ANDRO TIKVICA

Microsoft Movie Pitch

Courtesy of the

Microsoft Data Science Team

The Aim

Determine which direction Microsoft should take with the new Film Division.
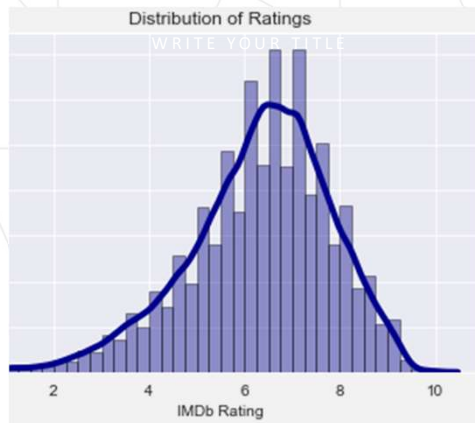
Benchmarks for Success:

Focus on good data over a lot of it

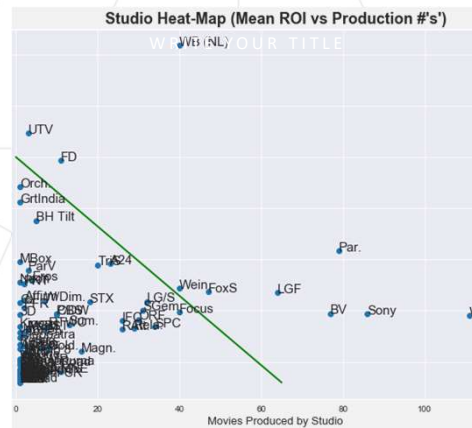Return on Investment (ROI) vs Gross and Net Profit

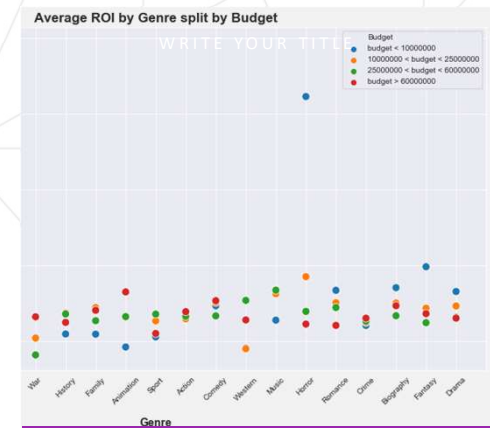$$ROI = \frac{\text{Total Revenue - Initial Investment}}{\text{Initial Investment}}$$

Ratings vs ROI

Should we be concerned with making a movie that might receive critical acclaim?

Studio Partner
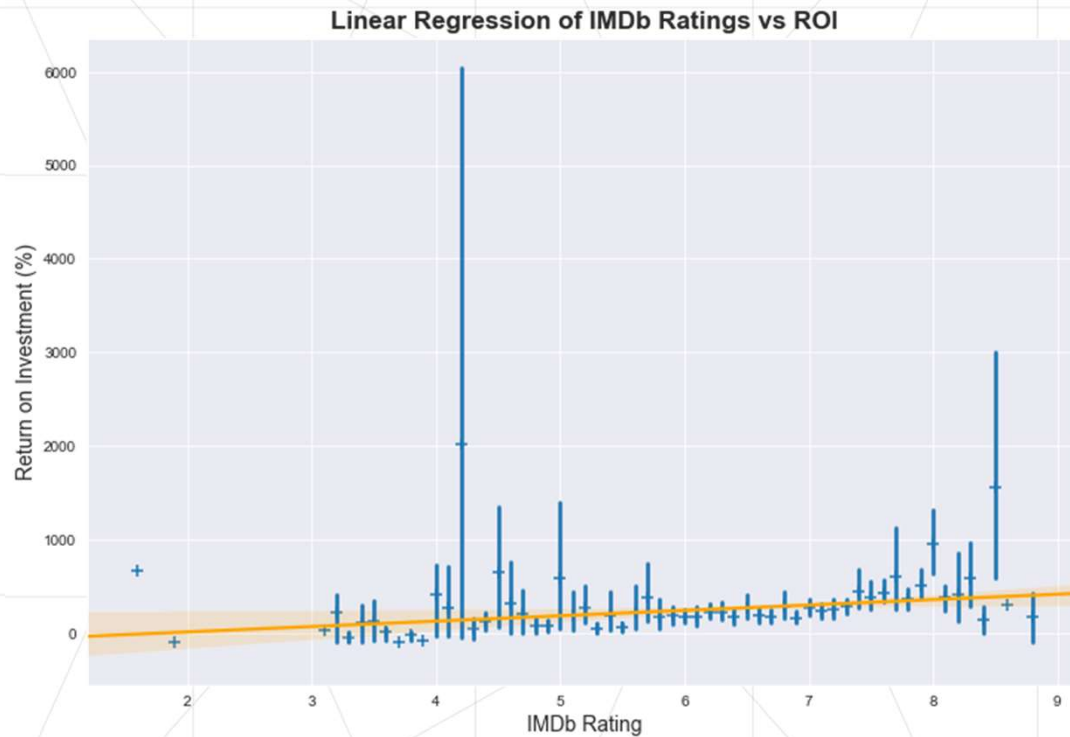
Which Studios should we partner with to produce movies?

Genre

Which Genres are most likely to generate the highest returns?

The Questions

The Importance of Ratings

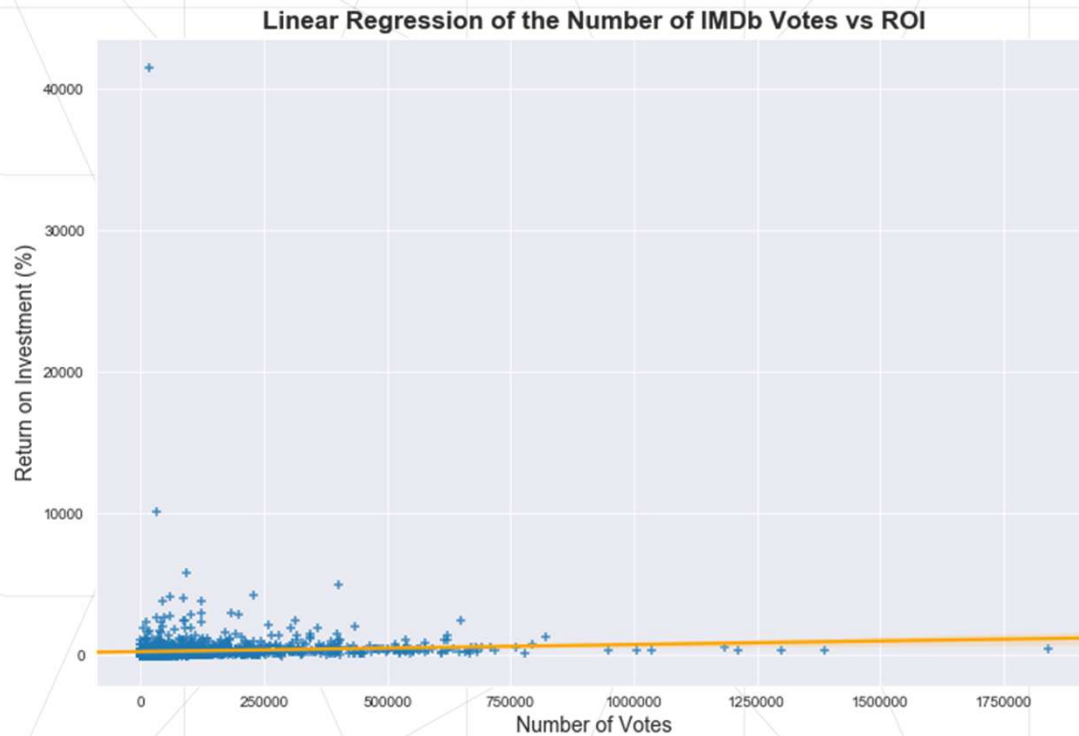
Linear Regression of IMDb Ratings vs ROI

Correlation Coefficient: 0.09969382
This is out of a possible total of 1.

Recommendation:

Do not use ratings as a benchmark for success.

IMDb

The Importance of Ratings – Voters

Linear Regression of the Number of IMDb Votes vs ROI

Correlation Coefficient: 0.06704917

Almost no correlation between Votes and ROI either.

Is the average consumer out there voting on movies?

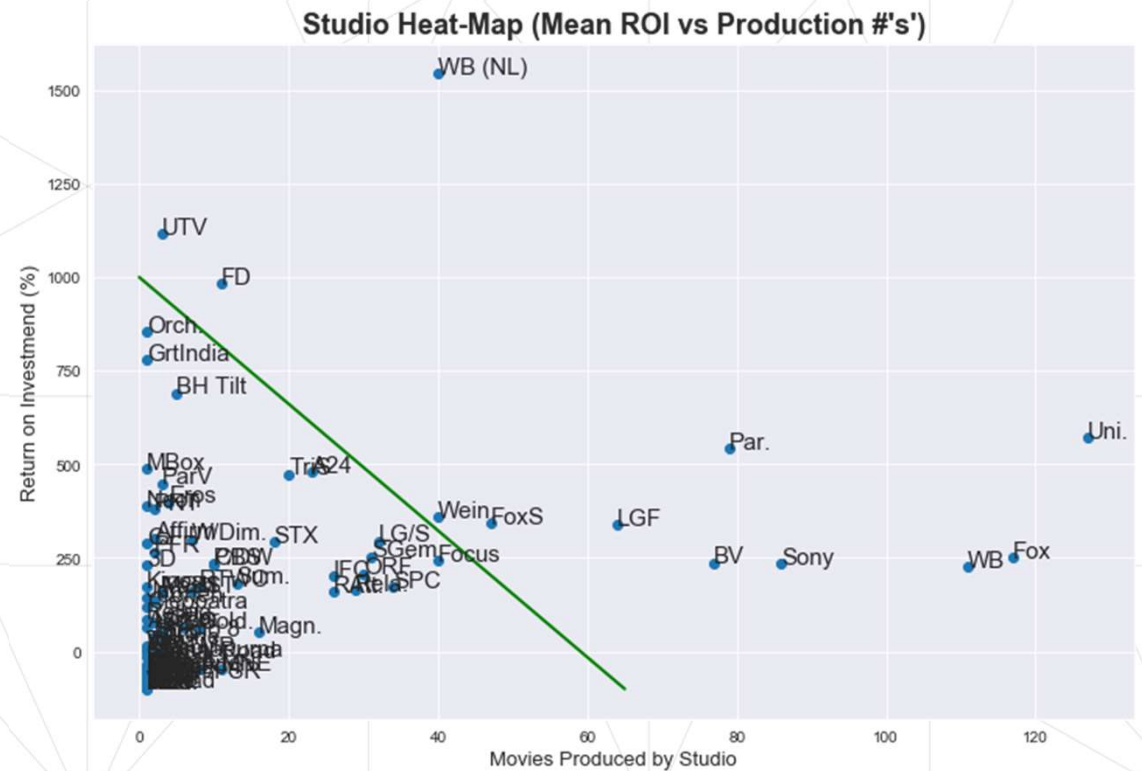The true measurement of success is the market.

IMDb

Studio Partners

Balancing the best returns with Production Numbers

Availability is vital

Recommended Partners:

1. Universal Studios

2. Warner Bros

3. Walt Disney Pictures (Marvel and Star Wars)

Studio Heat-Map (Mean ROI vs Production #'s)

The Best Genre at Diff. Budgets

Low Budget (less than $10 million):

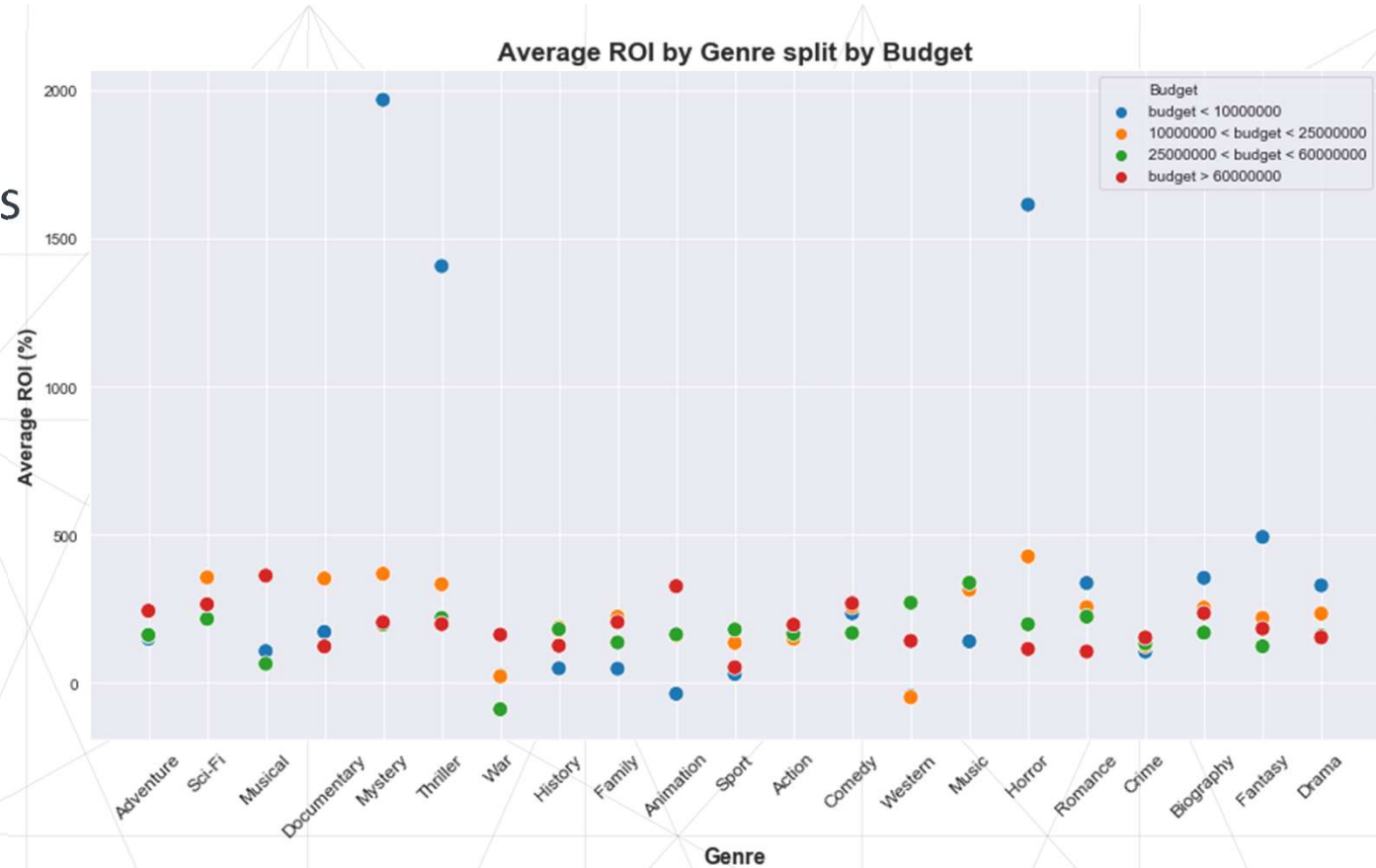1. Mystery
2. Horror
3. Thriller

Medium Budget:

1. Horror

High Budget (more than $60 million):

1. Musical
2. Animation
3. Sci-Fi

Average ROI by Genre split by Budget

Genre

Main Takeaways

Ratings

High Ratings are not indicative of profit and should not be set as a goal or an example of success.
Follow the money.

Studio Partner

The best studio to partner with based on performance and size of operation is Universal.

Genre/Budget

Low Budget:
Horror/Mystery offers the highest ROI.
High Budget:
Musicals and Animation

Future Work

- Whether the nationality of actors has any impact on a film's success (think China).

- Construct an ideal team to produce the movie based on previous success.

- Compile ratings from multiple movie platforms and check for correlation there.

- Trend Analysis over time: has there been a significant shift in which genres or lengths of movies are the most popular or profitable?

WHAT'S NEXT

Thank you for your time!!

Any questions?