

Microsoft Studios

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Outline

- Business Problem/Research Questions
- Methods & Sources
- Provide Data Results
- State the 3 main recommendations
- Questions

Business Problem/Research Questions

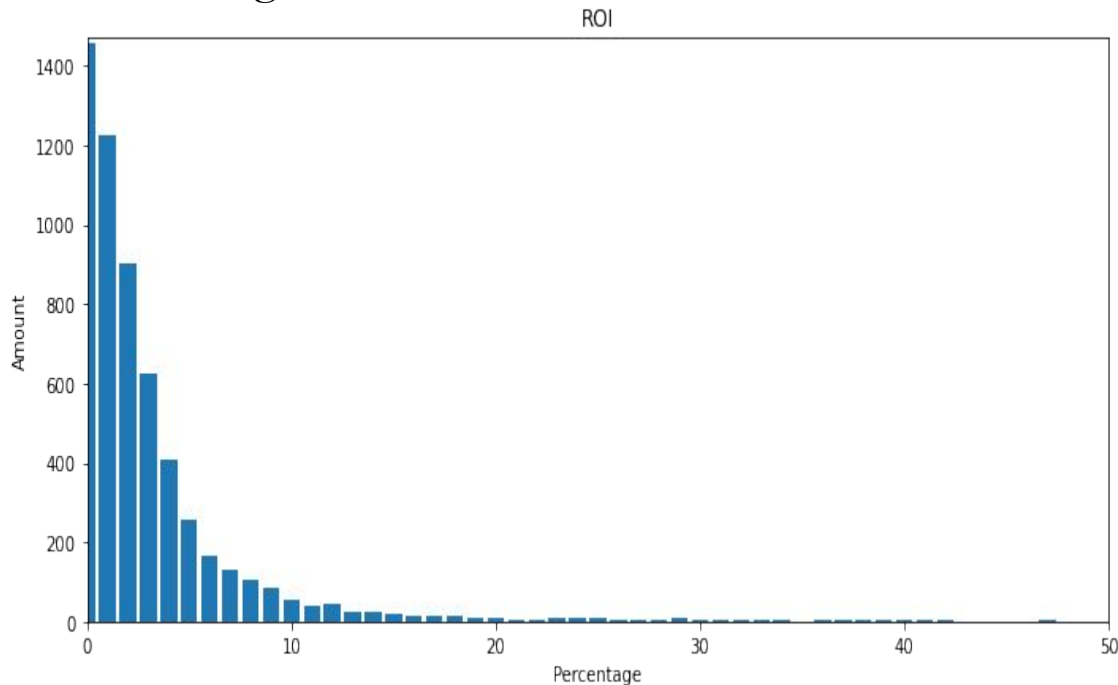
- 1) What months have the highest RIO for films to be the most profitable?
- 2) What days have the highest RIO for films to be the most profitable?
- 3) What studios have had the highest domestic gross that Microsoft can partner with or emulate?

Methods

- **ROI**
- ROI = Worldwide Gross/Production Budget rounded to the nearest decimal

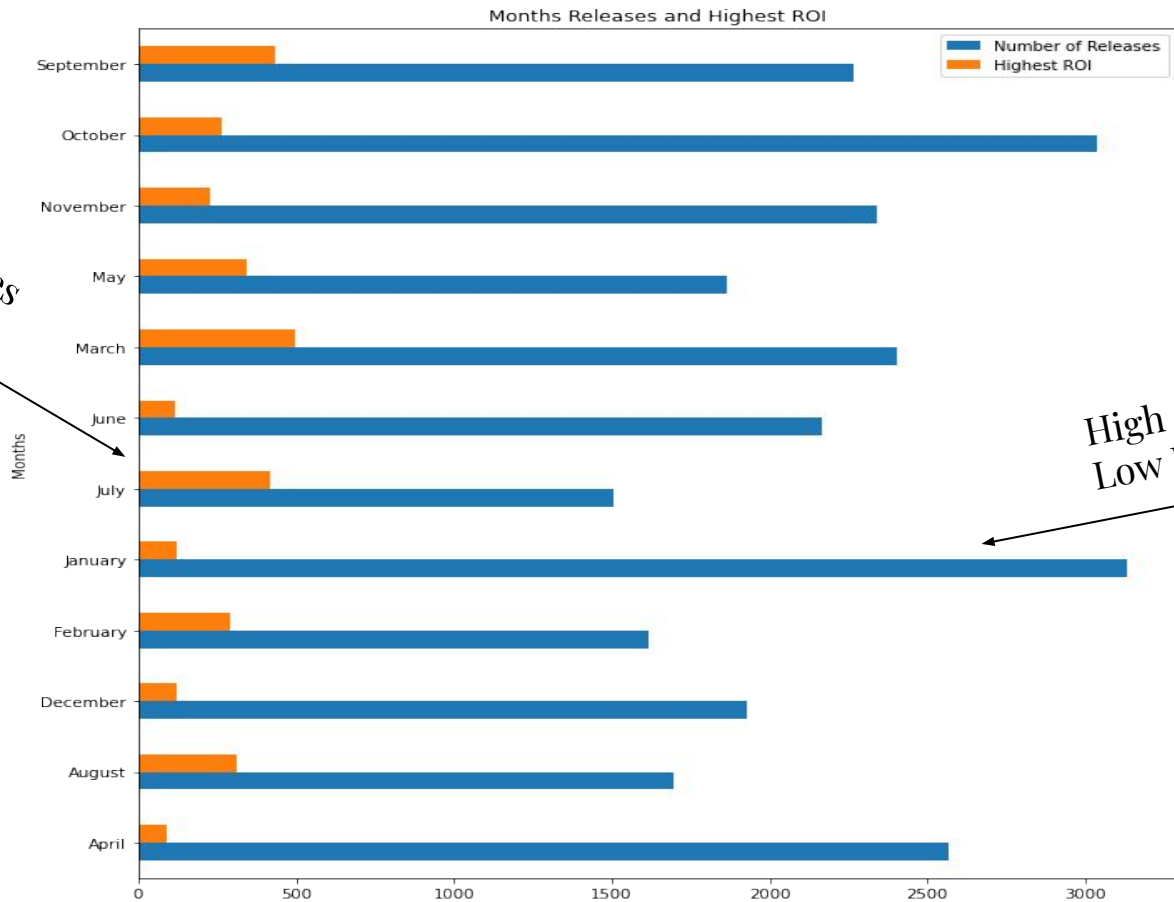
Sources

- **IMDB**
- **TN Movie Budget**
- **The Numbers**



Data # 1

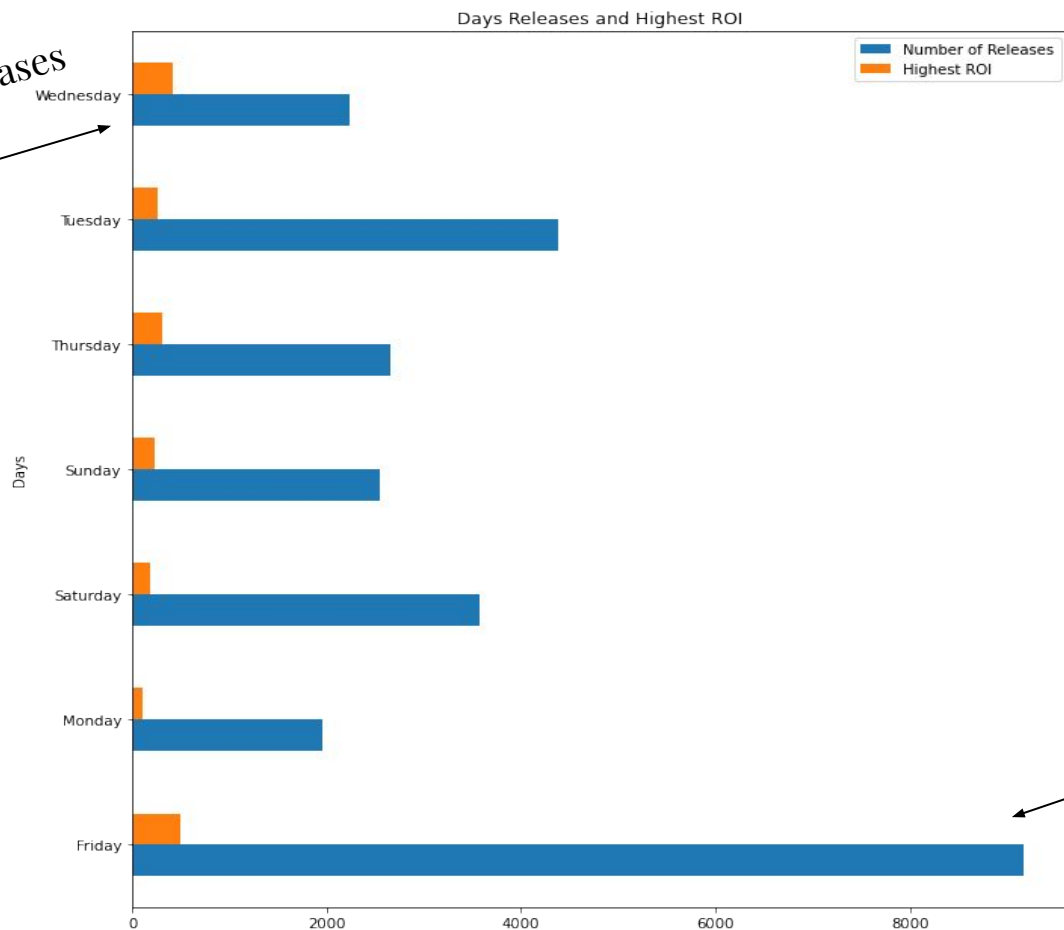
Low # of releases
High ROI



High # of Releases
Low ROI

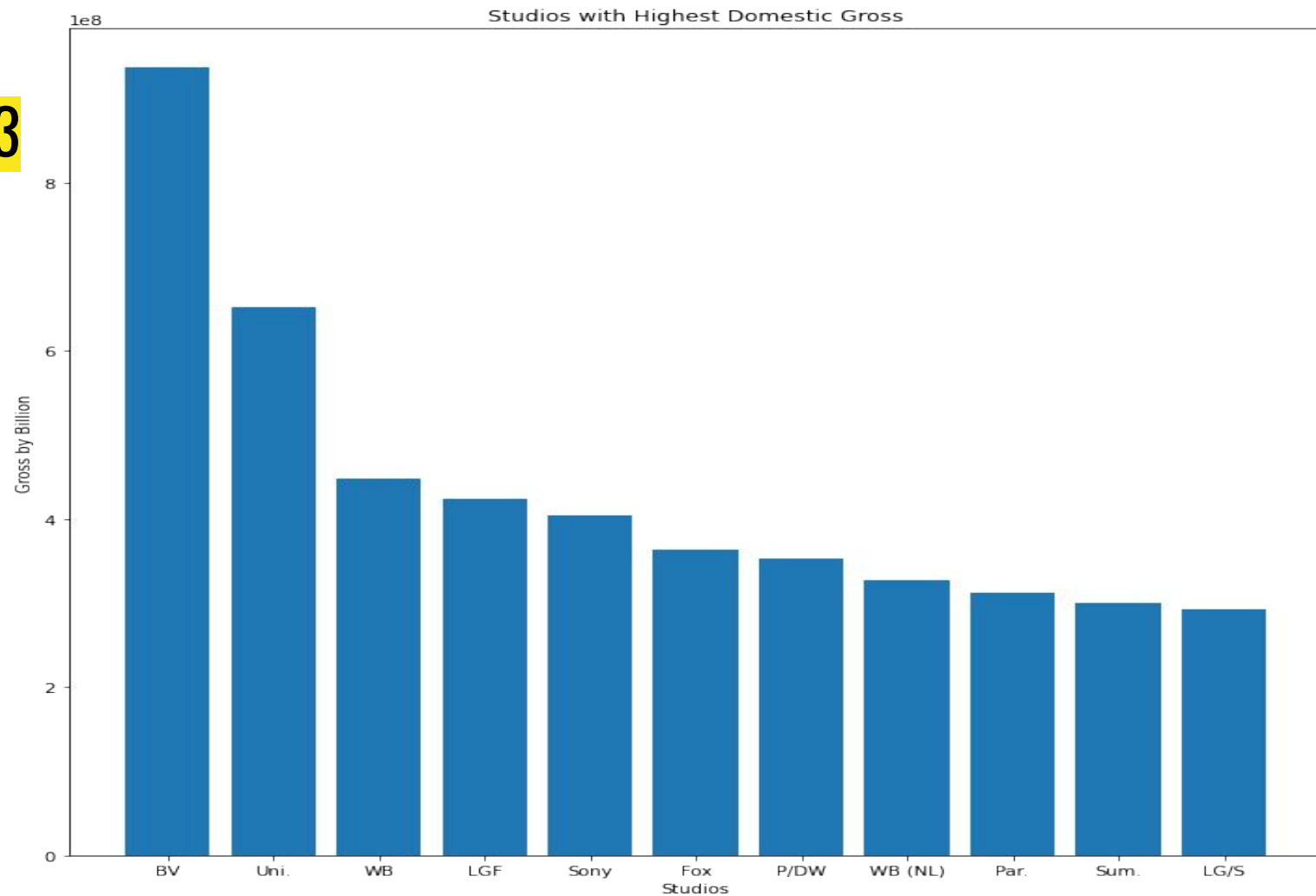
Data # 2

Low # of Releases
High ROI



Friday Dominates

Data # 3



Recommendations/Conclusion

- 1) Microsoft should release films based on the highest ROI, not the hottest release months: *July*
- 2) Microsoft should release films based on the highest ROI, not the hottest release days: *Friday*
- 3) Microsoft Studios should partner with a studio or focus their main market research on the studios with the highest RIOs to have a greater profitability in the future.

Thank You!

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