



Microsoft Studio

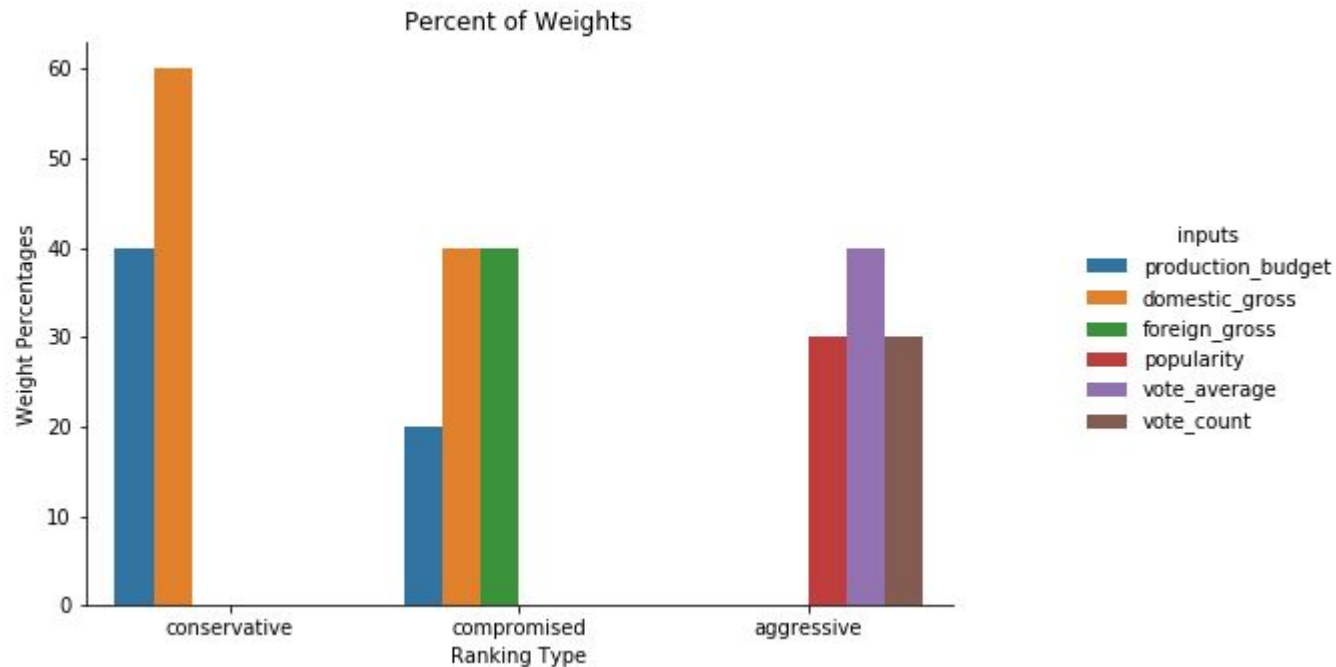
Team:
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Sensitivity Analysis

Types of Scenarios:

- Conservative
 - Takes into account production budget (40%) and domestic gross (60%)
- Compromised
 - Takes into account production budget (20%), domestic gross (40%), and foreign gross (40%)
- Aggressive
 - Takes into account popularity (30%), vote average (40%), and vote count (30%)

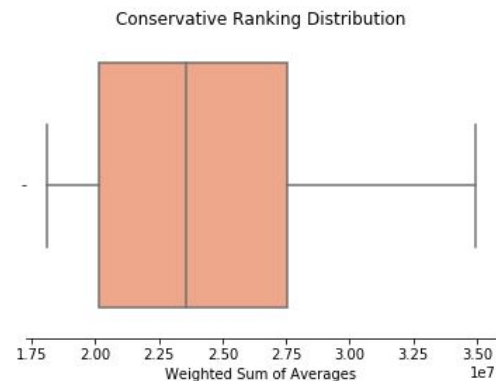
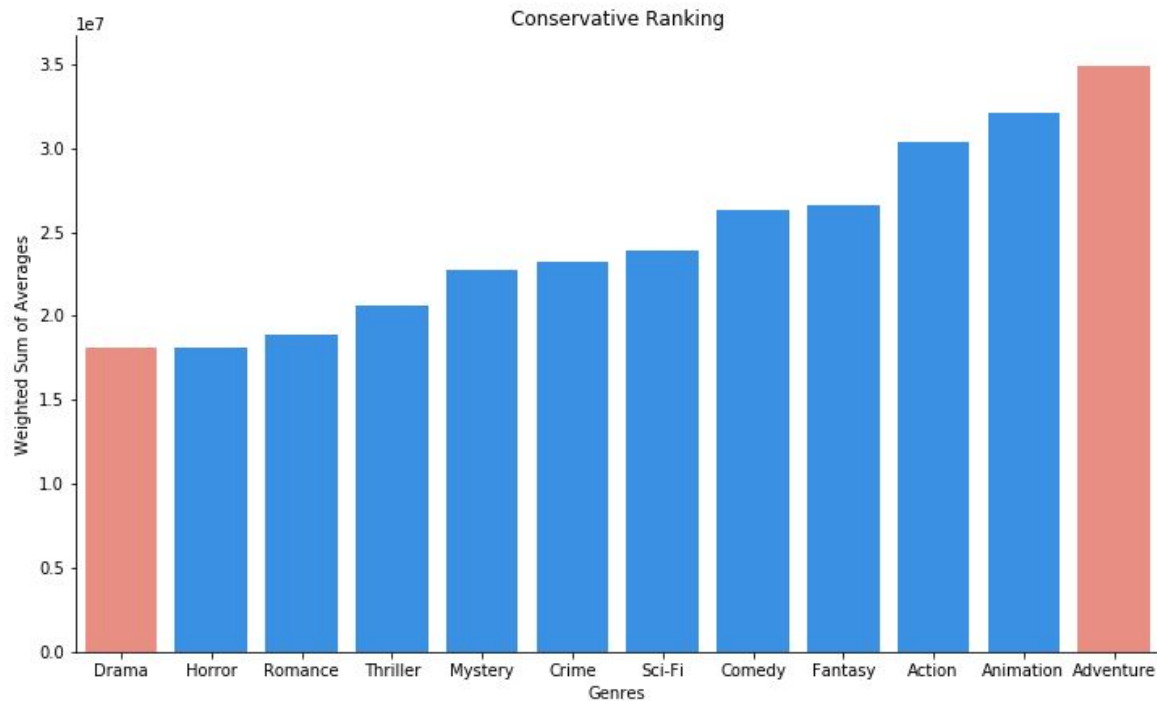
Ranking:



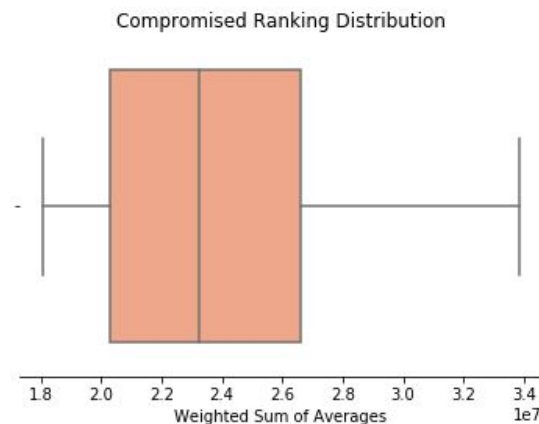
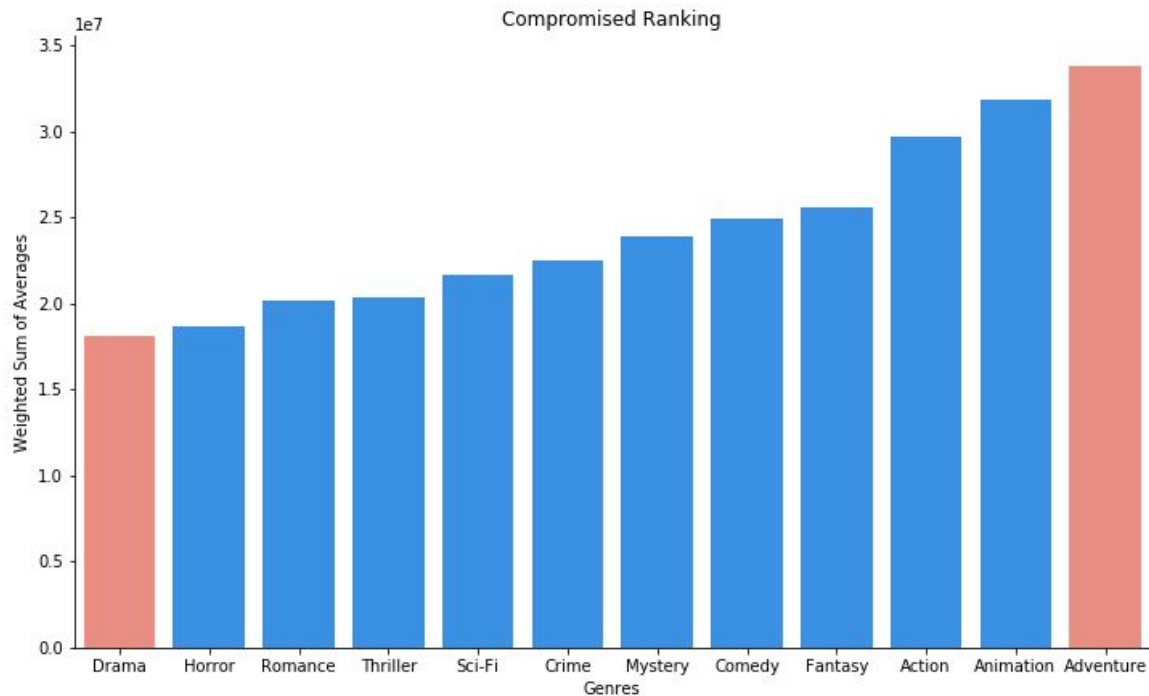
Averages for Each Category Grouped by Genre

	production_budget	domestic_gross	foreign_gross	worldwide_gross	net_profit	popularity	vote_average	vote_count
genres								
Action	30490758.55	30257700.62	28685133.36	59915757.22	25277569.81	4.07	5.60	22.33
Adventure	33374656.57	35951837.18	31930899.38	66572089.43	30184412.42	4.03	5.89	21.56
Animation	32450406.50	31866148.40	31416866.92	54508980.93	34694398.45	4.49	6.31	21.04
Comedy	23592710.77	28117856.98	22454438.29	50223595.40	26407329.02	3.55	5.76	17.99
Crime	24090947.74	22645401.34	21635241.58	45989445.24	19788747.72	4.09	5.80	23.28
Drama	17567022.62	18480256.89	17949382.21	36118281.63	16501189.40	3.48	6.00	18.76
Fantasy	25540303.03	27337646.33	23872271.89	54308639.17	18617069.87	4.01	5.71	19.96
Horror	16040791.23	19509311.76	19083093.00	38720048.08	21492106.88	3.18	5.05	16.94
Mystery	19113314.04	25083932.19	25196872.99	48048289.10	27508919.52	3.67	5.54	20.65
Romance	16027569.74	20741916.30	21677277.86	42193888.11	23195732.36	3.76	5.98	18.98
Sci-Fi	21588209.31	25429821.16	17869122.67	38903494.94	18980943.19	3.43	5.38	18.40
Thriller	19629035.68	21211675.41	19765497.62	41191026.89	19417062.58	3.40	5.43	18.76

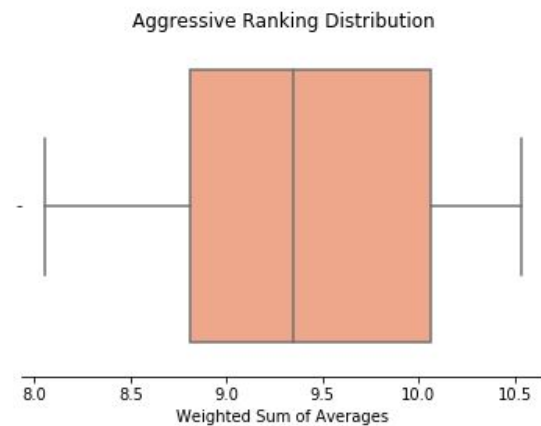
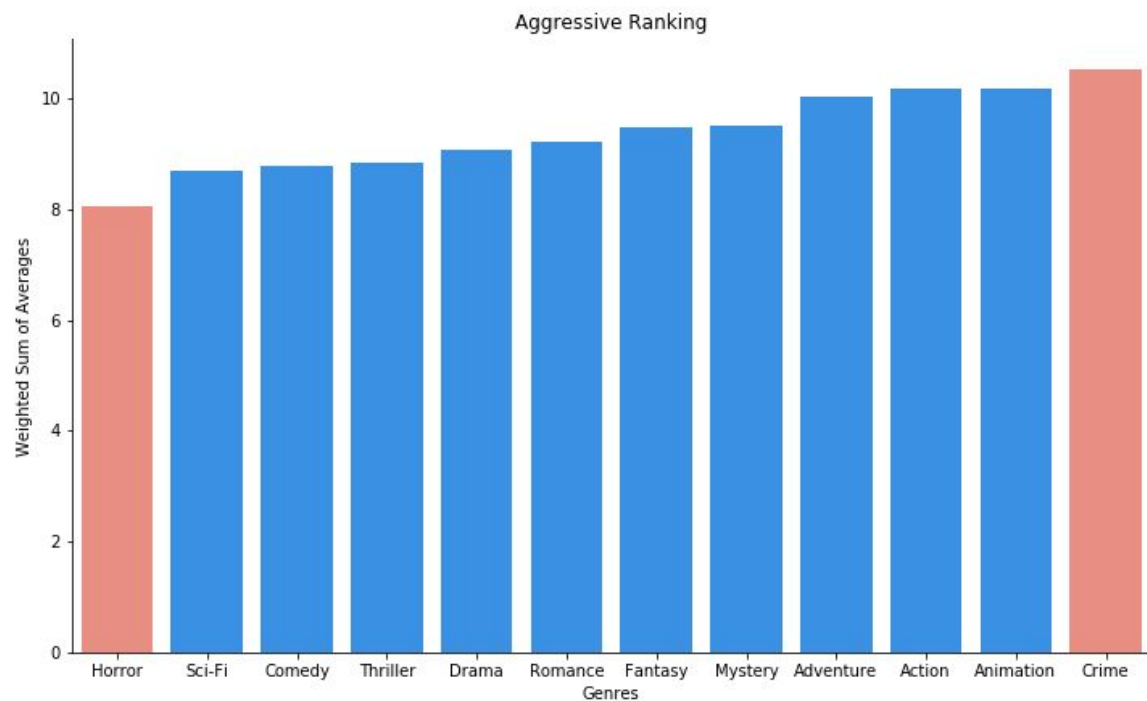
Conservative Scenario: Drama & Adventure



Compromised Scenario: Drama & Adventure



Aggressive Scenario: Crime & Horror



Recommendations:

Redefine

- Start experimenting with option (1) Conservative approach.
- If progress is observed , move to next scenario.