Microsoft Movie Studios

What movies will bring success?

- big budget, broad appeal, proven director

Movie Industry Data (2010-2018)

Data Sources:

- IMDB
- The Numbers
- Box Office Mojo

Final Dataset:

- 1,271 movies

Success Metric:

- Worldwide Gross Revenue

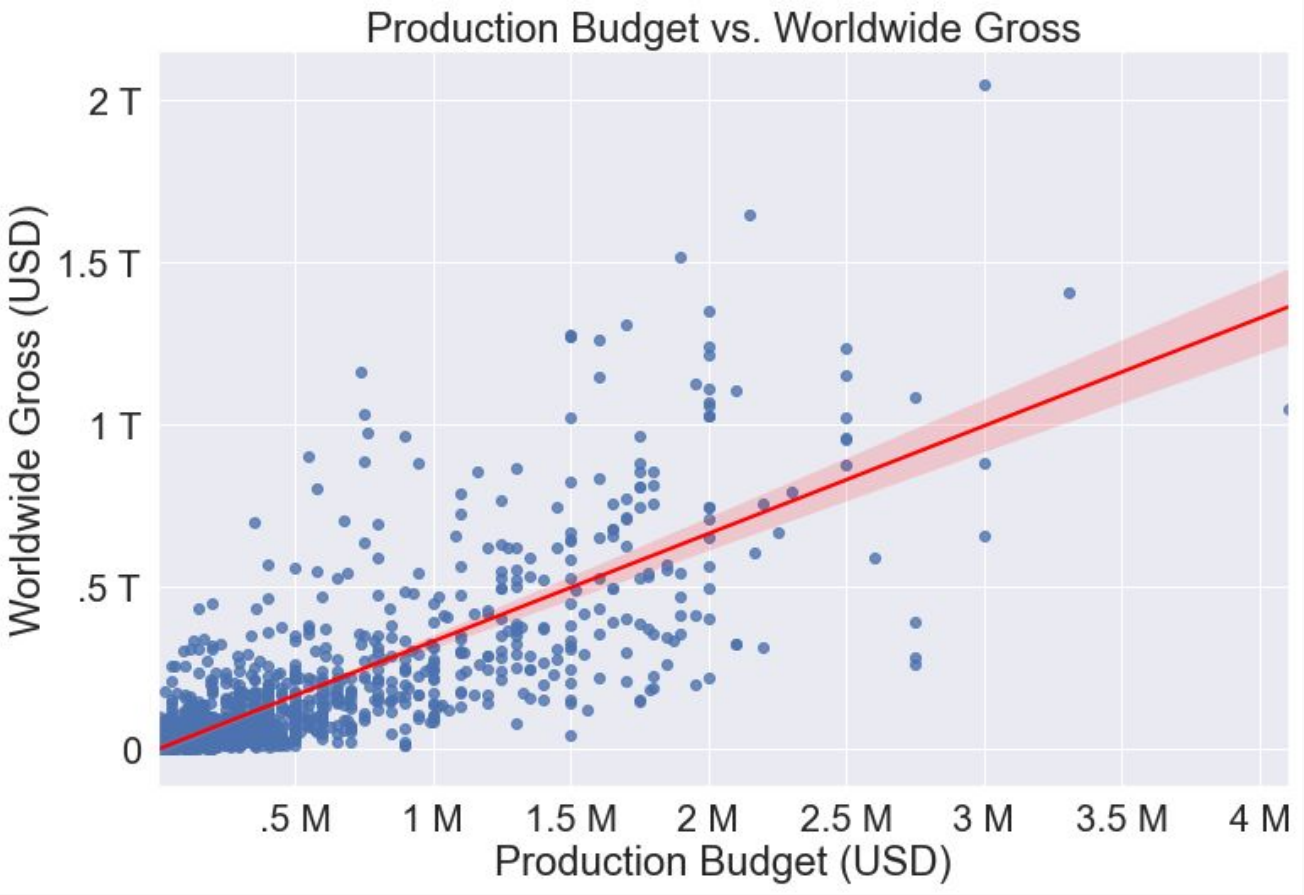
Key Features:

- Production Budget
- Genre
- Director

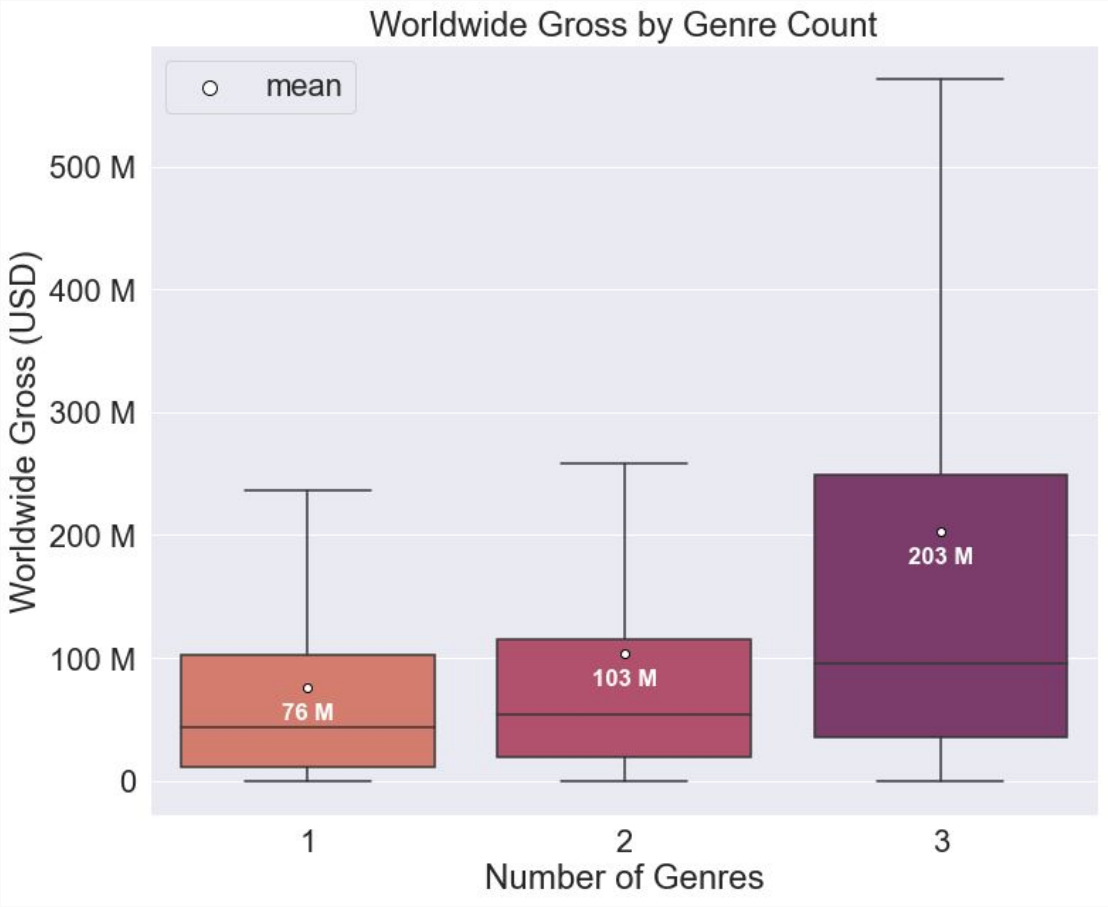
Big Budgets = Big Revenues

- all 1,271 movies

- Correlation: 77%



Broad Appeal

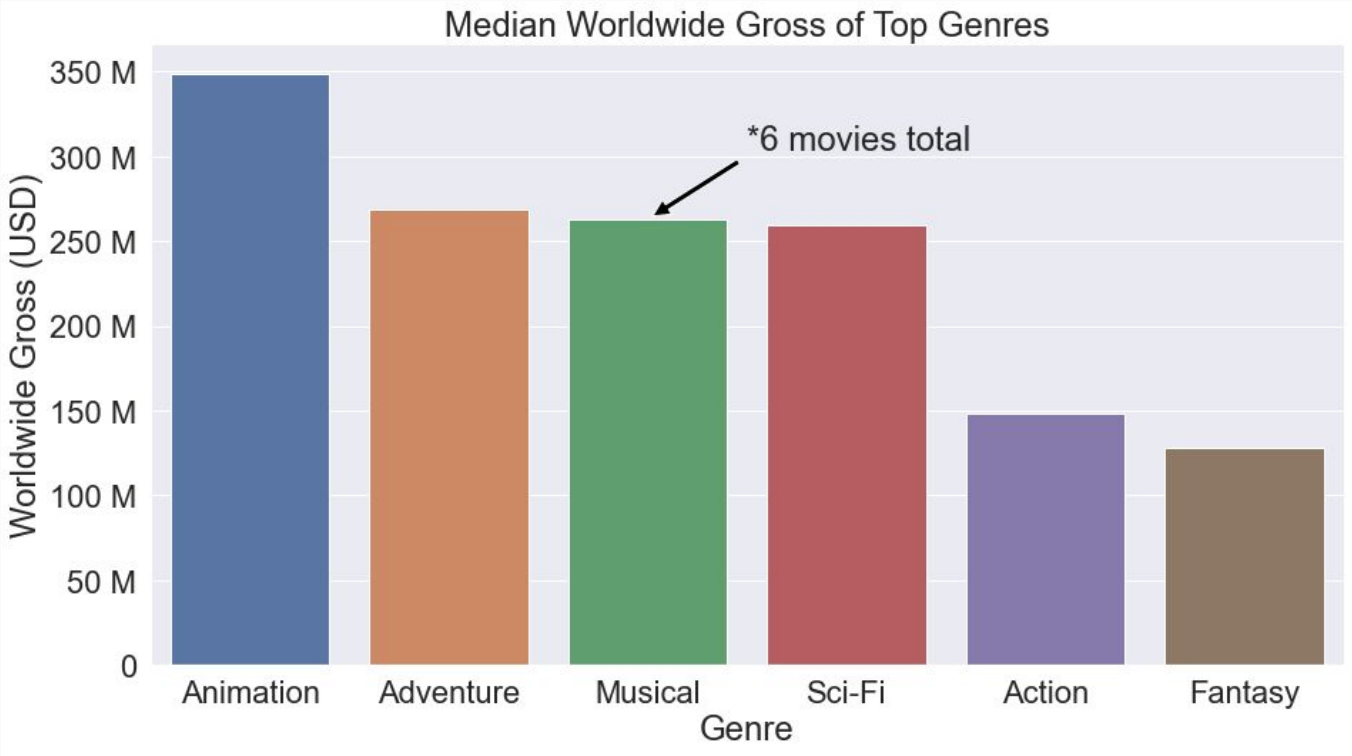


- Genre as determined by IMDB.

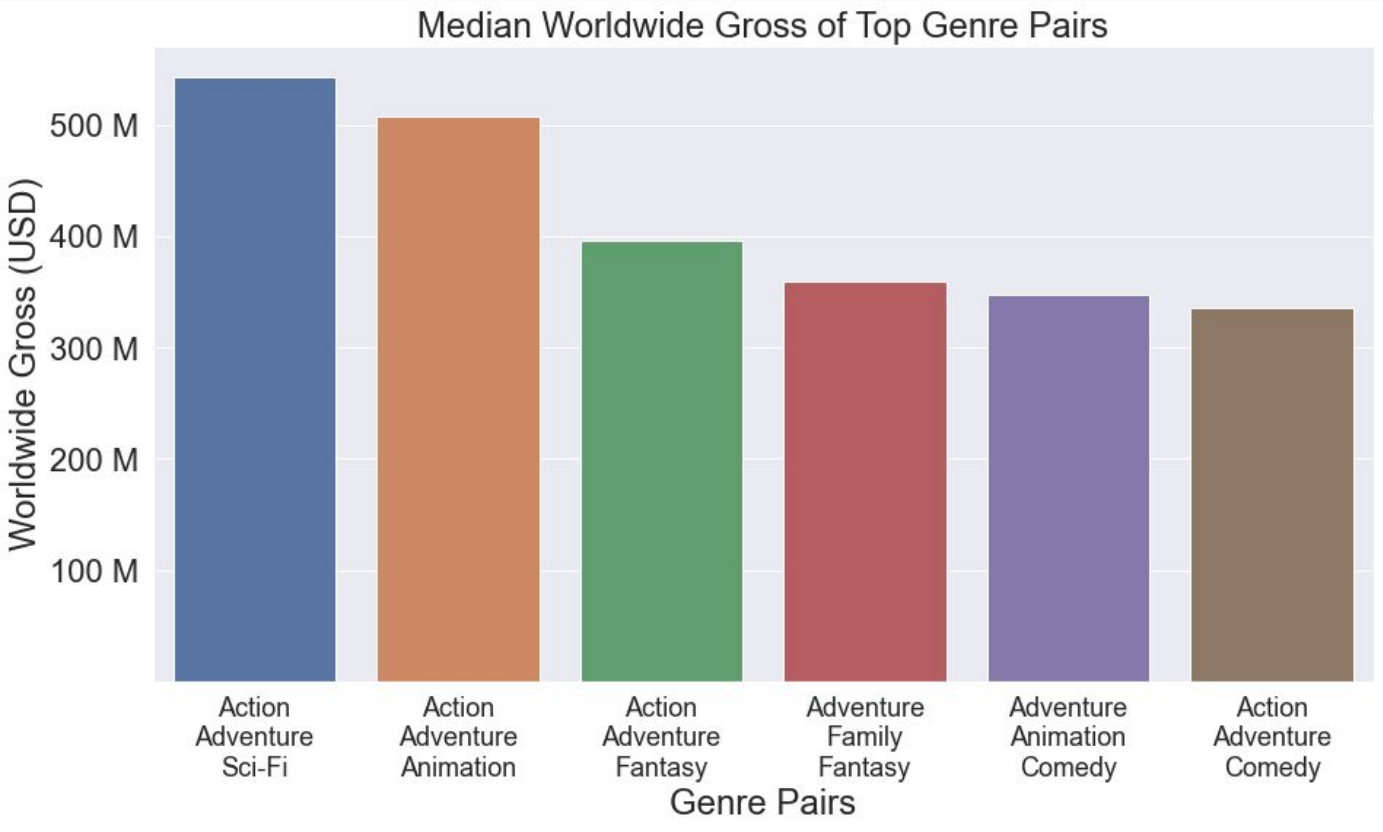
- 3 genre limit

Top Genres

- High variance



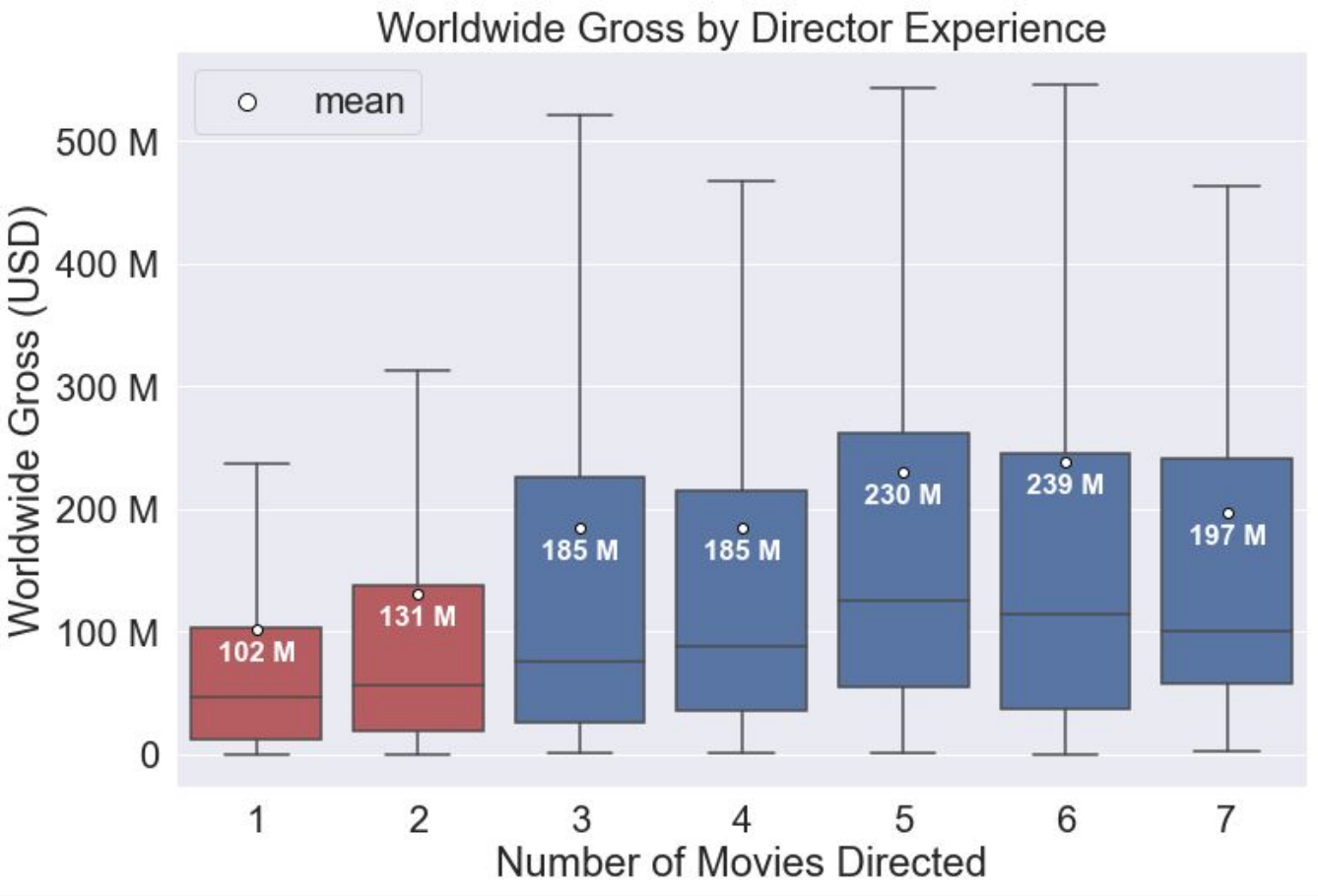
Top Genre Pairings



Best Genre Pair:

Action-Adventure

Directors with proven success



- director with 2-6 previous movies is ideal

Keys to Success:

Big Budgets

Broad Appeal

Proven Director

Next Steps:

Follow-Up Analysis:

- Improved data collection
- Director short-list

Other Considerations:

- Current Global Pandemic
- The rise of streaming platforms and direct-to-streaming movie releases

Questions?

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LinkedIn

GitHub