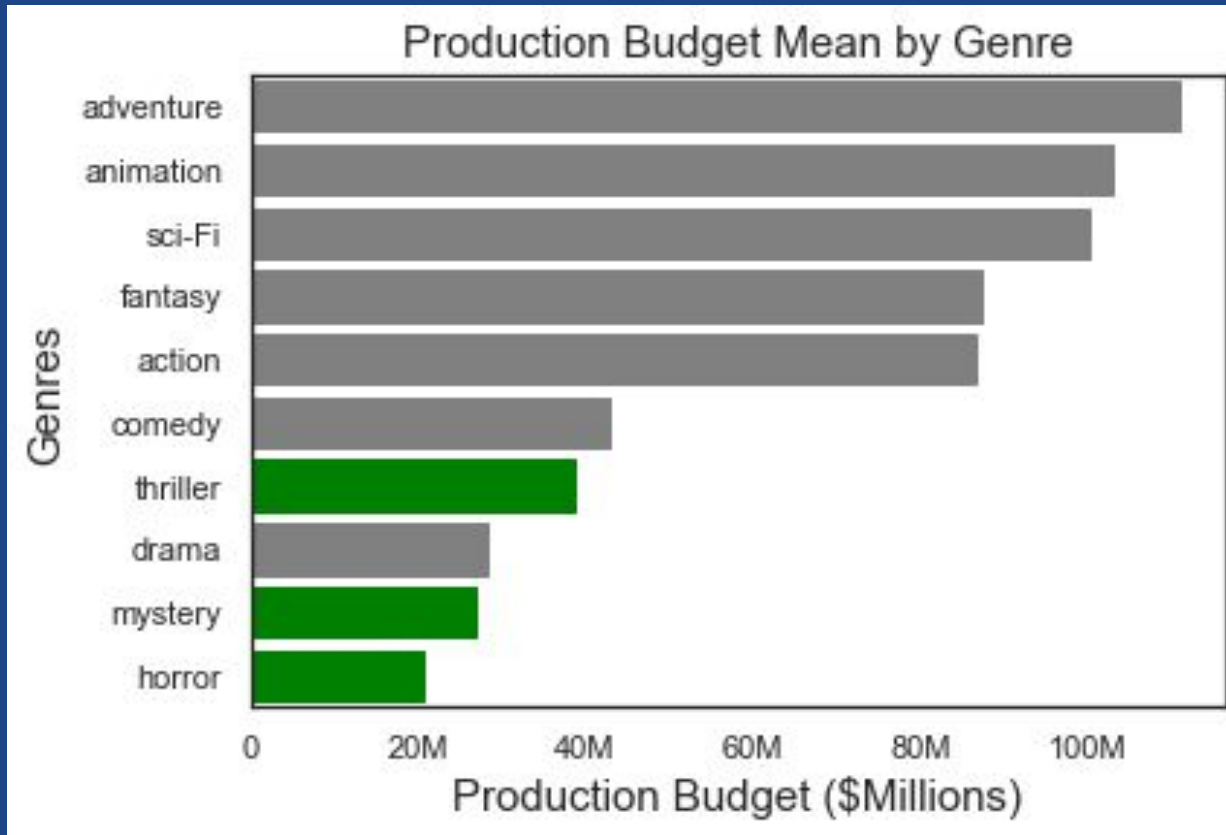


Analysis

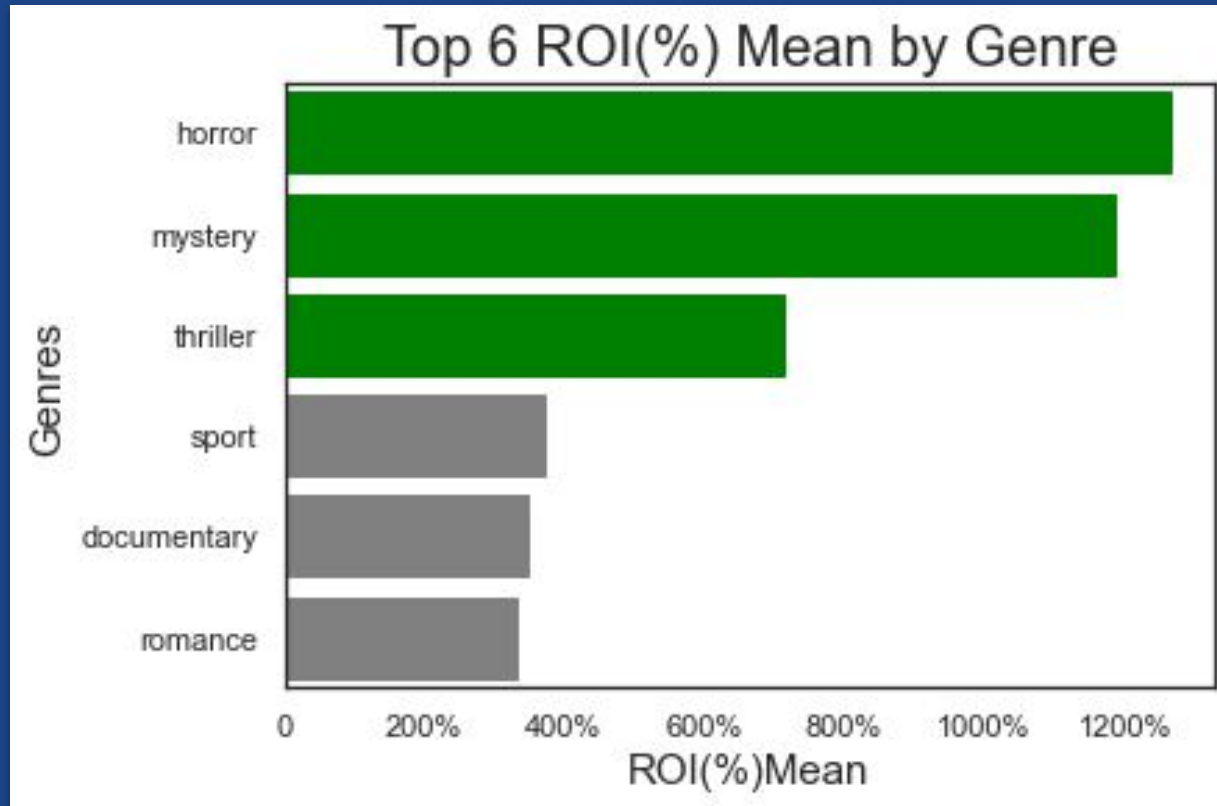
Business Problem - Best in Box Office



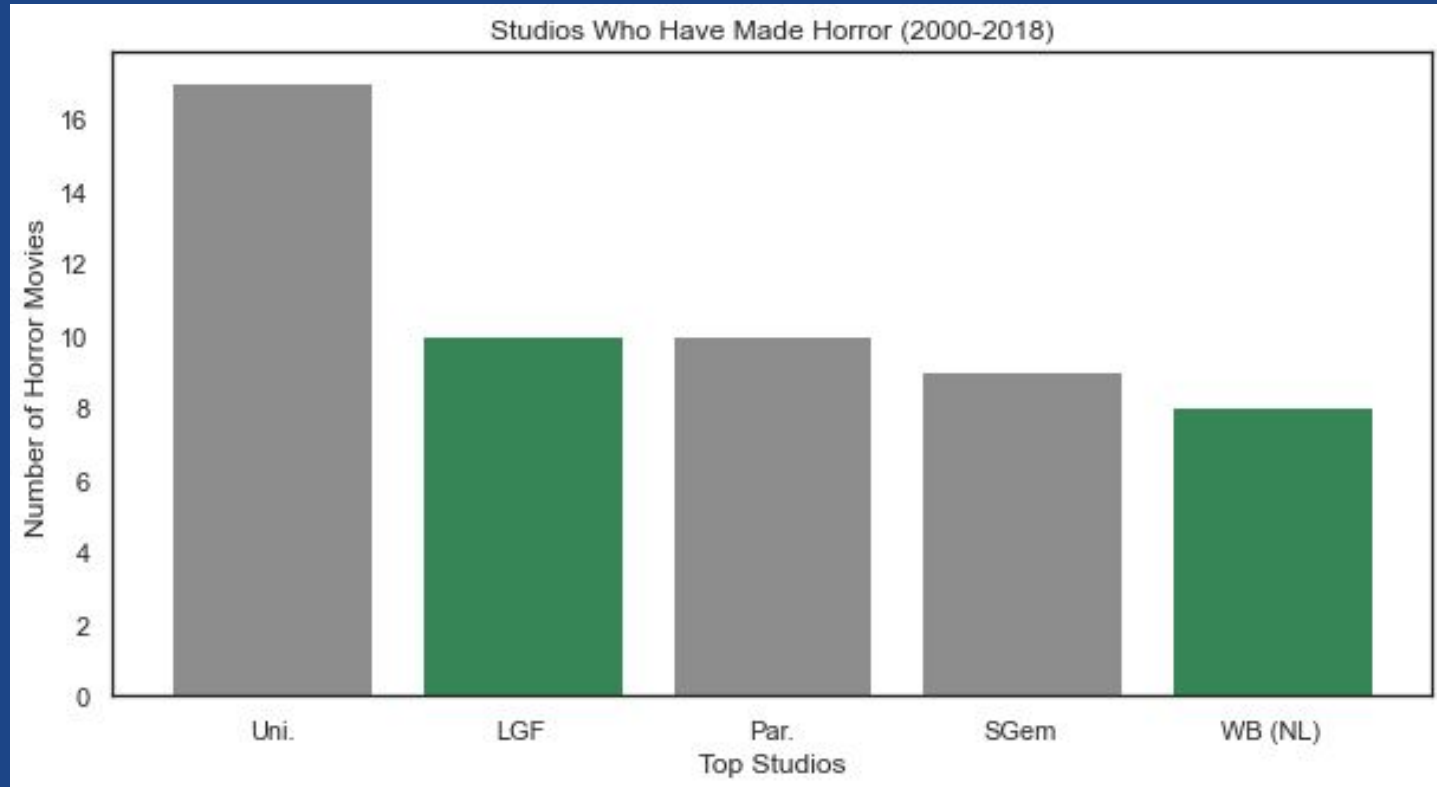
Business Problem - Budget



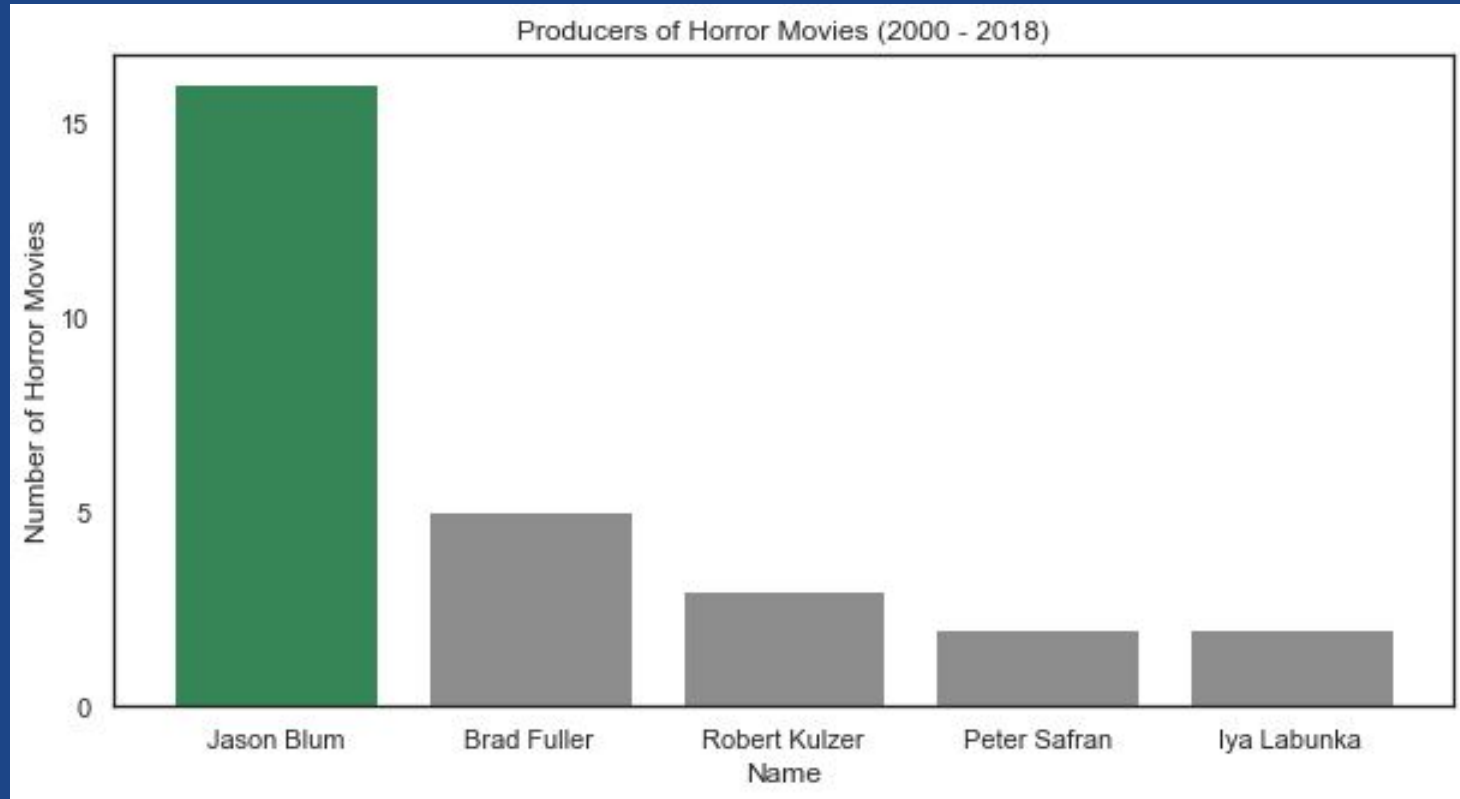
Business Solutions - ROI



Business Solutions - Horror Studios



Business Solutions - Horror Producers



Recommendations

Jason Blum is an Experienced Producer with High ROI Horror Films



Future Insights


Future Insights - Runtimes and Revenues




Future Insights - Ratings and Profitability

G **GENERAL AUDIENCES** 
ALL AGES ADMITTED ®

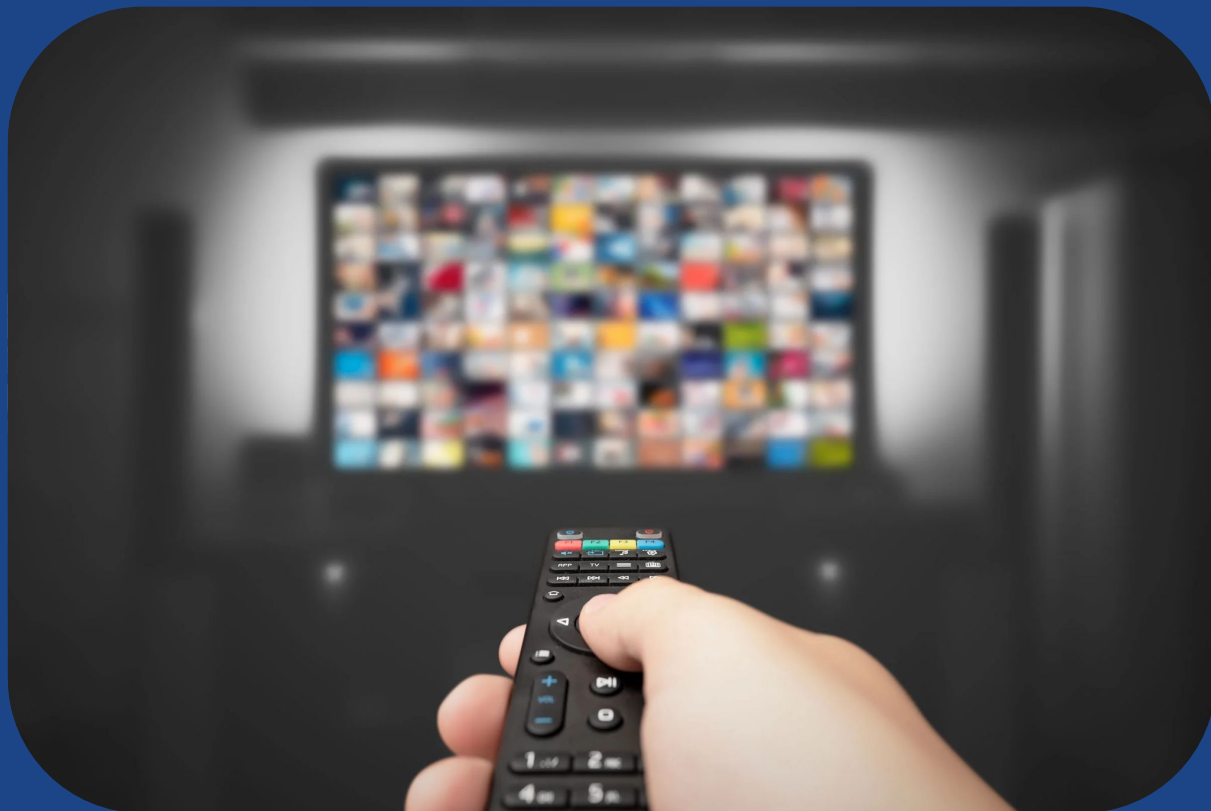
PG **PARENTAL GUIDANCE SUGGESTED**
SOME MATERIAL MAY NOT BE SUITABLE FOR CHILDREN ®

PG-13 **PARENTS STRONGLY CAUTIONED** 
SOME MATERIAL MAY BE INAPPROPRIATE FOR CHILDREN UNDER 13 ®

R **RESTRICTED** 
UNDER 17 REQUIRES ACCOMPANYING PARENT OR ADULT GUARDIAN ®

NC-17 **NO ONE 17 AND UNDER ADMITTED**  ®

Future Insights - Box Office vs Streaming



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Questions?

Appendix

1. <https://usbrandcolors.com/microsoft-colors/>
2. <https://slidechef.net/templates/free-google-slides-roadmap-to-success-template/>
3. <https://www.empireonline.com/movies/reviews/shining-2-review/>
4. <https://www.bbc.com/news/world-australia-46353821>
5. [https://www.nytimes.com/interactive/2021/02/14/movies/silence-of-the-lambs-anniversary.html,](https://www.nytimes.com/interactive/2021/02/14/movies/silence-of-the-lambs-anniversary.html)
6. https://commons.wikimedia.org/wiki/File:Disney_wordmark.svg
7. <https://press.aboutamazon.com/images-videos/>
8. <https://about.netflix.com/en/company-assets>
9. https://commons.wikimedia.org/wiki/File:NBCUniversal_Peacock_Logo.svg
10. <https://ew.com/movies/jason-blum-last-paranormal-activity-terrible/>
11. <https://www.imdb.com/title/tt1179904/>
12. <https://www.societyinmotion.com/2018/04/the-clapperboard-and-its-language/>
13. https://www.tctimes.com/news/the-evolution-of-movie-ratings/article_fbe06064-5091-11e9-9952-b3885414dbcd.html
14. <https://www.discovermagazine.com/technology/wikipedia-predicts-how-movies-will-perform-at-the-box-office>
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16. <https://www.the-numbers.com/market/mpaa-ratings>
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19. <https://www.enaqo.com/academy/avoid-the-problem-of-missing-data/>
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