

The background features a large, metallic movie film reel on the left side, partially obscured by a horizontal film strip that runs across the center. The film strip has several frames, with the central frame containing the title. The overall color scheme is warm, with shades of orange, red, and brown, and a glowing light effect emanating from behind the reel and strip.

Microsoft Movies

...

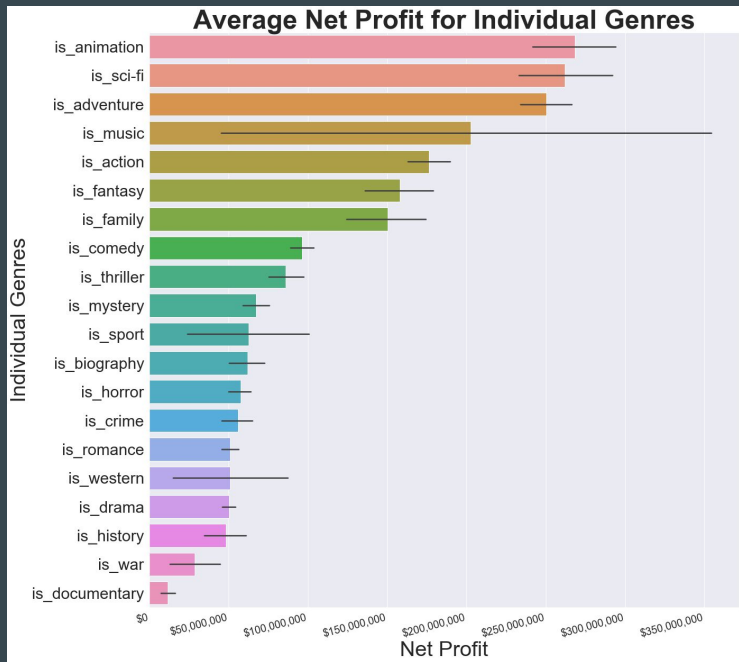
Statistics aimed at the creation of your FIRST potential movie

What Type of films are doing the best at the box office?

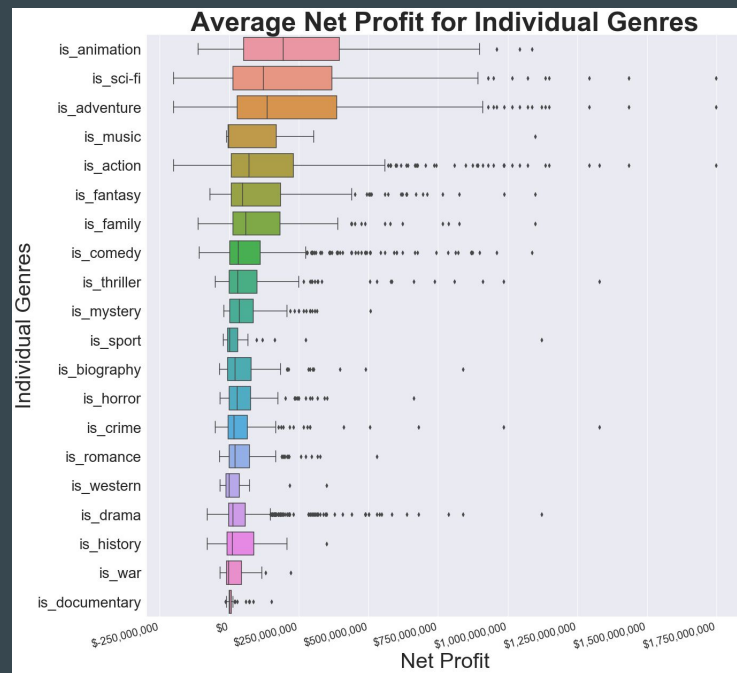
Many ways to look at this question in terms of:

- **Genres** (both individual and grouped)
 - Average Net Profit
 - Return On Investment
- **Budget V. Profit** - Are they correlated?
- **Best directors** based on average net profit
- **Highest Ratings** - Do ratings even matter?

Average Net Profit of Individ. Genres Within Past 10 Years

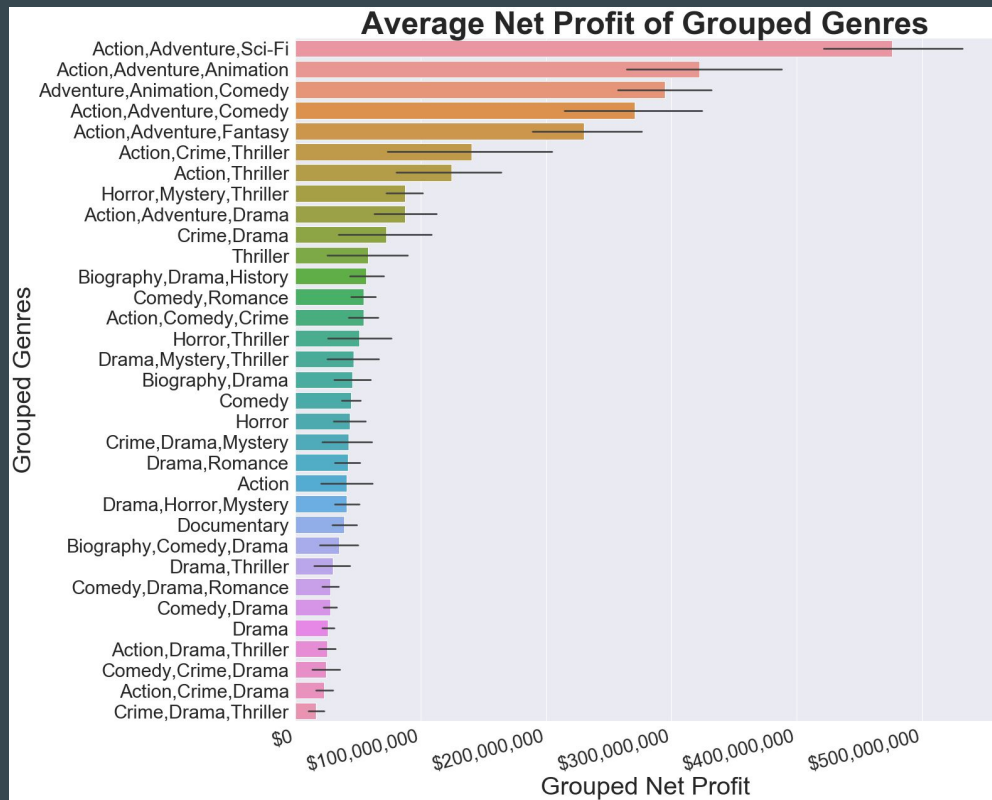


- Animation, Sci-Fi, and Adventure
- Action, Fantasy, Family
- Music has high a variance



Recommendation: Choose one of the top 6 genres (excluding musicals) to set the type of your first movie!

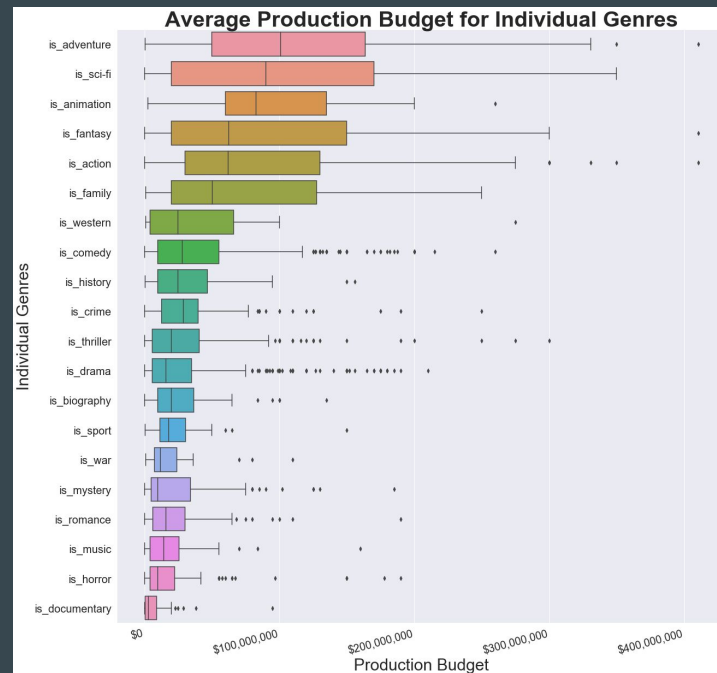
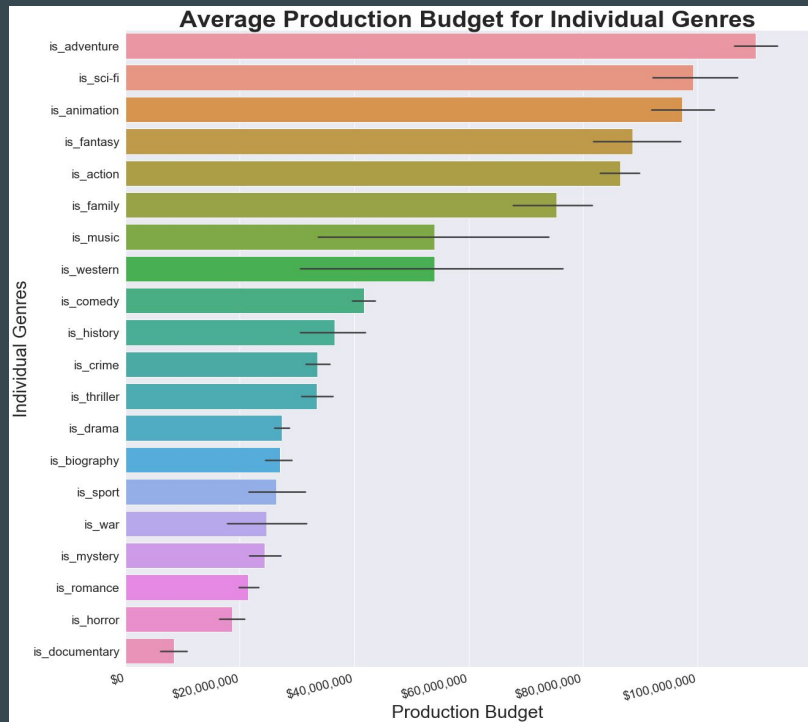
Grouped Genres



Recommendation (continued):
Or if you want to choose
multiple genres, choose one of
the top grouped genres from
this graph!

Average Production Budget For Indiv. Genres (10 Years)

- The same genres that are **making the most** are also **spending the most**.



Spend Money to Make Money

Association between Production Budget and Total Net Profit

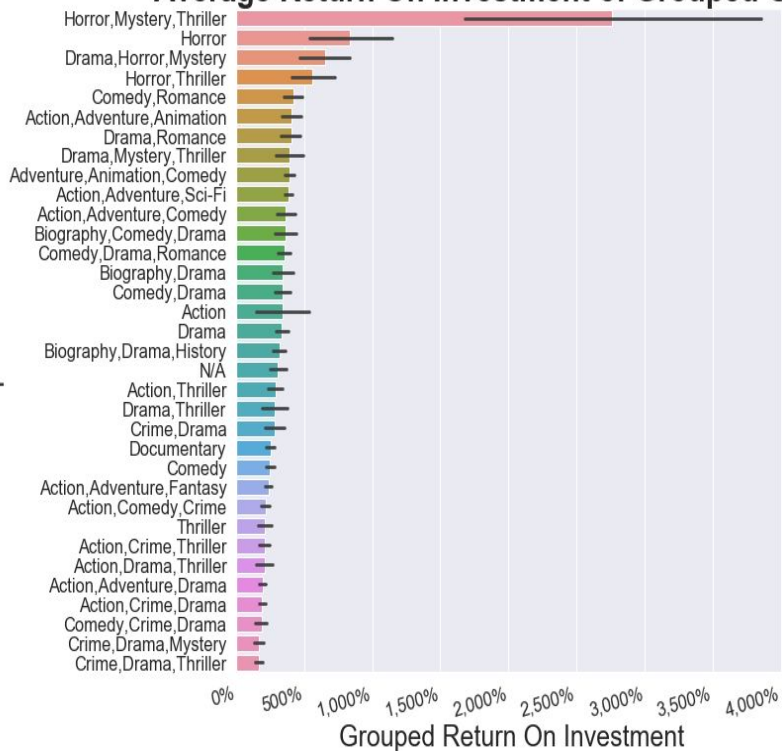


There is a strong positive correlation between Worldwide Gross and Production Budget

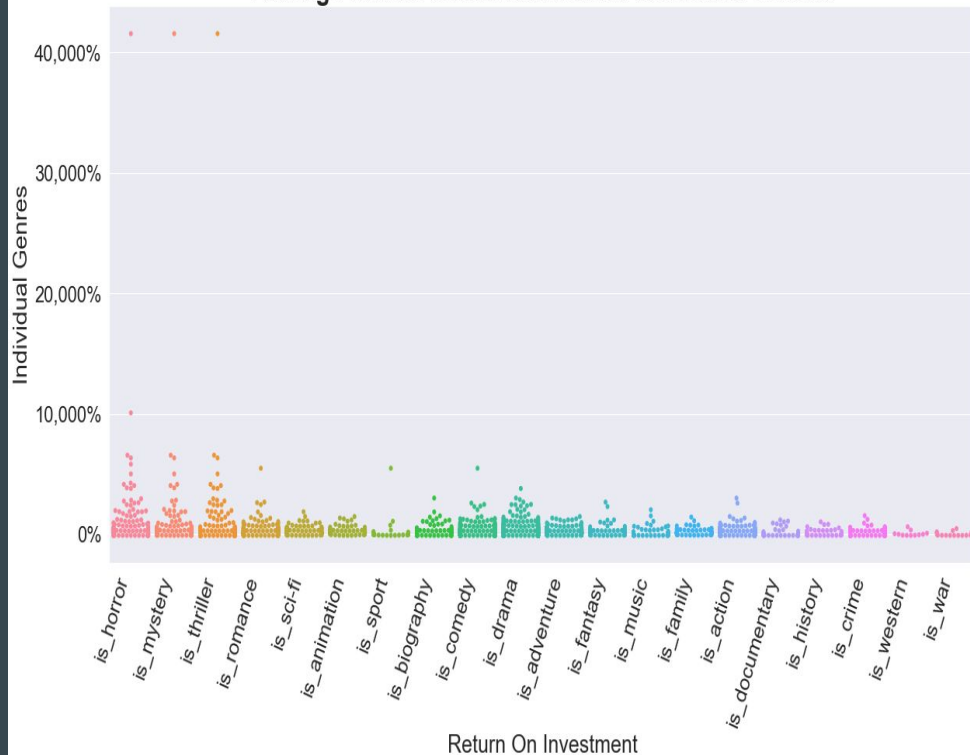
Takeaway:
Invest a LOT of money in production budget for highest potential gain

Movie Genres Average Return On Investment (10 years)

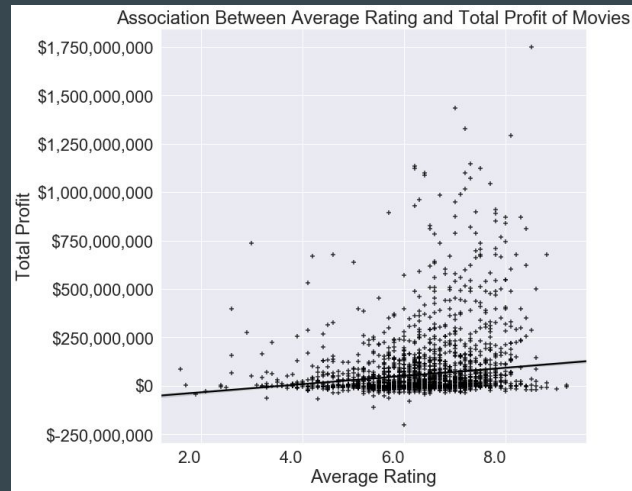
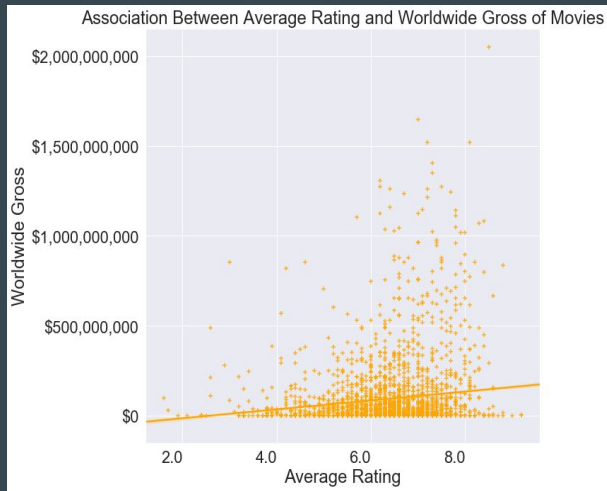
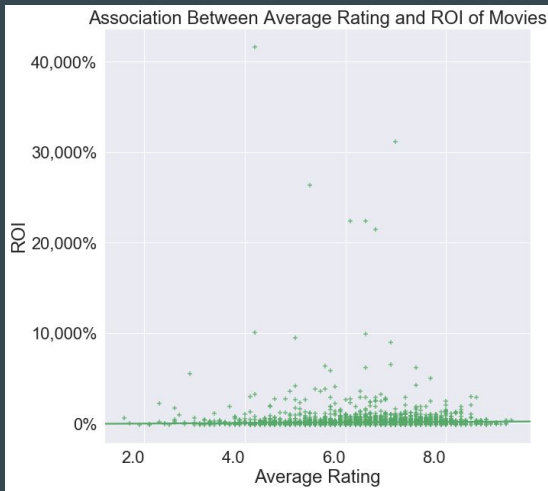
Average Return On Investment of Grouped Genres



Average Return On Investment for Individual Genres



Do Ratings Really Matter?

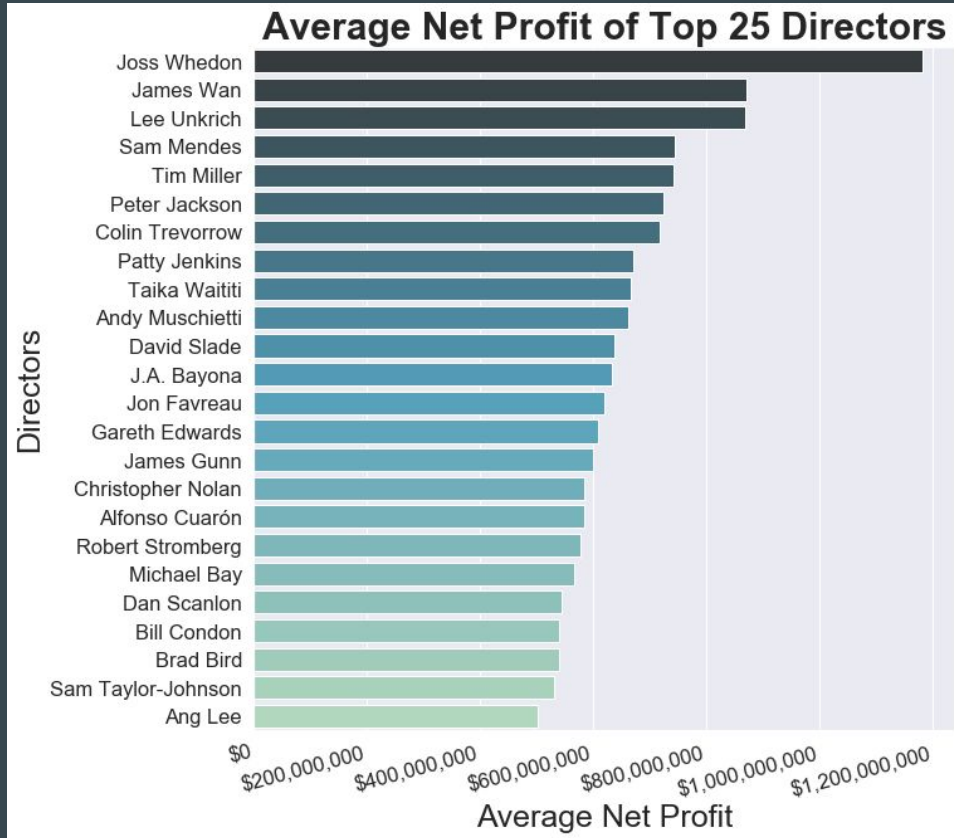


(Left) - Average Ratings V. ROI = No correlation (-0.009)

(Center) - Average Ratings V Worldwide Gross = Little to no correlation (0.26)

(Right) - Average Ratings V Net Profit = Little to no correlation (0.21)

Top 25 Directors With the Highest Average Net Profits Within the Past 20 Years



Recommendation: Hire a director from this list based on the type of movie you decide to make!

Conclusion & Recommendations:

- Pick from one of the top genres/grouped genres based off of average net profit.
- Choose a director from the Top 25 list based off of what type of movie you decide to make.
- **Invest a lot of money into your production budget to see maximum gain!**

Further Research:

Use an Web Scraping or an API (Application Programming Interface) to receive more data to find the following:

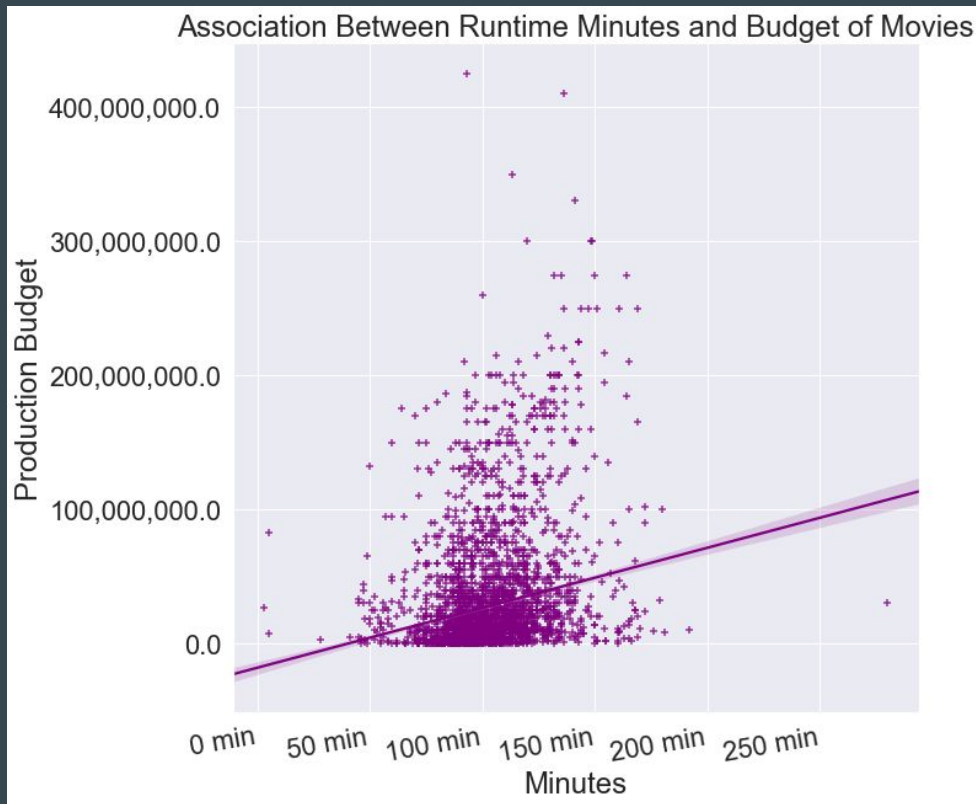
- Find best directors and writers according to highest average net profit within targeted genres in the past 10-20 years.
- Find the rating(s) (G, PG, etc) with the highest average net profit and ROI within targeted genres to determine what the optimal rating would be.
- Find the best time of year to release the movie based on when those types of movies do best (fake ex. On Average, PG-13 Action, Adventure, Fantasy movies reap their highest profit(s) at the box office in May)

A close-up, oval-shaped frame containing a photograph of Leonardo DiCaprio. He is wearing a black tuxedo with a white shirt and a black bow tie. He is holding a glass of champagne in his right hand, with his index finger pointing up. He has a slight smile and is looking directly at the camera. The background is blurred, showing what appears to be a crowded event or party with lights and other people.

Thank You for Your Time!

Appendix:

Correlation Between Runtime Minutes and Budget



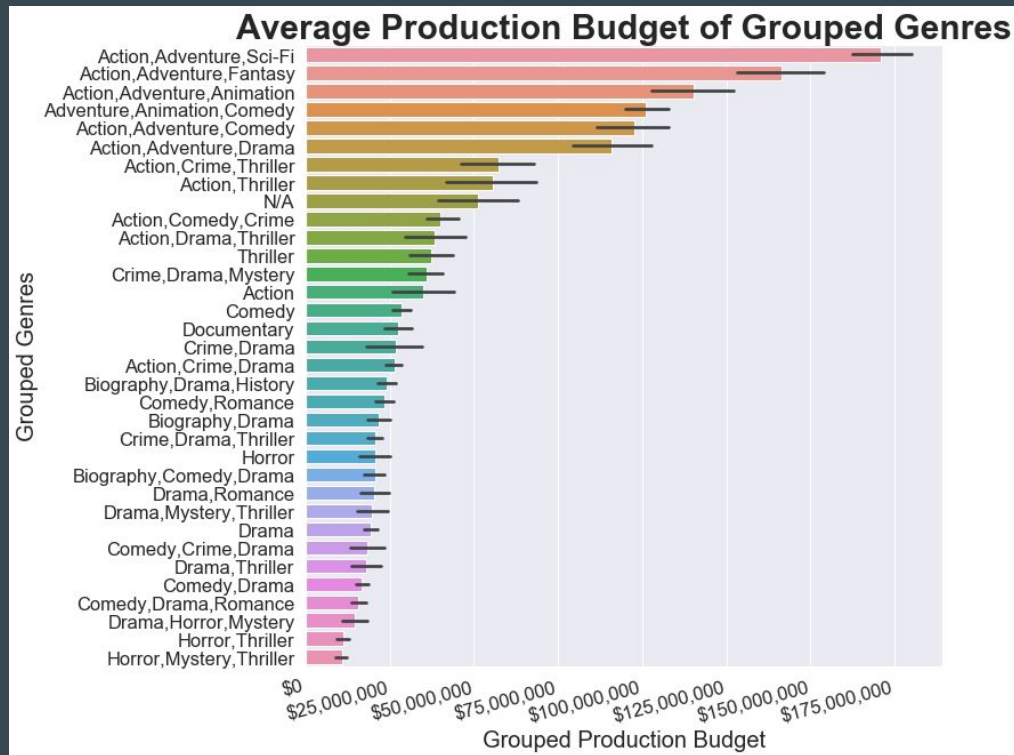
There is a slight positive correlation between runtime minutes and production budget.

Comparing Selected Grouped Genres V. Runtime Minutes



Very slight
positive
correlation
between
runtime minutes
and net profit.

Average Budget for Grouped Genres



The top genres from the grouped genres that were at the top for average net profit are also at the top for average production budget, further solidifying the fact that investing more means receiving more!