



# MicroMovies

An Analysis of Starting

By: Jelani Thomas

# Overview

01

## The Business Problem

The problem is  
Microsoft trying to solve

02

## Data & Analysis

What the data has  
shown and the team  
analyzed

03



## Key Takeaways

Insights that Microsoft  
has gained from  
analysis

04

## Next Steps

How Microsoft should  
proceed moving forward

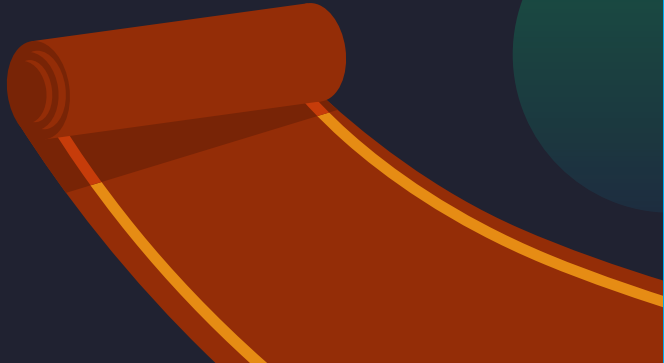


“Errors using inadequate data  
are much less than those using  
no data at all.”

– **By Charles Babbage, Inventor  
and Mathematician**

# Business Problem

Microsoft has decided to create a new movie studio, but they need help understanding the movie industry.



# Data

Due to COVID, we decided to utilize the pre-COVID Top 100 highest grossing box office numbers of 2019 for our analysis. With this, we'll be able to demonstrate where Microsoft should invest their resources for starting MicroMovies.

## THE NUMBERS<sup>®</sup>

Where Data and the Movie Business Meet

[News](#) [Box Office](#) [Home Video](#) [Movies](#) [People](#) [Research Tools](#) [Our Services](#) [My Numbers](#)

[Box Office Records](#) > [Worldwide](#) > [All Movies](#) > [Cumulative](#) > [Top 2019 Worldwide](#)

### Top 2019 Movies at the Worldwide Box Office

See also: [Top 2019 Domestic](#) - [Top 2019 International](#)

Other Worldwide Cumulative records: [All Time Worldwide](#) - [All Time Single Market](#) - [All Time Animated Worldwide](#) - [All Time Sequel Worldwide](#) - [All Time Non-Sequel Worldwide](#) - [Top 2021 Worldwide](#)

This chart contains the total worldwide box office for the movies released in 2019.

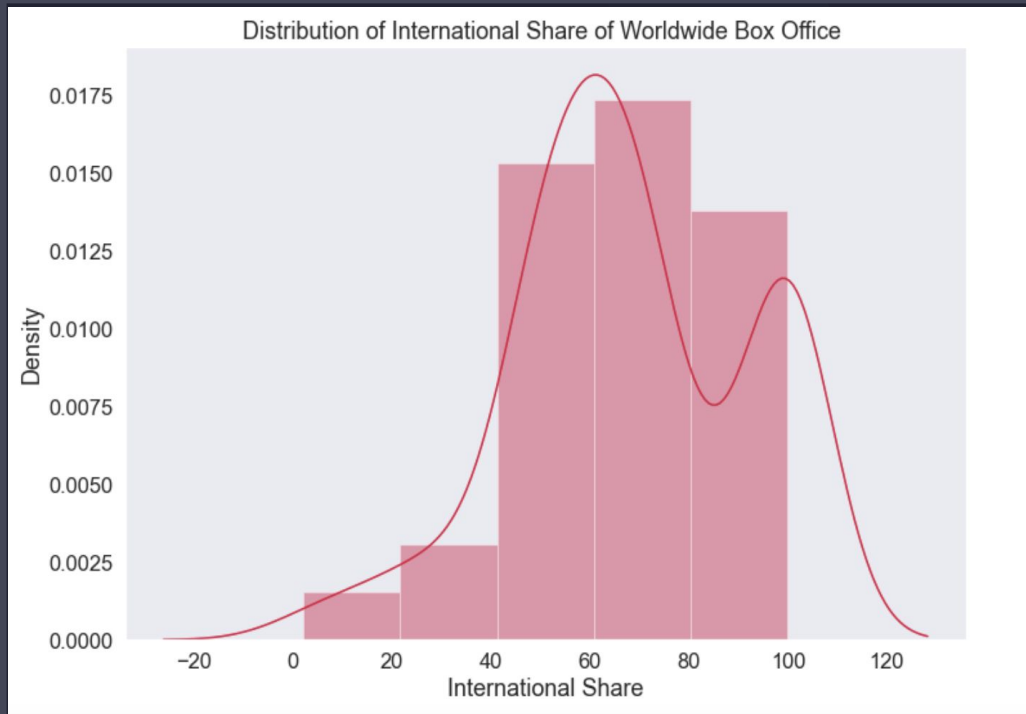
[Top 2018 Worldwide](#)

[Top 2020 Worldwide](#)

Rank	Movie	Worldwide Box Office	Domestic Box Office	International Box Office	Domestic Share
1	<a href="#">Avengers: Endgame</a>	\$2,797,800,564	\$858,373,000	\$1,939,427,564	30.68%
2	<a href="#">The Lion King</a>	\$1,654,381,934	\$543,638,043	\$1,110,743,891	32.86%
3	<a href="#">Frozen II</a>	\$1,447,244,586	\$477,373,578	\$969,871,008	32.99%
4	<a href="#">Spider-Man: Far From Home</a>	\$1,131,219,645	\$390,532,085	\$740,687,560	34.52%
5	<a href="#">Captain Marvel</a>	\$1,129,727,388	\$426,829,839	\$702,897,549	37.78%
6	<a href="#">Toy Story 4</a>	\$1,073,080,329	\$434,038,008	\$639,042,321	40.45%
7	<a href="#">Star Wars: The Rise of Skywalker</a>	\$1,072,944,222	\$515,202,542	\$557,741,680	48.02%
8	<a href="#">Joker</a>	\$1,072,507,517	\$335,451,311	\$737,056,206	31.28%
9	<a href="#">Aladdin</a>	\$1,046,759,512	\$355,559,216	\$691,200,296	33.97%
10	<a href="#">Jumanji: The Next Level</a>	\$800,128,637	\$316,831,246	\$483,297,391	39.60%
11	<a href="#">Fast &amp; Furious Presents: Hobbs &amp; Shaw</a>	\$760,372,607	\$173,956,935	\$586,415,672	22.88%
12	<a href="#">Ne Zha Zhi Mo Tong Jiang Shi</a>	\$742,514,069	\$3,695,533	\$738,818,536	0.50%
13	<a href="#">Liu Lang Di Qiu</a>	\$727,714,822	\$5,875,487	\$721,839,335	0.81%
14	<a href="#">How to Train Your Dragon: The Hidden World</a>	\$522,587,135	\$160,799,505	\$361,787,630	30.77%
15	<a href="#">Maleficent: Mistress of Evil</a>	\$489,346,495	\$113,929,605	\$375,416,890	23.28%
16	<a href="#">It: Chapter Two</a>	\$469,566,806	\$211,593,228	\$257,973,578	45.06%
17	<a href="#">Wo he wo de zu guo</a>	\$465,418,019	\$2,323,409	\$463,094,610	0.50%
18	<a href="#">The Secret Life of Pets 2</a>	\$446,272,914	\$158,874,395	\$287,398,519	35.60%

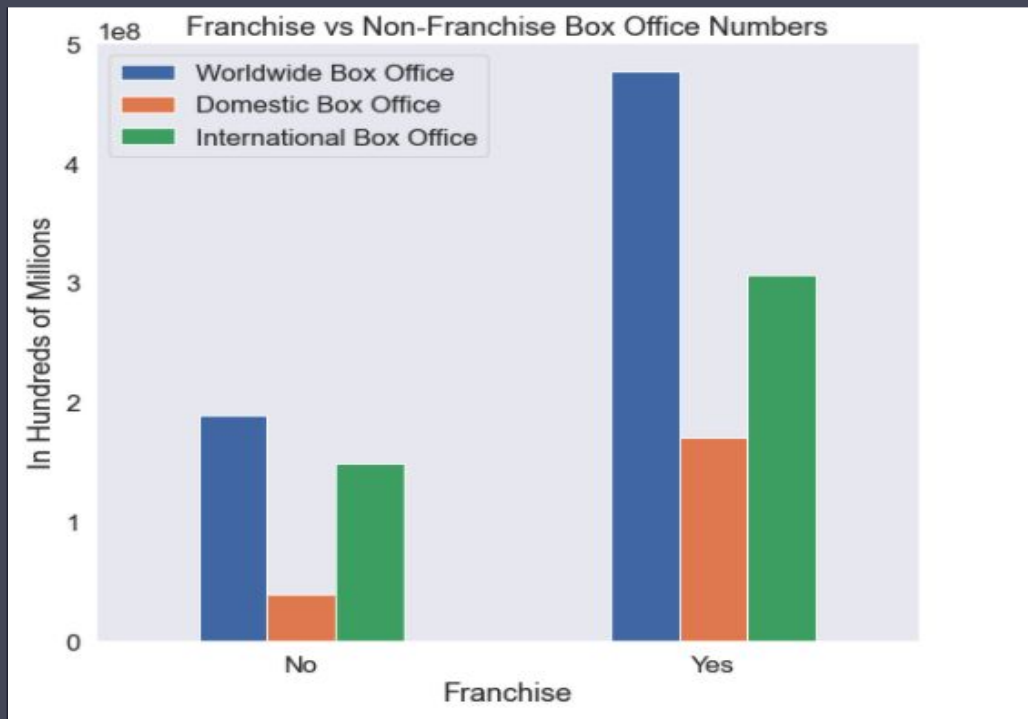
# Analysis

Most of the highest grossing films get anywhere between 40% - 100% of their revenue from international box office.



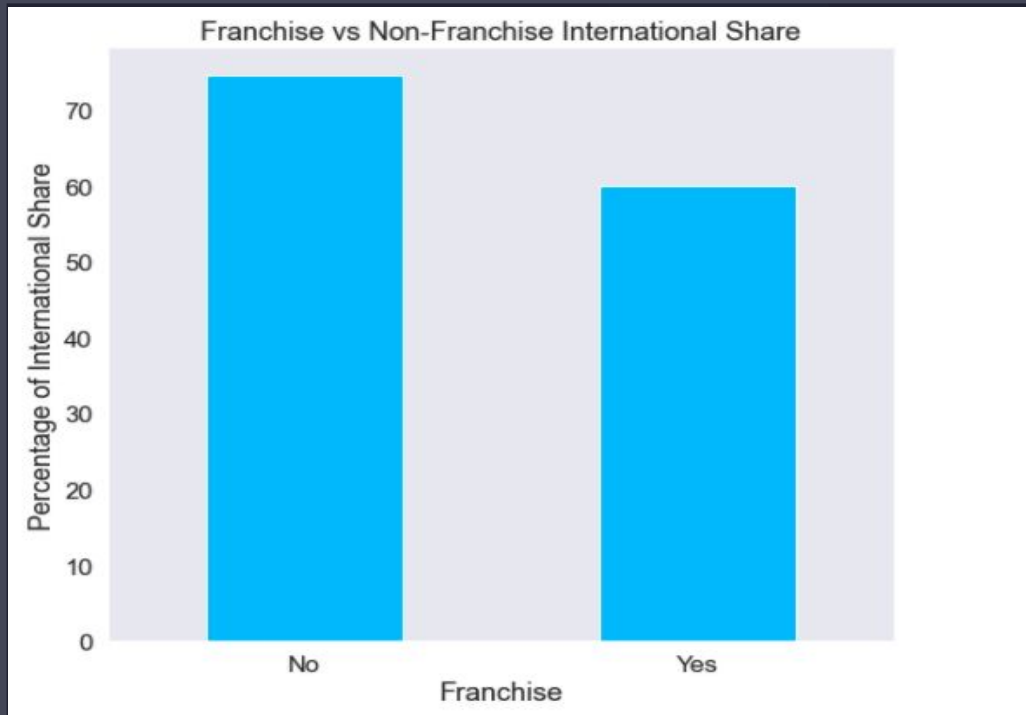
# Analysis

Most of the highest grossing films are also a part of a franchise or a remake (selling nostalgia).



# Analysis

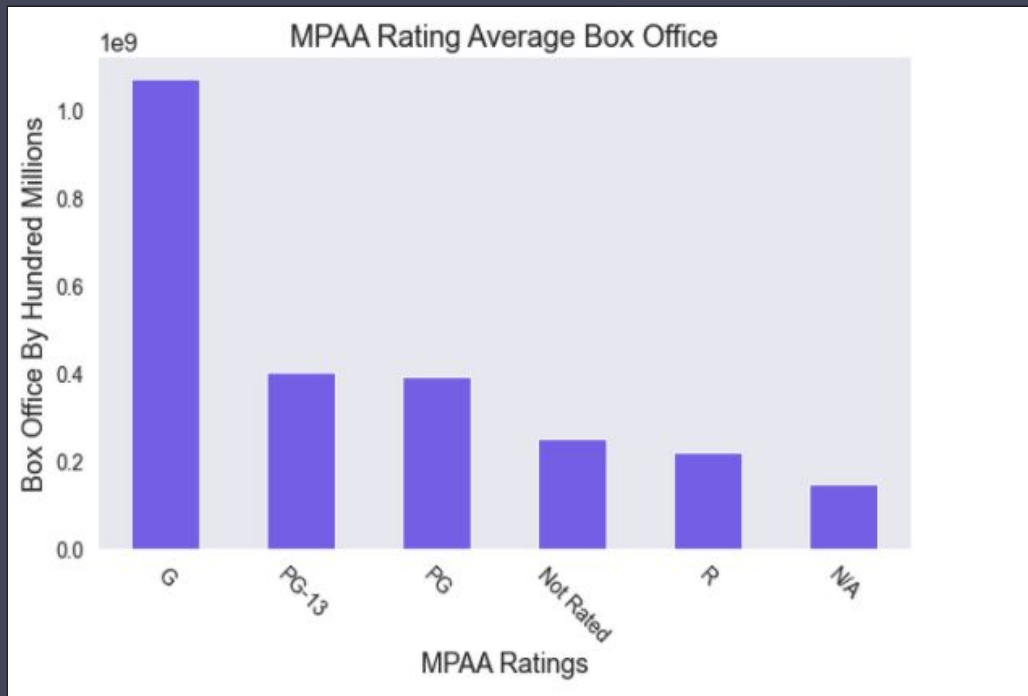
Films that were not a part of a franchise had over 70% of its revenue come from international box office.





# Analysis

G Rated movies performed by far the best in terms of the highest grossing films on average across the board.



# Key Takeaways



## First

The film script, characters, and theme need to appeal to an international audience.



## Second

MicroMovies should do some research on shows, movies or books that could be adapted into a film



## Third

In the MicroMovies search, they should prioritize films that are G rated.

# Next Steps

Micro Movies should do research on which international countries account for the highest percentage of international box office share.





# Thanks!

Do you have any questions?

Linkedin:

<https://www.linkedin.com/in/jelanithomas/>

CREDITS: This presentation template was created by Slidesgo, including icons by Flaticon, and infographics & images by Freepik.