



Microsoft

& Movies

Peter Vuong and Dara Estrada

January 28, 2022





Data Science Team



Peter Vuong

Aspiring Data Scientist

[GitHub](#)



Dara Estrada

Aspiring Data Scientist

[GitHub](#)



Agenda

Business
Understanding

Data
Overview

Competing
Studios

Top Movie
Genres

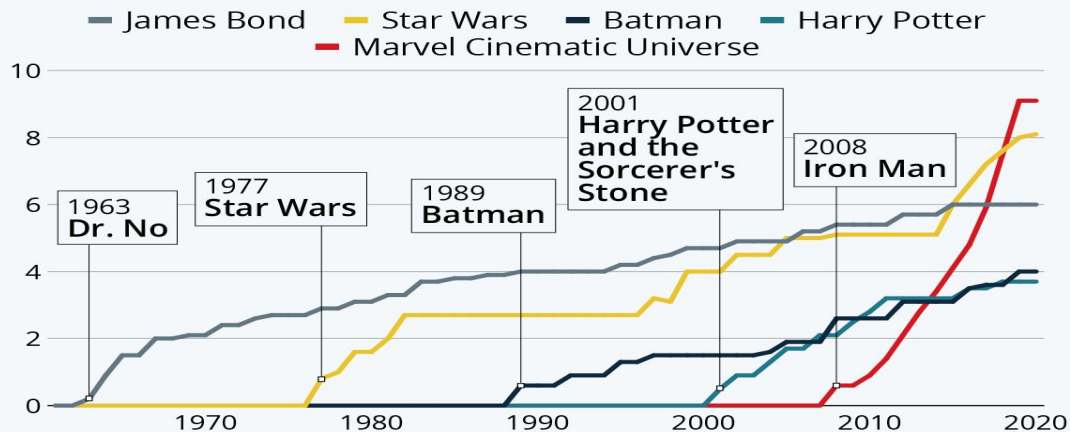
Release
Timing

Summary and
Future Research

The Big Picture

The Biggest Movie Franchises at the U.S. Box Office

U.S. domestic box office revenue by movie franchise
(in billion U.S. dollars)*



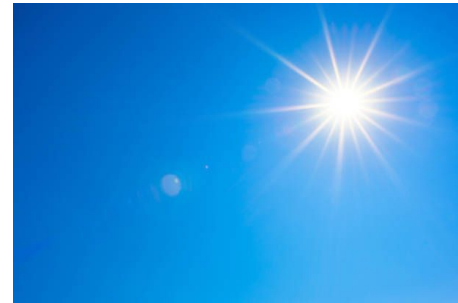
* cumulative, inflation-adjusted

Source: The Numbers



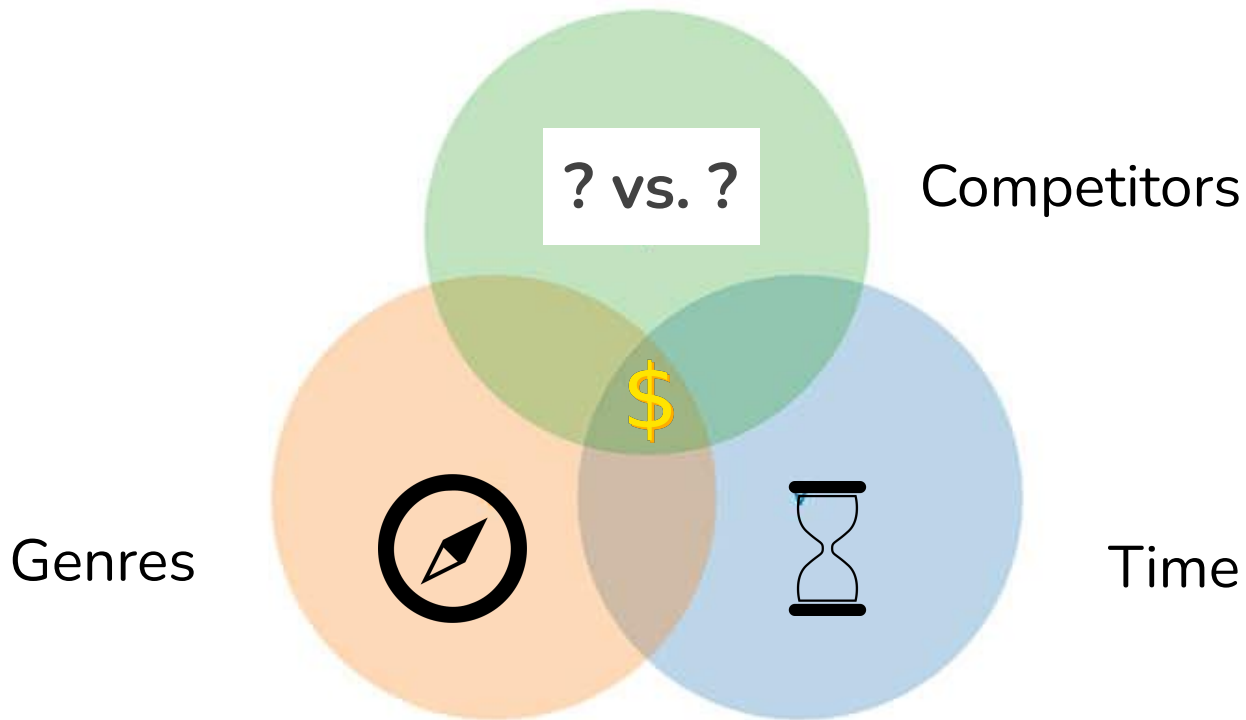
Competition + Genre + Release = Profit

- Competition's Median Gross
- Adventure
- Summer



Business Problem

Business Problems



Business
Problem

Data &
Methods

Competing
Studios

Movie
Genres

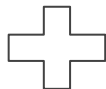
Release
Timing

Future
Research

Data & Methods



Data & Methods

The IMDb logo, consisting of the letters "IMDb" in a bold, black, sans-serif font on a yellow rectangular background.

Box Office Mojo
by IMDbPro



THE NUMBERS

Business
Problem

**Data &
Methods**

Competing
Studios

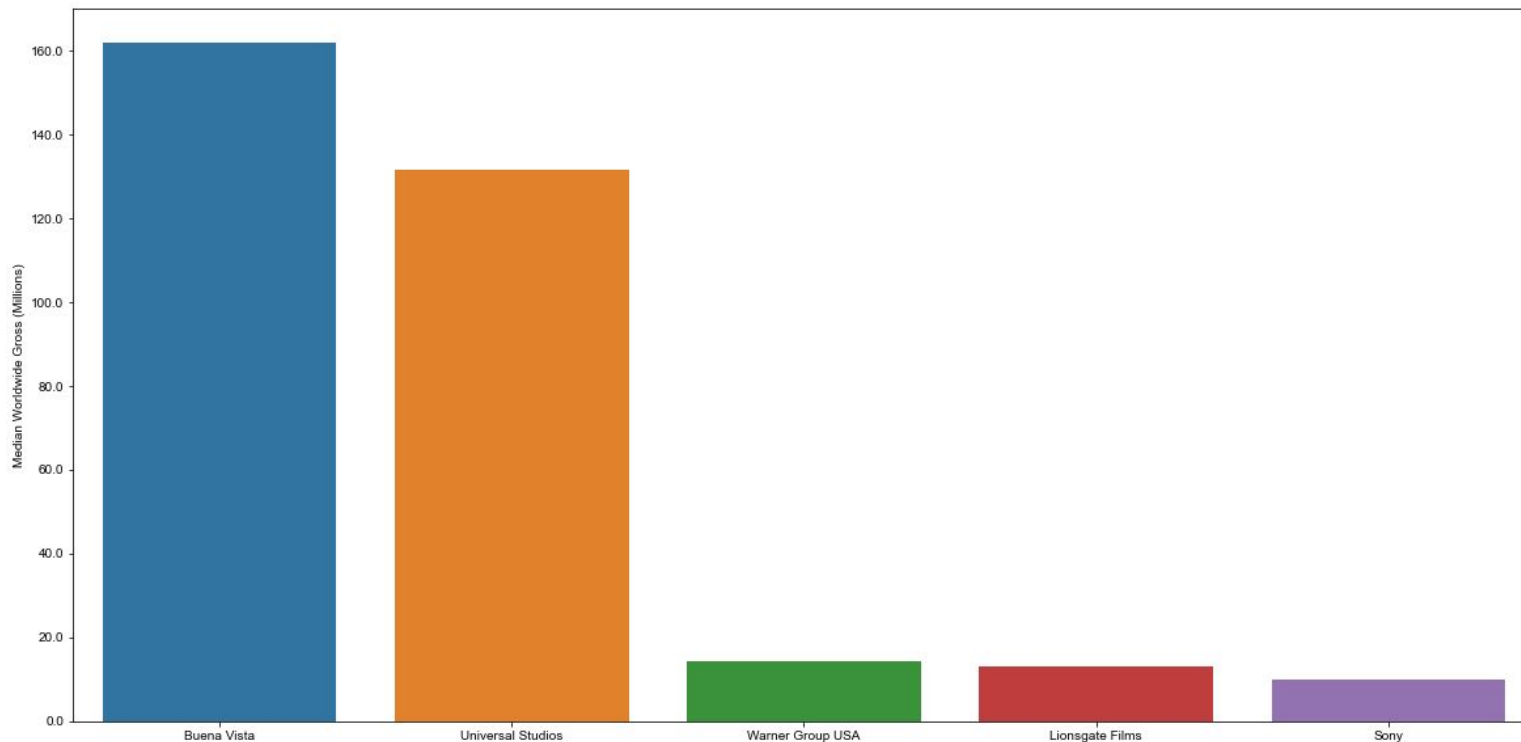
Movie
Genres

Release
Timing

Future
Research

Studio Competition

You Want to be on Top?



Business
Problem

Data &
Methods

Competing
Studios

Movie
Genres

Release
Timing

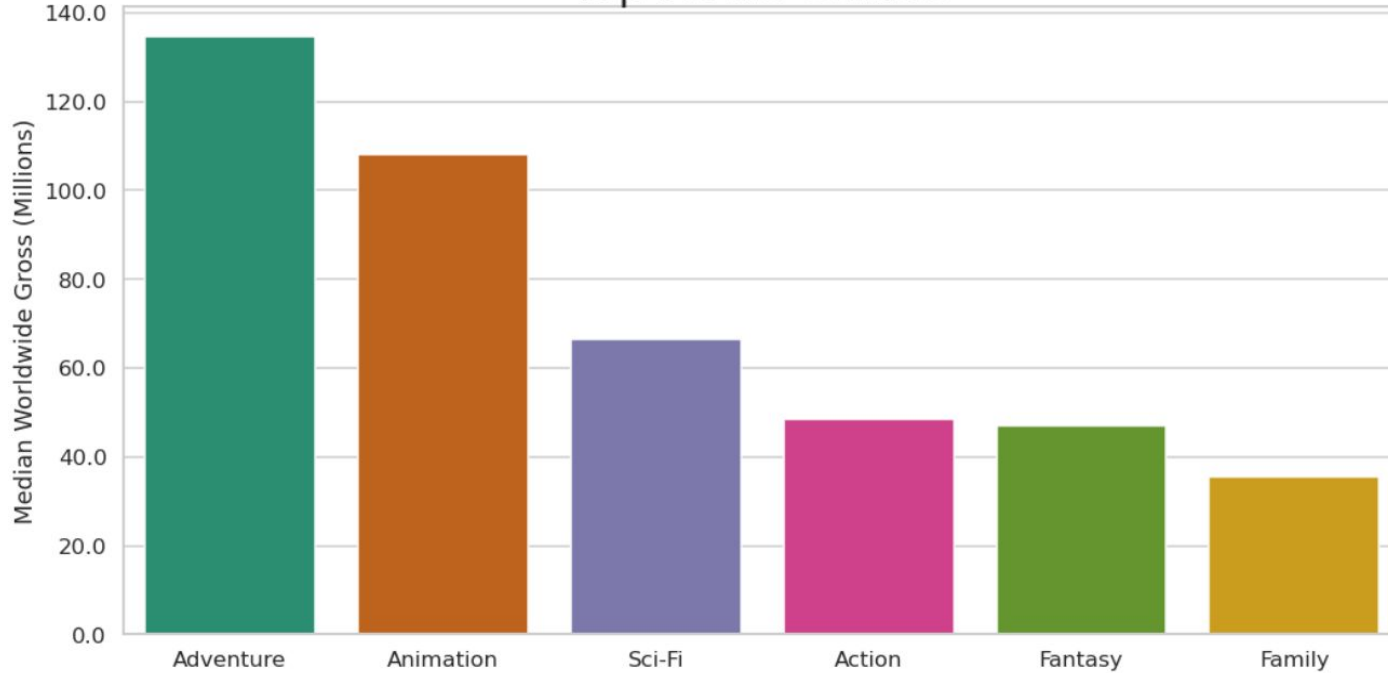
Future
Research

Movie Genres



Feeling Adventurous?

Top Movie Genres



Business
Problem

Data &
Methods

Competing
Studios

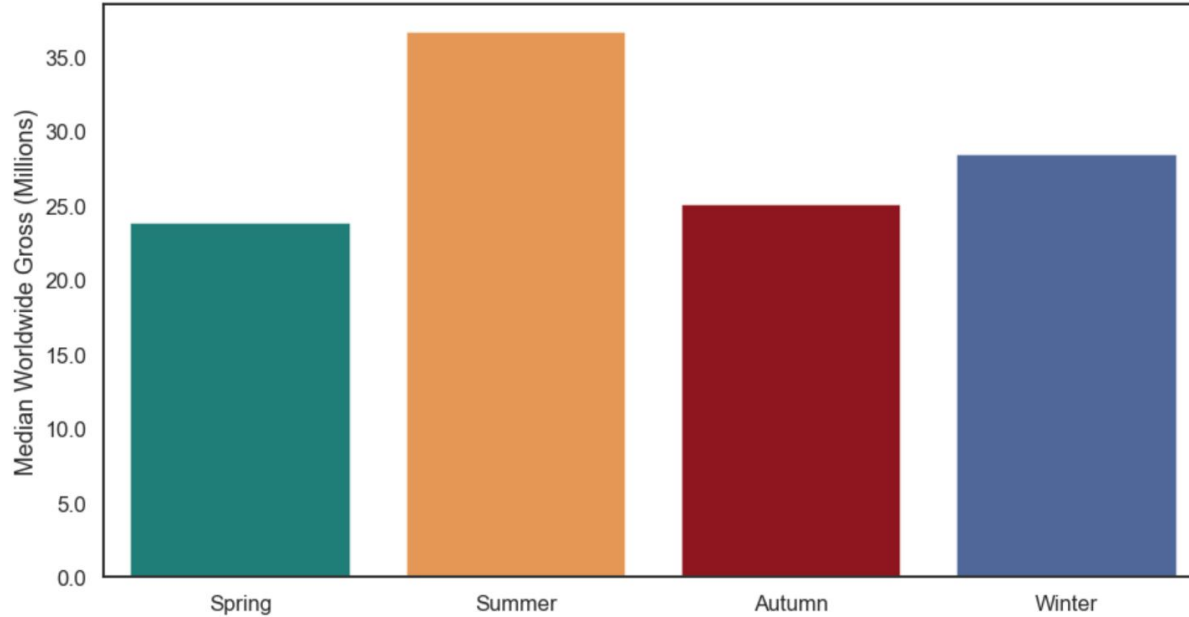
Movie
Genres

Release
Timing

Future
Research

Release Time

Here for the Summer!



Recommendations

Utilize established IPS

- Halo
- Activision / Blizzard
- Adventure
- Summertime



Business
Problem

Data &
Methods

Competing
Studios

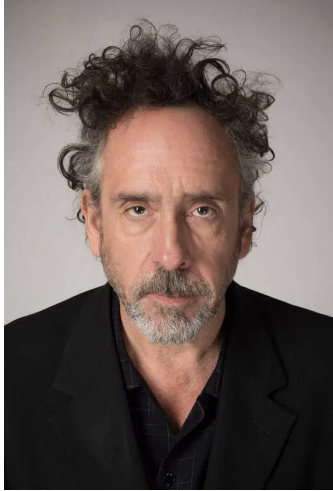
Movie
Genres

Release
Timing

Future
Research

Future Considerations

What's next?



Tim Burton



Bong Joon-Ho



Business
Problem

Data &
Methods

Competing
Studios

Movie
Genres

Release
Timing

Future
Research

**Questions? Comments?
Concerns?**



Data Science Team



Peter Vuong

Aspiring Data Scientist

[GitHub](#)



Dara Estrada

Aspiring Data Scientist

[GitHub](#)

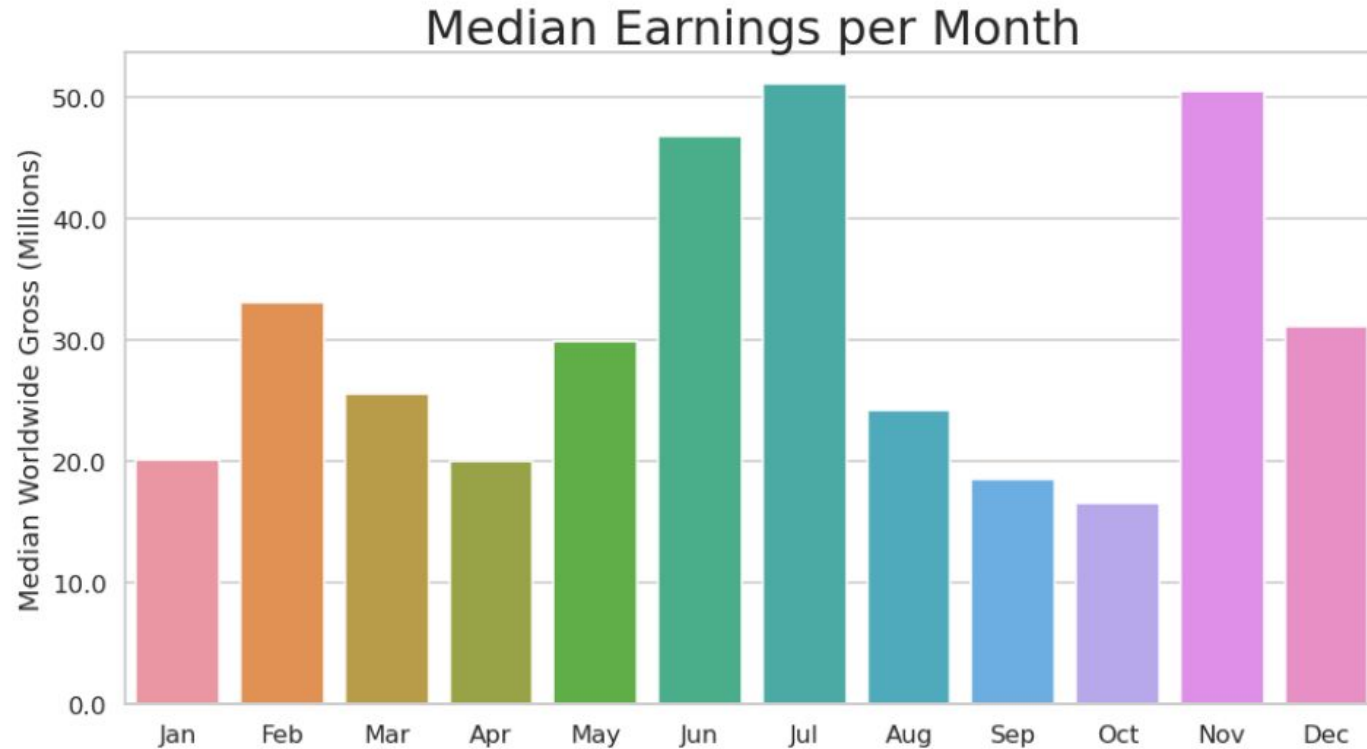
Appendix



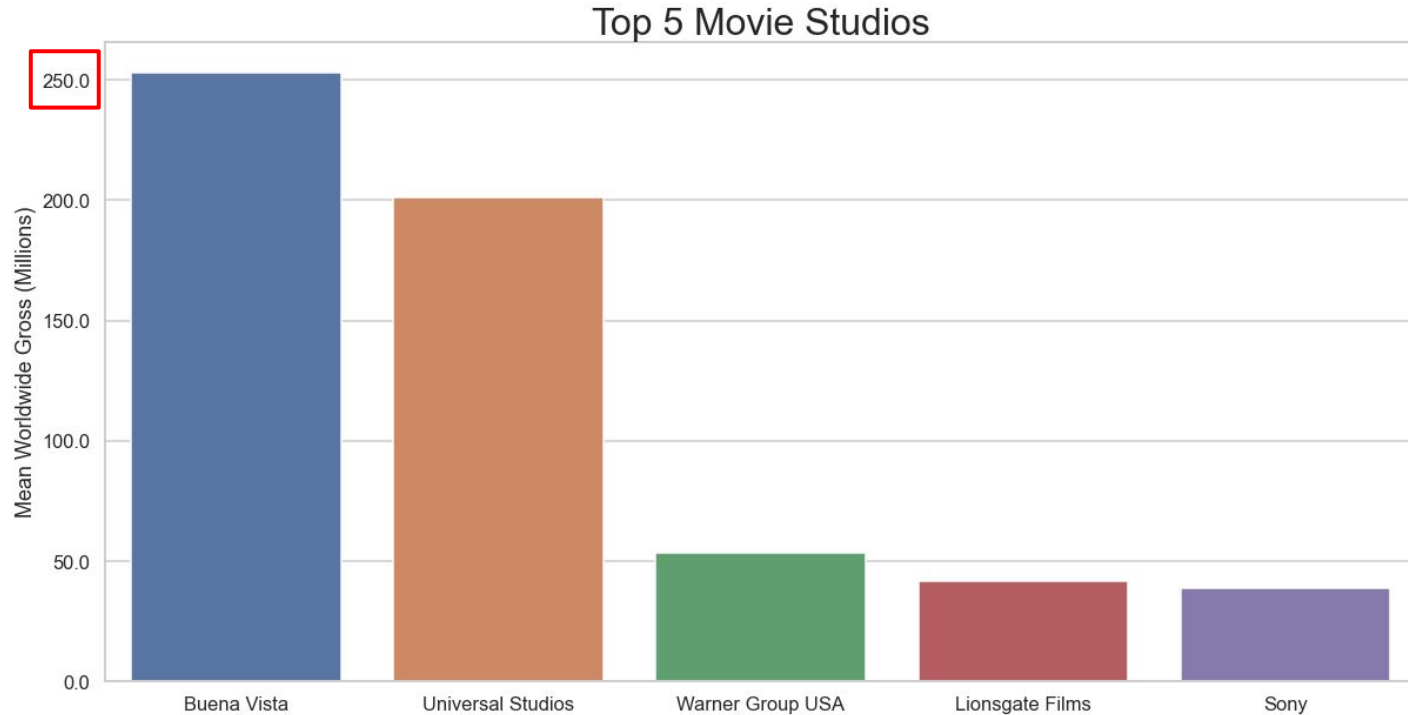
Image Sources

- [Pixy](#): Microsoft
- [Cleanpng](#): Movie Camera
- [Statista](#): Revenue Graphic
- [Wikimedia](#): Stocks
- [Wikipedia](#): Buena Vista
- [iStockPhoto](#): Adventure
- [iStockPhoto](#): Sun
- [Clipartbest.com](#): Venn Diagram
- [IMDb](#): IMDb logo
- [Box Office Mojo](#): Box Mojo Logo
- [The Numbers](#): Numbers Logo
- [Wikipedia](#): Blizzard Entertainment
- [Halo Waypoint](#): Master Chief
- [IMDb](#): Tim Burton
- [Wikipedia](#): Bong Joon-Ho
- [Wikipedia](#): World of Warcraft
- [Wikipedia](#): Overwatch

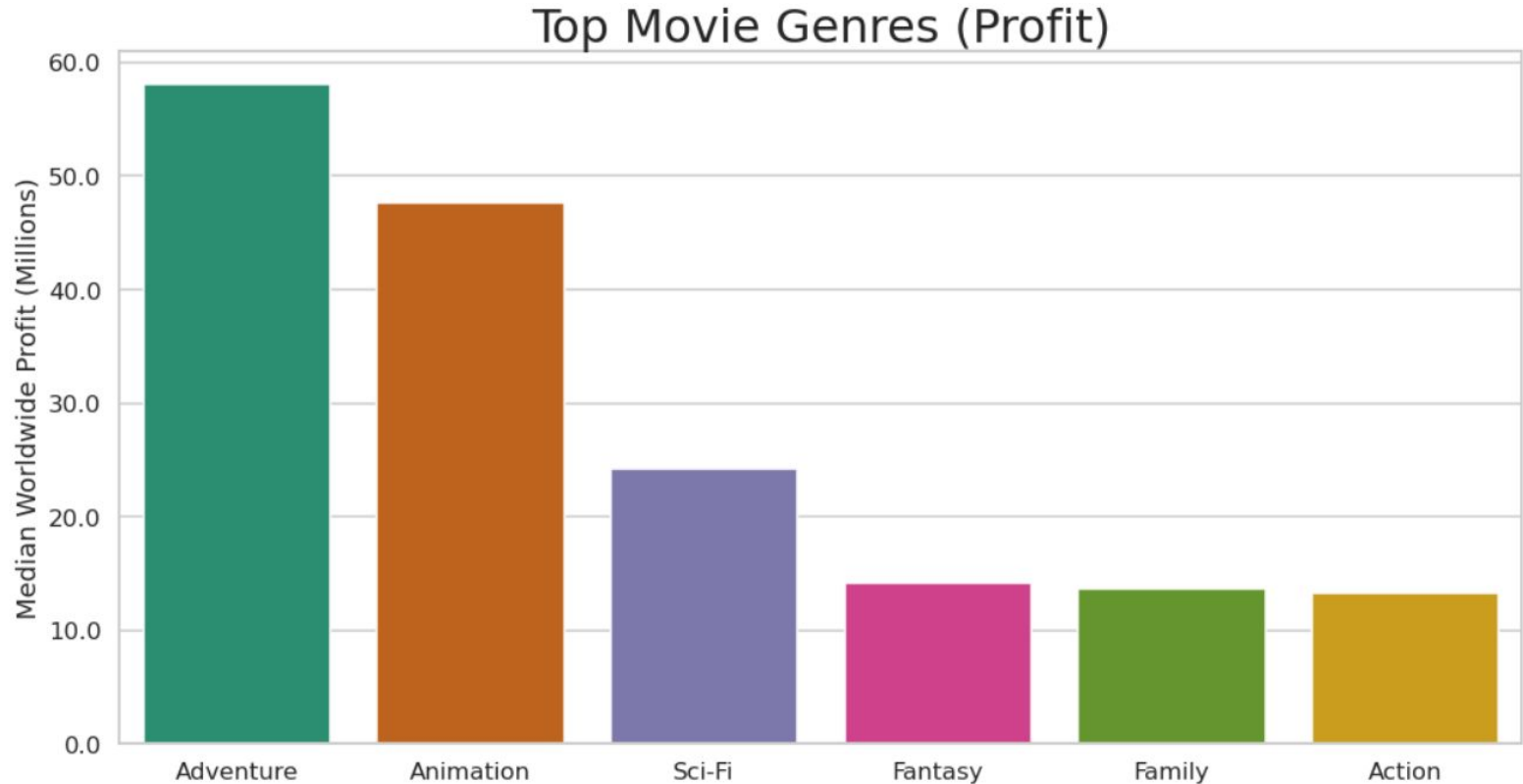
Appendix - Monthly Earnings Breakdown



Appendix - Mean Impacted by Outliers

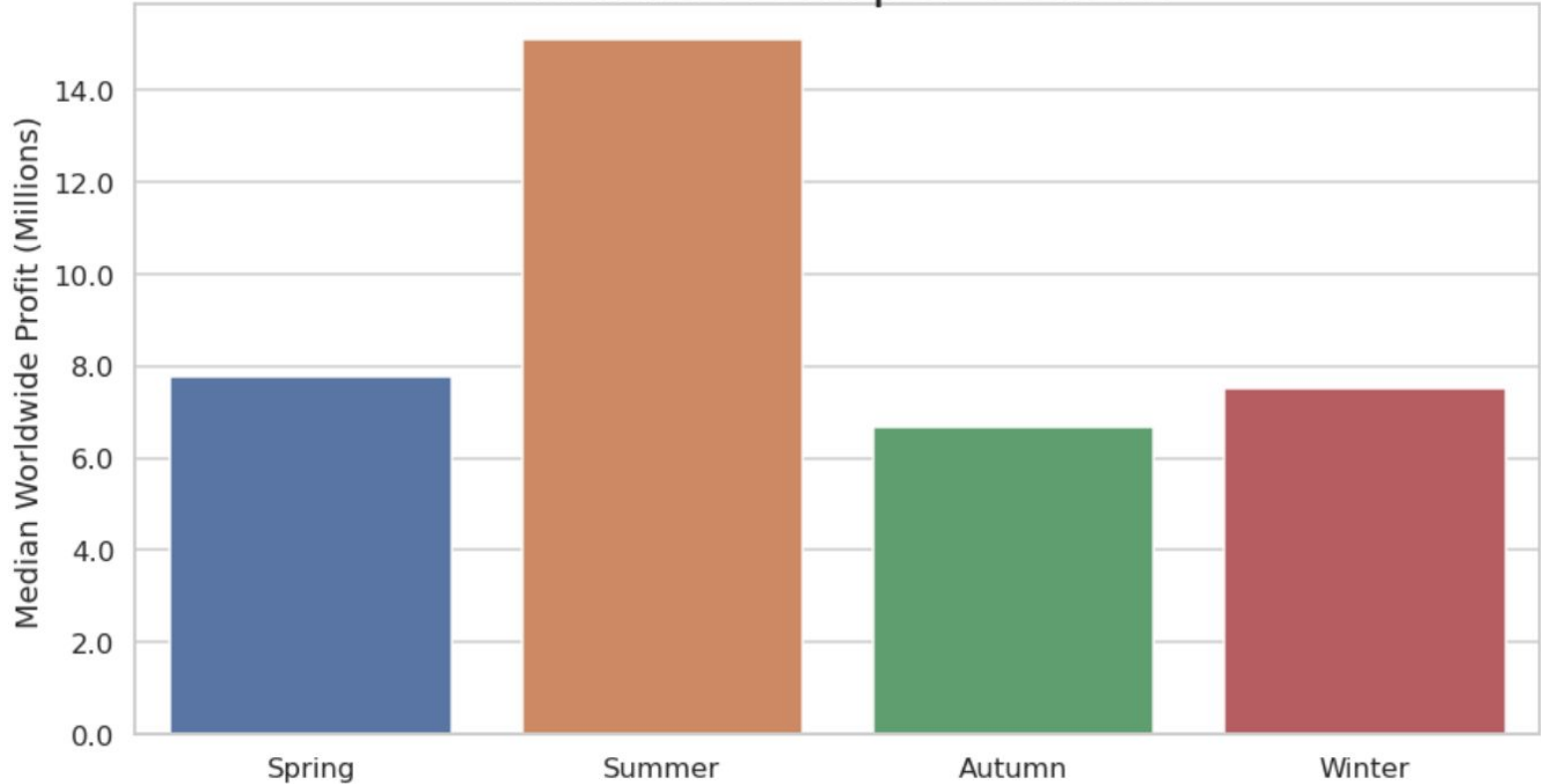


Appendix - Profit per Genre



Appendix - Profit per Season

Median Profit per Season





Appendix - Profit per Studio

Not possible with present data.

Budget data and Studio names originate from different & minimally overlapping data sets.

We can not calculate profit or ROI without knowledge of initial investment.