
Microsoft Movie Recommendations

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Business Questions

What to avoid?

To franchise or not to franchise?

What genres are not only most successful, but most consistent?

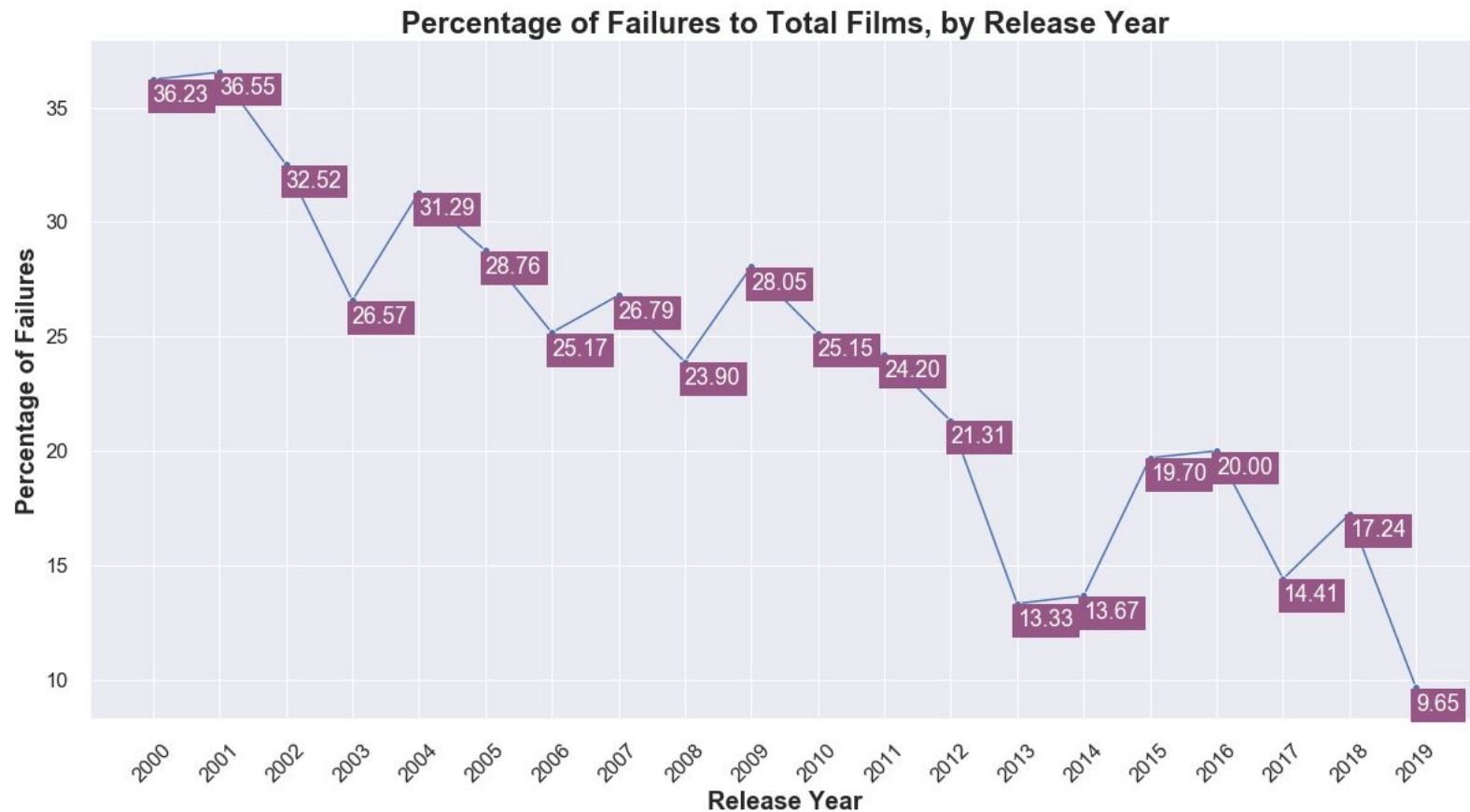
What MPAA ratings are consistent performers?

Failures

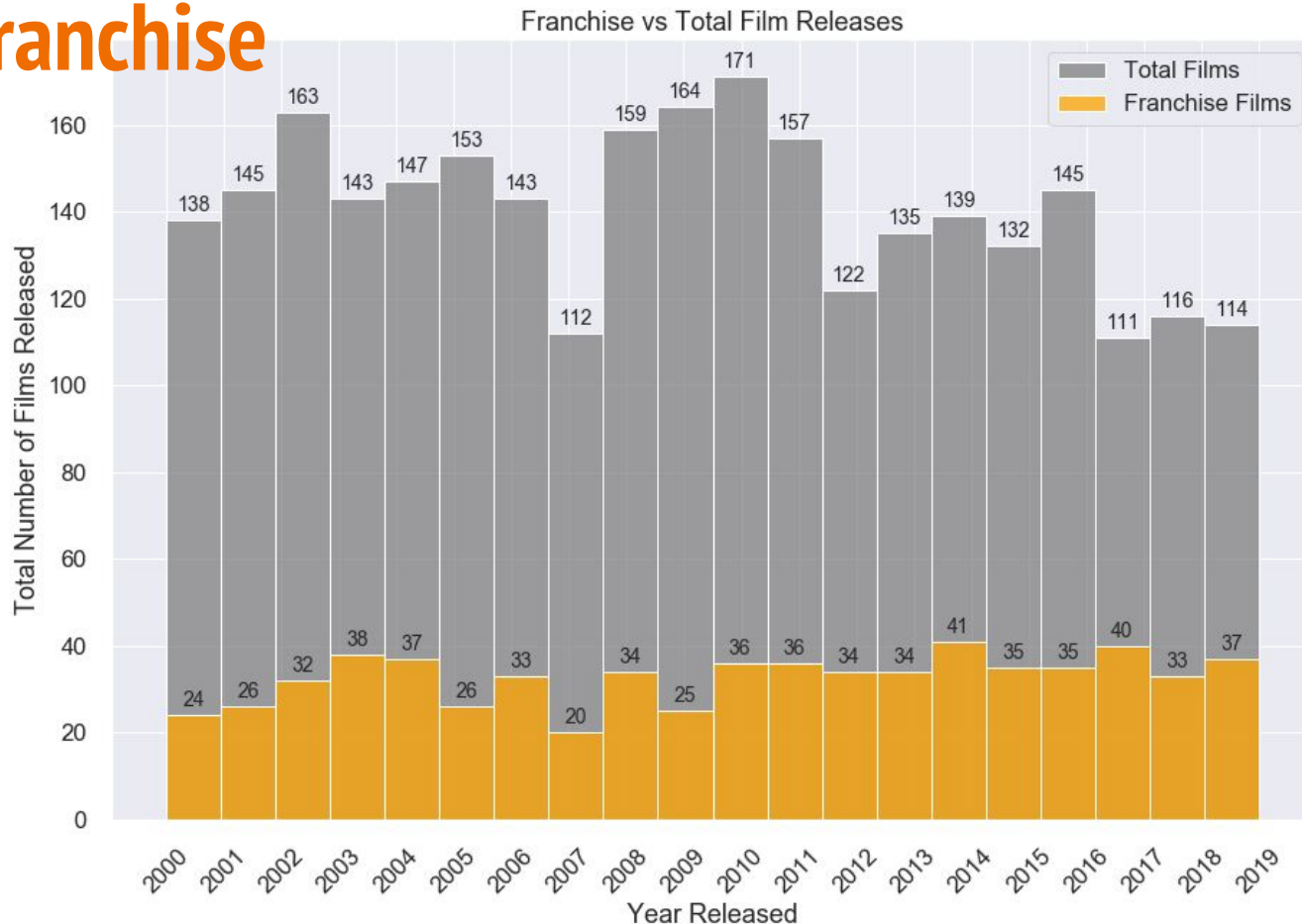
- The higher the rating, the higher percent proportion of failure
- Franchise vs Non-Franchise
- Worst performing genres



20 Year Failure Trends



20 Year Franchise Releases



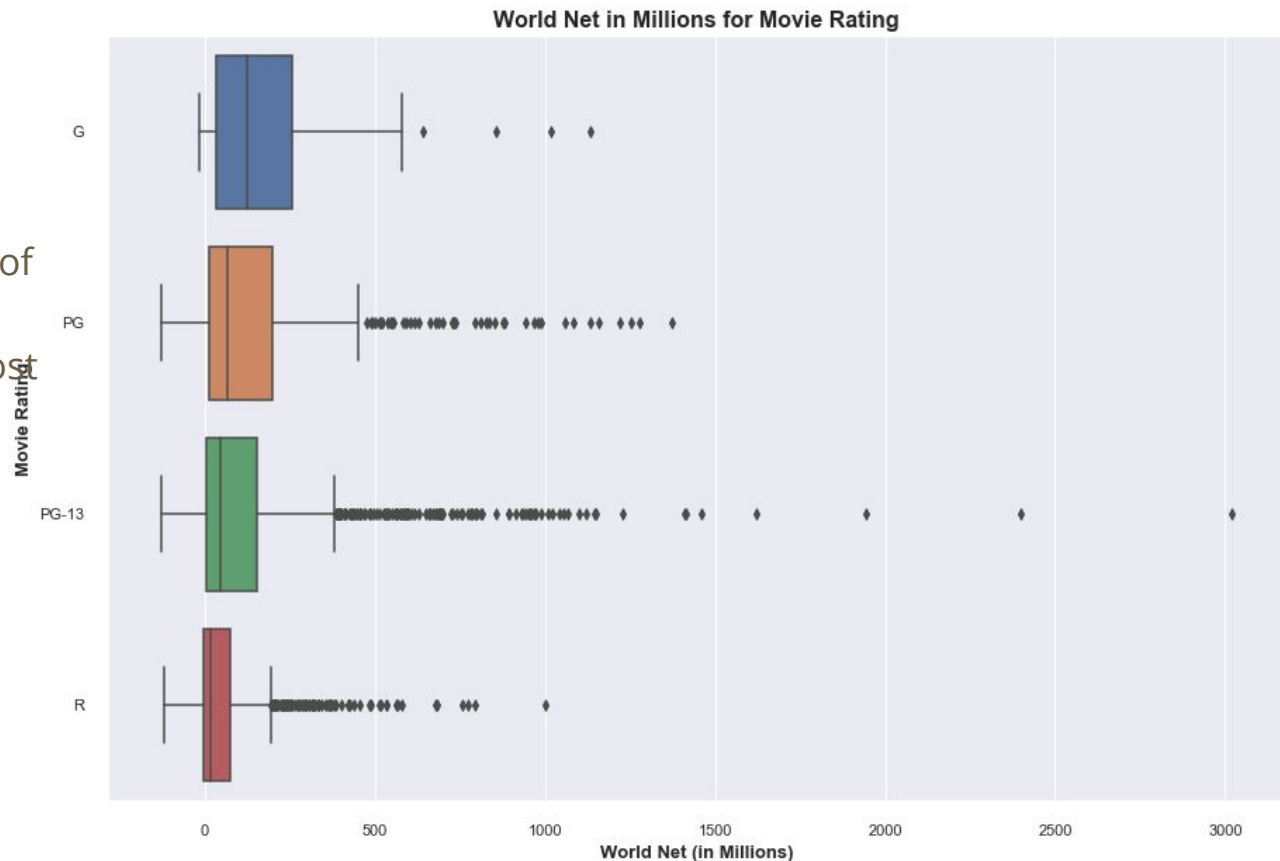
Franchises

- Very few franchises make a negative net income
- Most non-franchises are netting at the lower end or even negative
- Franchises are more likely to have breakout hits



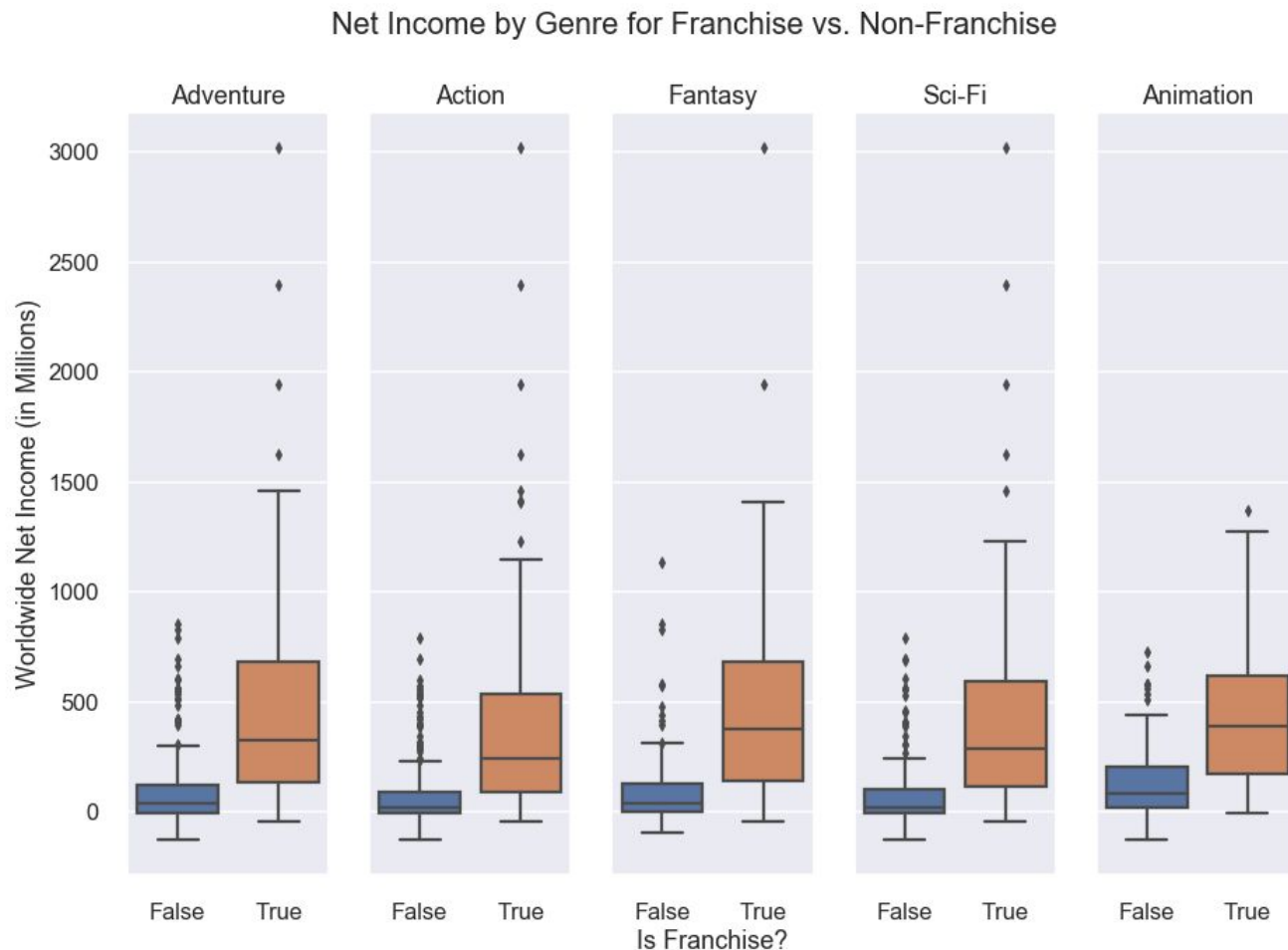
MPAA Rating

- G rated films have the highest income spread and the lowest number of outliers.
- G rated films are the most consistent performers and produce a positive income.
- As rating increases, expected income goes down into the negative, and outliers increase.
- R rated films perform terribly!



Genre

- Top 5 performing genres
- Franchises perform far better in any genre
- Animation and Fantasy have few outliers



Conclusions

- A franchise with a built-in user base is far more likely to succeed.
- Family-friendly rated movies in G or PG are the most consistent.
- Animation and Fantasy are the most consistently performing genres.

When you combine these components together, you can easily identify a Microsoft-owned IP which is family friendly, lends itself to Animation/Fantasy, and has a user base of 126 million, according to Statista.



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Future Work

- Look for writers/directors that have worked on the genres/ratings we are focusing on
- Casting decisions - look at importance of names, cast size for franchises
- Specific release dates during the year for our rating and genres
- Additional revenues from merchandising



Thank you!

