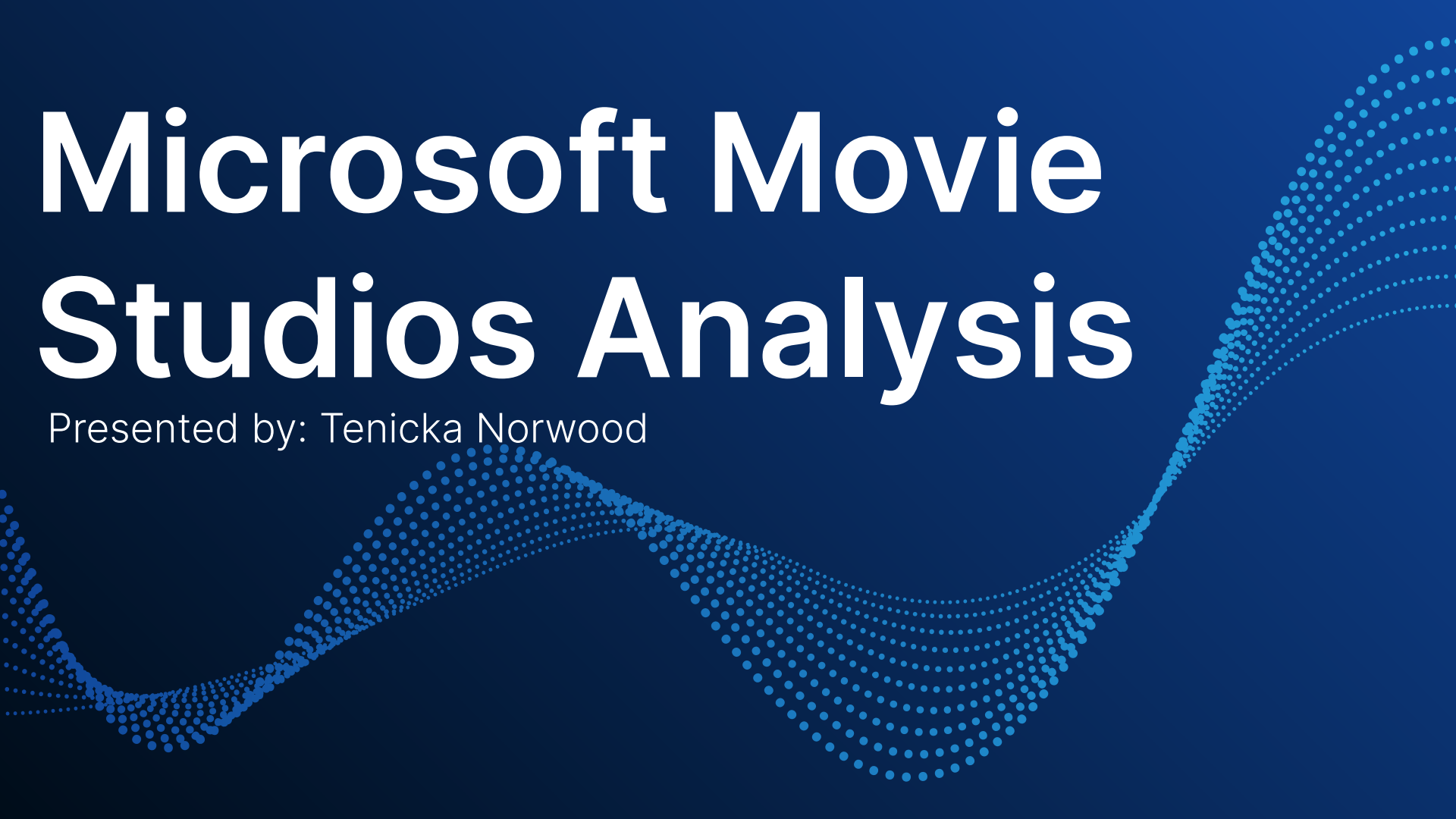


# Microsoft Movie Studios Analysis

Presented by: Tenicka Norwood



“

The global film and video  
market will reach \$410.6 billion  
by 2030...

-Business Wire 

# Where do we begin...

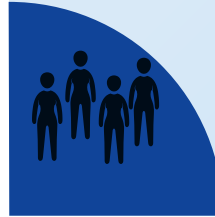
## **Balancing Budgeting Cost and Profit**

Plan to effectively compete with existent movie studios.



## **Lean on Experts**

Use patterns to identify best personnel to include in our initial roll out.



Use key findings from trends to choose ideal conditions for filming.

## **Identify patterns in Industry Data**

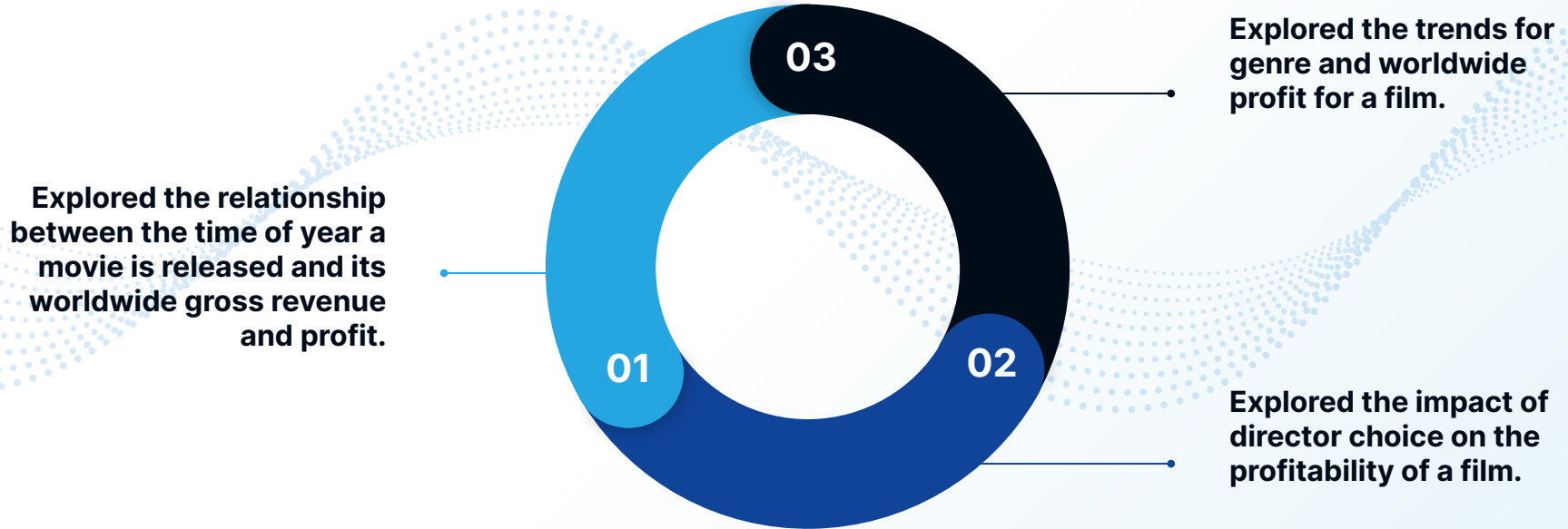


Focus on select genre, personnel and launch dates.

## **Narrow our Focus**

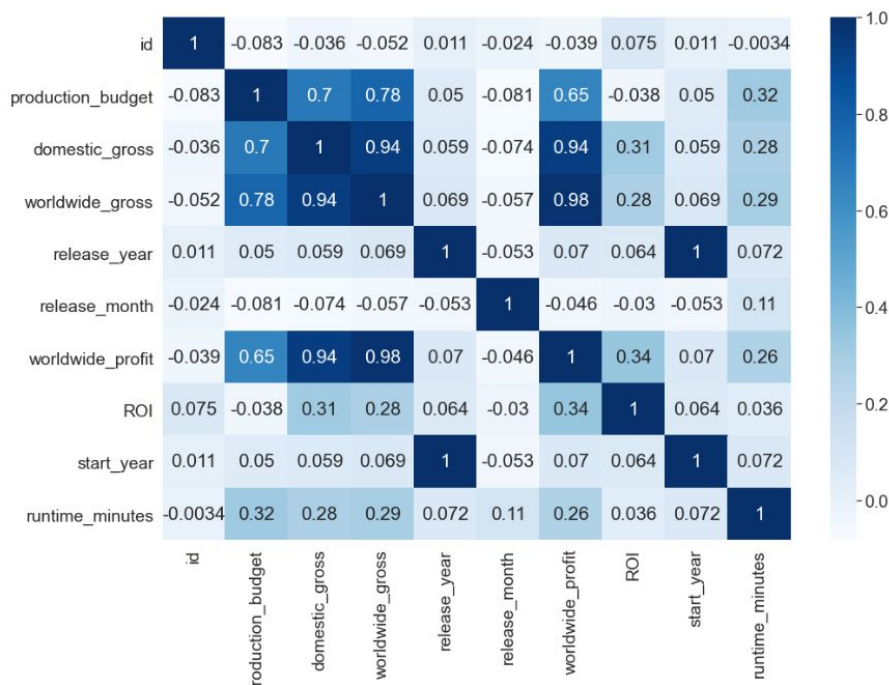


# My approach was to go where the data took me...



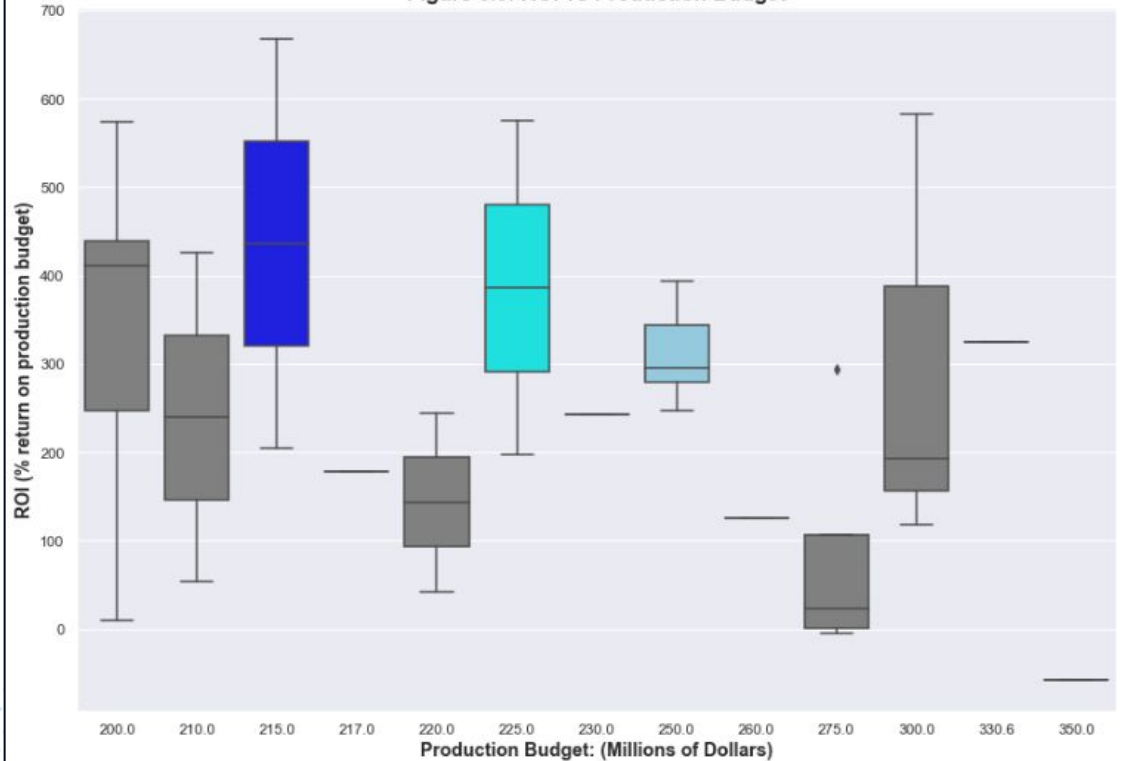
# Budgets Matter

Figure 8.1: Correlation Between Movie Attributes and ROI



**Production Budgets**  
are positively  
correlated with **world  
wide gross revenue**  
and **world wide  
profit** for the top 100  
grossing films. ✓

Figure 6.3: ROI vs Production Budget



## High risk can yield high rewards

Production budgets of 250 million dollars have a **median return on investment of around 300% .**

# \$215,000,000



That's the **average production cost** for the top 100 grossing films that yields the most revenue.

# Which patterns in ...

**Release Month**



**Director**



**Genre**



**make films the most profitable...**



# Questions Explored

- When is the best time of year to release a movie?
- Which director makes the most profitable movies?
- Which genres of movies make the most profit at the box office?

# Is there an ideal time to release a film?

If past is prolog then the answer is **YES** ✓

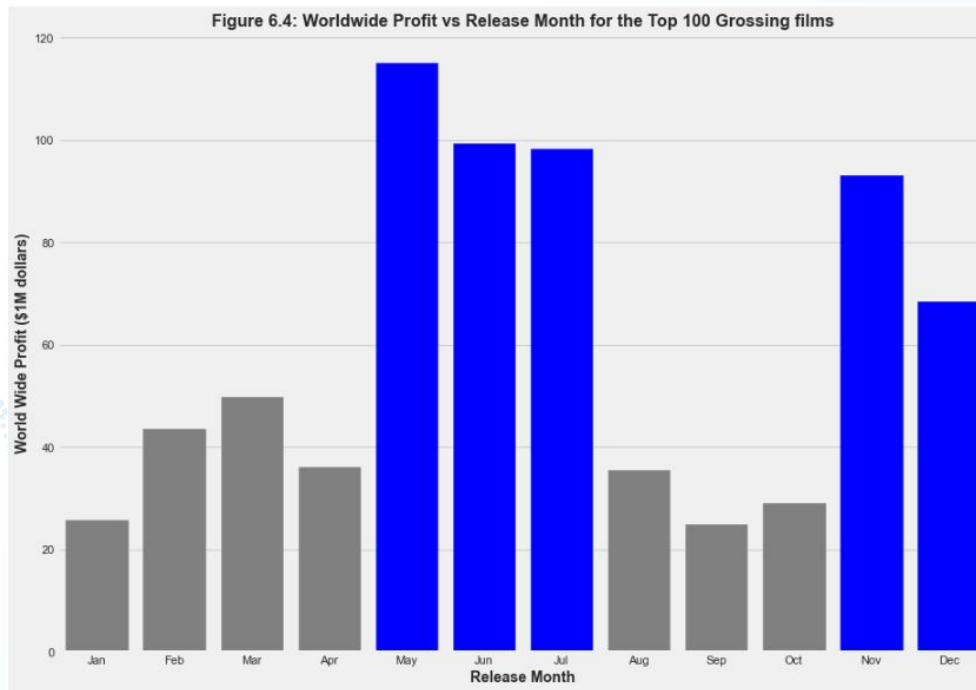


# Best Time to Release a Movie

## Summer Months

Based on data from top 100 most profitable films: May, June and July are the best time to release a movie.

Average worldwide profit of films released in the Summer months is around **100 million dollars.**





# We will lean into the strengths of experts...

## Production budget:

While the median production cost is around 20 million dollars, *production costs of around **200 million dollars** have the most consistent worldwide profit.*

**Production costs need to be large enough to pay effective directors.**

# Directors with Proven Track Records



Anthony Russo and Joe Russo  
The Gray Man  
Avengers: Engame  
Avengers: Infinity War  
Captain America: The Winter Soldier



Colin Trevorrow  
Jurassic World  
Dominion  
The Book of Henry  
Jurassic World



James Wan  
Aquaman  
The Furios 7  
Insidious  
Saw



Joss Whedon  
Avengers: Age  
of Ultron  
Serenity  
The Nevers



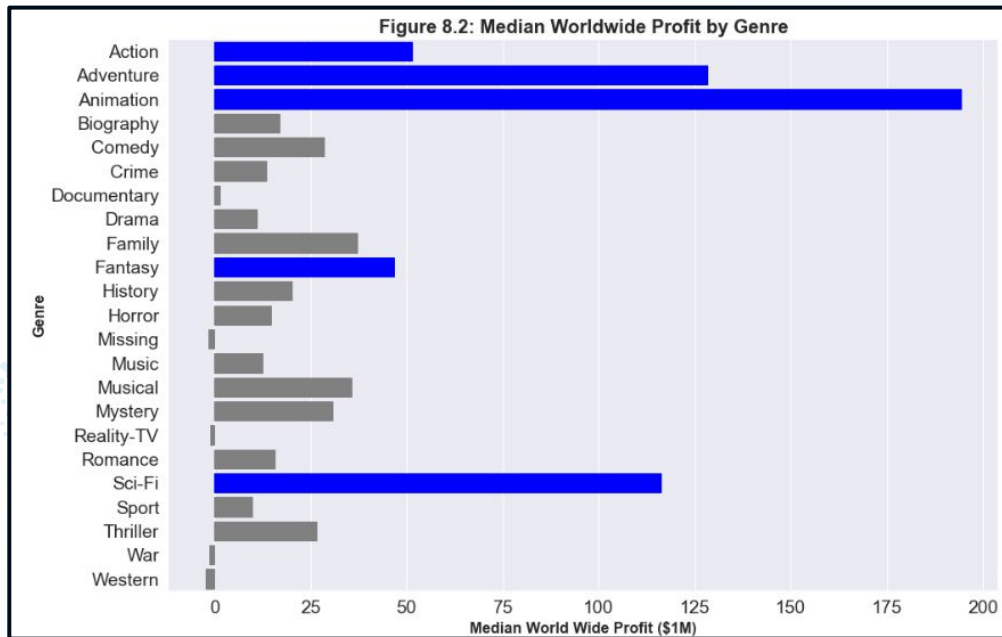
# Best Type of Movie to Make:

## Animation

Based on data from top 100 most profitable films:

Animation, Adventure and Sci-Fi are the best genres of movies to release.

Average worldwide profit of animation films is around **190 million dollars.**



# Create a Sci-film

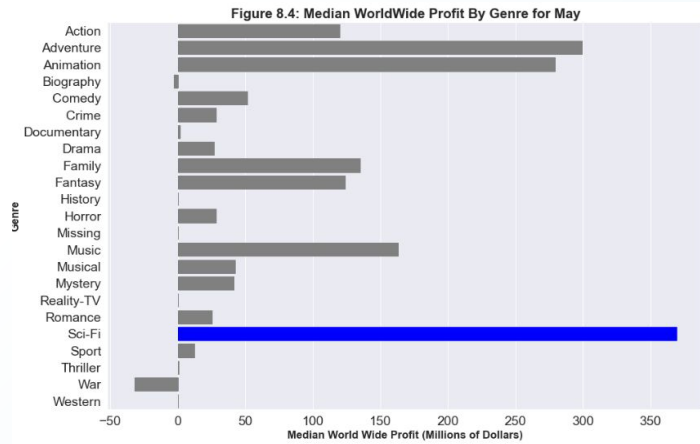
It's in the top 5 Genres of the 100 most profitable films in the world.

# Release it in May

It's in the top 3 most reliably profitable months to launch a movie.

**Pay Anthony and/or Joe Russo to direct your initial film.**

They are in the top 5 directors of the 100 most profitable movies in the world.



# Create an Animation

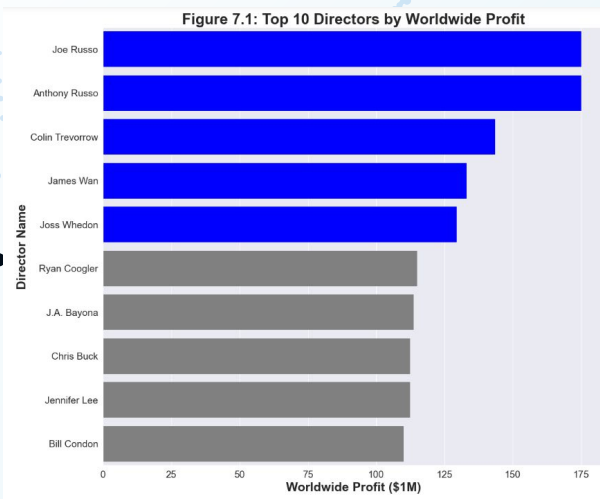
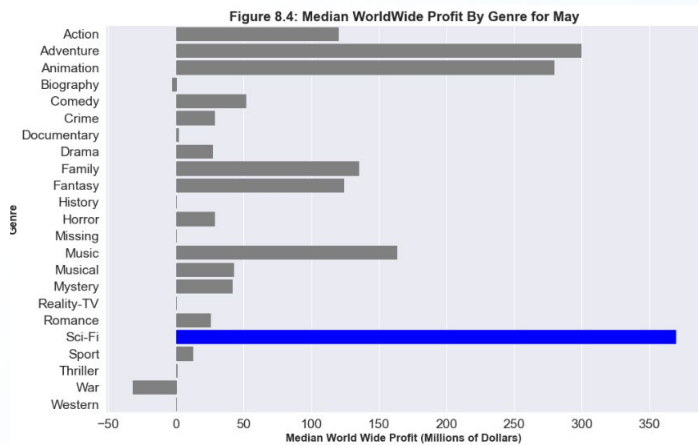
It's in the top 5 Genres of the 100 most profitable films in the world.

# Release it in July

It's in the top 3 most reliably profitable months to launch a movie.

# Pay Ryan Coogler to direct it.

He is in the top 10 directors of the 100 most profitable movies in the world.





# Create an Adventure film

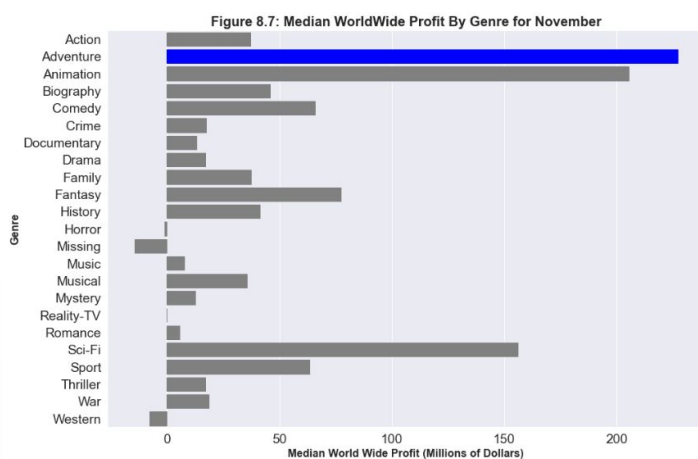
It's in the top 5 Genres of the 100 most profitable films in the world.

# Release it in November

It's in the top 5 most reliably profitable months to launch a movie.

# Pay James Want to direct it.

He is in the top 5 directors of the 100 most profitable movies in the world.



# Thank You!

## Credits

- Presentation template by [SlidesCarnival](#)
- Photographs by [Unsplash](#)
- Repo at <https://github.com/dataeducator/movie-studios-viability-project>

