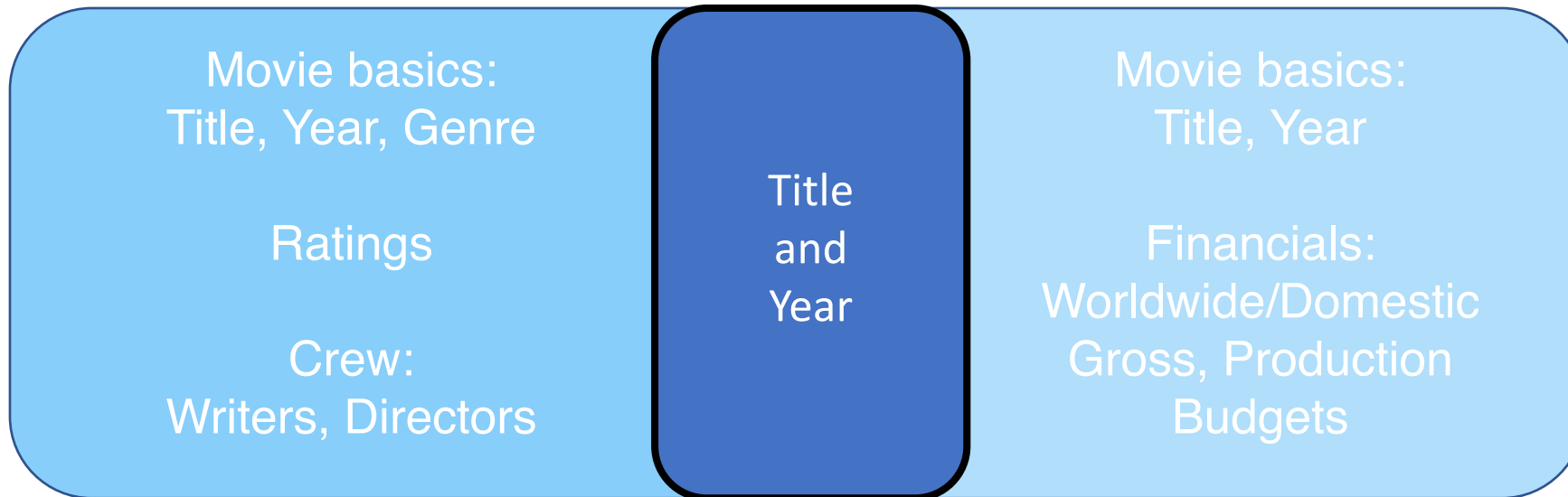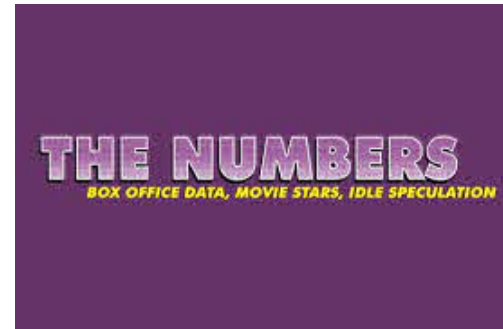# Microsoft Productions: Movie Analysis and Recommendations

By: Amanda Gaeta

Agenda

- Data sources

- Questions

  1. What were the top movie genres made in the 2010s?

  2. What is the best month to release a movie for highest worldwide gross?

  3. Of movies that breakeven (ROI >= 1), what genres are most represented?

  4. Based on median production budget and average ratings, what genres are the best investments?

  5. For these breakeven movies that fall into these genres, what is the recommended runtime and who are the highest rated directors?

- Next steps and future work

IMDB and The Numbers were main data sources

IMDb

THE NUMBERS
BOX OFFICE DATA, MOVIE STARS, IDLE SPECULATION

Movie basics:
Title, Year, Genre

Ratings

Crew:
Writers, Directors

Title
and
Year

Movie basics:
Title, Year

Financials:
Worldwide/Domestic
Gross, Production
Budgets

Drama, Documentary, Comedy, Thriller, and Horror were top movie genres made in the 2010s
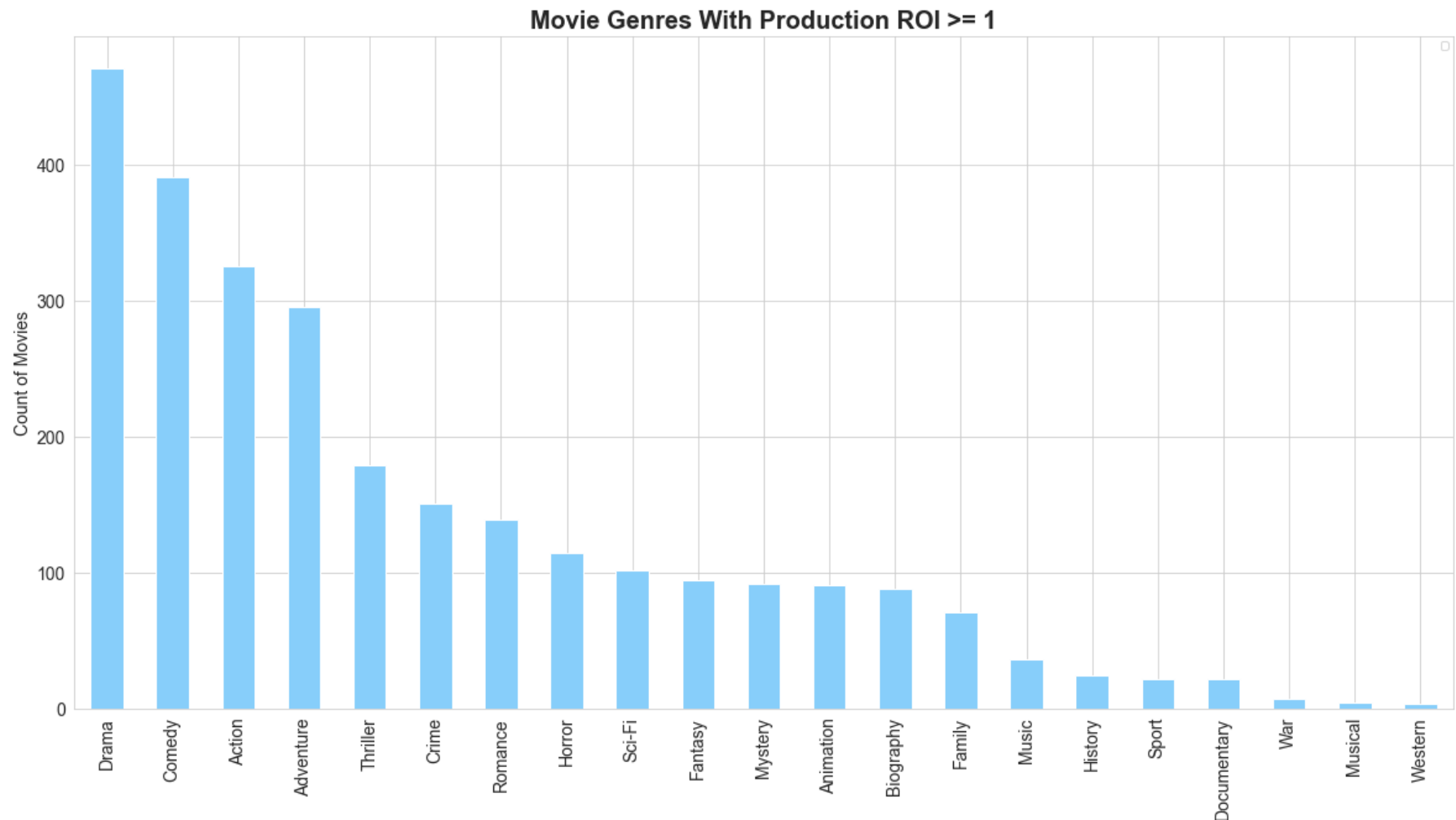
Top Genres Of 2010s
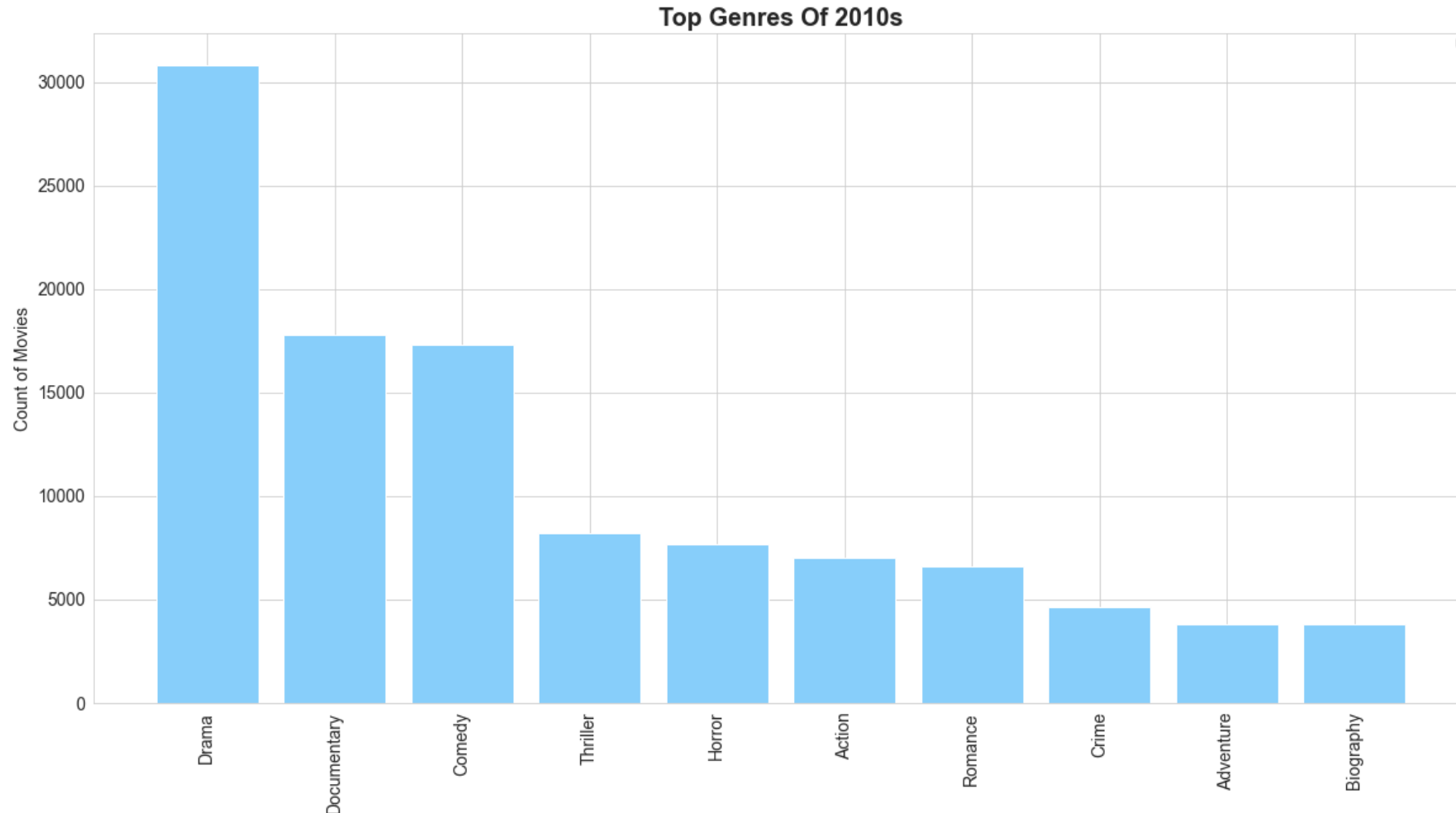
N=73,856

Note: Movies with multiple genres counted once for each genre of which they were categorized
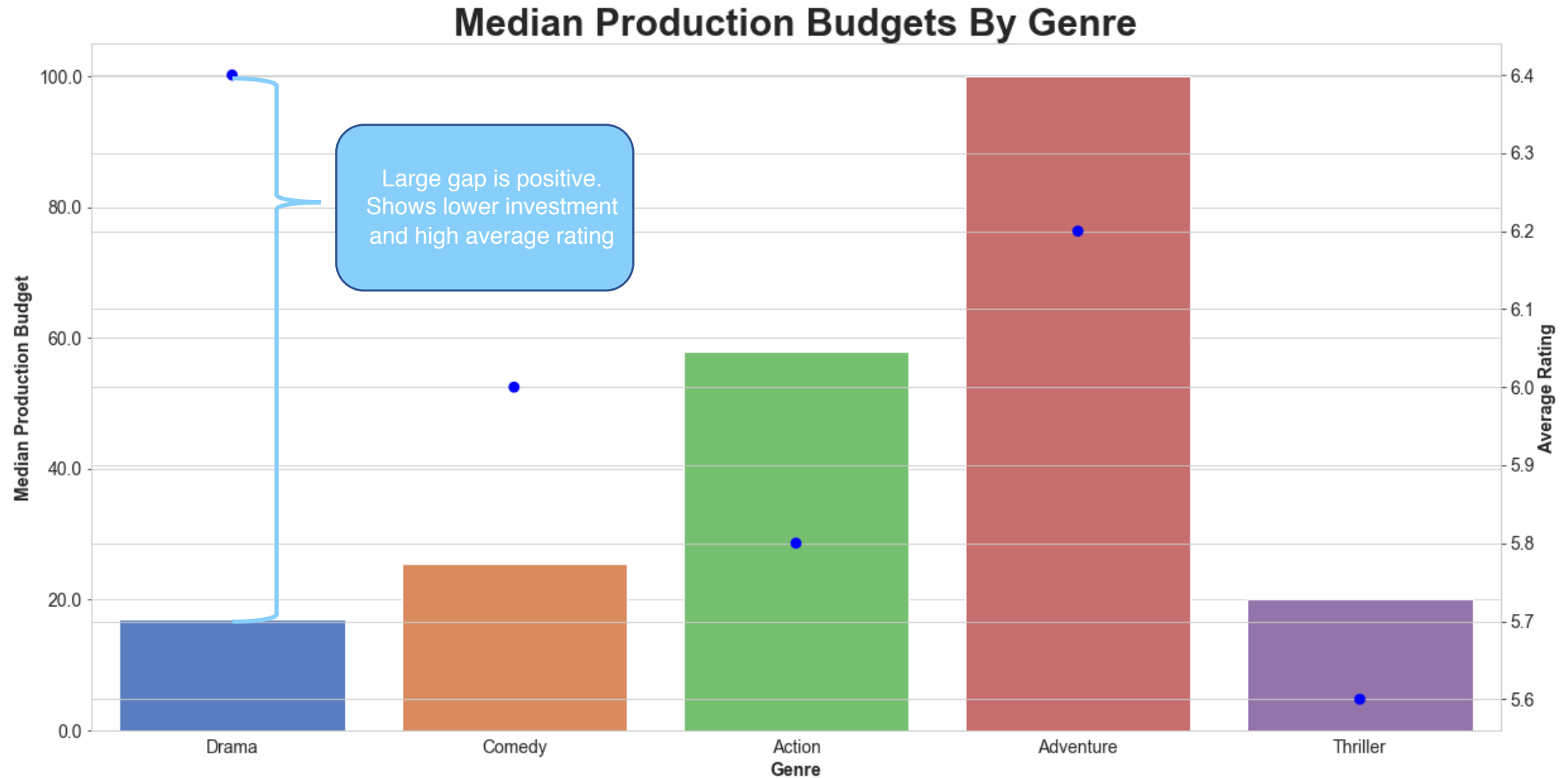
June and November are best release months

Worldwide Gross By 2010s Movie Release Month

N=1,498
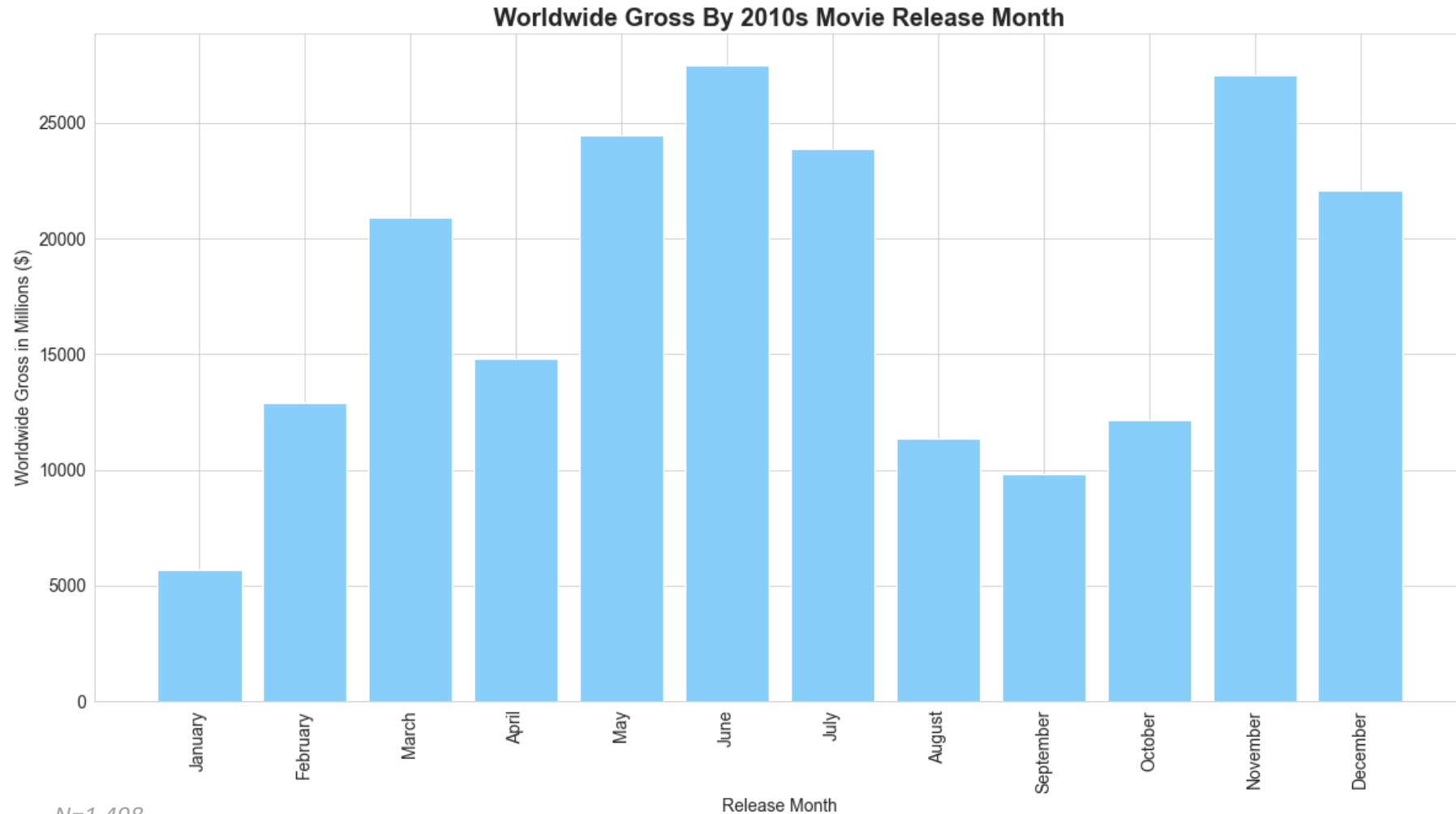
Drama, Comedy, Action, Adventure, and Thriller are top genres represented in breakeven films

Movie Genres With Production ROI >= 1

N=1,049

Note: Movies with multiple genres counted once for each genre of which they were categorized

Dramas and Comedies are the best investment at $17MM and $25MM

Median Production Budgets By Genre

Large gap is positive. Shows lower investment and high average rating

Note: Independent tables separated out by genre. Movies with multiple genres counted once for each genre of which they were categorized

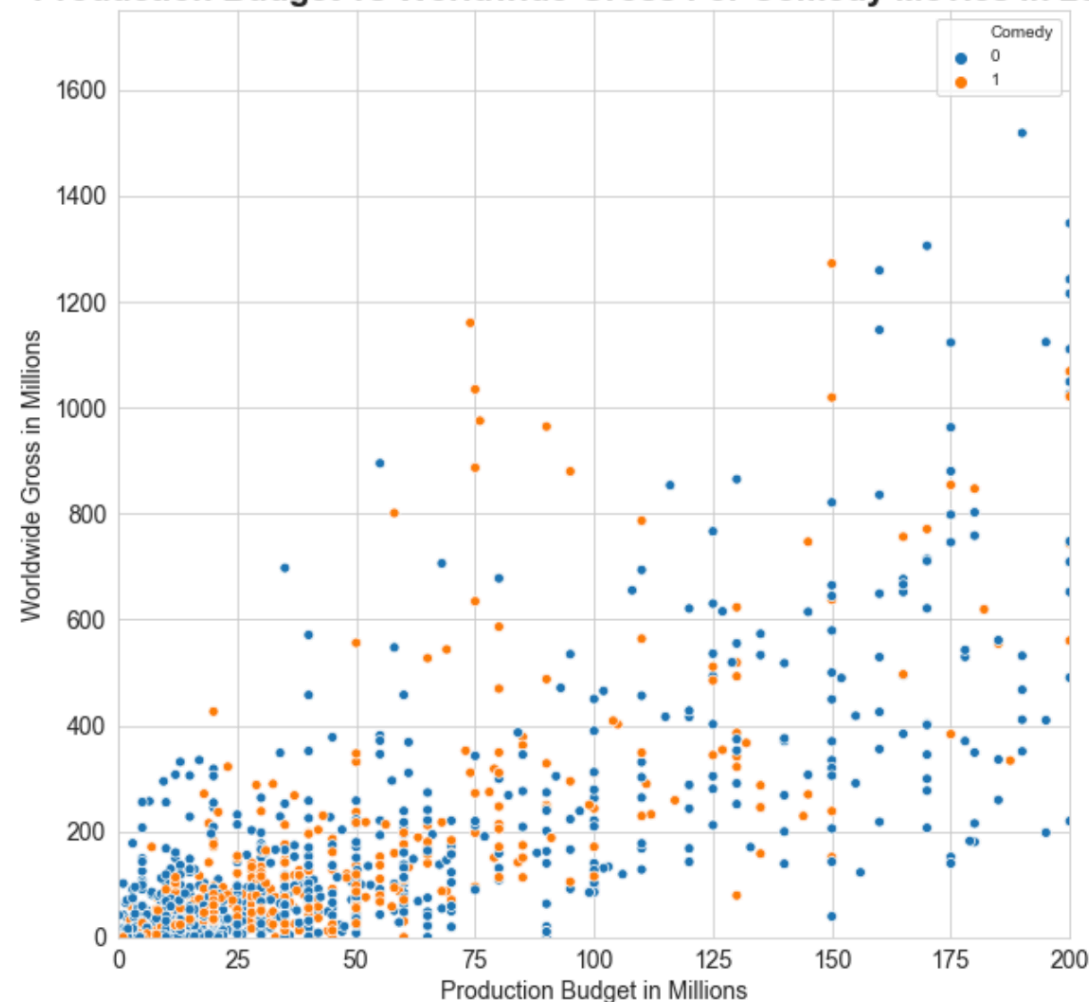# Drama and Comedy Production Budget and Worldwide Gross versus other genres

Production Budget vs Worldwide Gross For Drama Movies in 2010s
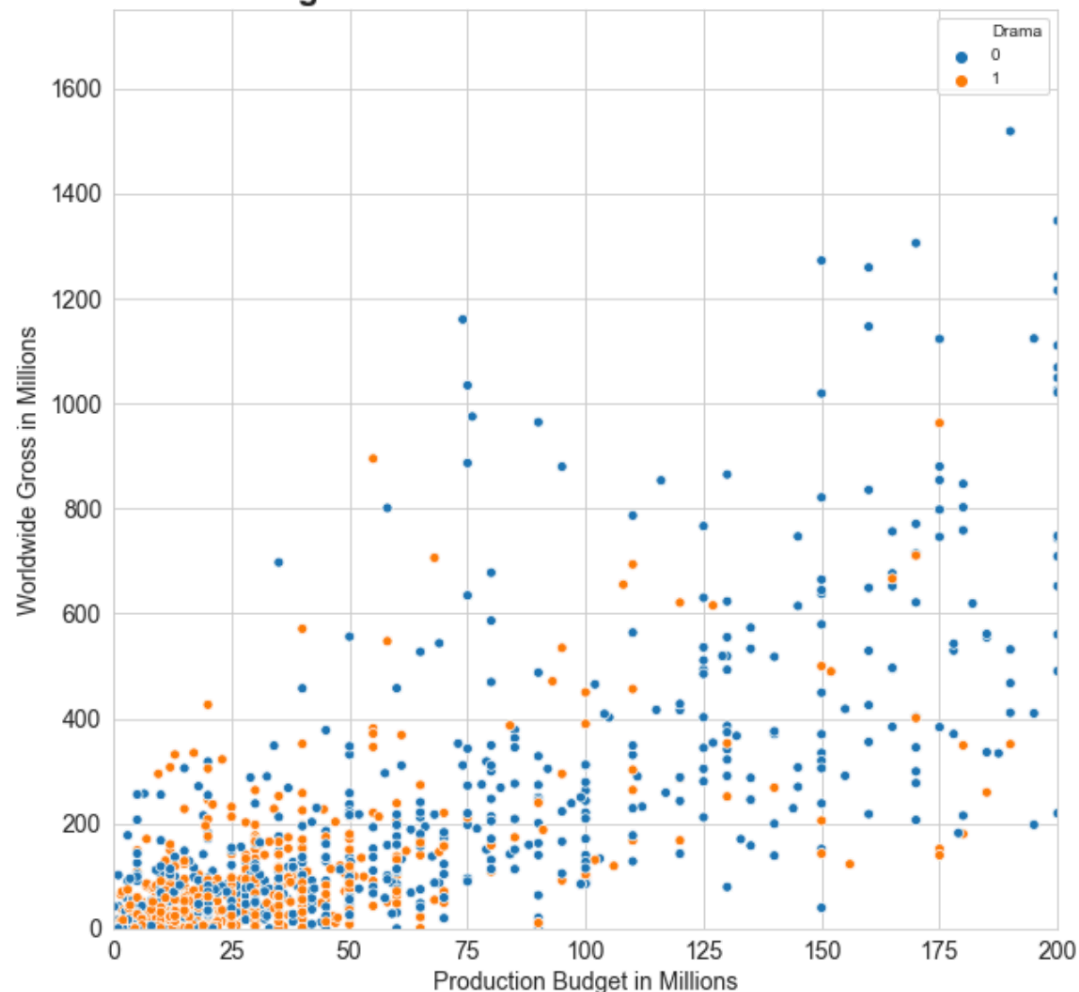
Production Budget vs Worldwide Gross For Comedy Movies in 2010s

N=1,471

Note: Movies with multiple genres counted once for each genre of which they were categorized

Movies should run approximately 1h45m-2hrs long

Genre	Drama	Comedy	Action	Adventure	Thriller
Average Runtime	107 mins	104 mins	118 mins	106 mins	107 mins
Highest Rated Directors of Genre	Nagaraja Uppunda	Quentin Tarantino	Shankar	Karzan Kardozi	Shivkumar Parthasarathy
	Arsel Arumugam	Sudheer Shanbhogue	Quentin Tarantino	Zolbayar Dorj	Amitabh Reza
	Sudheer Shanbhogue	Abhinav Thakur	Ajay Andrews Nuthakki	Zack Bennett	Chowdhury Gvr Vasu
	Paul Michael Bloodgood	Amr Gamal	Ram Kumar	Christina Kyi	Sushanth Reddy
	Colonelu Morteni	Karan R Guliani	Thiagarajan Kumararaja	Matt Horton	Ram Kumar

Next steps and future work

- Business Decisions
  - Target audience definition : Location, Language
  - Theater release, streaming, or both in full lifecycle
  - Budgeting and initial launches: Banner movie, goal movie portfolio

- Analysis
  - If decide on streaming, gather data from top streaming services
  - Top writers per top genre
  - Highest rated actors in top genres and their known for characters