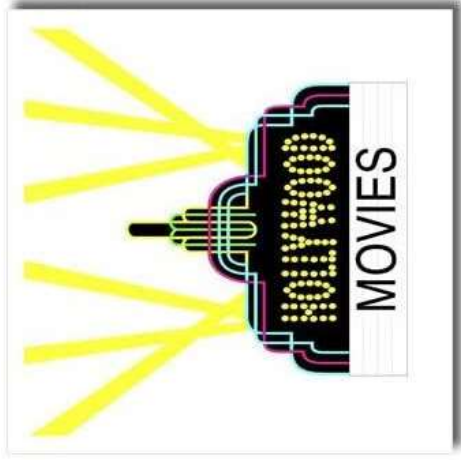# Microsoft Movie Studio

Where should we begin?

Summary

Key components to be successful in movie business

- Movie Genre
- Movie Director
- Movie Release

👏

Microsoft

Outline

- Business Problem
- Data
- Results
- Conclusions

Business Problem

"Microsoft is new in town"

- Where to begin
- Who to begin with
- And when?

Data

Data comes from various movie databases.

IMDB over 70000 movies
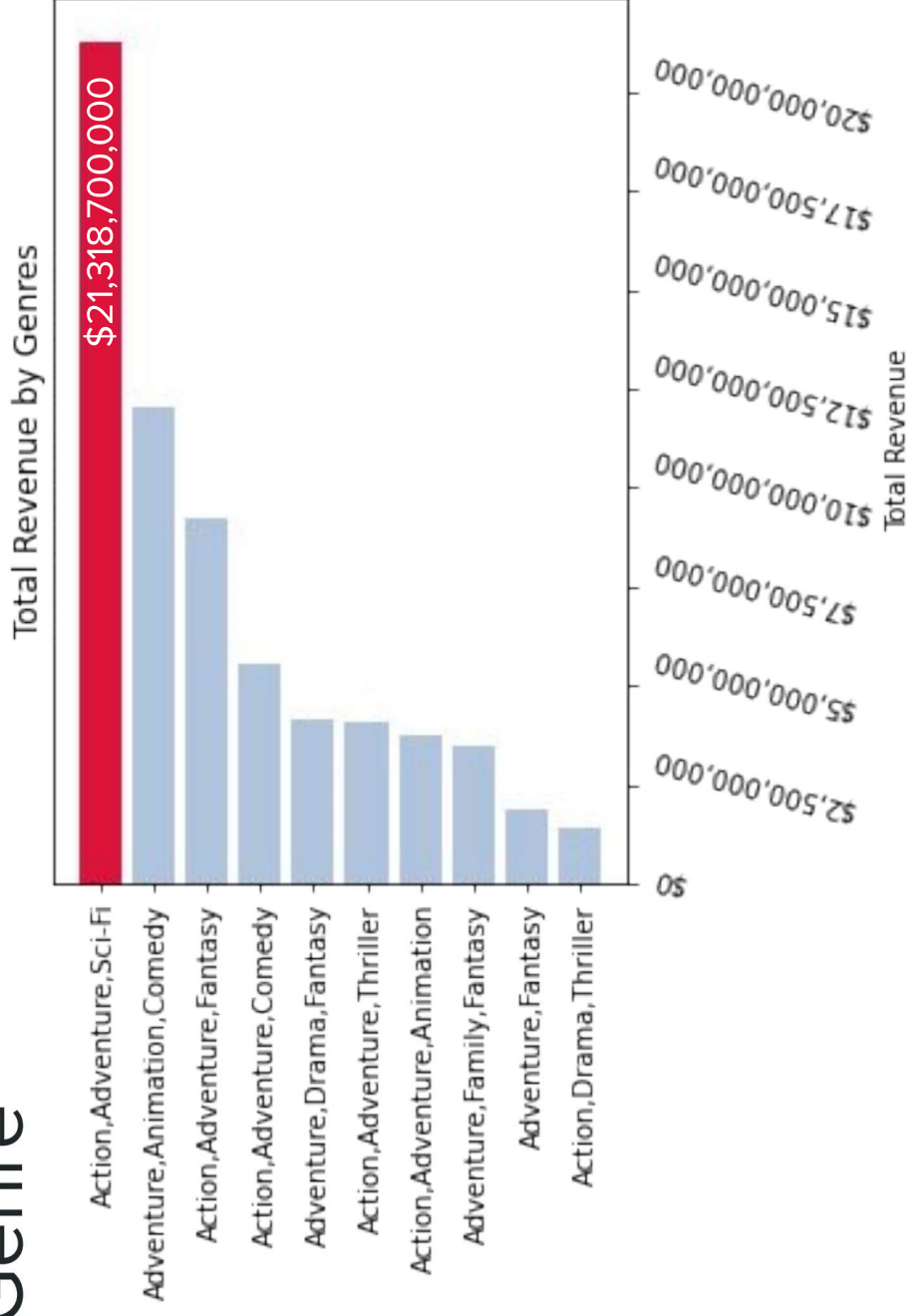
Box Office Mojo 3387 movies

The Numbers over 5000 movies

Recommended Genre

Total Revenue by Genres

Chart showing Total Revenue by Genre:

- Action,Adventure,Sci-Fi: $21,318,700,000 (highlighted in red)
- Adventure,Animation,Comedy
- Action,Adventure,Fantasy
- Action,Adventure,Comedy
- Adventure,Drama,Fantasy
- Action,Adventure,Thriller
- Action,Adventure,Animation
- Adventure,Family,Fantasy
- Adventure,Fantasy
- Action,Drama,Thriller

Total Revenue axis: $0, $2,500,000,000, $5,000,000,000, $7,500,000,000, $10,000,000,000, $12,500,000,000, $15,000,000,000, $17,500,000,000, $20,000,000,000

ACT+ADV+Sci-Fi

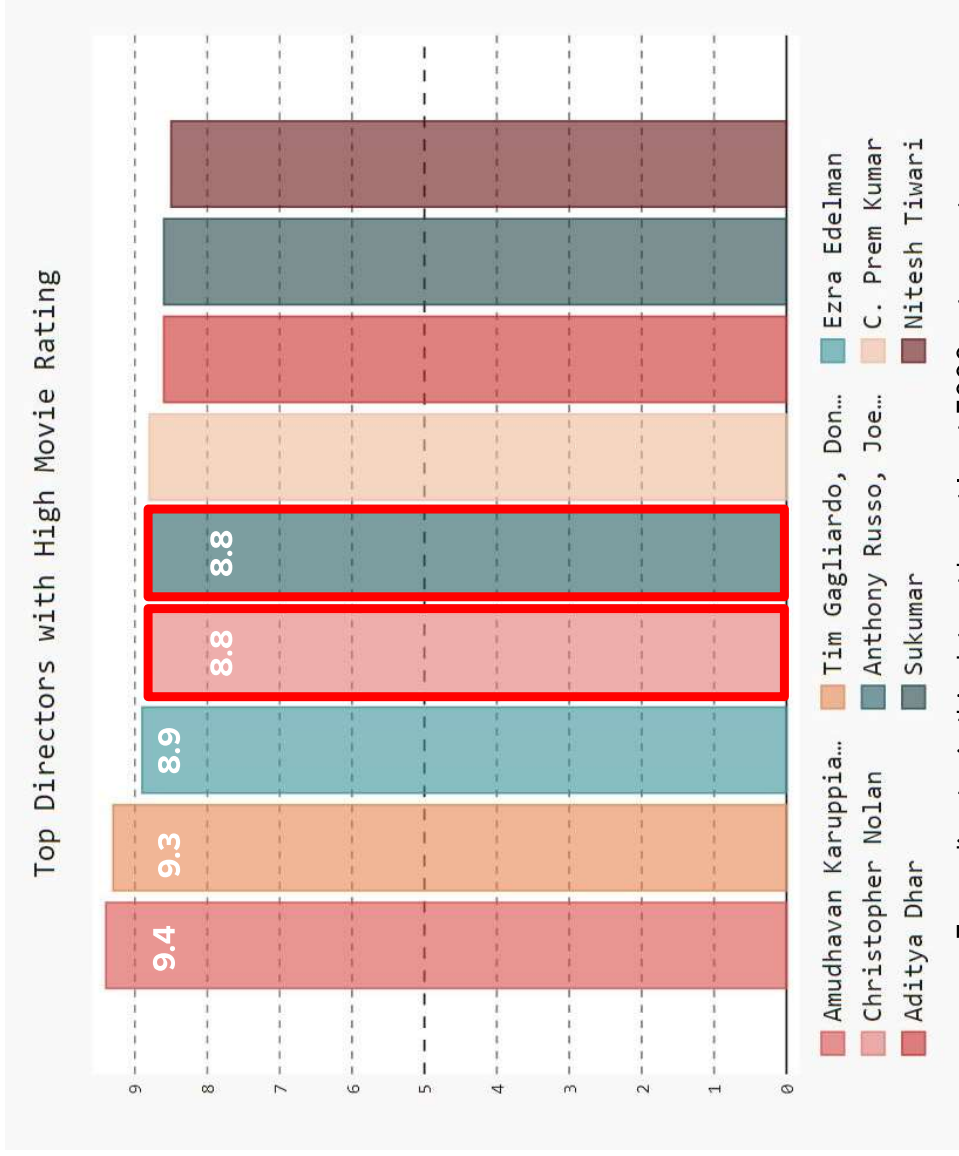Out of the top 100 highest gross movies, **23** of them are in this genre.

Recommended Director

Christopher Nolan and Russo Brothers

Both of them have high-rating movies in our recommended genre:

Nolan's Inception
Russo's the Avengers: Endgame

Top Directors with High Movie Rating

9.4 9.3 8.9 8.8 8.8

Every director in this dataset has at least 5000 vote counts

Legend:
- Amudhavan Karuppia...
- Christopher Nolan
- Aditya Dhar
- Tim Gagliardo, Don...
- Anthony Russo, Joe...
- Sukumar
- Ezra Edelman
- C. Prem Kumar
- Nitesh Tiwari

Christopher Nolan

Director, Screenwriter, Producer

Well-known for:

Inception - Oscar Nominated
Dunkirk - Oscar Nominated
Interstellar
Momento - Oscar Nominated
The Dark Knight

Joe Russo & Anthony Russo

Director, Producer

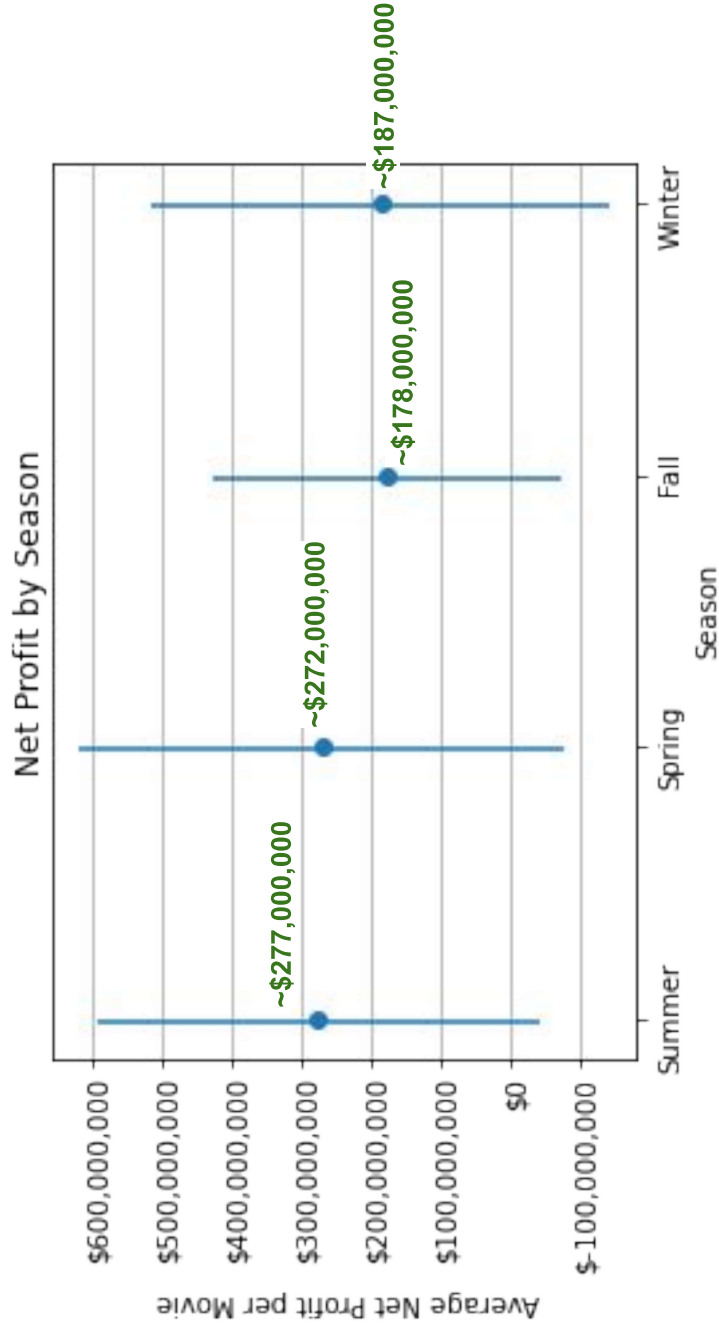Well-known for:
Avengers: Endgame
Avengers: Infinity War
Captain America: Civil War
Captain America: Winter Soldier

Recommended Season for Movie Release

Summer!!

Highest average net profit

Be aware of high standard deviation here.

Net Profit by Season

~$277,000,000

~$272,000,000

~$178,000,000

~$187,000,000

Average Net Profit per Movie

$600,000,000
$500,000,000
$400,000,000
$300,000,000
$200,000,000
$100,000,000
$0
$-100,000,000

Summer   Spring   Fall   Winter

Season

Every movie in this calculation has greater or equal $32,000,000 in production budgets.

Conclusions

We recommend:

"A movie with Action/Adventure/Sci-fi genre directed by Christopher Nolan or Russo Brothers released in Summer"

Thank You!

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