



MicroMovies

An Analysis of Starting A Streaming
Company

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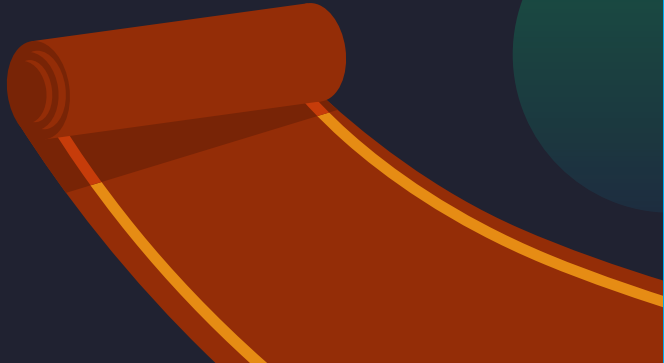


“Errors using inadequate data
are much less than those using
no data at all.”

– **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.

THE NUMBERS®

Where Data and the Movie Business Meet

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

Data: Questions We Need To Answer

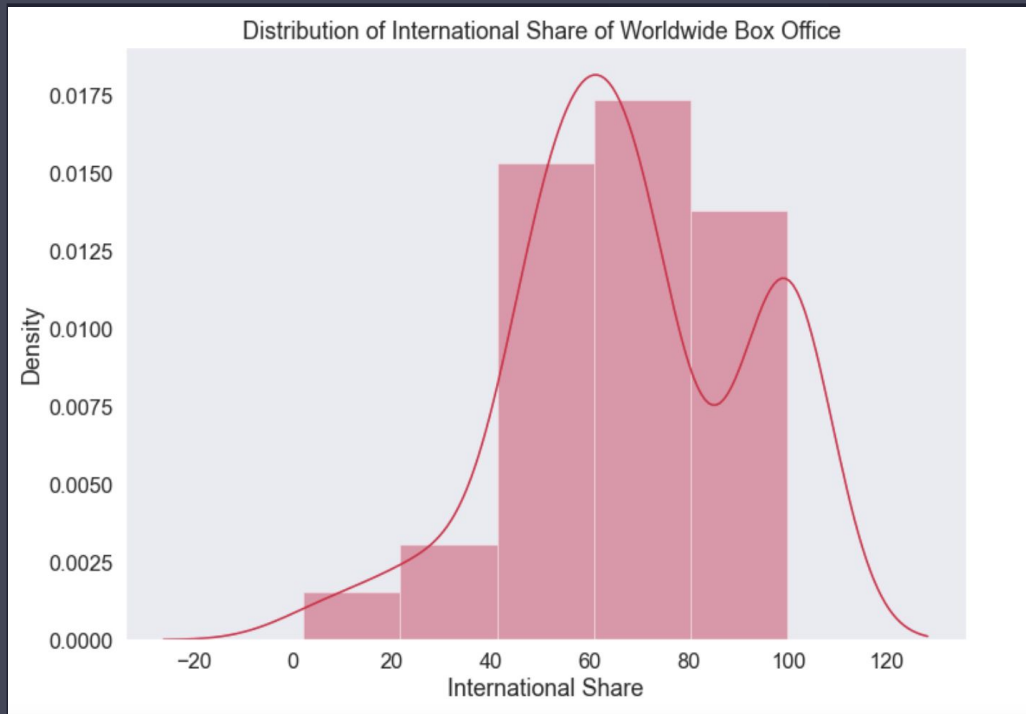
What's the average percentage of international share for the top grossing movies?

How many of the top grossing movies are a part of a franchise, sequel or nostalgia?

What are the highest grossing MPAA ratings?

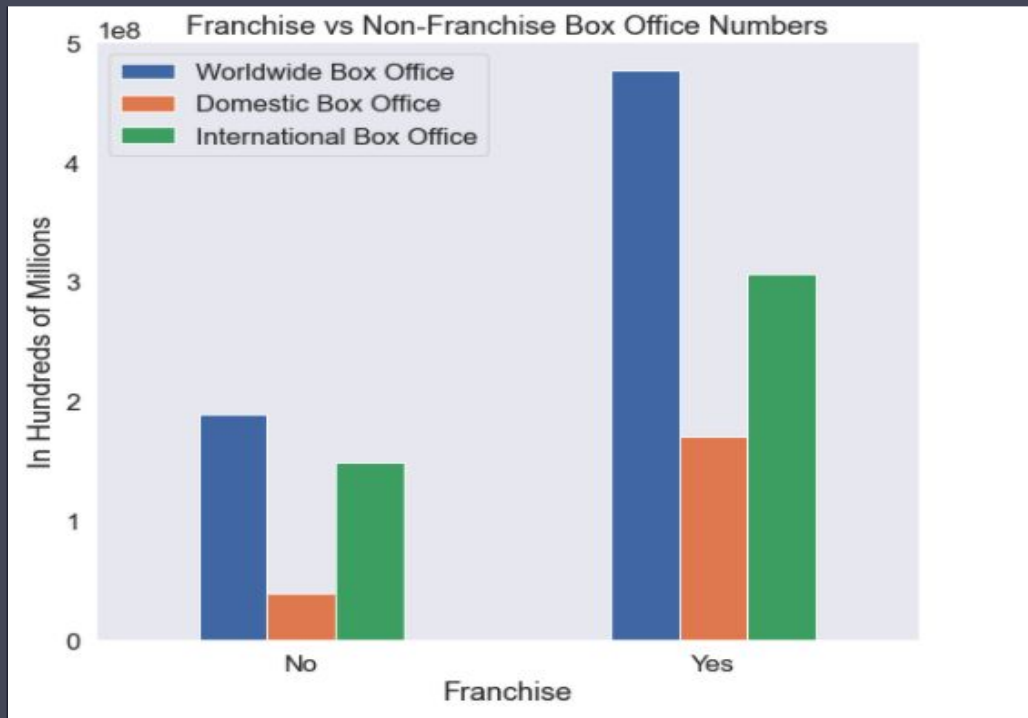
Analysis

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



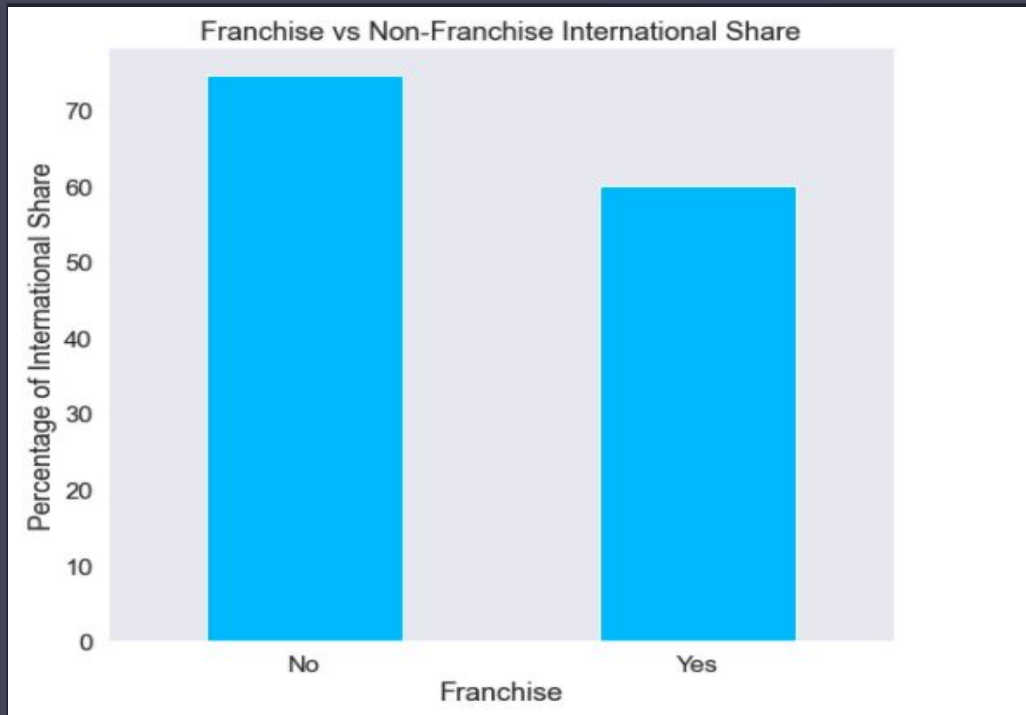
Analysis

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



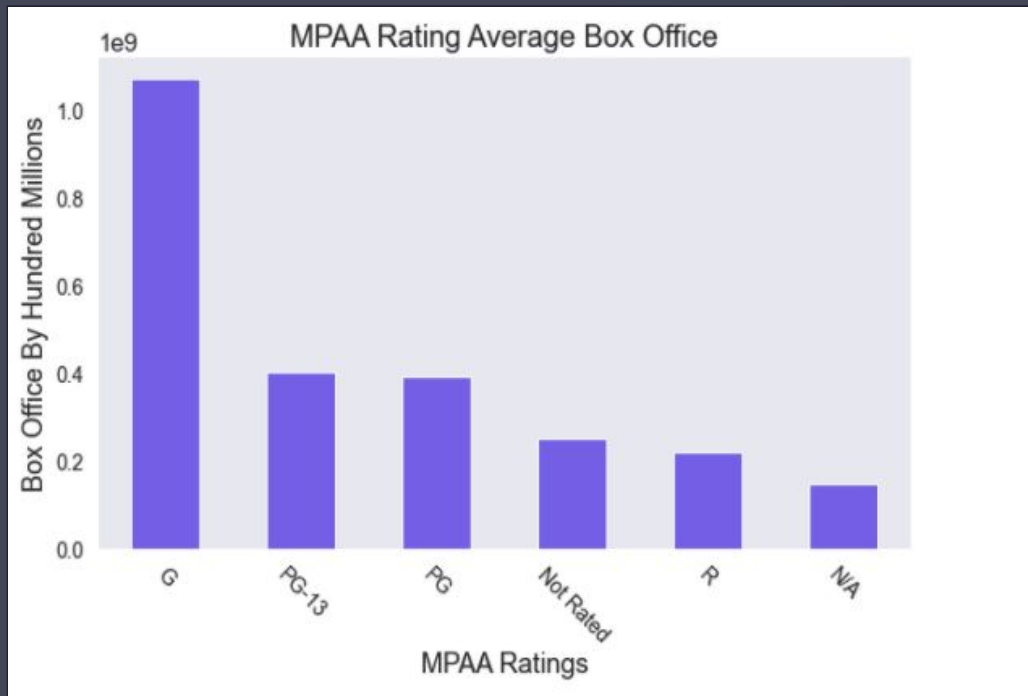
Analysis

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

Research on which international countries account for the highest international box office share.

Analyze which genres and MPAA Ratings do the best internationally and domestically





Thanks!

Do you have any questions?

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