

# BOX OFFICE

March 2020

## Box Office Analysis for Microsoft

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March 2020

# **What areas to consider if Microsoft wants to get into Movie Making**

## **Questions to be answered**

**Q1- How has the trend of the Movie Industry been in the last decade?**

**Q2- What seasons bring out most profitable movies?**

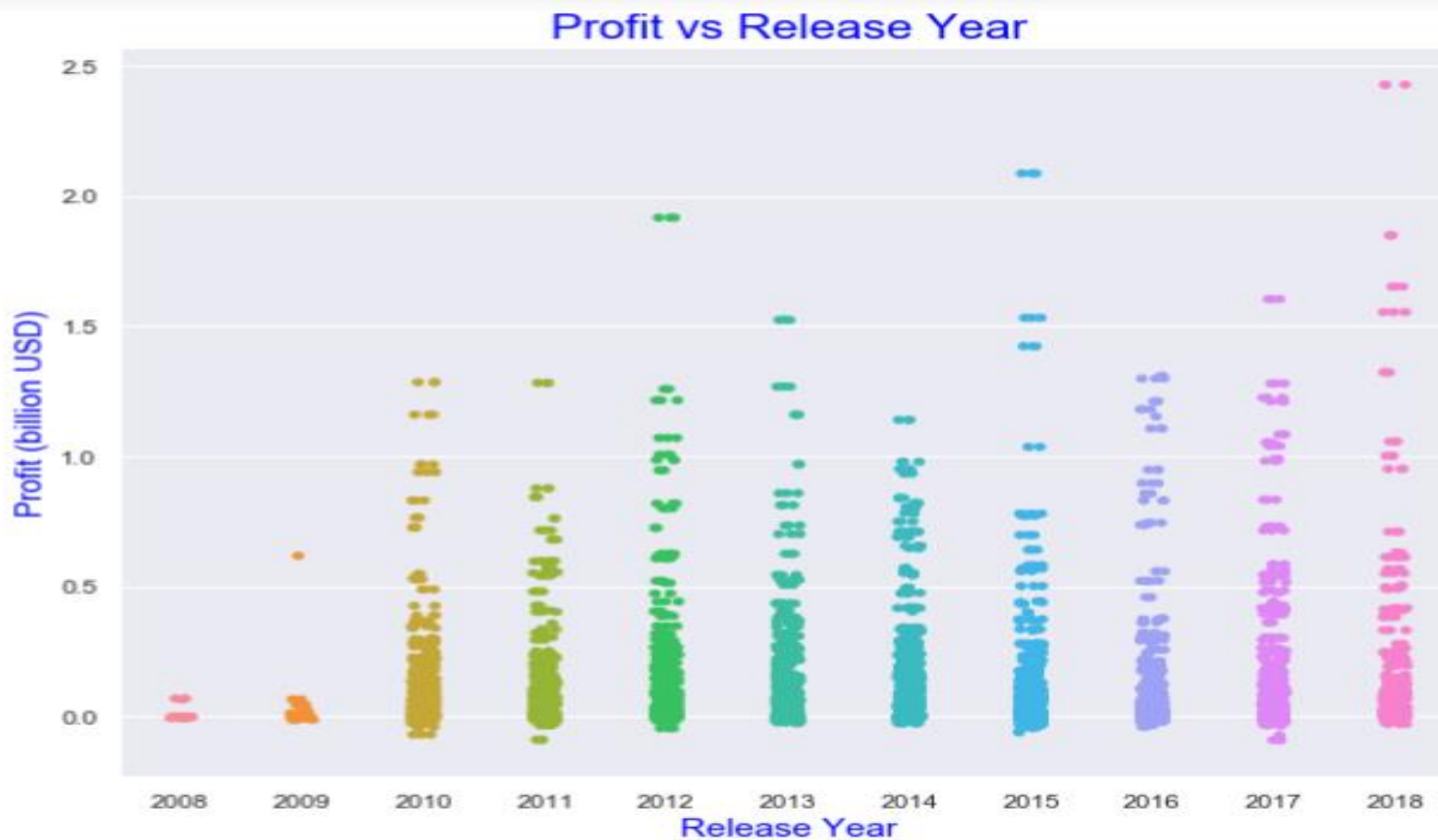
**Q3- What are the most successful Genres?**

**Q4- What is the best season for each Genre?**

**Q5- What has been the trend of Movie runtime by Genre?**

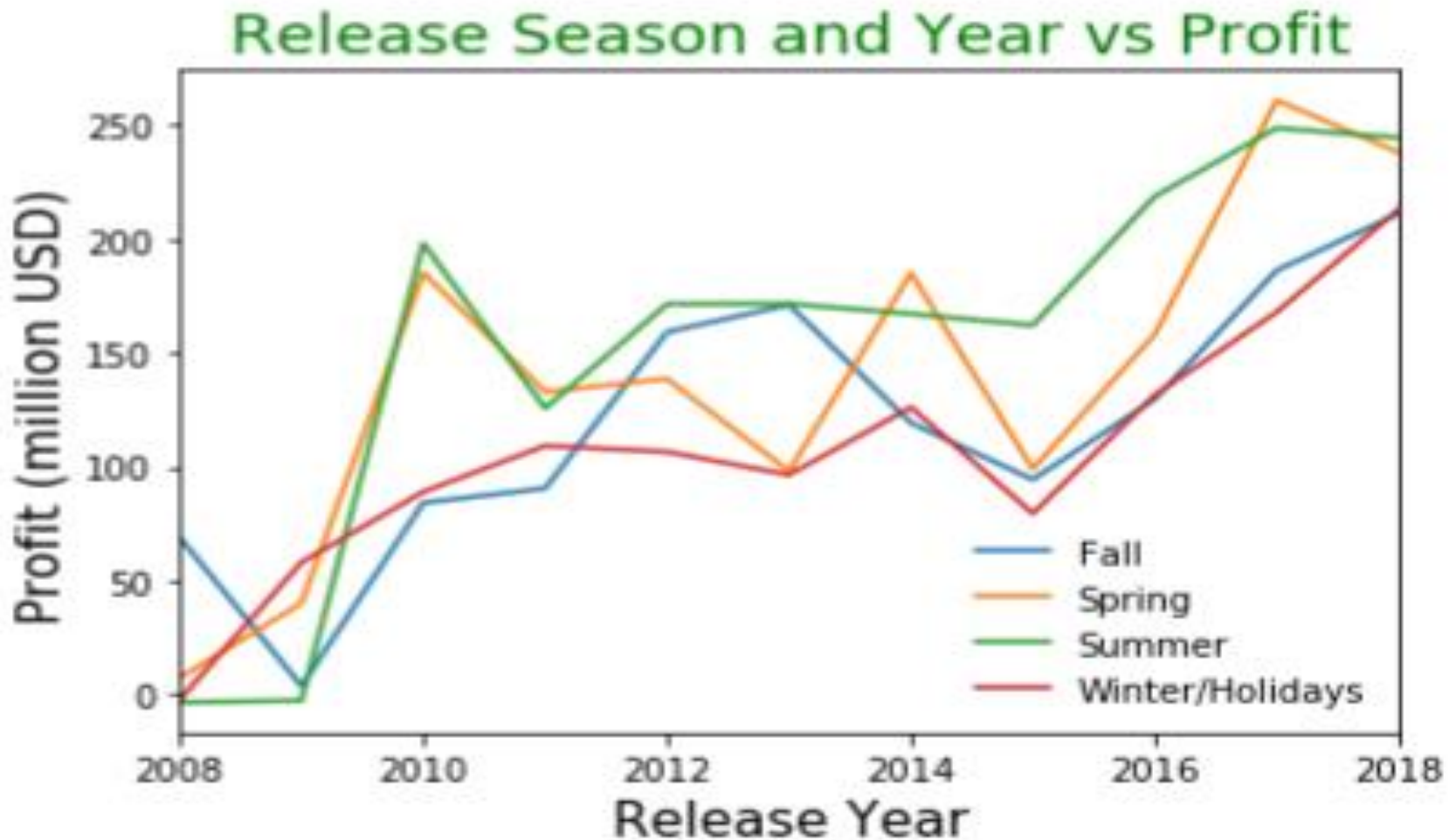


# OVERALL INDUSTRY REVENUE FOR THE LAST DECADE



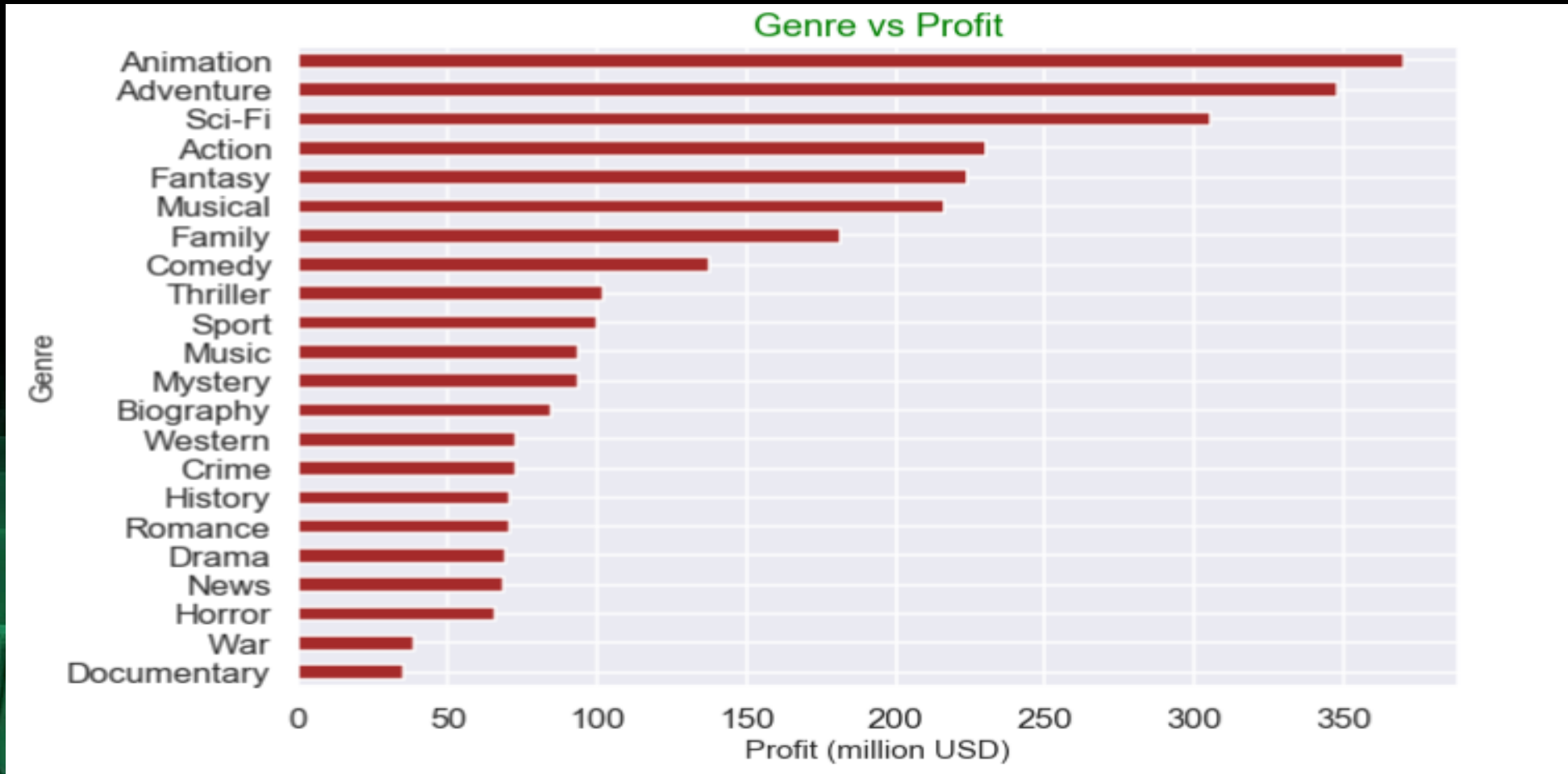


# PROFIT BY SEASON AND YEAR



**This shows us that Summer season is the best for Movie Releases**

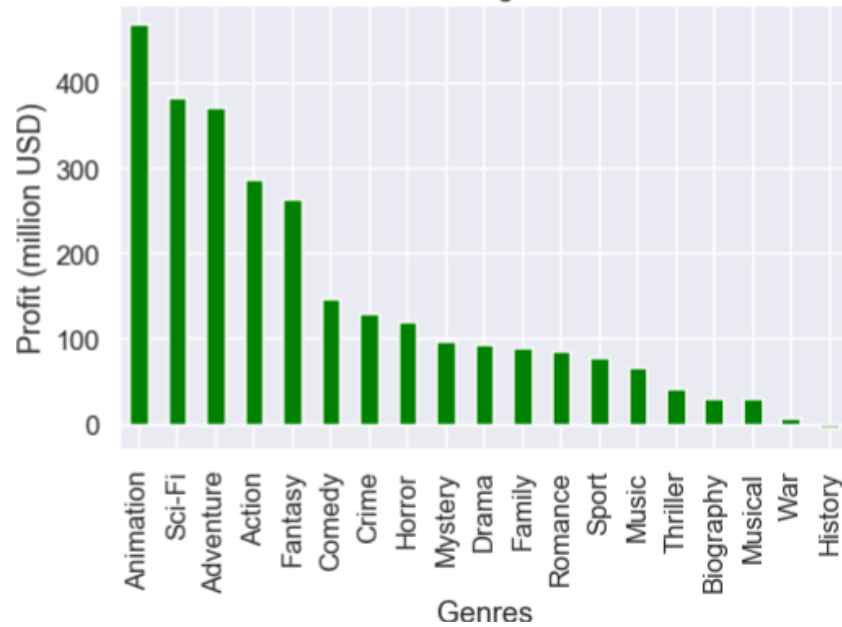
# GENRE VS PROFIT



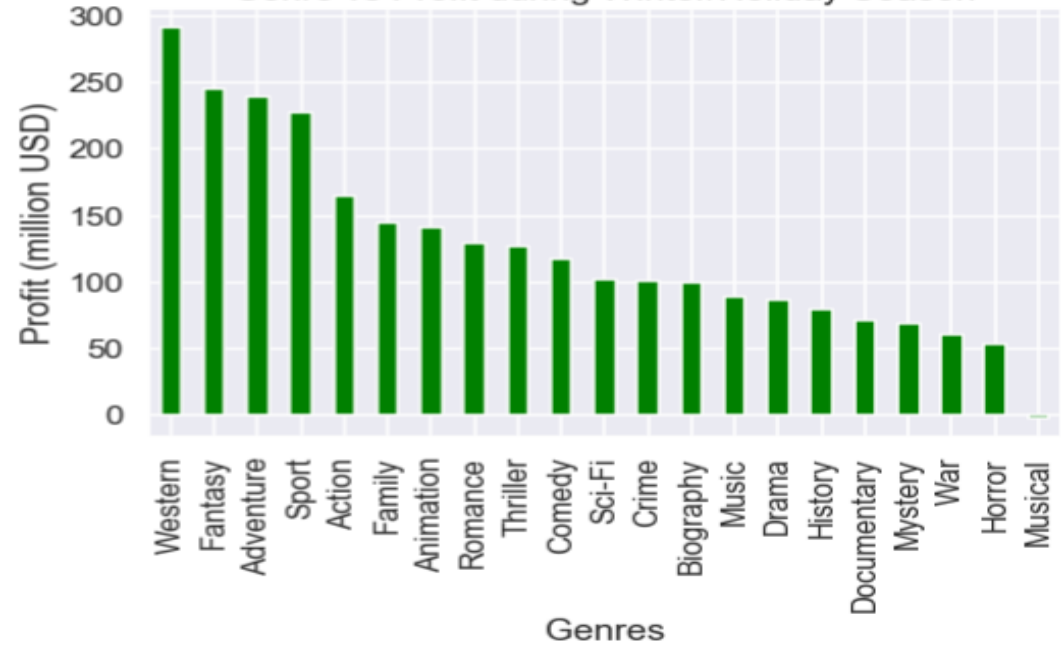
**Our top 4 categories are Animation, Adventure, Sci-Fi and Action.**

# GENRE PROFIT BY SEASONS

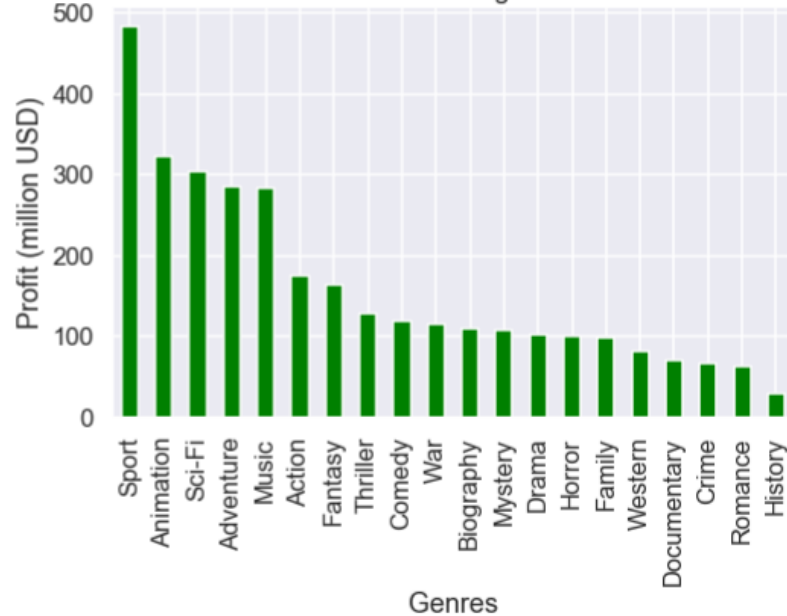
Genre vs Profit during Summer Season



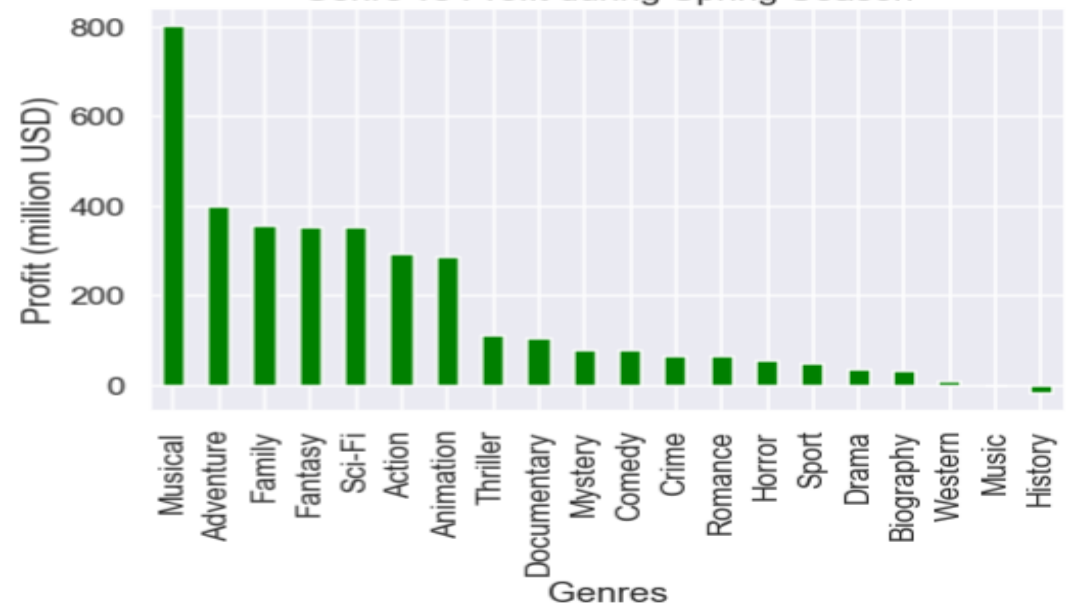
Genre vs Profit during Winter/Holiday Season



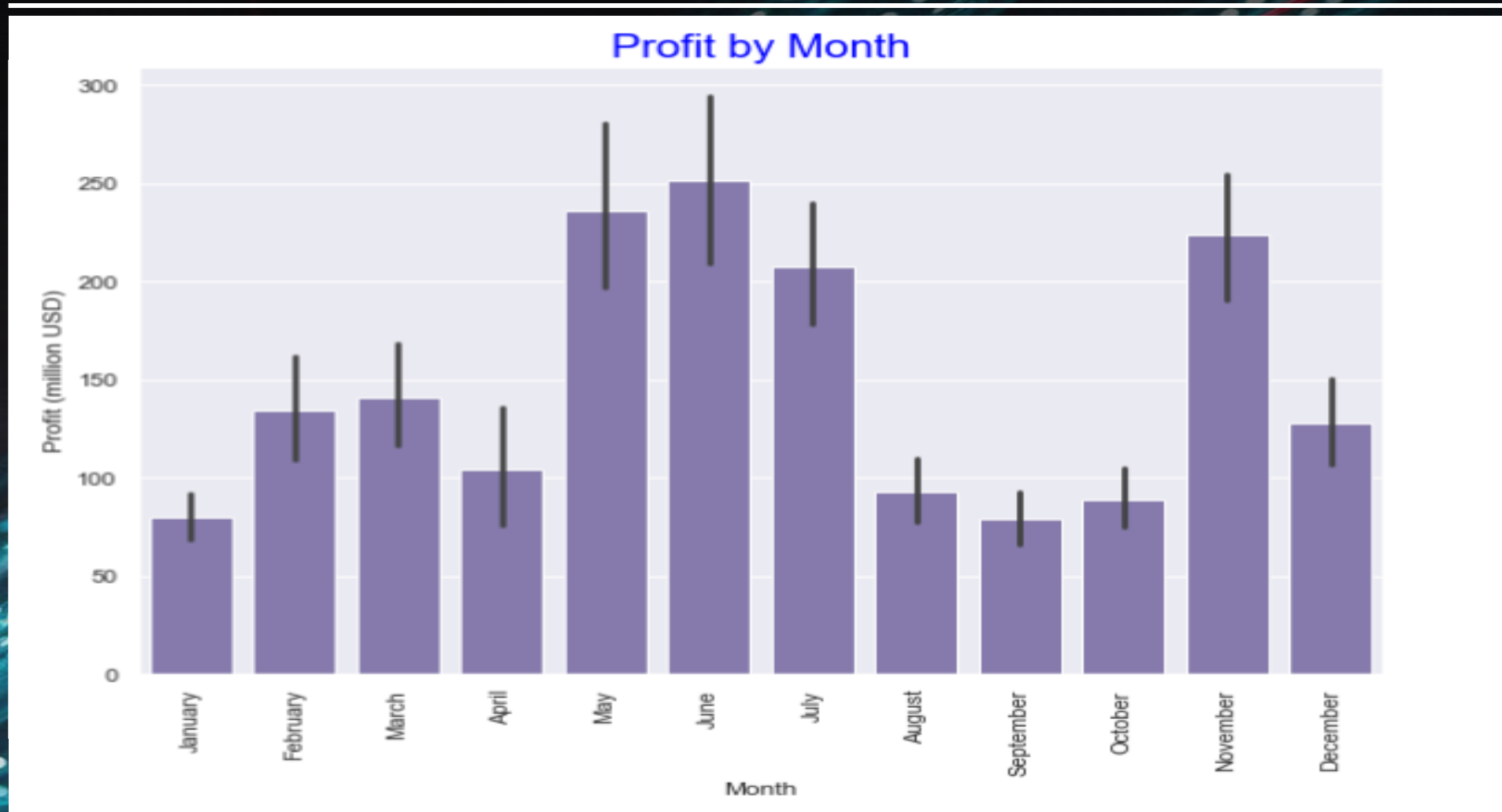
Genre vs Profit during Fall Season



Genre vs Profit during Spring Season



# MONTH WISE TREND



Our best months for Movie Releases are May, June, July and November.



# RUNTIME TREND ANALYSIS





# RECOMMENDATIONS

- **The Production budget should be around 150 - 200 million USD.**
- **Make an Action, Adventure, Sci-Fi or Animation movie.**
- **The best season for the movies to release are during Summer or Spring.**
- **The movie runtime should be around 2.5 hours and 1.5 hours if Animation.**

**LIMITATIONS : Limited data set. Need to explore more on factors such as the Cast of the movie, critic reviews**



March 2020

Q&A

THANK YOU