The background of the slide is composed of several overlapping rectangular blocks of color. On the left side, there is a light orange block at the top, followed by a light blue block, and a darker blue block at the bottom. On the right side, there is a light green block at the top, followed by a light yellow block, and a darker yellow block at the bottom. The text is centered over these blocks.

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 ($ROI \geq 1$), 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?
- Conclusion, Next Steps and Future Work

Introduction: All Data Sources

All have overlapping data, but what is most accurate to merge to get full scope of movies for analysis?

1



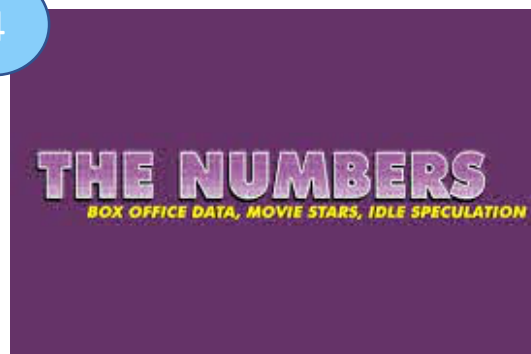
2

Box Office **Mojo**

3

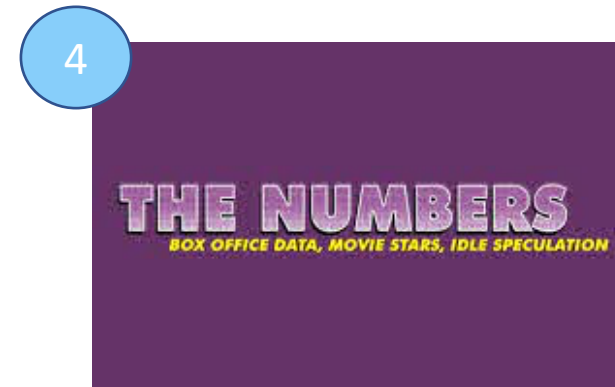


4



Introduction: Selected Data Sources

All have overlapping data, but what is most accurate to merge to get full scope of movies for analysis?



Introduction: Data Source Details



Movie basics:
Title, Year, Genre

Ratings

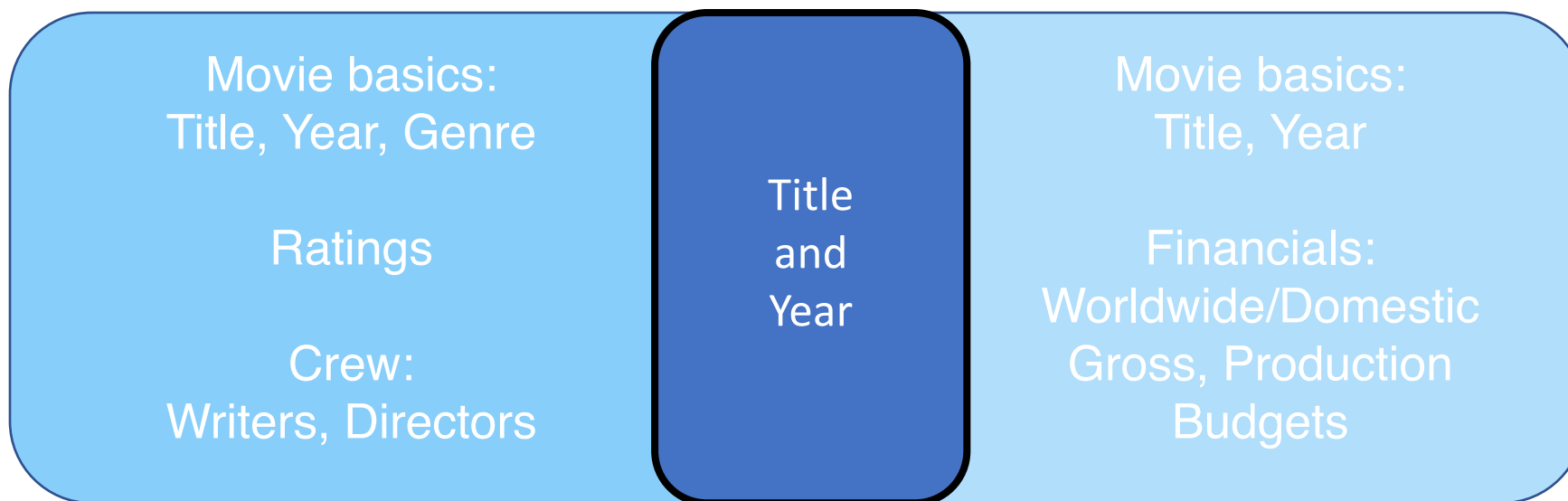
Crew:
Writers, Directors



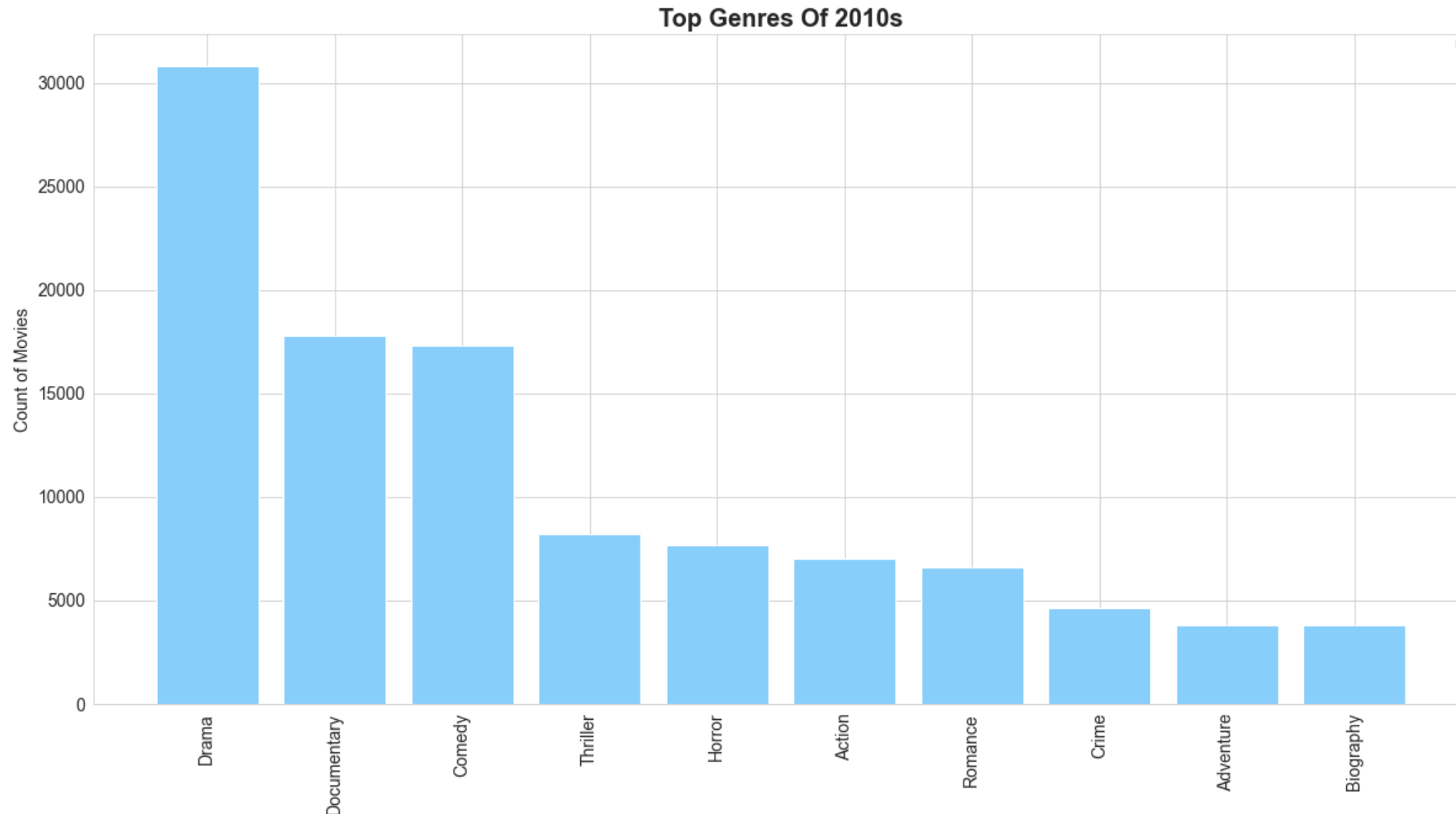
Movie basics:
Title, Year

Financials:
Worldwide/Domestic
Gross, Production
Budgets

Introduction: Merging Data Sources



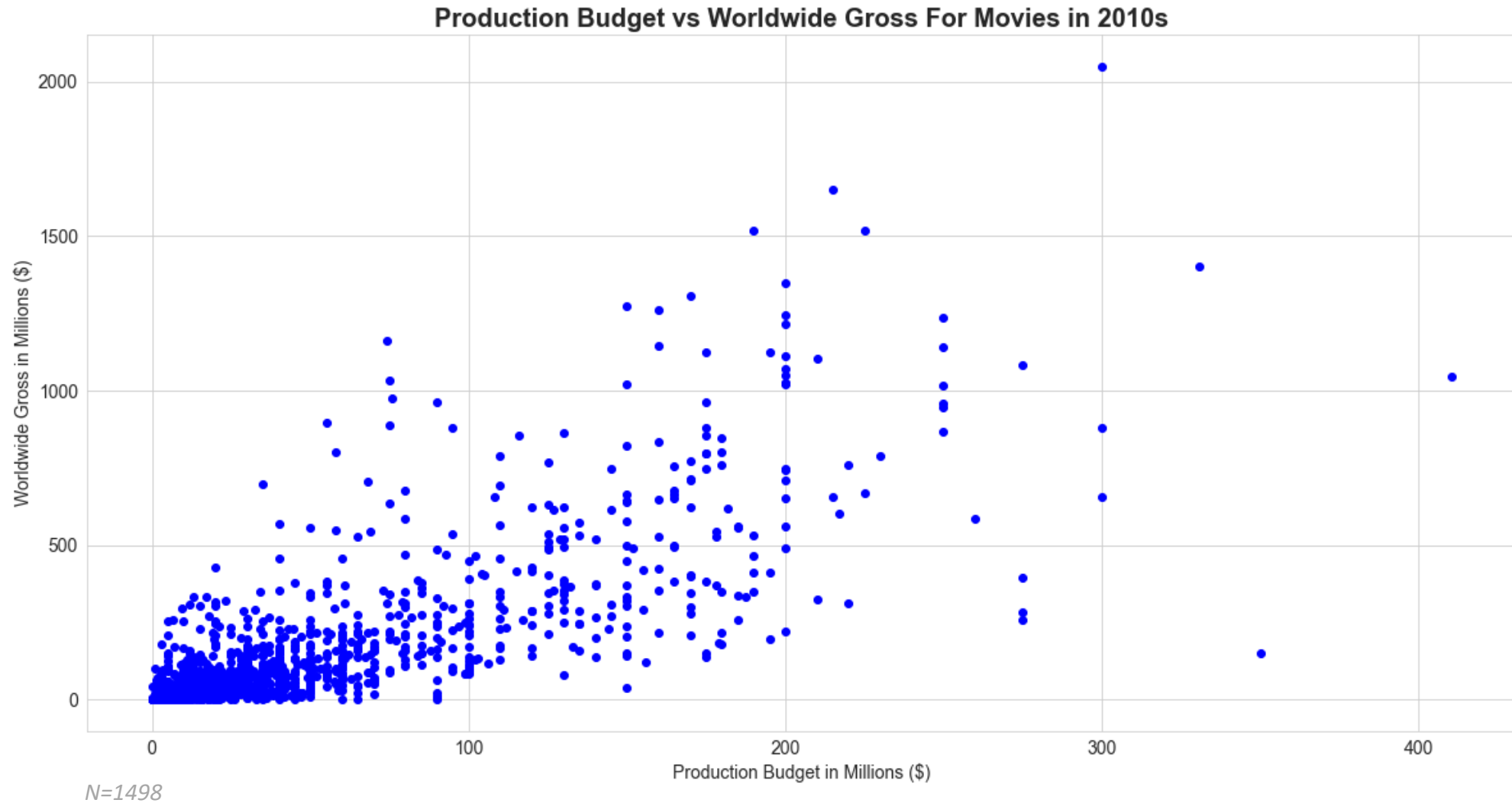
Drama, Documentary, Comedy, Thriller, and Horror were top movie genres made in the 2010s



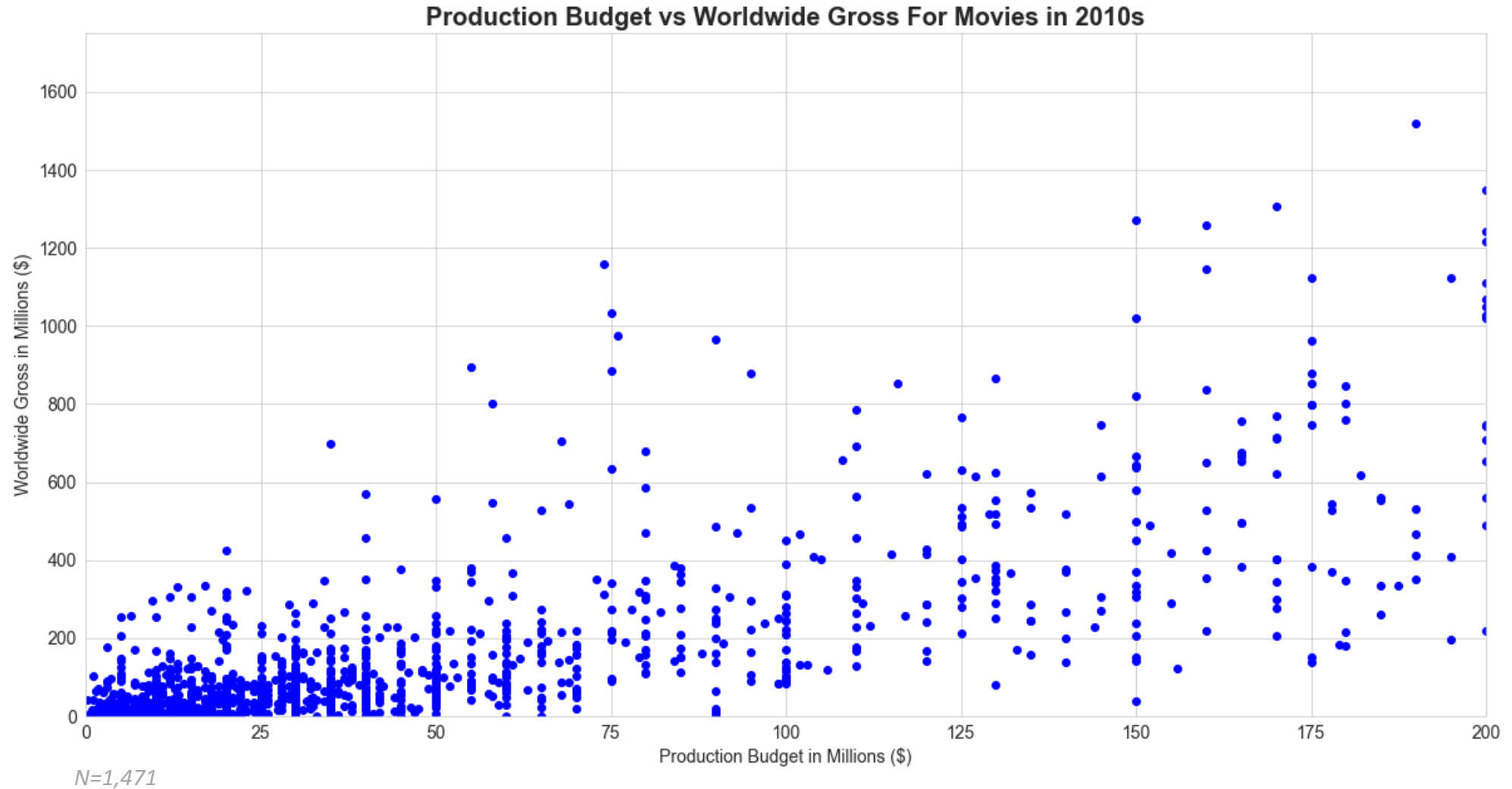
N=73,856

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

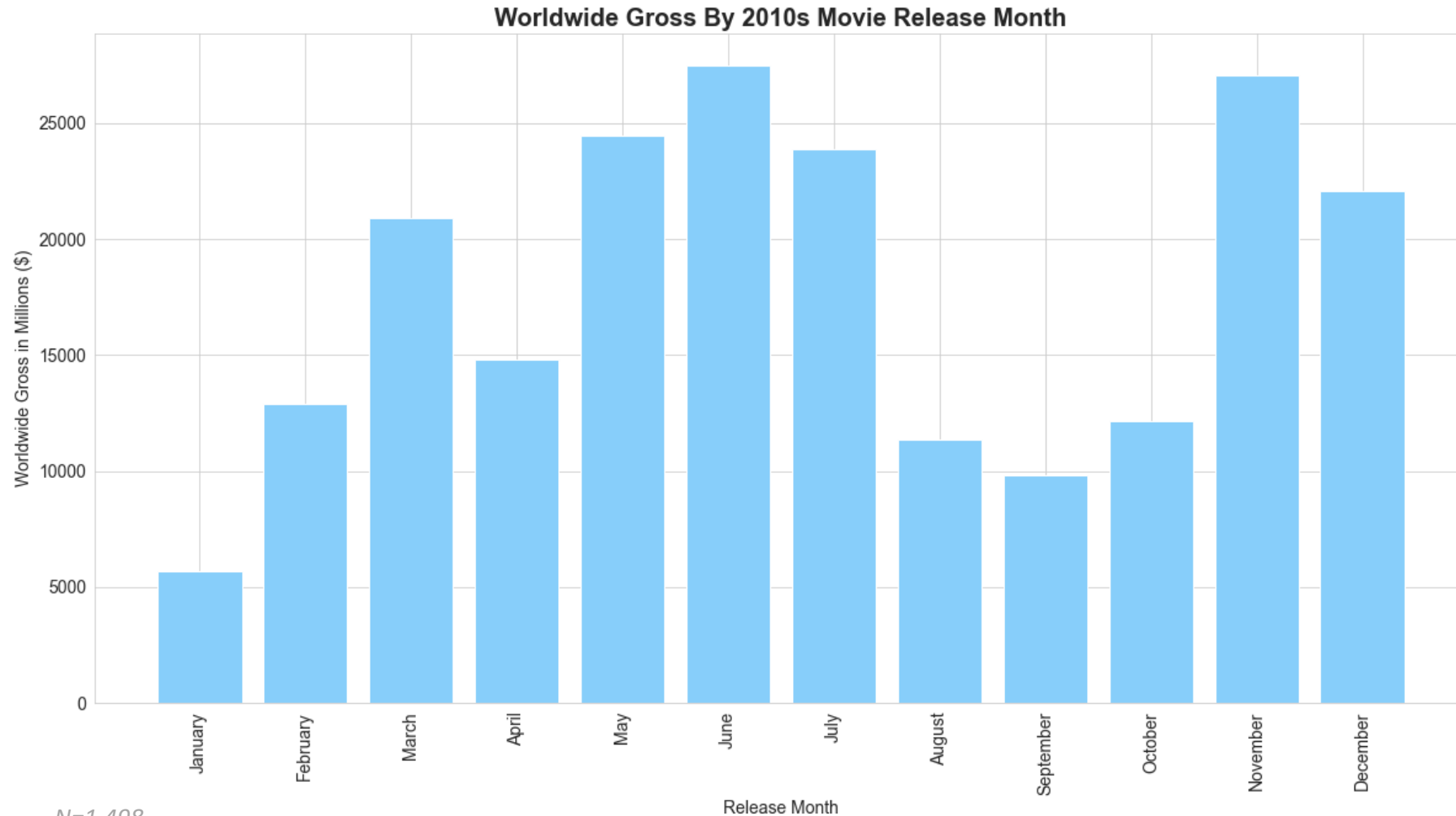
Movie Landscape: Production Budget



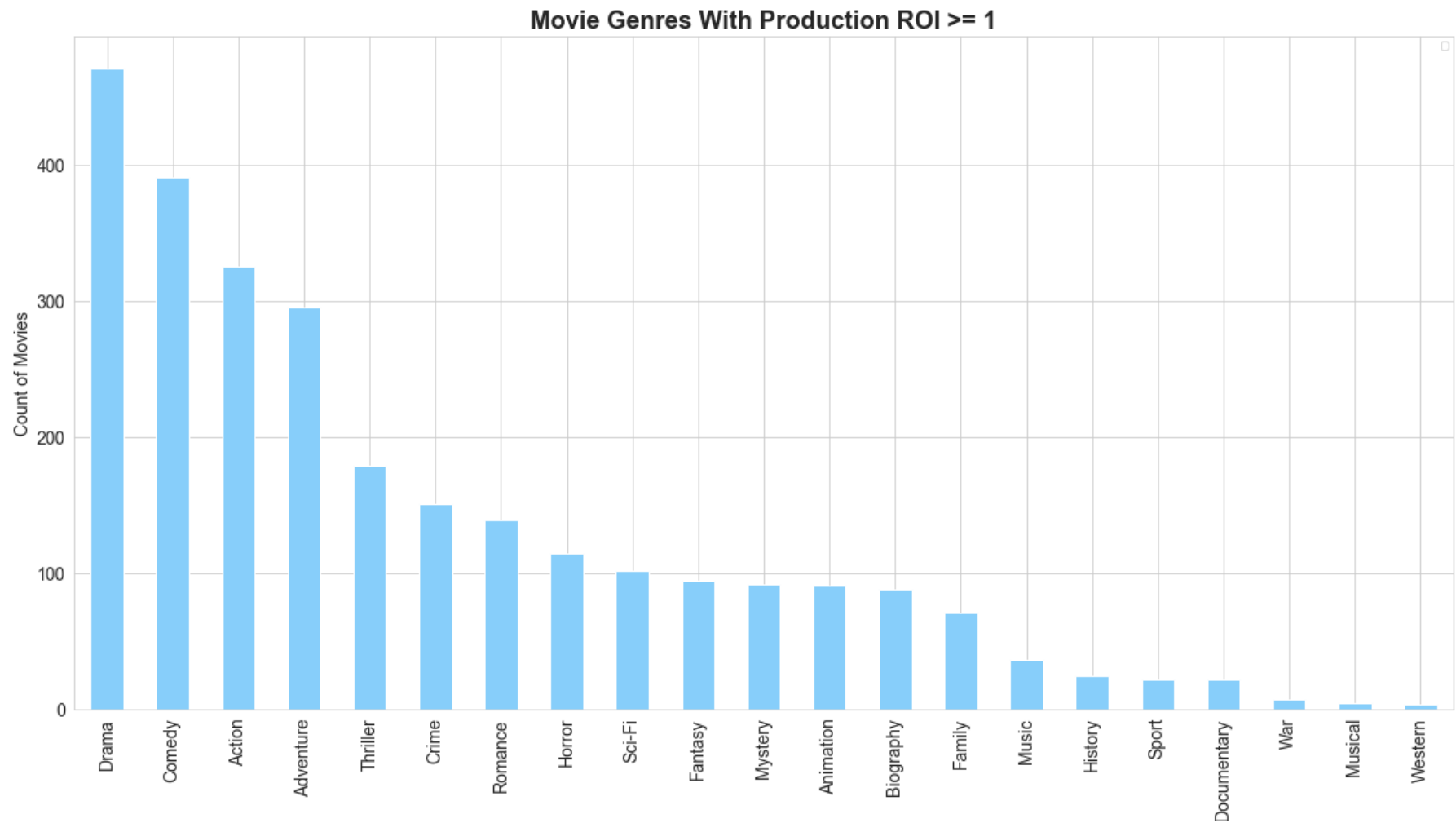
Movie Landscape: Production Budget



June and November are best release months



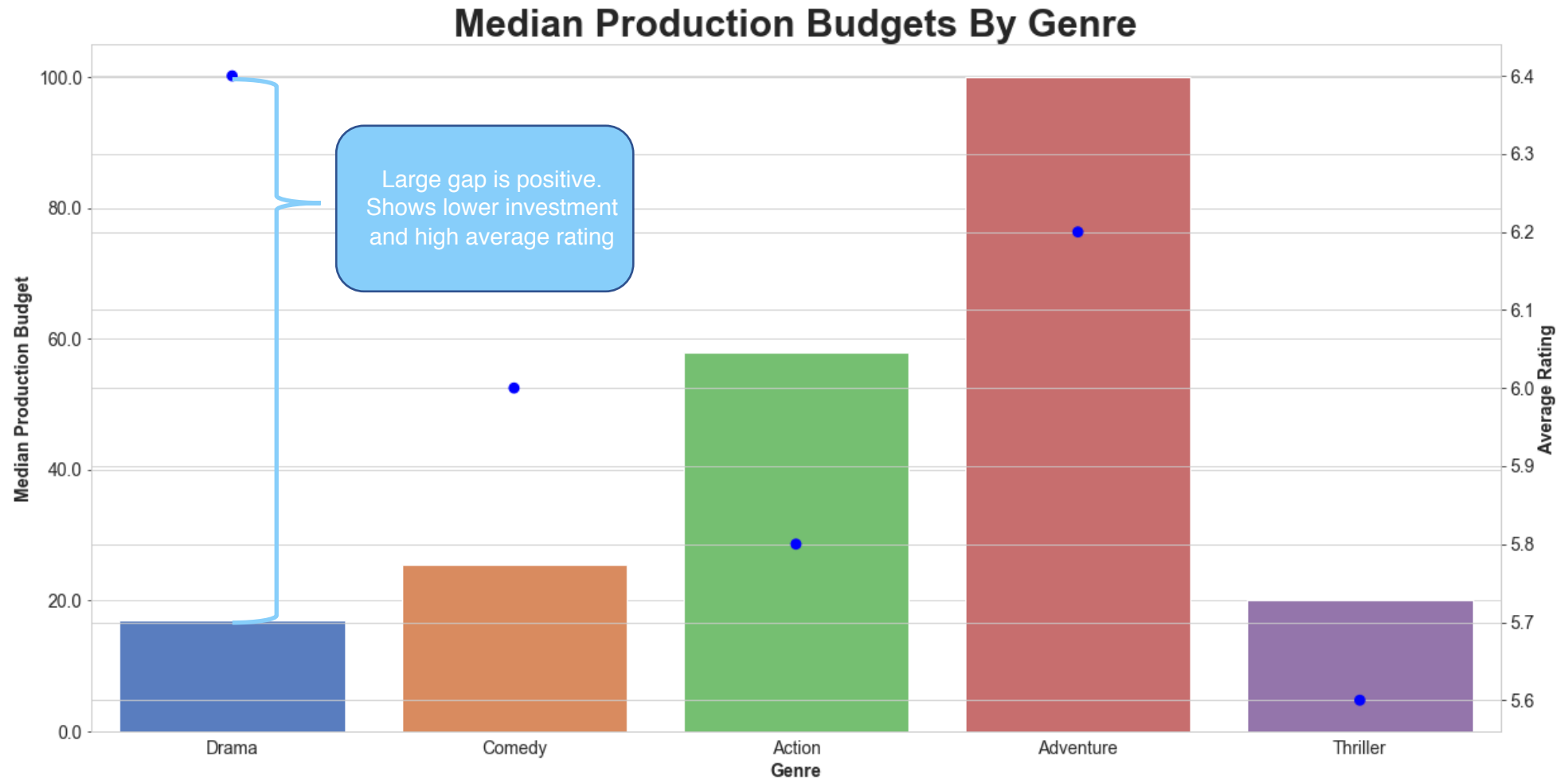
Drama, Comedy, Action, Adventure are top genres represented in breakeven films



N=1,049

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

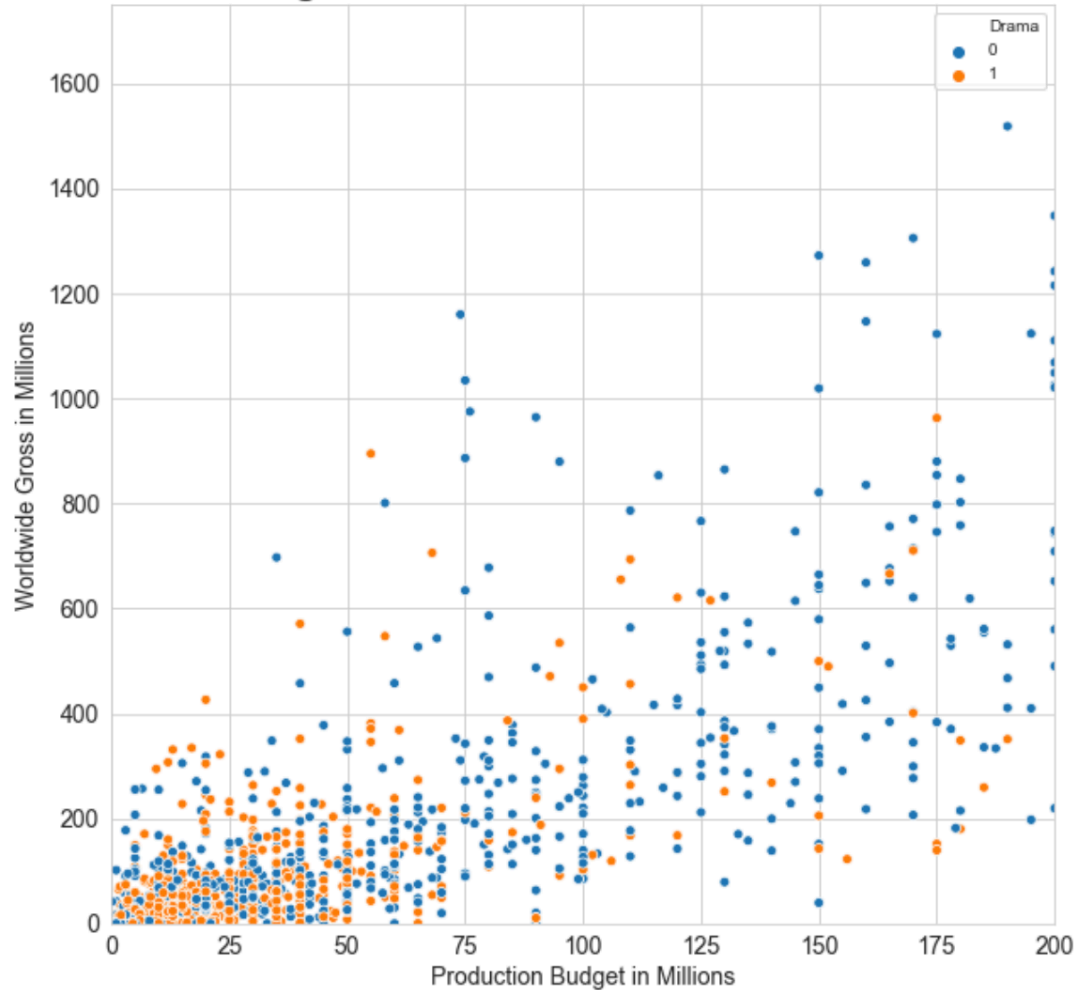
Dramas and Comedies are the best investment at \$17MM and \$25MM



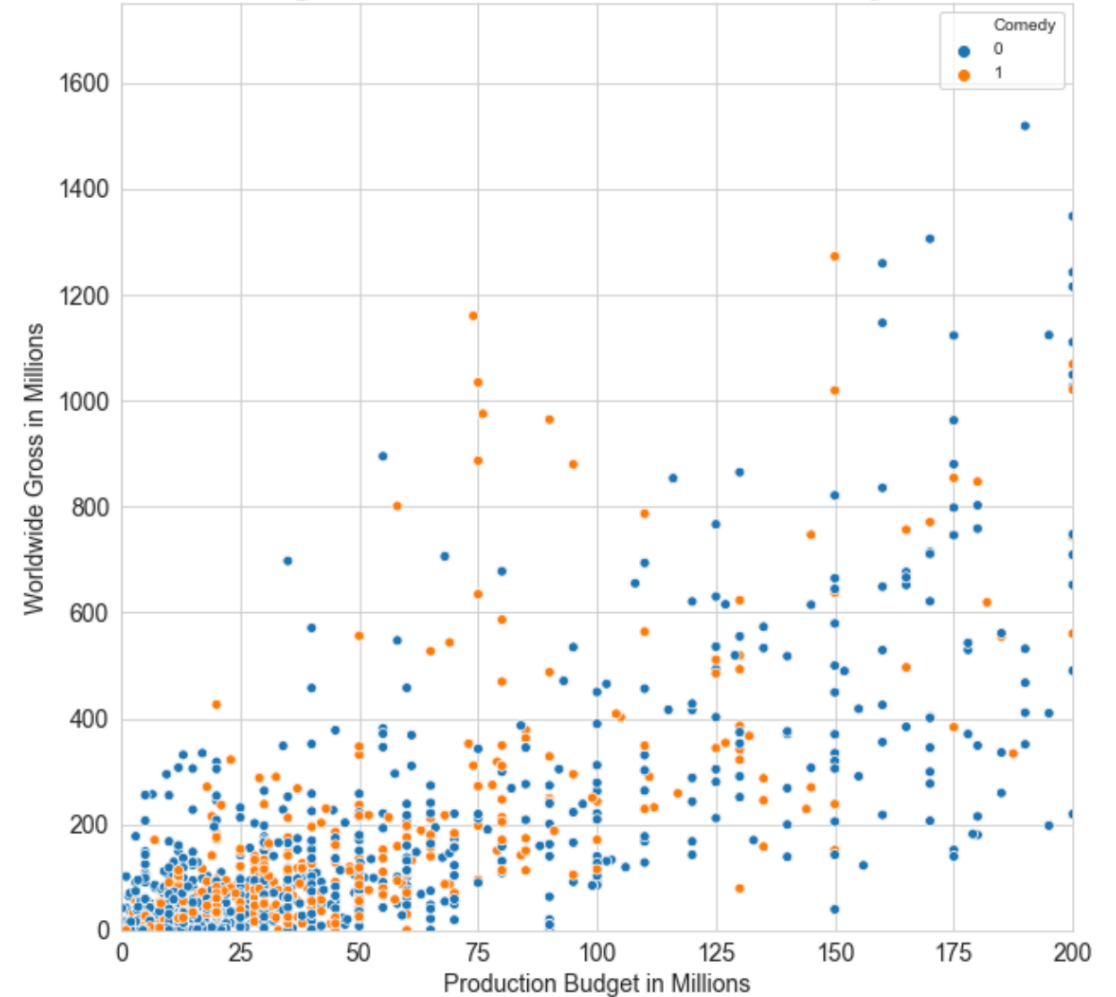
Note: Independent tables separated out by genre. Movies with multiple genres counted once for each genre of which they were categorized

Revisiting Movie Landscape

Production Budget vs Worldwide Gross For Drama Movies in 2010s



Production Budget vs Worldwide Gross For Comedy Movies in 2010s



$N=1,471$

Top Genre Recommendations: Runtime and Directors

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

Conclusion

- Drama, Comedy, Action, Adventure and Thriller movies are best to invest in to make back production budget
- Out of these genres, Drama and Comedy movies need a lower level of investment and result in higher average user ratings
- If money is not a concern, Adventure movies have high average user ratings, but may cost ~5x more to produce
- Movies in any of these genres should run between 1 hour and 45 mins to 2 hours long

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 additional data from current top streaming services
 - Studio Microsoft can model portfolio after
 - Top writers per top genre
 - Highest rated actors in top genres
 - Known for characters



Questions?