

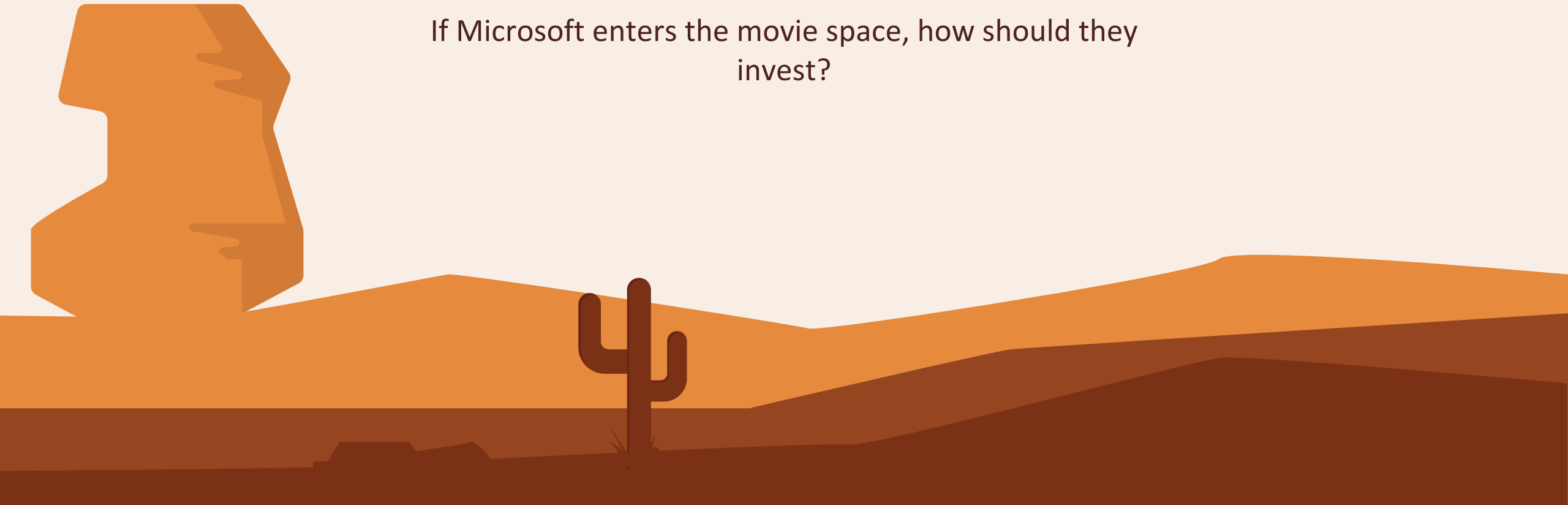


# A New Day for Microsoft

Presented by Michael Pozo

## The Business Question

If Microsoft enters the movie space, how should they invest?



# My Approach

1. Select the best time to release movies in theaters based on worldwide box office sales
2. Uncover the movie genre that performed the best during these time periods
3. Create a shortlist of directors in this genre based on ROI and profitability
4. Project how much Microsoft needs to spend based on the production budget – profit correlation



# The Data



Movie Titles  
Director Names  
Genres

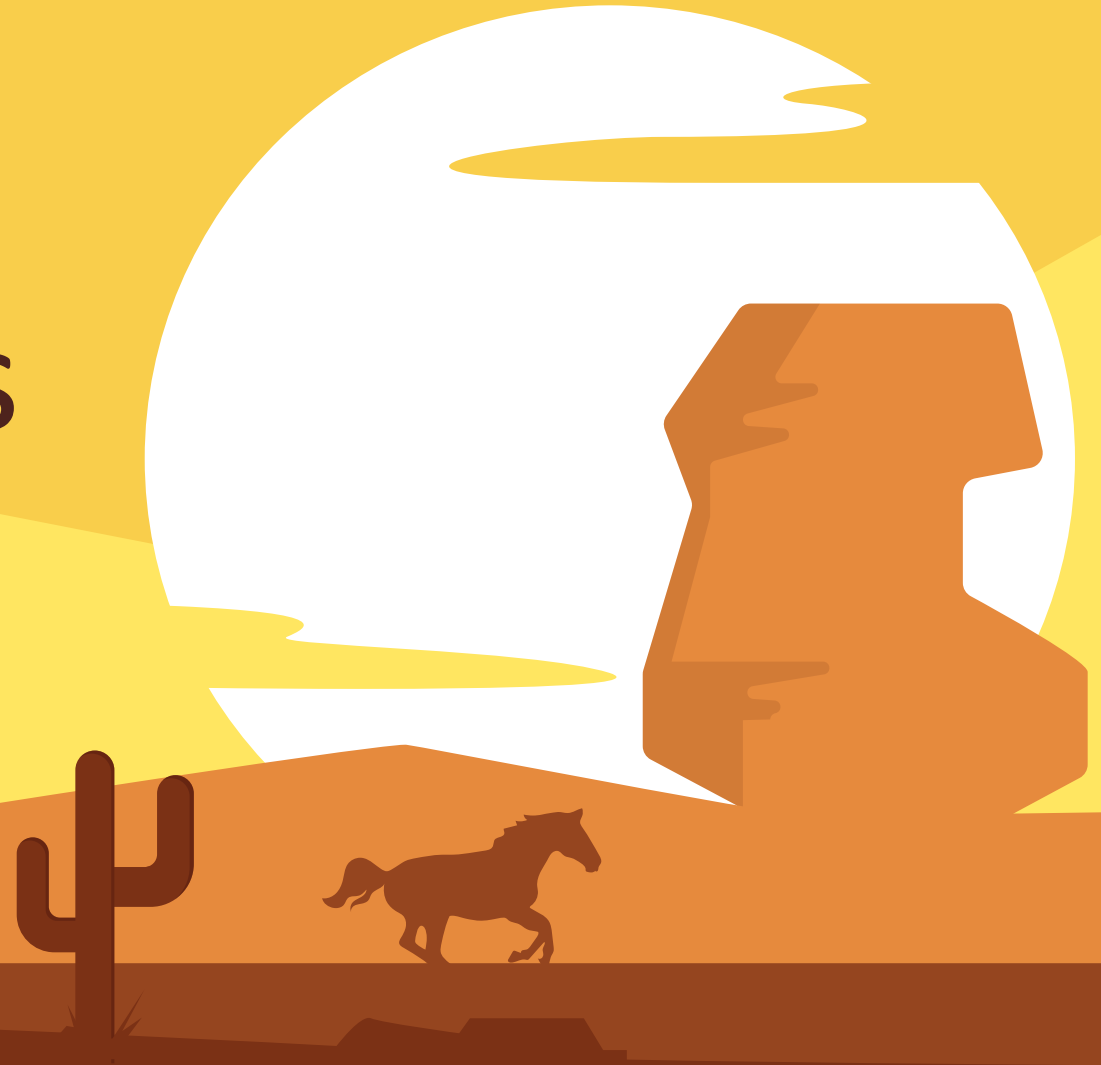


Production Budgets  
Domestic Sales  
Worldwide Sales  
Release Date

**Final Sample: 1536 Movies**

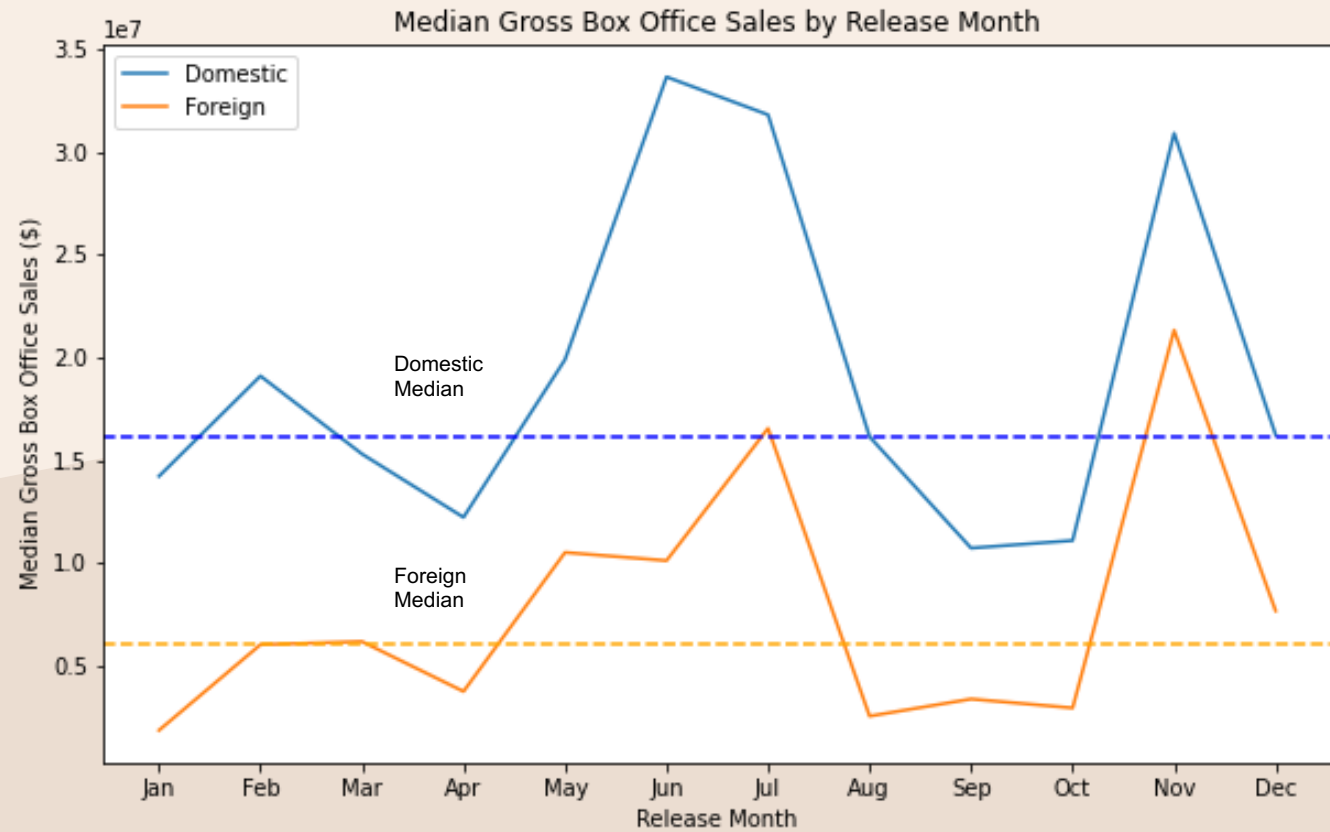


# Recommendations

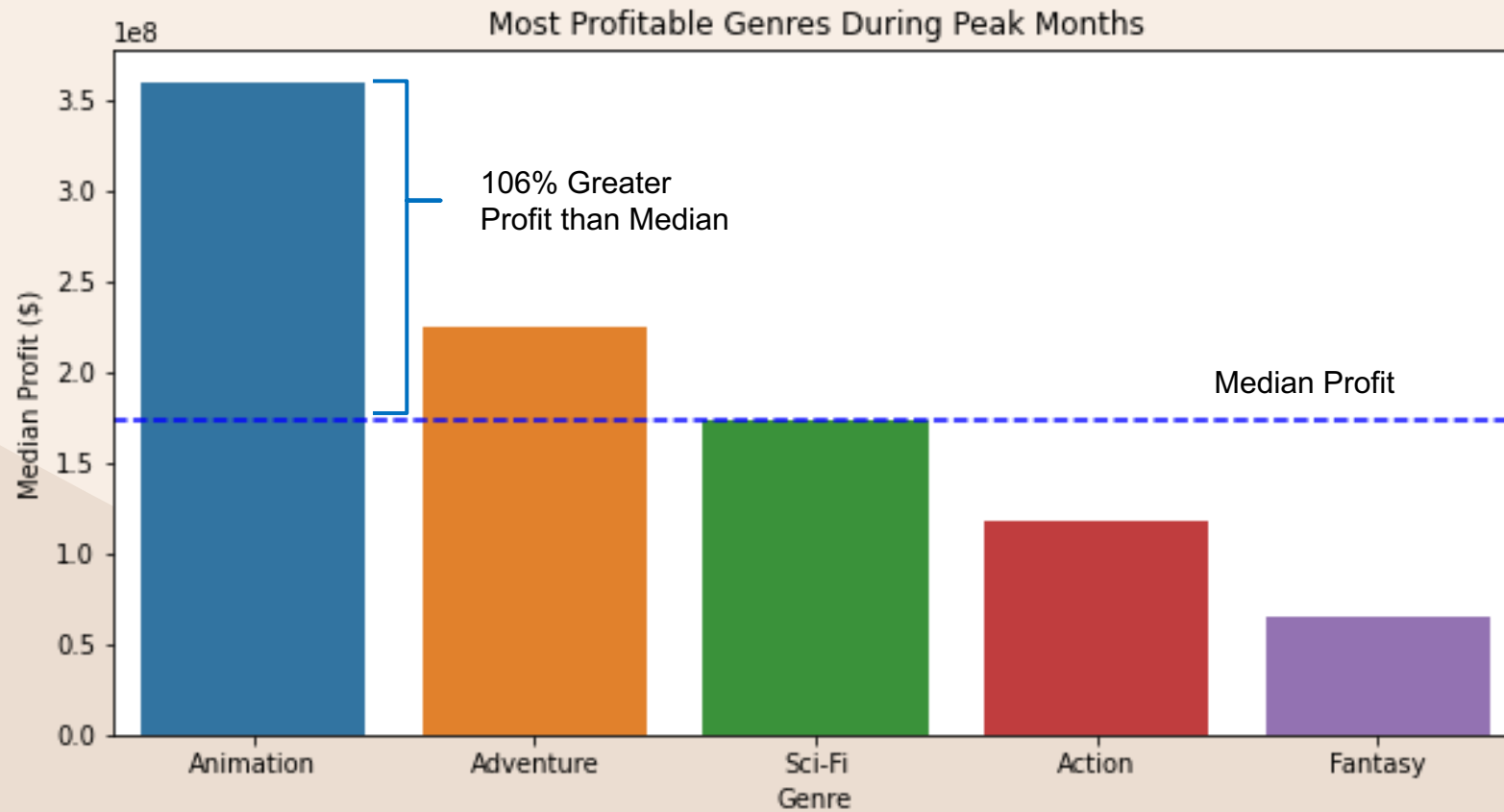


# Target an Early Summer or November Release Date

- Box office sales peak in June, July and November
- Trend holds true for domestic and foreign markets
- Recommend targeting peak months to reach the largest audience and maximize sales



# Invest in the Animation Genre



# Animation Director Shortlist

The following animation directors were ranked in the top 10 in both profit and ROI and should be priority targets when choosing a director (minimum 2 productions in last 10 years)

Directors
Pierre Coffin
Lee Unkrich
Dean DeBlois
Gennedy Tartakovsky
Tom McGrath
Chris Sanders
Mike Thurmeier
Raja Gosnell
Carlos Saldanha
Mike Mitchell



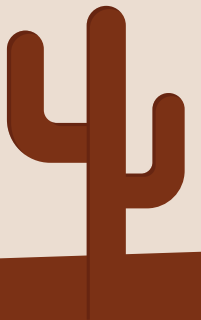
Pierre Coffin

- Director of Despicable Me and Minions Franchises
- Most Profitable and ROI Positive Director



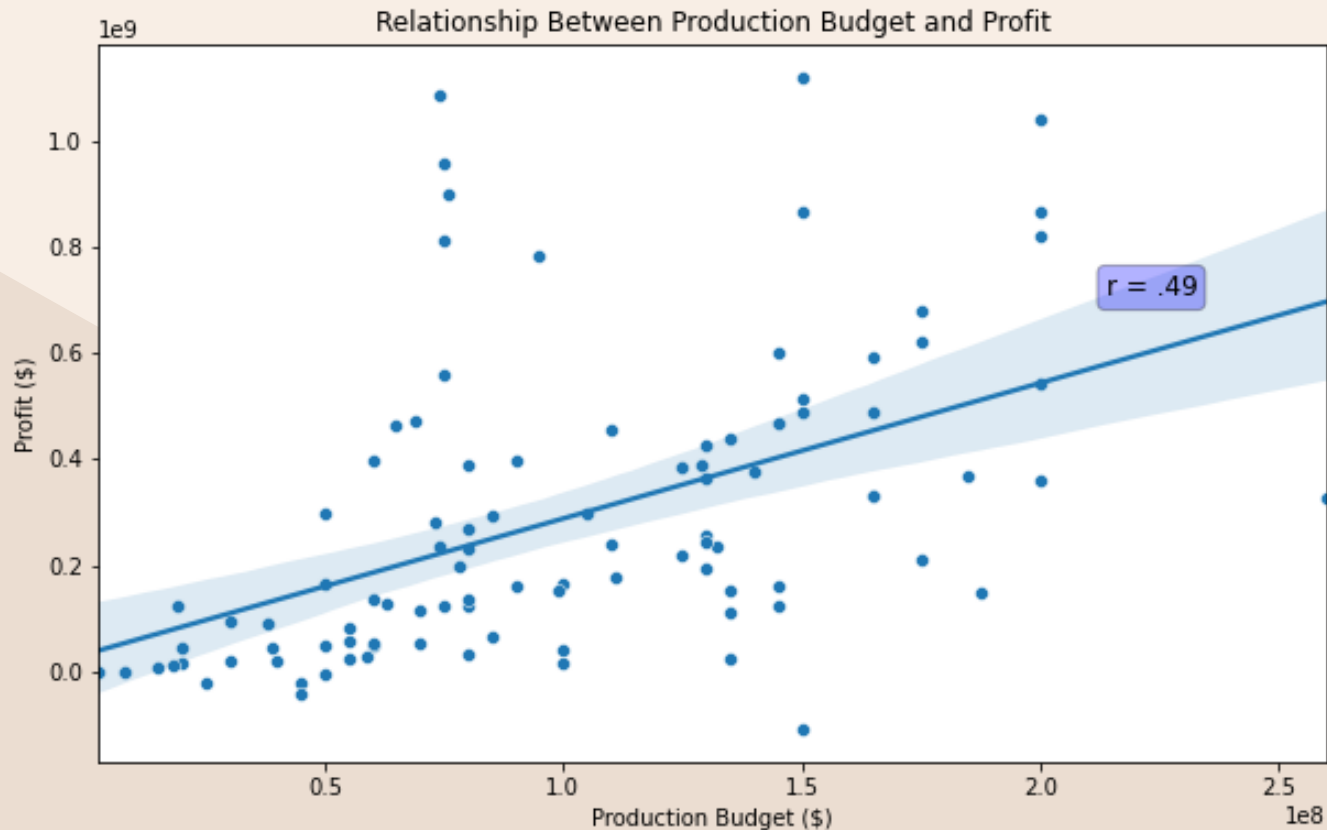
Mike Thurmeier

- Director of Ice Age Franchise
- Top 3 in both ROI and Profit categories

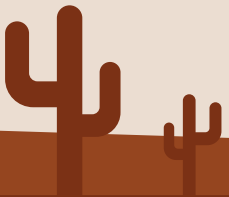




# Medium Size Budget Can Return Outsized Profit



- Moderately positive correlation between production budget and profit in the animation genre
- Middle 50% of budgets have a high concentration of outsized profits
- Opportunity to make money without spending beyond the average genre budget



# Thank You!!

## Questions??

CREDITS

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