Breaking into the Movie Industry

Data Analysis

Creating a top 50 film by gross revenue

REACH

Domestic Release

V.

Worldwide Release

INVESTMENT

Investment size per film $

Expected returns $$

ATTENTION

Ideal time to release

Ideal length

Movie Data Sets 2010 to 2018

Box Office Mojo

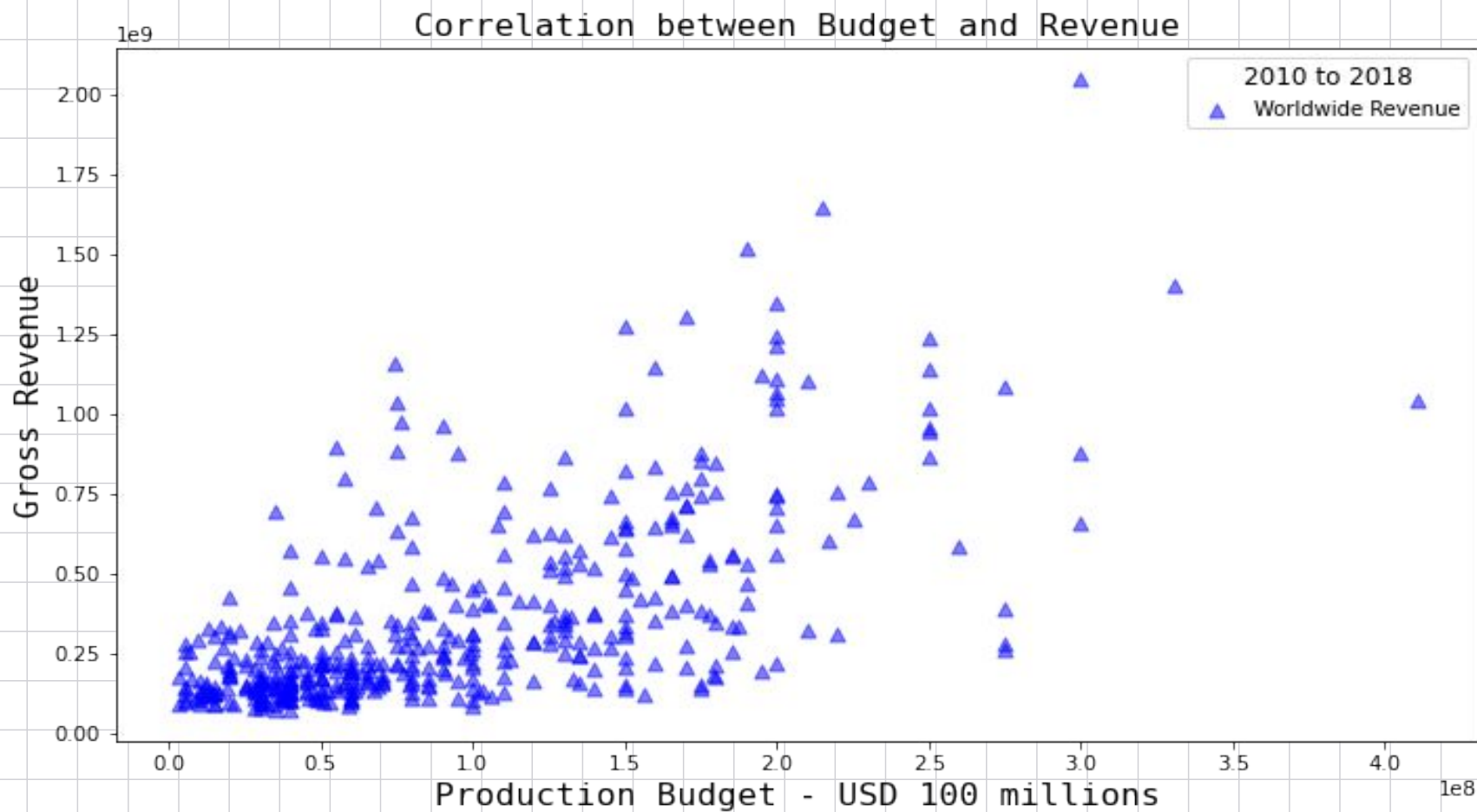Tracks box office movie revenue in a systematic, algorithmic way.

The Numbers

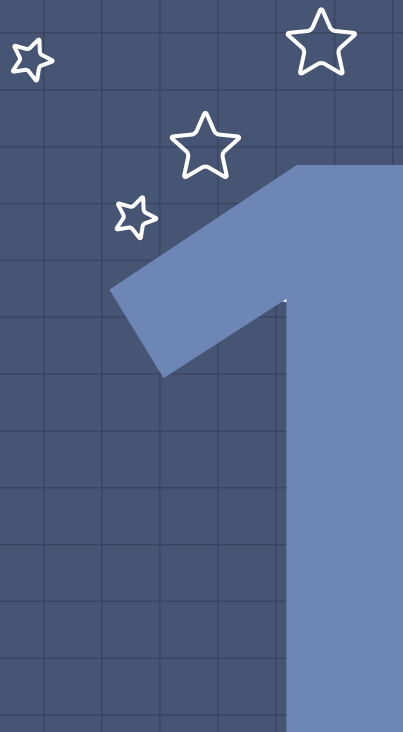Tracks movie revenue but also tracks production budgets and costs.

IMDb

Large database tracks ratings, cast and crew, runtimes, genres, and other movie attributes.

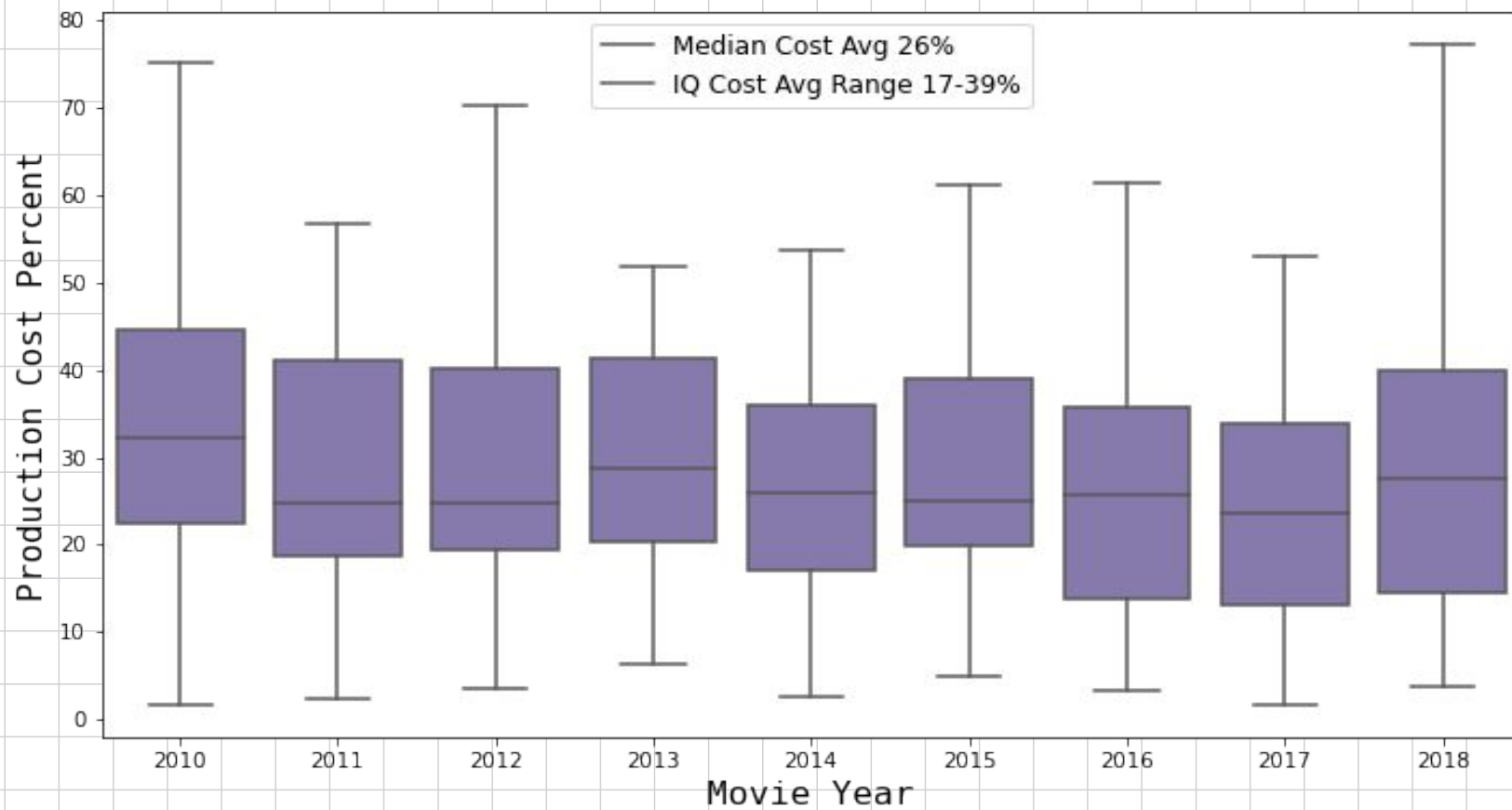Correlation between Budget and Revenue

Reach Recommendation

A worldwide release is more likely to cover all production costs and further add to Microsoft's revenue stream

2010-2018 Median Cost of Production to Worldwide Revenue
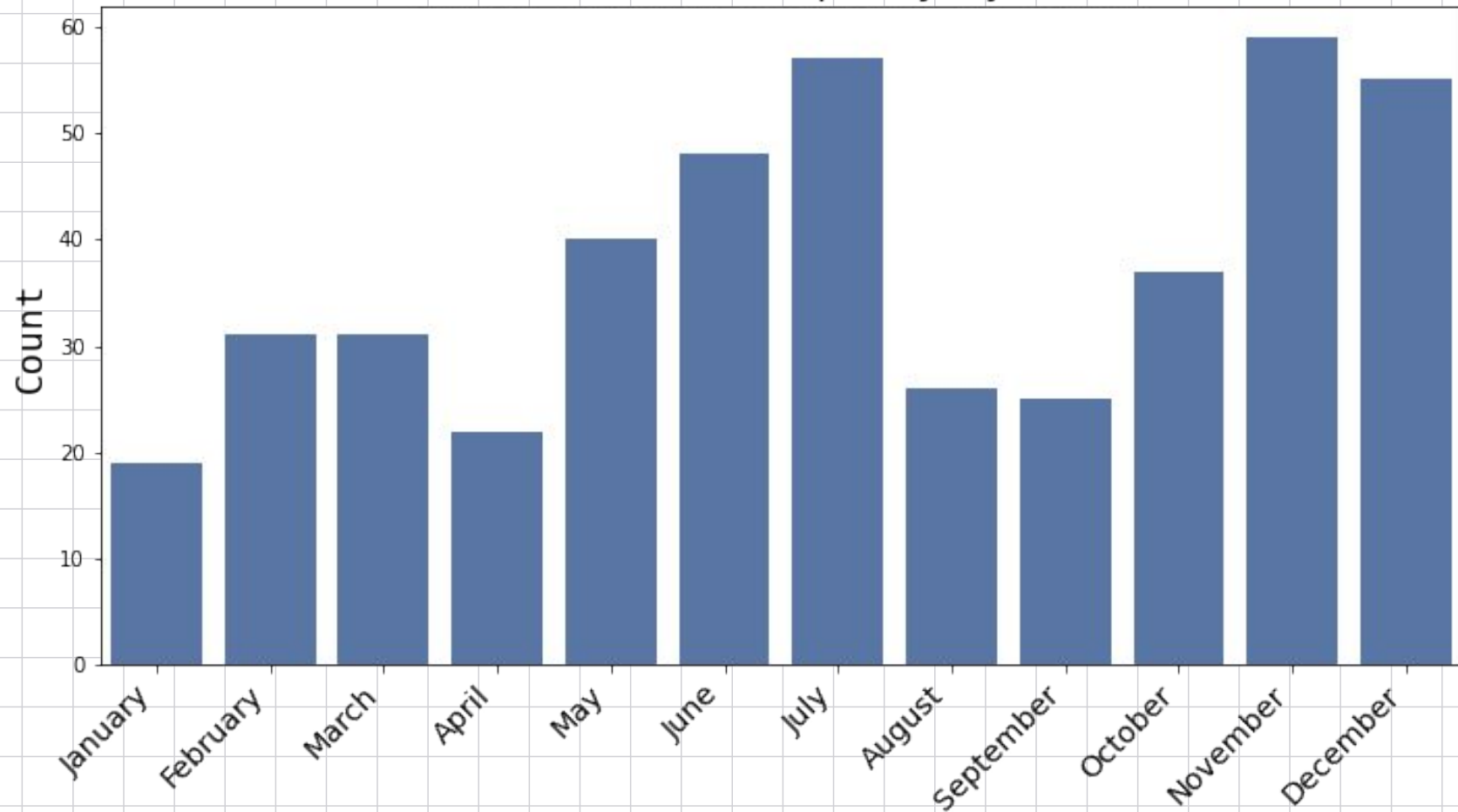
Investment Recommendation

Set aside a budget minimum of $75 million for initial film.

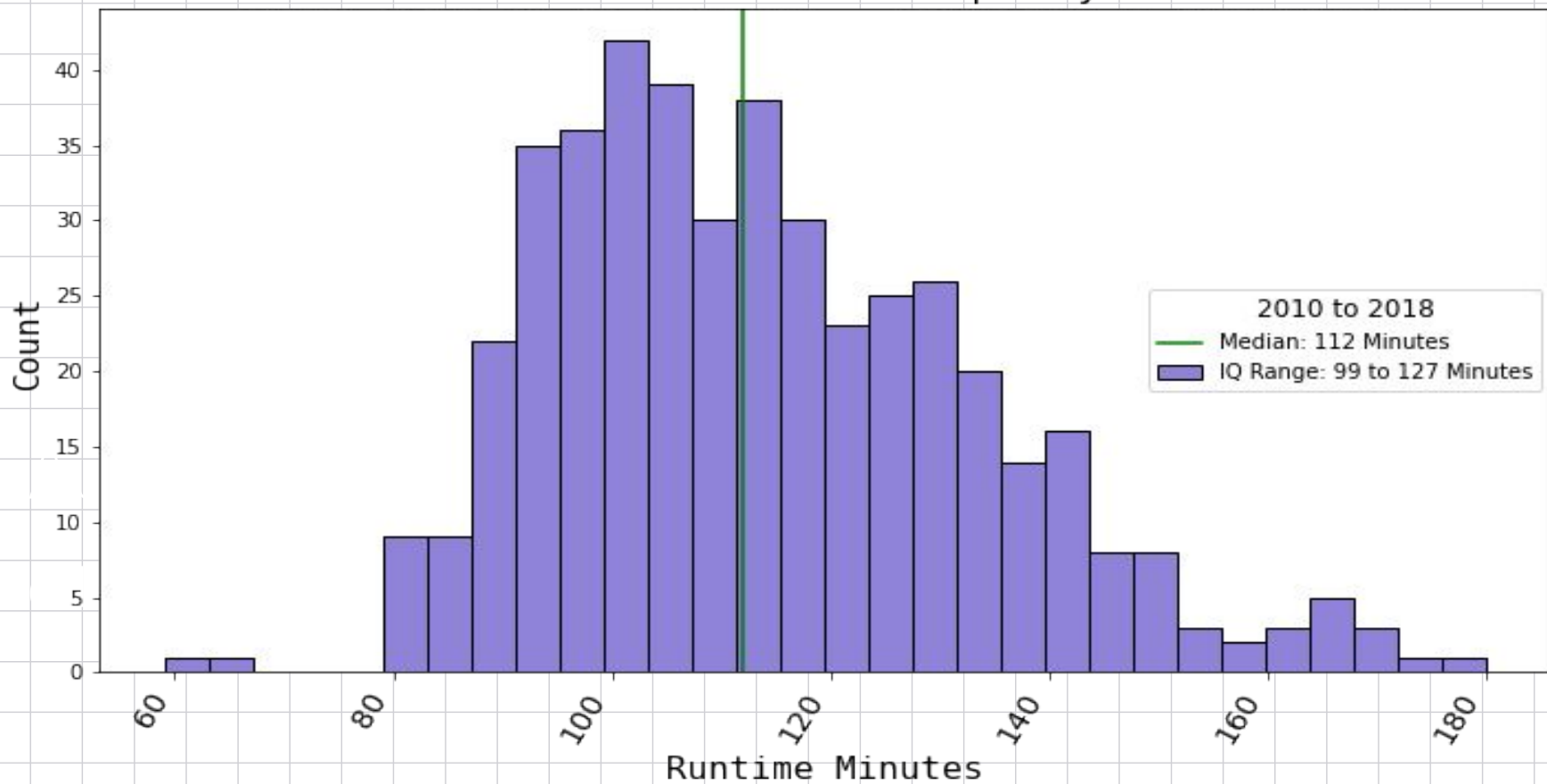Invest in two to three movies to start to spread risk.

Stay within the $40 – $140 million range

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Movie Release Frequency by Month

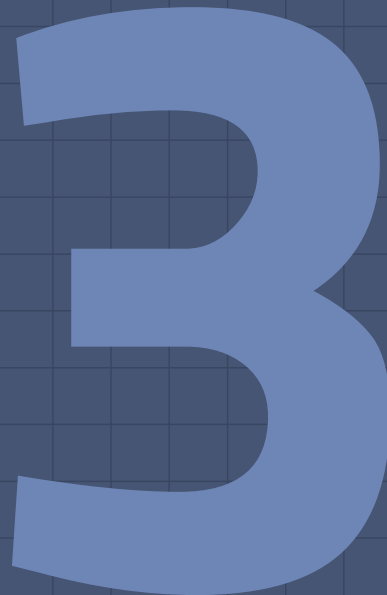Movie Runtime in Minutes - Frequency Distribution

Attention Recommendation

Release initial film at the end of May, early June

Within the range of 99 to 127 minutes

112 minutes is the sweet spot

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