Microsoft Film Studios Discovery

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Highest Grossing Film Trends
What trends exist among the 100 highest grossing films?

2

Franchise Film Trends
Is there a correlation between Franchise Films and 100 highest grossing films?

3

Franchise Film Plot Trends
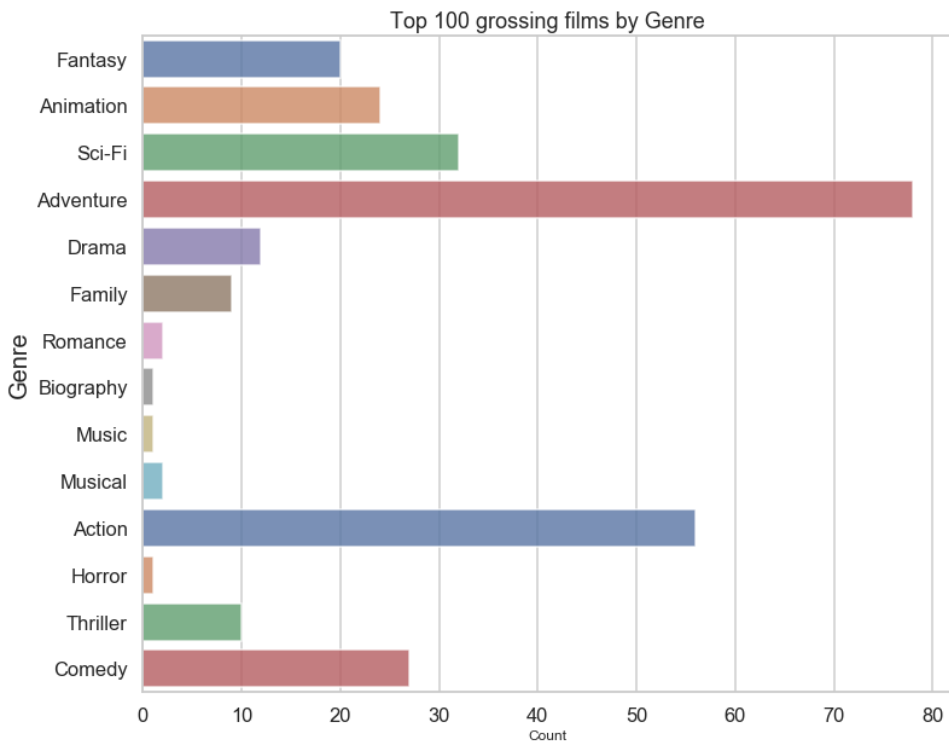What is a key correlation among Franchise Plots?

What trends exist among the 100 highest grossing films?

Trends explored of the 100 highest grossing contemporary films

Genre
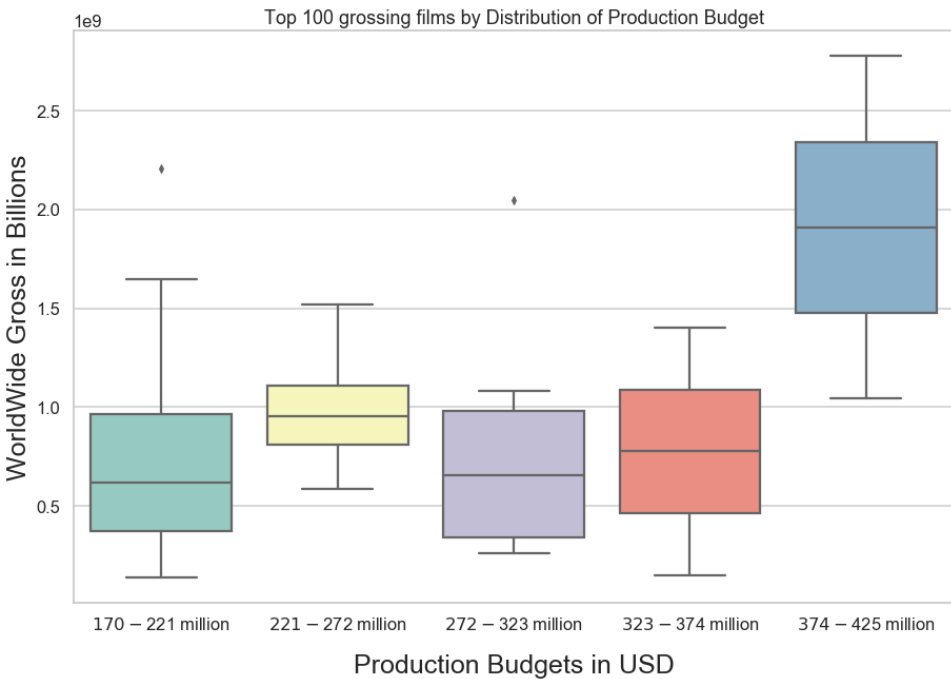
Production Budget

Runtime

Genre Insights

Action & Adventure
Films are the most popular genre of films among the top grossing around the world.

- Average worldwide gross of Action films is around **750 million dollars** (top 100 grossing).
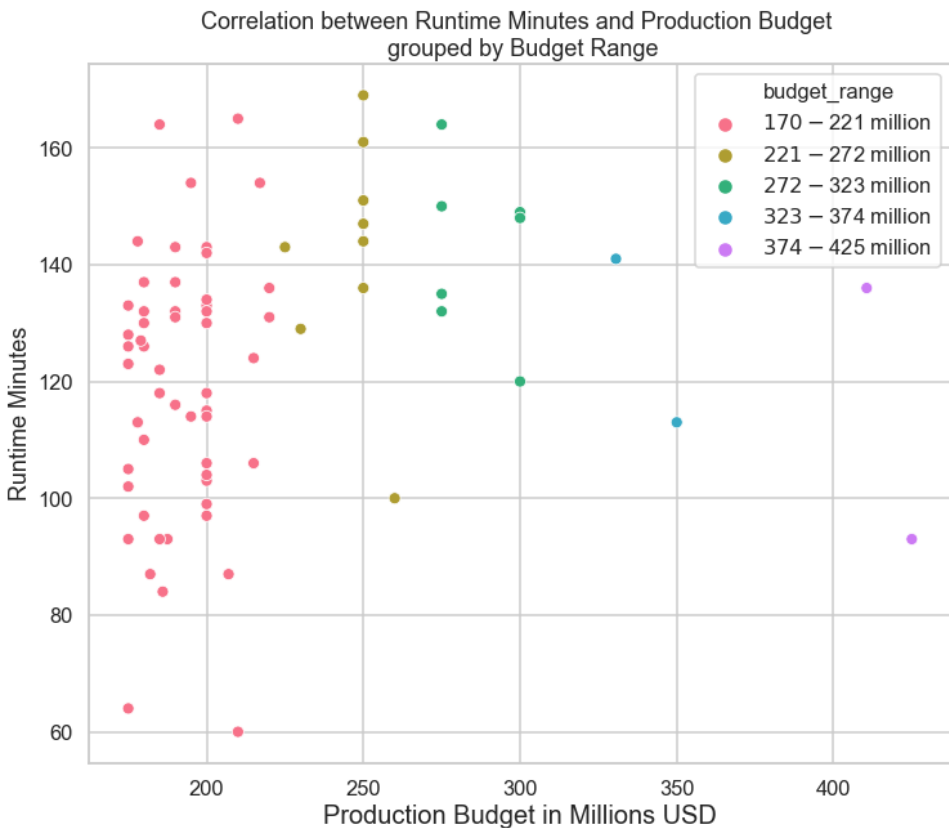
Top 100 grossing films by Distribution of Production Budget

Production Budget Insights

170-221 million dollars

Was the most common budget range for top 100 grossing films.

- Action films cost **50 million dollars** more on average.
- Spending more on a film does not have a large impact on the worldwide gross until the budget is **above 374 million dollars**.

Correlation between Runtime Minutes and Production Budget grouped by Budget Range
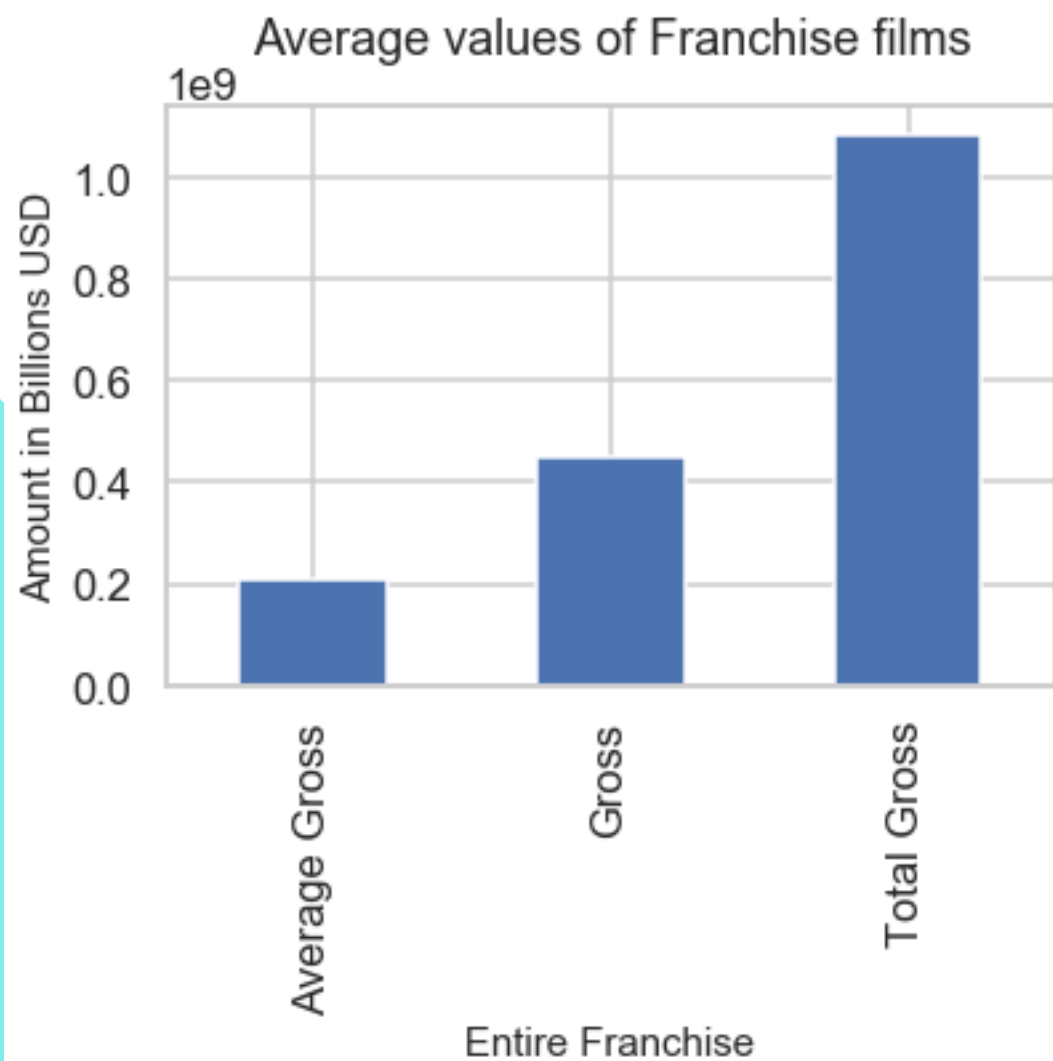
Runtime Insights

127 minutes
Is the average runtime for a film in the top 100 grossing group.

- **Action movies seem to have a slightly higher average**, of around 130 minutes.
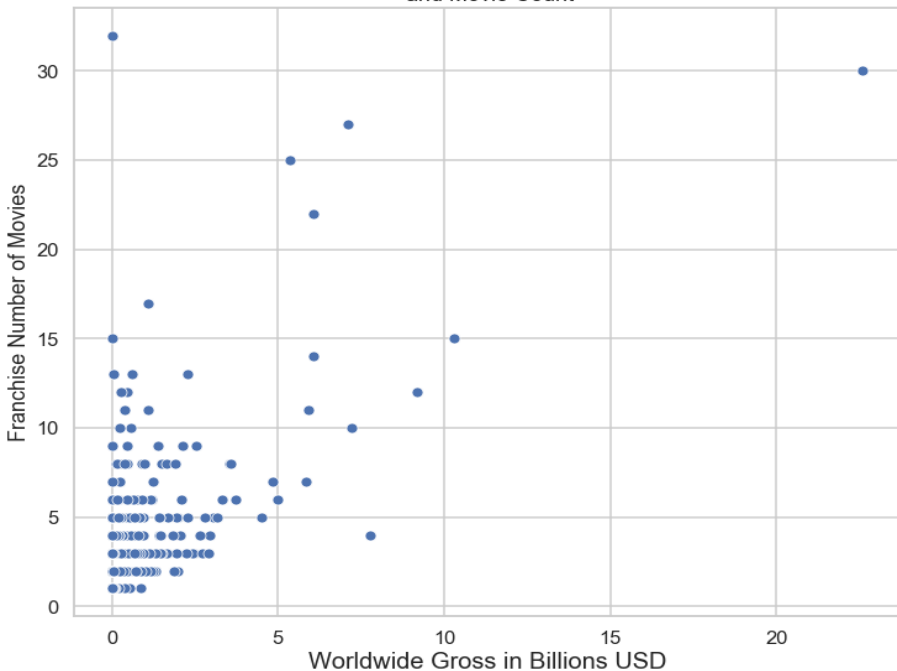- Typically, a film that costs more than **220 million dollars should last longer than 2 hours**.

Is there a correlation between Franchise Films and the top 100 grossing films?

Short answer: YES

Franchise Gross Averages

Average values of Franchise films

Correlation between Franchise Total Gross and Movie Count
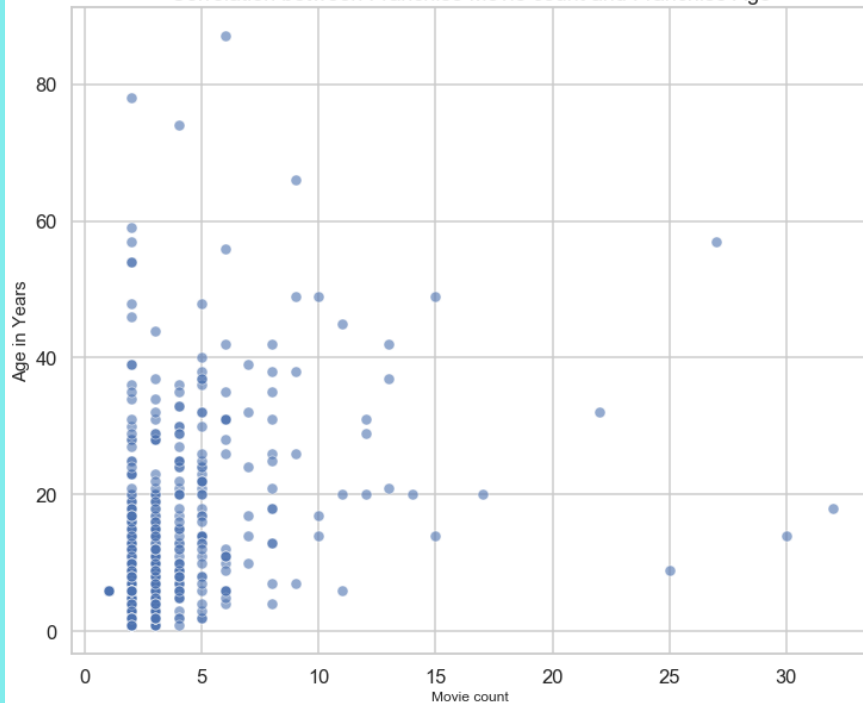
Franchise Movie Count

5.65

Is the average movie count for a Franchise.

Franchise Age

10 years

Is the average age of a Franchise.

Correlation between Franchise Movie count and Franchise Age

Viable Microsoft Film Franchises

Minecraft

- Established 2009
- Sold more than 110 million copies.
- Over 40 million people play Minecraft mobile every month.

Halo

- Established 2001
- Sold over 65 million copies
- Grossed over 3 billion dollars.
- Ranked in highest grossing media franchises of all time.

Forza

- Established 2005
- Sold more than 20 million copies
- Grossed over 1 billion dollars.

Franchise Film Plot Trends

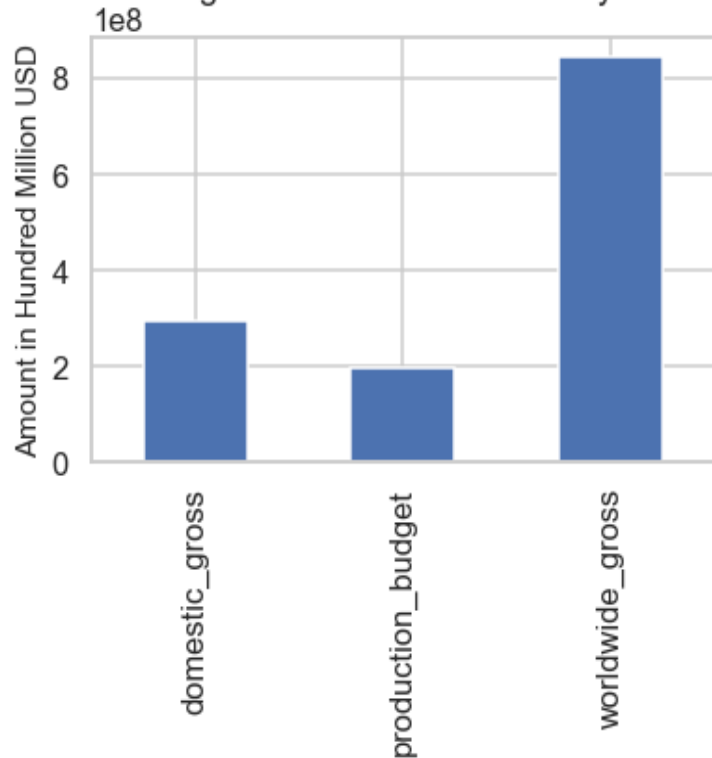Explored the relationship between Franchise films and the Hero's Journey.

The Hero's Journey

- Joseph Campbell
Mythologist
The Hero with a Thousand Faces

"It's a fundamental experience that everyone has to undergo,… requires a [metaphorical] death and resurrection,… and that is the basic motif of the hero journey, leaving one condition, finding the source of life to bring you forth in a richer or more mature or other condition."

Average values of Hero's Journey films

Hero's Journey Film Insights

844 million dollars

Is the average worldwide gross for a film following the hero's journey.

- The **average runtime of a Hero's Journey film is 104 minutes.**
- The average production budget is **197 million dollars**.

* Hero's Journey film data limited with respect to other datasets.

movie	year
Star Wars: Episode IV - A New Hope	1977
The Matrix	1999
TRON: Legacy	2010
The Wizard of Oz	1939
The Goonies	1985
The Chronicles of Narnia: The Lion, the Witch ...	2005
The Lord of the Rings: The Fellowship of the Ring	2001

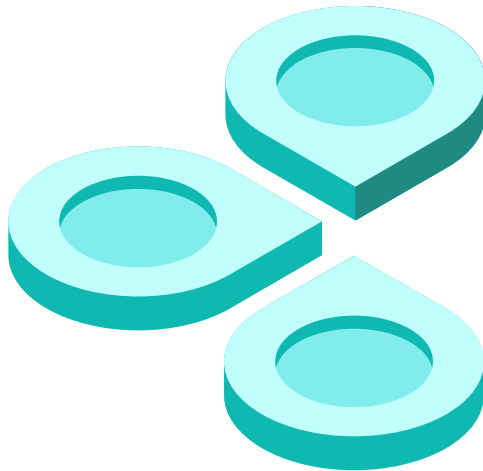| movie	year
Harry Potter and the Deathly Hallows: Part 1	2010
Harry Potter and the Deathly Hallows: Part 2	2011
Avatar	2009
Batman Begins	2005
Man of Steel	2013
Iron Man	2008
Bill & Ted's Excellent Adventure	1989
The Last Dragon	1985

Recommendations

2. Make a Film Franchise

Suggested franchises to make are based on franchises Microsoft already owns:

- Minecraft
- Halo
- Forza

The three franchises combined could add around 3.3 billion dollars worth of revenue into the company.

1. Make an Action/Adventure film

- Production budget between 171 and 221 million dollars
- Runtime of around 127 minutes

3. Use The Hero's Journey Plot

- Average gross 845 million dollars worldwide,
- Average production budget of 197 million dollars.
- This format also lends itself to the Action and Adventure genre very well.

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Future Work

1 **Future Genre Work**
- Explore demographics on movie goers
- Utilize ratings data to find correlations among perceived quality of films

2 **Future Film Franchise Work**
- Gather & analyze data on films similar to Microsoft game franchises.
- Use machine learning models such as sentiment analysis to find valuable insights from these films' scripts.

3 *Future Hero's Journey Work*
- Gather more data on Monomyth films
- Research other trends found within the storylines of successful franchise films

Thanks

https://github.com/MoJoMoon/dsc-mod-1-project-v2-1-onl01-dtsc-ft-012120/blob/master/README.md

CREDITS

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APPENDIX (links found in github repo)

Box Office Mojo

IMDB

Rotten Tomatoes

TheMovieDB.org

The-numbers

Wikipedia