



# Analysis of Film Industry Return on Investments

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# Outline

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2. The Data
3. Analysis & Visualizations
  - a. ROI v. Budget Size
  - b. Distribution of ROI v. Budget Tier
  - c. Median ROI v. Genre Categorized by Budget Tier
4. Conclusion & Next Steps
5. Contact Information

# Business Problem

Who: Microsoft, a tech company

What: How can Microsoft make a successful movie studio?

Why: Other competitors are finding success in making movies

**Definition of Success**: Maximizing Microsoft's overall ROI on the films it produces

**ROI**: Profits divided by total cost



# The Data

## Sources

Internet Movie Database



The-Numbers.com

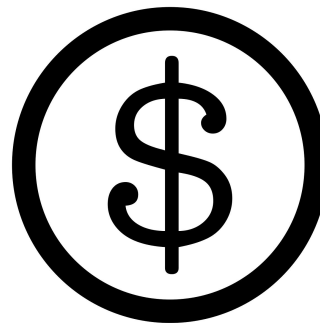


## Data

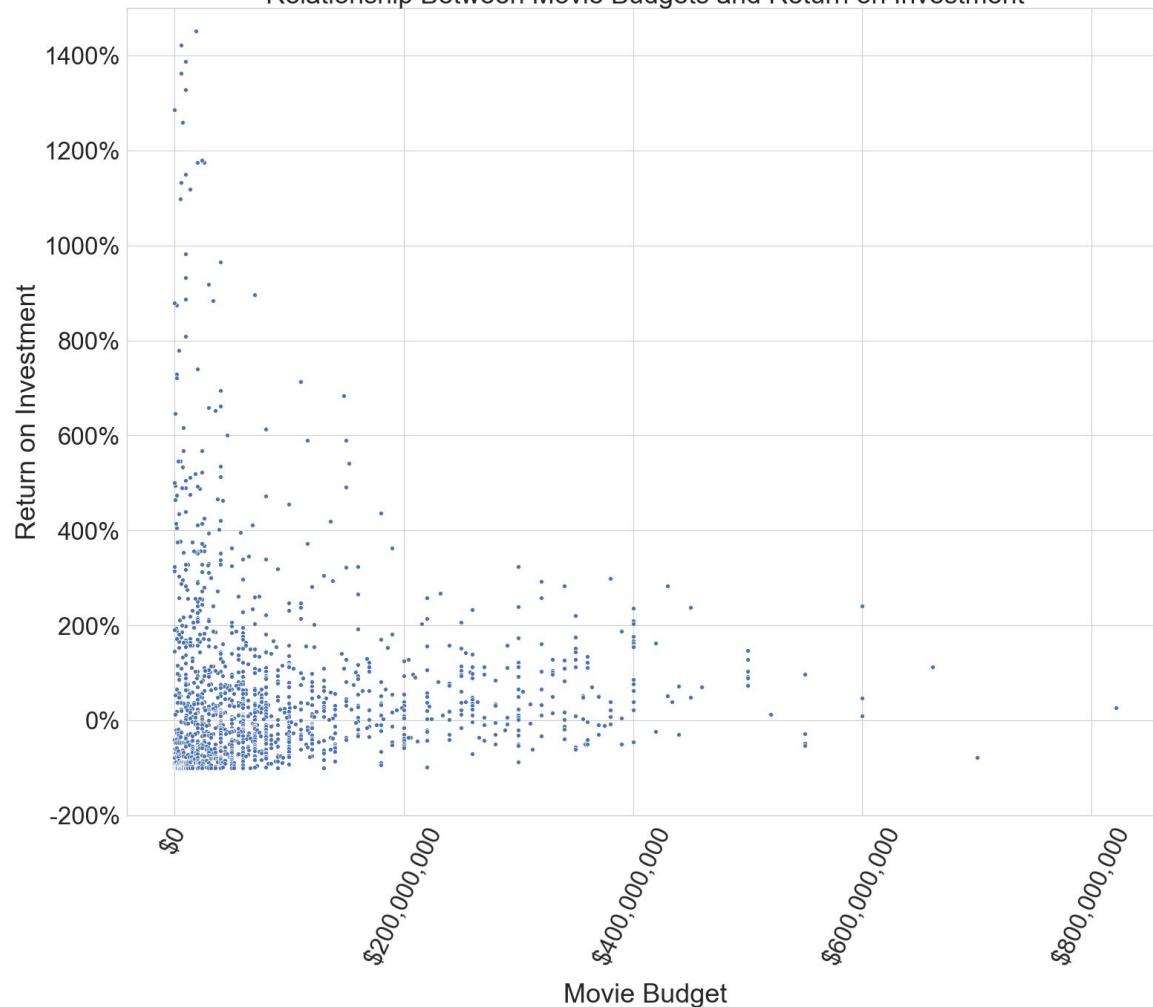
Genres



Production budgets, box office sales

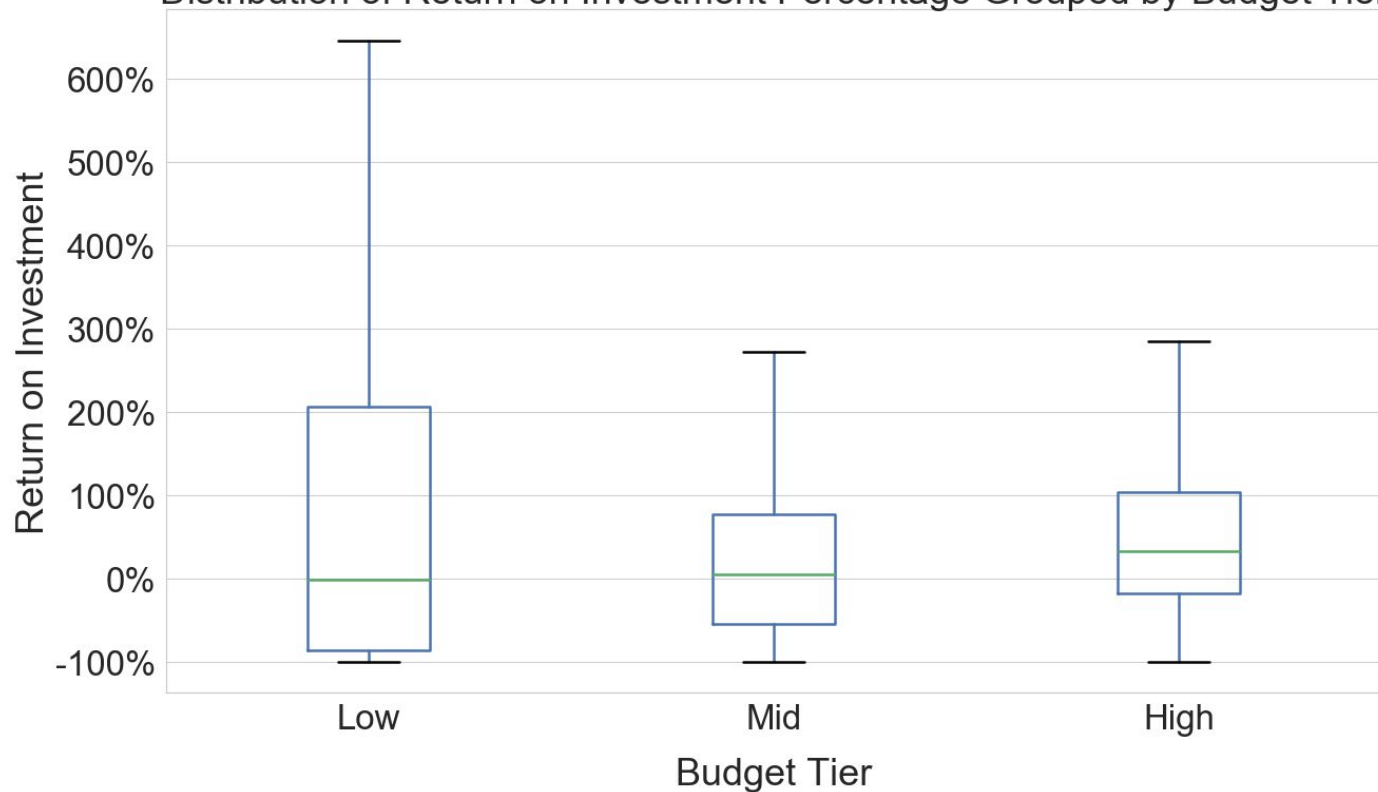


Relationship Between Movie Budgets and Return on Investment



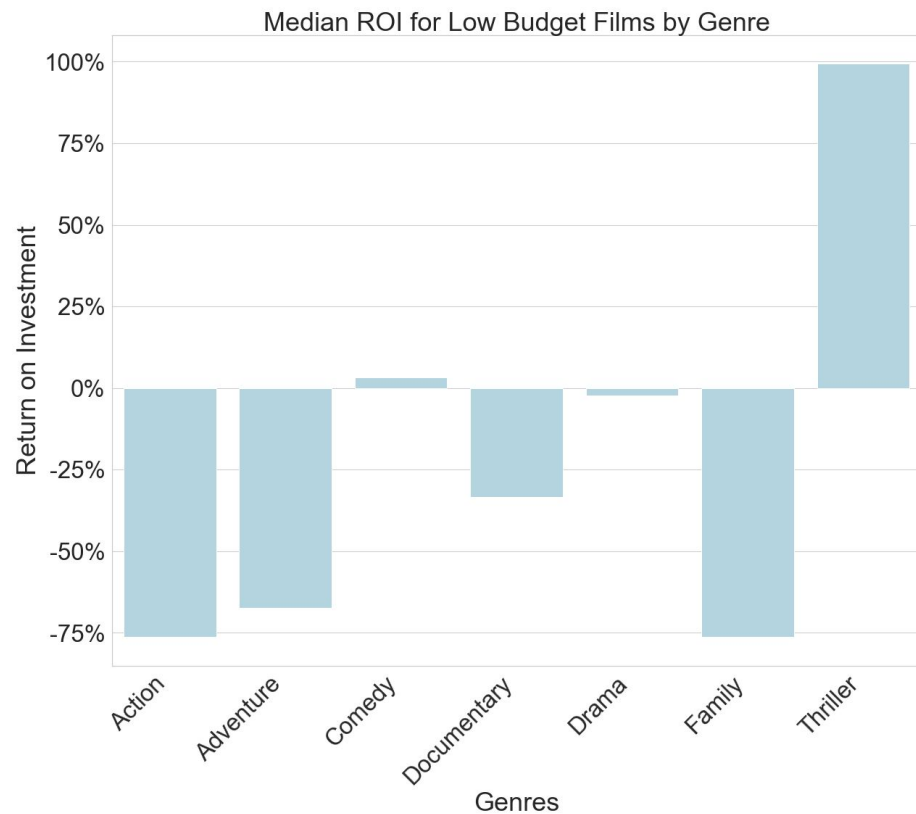
- No correlation between movie budget and return on investment

Distribution of Return on Investment Percentage Grouped by Budget Tier

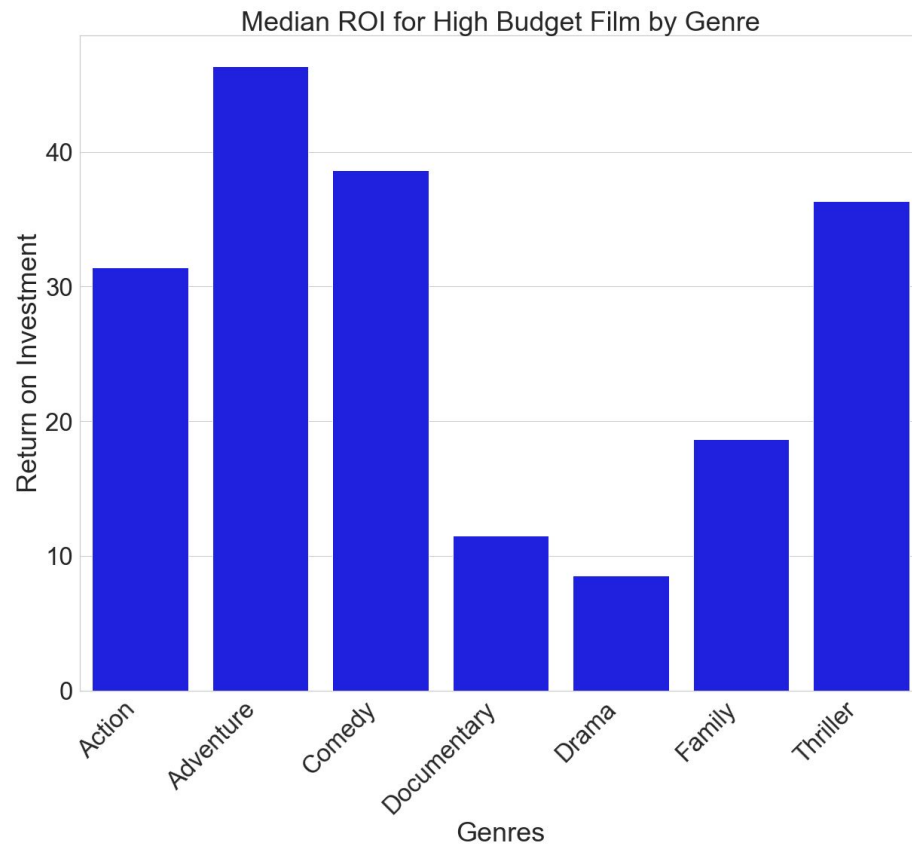


- High budget films have the highest median ROI and more consistently have a positive ROI
- Low budget films have highest range of ROI, showing their potential

- Generally low budget movies consistently do worse
- High ROI for low budget Thriller movies



- Generally positive ROI for high budget movies
- Top Genres: Adventure, Comedy, Thriller





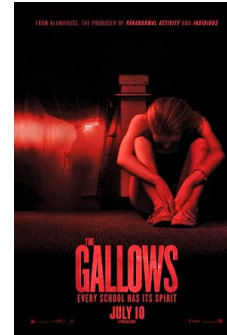
# Conclusion & Next Steps

- Concentrate on high budget adventure films with low budget thrillers

High budget adventure



Low budget thriller



## Next Steps

- Evaluating personnel that maximize ROI
- Constructing portfolios of films

# Contact Information

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