



Lights!

Camera!



Analysis!



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Business Overview

Microsoft Mission Statement:

“Our mission is to empower every person and organization on the planet to achieve more.”

Data and Methods

Key Recommendations:

- Movie Profitability
- Film genres to make - Musical, Horror, Mystery
- Focal seasons for each genres
- List of Directors
- Facebook effects on profits

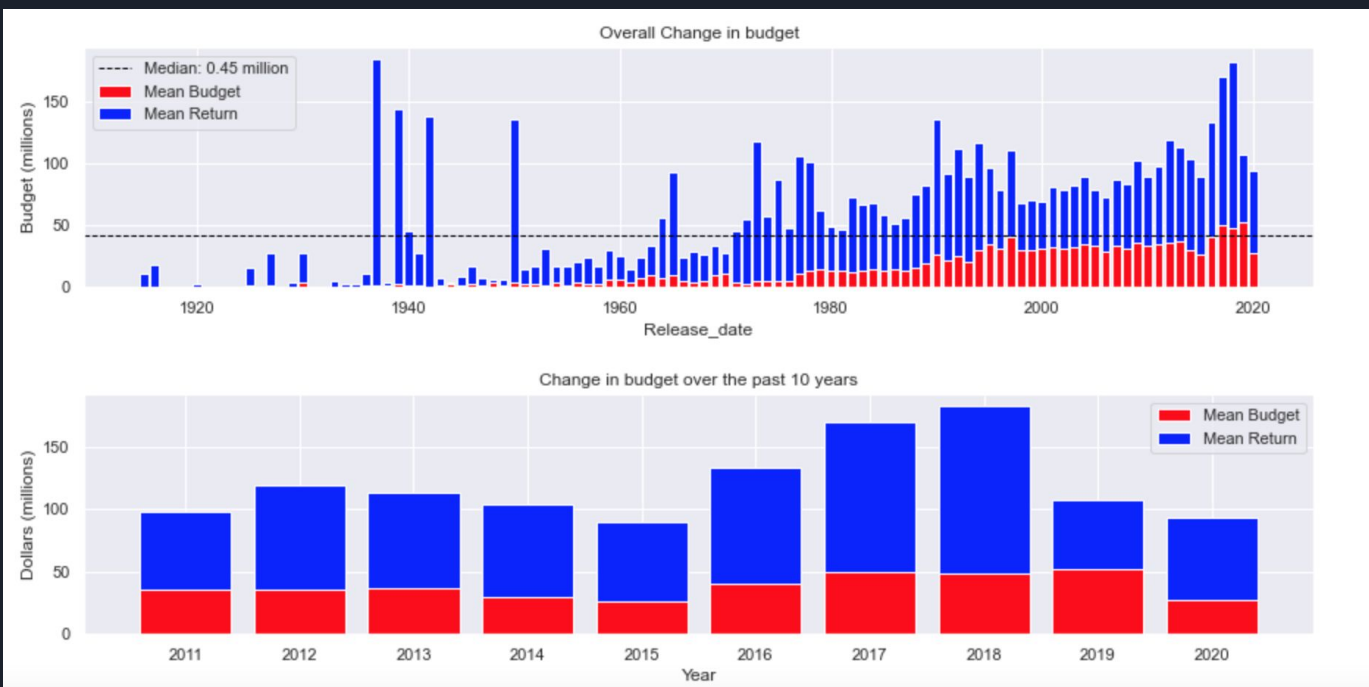


Data and Methods

- Profitability calculation: $(\text{gross income} - \text{budget}) / \text{budget} = X \ 100$ for %
- Profitability was calculated by summing incomes and budget for groups as a whole
- Used this method to analyze: genres, directors, and release months
- Weighted average method was used in order to prevent the outliers from skewing graphs
- Data sets:
 - Rotten Tomatoes
 - IMDB
 - Kaggle

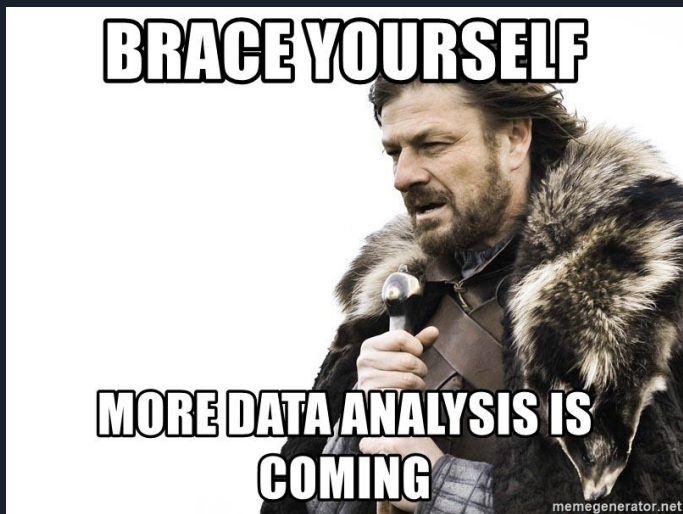
A Worthwhile Entry

- The movie industry has **216%** return on investment on average
- This does not include marketing costs and future streaming and sales



Highest Grossing Genres

- High-level analysis
 - Musical
 - Animation
 - Mystery



Genre	Gross \$
Musical	\$ 393
Animation	\$ 377
Adventure	\$ 351
Sci-Fi	\$ 343
Fantasy	\$ 245
Action	\$ 239
Family	\$ 195
Comedy	\$ 134
Thriller	\$ 113
Western	\$ 105
Mystery	\$ 90
History	\$ 88
Biography	\$ 81
Crime	\$ 80
Drama	\$ 73
Horror	\$ 70
Romance	\$ 68
War	\$ 58
Sport	\$ 52
Documentary	\$ 42



Musical, Horror, Mystery

- Deep dive: the musical, horror, and mystery genres are more profitable
 - Higher profits
 - Less competition

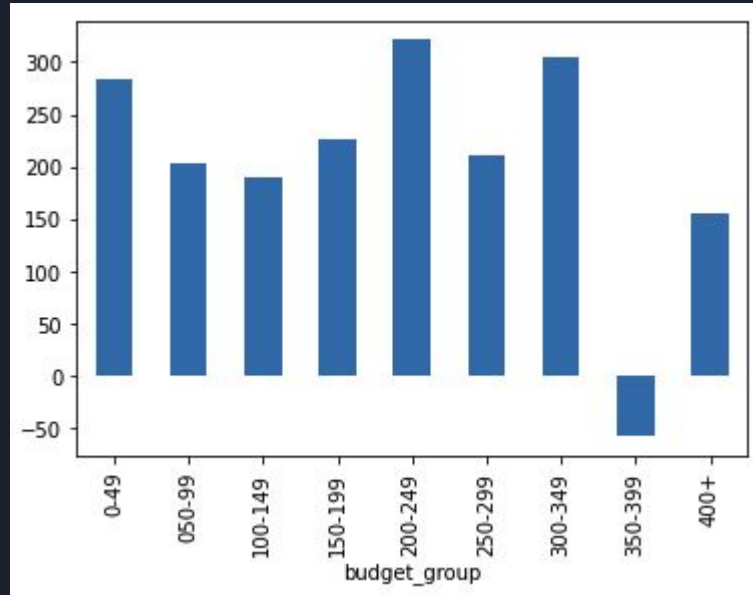


Genre	Profit %
Musical	344%
Animation	284%
Horror	274%
Sci-Fi	266%
Mystery	254%
Thriller	247%
Comedy	230%
Adventure	228%
Biography	212%
Romance	204%
Action	201%
Fantasy	187%
Family	187%
Documentary	172%
Drama	169%
Crime	149%
History	137%
Sport	114%
War	104%
Western	82%

Genre	No. Studios
Drama	510
Comedy	388
Action	327
Adventure	278
Thriller	182
Crime	161
Romance	142
Horror	107
Biography	105
Sci-Fi	96
Fantasy	88
Animation	84
Mystery	81
Family	66
Musical	37
History	30
Sport	21
Documentary	17
War	7
Western	6

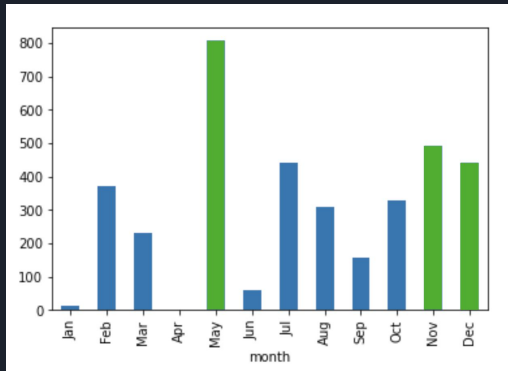
Genre	Production Budget (M)
Adventure	\$ 107
Animation	\$ 97
Sci-Fi	\$ 94
Fantasy	\$ 85
Action	\$ 79
Family	\$ 67
Western	\$ 57
Comedy	\$ 40
History	\$ 36
Thriller	\$ 32
Crime	\$ 32
War	\$ 28
Drama	\$ 27
Biography	\$ 26
Mystery	\$ 25
Musical	\$ 25
Sport	\$ 24
Romance	\$ 22
Horror	\$ 18
Documentary	\$ 14

Budget-Group vs Profit%

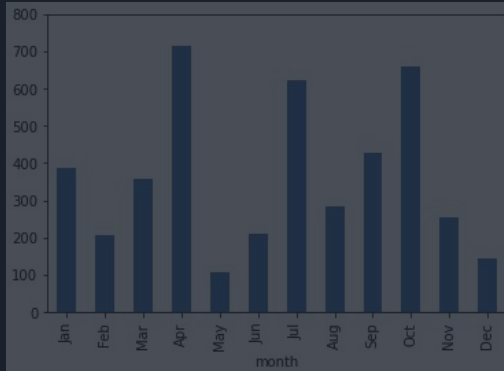


Most profitable times to release movies by Genre

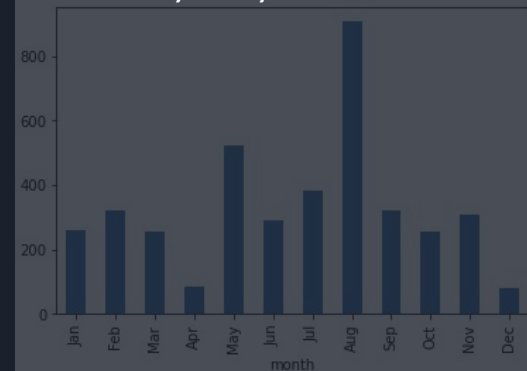
Musical Genre



Horror Genre



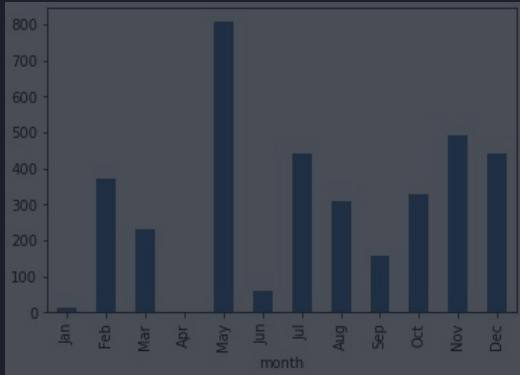
Mystery Genre



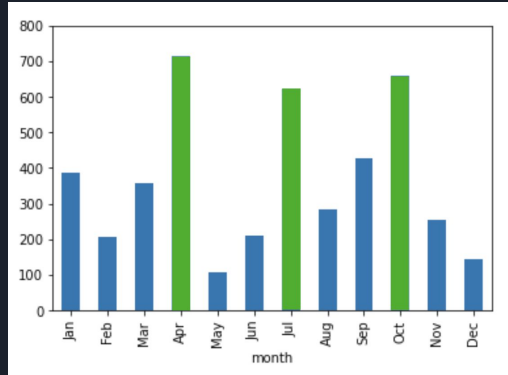
We recommend the Music genre to be released in May, Nov, and Dec.

Most profitable times to release movies by Genre

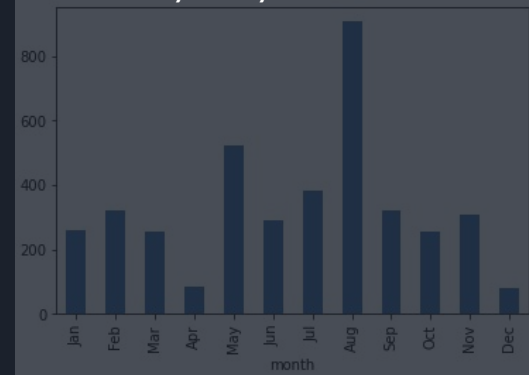
Musical Genre



Horror Genre



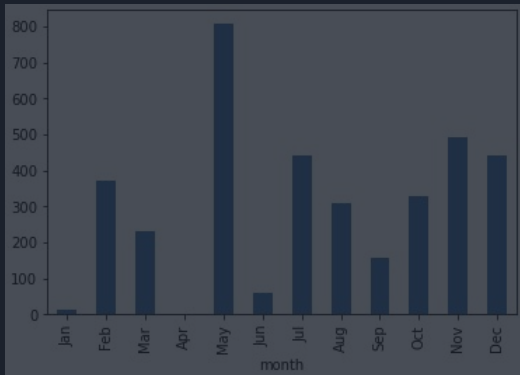
Mystery Genre



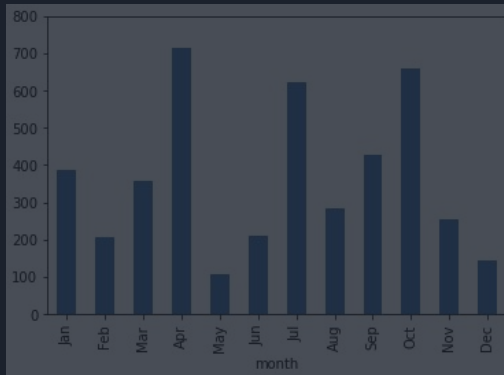
We recommend the Horror genre to be released in Apr, Jul, and Oct.

Most profitable times to release movies by Genre

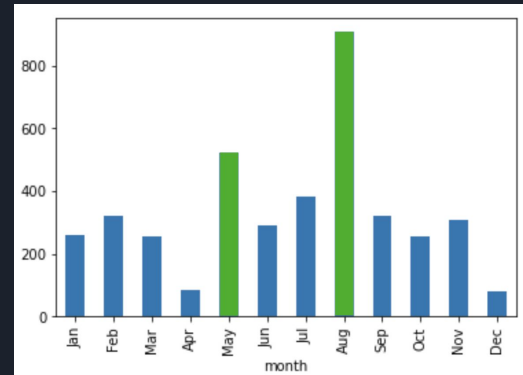
Musical Genre



Horror Genre



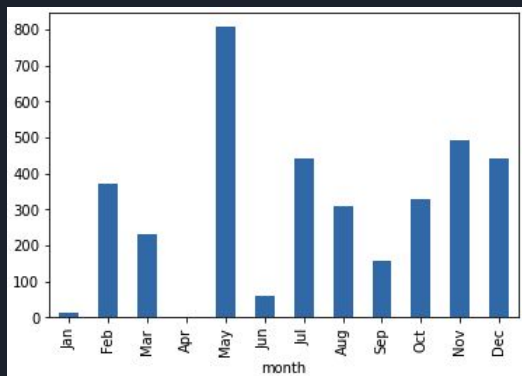
Mystery Genre



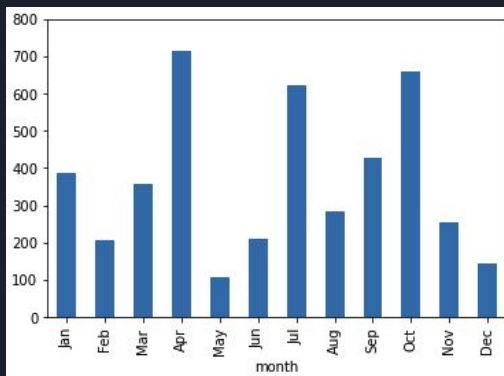
We recommend the Horror genre to be released in Aug and May.

Most profitable times to release movies by Genre

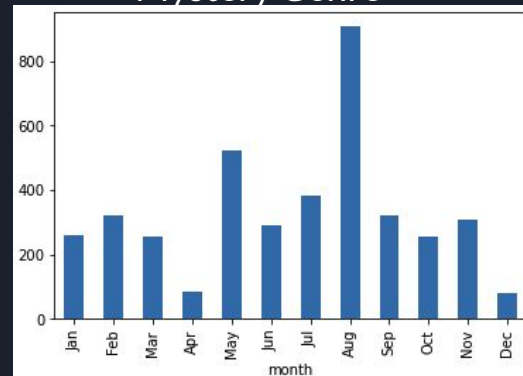
Musical Genre



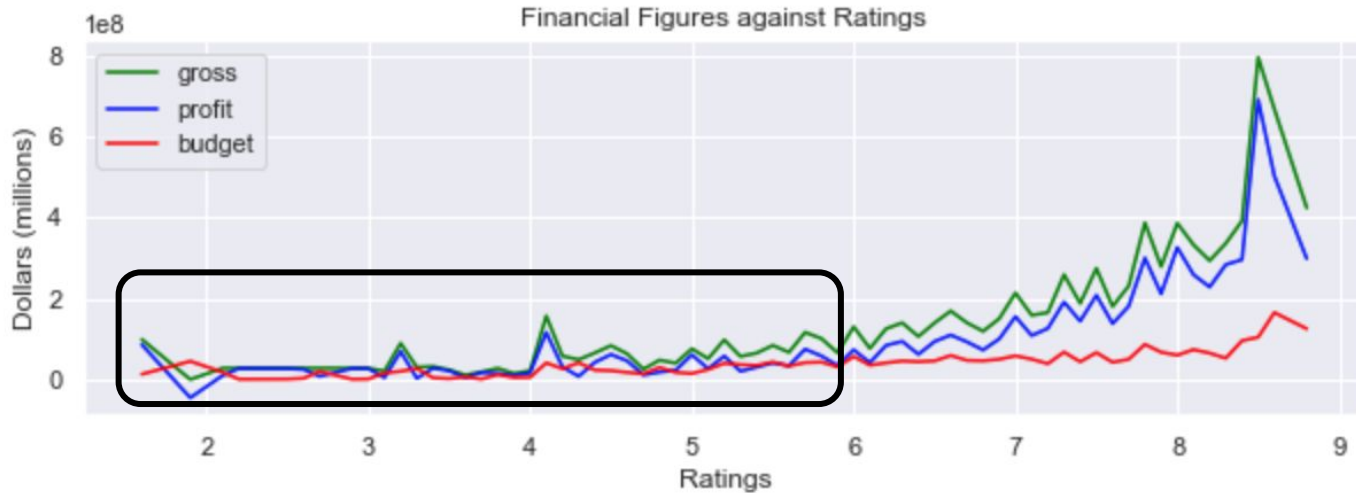
Horror Genre



Mystery Genre



The importance of ratings



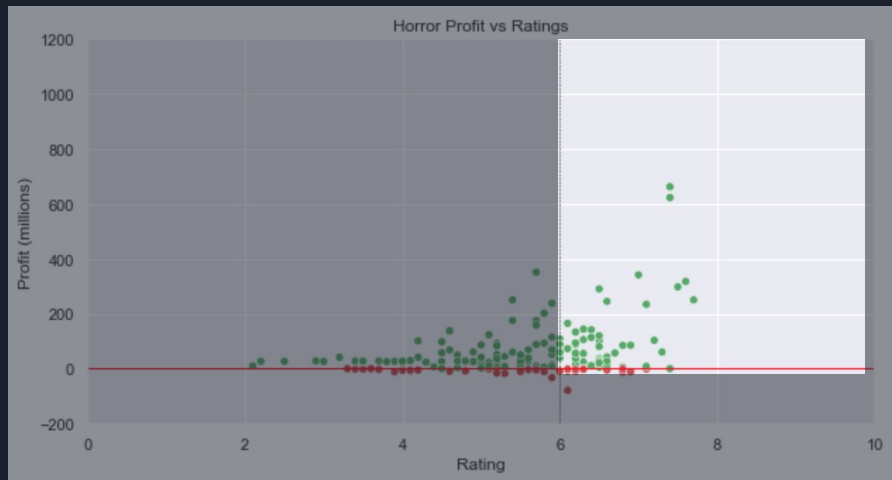
Weak correlation between profit and movie ratings

The importance of ratings



Overall, movies beyond 6.0 average ratings experience exponential profit

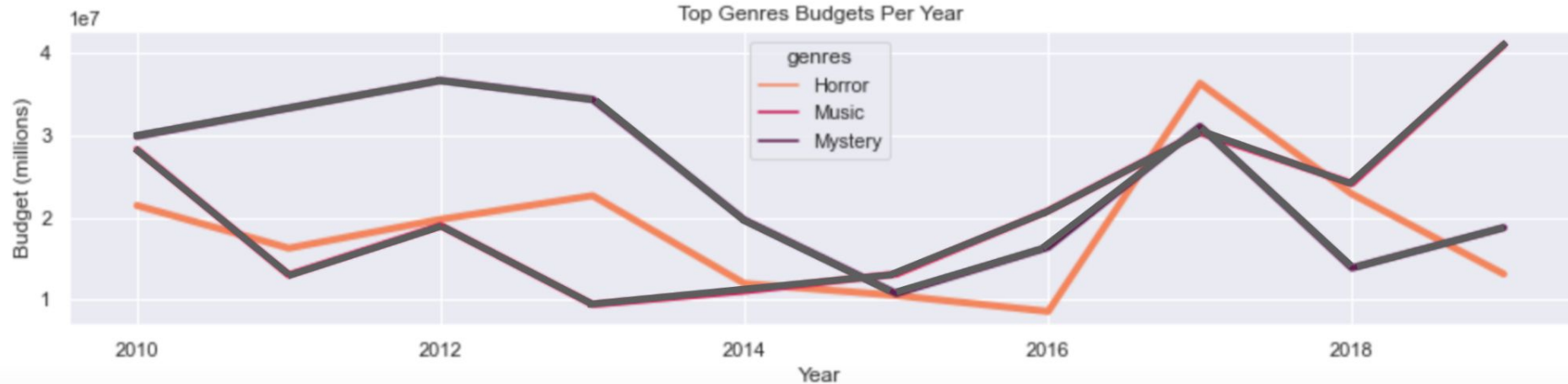




Top Genres Ratings Per Year



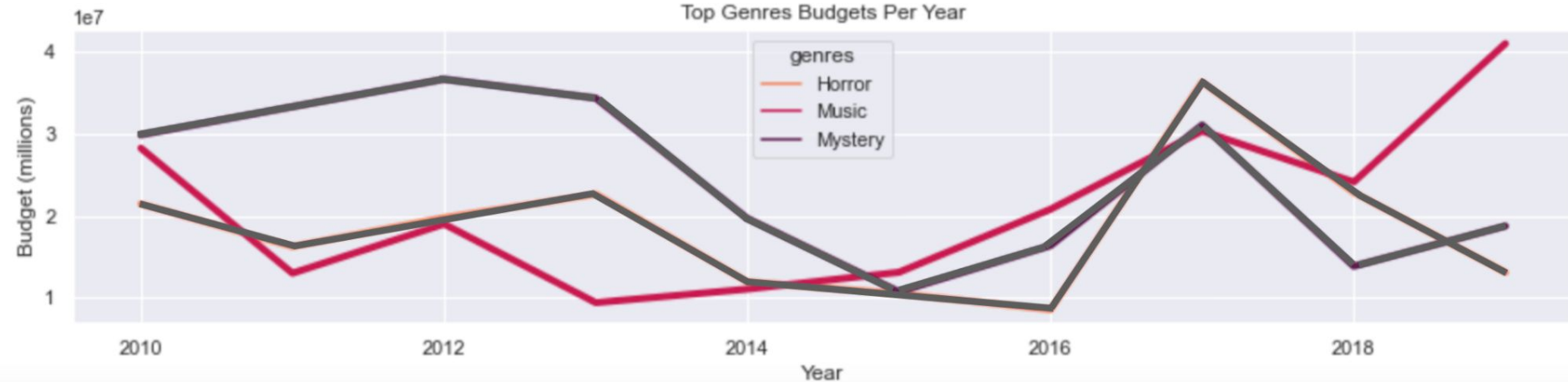
Top Genres Budgets Per Year



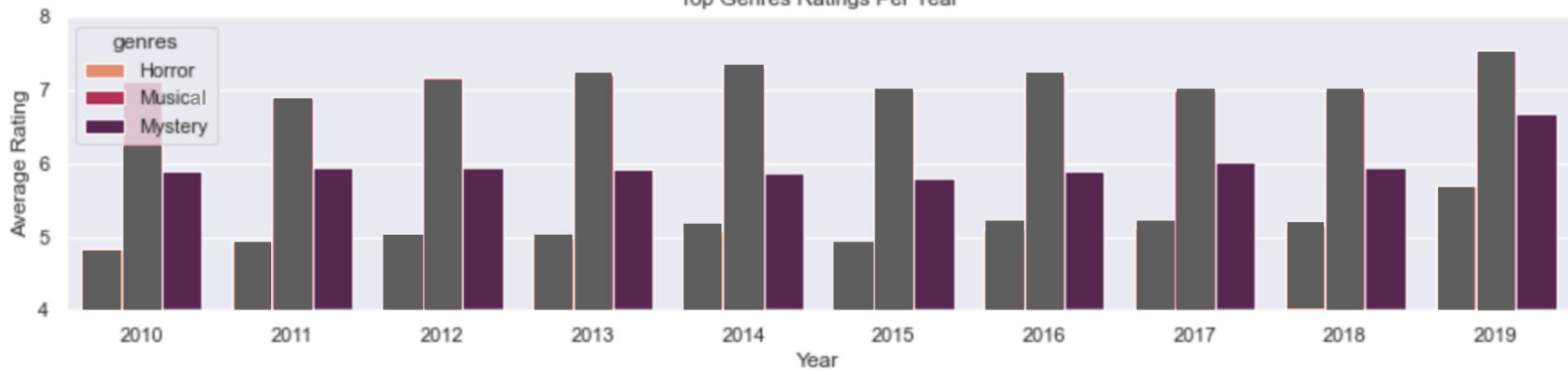
Top Genres Ratings Per Year



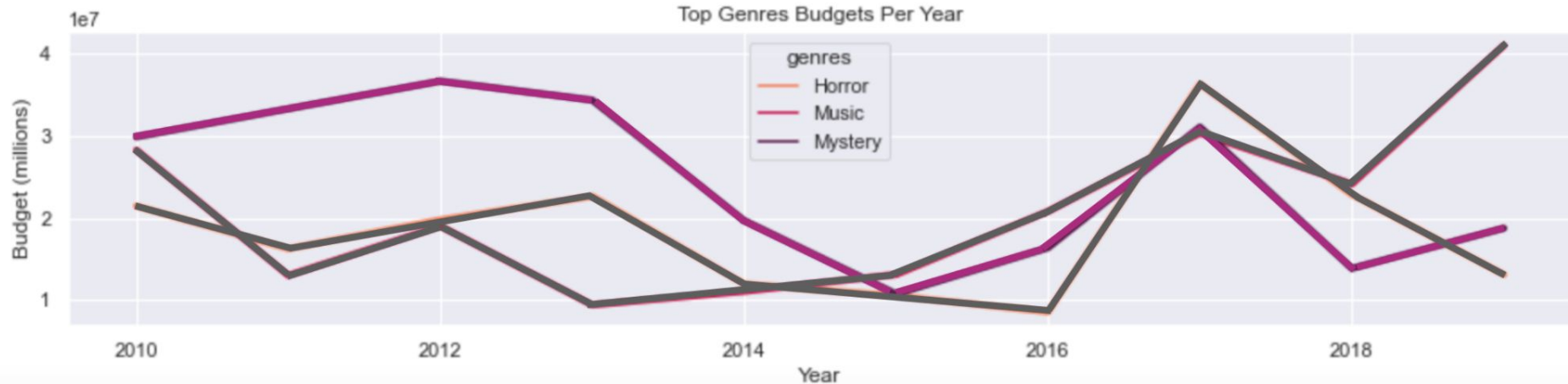
Top Genres Budgets Per Year



Top Genres Ratings Per Year



Top Genres Budgets Per Year



Top Grossing Directors (By Profitability)

Musical

Damien Chazelle

Bryan Singer

Elizabeth Banks

Gregory Jacobs

Bill Condon

Horror

William Brent Bell

Tod Williams

Daniel Stamm

James DeMonaco

Jeff Wadlow

Mystery

John Leonetti

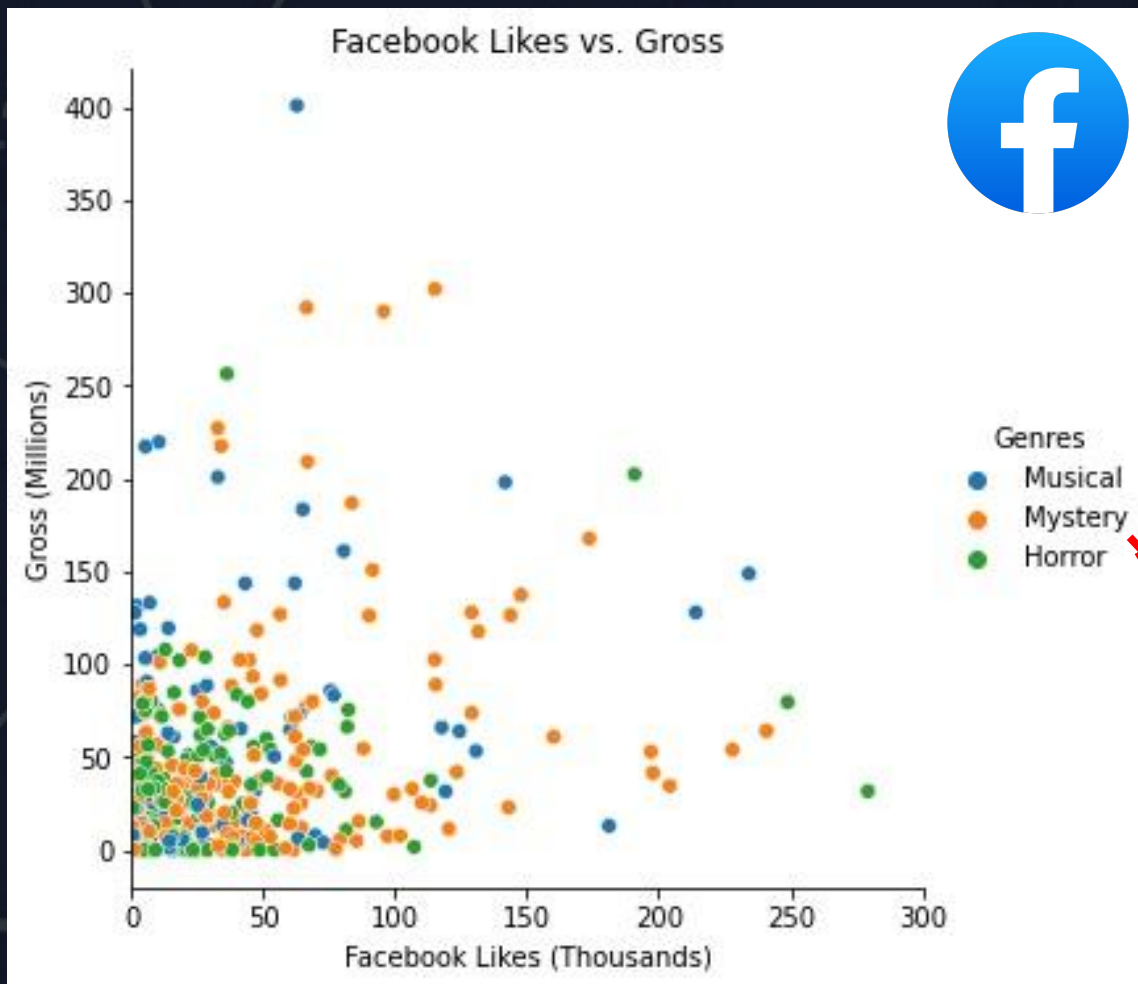
Ariel Schulman

Henry Joost

Jordan Peele

David Sandberg)





Facebook Likes vs. Gross	
Genre	Pearson's r
All Genres	0.463
Western	0.829
War	0.685
History	0.630
Sci-Fi	0.543
Thriller	0.537
Adventure	0.527
Action	0.488
Fantasy	0.487
Family	0.478
Drama	0.467
Biography	0.463
Romance	0.440
Crime	0.432
Comedy	0.334
Animation	0.324
Musical	0.322
Mystery	0.318
Horror	0.275
Sport	0.206
Documentary	0.079



Movie Business Recommendations

1. Make movies
2. Make Musical, Horror and Mystery movies
 - a. Prioritise making musicals
3. Recommended release date by Genre:
 - a. Musical: May, Nov, and December
 - b. Horror: Apr, Jul and Oct
 - c. Mystery: Aug and May
4. Recommended director by genre:
 - a. Musical: Damien Chazelle
 - b. Horror: William Brent Bell
 - c. Mystery: John Leonetti



Thank You



Citations

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