

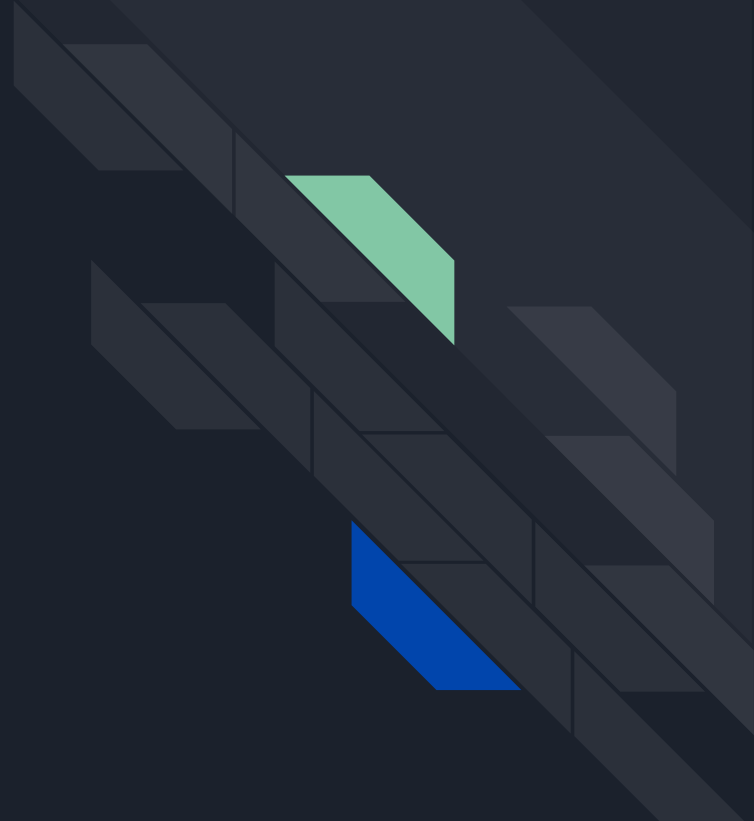


How to Make a Hit

Microsoft's First Movie

June 18, 2020

**Project
objective:**
Maximize
revenue for
Microsoft's first
movie.





The Data

Sources:

- [IMDB](#) - Movies, Principals, Genres.
- [BoxOfficeMojo](#) - Gross Domestic Revenue

Details:

- 3200 films produced from 2010 to 2019.
- No movies under 60 minutes.



Limitations

- Analysis focused on revenue. No account for cost or profit due to unreliability of data.
- Focused on domestic box office.
- Revenue data is not adjusted for inflation.



Understanding the Problem

What Genre?

What genres generate the most revenue today?

In which direction are different genres trending?

Which People?

Do certain people consistently generate high revenue films?

How Long?

How does a movie's length affect how much money it makes?

Are consumers willing to sit through long movies?

Are they willing to spend money on short films?



Who Creates Revenue?

Important Roles in Movie Making

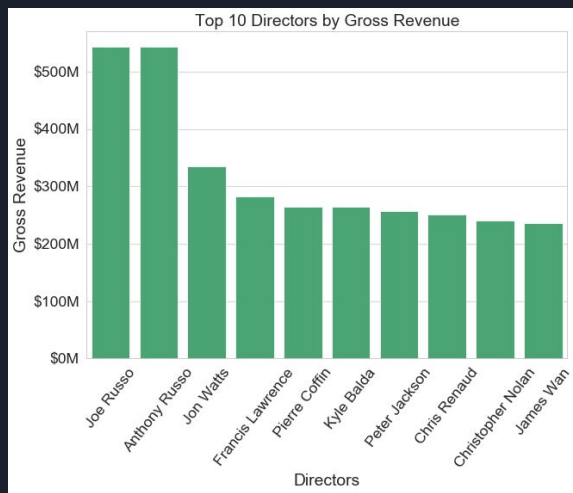
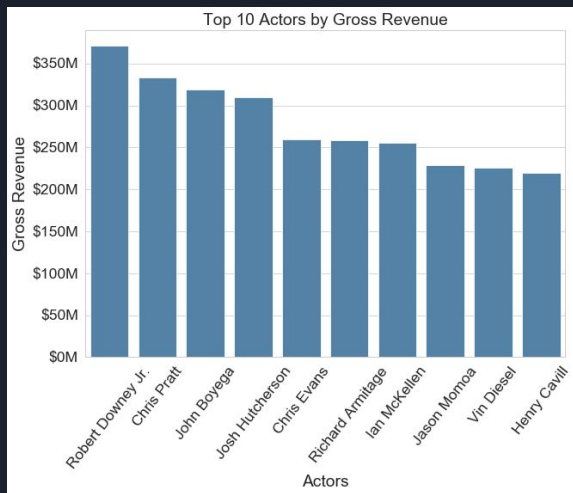
Who you hire can affect a movie's style, quality, and appeal to consumers.

Crucial Roles:

- Actors - Front & Center in Marketing
- Directors - Jack of All Trades
- Writers - Plot & Dialogue
- Cinematographers - Aesthetics

**Find the Top 10 Revenue Generators
in Key Job Categories**

Top Actors & Directors

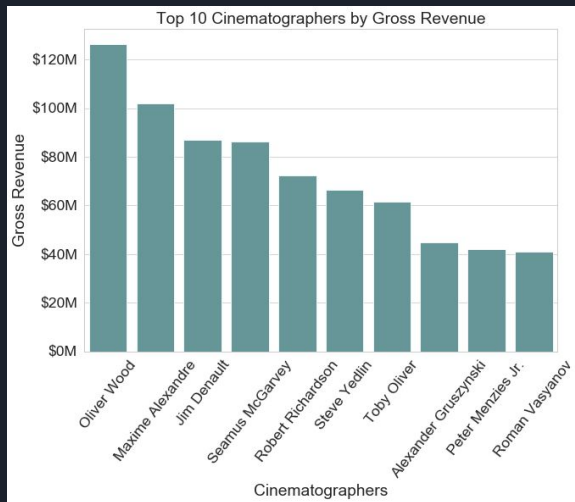
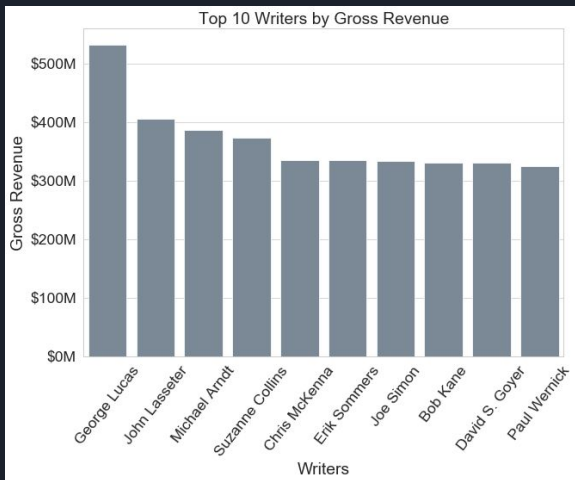


The top actors and directors have strong track records of delivering revenue.

Client Implications:

- Hiring a top actor/director could increase potential revenue.
- Revenue comes from successful movie series.
- Many successful series are based on popular source material.

Top Writers & Cinematographers

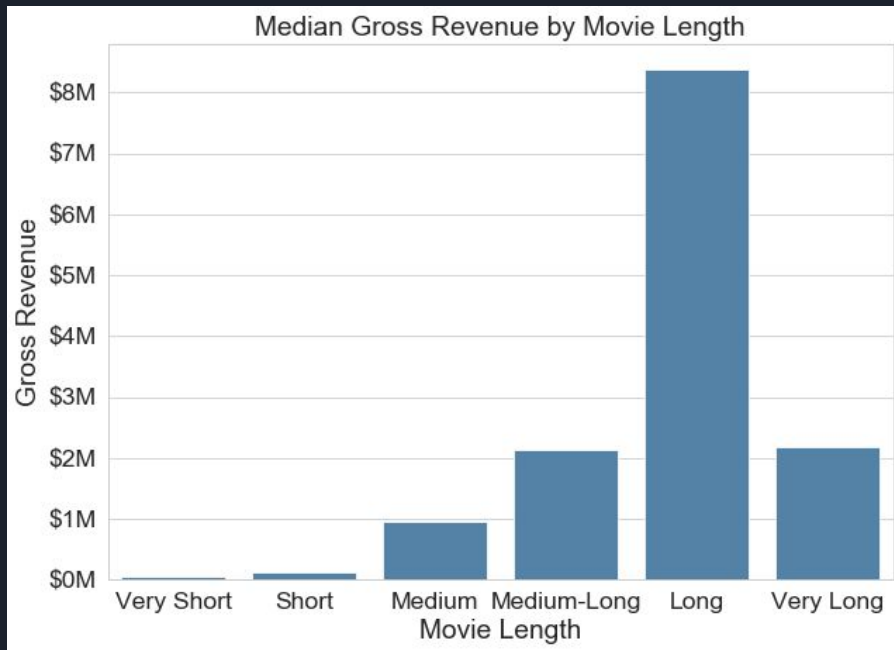


Cinematographers are not tied to successful series. Writers tend to focus on specific genres.

Client Implications:

- Focus on strong writers.

Runtime vs Revenue



Very Short: 1:00-1:29
Short: 1:30-1:35
Medium: 1:36-1:42
Medium-Long: 1:43-1:51
Long: 1:52-2:05
Very Long: >2:05

Movies that are too long or too short make less revenue on average.

Client Implications:

- Aim to make movies about 2 hours long.

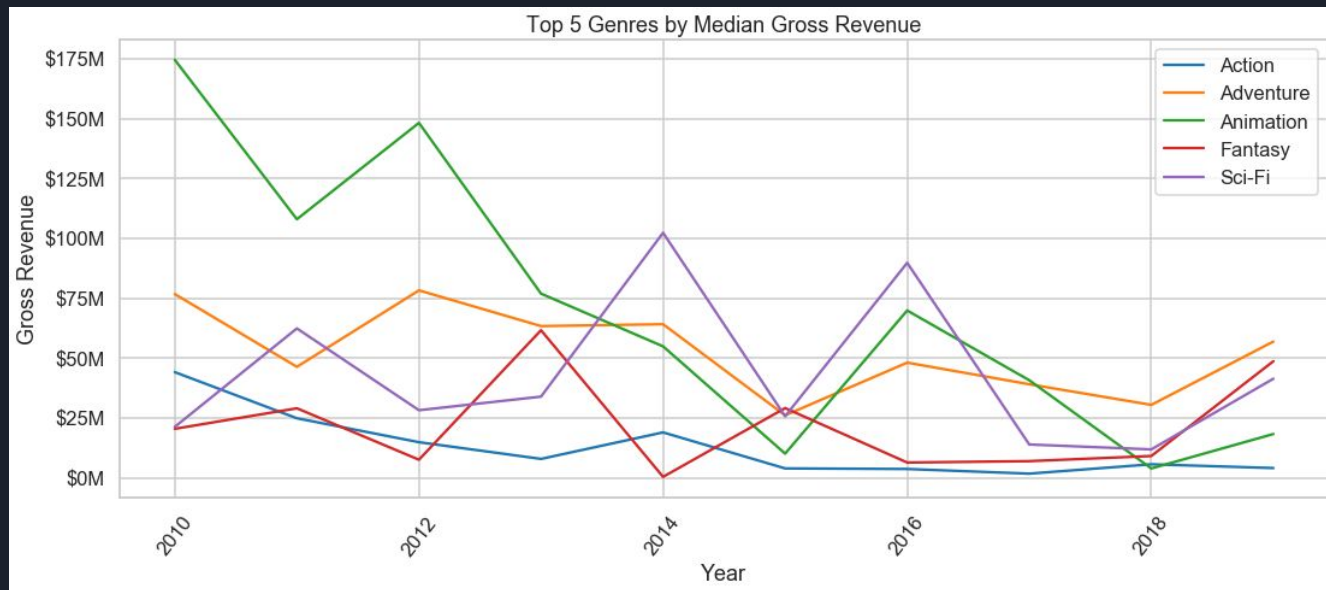
Genre Trends

Findings

Some genres are more reliable generators of revenue.

Client Implications:

- Focus on Adventure and Sci-Fi movies. They have consistent earnings and are trending upwards.



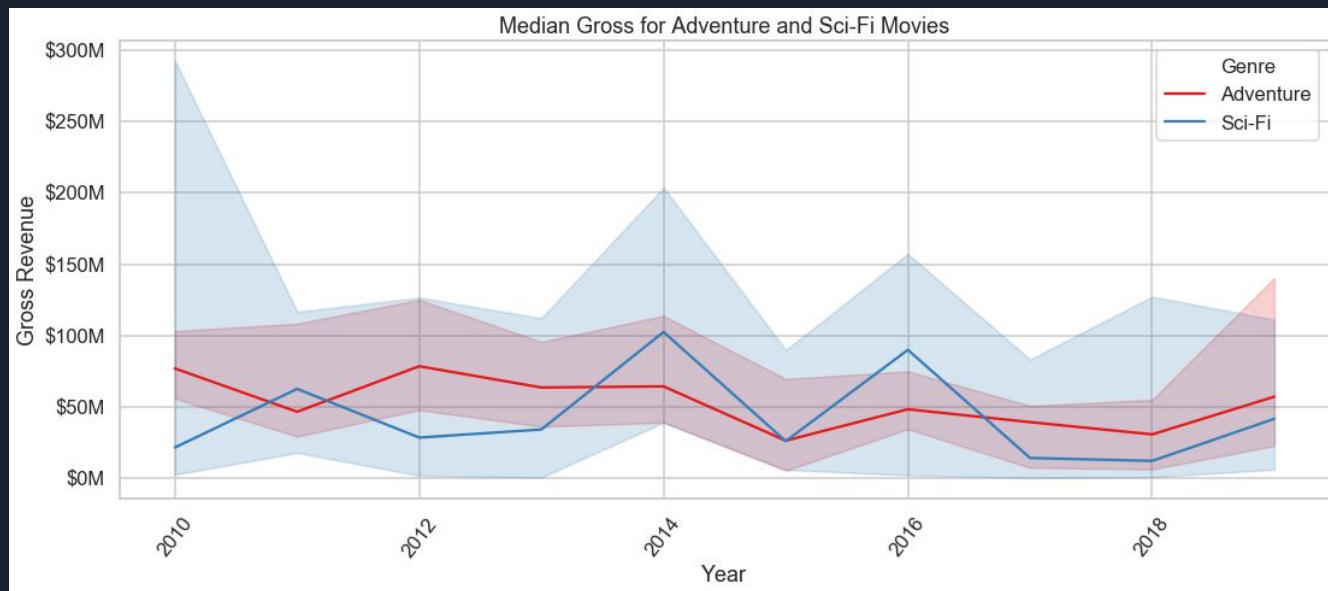
Genre Trends, Continued

Findings

Sci-Fi movies have a wider range of revenues, while Adventure movies tend to be more predictable.

Client Implications:

- Sci-Fi movies are high risk with high reward.
- Adventure movies are more stable.





Recommendations

How can Microsoft generate as much revenue as possible?

Insights:

- Hire top directors and writers.
- Produce movies about 2 hours in length.
- Create movies that fit into Adventure and Sci-Fi genres.



Further Analysis

With additional analysis, more insightful recommendations can be delivered.

Questions:

- What are the source materials for the most popular movie series?
- Who is the most skilled at making each genre of movie?
- Do certain key principals work well together?
- How does opening weekend affect lifetime revenue?

Questions?

