

Microsoft Movie Analysis

Group 4

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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)

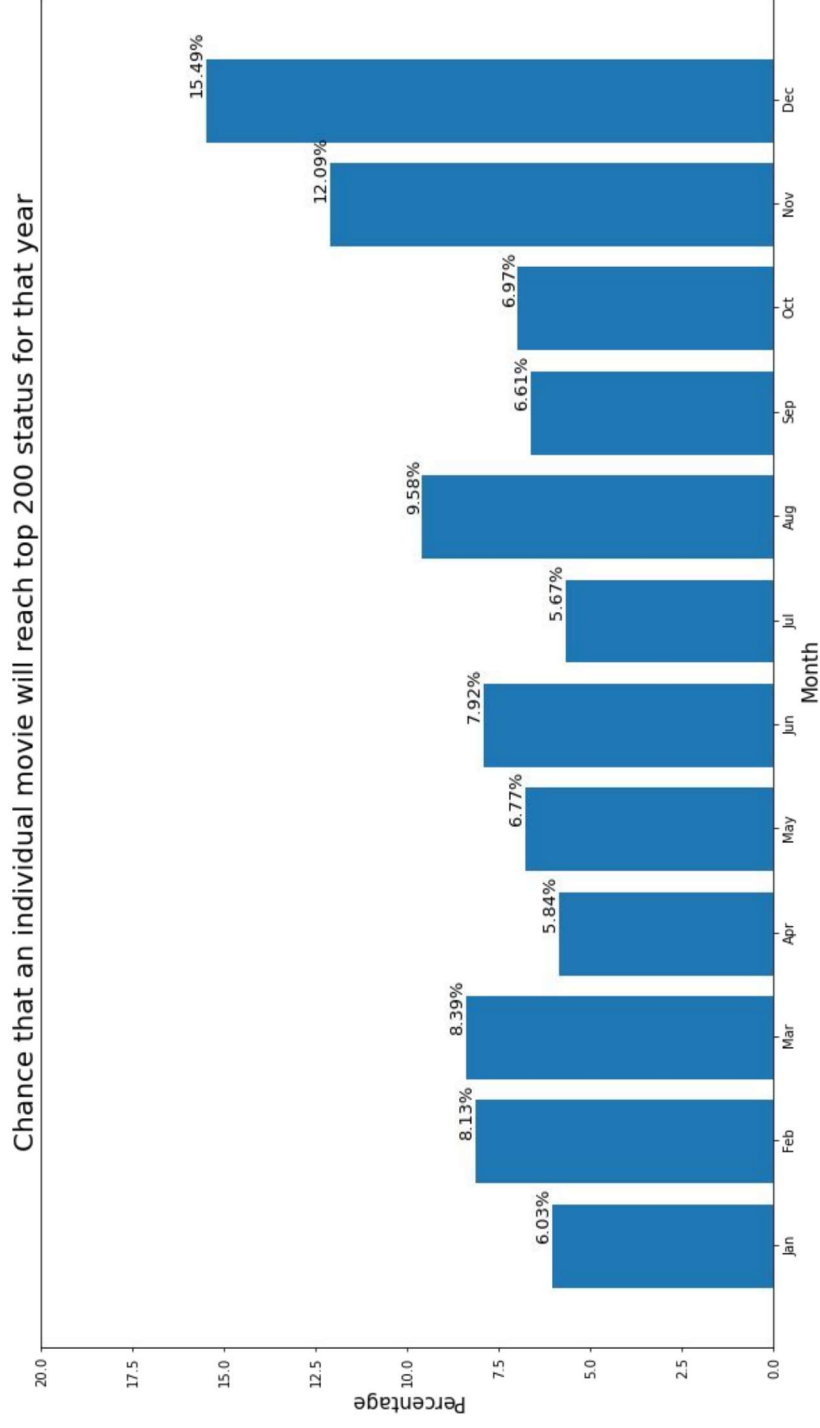
Data

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.





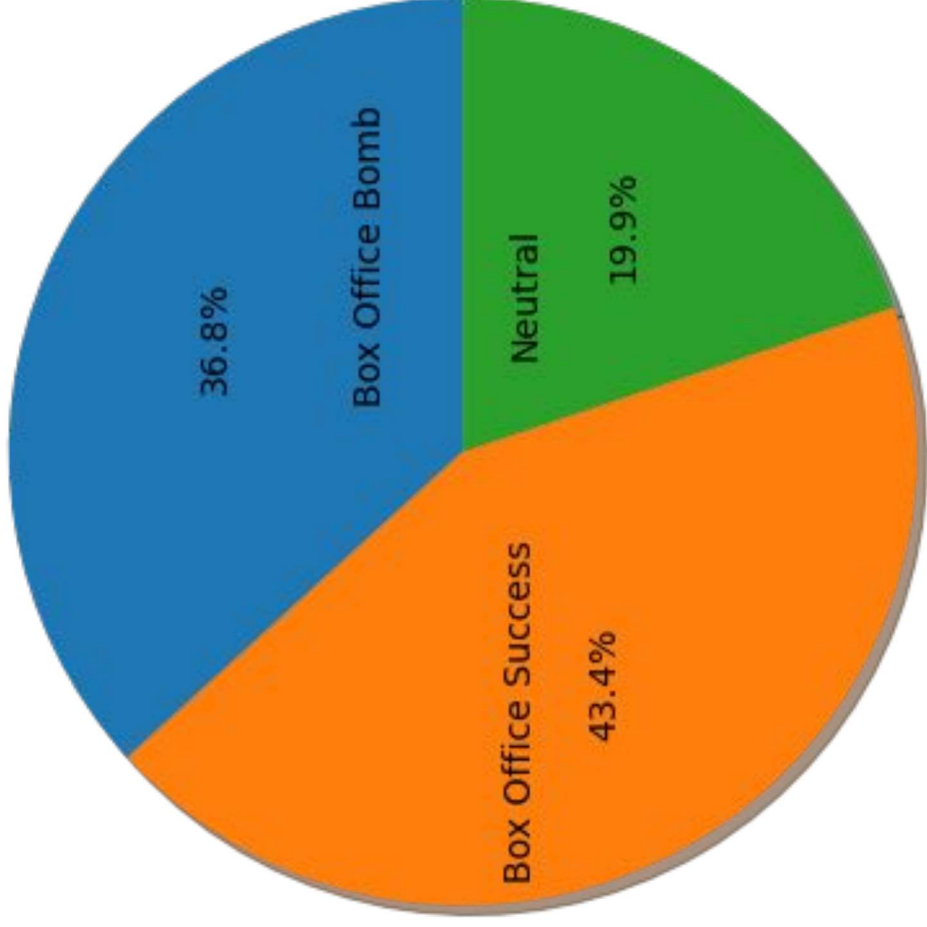
15.49% of all movies launched in December were top grossing movies

High Budget Films Success Rate

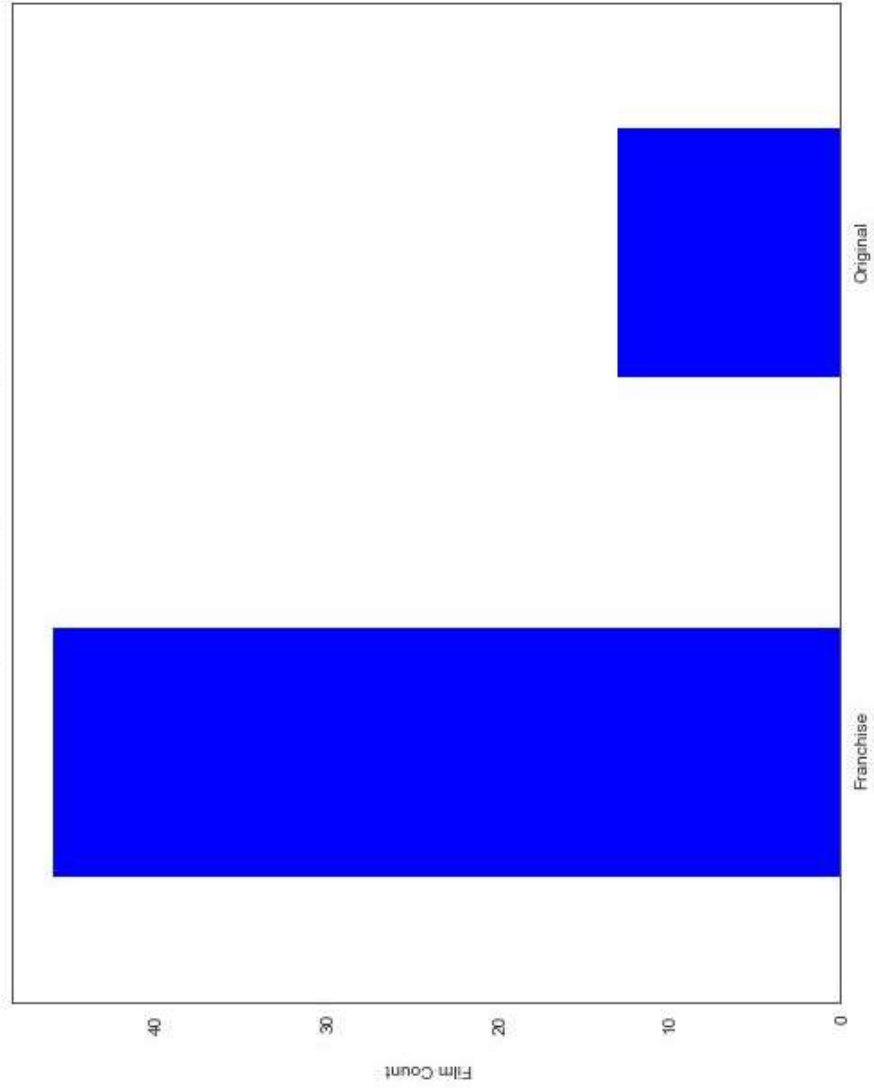
High Budget \geq \$150,000,000

Box Office Success: ROI > 250%

Box Office Bomb: ROI < 150%



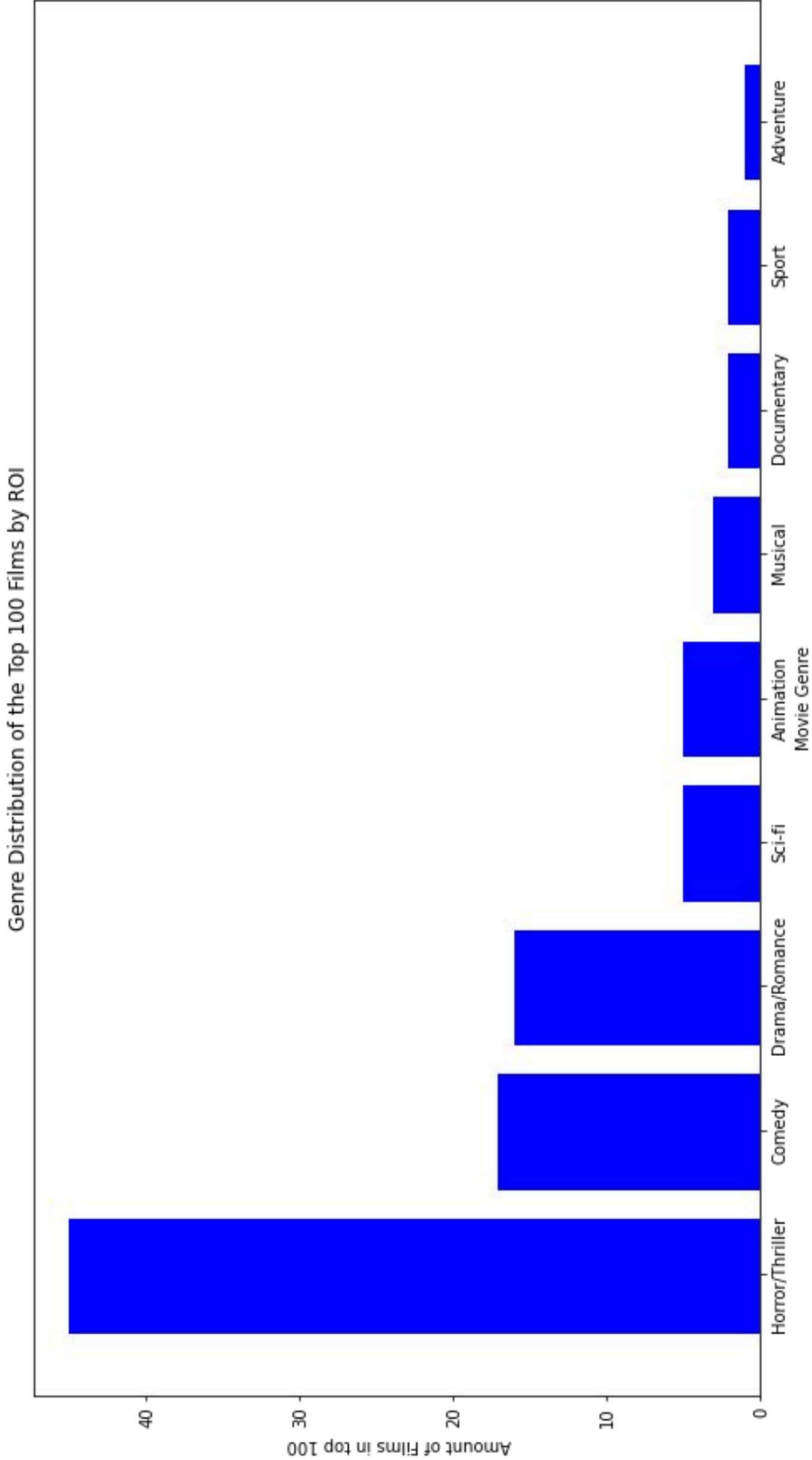
High Budget, Box Office Success Movie Types



- 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 10000%+ 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



Microsoft



Thank you!

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