Microsoft Studios

Market Analysis: Commonalities between Box Office Hits

Overview

The top 6 US studios release an average of 60 films per year*

Microsoft Studios™ must make films with traits that tend to lead to a box office hits

ID10T Consultants will evaluate past films to ID characteristics that generate hits

Sources
* TheNumbers.com

Box Office Success - Potential Metrics

1   Profitability

2   Return On Investment (ROI)

Datasets and Scope

Data

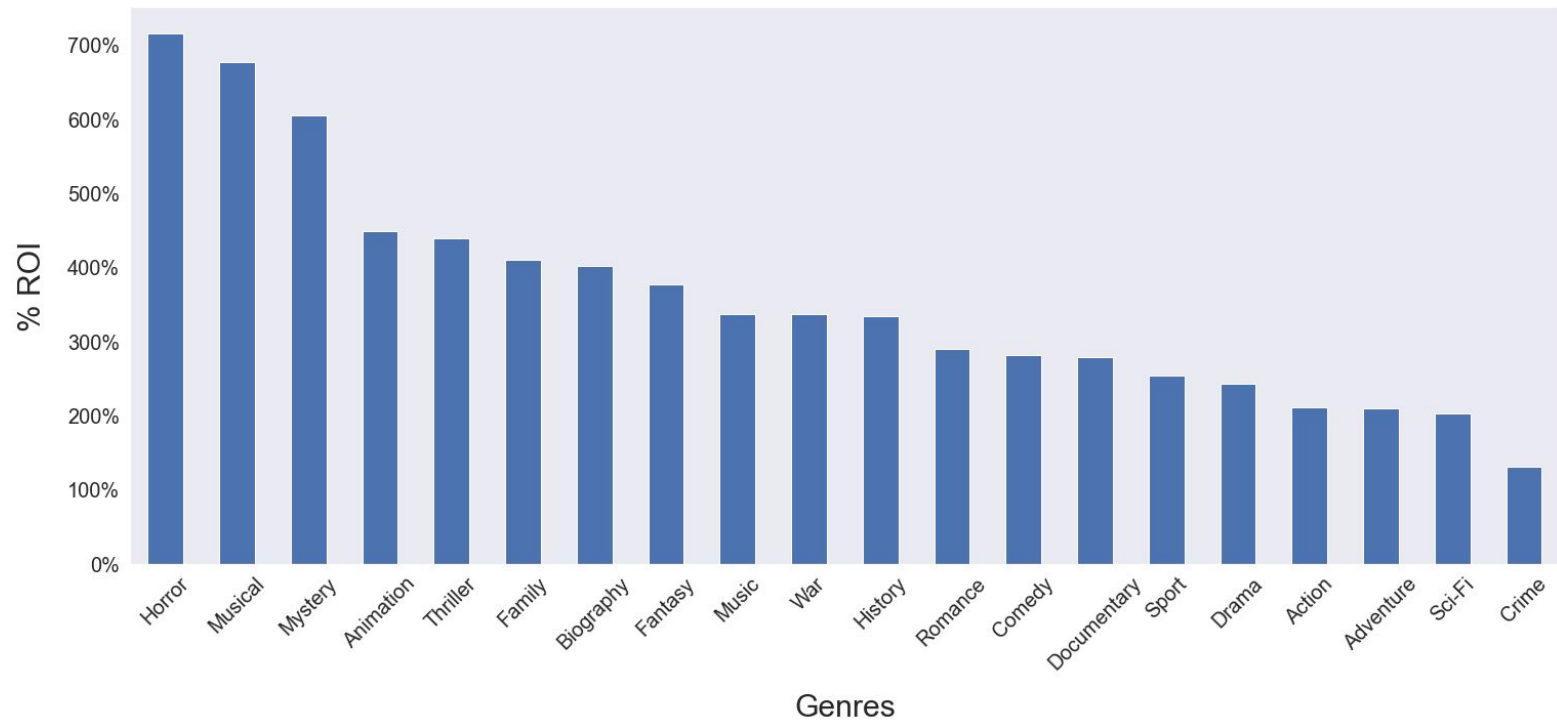01 | The Numbers Movie Budget Data

02 | IMDB Movie Database

Traits to Evaluate

01 | Genre

02 | Actor / Director

03 | Release Date

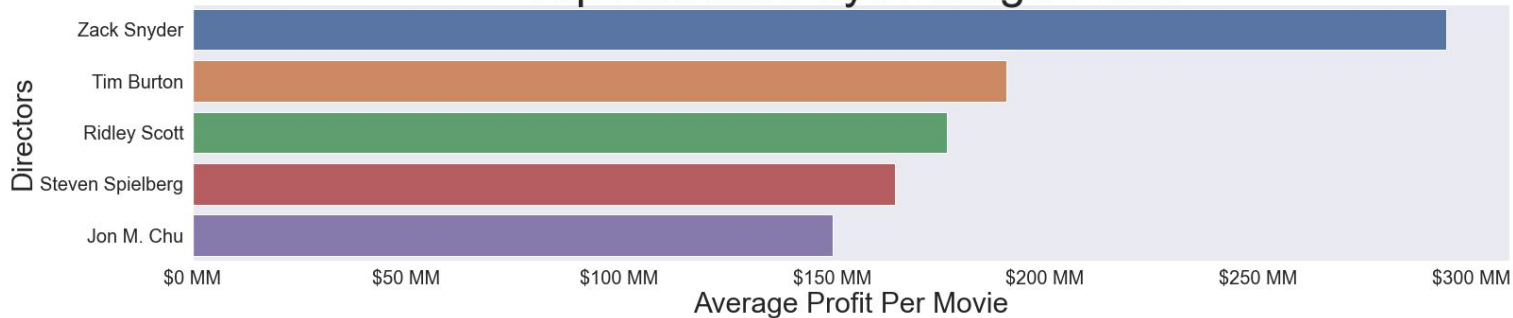04 | Critic Review Data

Genre analysis

Box Office Hits - Average ROI by Genre
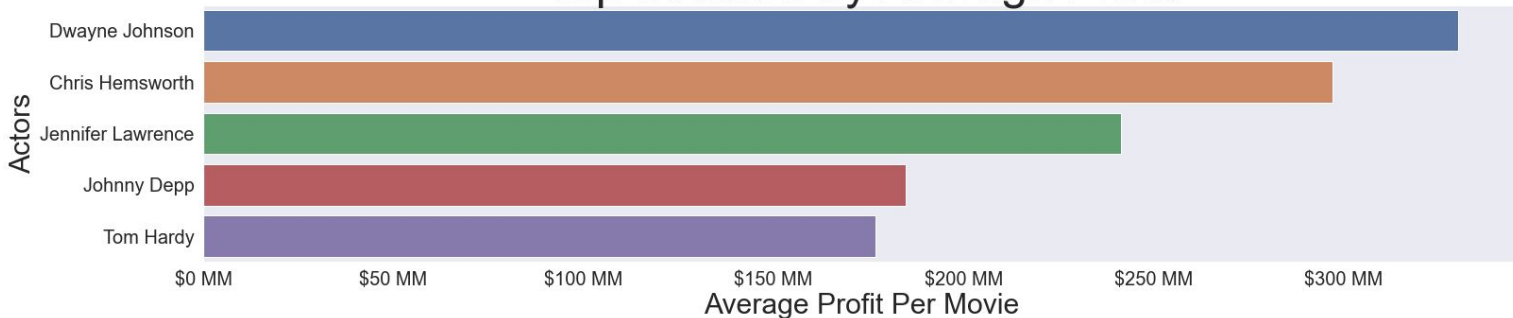
Director and Actor Analysis

Select directors and actors that consistently generate high profits.

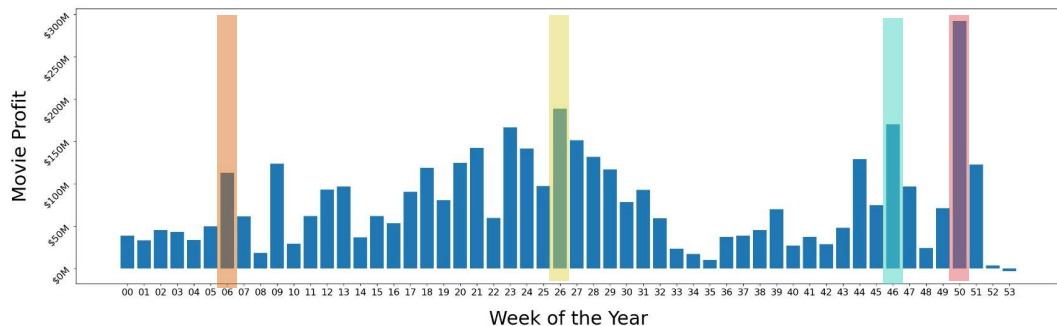## Top Directors by Average Profit

Top 5 Actors by Average Profit

Release Date Analysis

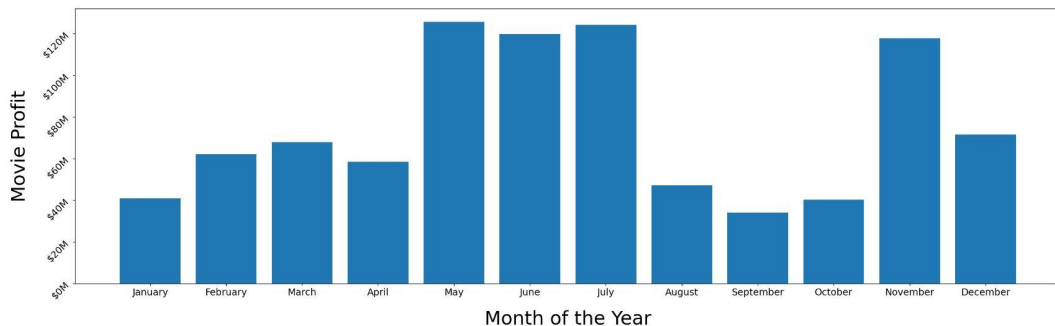Holidays are very successful, but have high competition. The prudent choice would be a summer run.

Movie Profit by Week

Movie Profit by Month Released

Strong ROI Opening Weeks

- Wk 6 - Chinese New Year
- Wk 26 - Memorial Day
- Wk 46 - Thanksgiving
- Wk 50 - Christmas
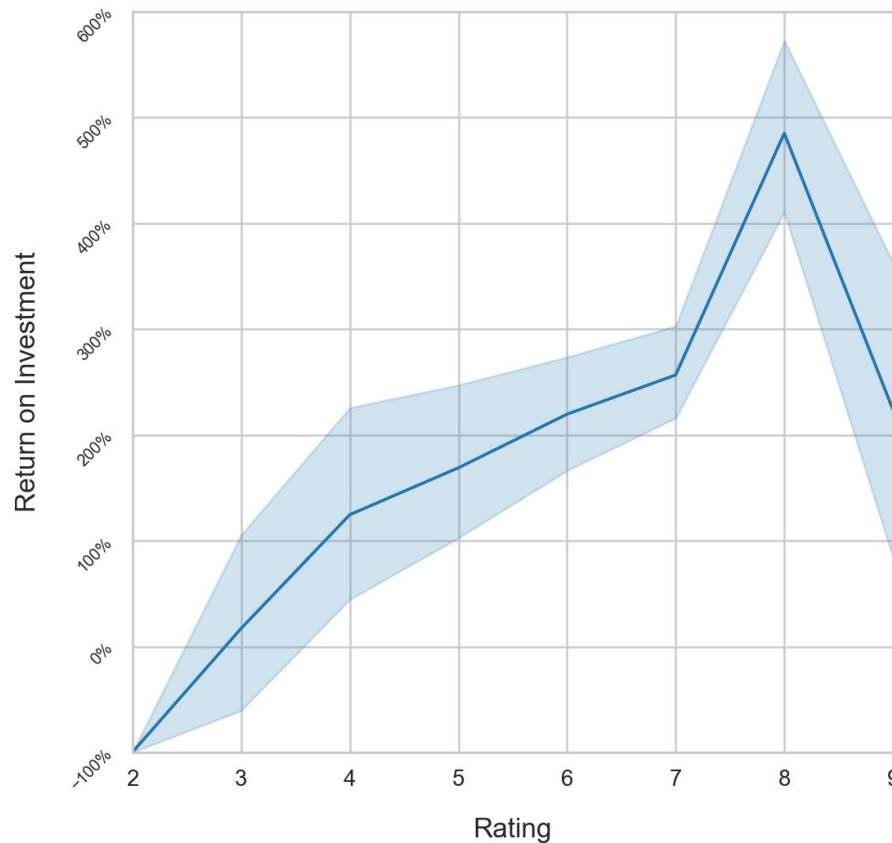
Critic Review Analysis

Strong relationship between rating and ROI

Critics love art, ticket buyers want enjoyment.

Implications:
Critic rating acts as an indicator for success of recommendations

Return on Investment by Rating

Recommendations

Horror Musical

Focus on Genres that aren't capital intensive

Zack Snyder Dwayne Johnson

Use name recognition to your advantage

Nov.|Dec. May|June|Jul.

Play it safe - theater run from May through July

8/10

Use critic rating as an indicator of success

Next Steps

Further Analysis

Selection of actor/director by genre

Evaluation of competition for release date

How does marketing budget impact ROI?

Team

ID10T Consultants is a premier consultancy focused in Data Analysis.

Former clients include:
- Snapple (the "Sn" is silent)
- Company formerly known for being the largest social media platform, now known due to lizard person CEO
- Dick's Sporting Goods subsidiary, called Johnson's Outfitters

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Thank you.

Questions?