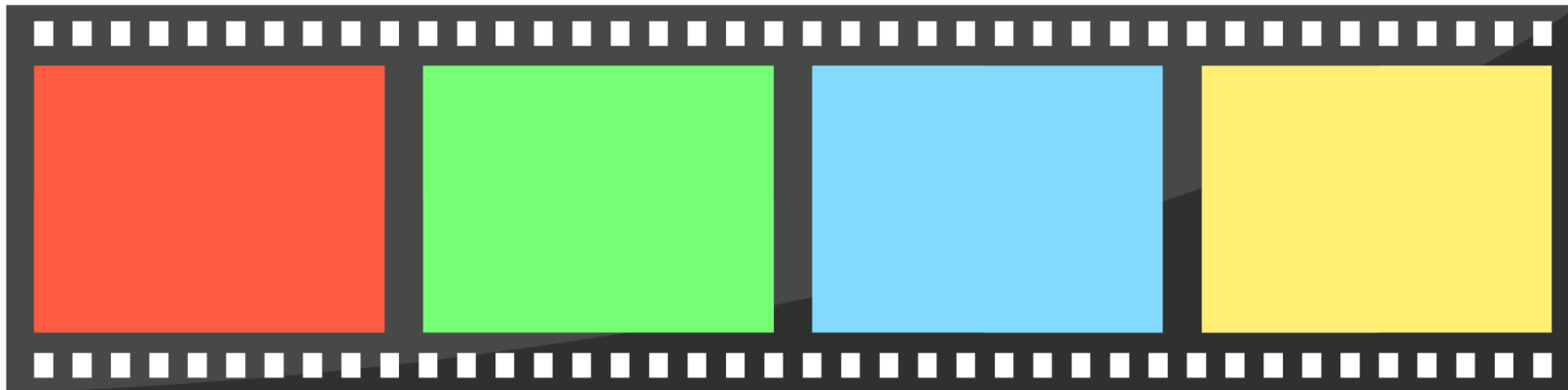


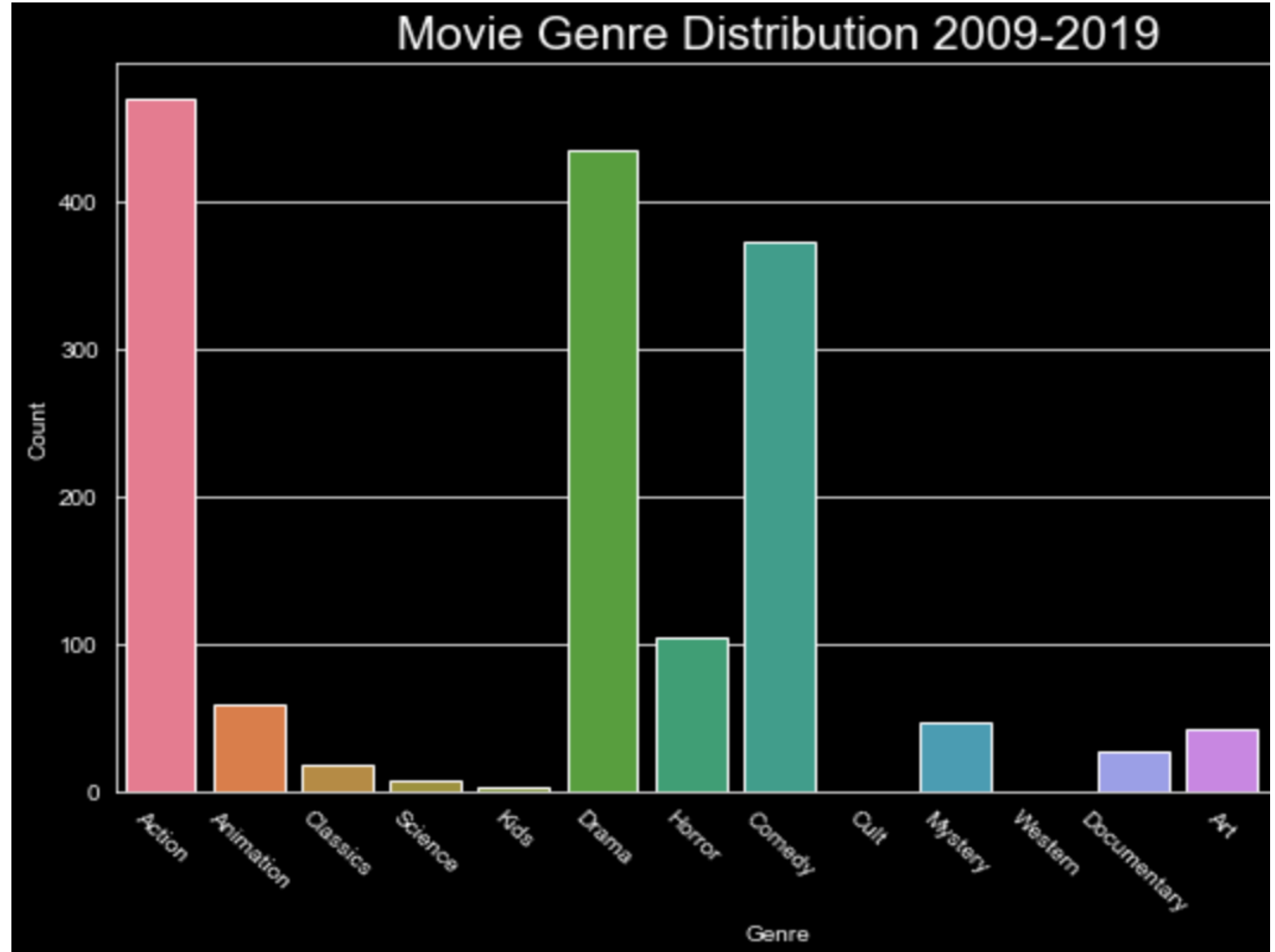
Microsoft Movie Studio Productions



Mod 1 Project
Brennan Mathis

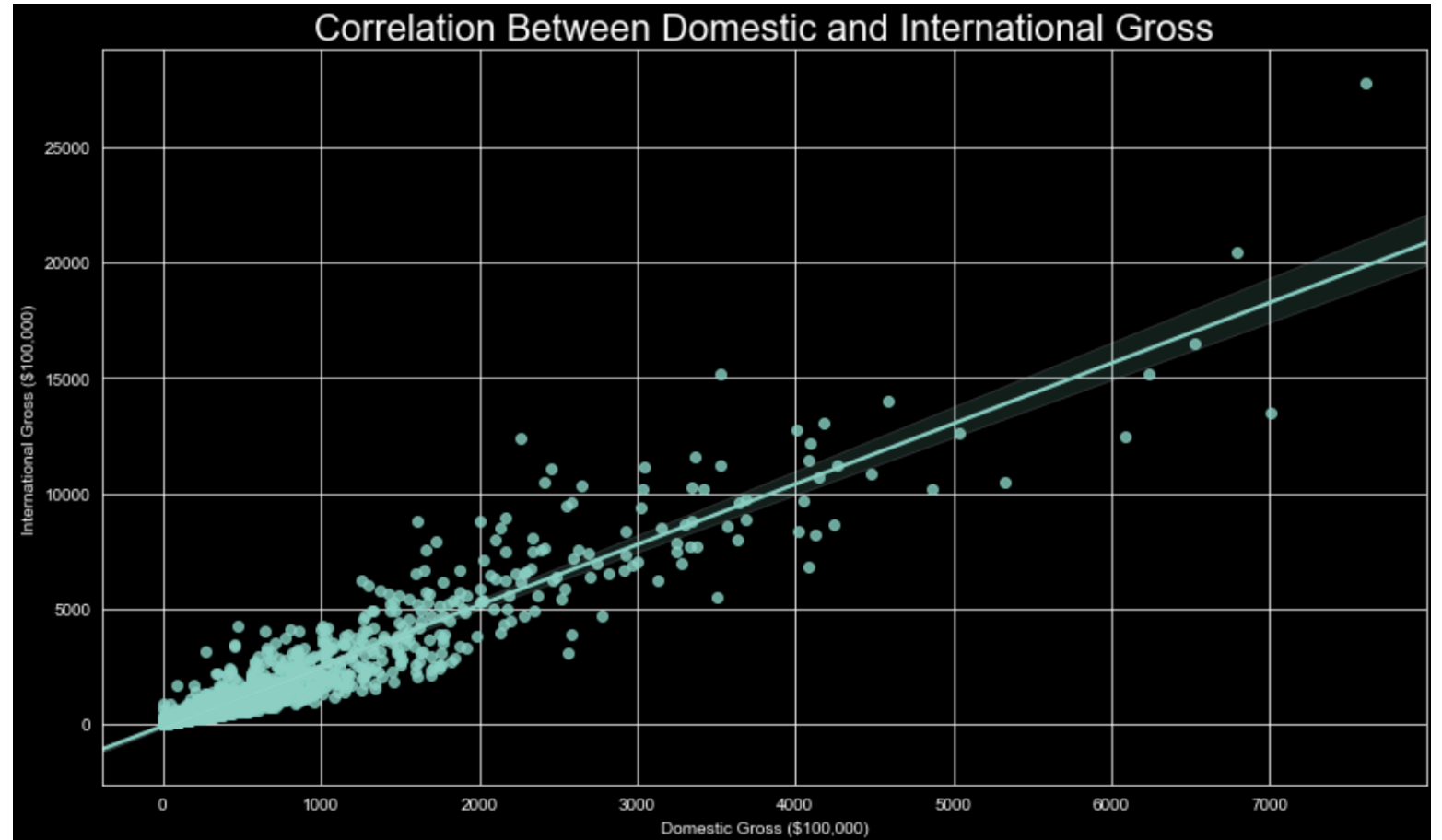
About the data

- Using only recent data for movies released within the past 10 years. 2009-2019
- Kaggle dataset sourced from Rotten Tomatoes
- Company provided tn.movie_budgets.csv



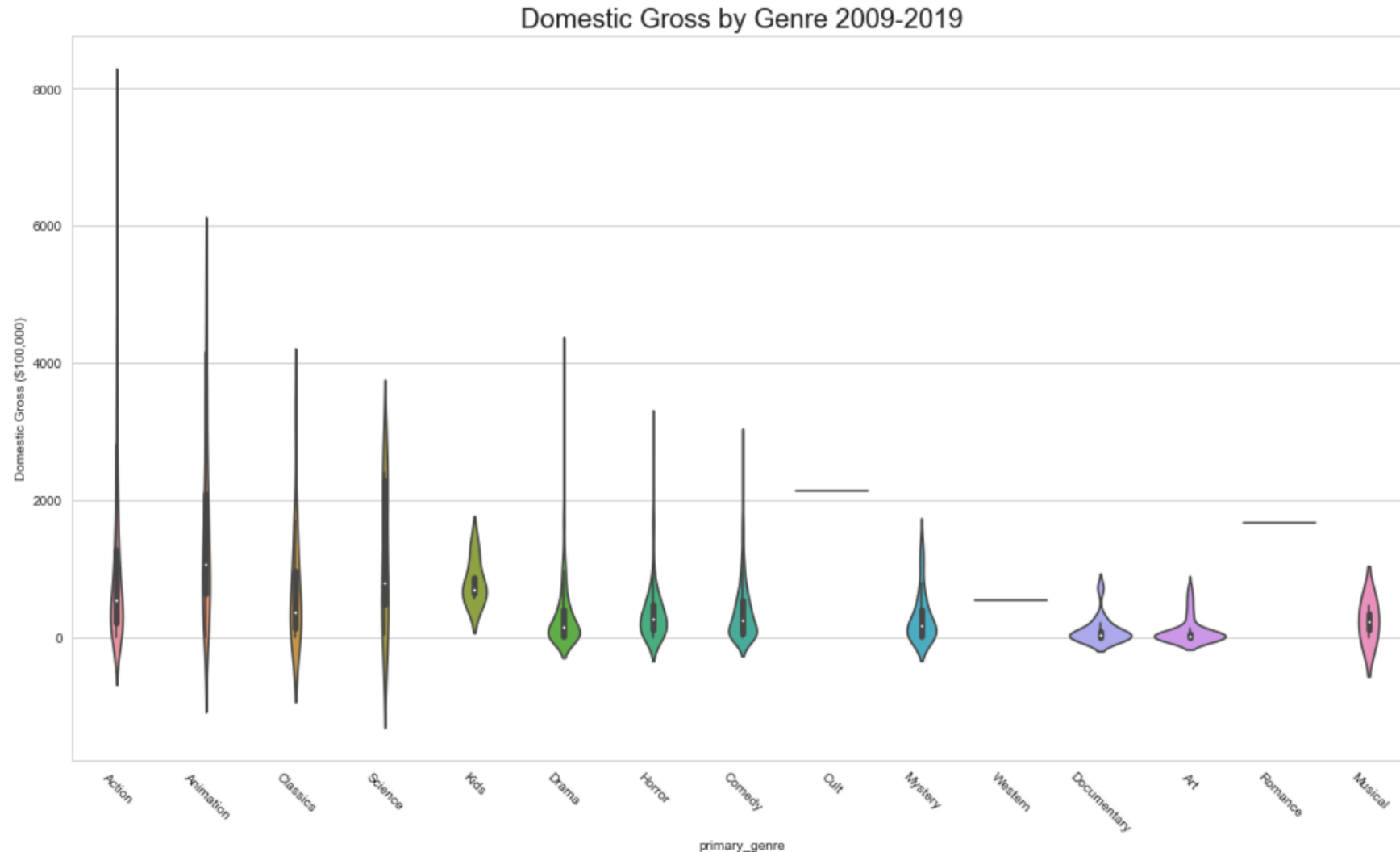
If the movie is successful domestically,
what does that mean for international releases?

Positive correlation
between domestic
gross & international
gross at the box office.



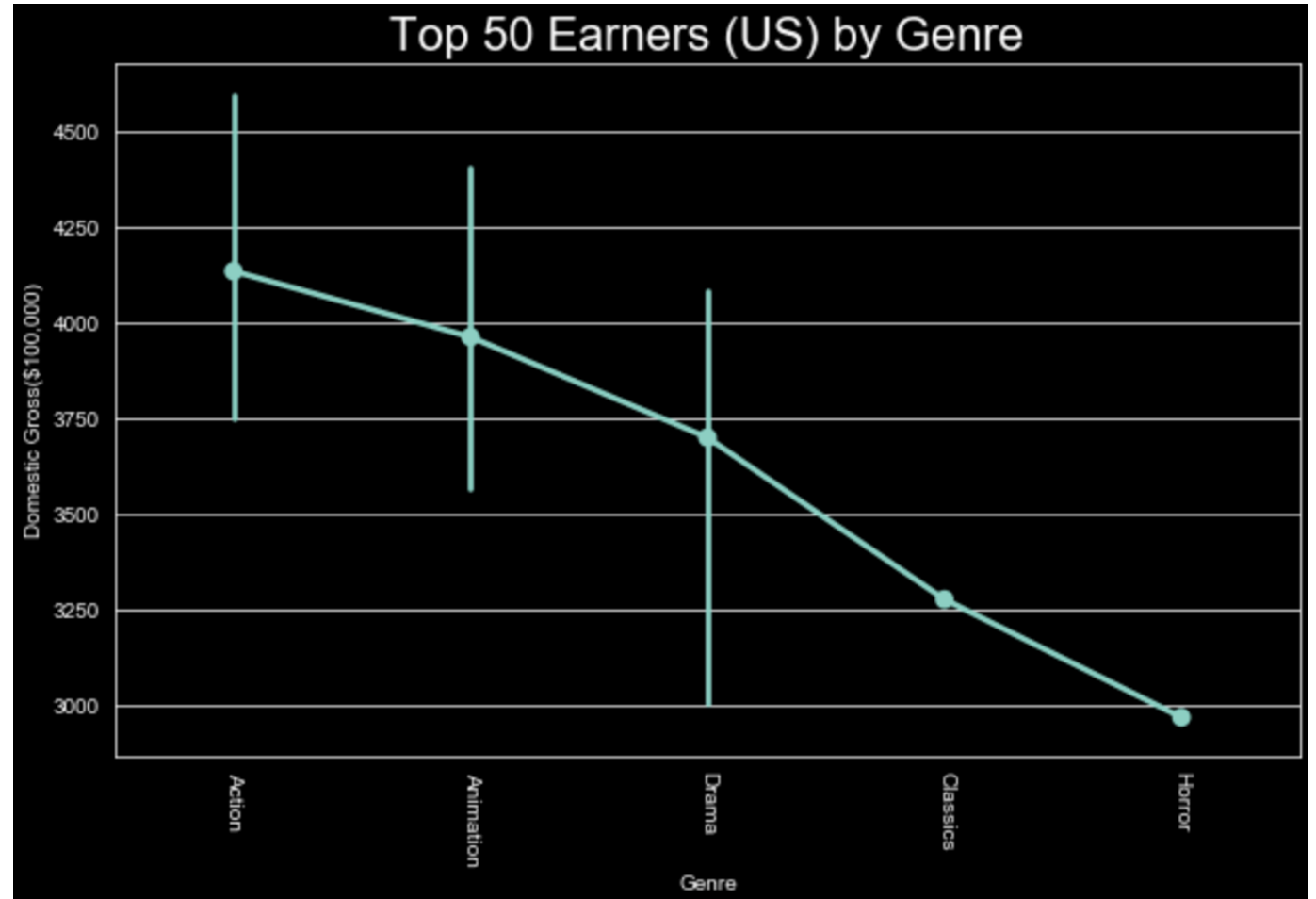
What types of movies make the most money
at the box office?

What genres bring people to the box office?



Genre Popularity

- Action movies
 - Avatar
 - Black Panther
 - Avengers: Infinity War
 - High post-production costs
 - High production/casting costs
- Animated movies
 - Incredibles 2
 - Finding Dory
- Drama movies
 - The Twilight Saga

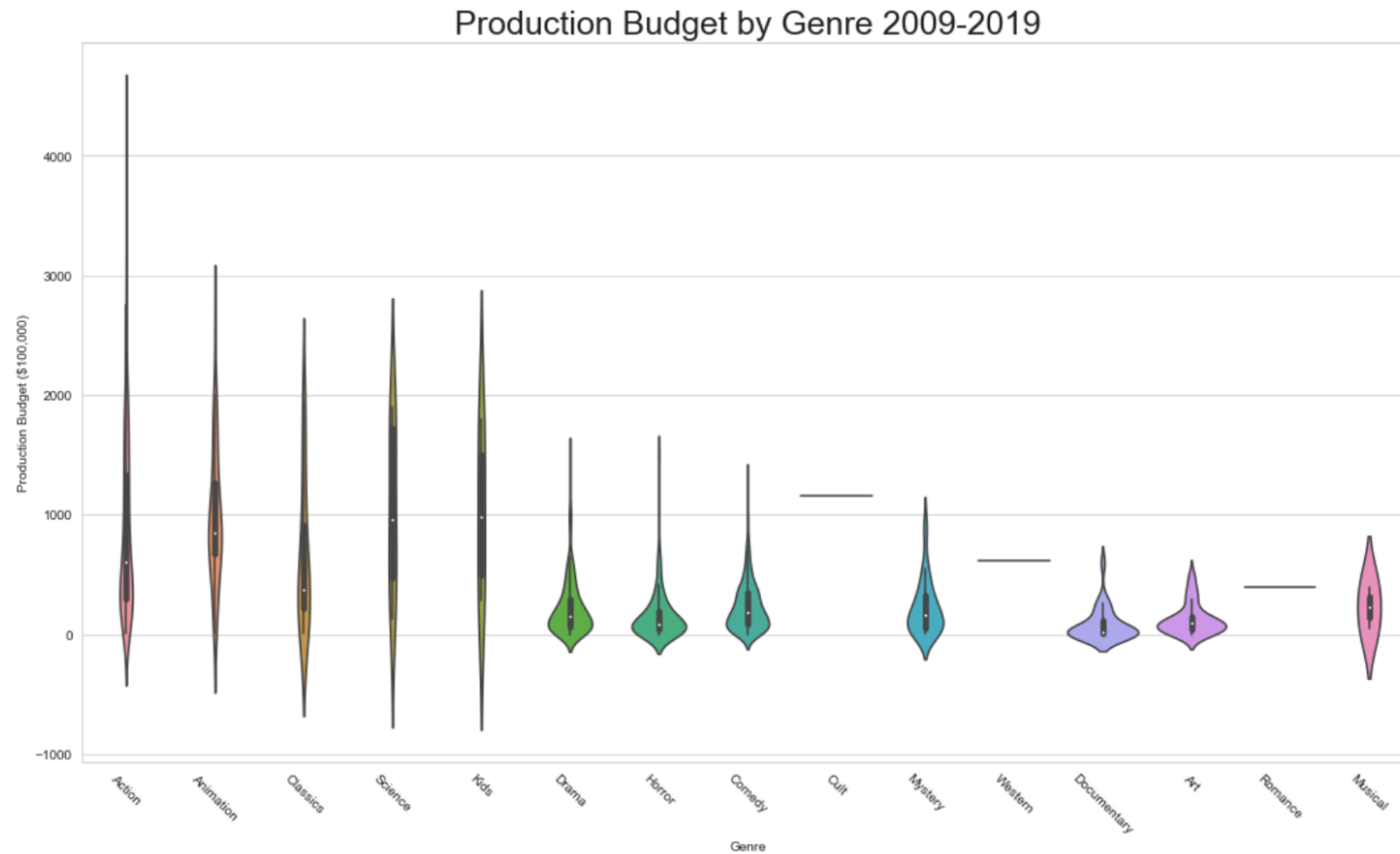


Top earning movies tend to have ratings that allow for families and people of a wide range of ages to see at the box office.

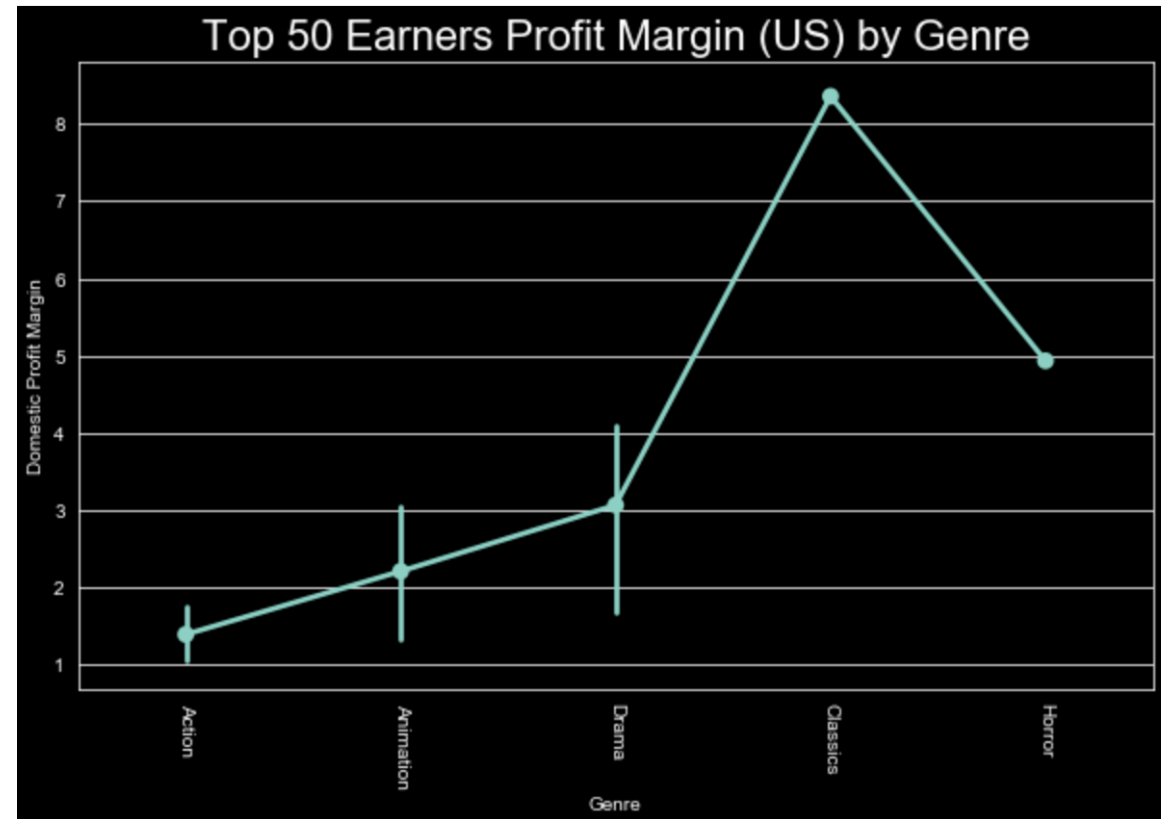
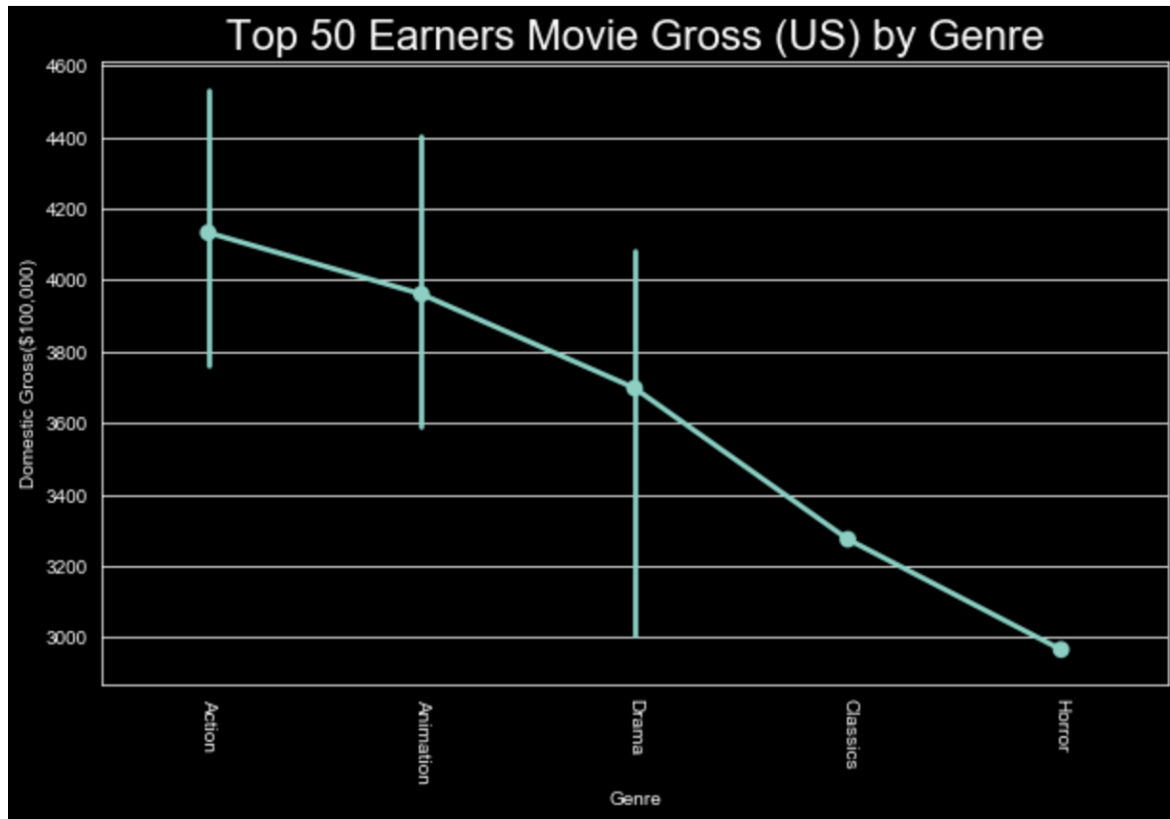
- PG-13 - some material not suitable for children under 13
- PG - some material not suitable for children



High Gross = High Budget

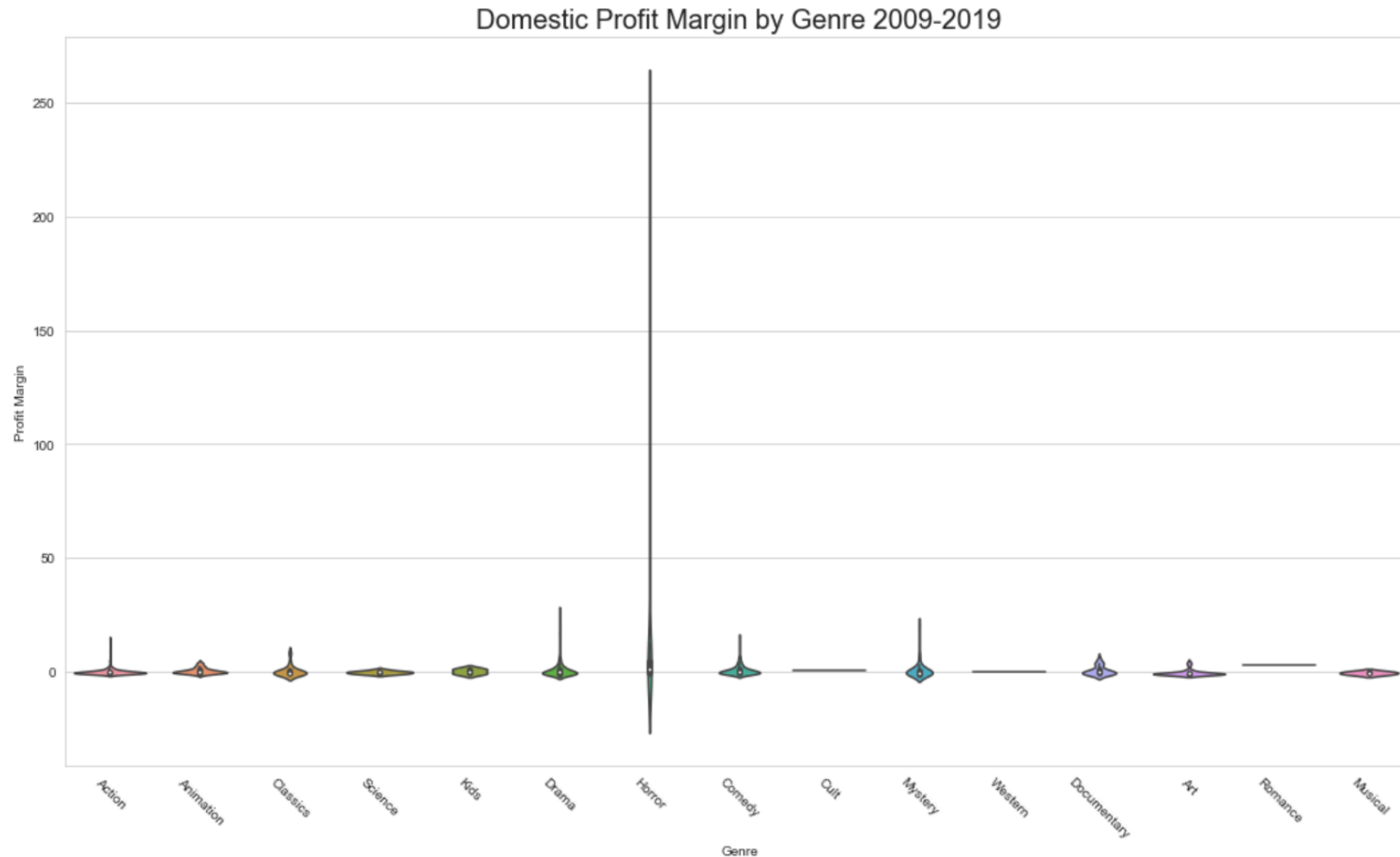


Highest gross movies are not necessarily the most profitable



What types of movies make the highest profits?

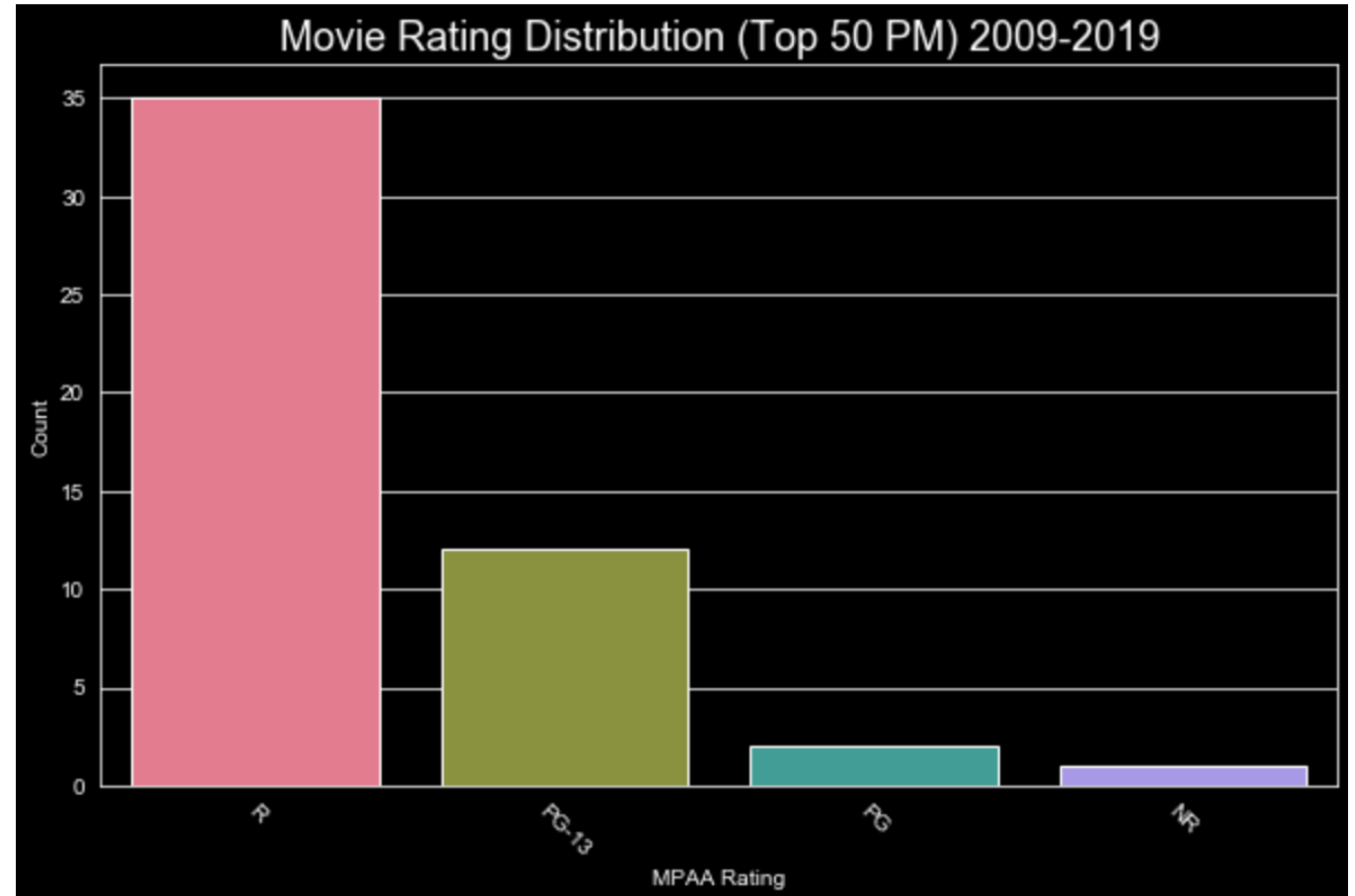
Profit = (Gross – Budget)
Profit Margin = Profit/Budget



Most profitable movies tend toward R ratings, which makes for a smaller audience age range at the box office.

- R ratings require an accompanying adult for those under 17

Consider low budget horror flicks.



Most Profitable Genres

- **Horror**

Paranormal Activity

The Gallows

A Quiet Place

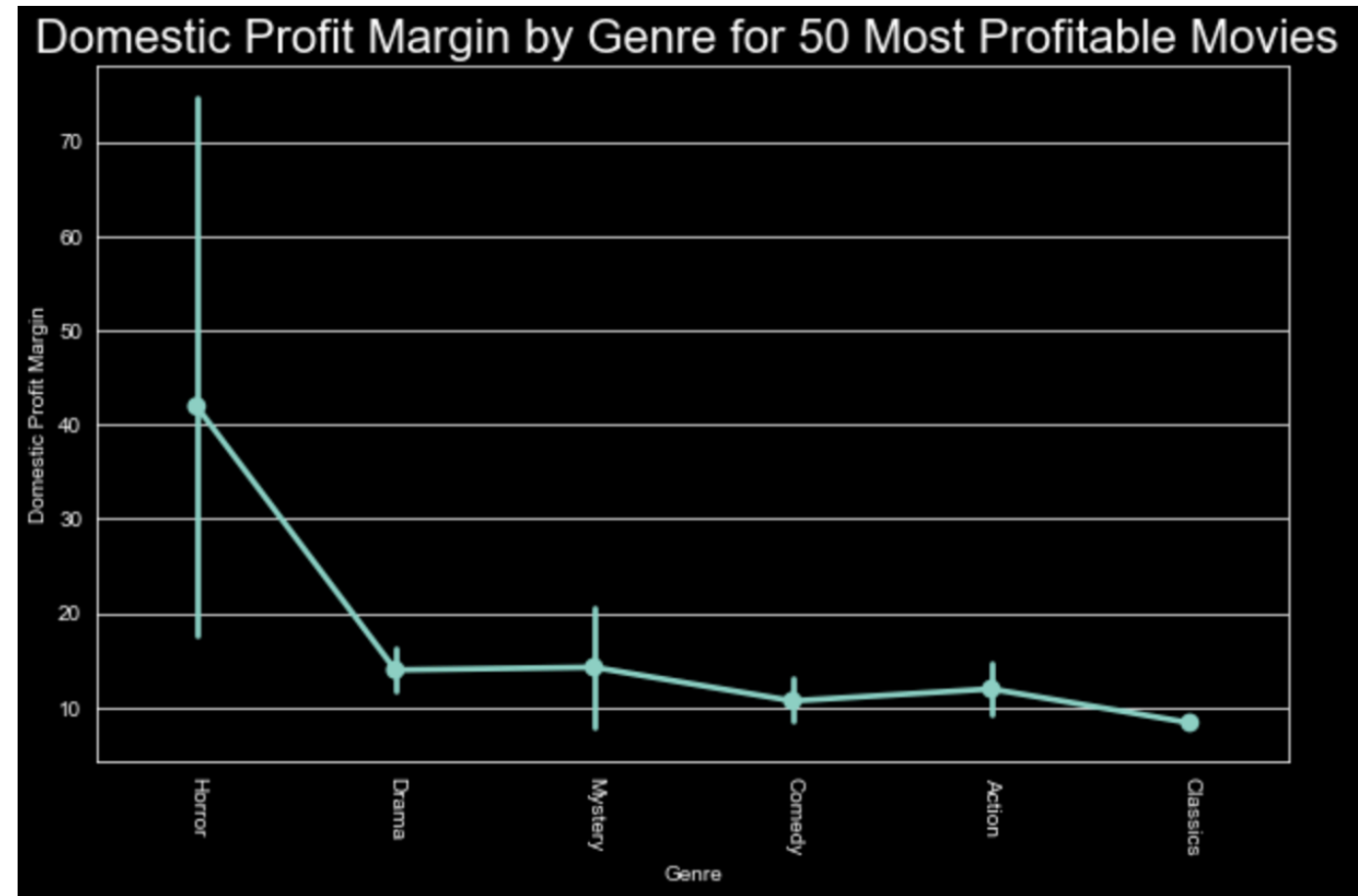
Get Out

Low budget horror films are by far, the most profitable. Keep the special effects to a minimum and build on suspense.

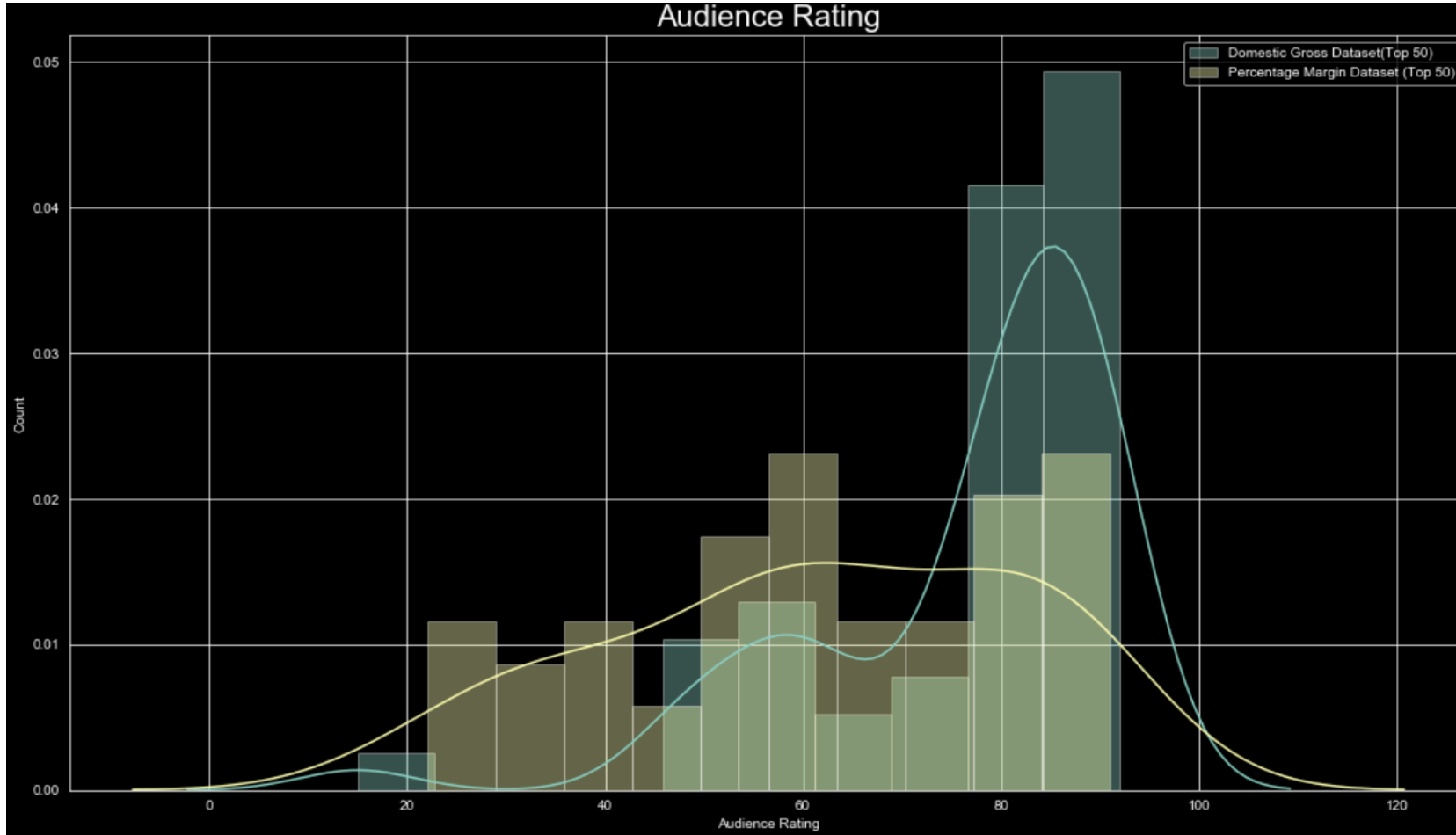
- **Drama**

The War Room

Moonlight



What to expect from the audience

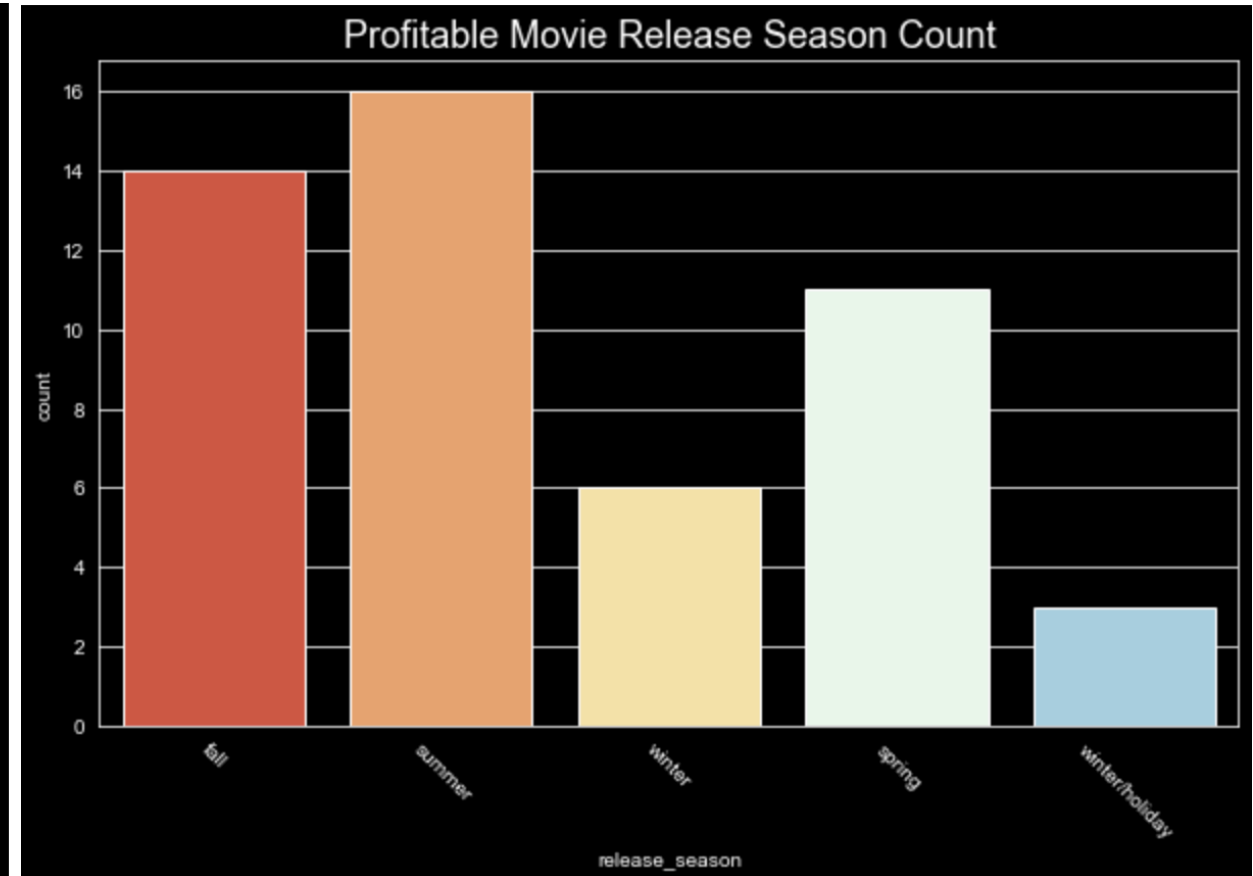
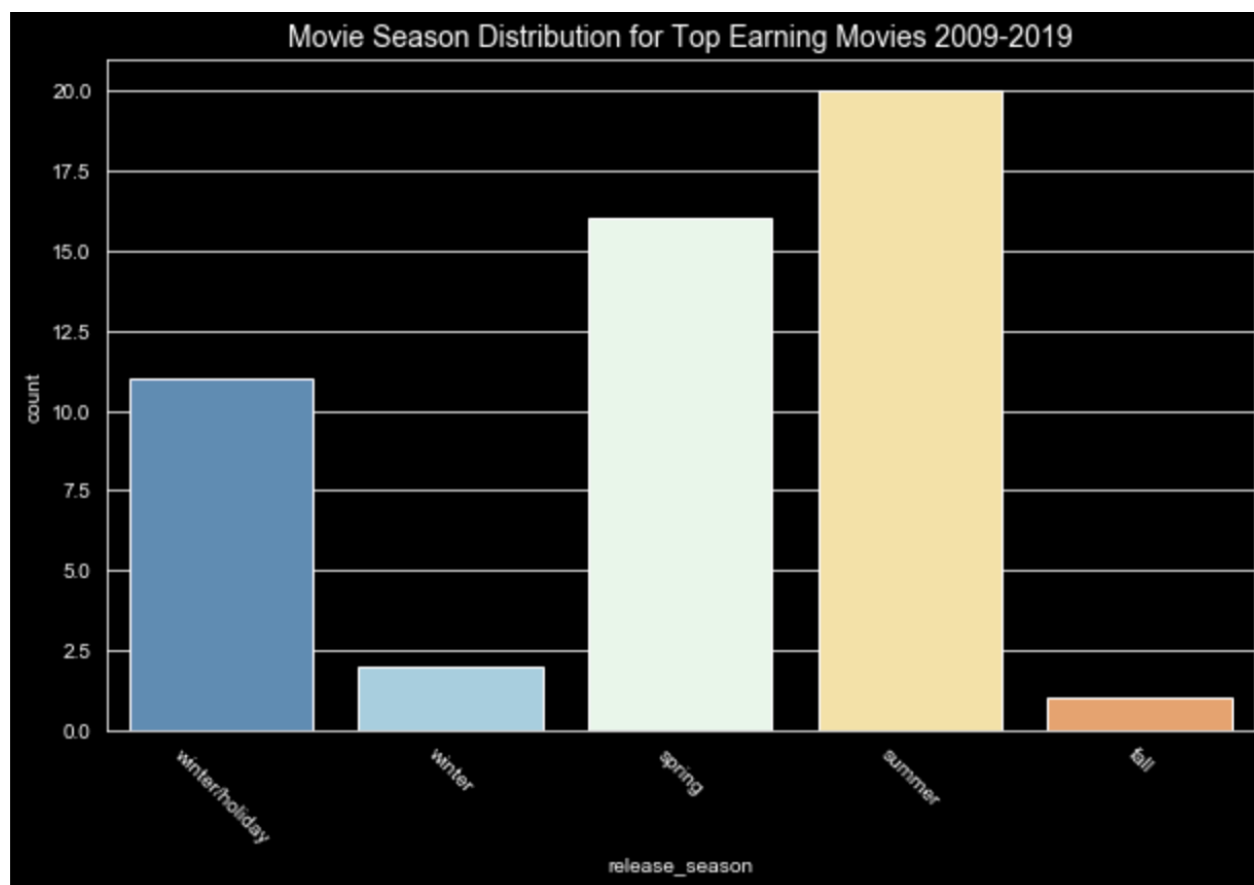


The high budget/high profit movies tend to get a higher rating from the audience.

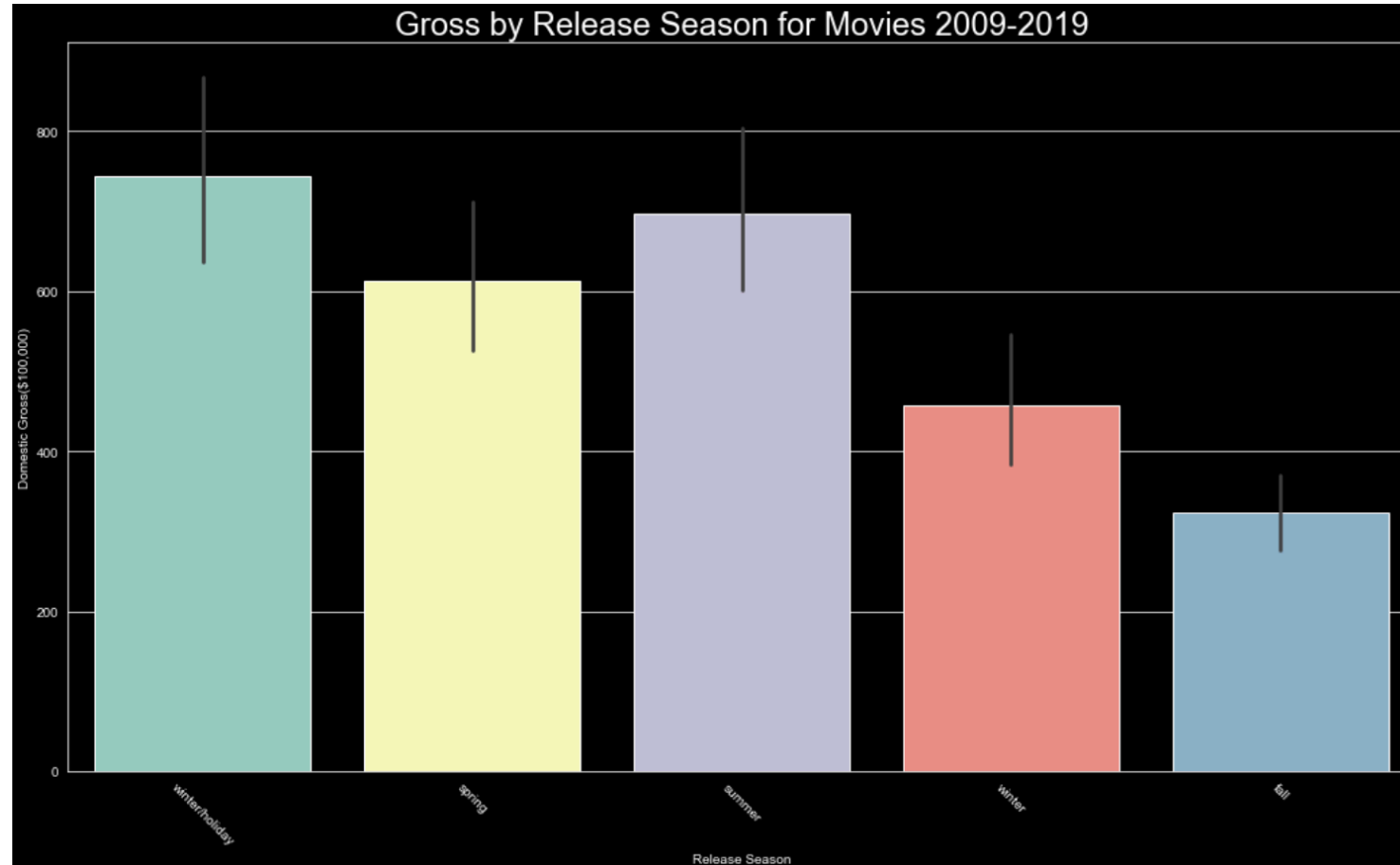
The lower budget/high profit margin movies tend to get lower audience ratings

Does the season of the movie release relate to how well the movie performs in the box office?

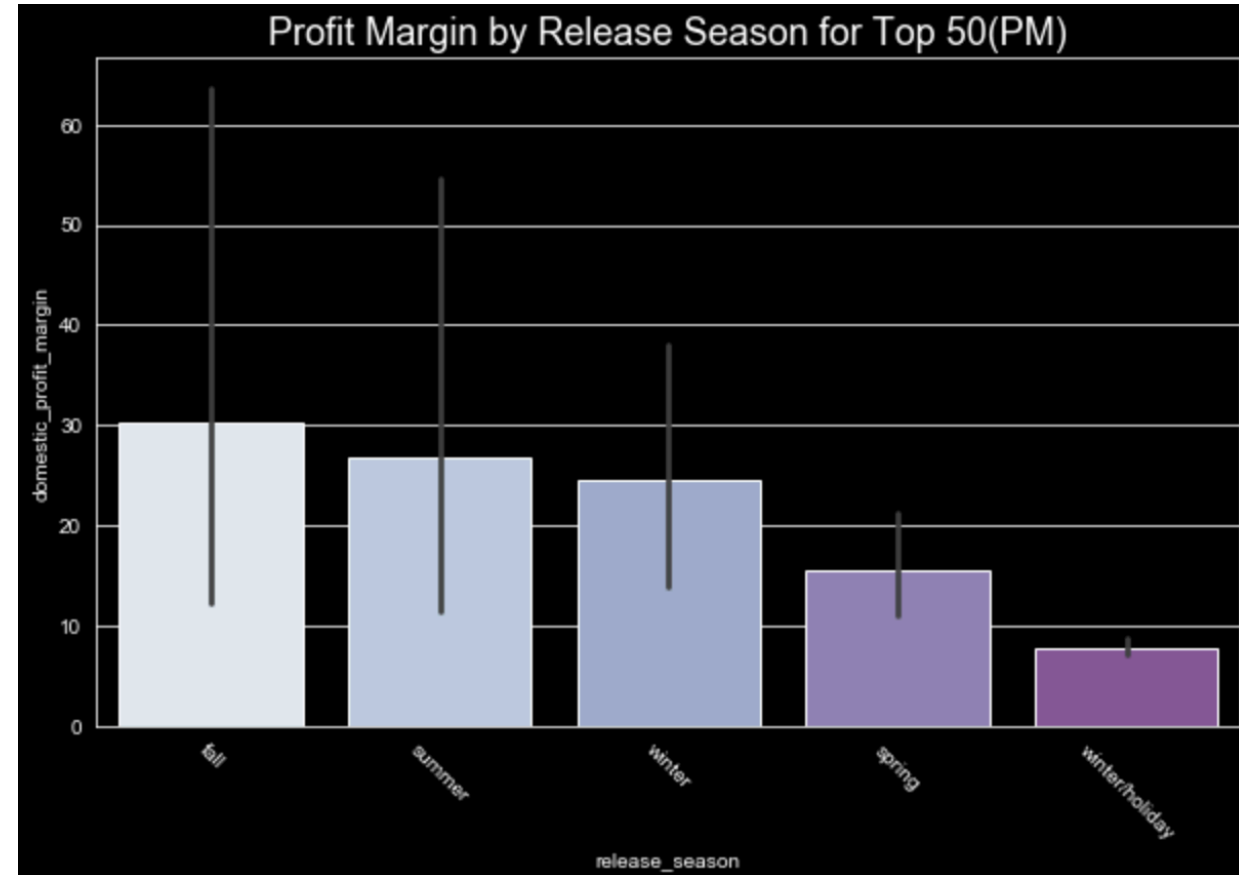
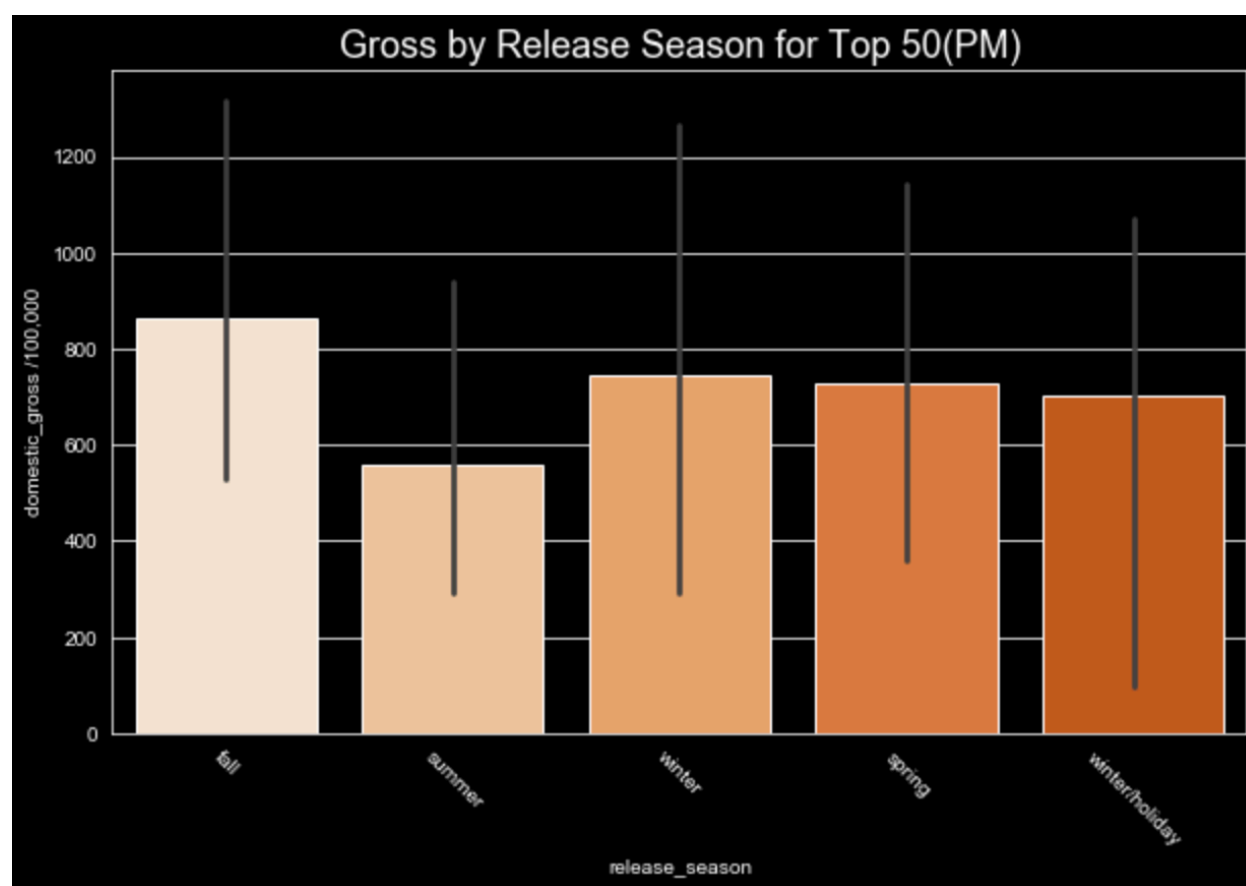
Summer releases are common for a range of movies, as kids are out of school and summer blockbusters have historically been successful.



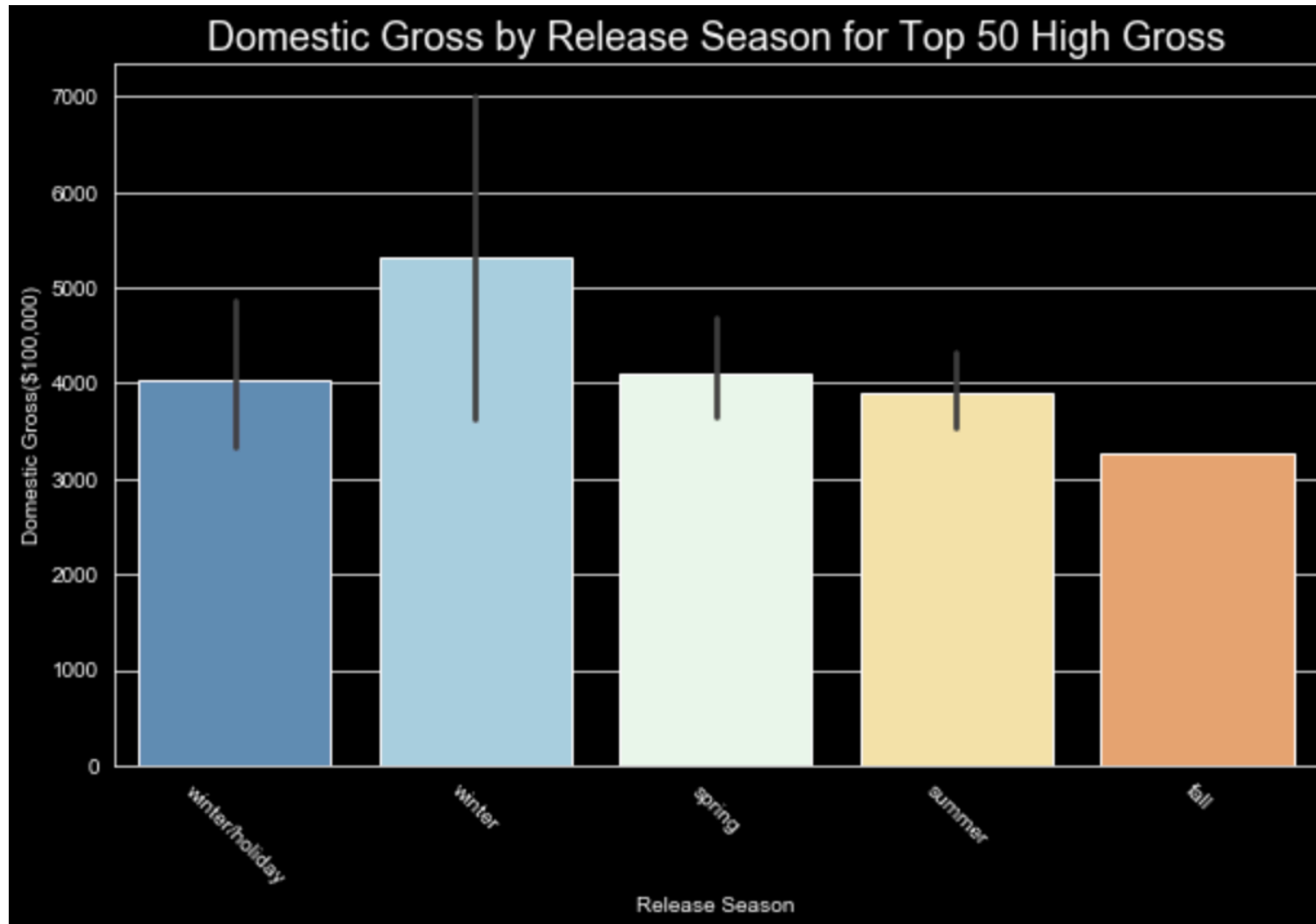
In general, movies tend to earn more during winter holiday and summer. This could be a result of school hiatus.



Movies with high profit margins tend to do best when released in the fall or summer.

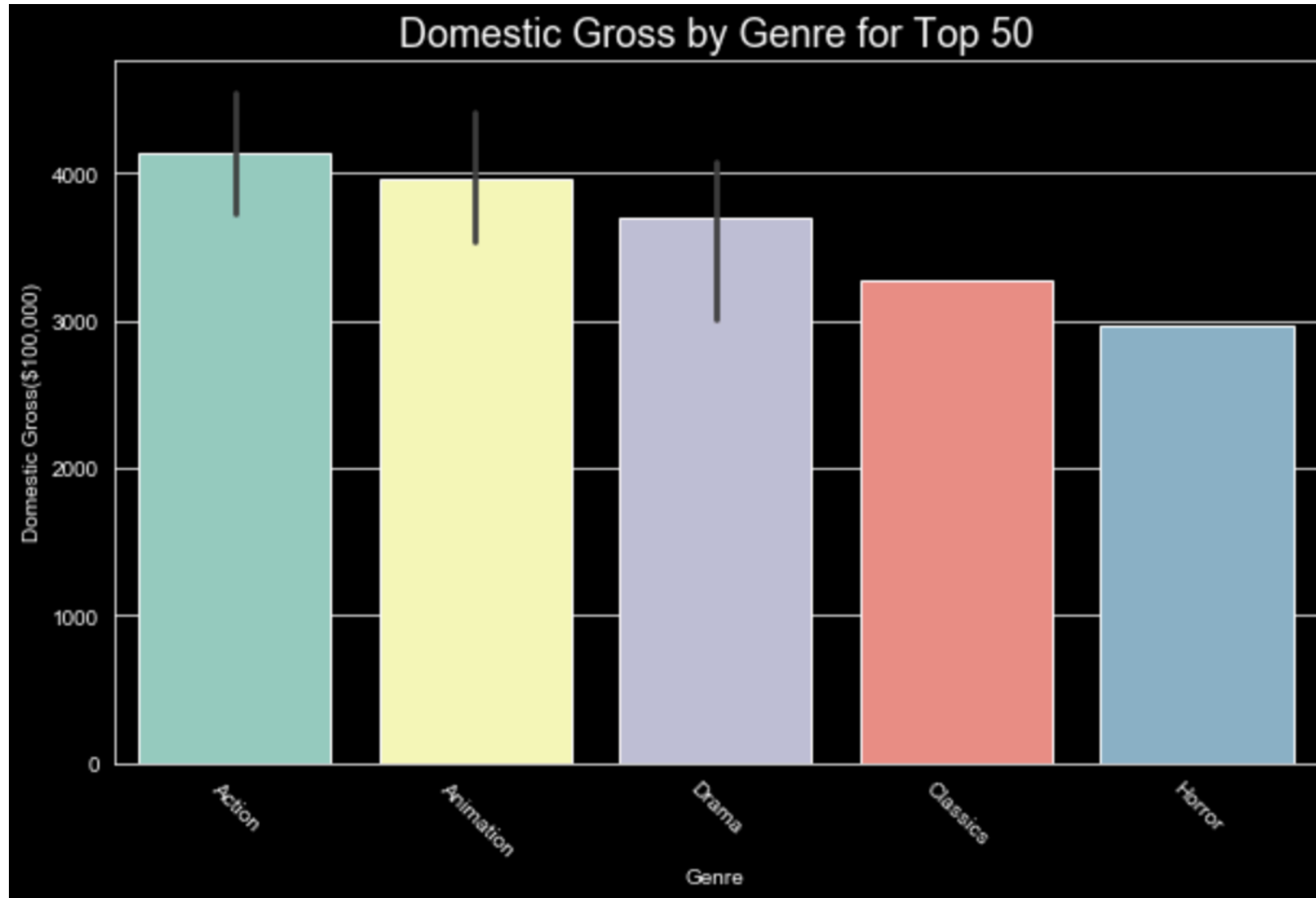


High grossing movies released in the winter tend to do well. Possibly due to theatre runs through winter breaks for those in school.



What to do next?

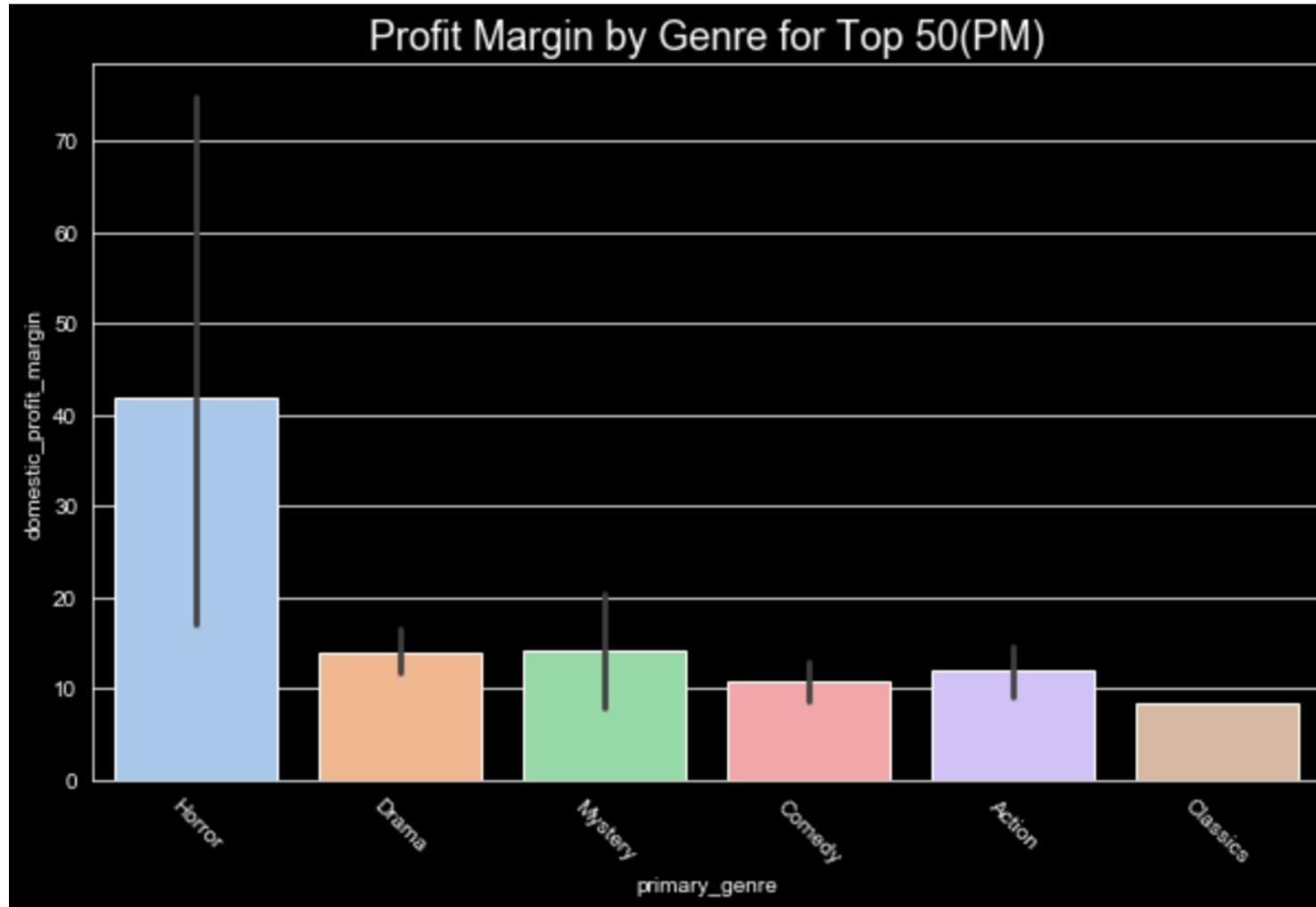
Want to make high grossing movies?



Want to make high grossing movies?

- Higher production budget
- High post-production costs for special fx and graphics
- High risk
- Seek to develop successful franchise
- Well known cast
- Writers and directors who have previous successful releases
- Release during summer or winter for high box office traffic during school breaks
- PG and PG-13 ratings
- Action or animation

Want to make the most profit on movies?



Want to make the most profit on movies?

- Lower production budget
- Lower post-production costs for special fx and graphics
- Lower risk
- Seek to develop successful franchise
- Writers and directors who have previous successful releases
- Release during fall or summer for higher profits for horror movies
- R rating
- Low budget horror (make it smart and scary for better audience ratings)

Further Analysis

- Find out what directors have the most success at the box office
- Do special types of releases affect success? Examples: IMAX, 3D
- What is the success of remakes at the box office compared to the original release?
- Franchise analysis by company
- Find out more about award winning movies, their success in the box office vs the cost of production