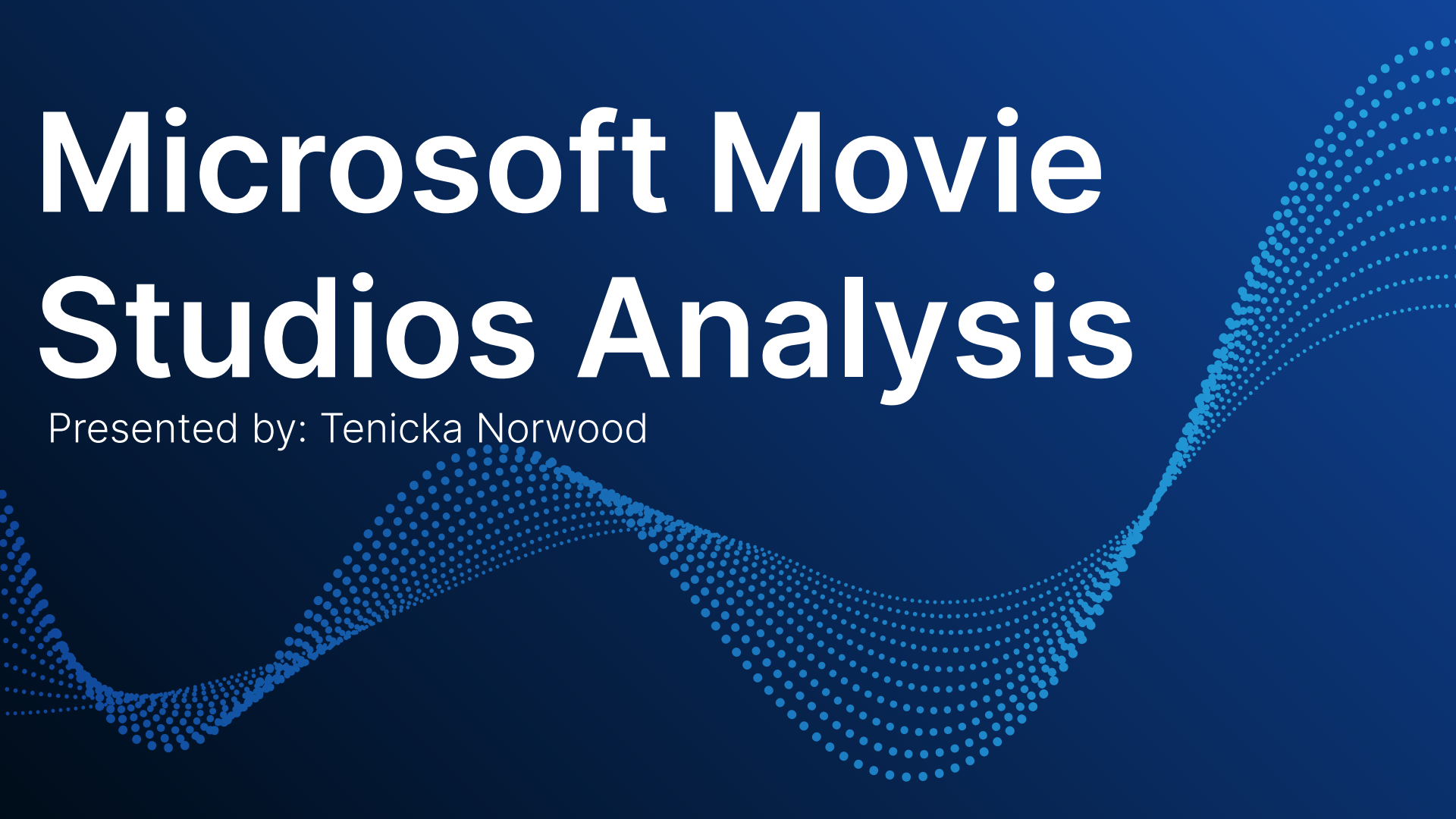


Microsoft Movie Studios Analysis

Presented by: Tenicka Norwood



“

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

-Business Wire 



What do we want...

To create a movie studio that is ...





How do we get there...

Identify patterns in Industry Data

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



Balance 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.

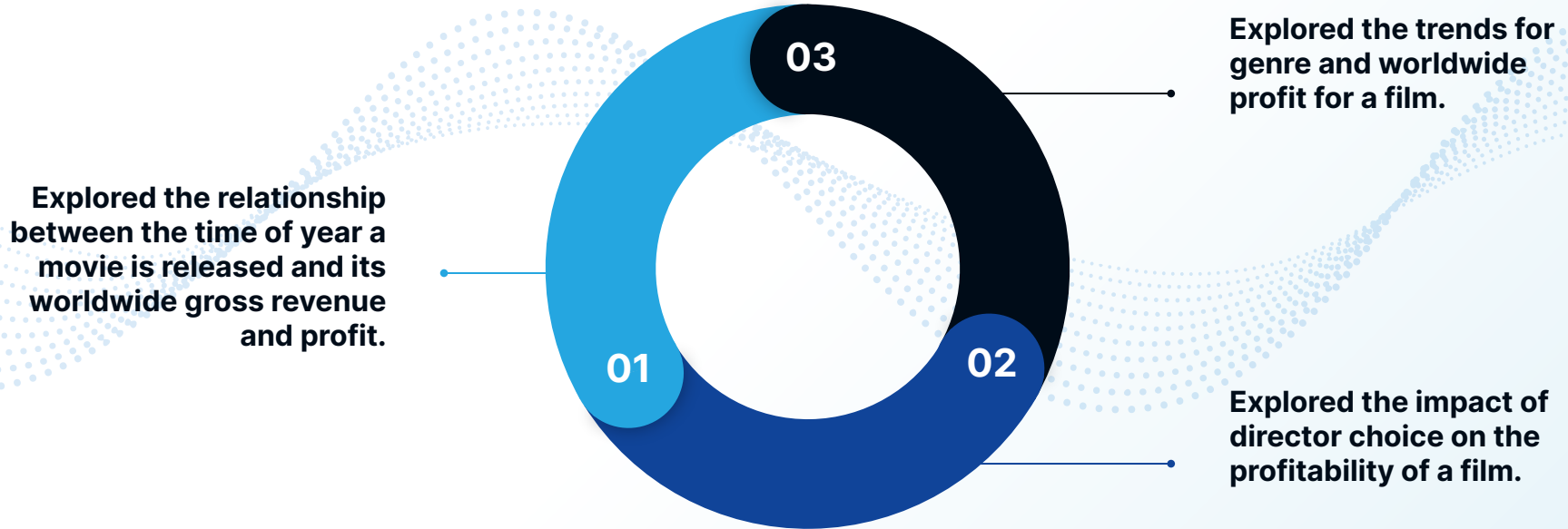


Narrow our Focus

Focus on select genre, directors and months to release movies.

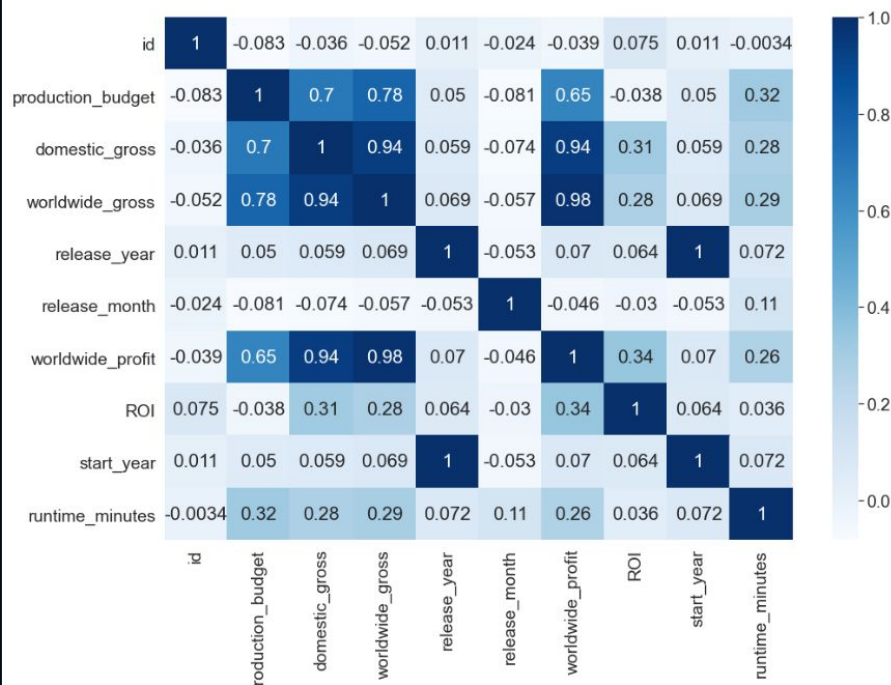


My approach was to go where the data took me...



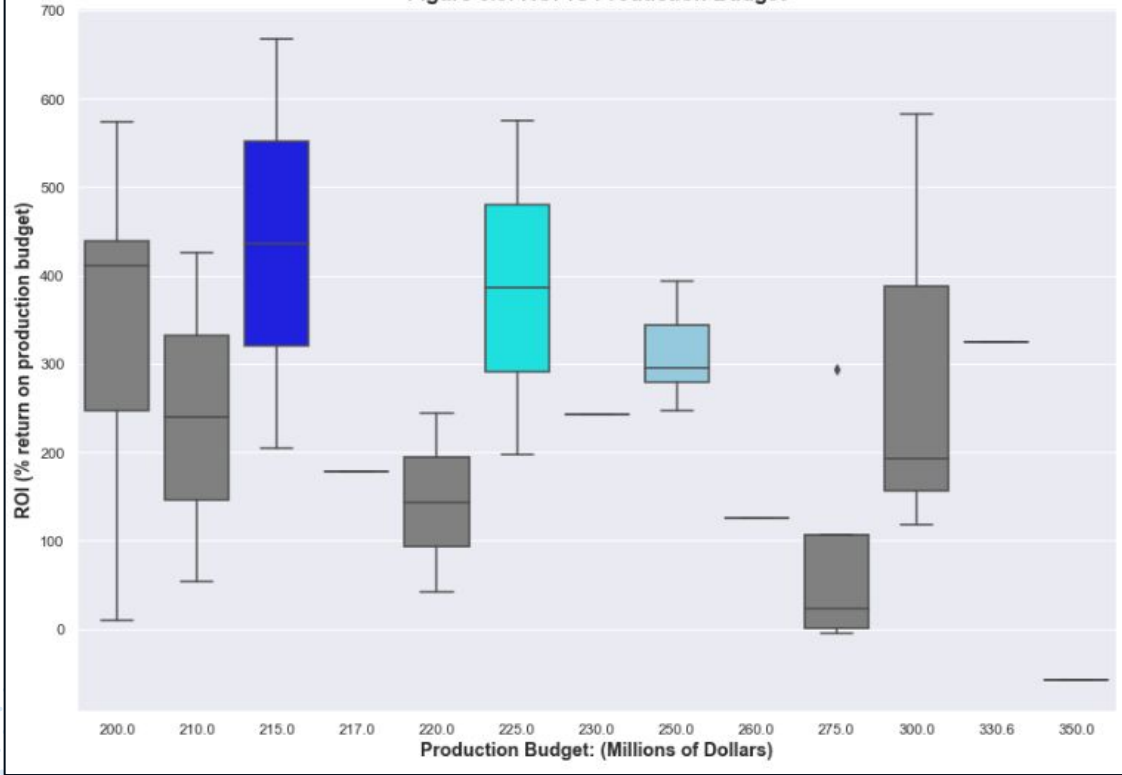
Budgets Matter

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** ✓

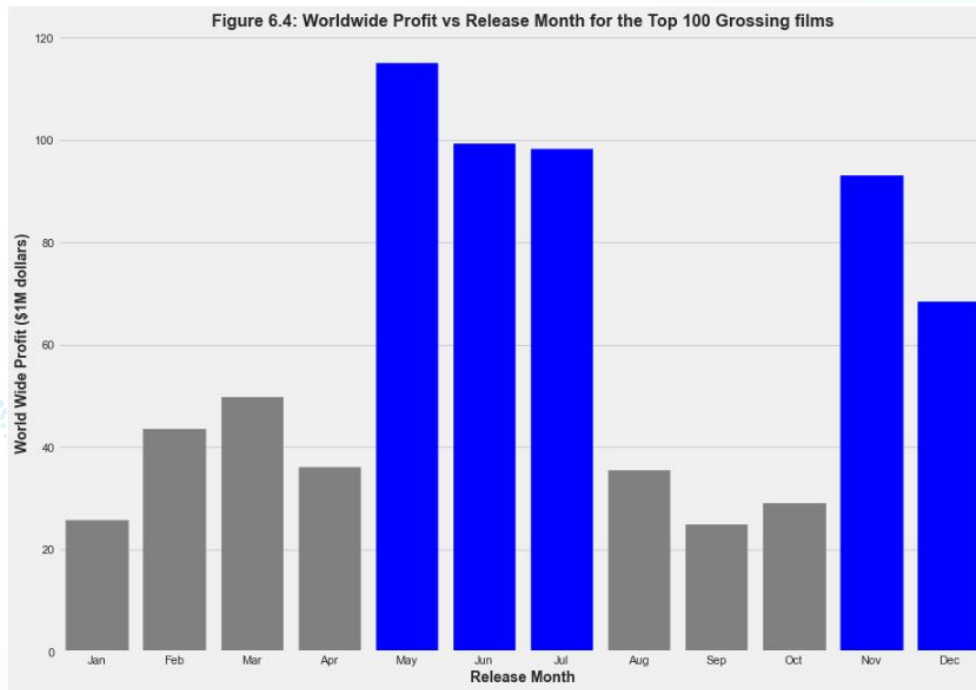


Best Time to Release a Movie

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



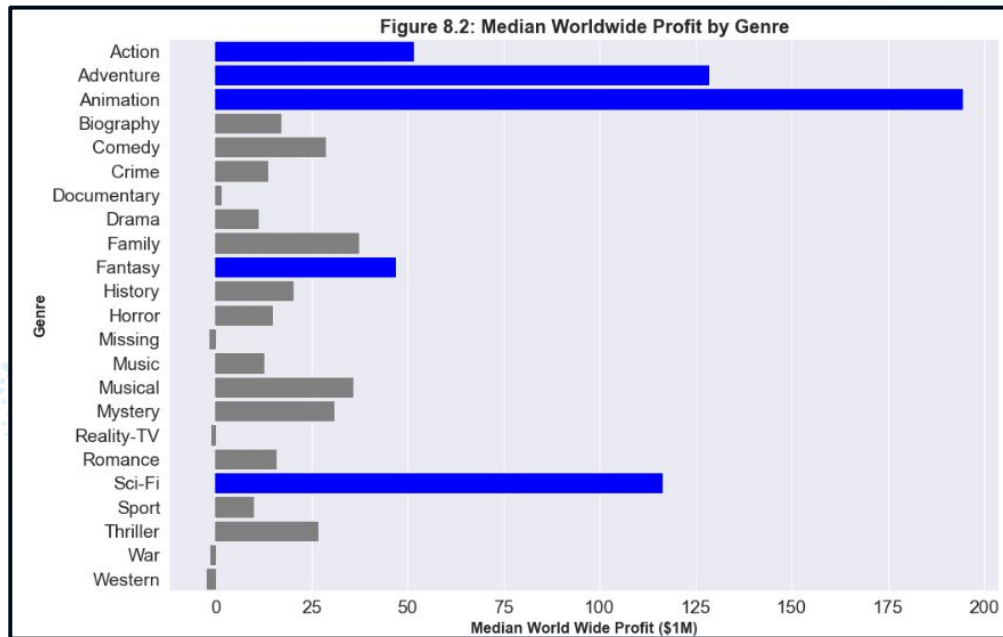
Best Type of Movie to Make:

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

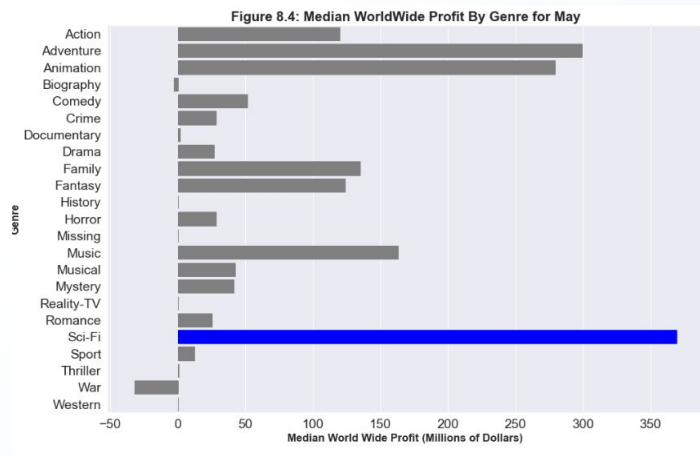
It's in the top 5 Genres of the 100 most profitable films in the world.

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

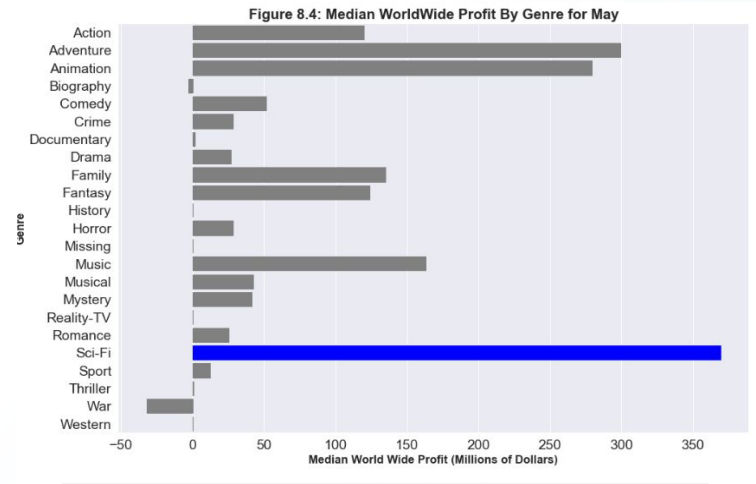
It's in the top 5 Genres of the 100 most profitable films in the world.

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

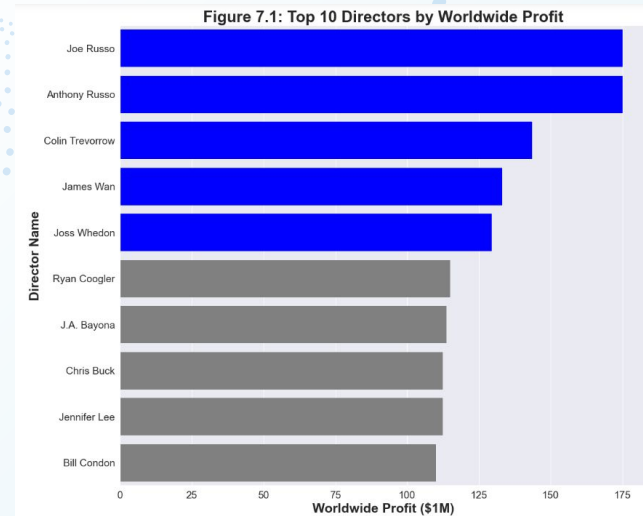
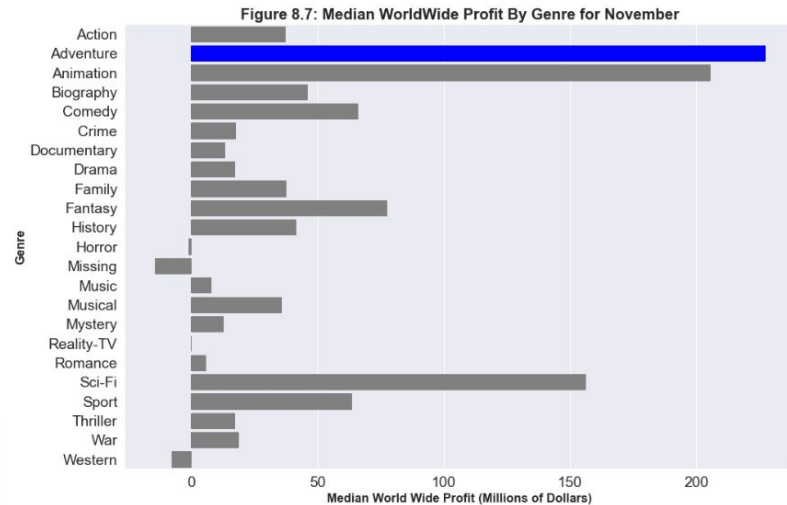
It's in the top 5 Genres of the 100 most profitable films in the world.

Release it in November

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

Pay James Wan to direct it

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



Where do we go from here...

- Film scripting:
 - Explore the plot of current gaming properties that could be made into films in the adventure, action or Sci-fi genres
- Release order:
 - Explore the best order to release movies to limit cannibalising our audiences
- Personnel Strengths:
 - Explore effects of personnel combinations (actor/producer/director) on world wide profit margins

Thank You!

Credits

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