

Breaking into the Movie Industry

Data Analysis

The background features a dark blue grid. Overlaid on the grid are two light blue data visualizations. A line chart with circular markers at each data point trends upwards from left to right, with a slight dip in the middle. Below the line chart is a bar chart with numerous vertical bars of varying heights, creating a textured, data-driven background.

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.

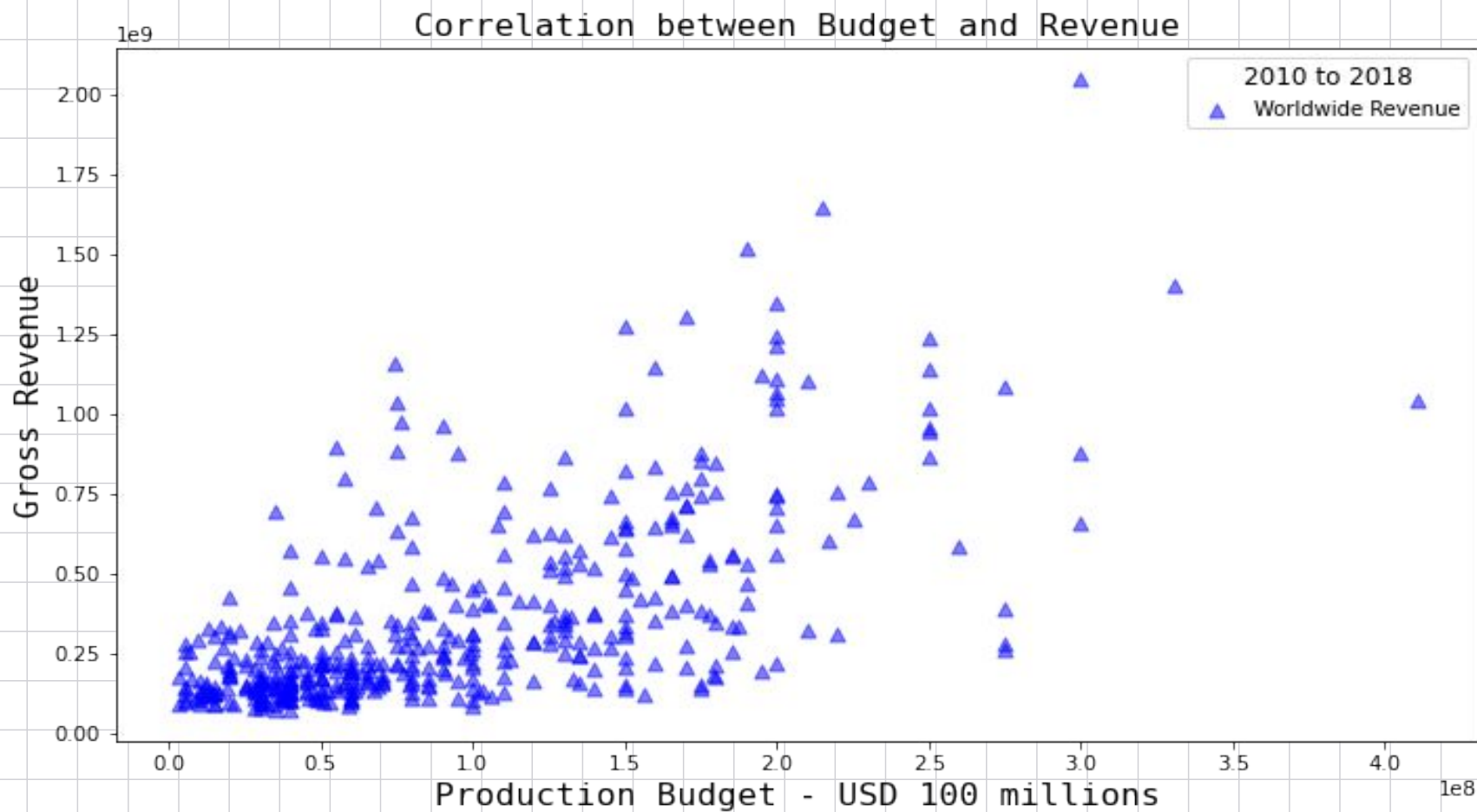
The Numbers

Tracks movie revenue but also tracks production budgets and costs.

IMDb

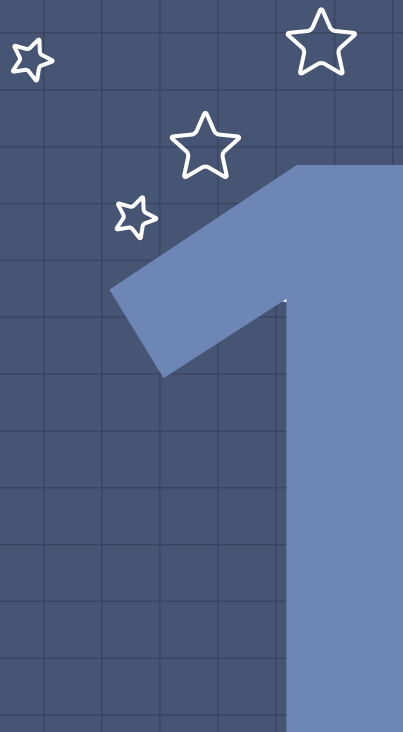
Large database tracks ratings, cast and crew, runtimes, genres, and other movie attributes.



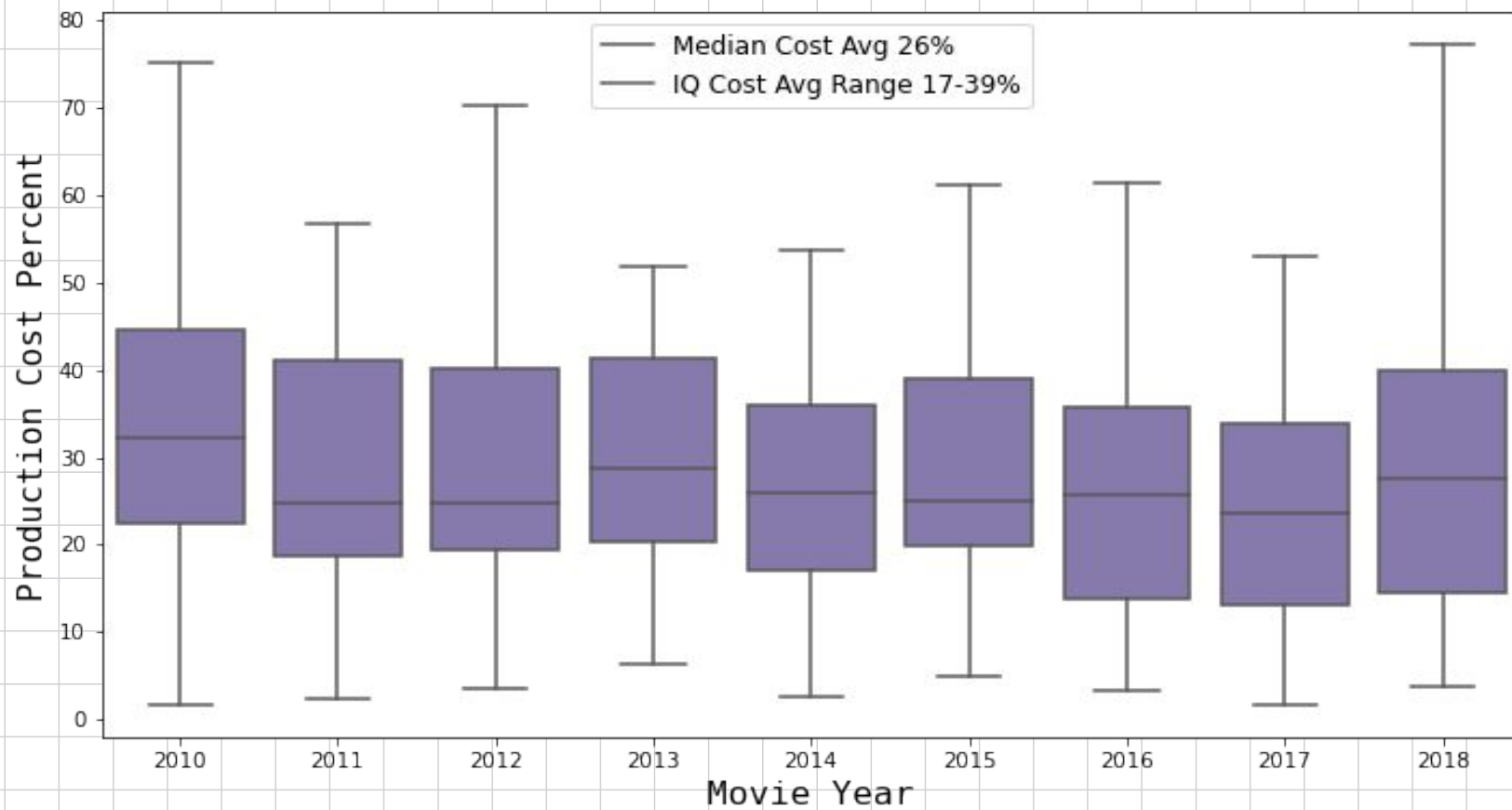


Reach Recommendation

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

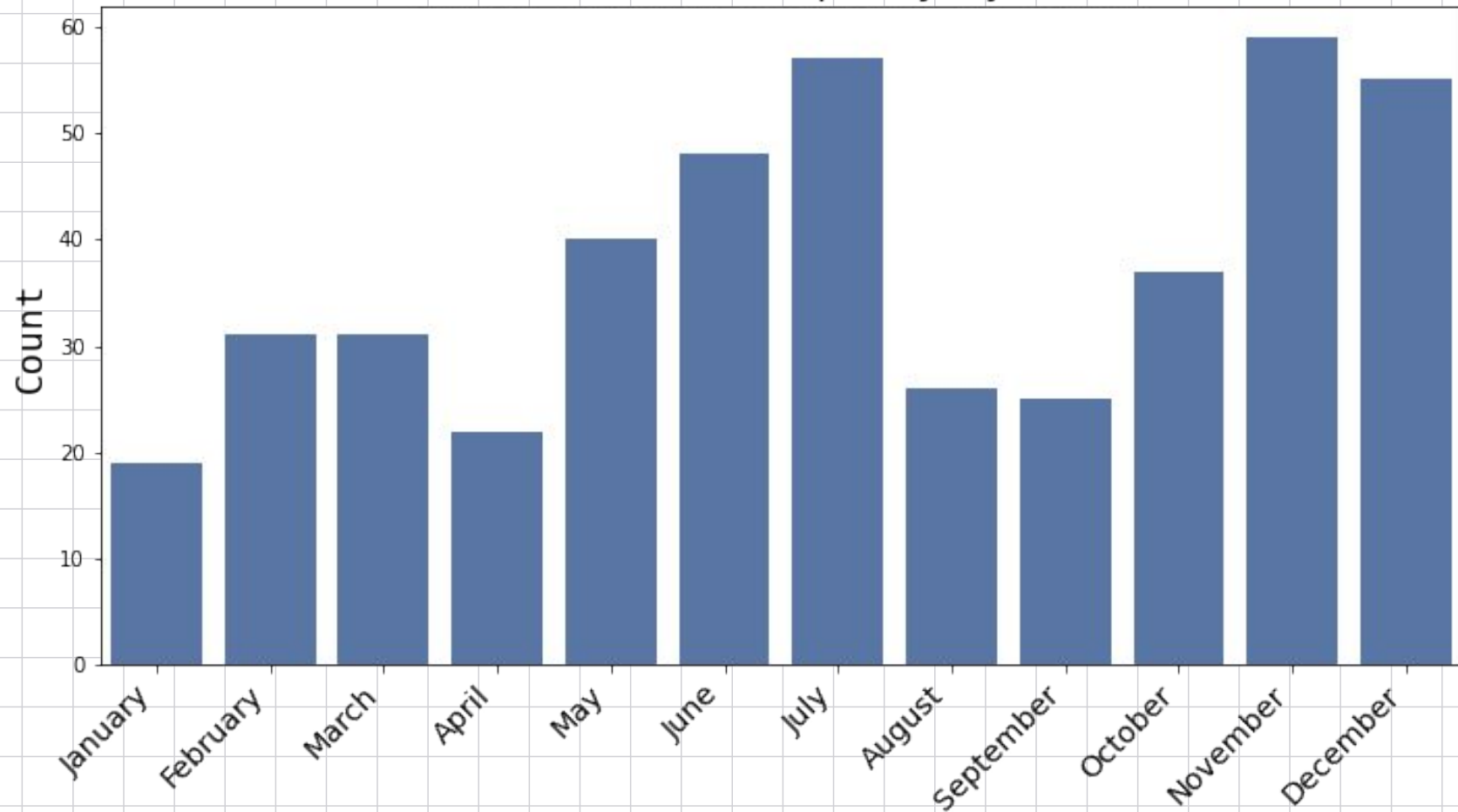
Set aside a budget minimum of \$75 million for initial film.

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

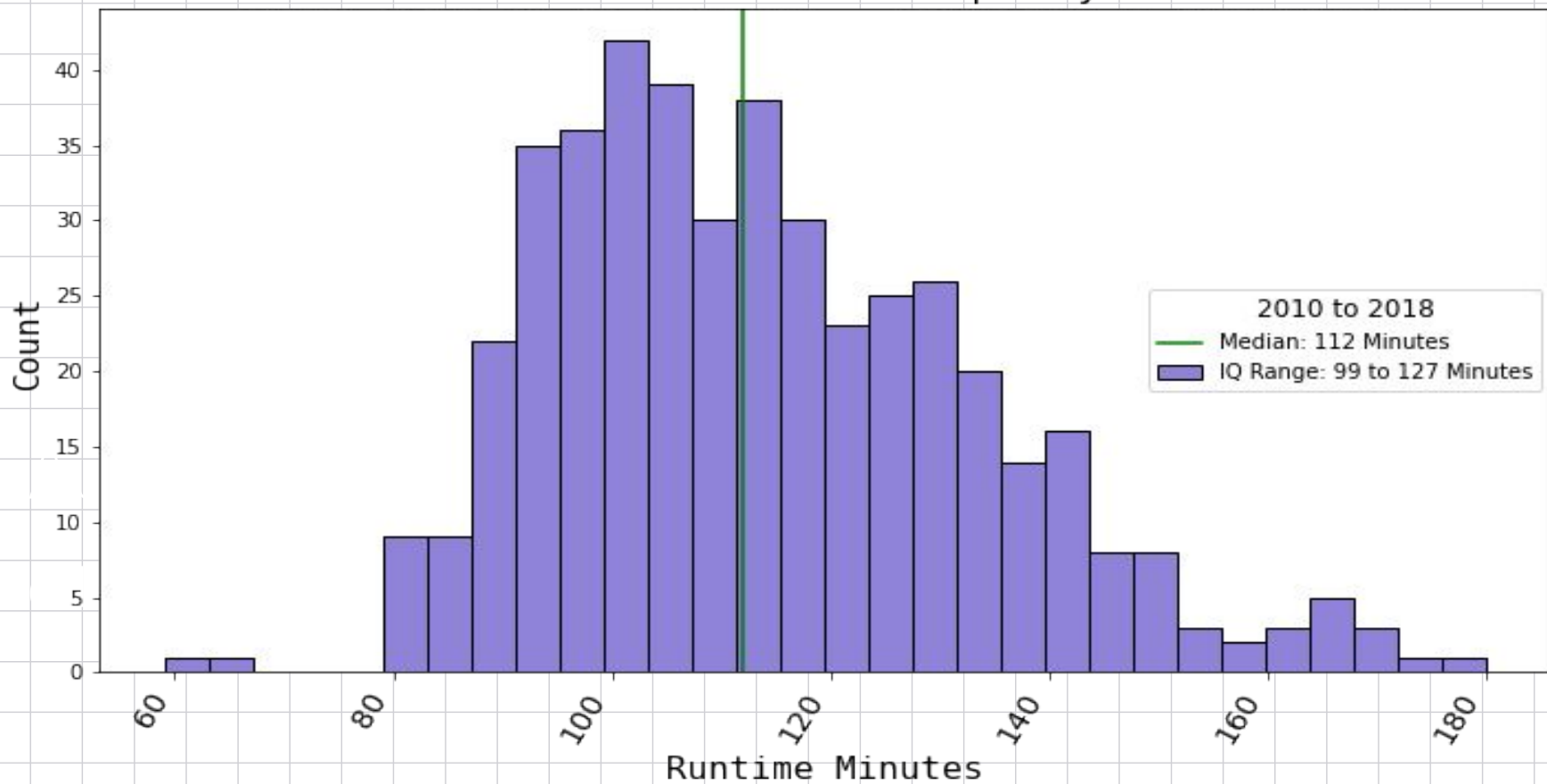
Stay within the \$40 - \$140 million range



Movie Release Frequency by Month



Movie Runtime in Minutes - Frequency Distribution

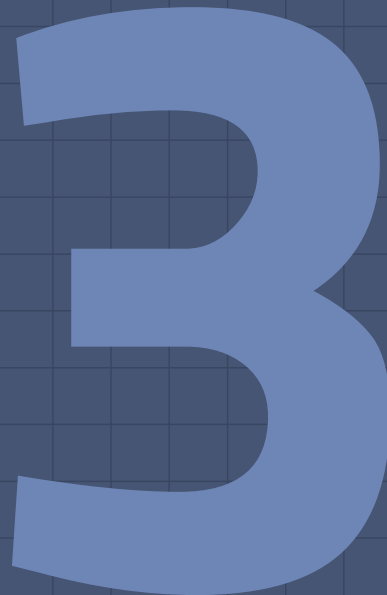


Attention Recommendation

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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