

New Movie Insights

Data-leveraged insights for Microsoft Studios' New Movie

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Agenda

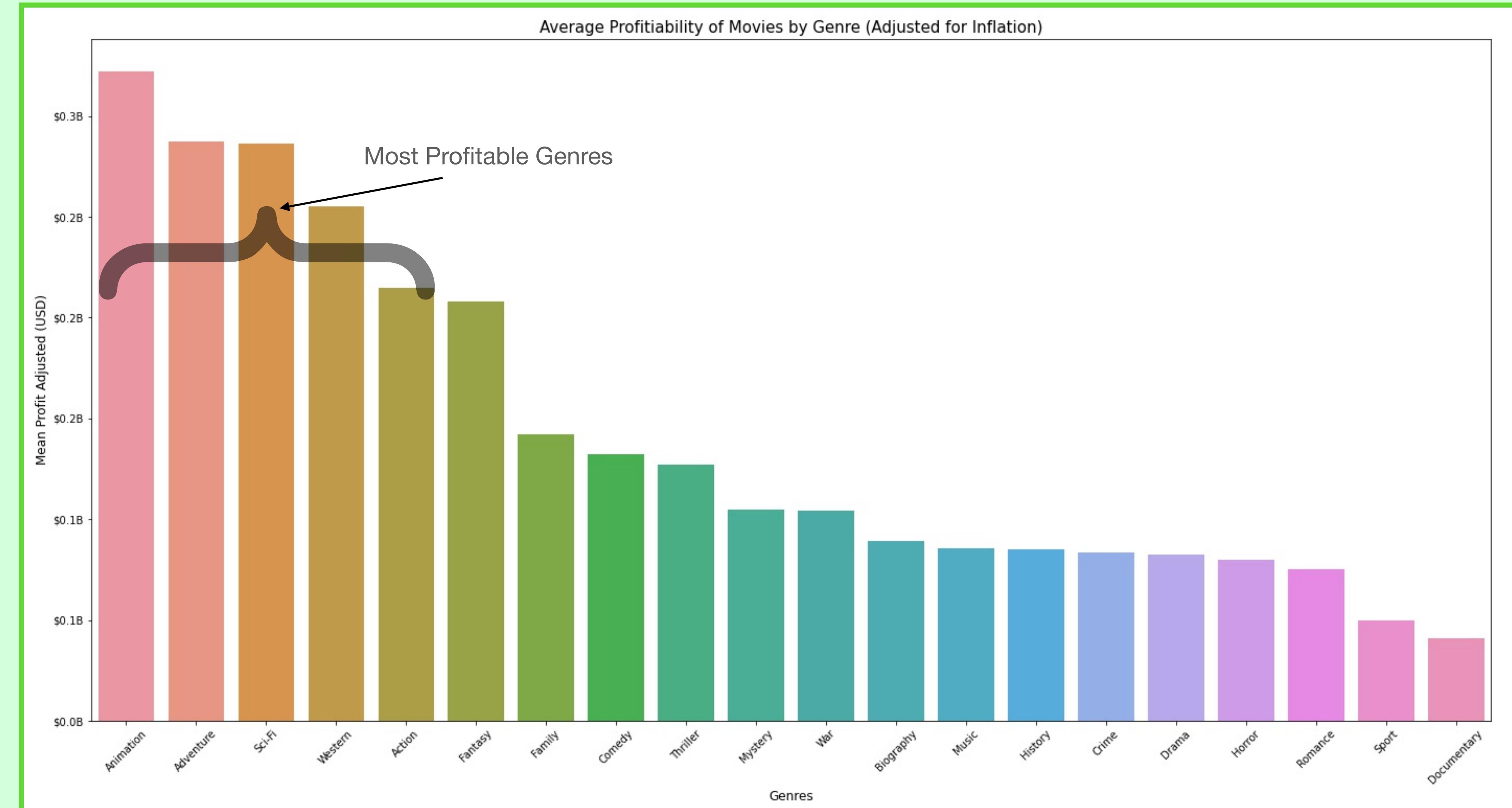
To make the most profitable movie

We leveraged data from the following sources:

- IMDB
- The Movie DB
- Rotten Tomatoes
- Box Office Mojo
- The Numbers

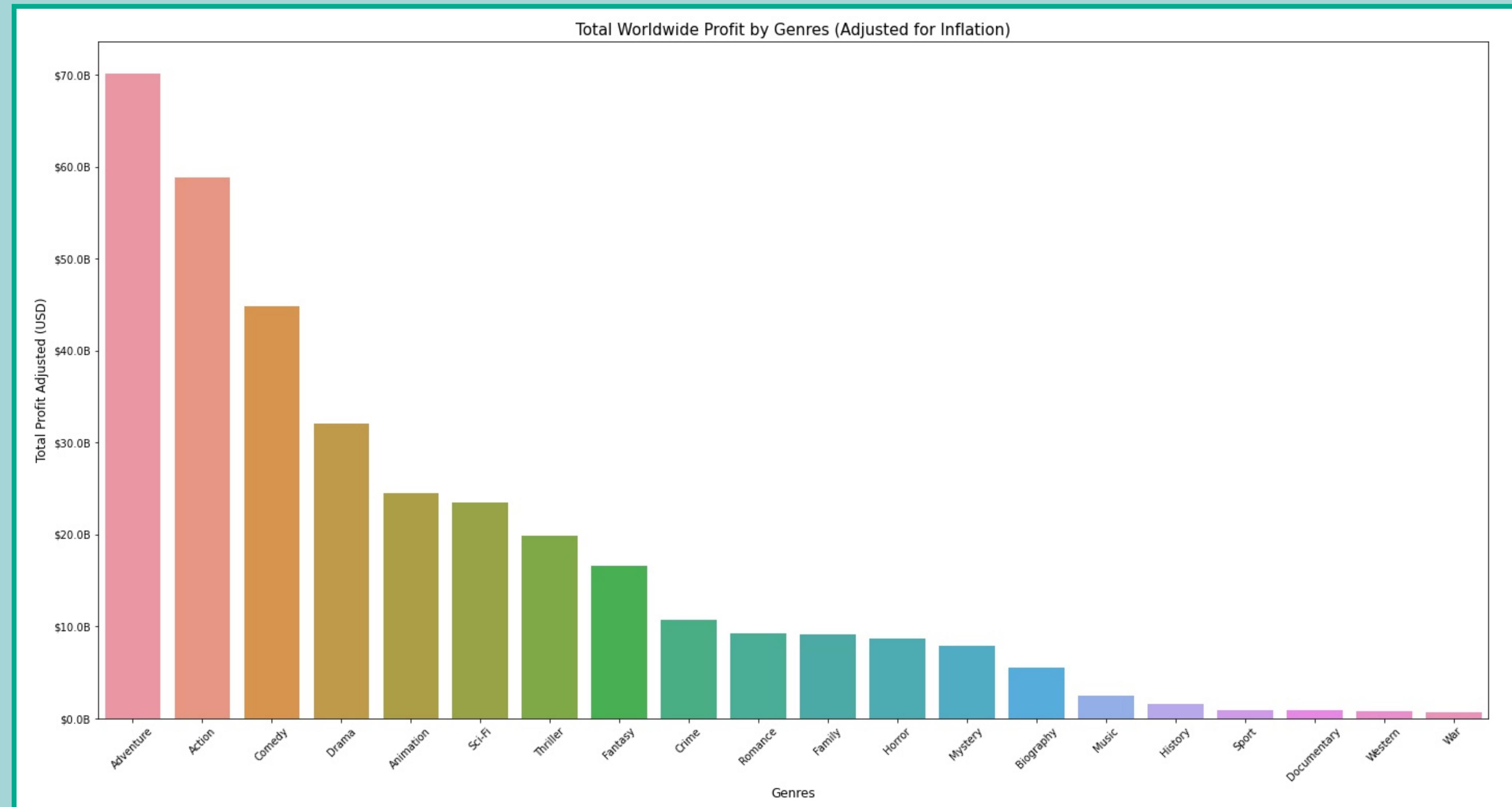
Average Worldwide Profit by Movie Genre

- Animation movies are the most profitable category of movie, but we will show later why they are not the best option
- Action/Adventure while not as profitable has much less risk

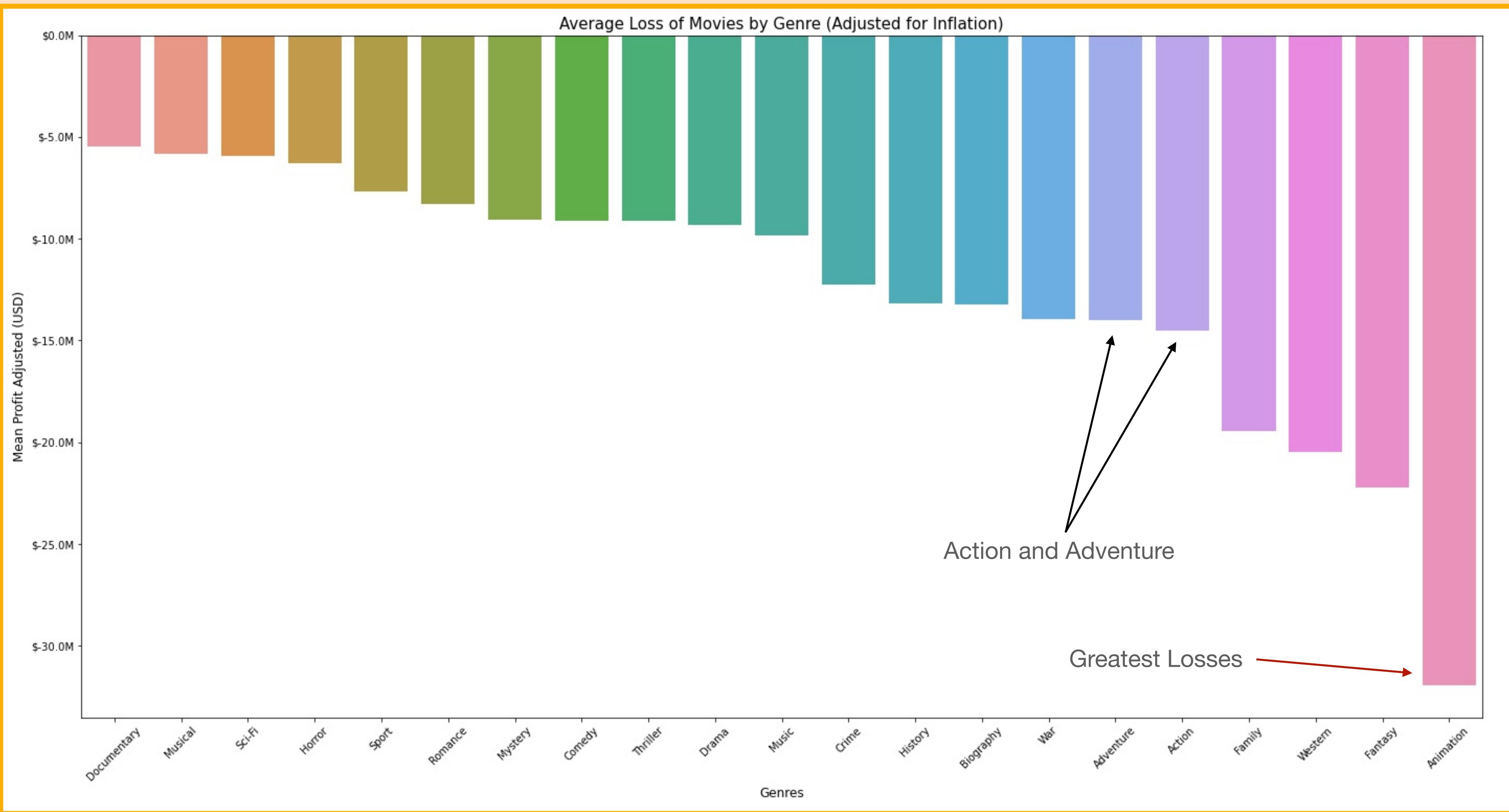


Profits in Aggregate per Movie Genre

- Here we see where action and adventure shine
- Even when compared to the next top two genres they both have much higher movie counts for lower total profit



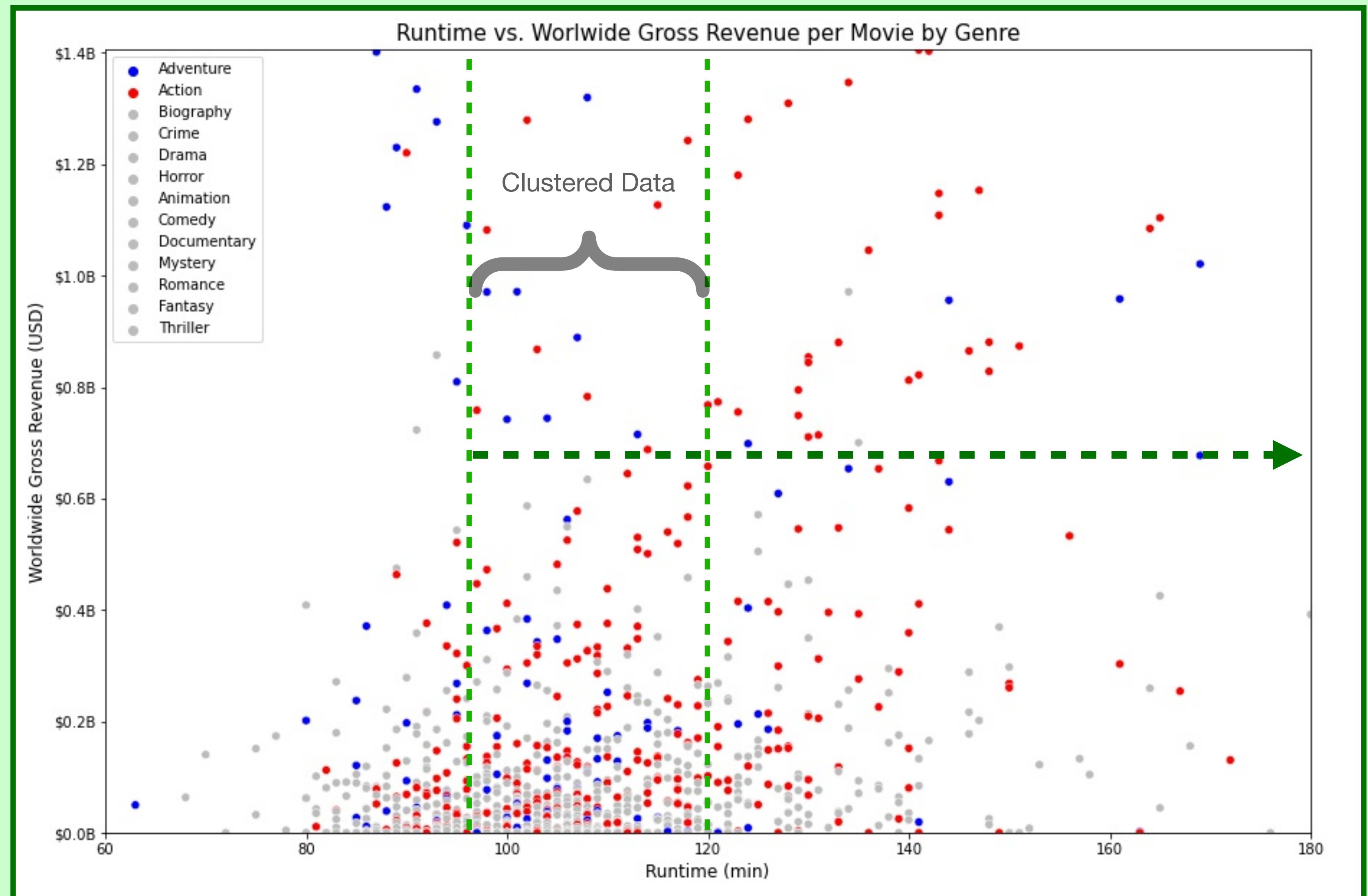
Average Worldwide Loss by Movie Genre



- Animation
- Fantasy
- Western
- Family
- Animation has the greatest risk of losses of any genre

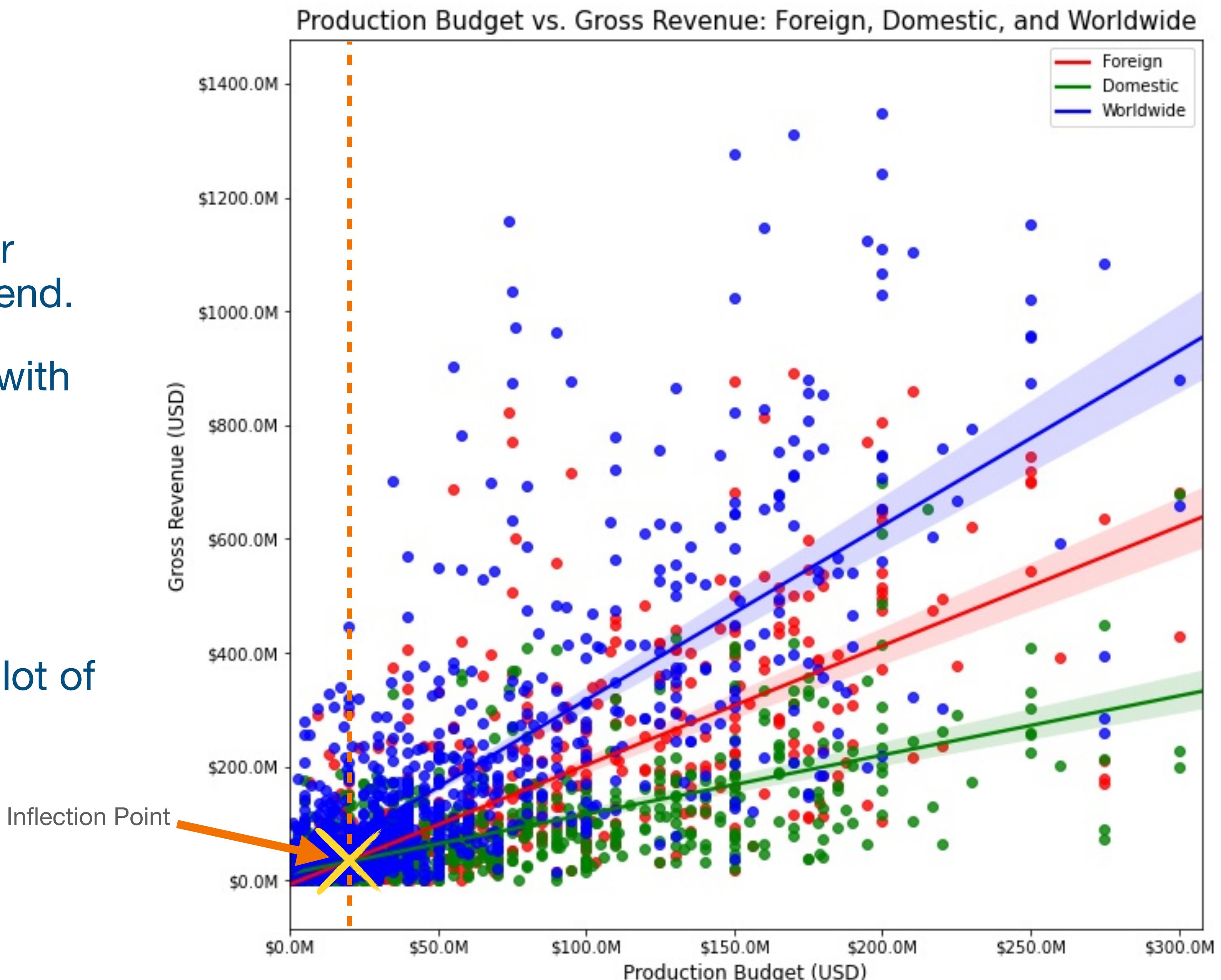
Movies that are at least 95 minutes long perform stronger and are more common

- Action and Adventure Movies are the most frequent outliers
- They make the most worldwide gross revenue
- Some very long movies also tend to perform well
- Make the movie at least 95 minutes long to perform optimally



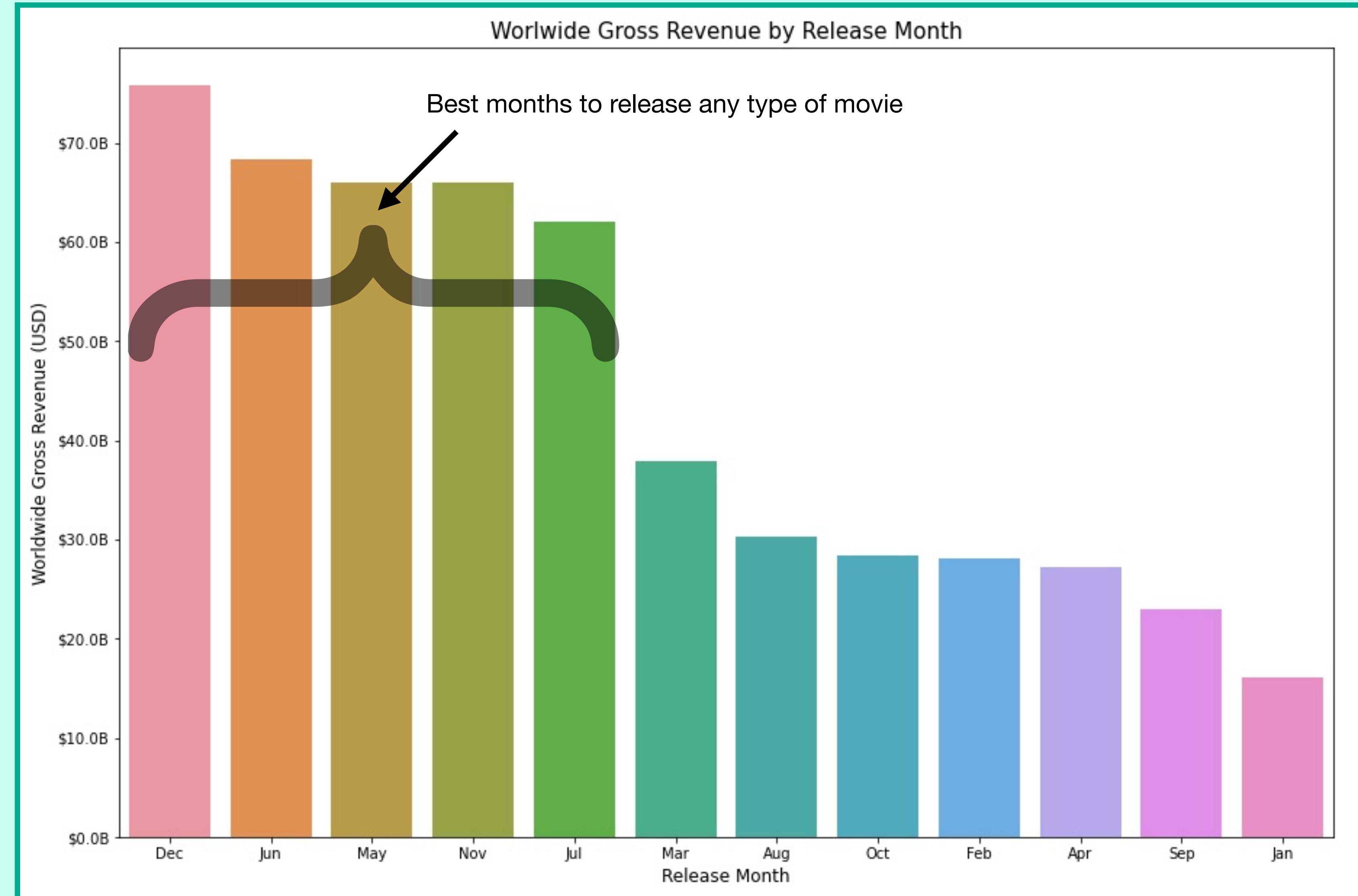
Higher Production Budgets Yield more Revenue

- Foreign revenue has a stronger correlation with production spend.
- Domestic movies can do well with smaller budgets.
- The inflection point occurs at approximately \$18.5M in production budget.
- If you are planning to spend a lot of money on the budget, go international



Worldwide Gross Revenue by Release Month

- December
- June
- May
- November
- July
- Early summer is a good time to release a movie



Our Insights

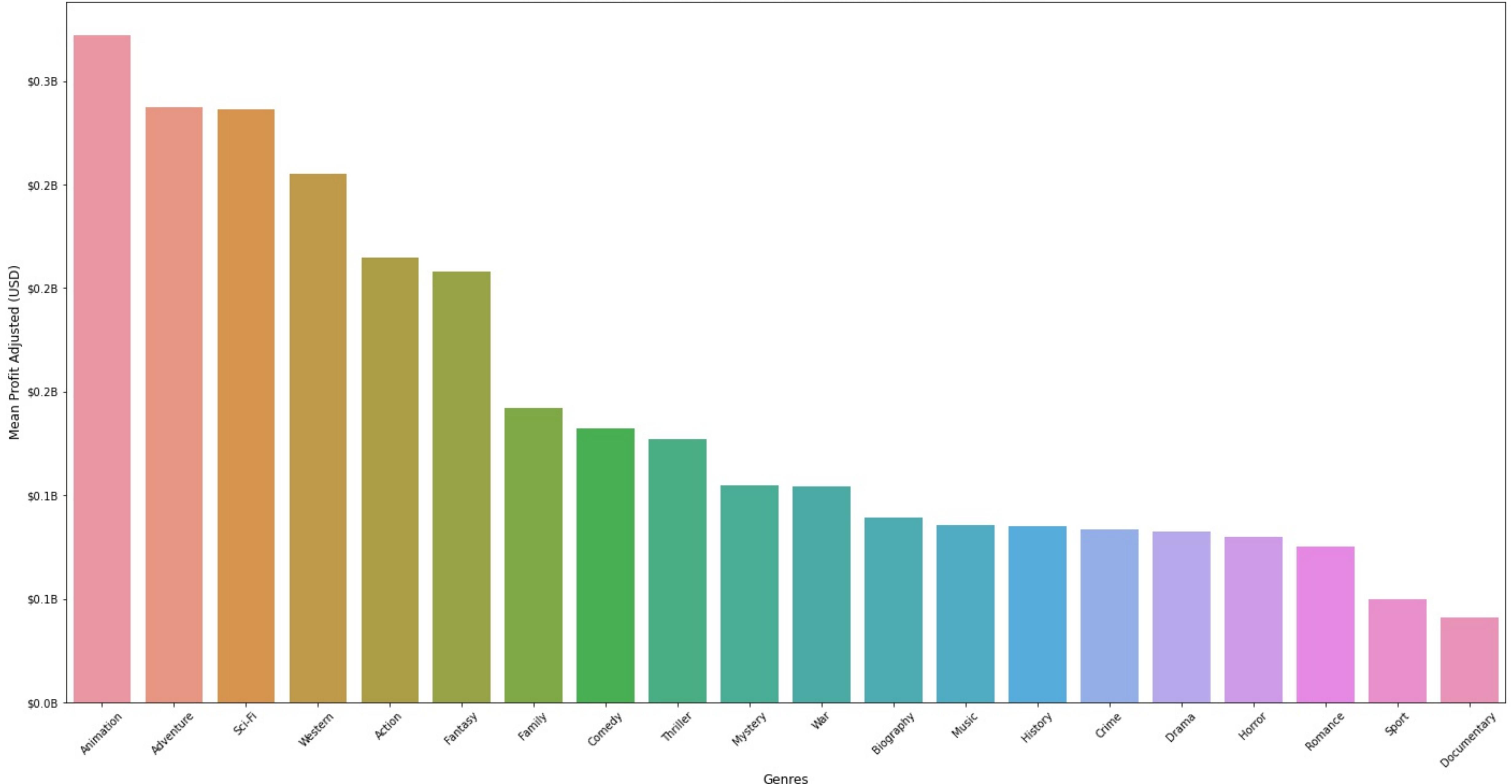
- **Produce an Action or Adventure movie.**
 - Avoid producing an animation movie.
- **The movie should be at least 95 minutes long.**
- **Low budget movies gross more in Domestic markets, whereas high budget movies gross more in Foreign markets.**
 - Release internationally if the budget is over \$18.5M.
 - Release a domestic movie if the budget is under \$18.5M.
- **Release the movie in any of these months: December, June, May, November, or July.**
 - December is the best month to release a movie.

Release a high budget Action/Adventure movie in December that is over 95 minutes long.

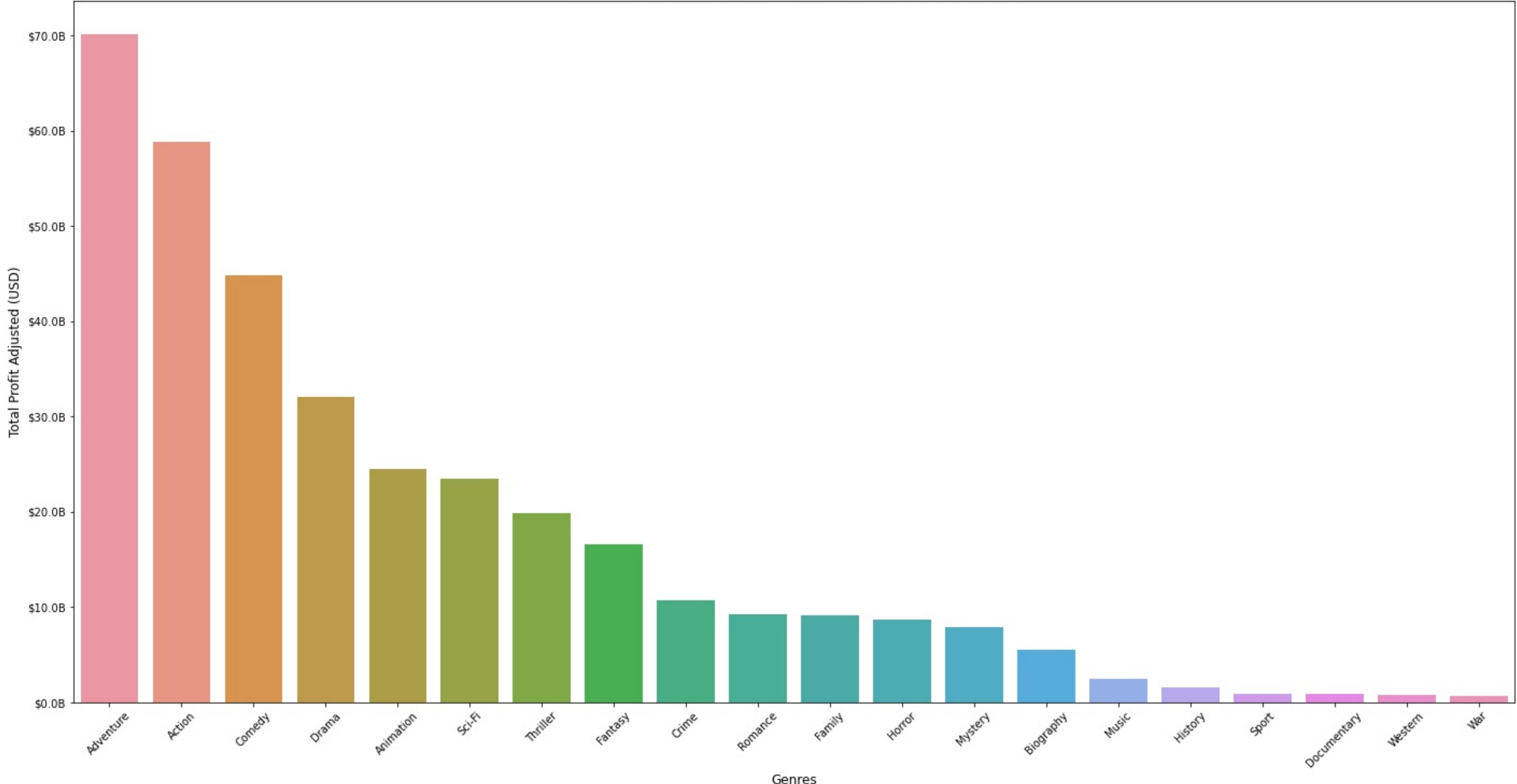
Questions

Appendix

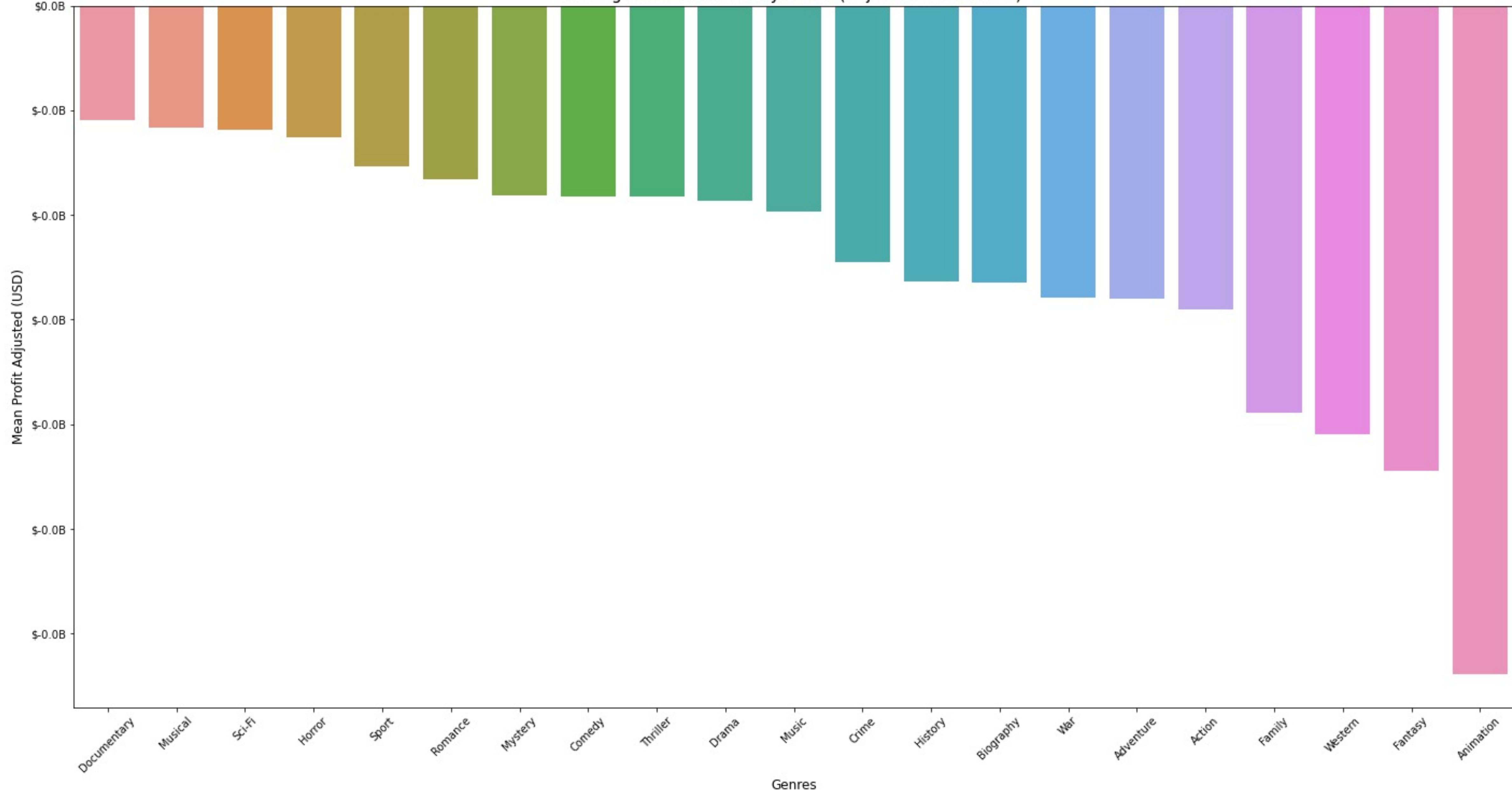
Average Profitability of Movies by Genre (Adjusted for Inflation)



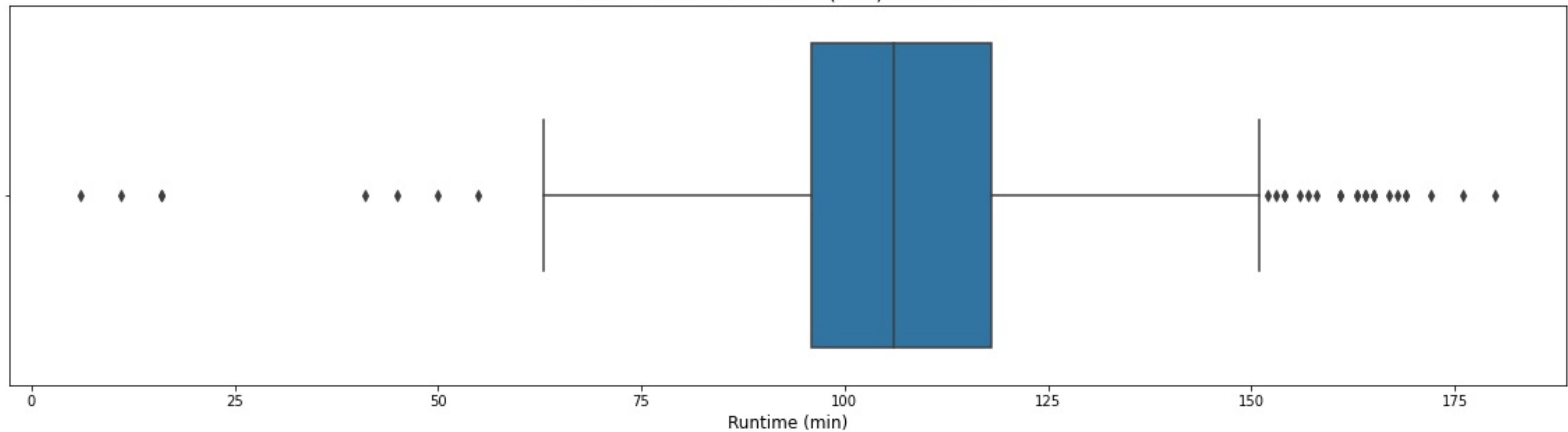
Total Worldwide Profit by Genres (Adjusted for Inflation)

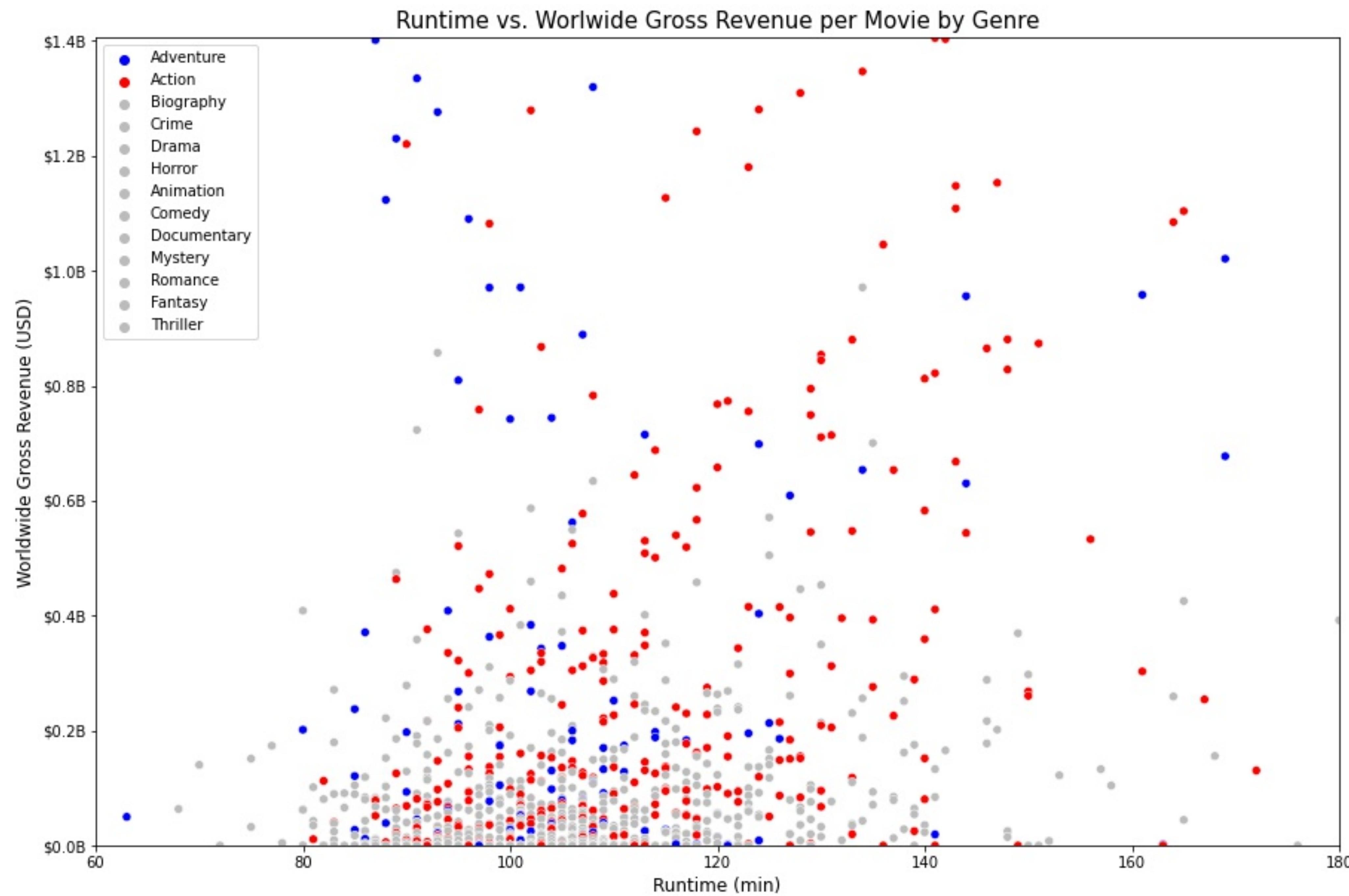


Average Loss of Movies by Genre (Adjusted for Inflation)

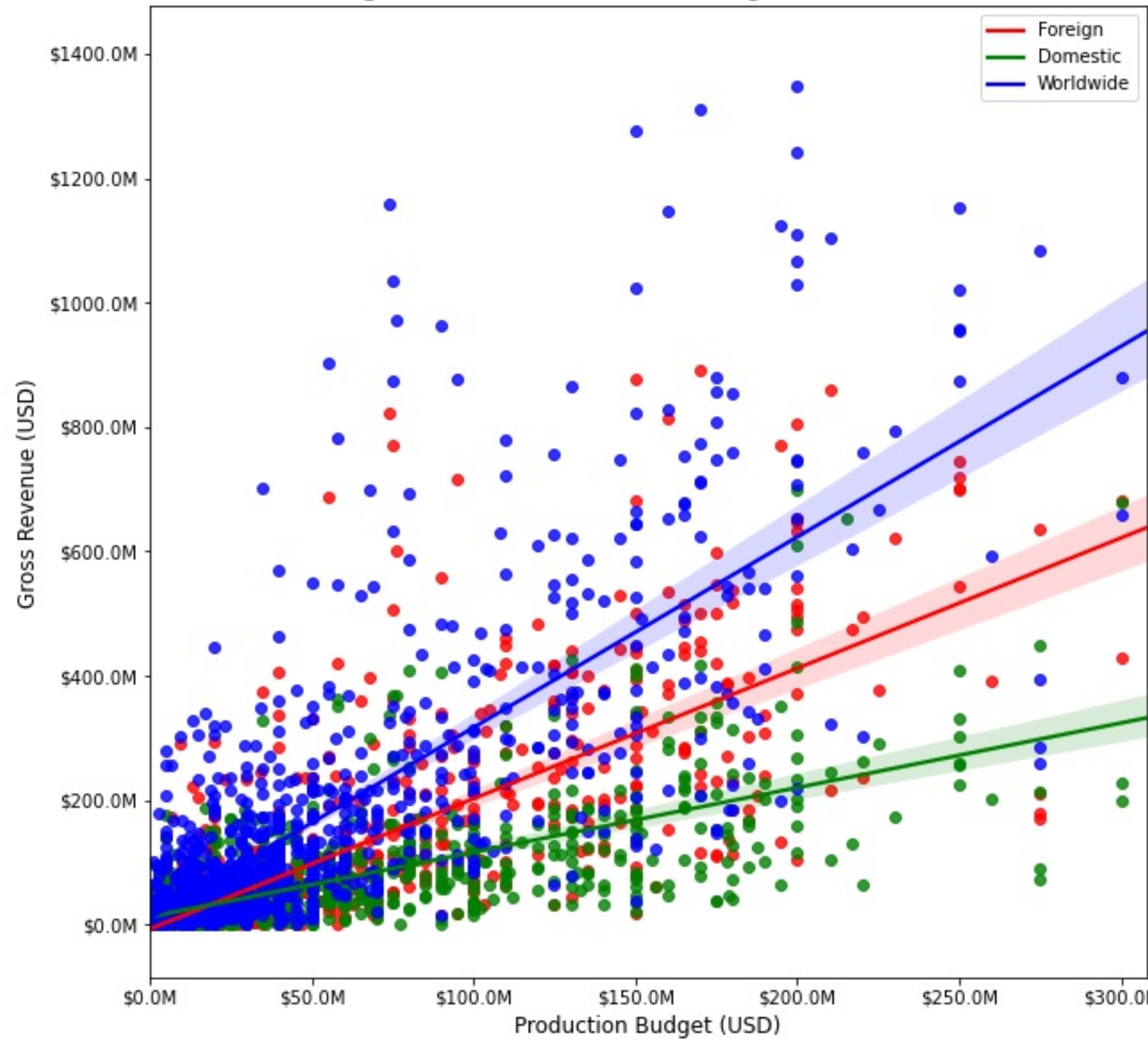


Distribution of Runtime (min) for Movies

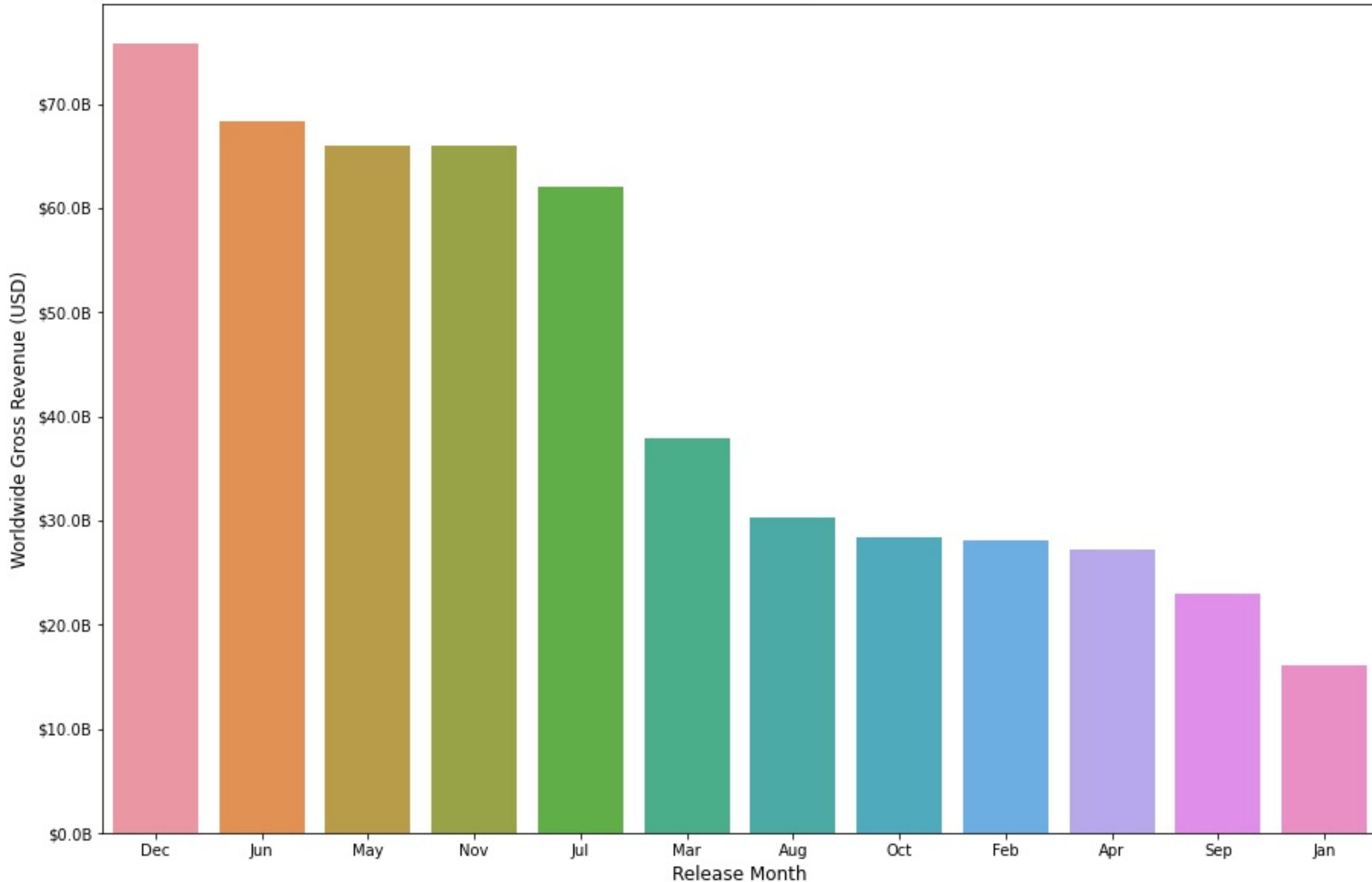




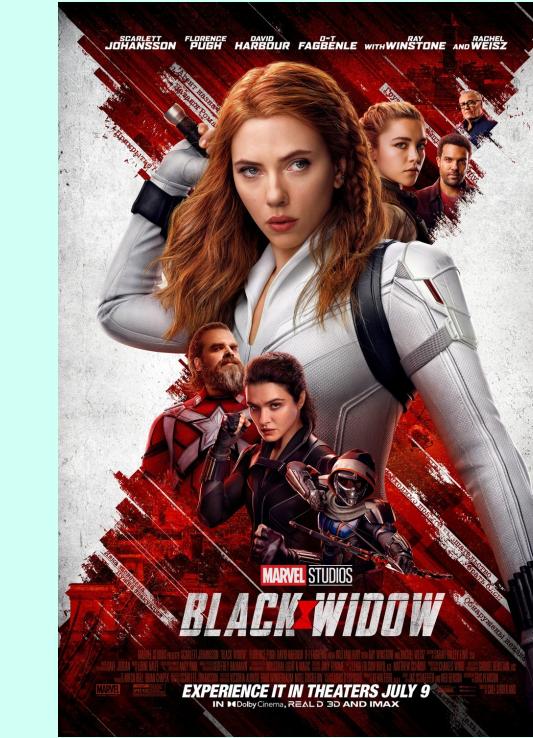
Production Budget vs. Gross Revenue: Foreign, Domestic, and Worldwide



Worldwide Gross Revenue by Release Month



Movies typically run between 95 and 120 minutes



Distribution of Runtime (min) for Movies

