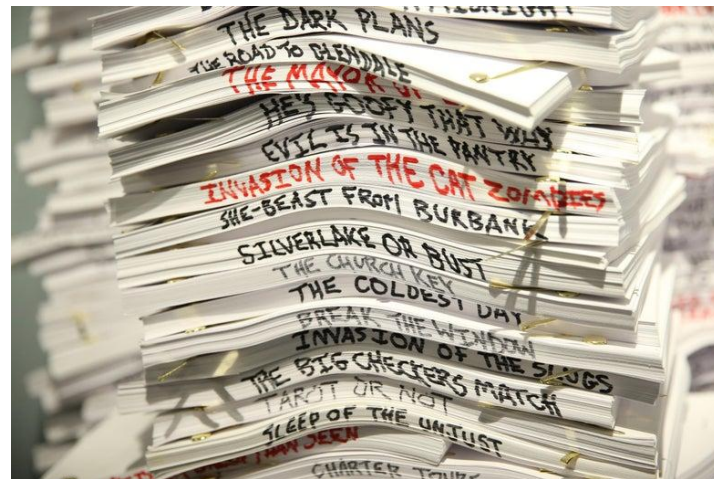# Microsoft Movie Studios Presents…

Data Analysis by Mike Van Eaton

What Film is Most Profitable?

Three Factors to Consider:

1. Genre

2. Run Time

3. Release Date

Data Source: The Numbers and IMDB (internet movie database)

1. Genres

Icons representing
top movie genres.

Sci-fi

Horror
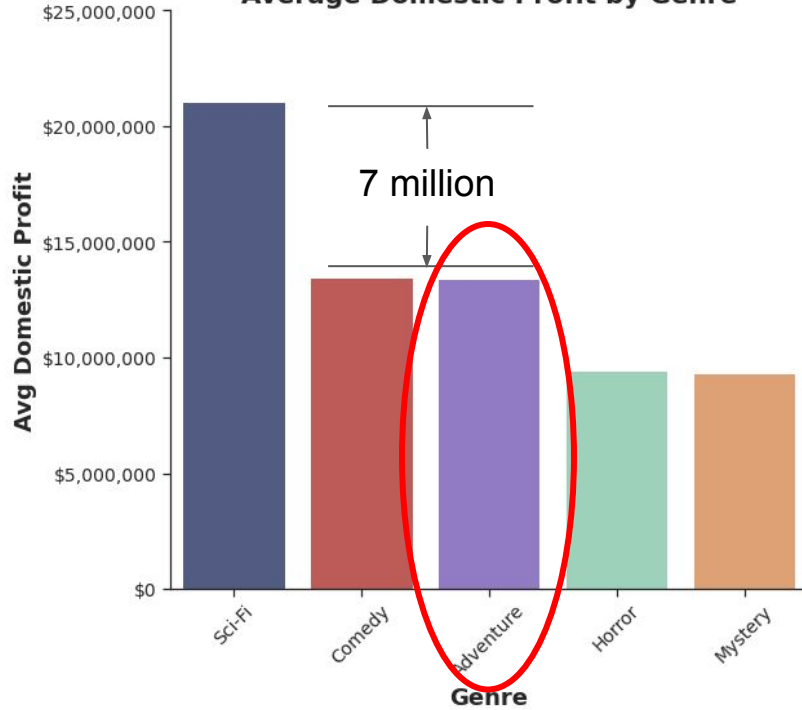
Adventure

Comedy

Action
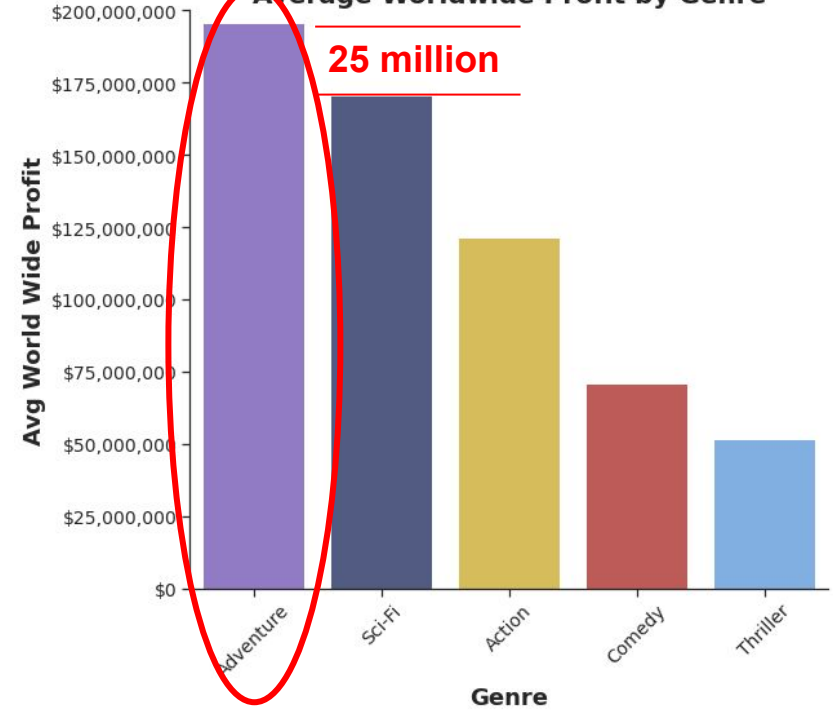
Drama

Thriller

What will MSMS select?

Genre Selection

Average Domestic Profit by Genre

7 million

Average Worldwide Profit by Genre

25 million

Selection: **Adventure**

2. Runtime

Too Short

Just Right

Too Long

80 min

?
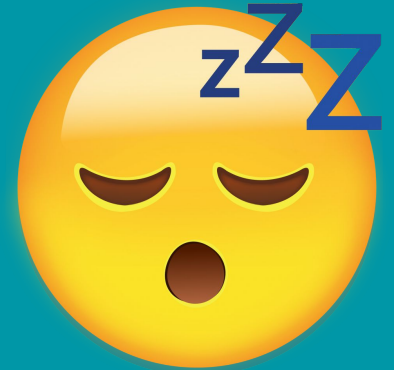
240 min

What will MSMS select?

Run Time Selection

Domestic Run Time Movie Profits

World Wide Run Time Movie Profits
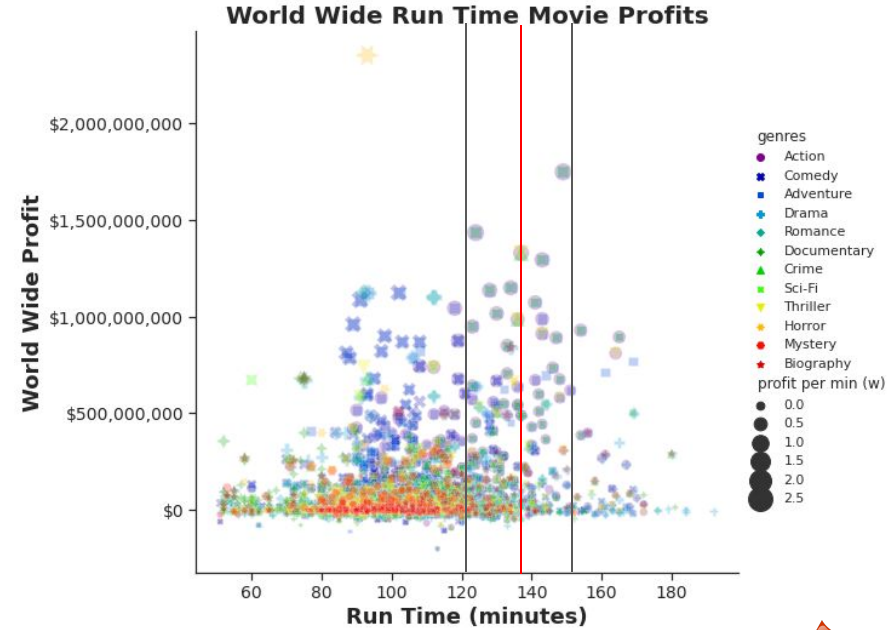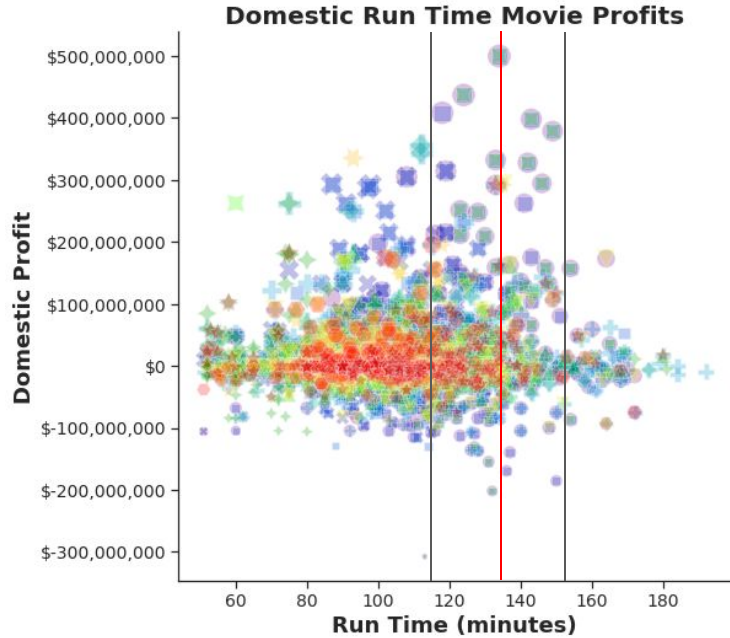
Selection: **135 minutes**

3. Release Date

SPRING   SUMMER   AUTUMN   WINTER

What will MSMS select?

Release Date

Season Movie Release Domestic Profit
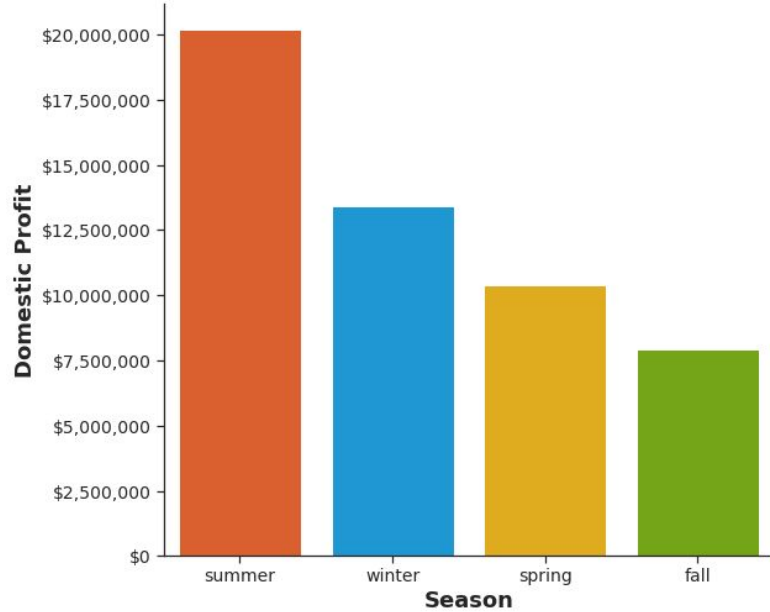

Season Movie Release World Wide Profit
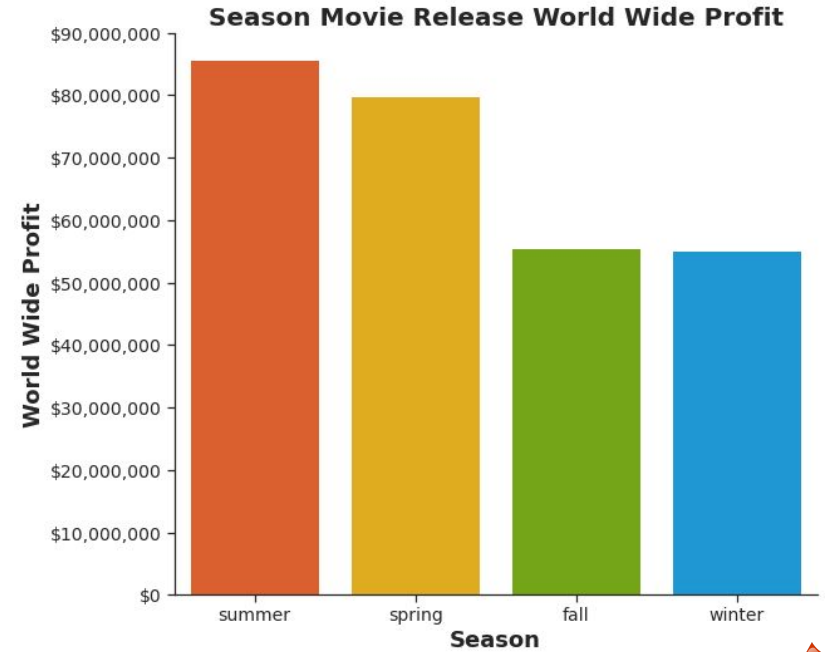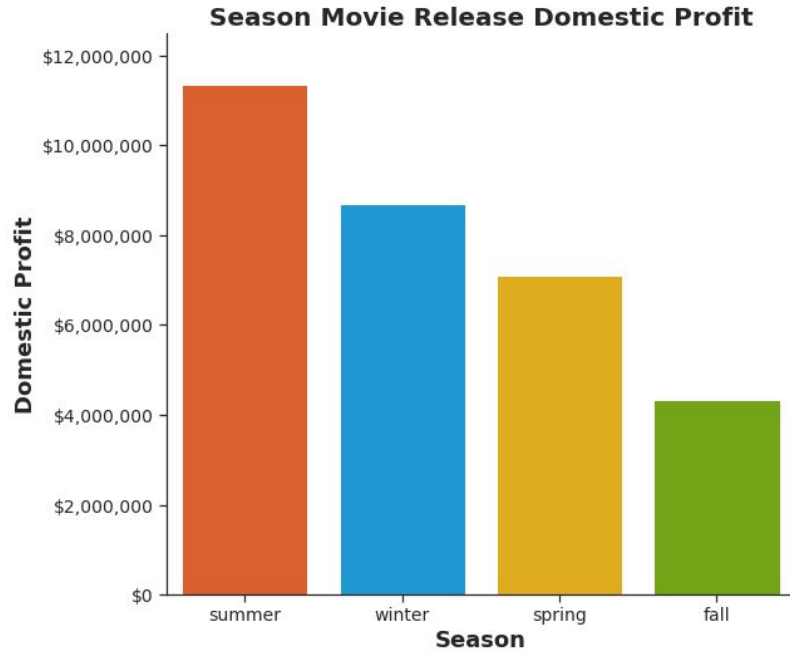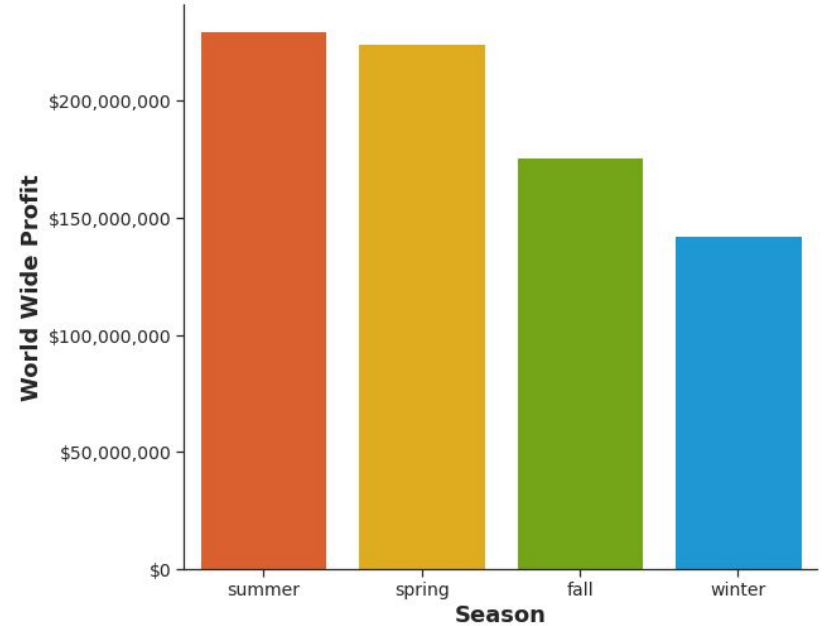
What about for Adventure

Release Date

Season Movie Release Domestic Profit For Adventure

Season Movie Release World Wide Profit For Adventure

Selection: **Summer**

What Should MSMS Select?

Genre	Run Time	Release Date
ADVENTURE	**135 MIN**	**SUMMER**

Roll Credits….