



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

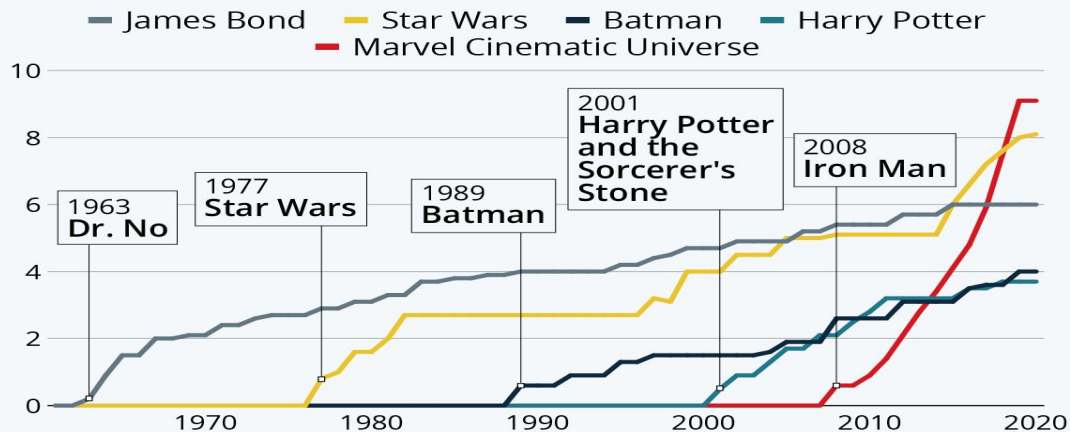
Release  
Timing

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)\*



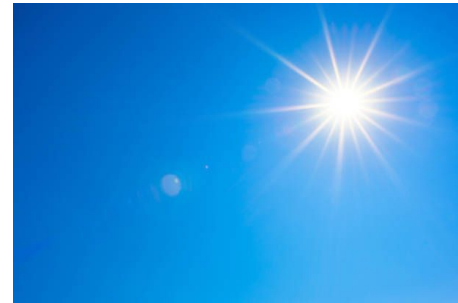
\* cumulative, inflation-adjusted

Source: The Numbers



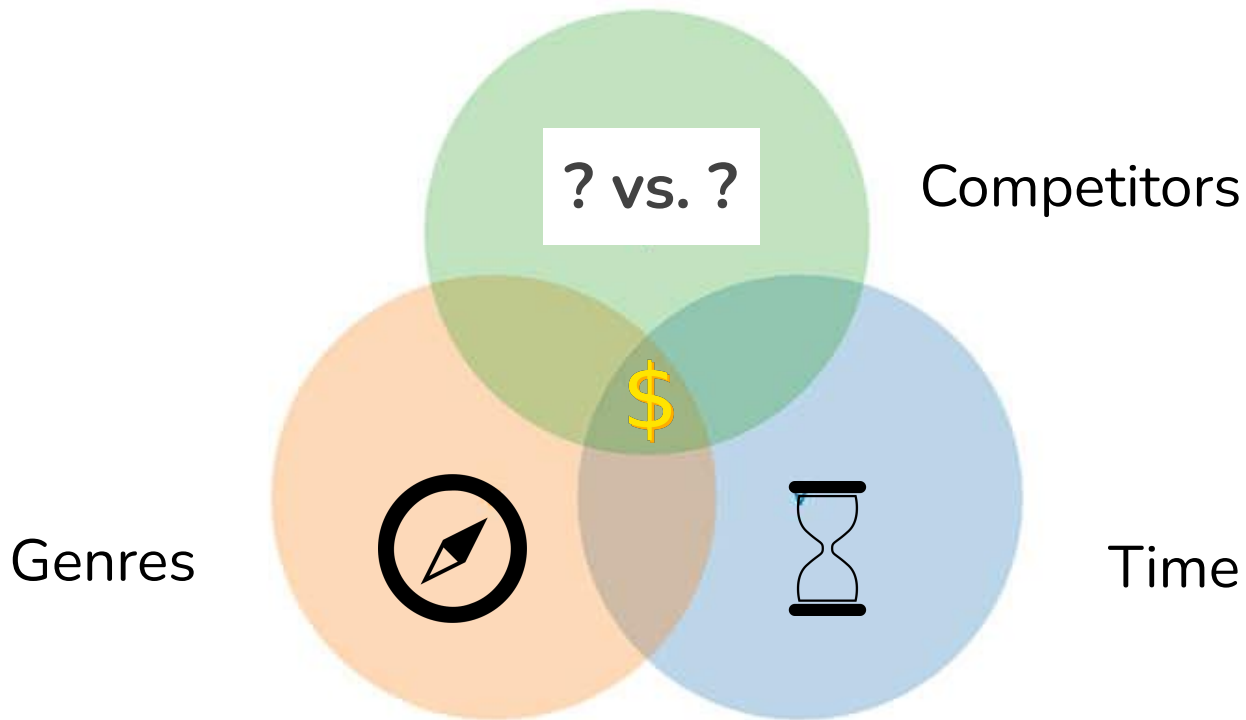
# Competition + Genre + Release = Profit

- Competition's Median Gross
- Adventure
- Summer



# Business Problem

# Business Problems



Business  
Problem

Data &  
Methods

Competing  
Studios

Movie  
Genres

Release  
Timing

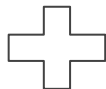
Future  
Research

# Data & Methods





# Data & Methods

The IMDb logo, featuring 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

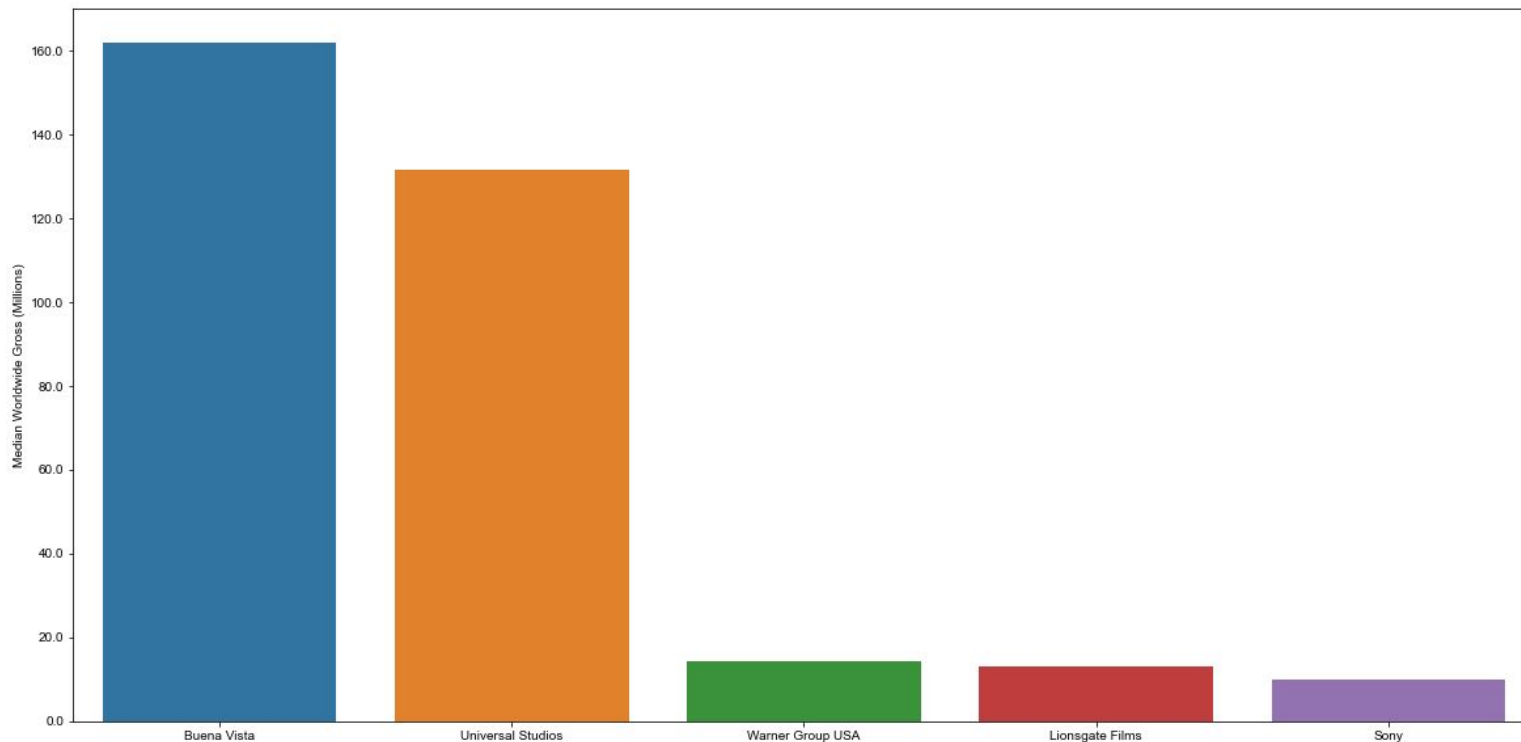
Movie  
Genres

Release  
Timing

Future  
Research

# Studio Competition

# You Want to be on Top?



Business  
Problem

Data &  
Methods

Competing  
Studios

Movie  
Genres

Release  
Timing

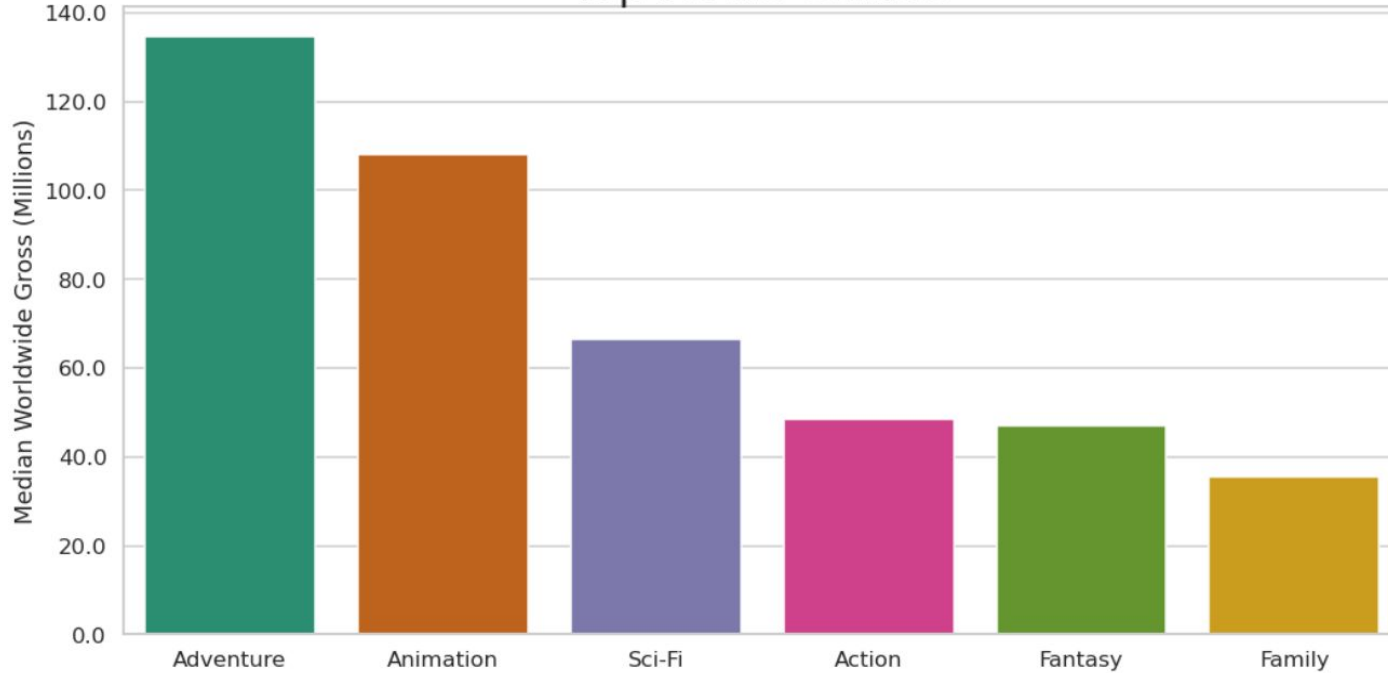
Future  
Research

# Movie Genres



# Feeling Adventurous?

Top Movie Genres



Business  
Problem

Data &  
Methods

Competing  
Studios

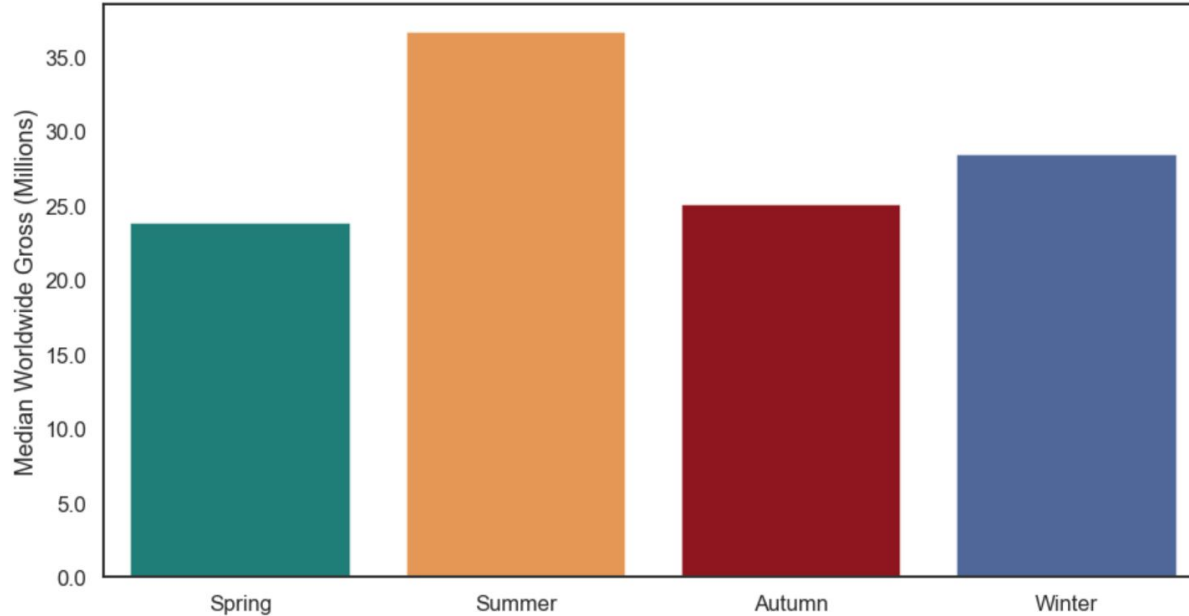
Movie  
Genres

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

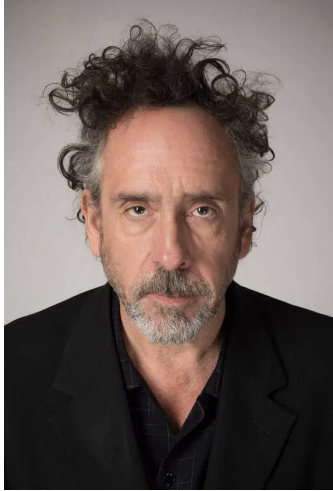
Movie  
Genres

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](#)

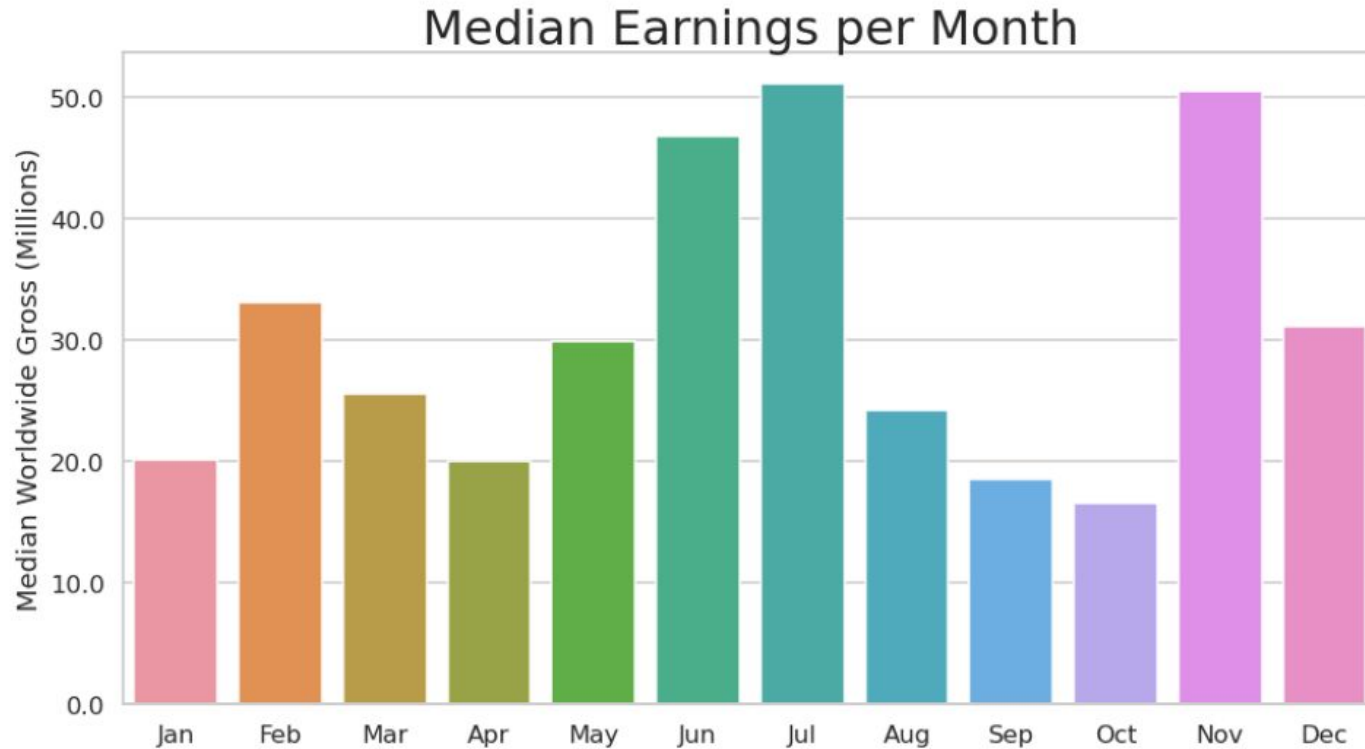
# Appendix



# Image Sources

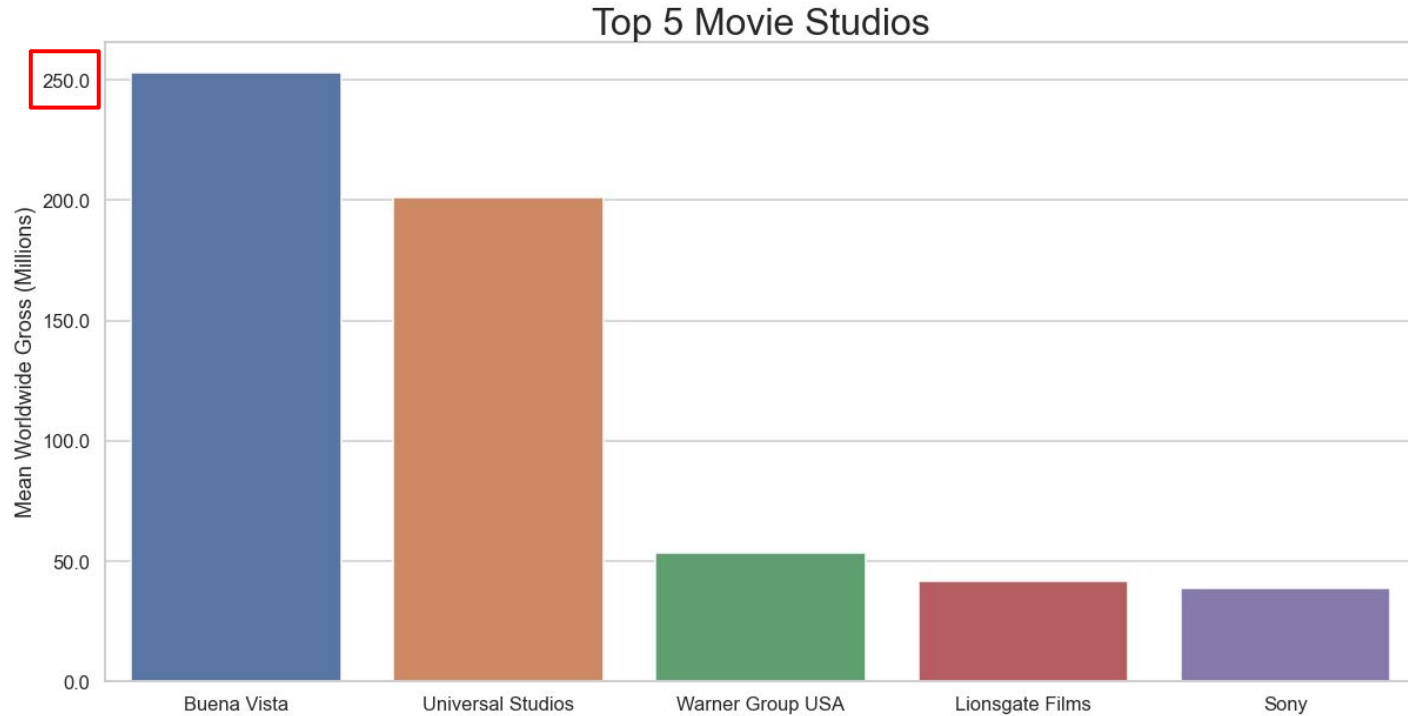
- [Pixy](#): Microsoft
- [Cleanpng](#): Movie Camera
- [Statista](#): Revenue Graphic
- [Wikimedia](#): Stocks
- [Wikipedia](#): Buena Vista
- [iStockPhoto](#): Adventure
- [iStockPhoto](#): Sun
- [Clipartbest.com](#): Venn Diagram
- [IMDb](#): IMDb logo
- [Box Office Mojo](#): Box Mojo Logo
- [The Numbers](#): 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

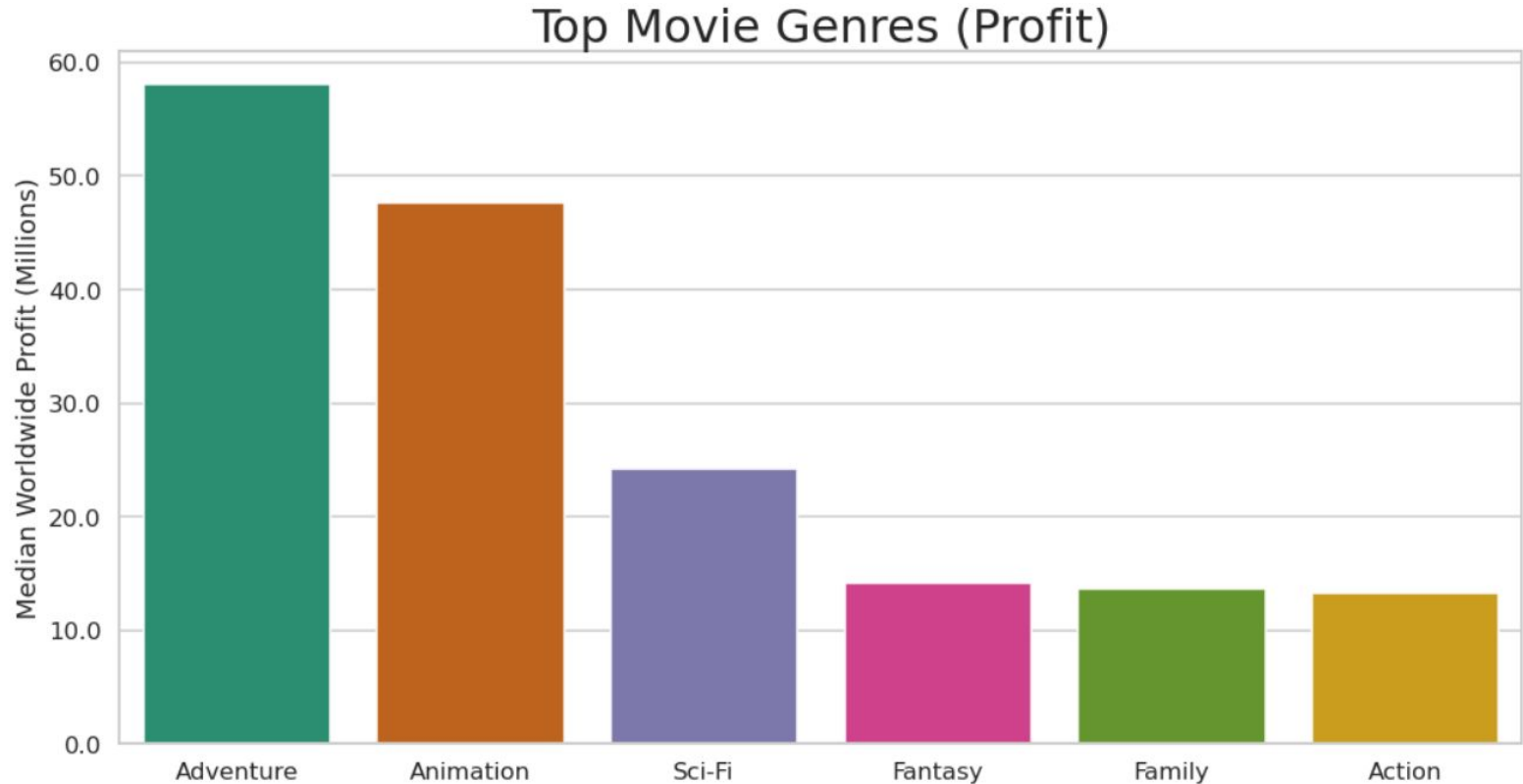




# Appendix - Mean Impacted by Outliers

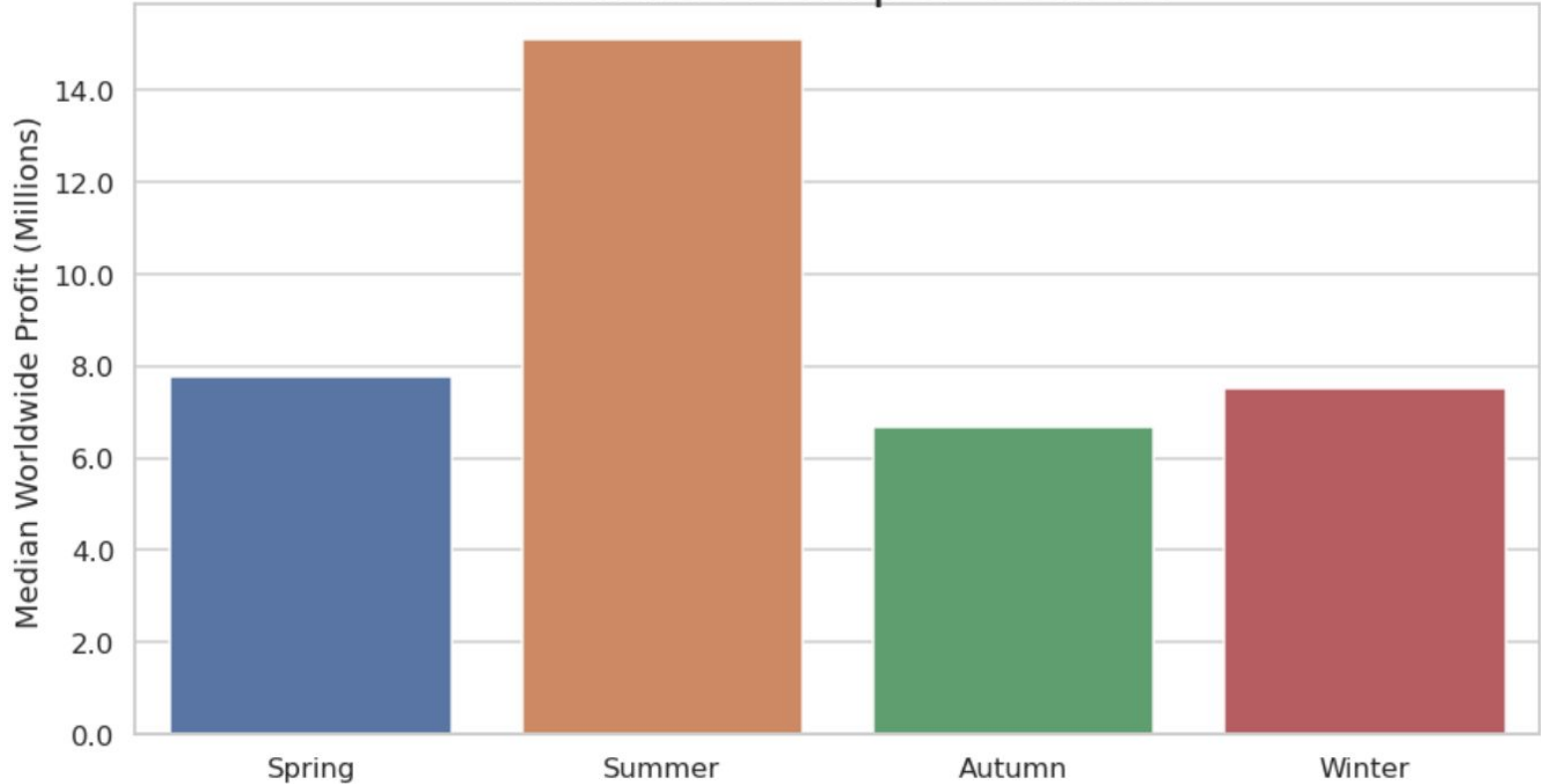


# Appendix - Profit per Genre



# 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.