Microsoft Movie Recommendations

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Business Questions
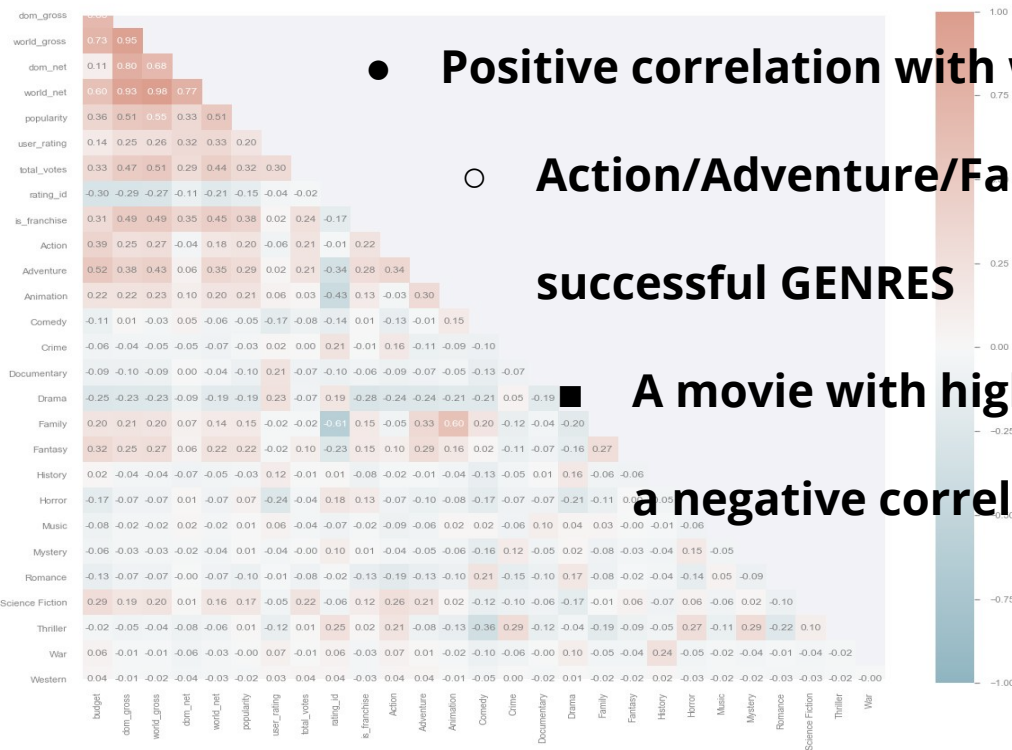
What to avoid?

To franchise or not to franchise?

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

What MPAA ratings are consistent performers?

What features correlate with a positive net income?

CORRELATION MATRIX
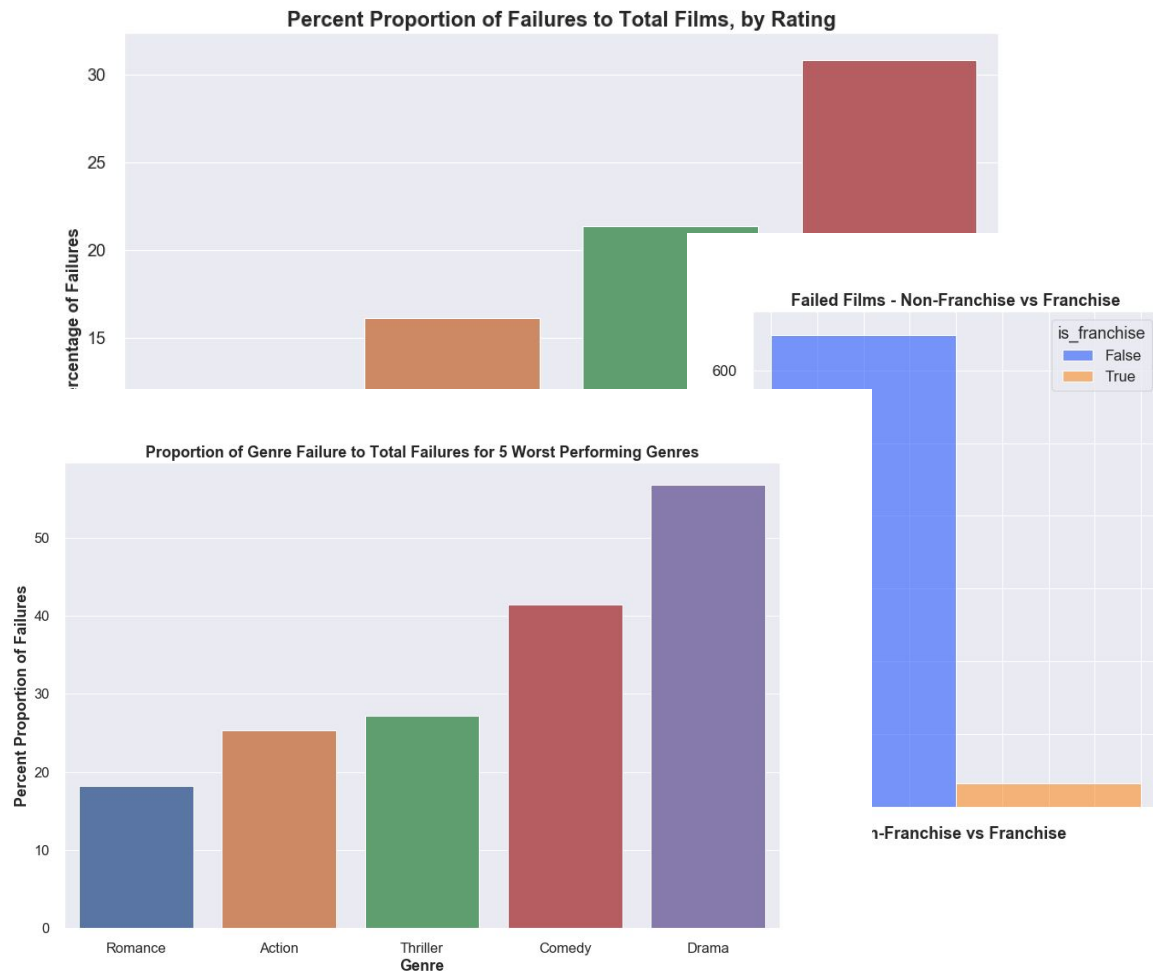MASTER MOVIES

- **Positive correlation with whether a movie is a FRANCHISE**

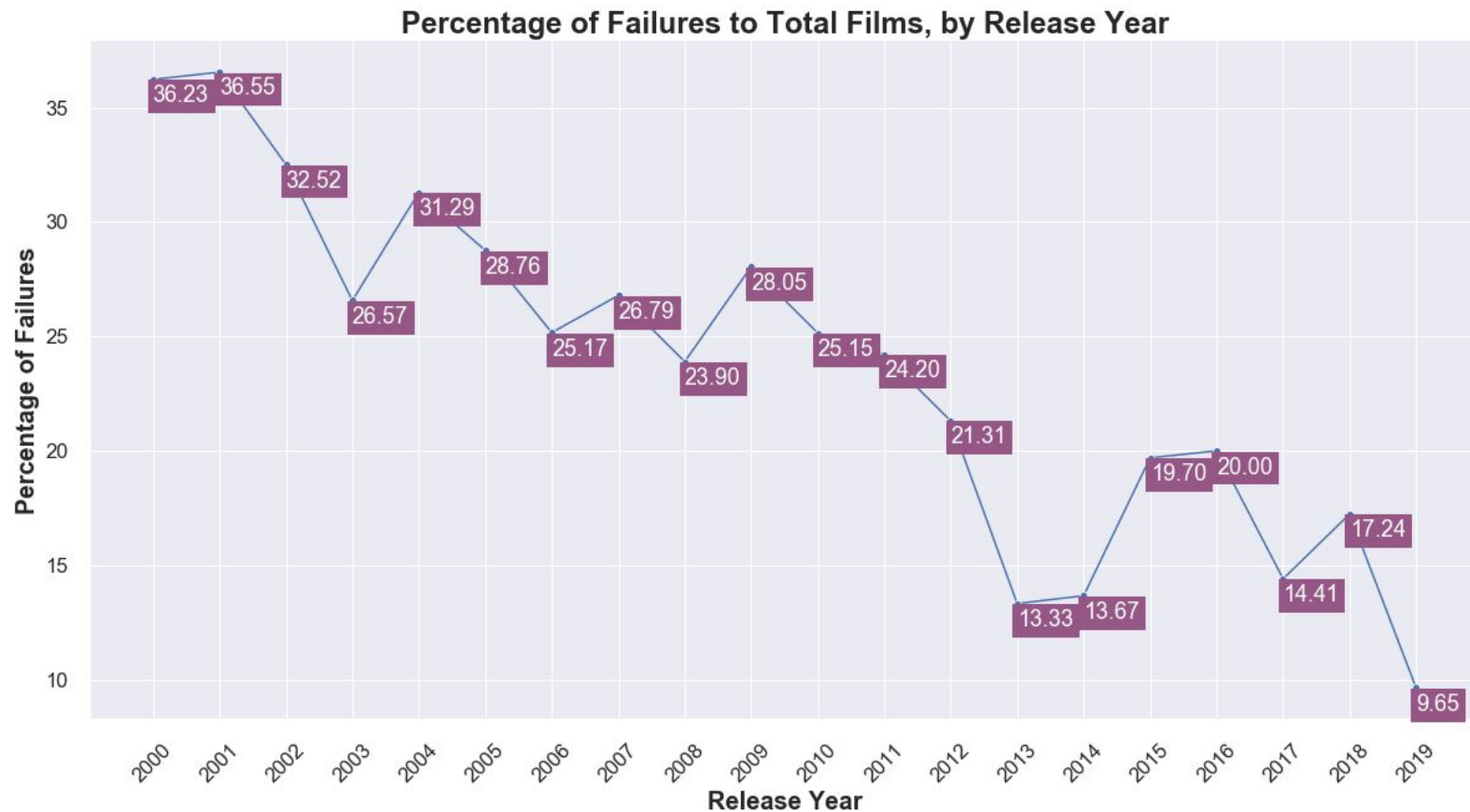 - **Action/Adventure/Fantasy/Animation are the most successful GENRES**

    - **A movie with higher MPAA RATING (from G to R) has a negative correlation with gross and net**
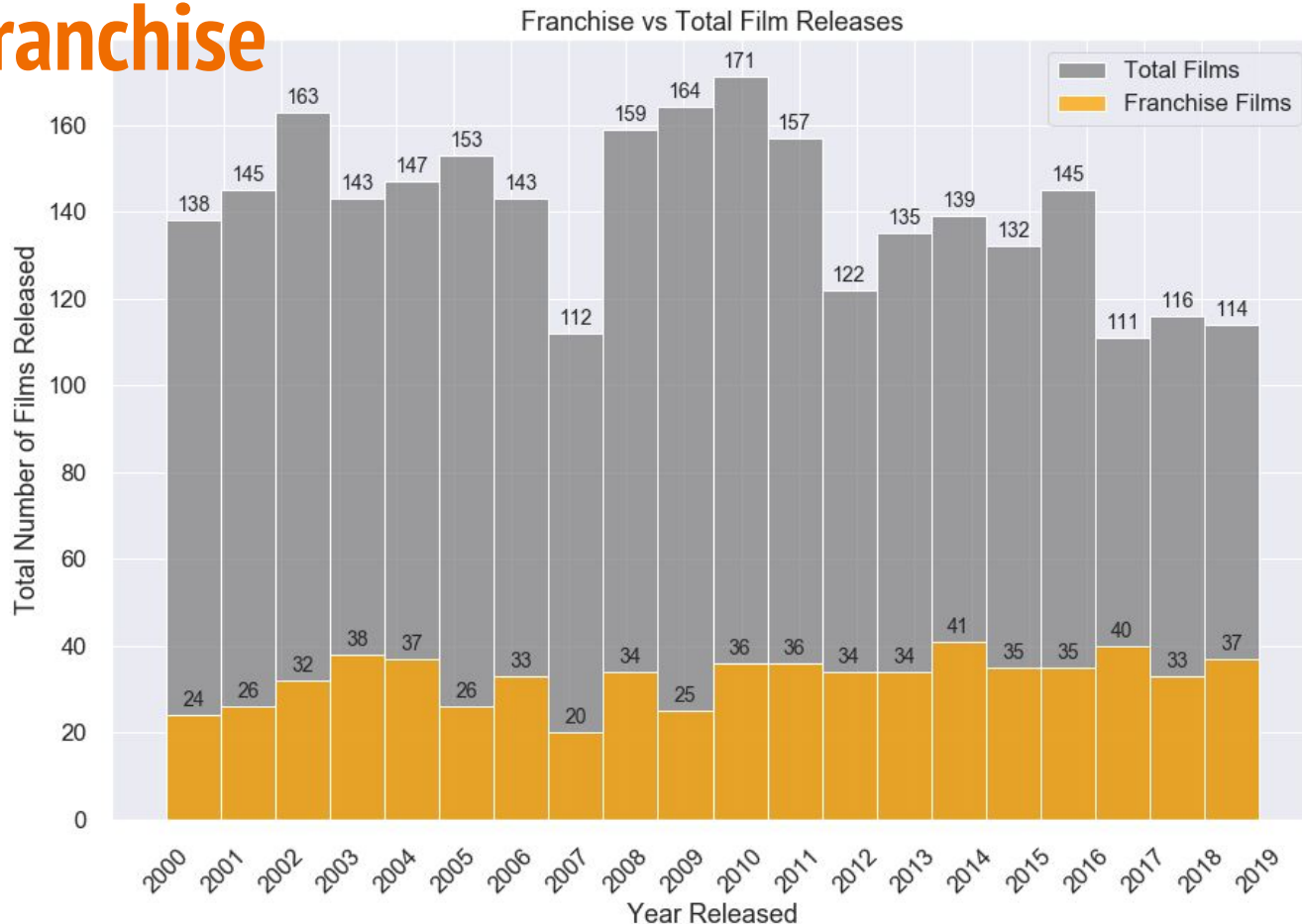
Failures

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

Percent Proportion of Failures to Total Films, by Rating

Failed Films - Non-Franchise vs Franchise

Proportion of Genre Failure to Total Failures for 5 Worst Performing Genres

20 Year Failure Trends

Percentage of Failures to Total Films, by Release Year

20 Year Franchise Releases
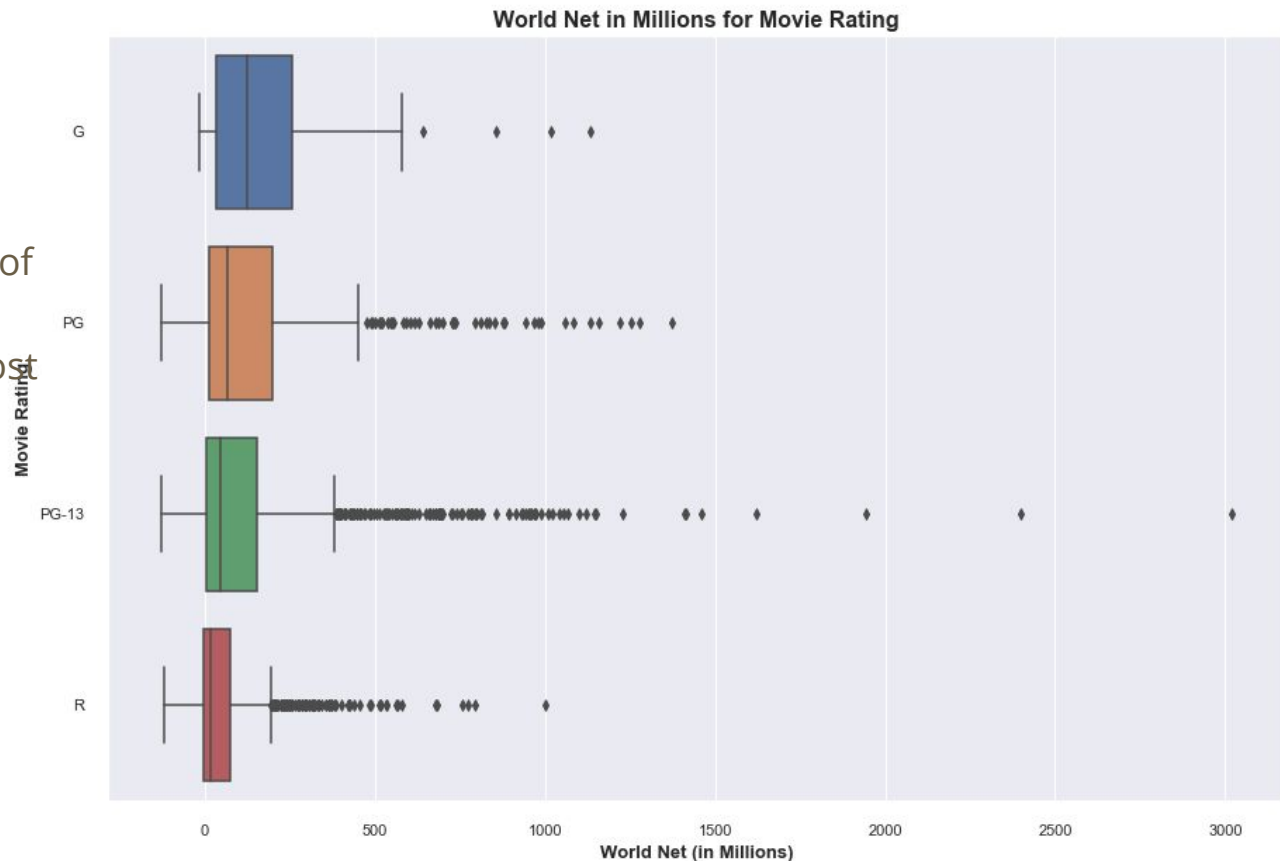

Franchise vs Total Film Releases

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

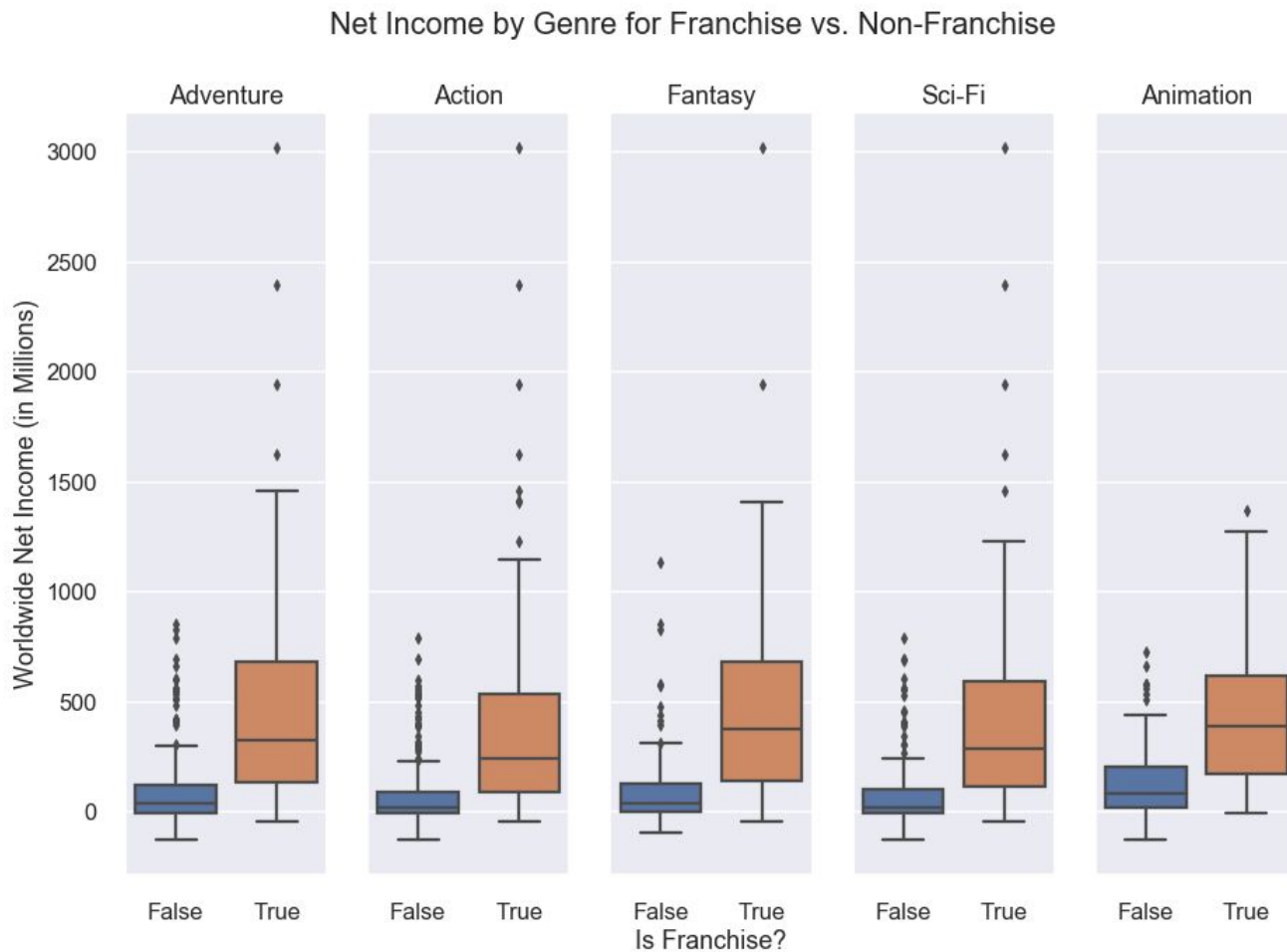Number of Films for Worldwide Net Income, Non-Franchise vs Franchise Films

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!

World Net in Millions for Movie Rating

Genre

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

Net Income by Genre for Franchise vs. Non-Franchise

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.

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!