
Lights, Camera, Microsoft: Navigating the Box Office Jungle



JANE GRIGORENKO

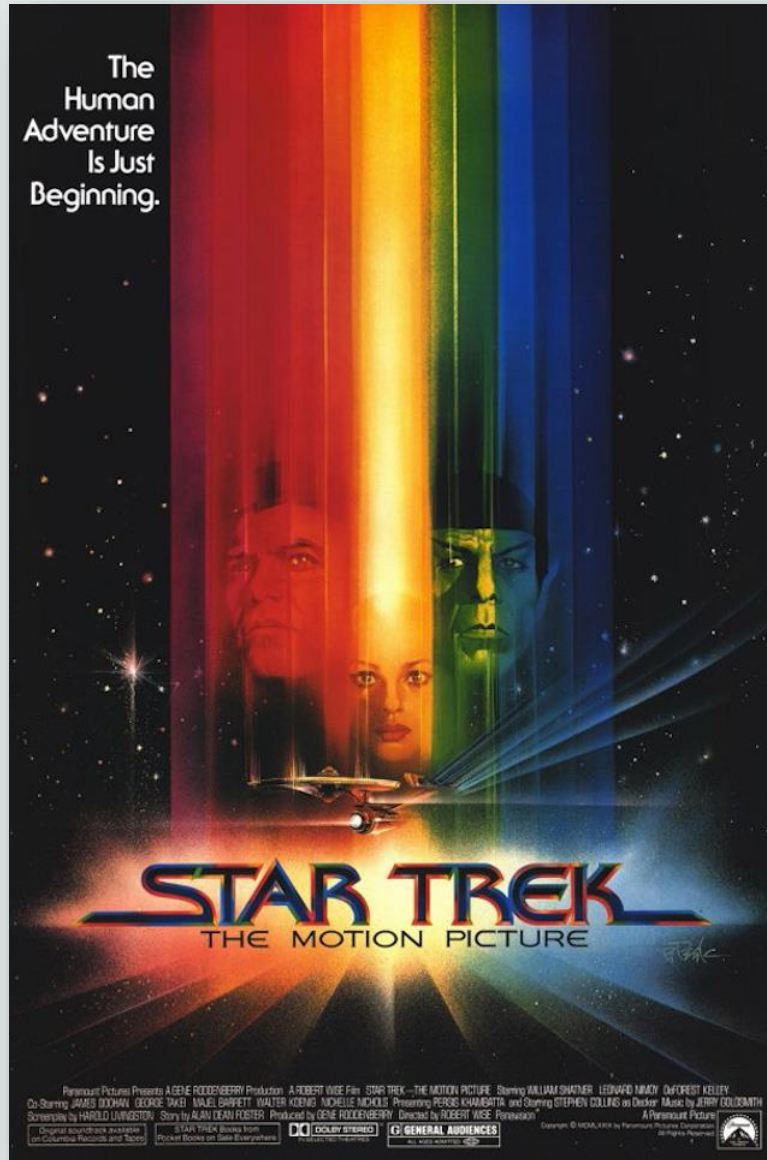
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Introduction



Key recommendations from the exploratory analysis of historic film performance:

- Focus on best profit-making genres
- Seek highest budgets from producers
- Keep run time between 94 and 130 minutes



Outline

- Business Objective
- Data & Methods
- Results
- Conclusions



Business Objective

Enter the streaming market with lucrative new film releases

Data & Methods

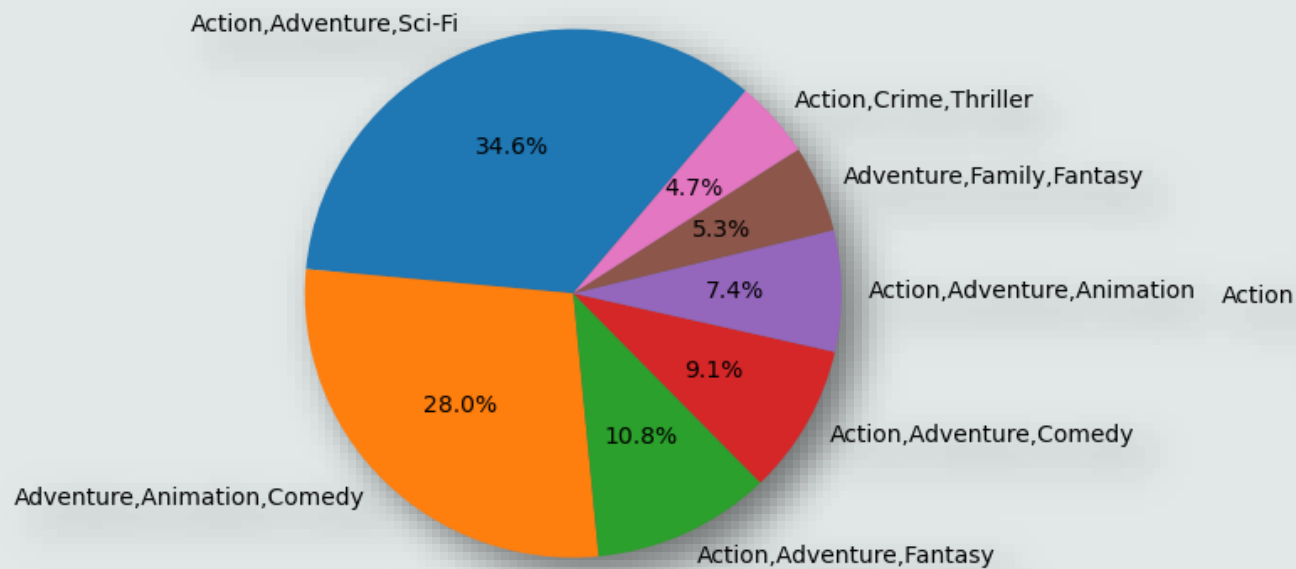


Data sources include IMDB, Box Office Mojo and The Numbers

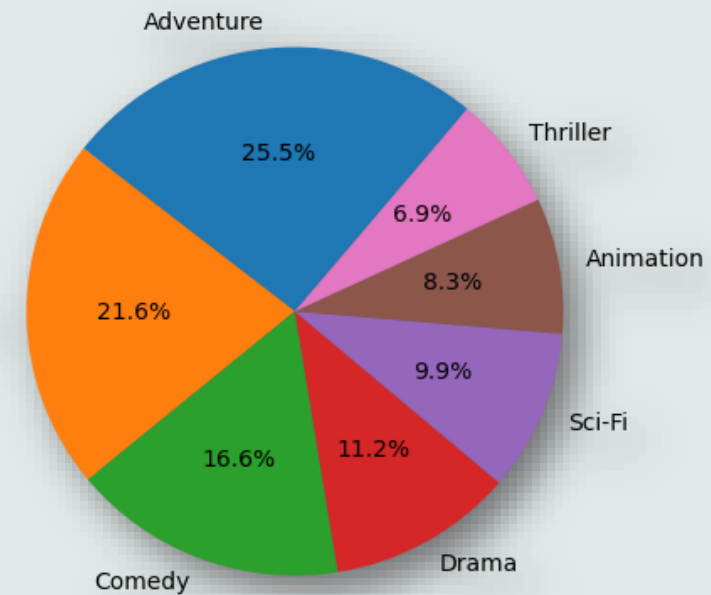


Combining data sets including genres, titles, running times, ratings, world-wide gross and budgets to get a holistic picture of the movie market

Profit by Genres (combined)



Profit by Genres (individual)



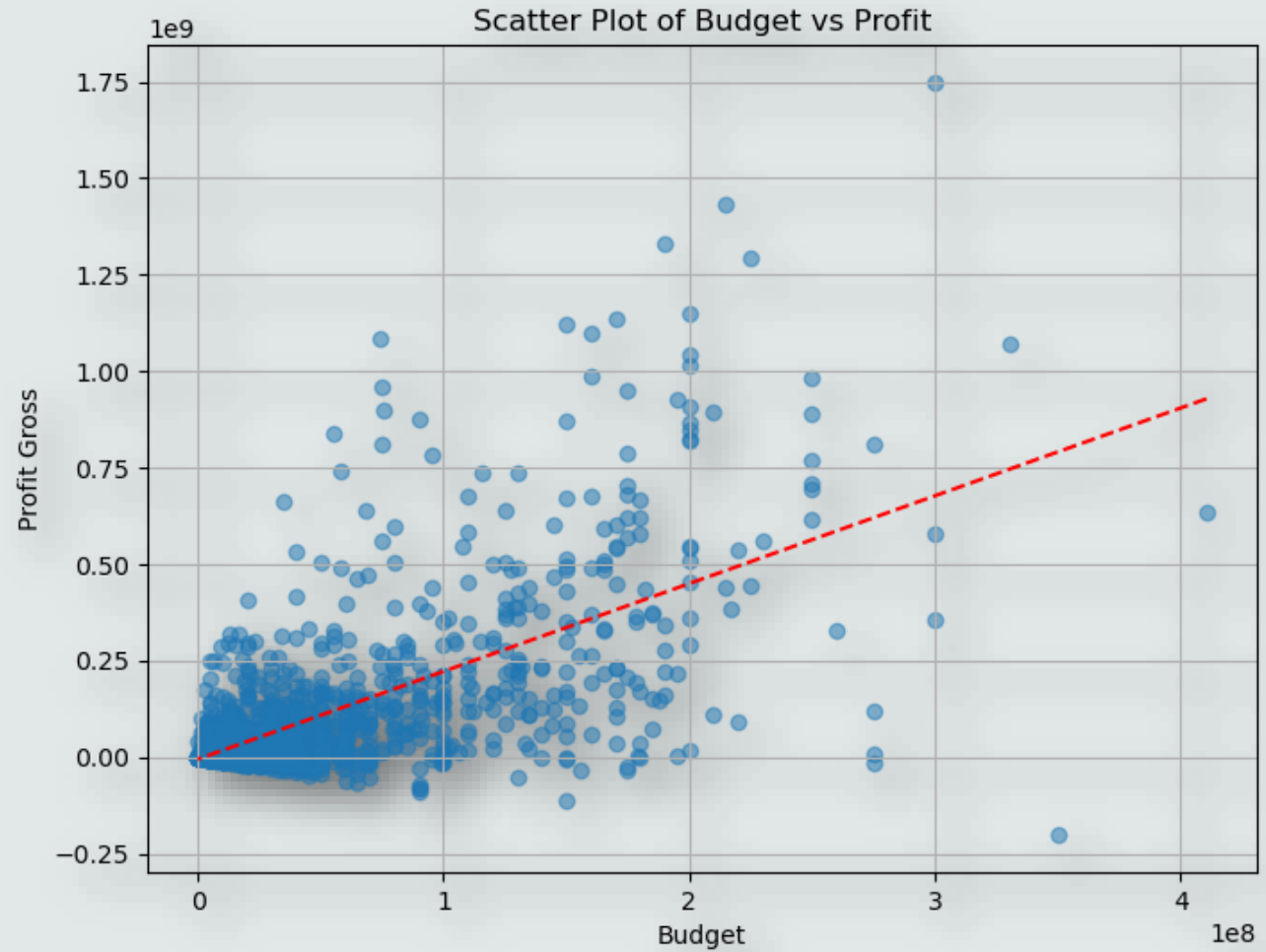
Results

The most profit-making genres appeared to be:

- Action, Adventure, Sci-Fi
- Adventure, Animation, Comedy
- Action, Adventure, Fantasy

Results

- There's a strong correlation (66%) between production budget and profit
- This insight should be used as a leverage to negotiate for higher budgets from producers



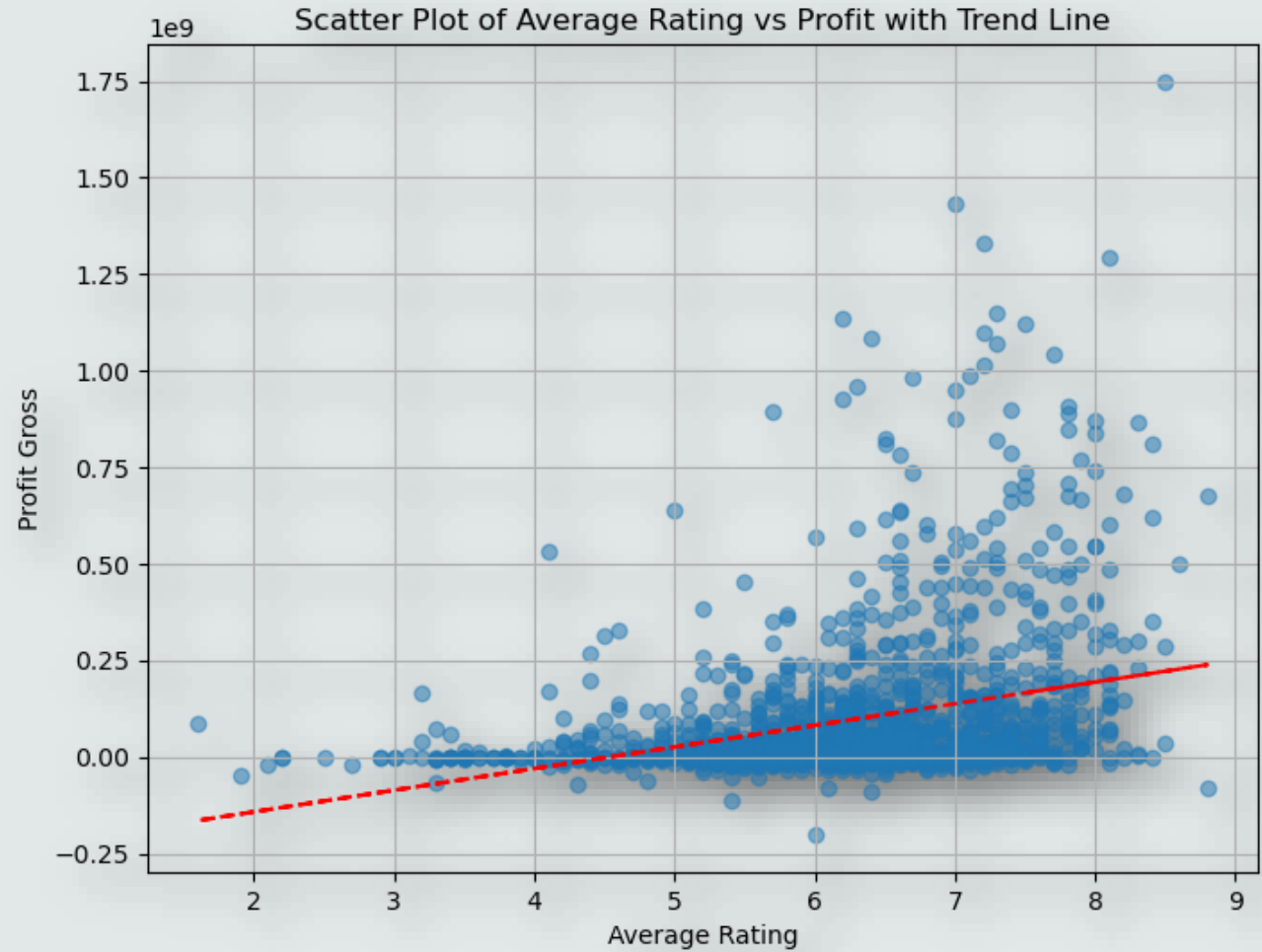
Results

- Average runtime for the top three profit making genres varies between 94 and 130 minutes

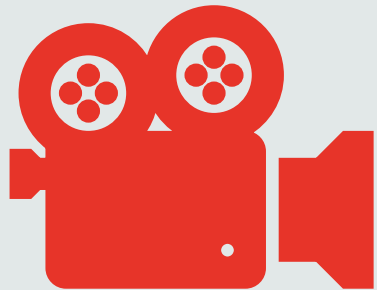
GENRES	MEAN	MEDIAN
Action, Adventure, Sci-Fi	129.46	130.5
Adventure, Animation, Comedy	93.96	93
Action, Adventure, Fantasy	117.94	118

Results

- Additional analysis shows limited impact of ratings on profit with the correlation being only 29%



Conclusions



- Focus on best profit-making genres:
 - Action, Adventure, Sci-Fi
 - Adventure, Animation, Comedy
 - Action, Adventure, Fantasy
- Seek highest budgets from producers
- Keep run time between 94 and 130 minutes
- **Note:**
 - While critically acclaimed films may receive high ratings, they may not always resonate with broader audiences or translate into higher returns

Thank You!



Email:

grigorenko.jane@gmail.com

GitHub:

<https://github.com/JaneGrig>

LinkedIn:

[linkedin.com/in/evgeniya-jane-grigorenko-47692211b](https://www.linkedin.com/in/evgeniya-jane-grigorenko-47692211b)