

# Microsoft Movie Analysis

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Group 4

# Outline

- Business Problem
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- Recommendations
- Conclusions

# Business Problem

## Microsoft wants to get into the movie business

- Wants to launch a successful movie but don't know where to begin
- Microsoft wants to know:
  - Which month(s) to launch a movie to produce a top grossing film
  - Whether or not producing high budget films make sense
  - Which genre(s) will give the biggest return on investment (ROI)

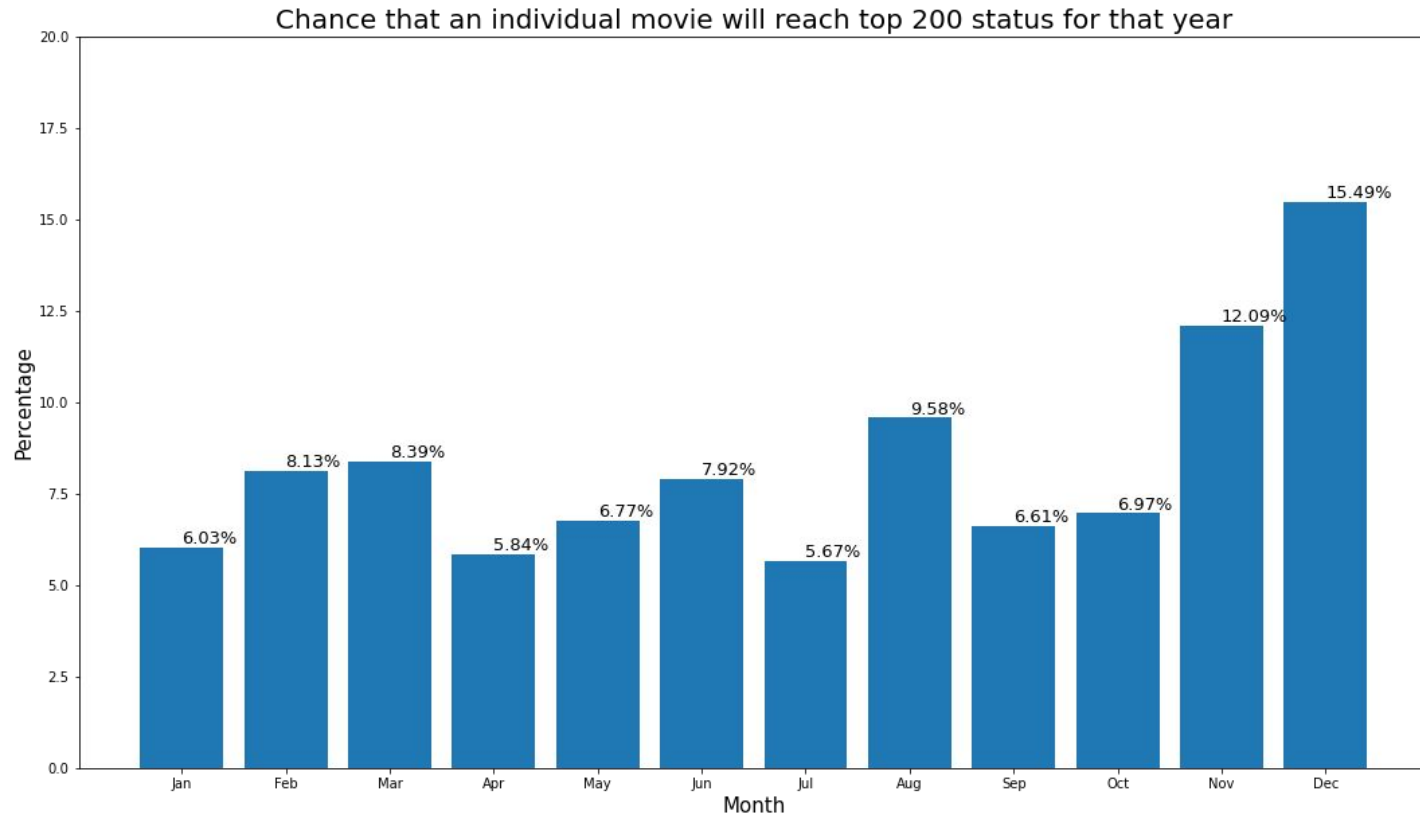
\*Return on Investment: a performance measure used to evaluate the efficiency or profitability of an investment (investopedia.com)

# Data

Data acquired from:

- BoxOfficeMojo.com
  - Top 200 grossing movies from 2018 & 2019
  - Total number of movies released in 2018 and 2019
- The-Numbers.com
  - Production budget data and worldwide gross in USD
  - Data from 'the-numbers.com' is only from 2010-2019
- IMDB.com
  - Genre information

Assumption: Microsoft is interested in data from before the covid-19 pandemic. All data is prior to 2020.



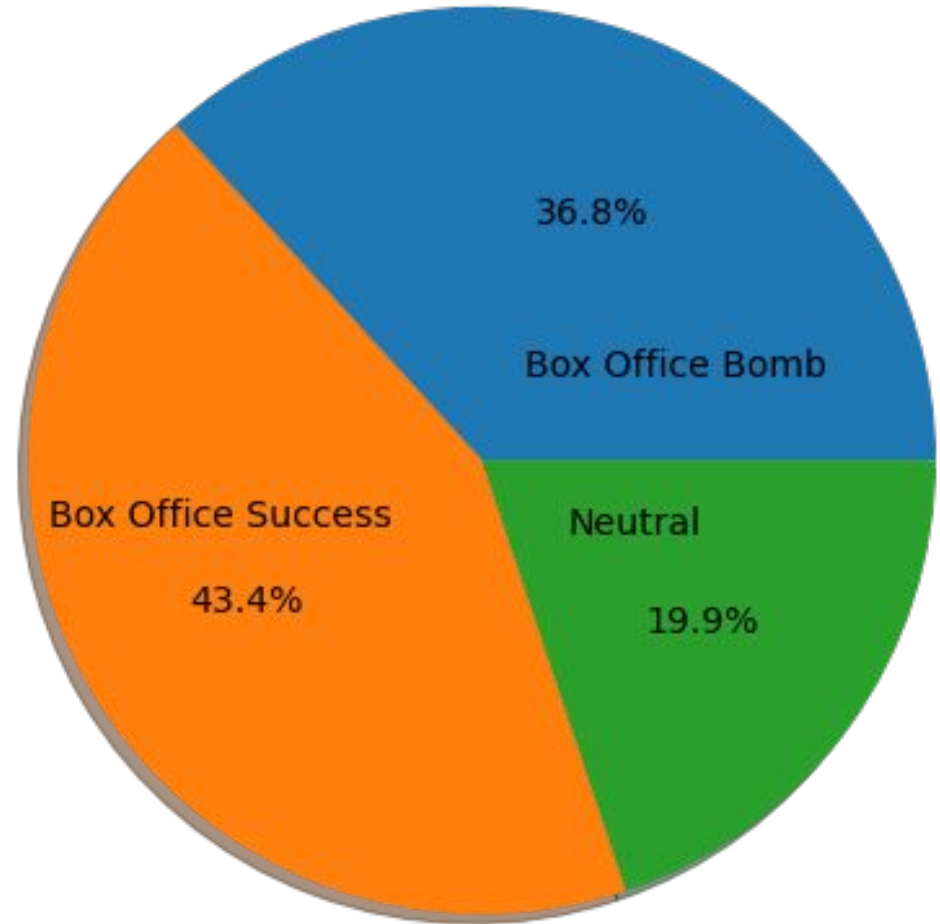
15.49% of all movies launched in December were top grossing movies

## High Budget Films Success Rate

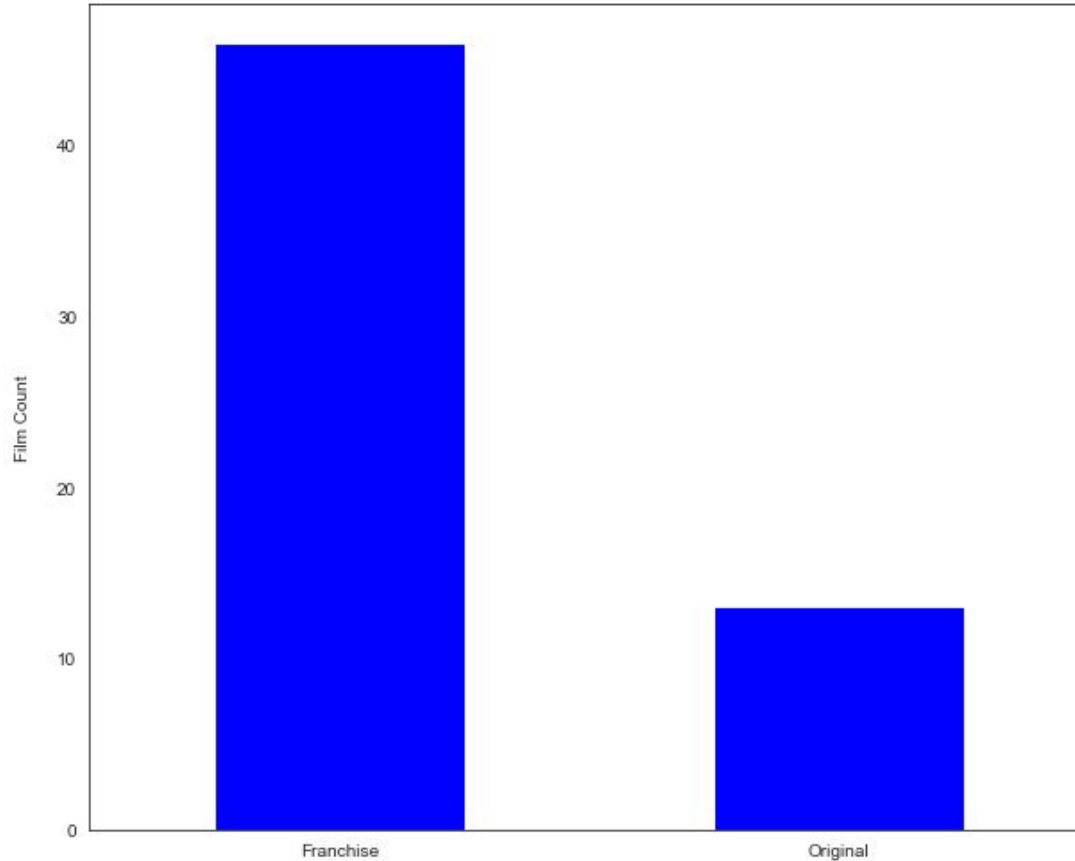
**High Budget  $\geq$  \$150,000,000**

**Box Office Success: ROI  $>$  250%**

**Box Office Bomb: ROI  $<$  150%**



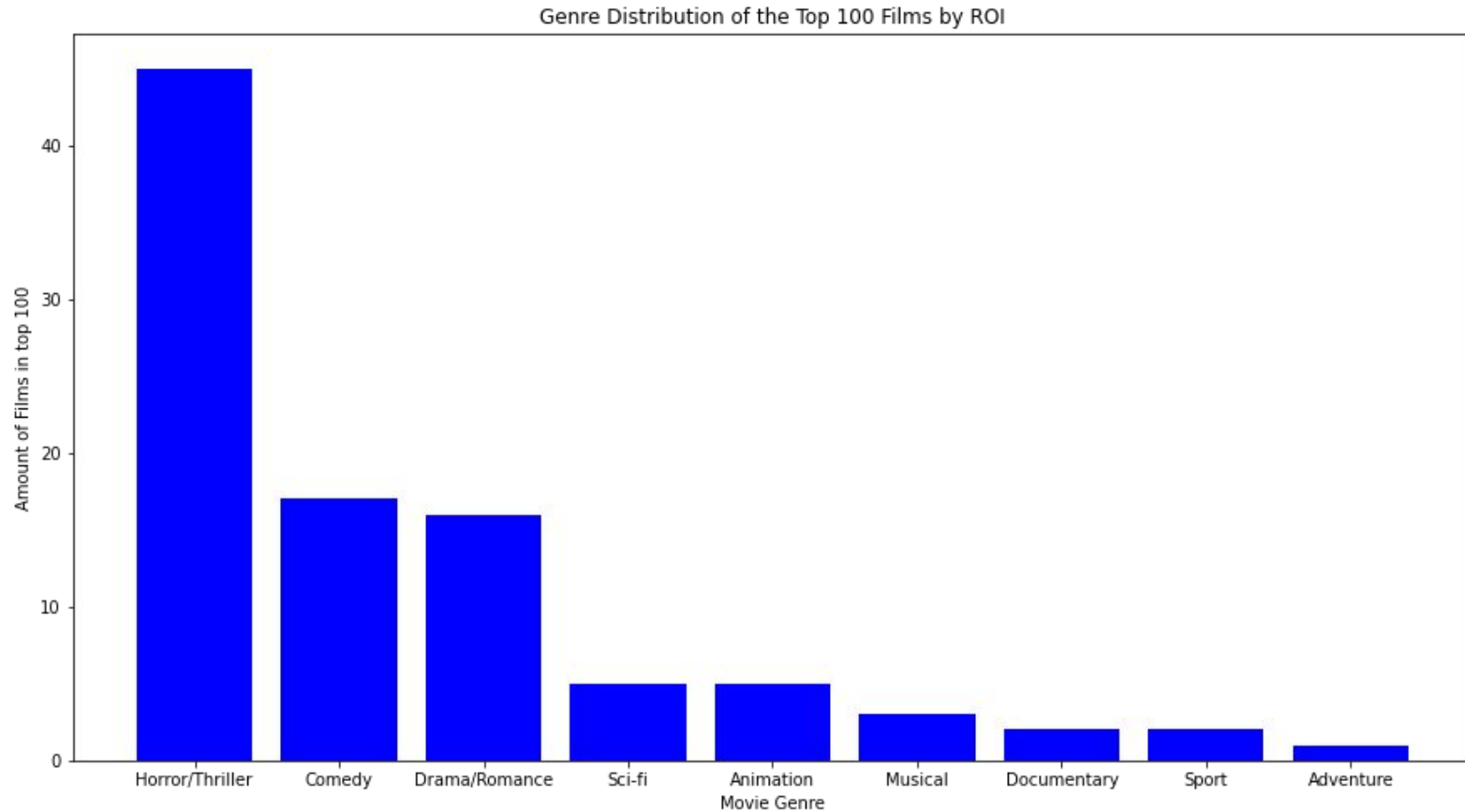
## High Budget, Box Office Success Movie Types



- 80% part of a franchise
- 36% of franchise movies were Marvel
- 20% were original movies
- 46% of original movies were animated

Franchise: Movies that are part of a series(Marvel, DC, etc.)

Films that surpassed an ROI of 1000% since 2010, grouped by genre.





# Summary

- Movies launched in December have a higher chance of becoming a top grossing movie.
- Large budget, high ROI films are rarely original content.
- Over 40% of films with 1000%+ ROI are horror/thriller films.

# Recommendations

1. Consider launching new movies in December
2. Consider producing a horror or thriller film
3. Do not make a high budget film that is not part of a well established franchise



# Thank you!

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