



# Logos Analytics Movie Analysis

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By Sarah Jack, Benito (Ben) Ywani, and Brendan Bruno  
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# The Logos Analytics Team

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**Benito (Ben) Ywani**



**Brendan Bruno**



# The Stakes



- Supports the Creative Arts
- Enhances Microsoft's presence on the global stage

# What We Examined

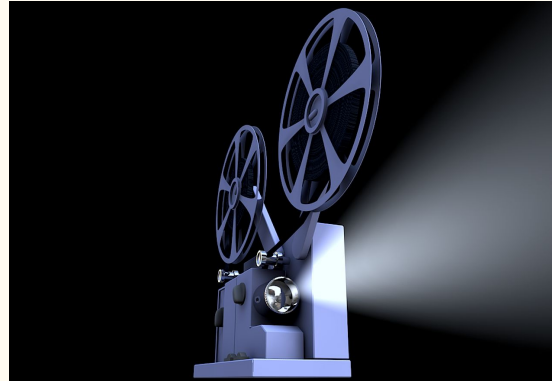
## Pre-Production

### Genres



## Production

### Run-Time



## Post-Production

### Release Month



Pre-Production

Production

Post-Production

# Our Findings

## Pre-Production

## Production

## Post-Production

### Genres

### Run-Time

### Release Month

Animation

Adventure

Sci-Fi

Mystery

Comedy

80 - 120 minutes

Jan

June

July

November

Pre-Production

Production

Post-Production

# Data Sources

The IMDb logo consists of the letters "IMDb" in a bold, black, sans-serif font. The "i" is lowercase and has a dot. The logo is centered within a yellow rounded square.

**IMDb**

The logo for "The Numbers" features the word "THE" in white, uppercase letters inside a red rectangular box with a film strip-like border. To the right of this box, the word "NUMBERS" is written in a large, bold, black, sans-serif font. A registered trademark symbol (®) is located at the top right of the word "NUMBERS".

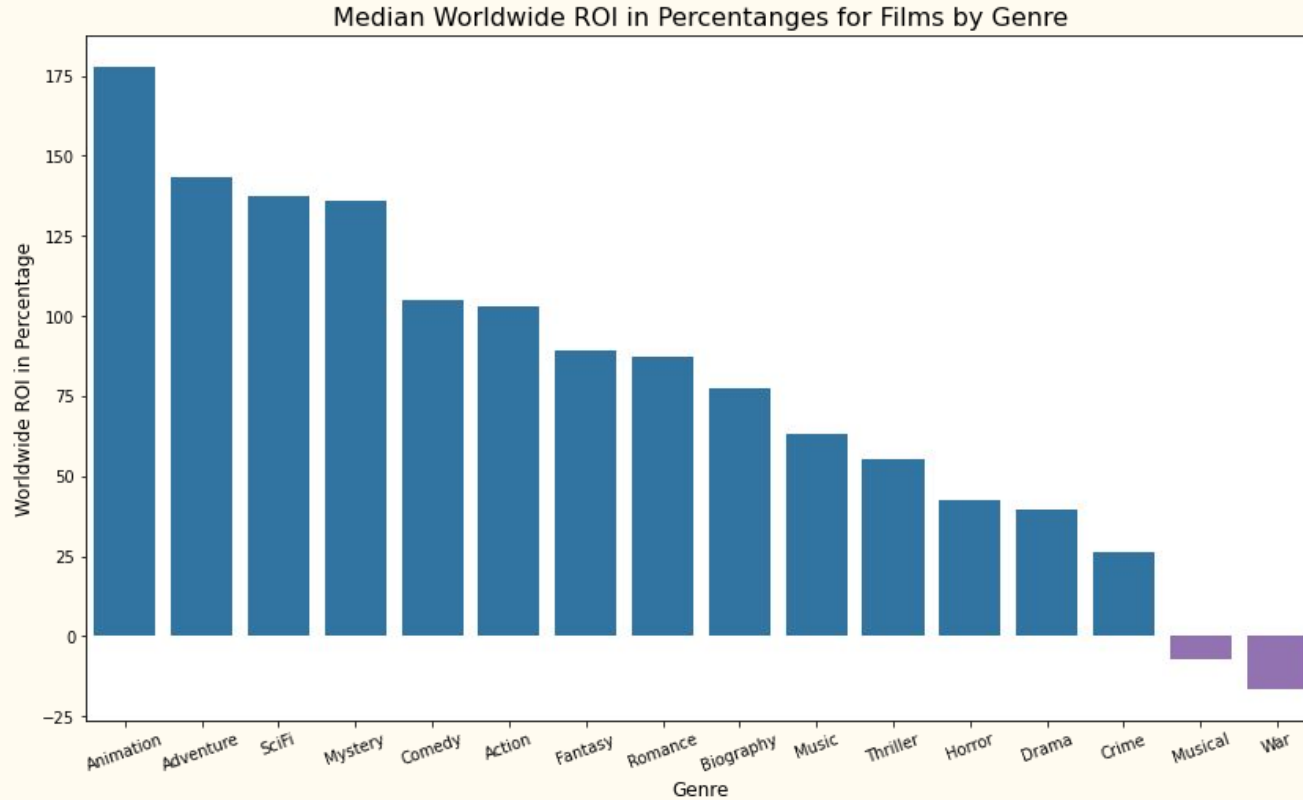
**THE NUMBERS®**

Pre-Production

Production

Post-Production

# Genre

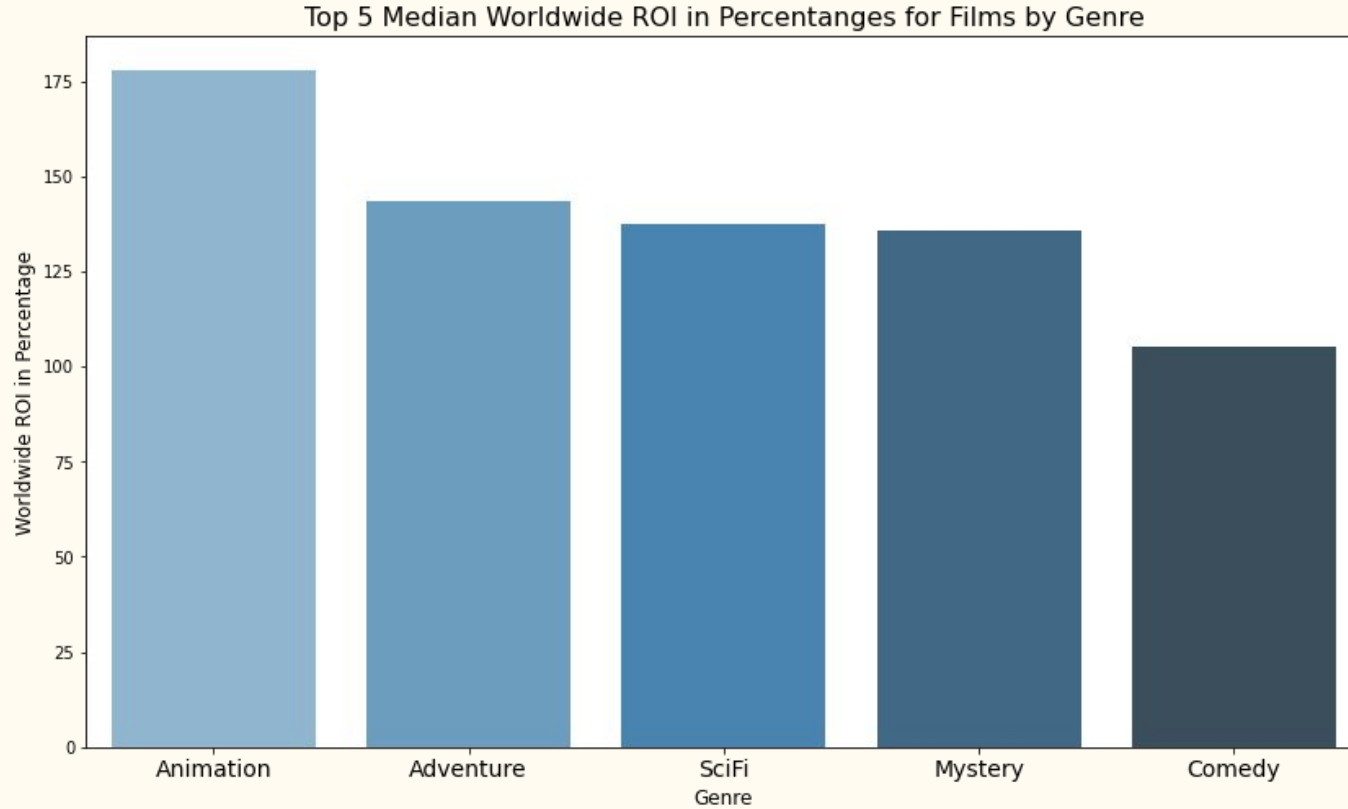


Pre-Production

Production

Post-Production

# Top 5 Genres



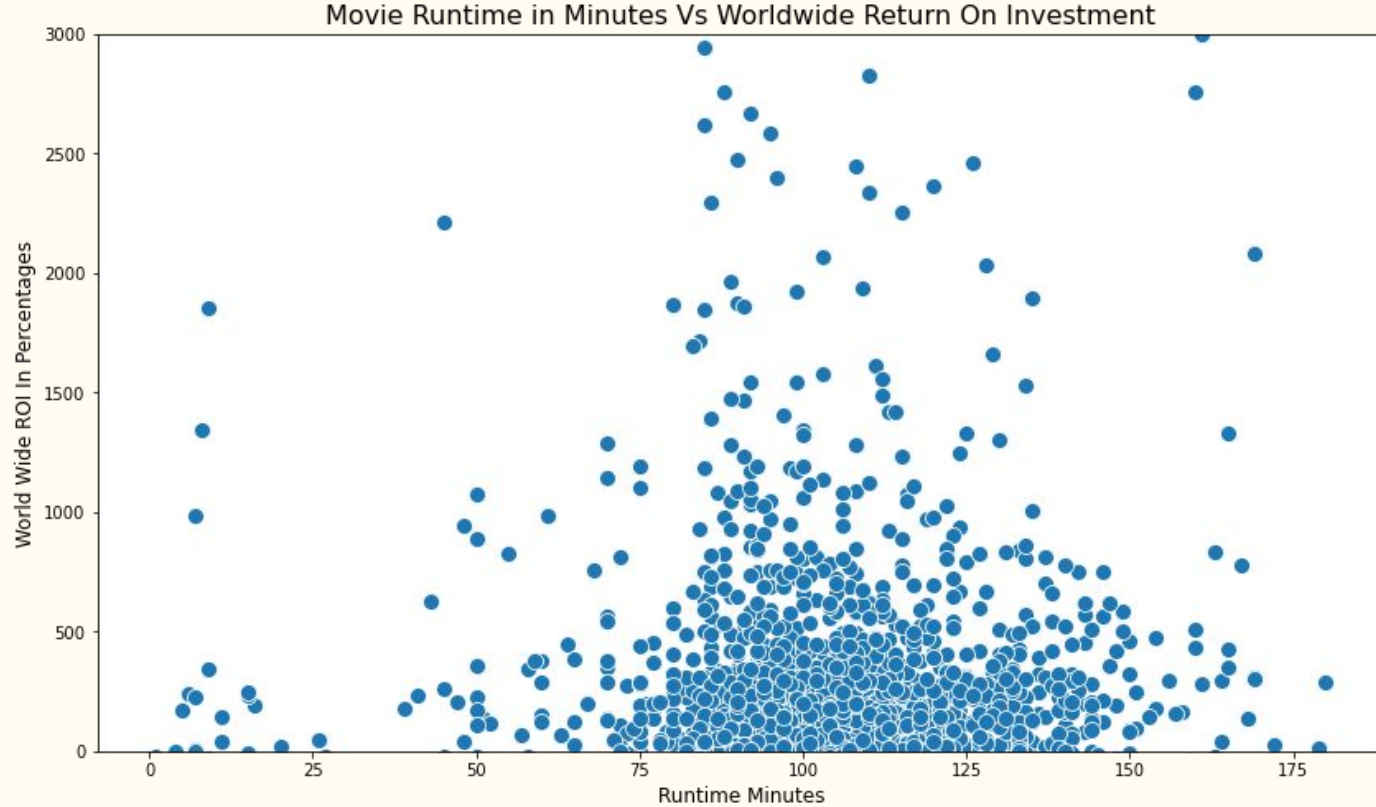
Pre-Production

Production

Post-Production



# Run Time - Worldwide



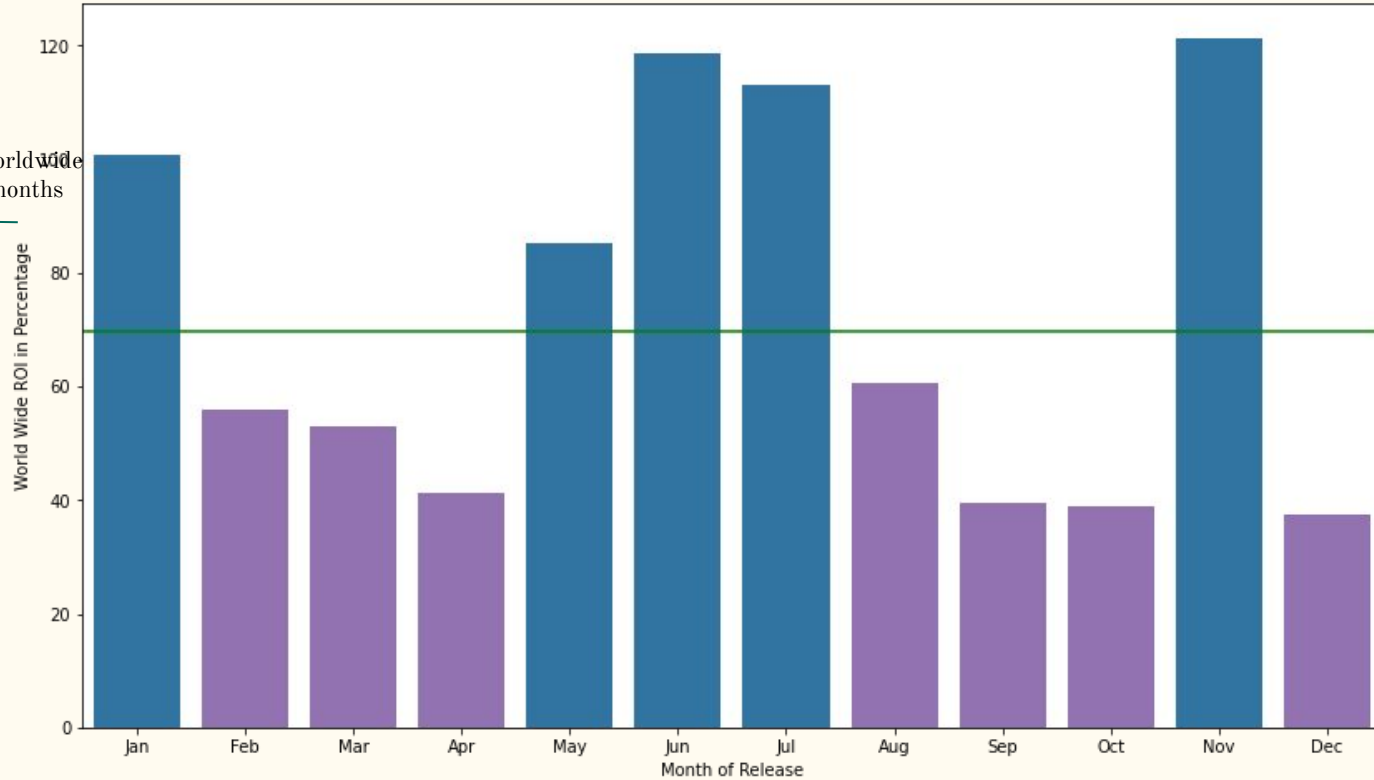
Pre-Production

Production

Post-Production

# Release Month - Worldwide

World Wide ROI in Percentages for Films by Month of Release



Indicates the median world wide ROI across all release months

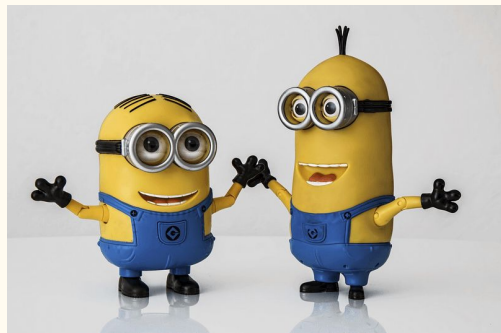
Pre-Production

Production

Post-Production

# Key Takeaways

**Pre-production:** Best Genres are **Animated, Adventure, and/or Sci-Fi** film



**Production:** Best ROI between **80 - 120** minutes in Run Time

**Post-production:** Best release months **January, June, July, and November**

# Future Areas to Investigate

- Correlation between Genres, Run Time, and Release Month



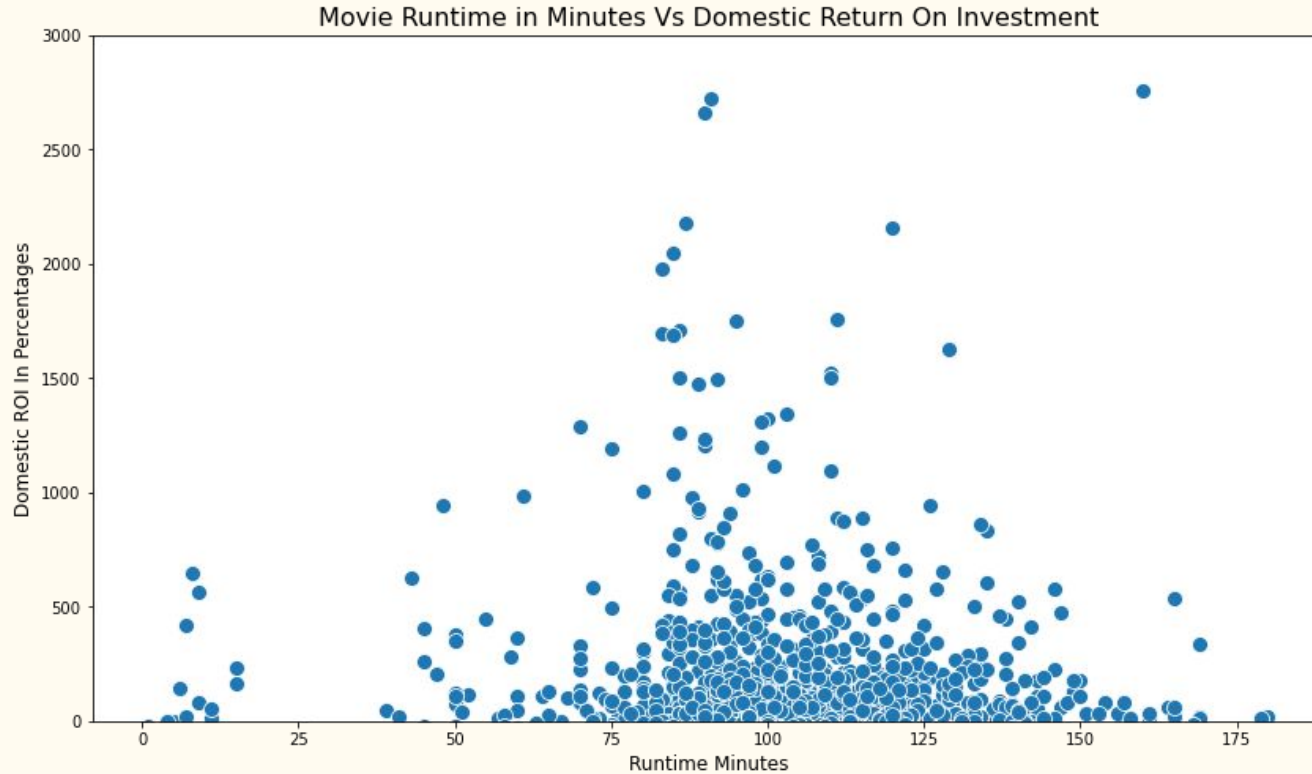
- Why these genres, run times, and release months amass the best ROIs both domestically and internationally

THANK YOU!

HAPPY BIRTHDAY BEN!

# Appendix

# Run Time - Domestic



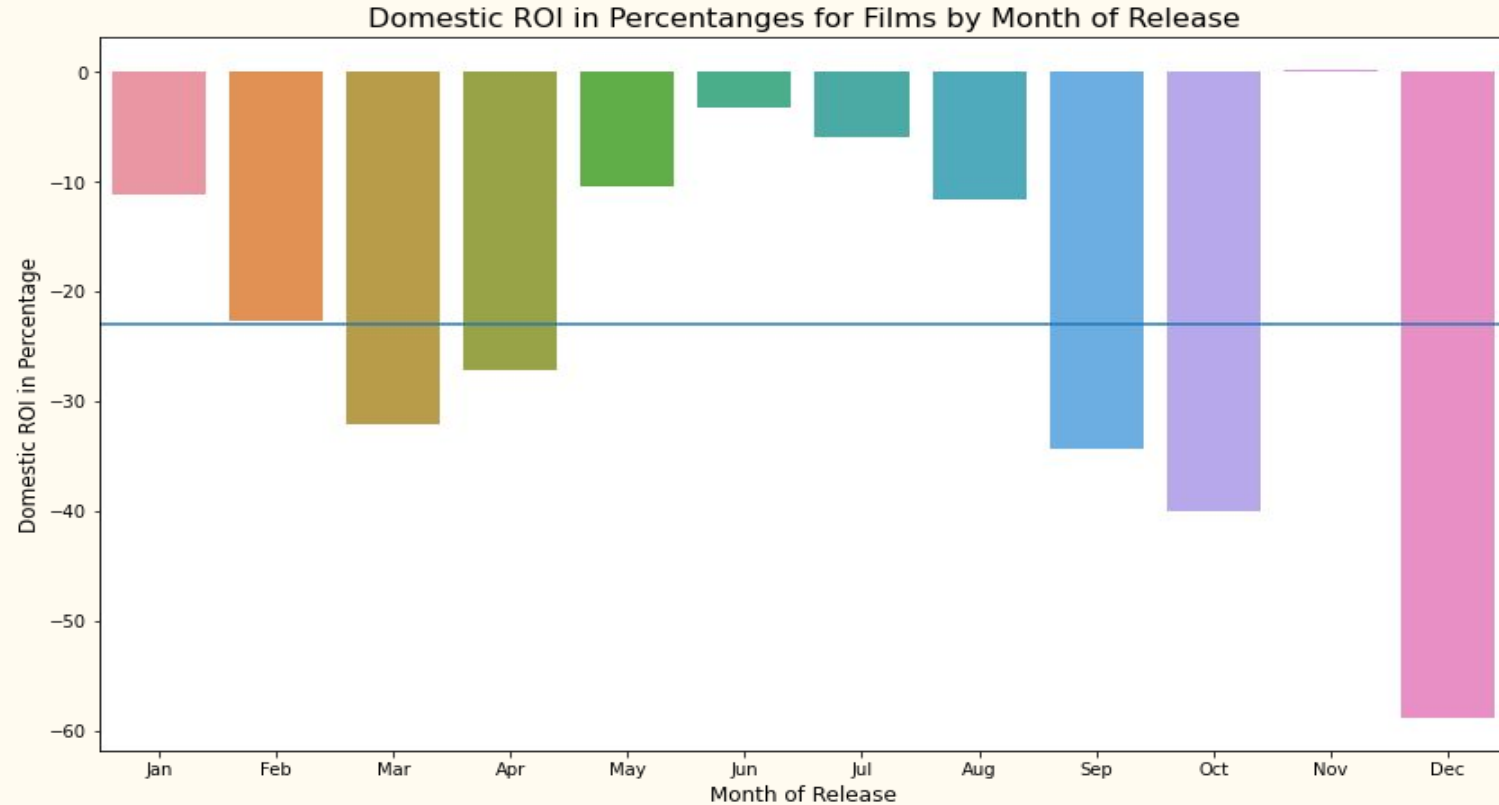
Pre-Production

Production

Post-Production



# Release Month - Domestic



Pre-Production

Production

Post-Production