

What Makes A Movie Succeed?

Based on a True Analysis



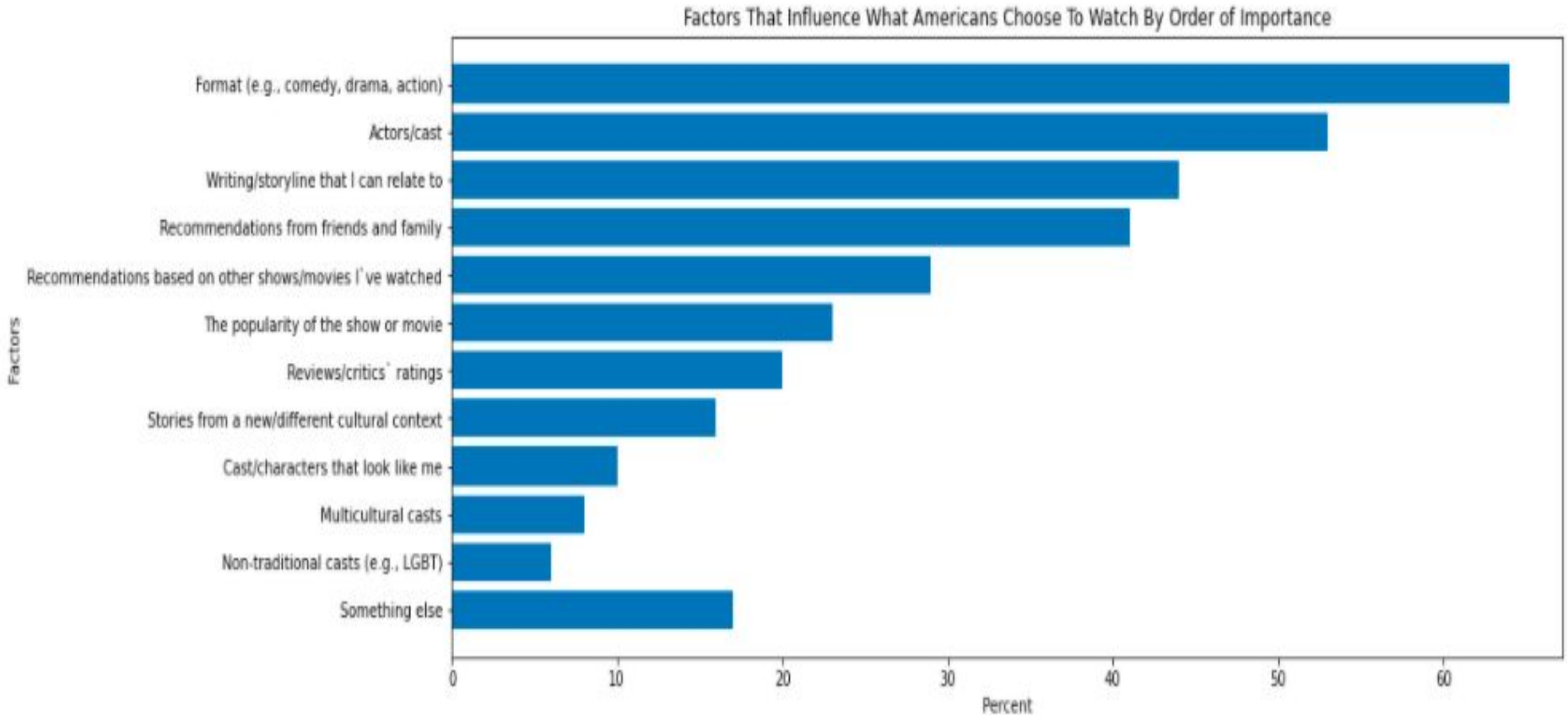


Overview & Business Problem

Microsoft's new movie studio needs guidance on their first film venture. Our analysis will enlighten as to the first film that should be made based on these 3 parameters for success:

- **Profitability**
- **Rating**
- **Votes** (to measure popularity, a high number of votes mean high interaction)

But first, what are people watching?



Data

We used python's module IMDbpy to build a complete IMDb library of all films in the past 5 years. We kept our timeline small in order to keep our data relevant to today's film industry. We requested the following variables:

Budget

Rating

Vote Count

Genre

Plot Synopsis

Year

Month

Profitability: More Money, More...Money?



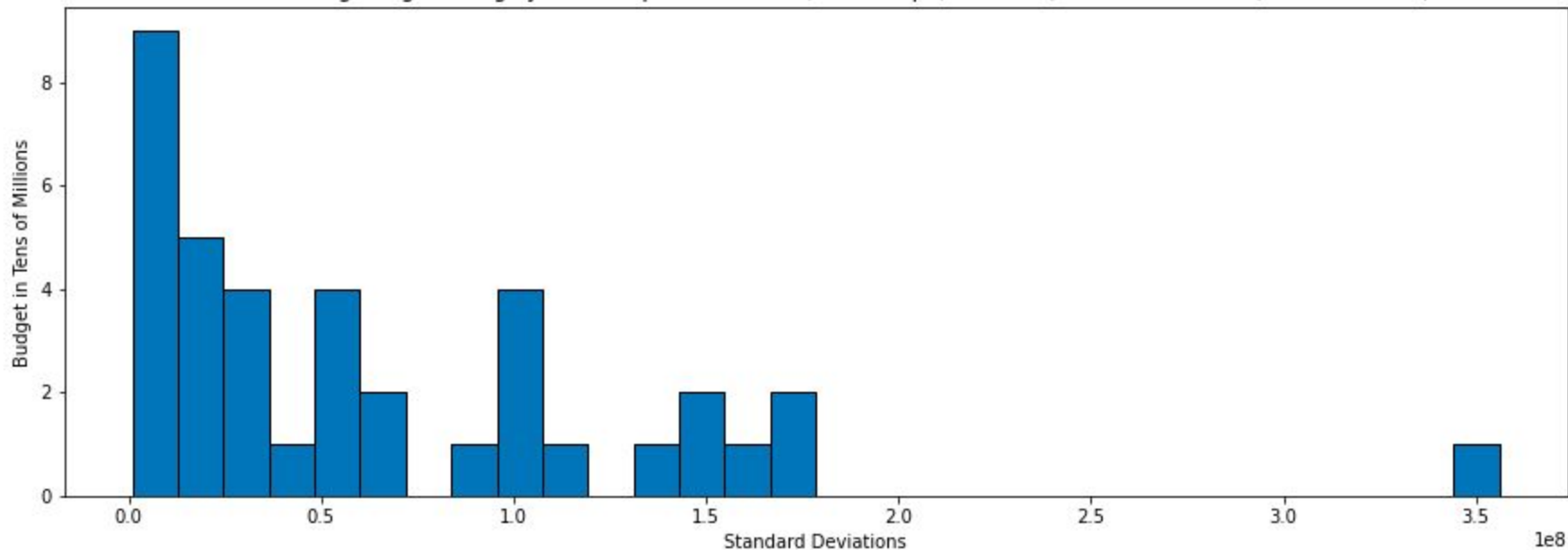
Some quick stats about movie budgets and profit:

1. There is virtually **NO** relationship between size of budget and the movie's rating
2. There is a *WEAK* positive relationship between size of budget and popularity of movie
3. There is a STRONG positive relationship between size of budget and how much the movie grosses

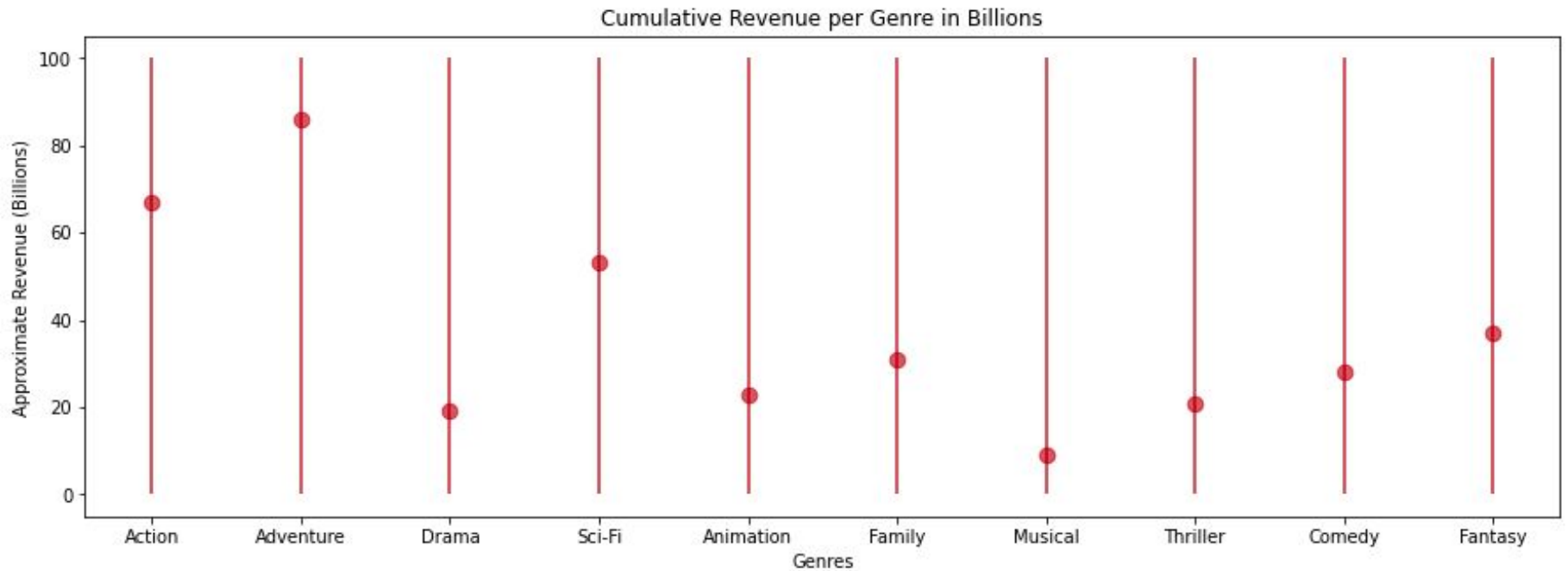
So money isn't the end all, be all. So what's the sweet spot?

Results: Profitability

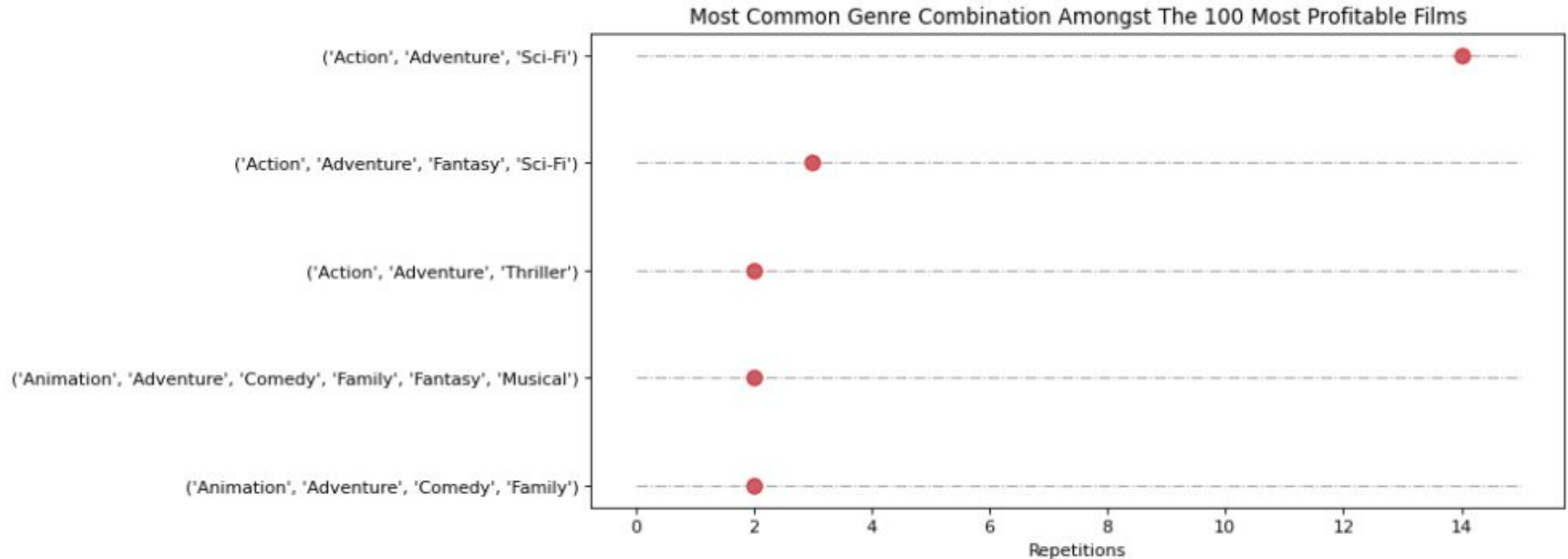
Distribution of Avg Budget of Highly Rated Popular Movies (8/10 and up) / Mean = \$67.6m, Median = \$46m, Mode = \$12m



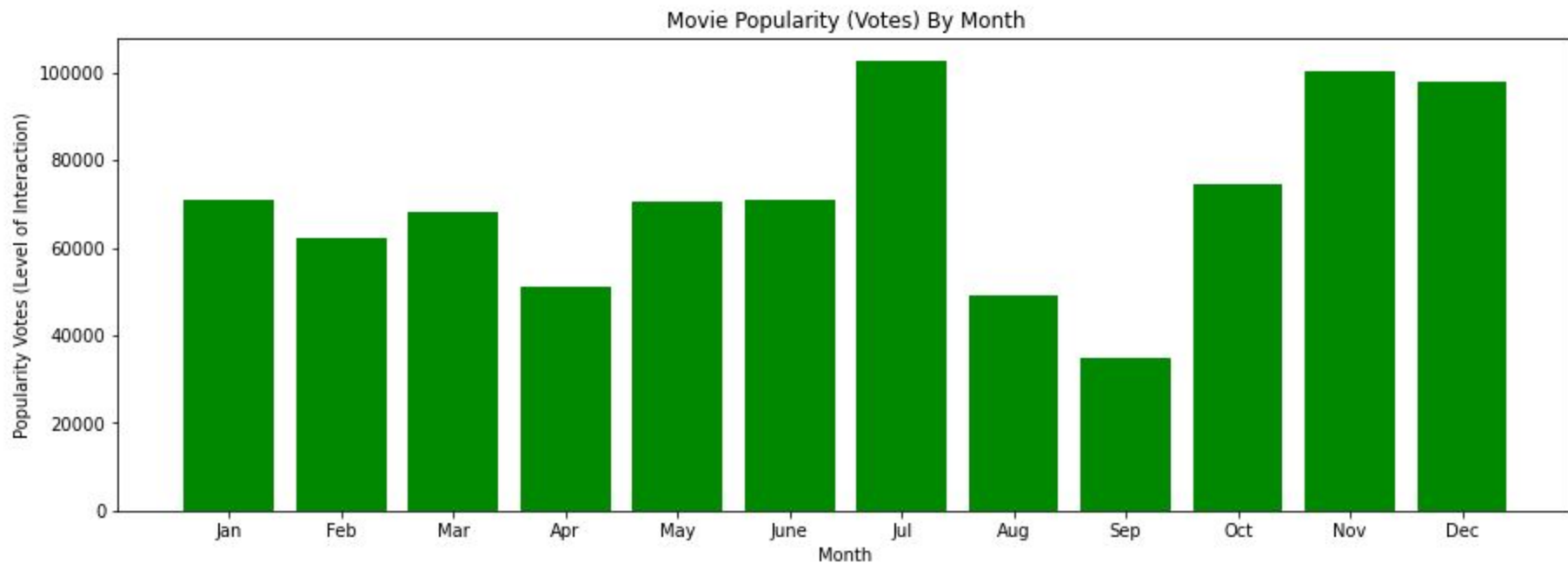
Which genres do best individually?



Which genre combinations do best?

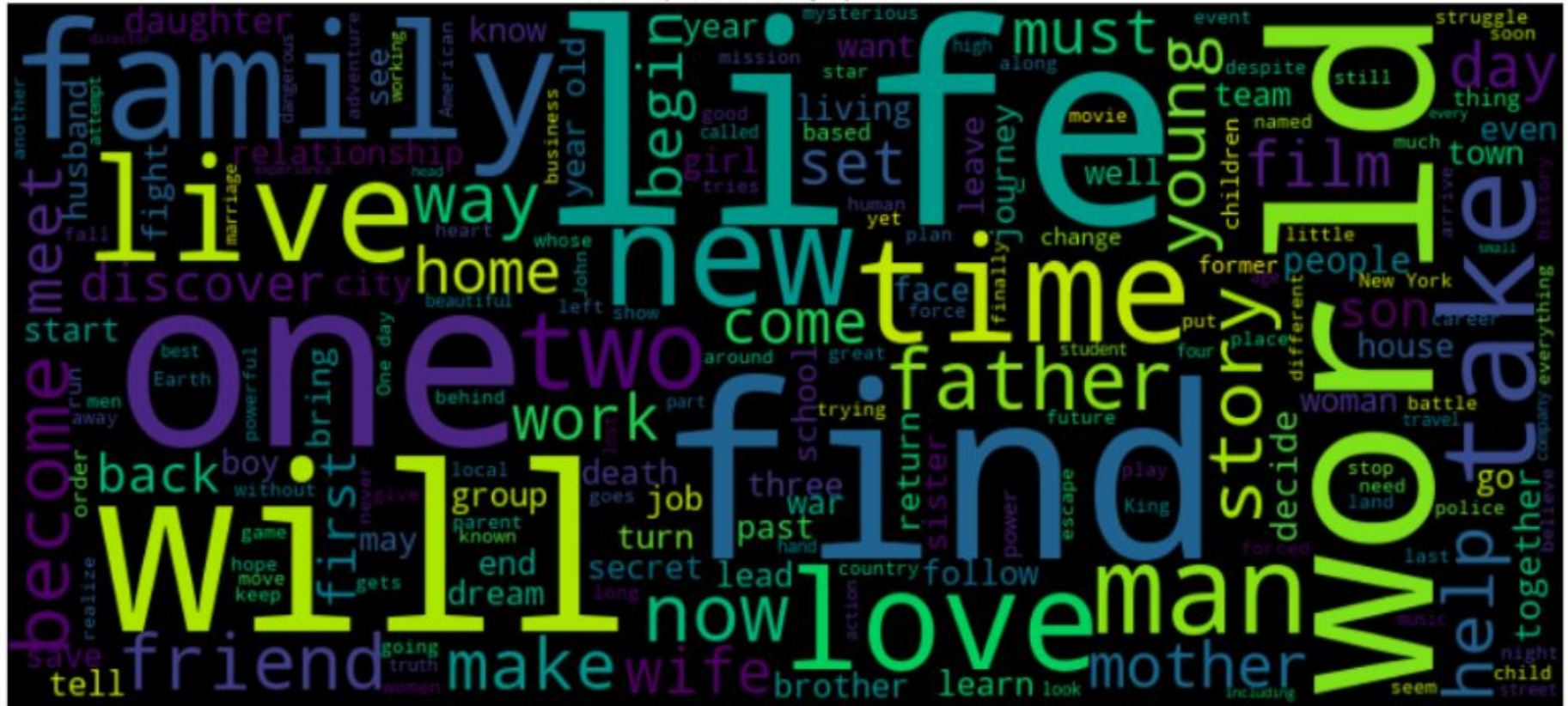


Watch out for slump month



Plot themes across all films?

Word Map For The Plot Synopsis of All Films



Word Map For The Plot Synopsis of the Top 100 Highest Grossing Films



Conclusions

- 12m - 67.6m ideal budget range. Higher is justifiable for special reasons only
- Best genres individually and together: Action, Adventure and Sci - Fi
- Release during slump month period 1 (Jan - Feb) or slump month period 2 (Aug - Sep) so as to avoid competing with mega blockbusters
- Keep all storylines high stakes, with strong familial-like relationships and familiar themes

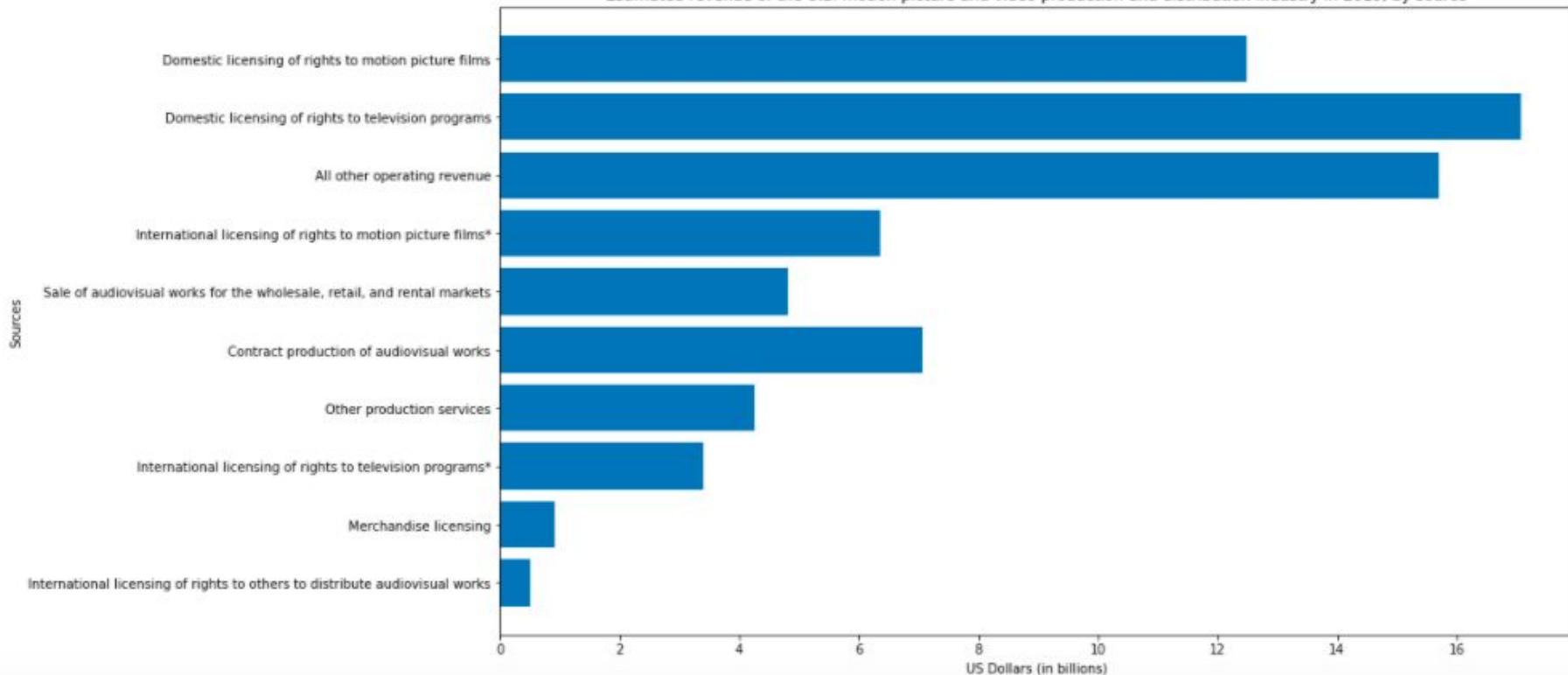
Next Steps



1. Franchises are enormously profitable but almost all already owned by other movie studios. We advise doing a deep dive into any existing unowned franchises and potential for creating our own franchise
2. Each genre and genre combination will require its own personal deep dive into further details such as the current hottest actors and directors in each genre, the runtimes that perform best, audience rating that performs best, etc
3. Our research also showed that the profit for online TV streaming and internet content rivals film profits and we advise doing a special deep dive into also creating online streaming television shows and online content

Next Steps: BONUS

Estimated revenue of the U.S. motion picture and video production and distribution industry in 2019, by source



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