

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:

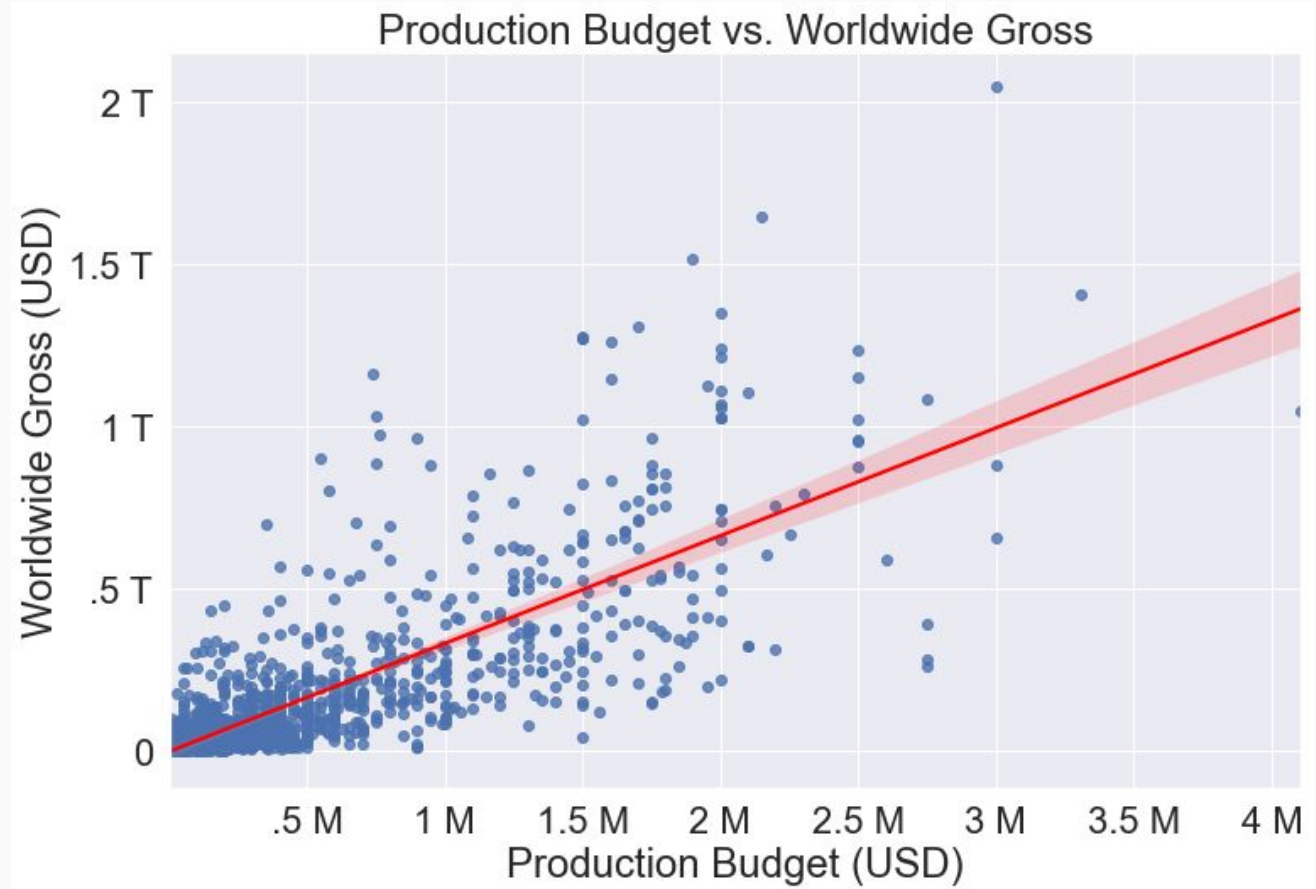
- Worldwide Gross Revenue

## Key Features:

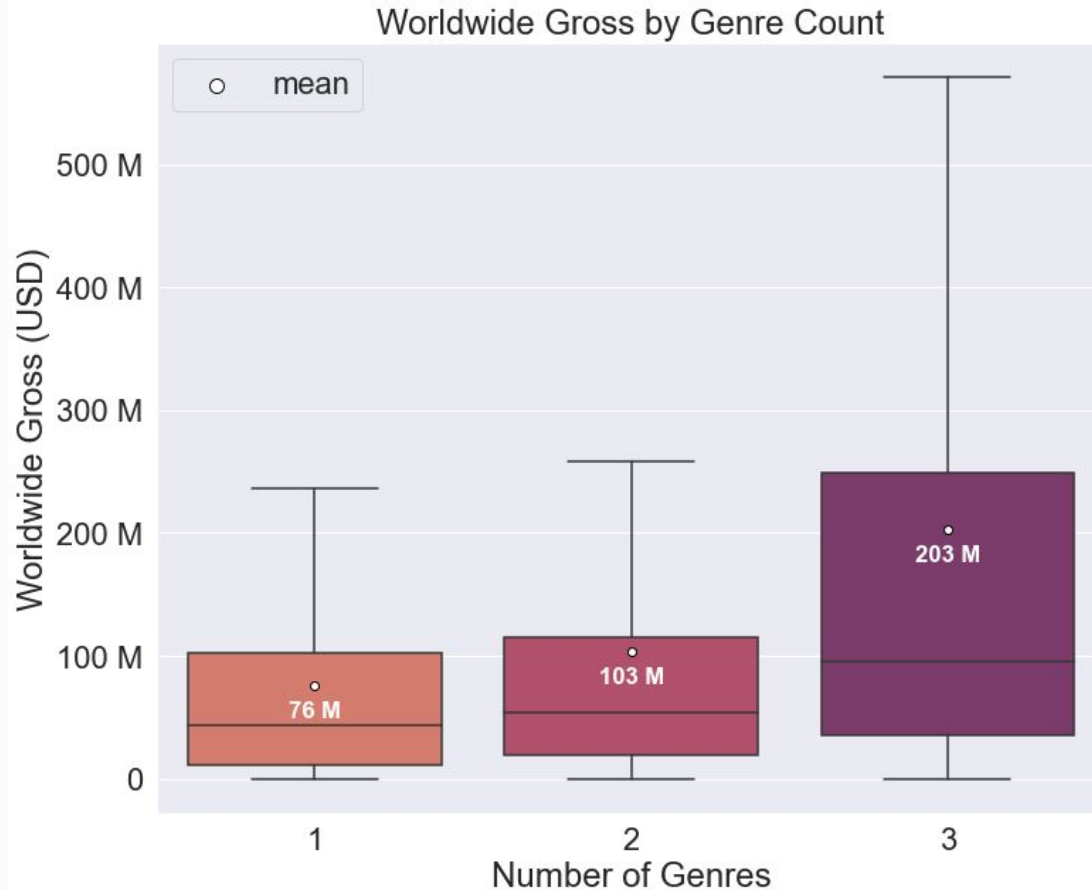
- Production Budget
  - Genre
  - Director
-

# Big Budgets = Big Revenues

- all 1,271 movies
- Correlation: 77%



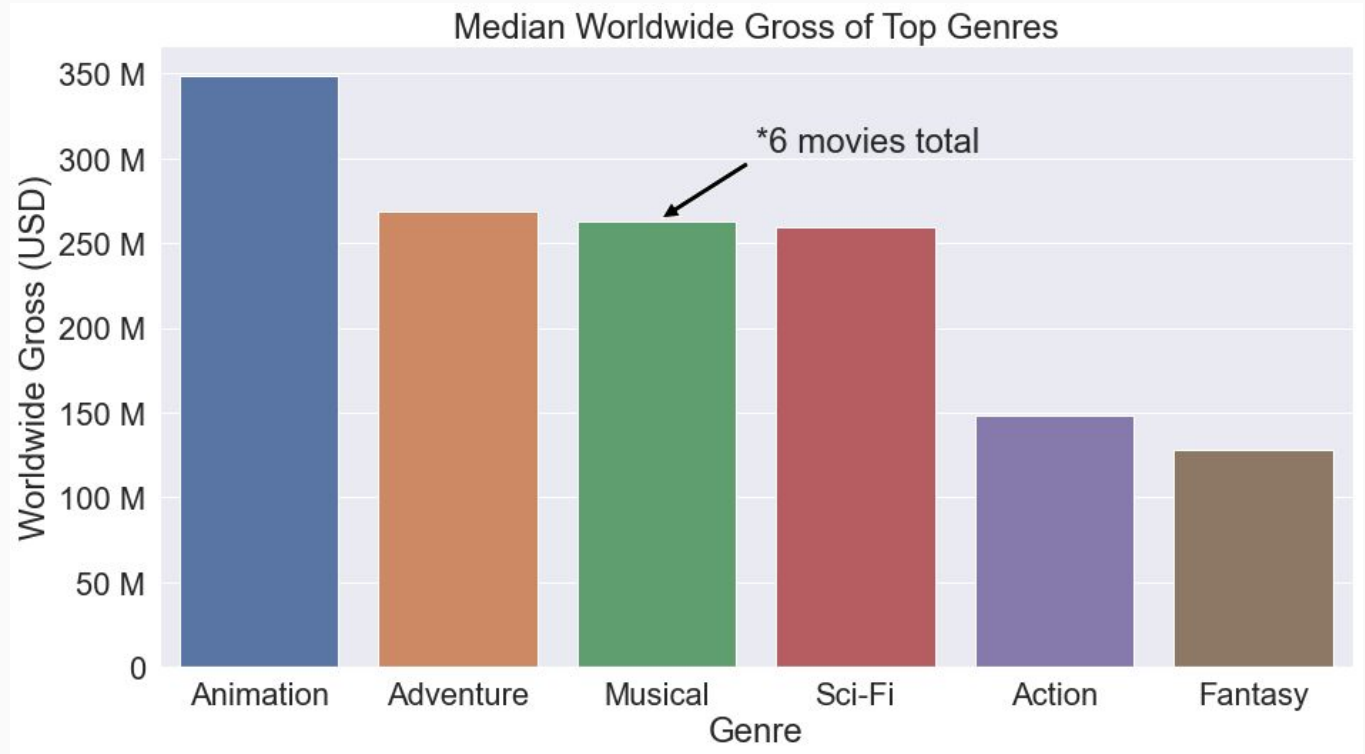
# Broad Appeal



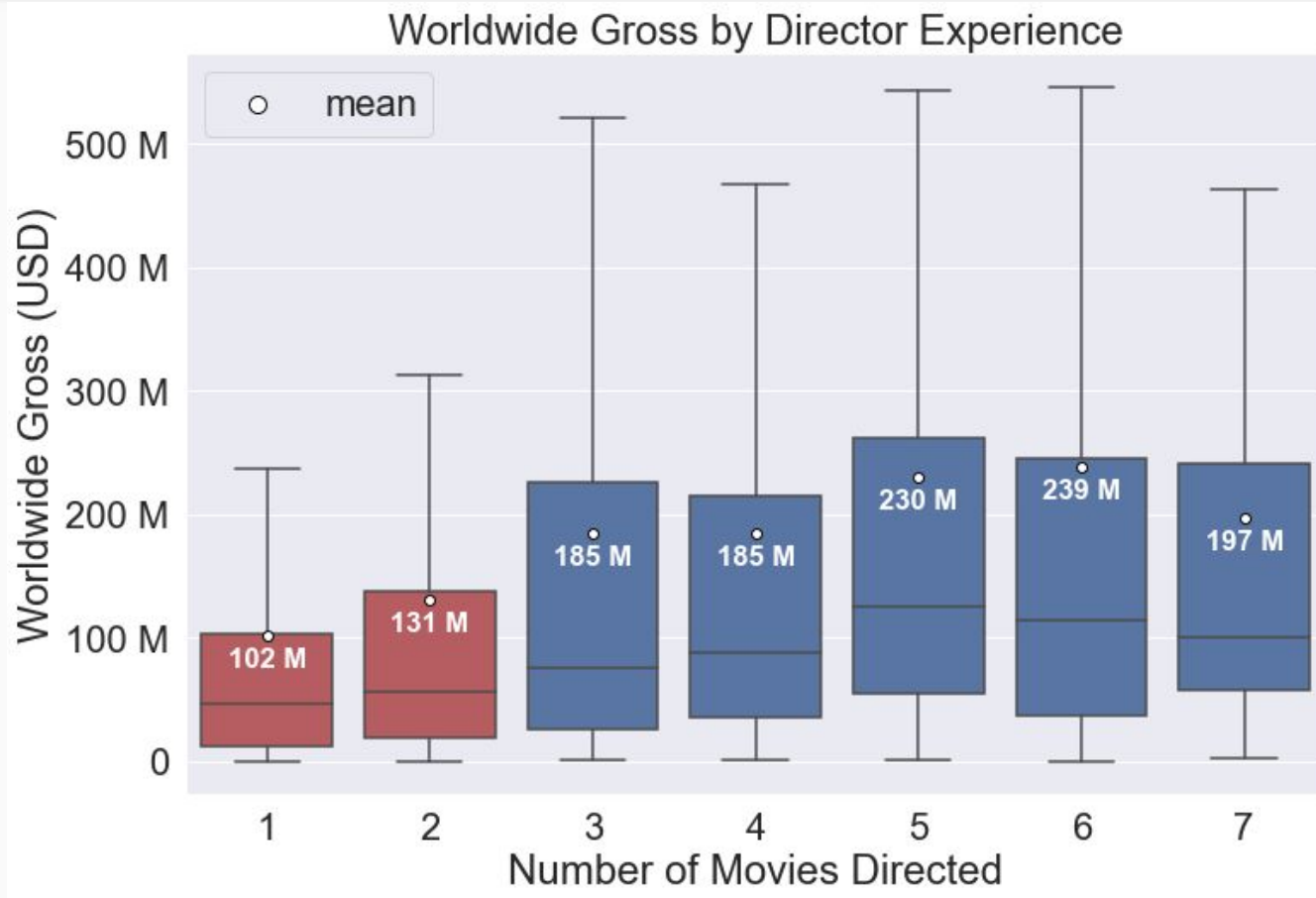
- Genre as determined by IMDB.
- 3 genre limit

# Top Genres

- High variability
- Broad appeal over specific genres



## Directors with proven success



A close-up photograph of a person's hand holding a purple marker, drawing on a whiteboard. The background is blurred, showing some office equipment and lights.

Keys to Success:

Big Budgets

Broad Appeal

Proven Director

# Next Steps:

## Follow-Up Analysis:

- Improved data collection
- Genre pairings
- Director short-list

## Other Considerations:

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





# Questions?

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