



# MICROSOFT STUDIOS

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## A strategy for success:

After analysis of IMDB® ratings, and The Numbers® financial data, we have recommendations to Microsoft of:

- **What** type of films to produce
- **How** to finance the films
- **Who** should be involved in your first projects.

In order to launch a film studio.

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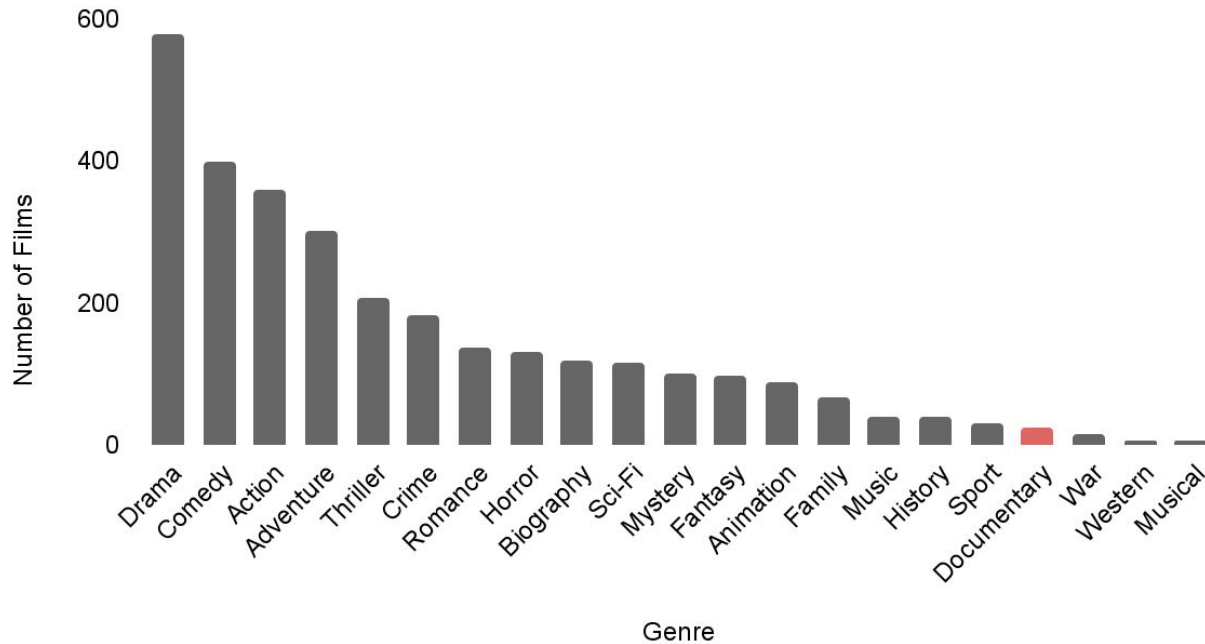
# 01

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## What Genre of films to Produce

# Gaps in the Market

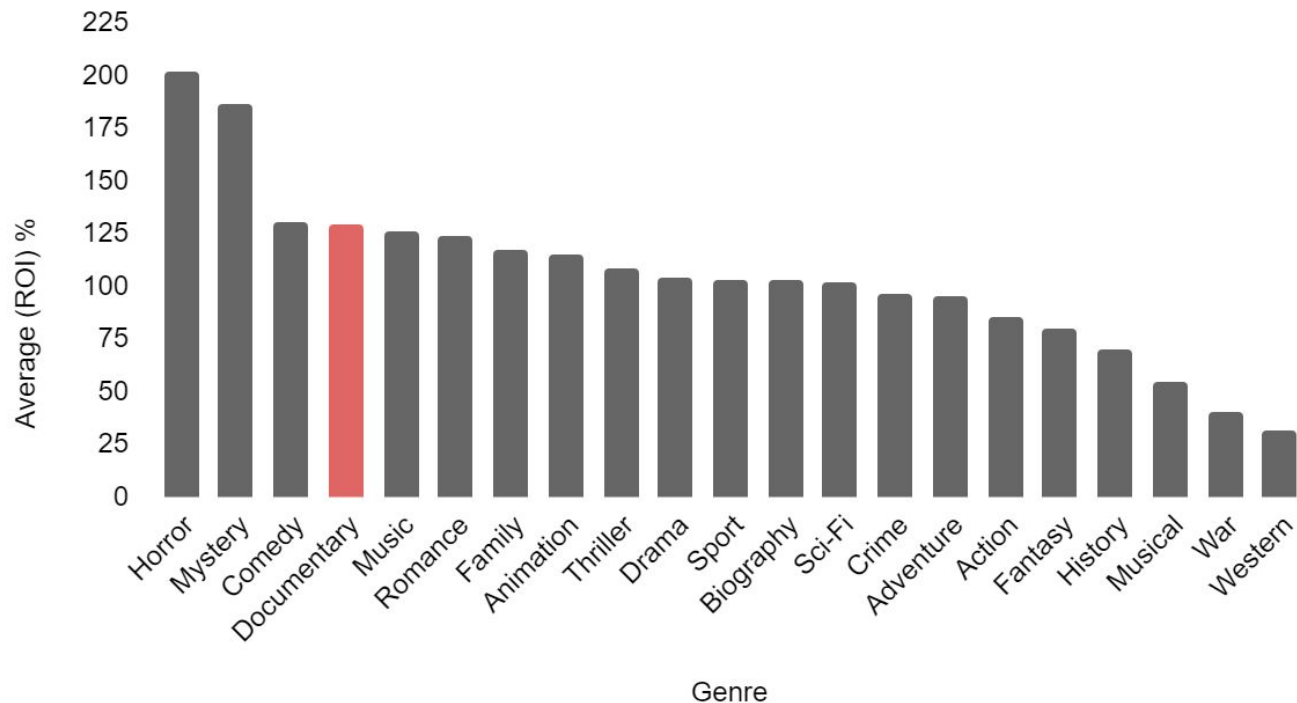
Number of Films in Each Genre



- Few studios are making Documentaries
- Marketplace opportunity in producing documentaries

# Financial Impact

## Return on Investment (ROI) by Genre



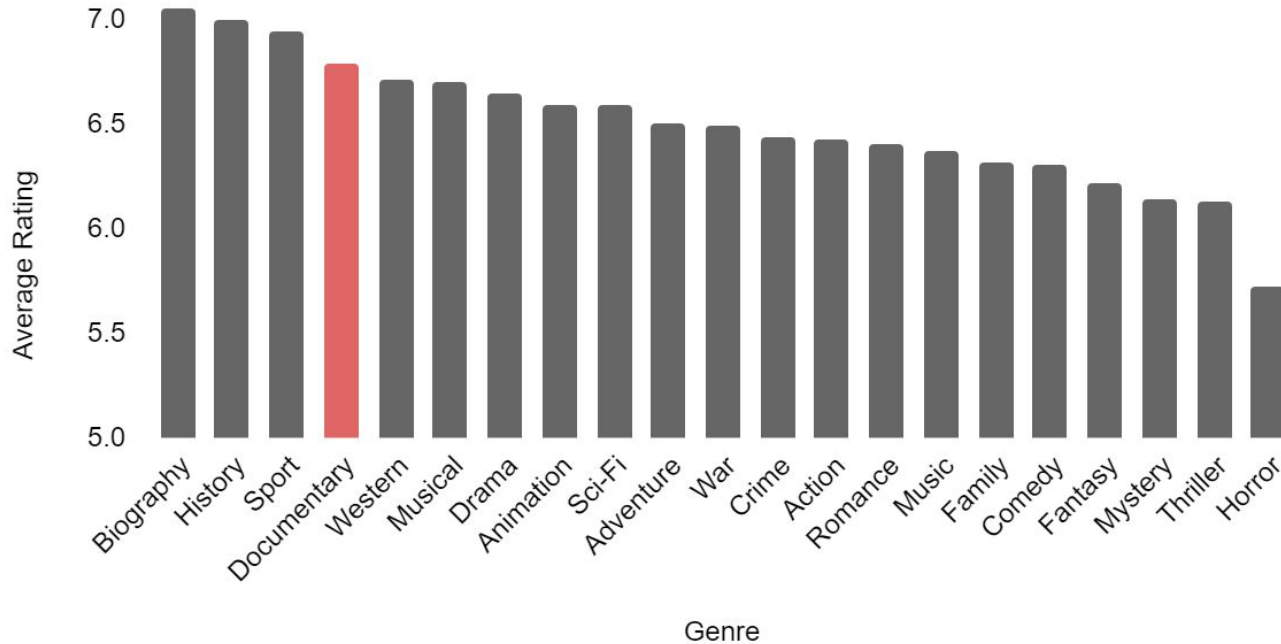
- Profitable

- Documentary  
ROI = 129%

\*ROI = (Domestic Gross / Production Budget)x100

# Critical Reception

Average Rating by Genre



- Documentaries have a strong average rating



# 01

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## Produce Documentaries



# 02

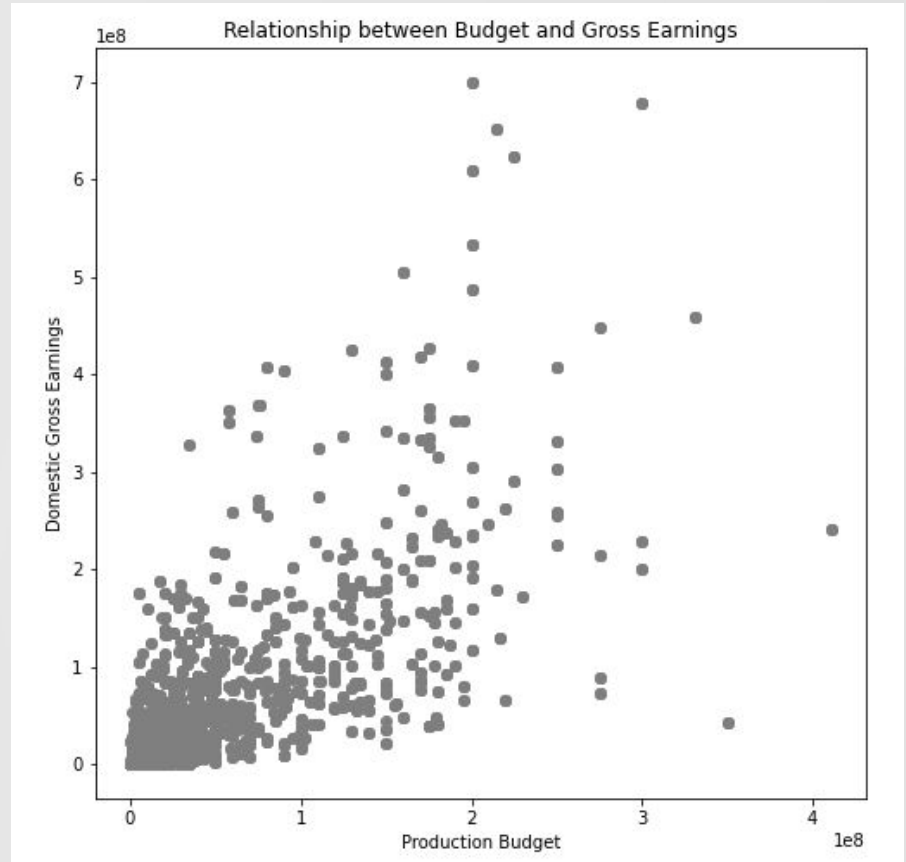
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## **How to Finance Documentaries**

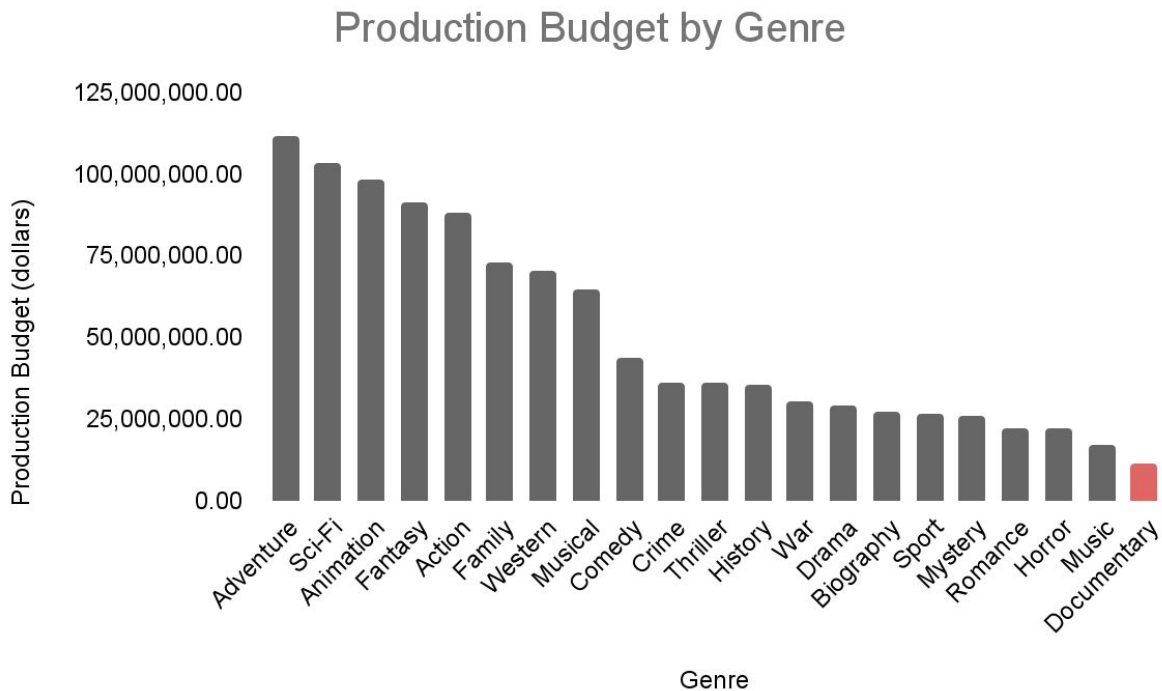


# Budget and Earnings

- Positive relationship between budget and earnings



# Budgets of Different Genres



- Documentaries have a low production budget relative to other genres



# Set Production Budget


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Establish a production budget of at least

**\$2,750,000.<sup>1</sup>**

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<sup>1</sup> Average production budget of Documentaries





# 02

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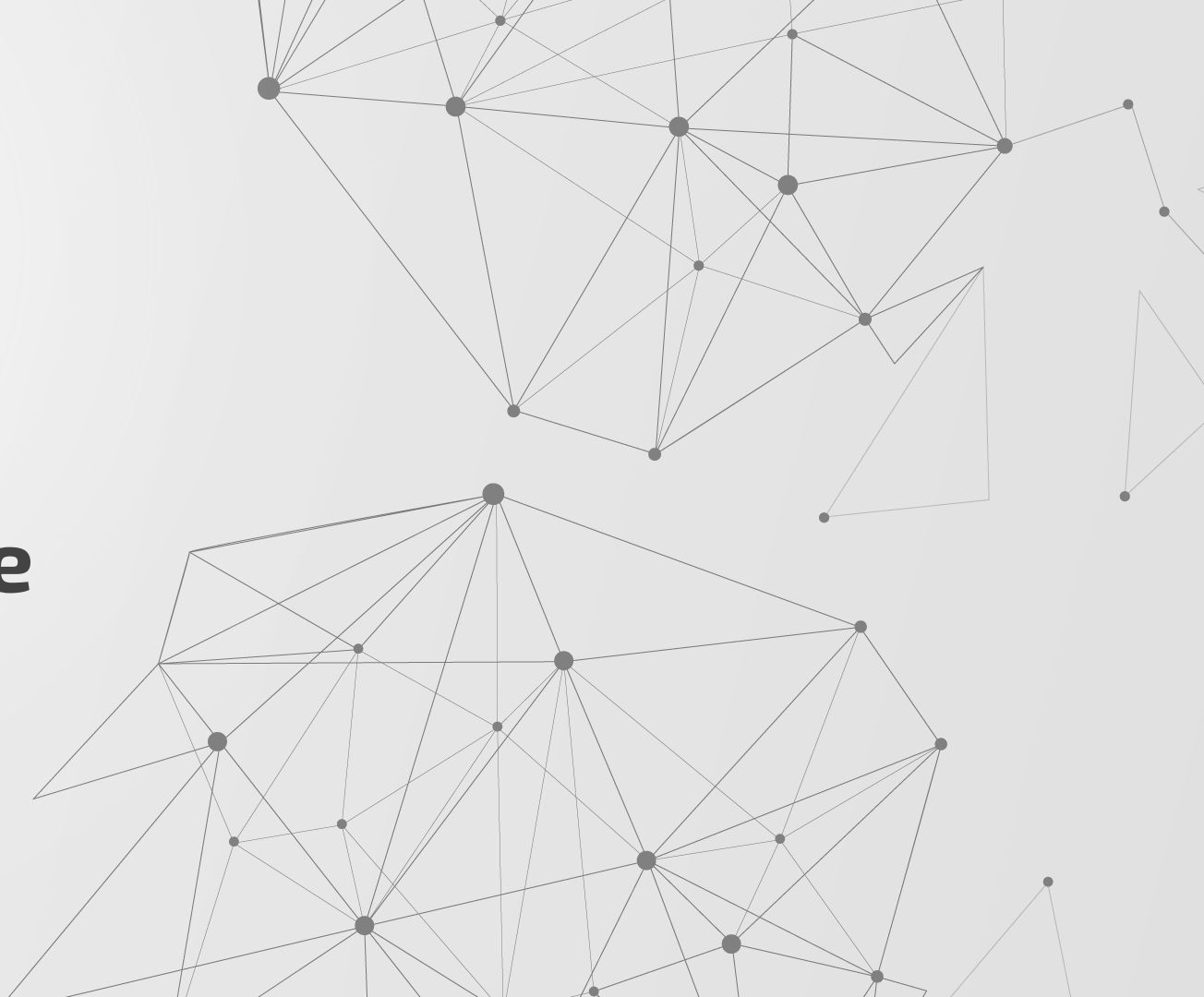
## **Set a Competitive Production Budget**

of at least \$2,750,000

# 03

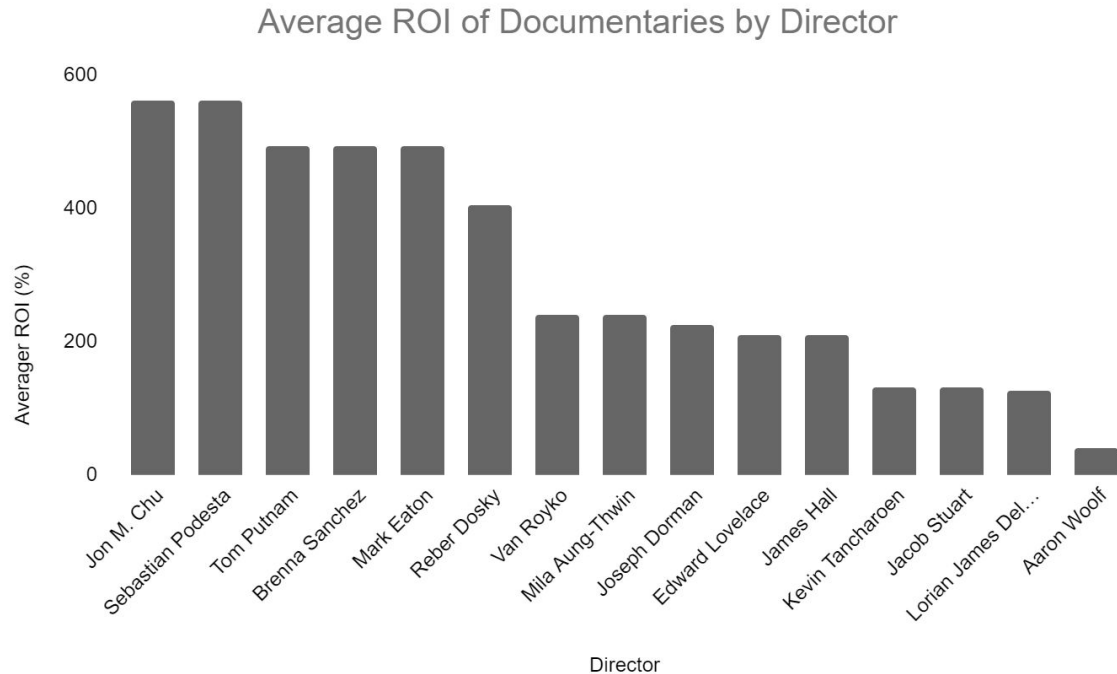
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## Who to hire



# Directors

- Directors have a strong impact on ROI
- Take a holistic approach to hiring.. This list is generated from only ROI (%)



# Top 5 Documentary Directors

Directors with strong ROI from the last 5 years.



**Jon M. Chu**



**Sebastian Podesta**



**Tom Putnam**



**Brenna Sanchez**



**Mark Eaton**

# 03

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**Consider hiring  
directors who have  
high average ROI**







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## A strategy for success:


After analysis recommend Microsoft:


- Create **documentaries**
  - Establish an initial production budget of **\$2.75 million**
  - Hire **directors** with a proven ROI
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# Questions?

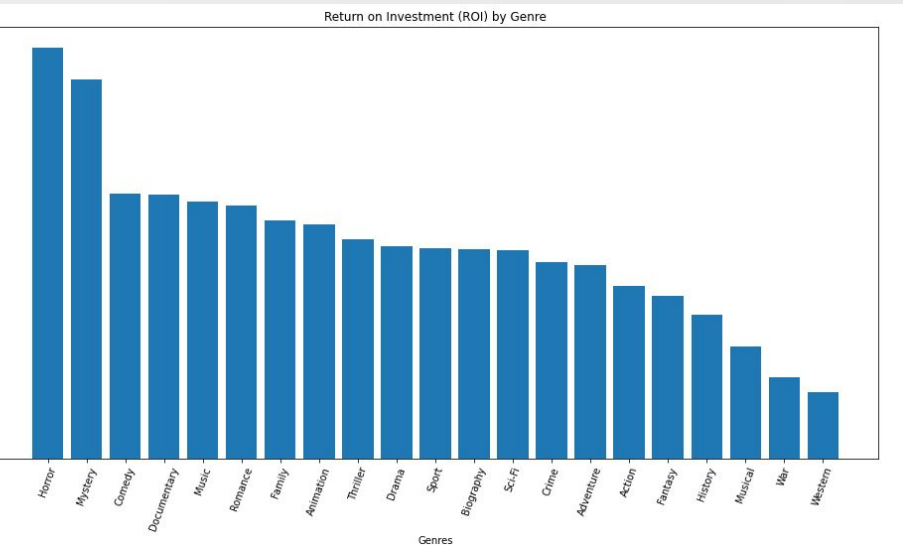
- Mellissa Valle:  
[www.linkedin.com/in/mellissa-valle-94604819b](https://www.linkedin.com/in/mellissa-valle-94604819b)
  - Samantha Nasti:  
<https://www.linkedin.com/in/samanthanasti/>
  - Crystal Gould Perrott  
<https://www.linkedin.com/in/crystalgouldperrott/>
  - GitHub Repository :  
<https://github.com/samanthanas/MovieAnalysis.git>
- 

The background features a light gray field with a network of thin, dark gray lines connecting various-sized dark gray circular nodes. These nodes are scattered across the page, with a higher concentration on the right side, creating a web-like or molecular structure. A single, isolated node is located near the top center. The overall aesthetic is minimalist and technical.

# APPENDIX

# (ROI) by Genre comparison

## MEDIAN ROI



## AVERAGE ROI

