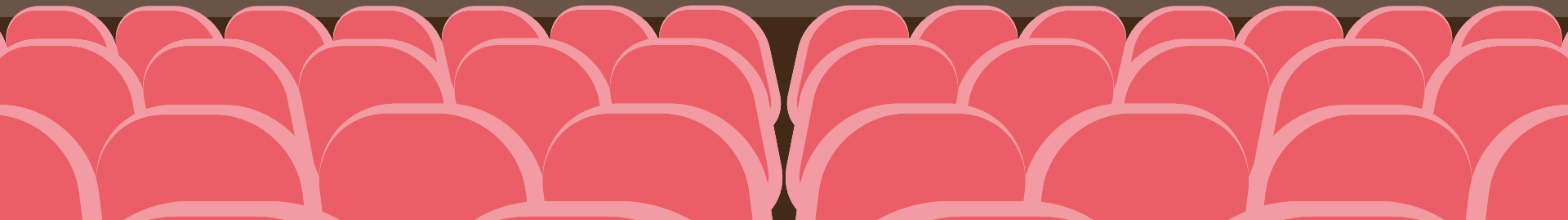


# ***BOX OFFICE SUCCESS***

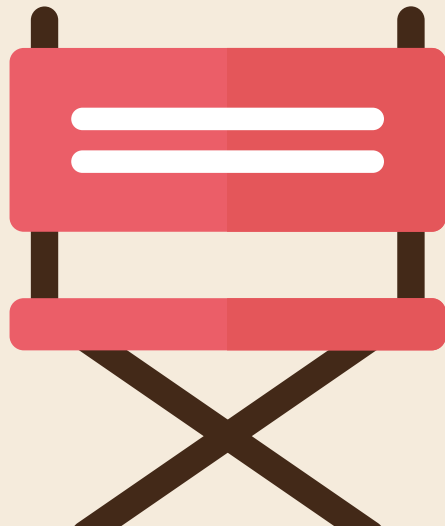
An Analysis by Dylan Dey  
June 21, 2021



# ***SUMMARY***

Data analysis performed on a large set of 21st century movie data uncovered the following recommendations:

Focus on creating  
large budget  
movies  
>\$20,000,000



Align movie  
release with  
summer and  
winter breaks



Insist on Drama,  
Action, and  
Adventure genres  
for films



# OUTLINE

**01.** BUSINESS  
PROBLEM

**02.** DATA

**03.** METHODS

**04.** RESULTS

**05.** CONCLUSIONS



# ***BUSINESS PROBLEM***

- Assess risk and return of releasing a new movie
- Perform cost base analysis on behalf of Microsoft
- Improve financial success by timing movie release
- Increase demand by the public and bolster reputation in a new market by focusing on specific genres

# ***ABOUT THE DATA***



- Accurate budget and revenue data from thousands of movies filtered for the modern century
- A list that mimics IMDb top 250 movie list derived from over 100,000 IMDb listings

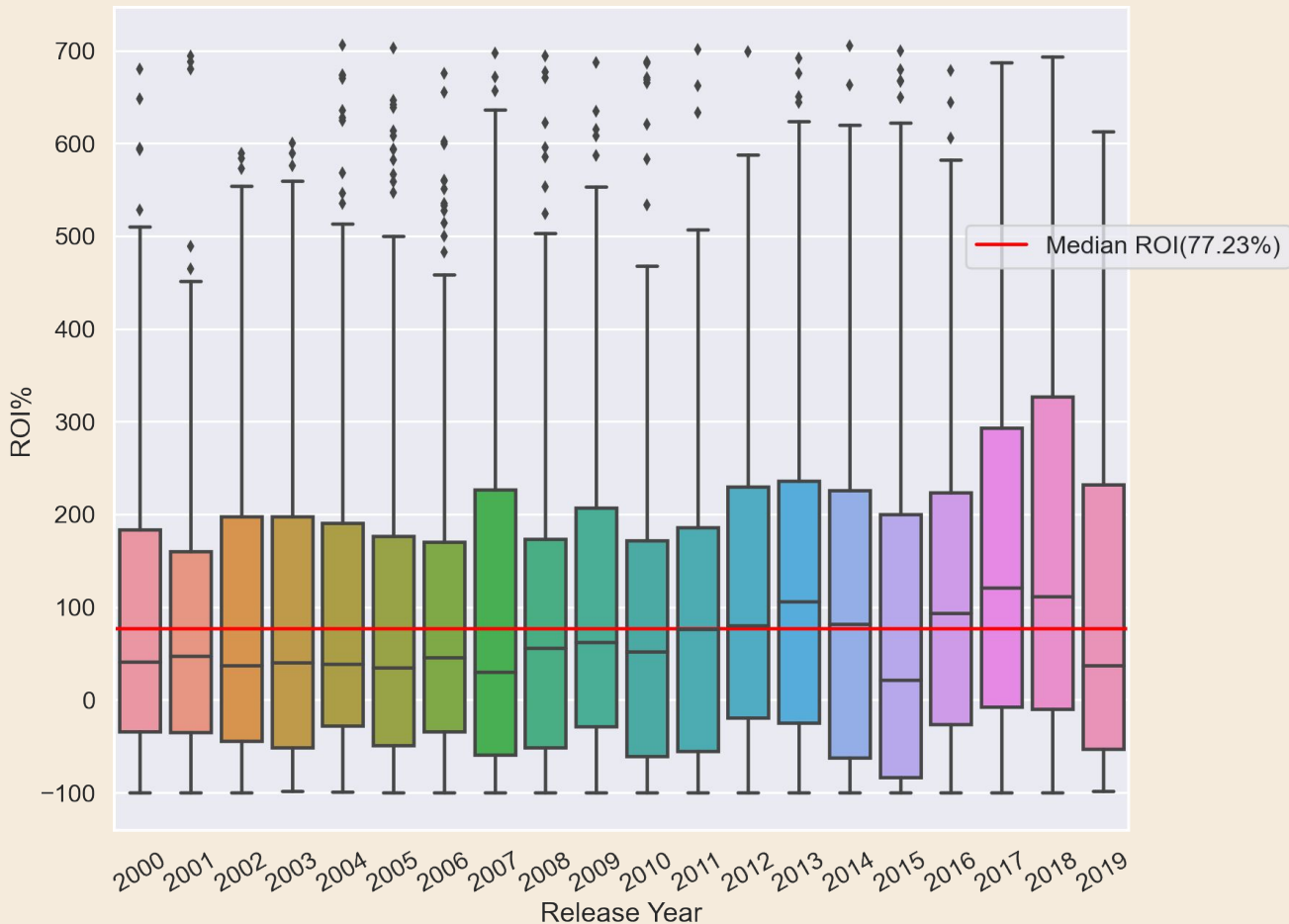
# ***METHODS***

- Creating visualizations focused on the distribution of Return on Investment
- Visualize composition of the most popular films since 2000



# RESULTS

Profitability of Film Production by Year (21st Century)



★ Median ROI% appears to be increasing year over year with the caveat of increasing variance

★ Median ROI% since 2000 indicates the returns are worth the risk

★ Do not advise against currently entering this new market for the Company

# RESULTS



Over half of all low budget films analyzed resulted in a net loss

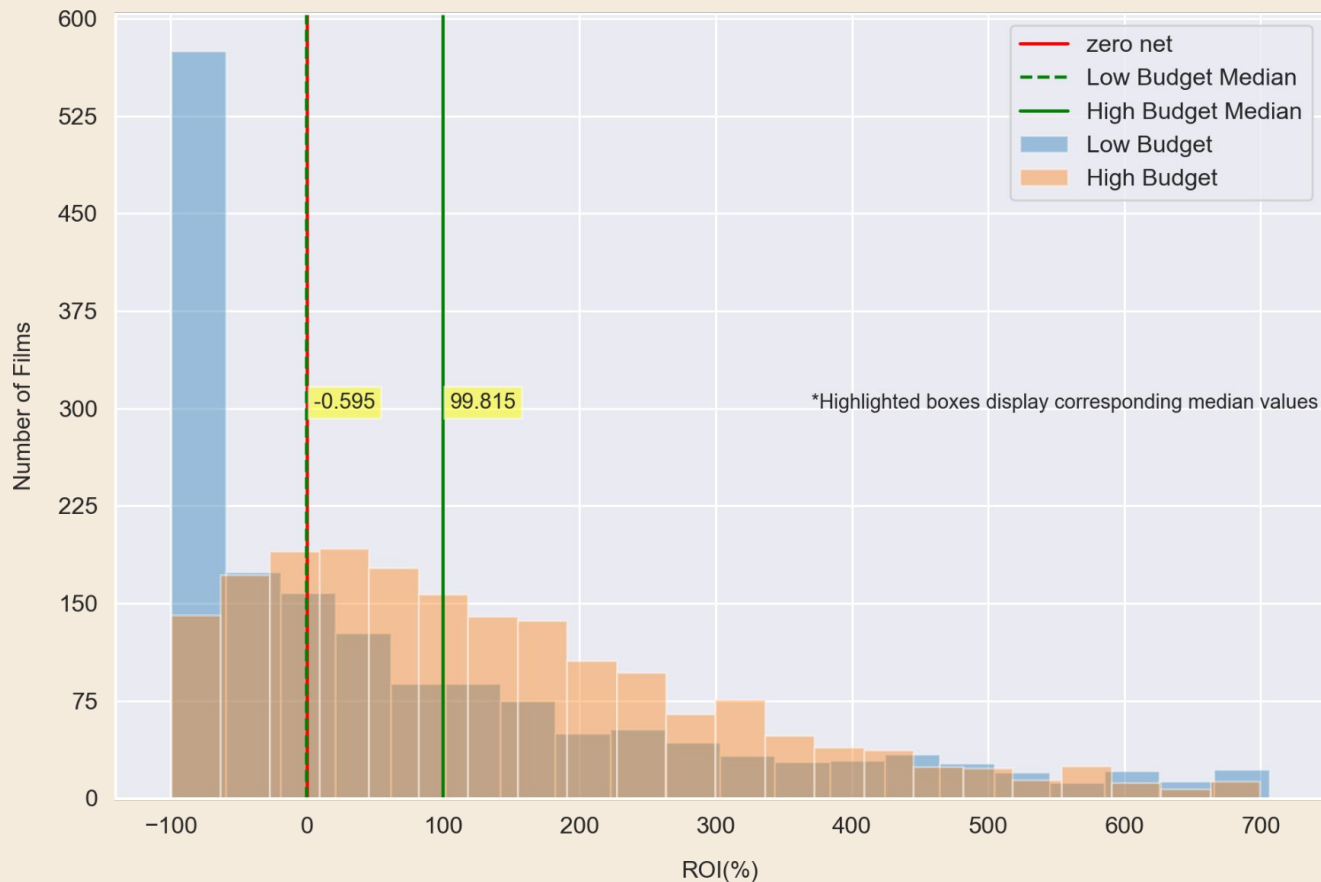


Over 3/4ths of all high budget films analyzed resulted in a net gain



Expect to spend more than \$20,000,000 per film to profit

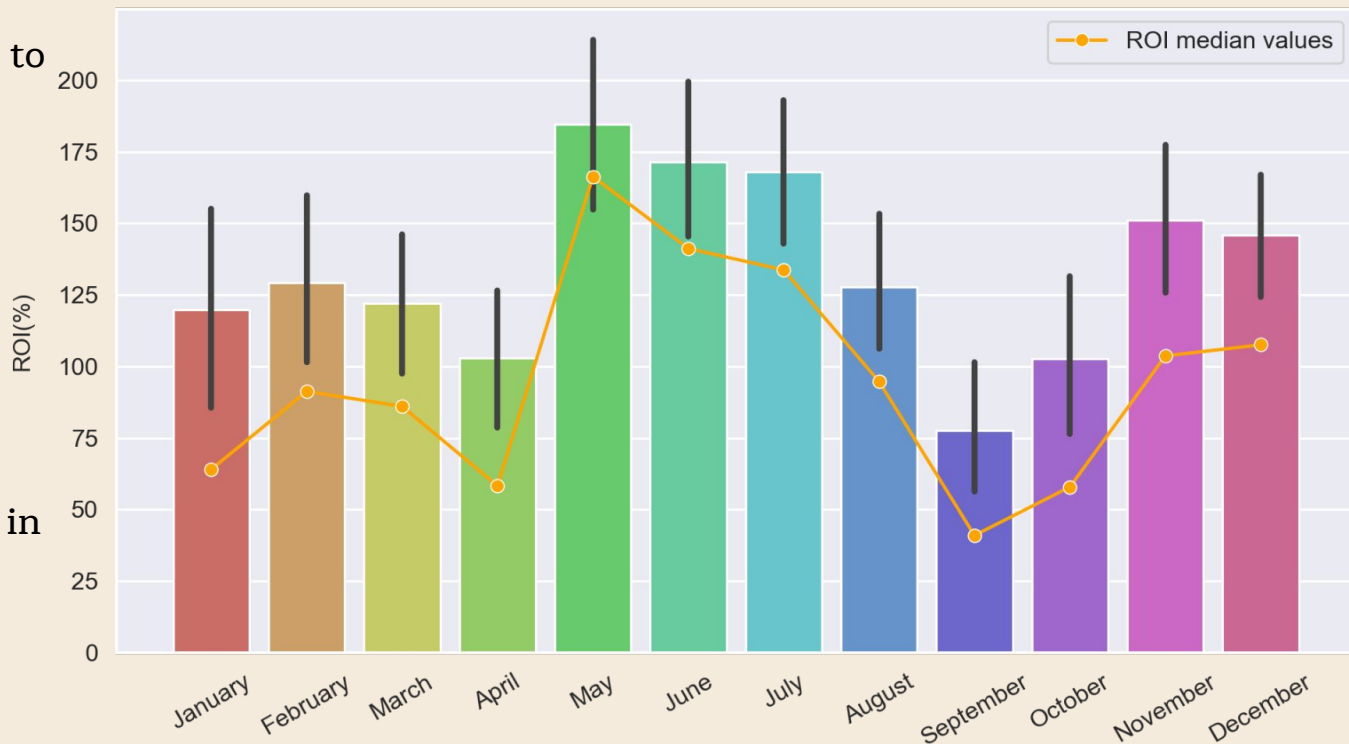
Distribution of Low Budget and High Budget Films





# RESULTS

Seasonal Returns of High Budget Films



May is the best month to release a new movie



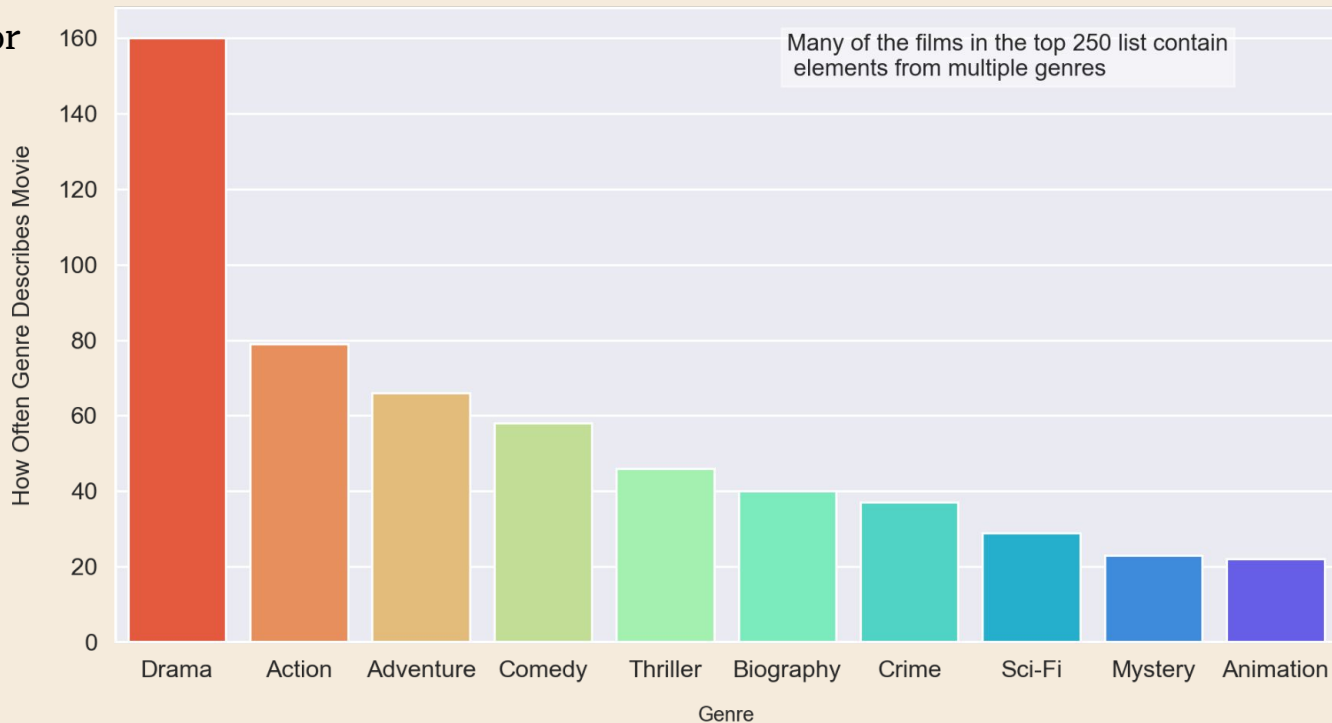
Movies are hot during the peak of Summer, but also in Winter



Avoid releasing movies in the fall or at the beginning of the year

# RESULTS

Top 250 Movies By Genre



Be selective of genres for high budget films

Multigenre films litter this dataset

Include elements of Drama, Action, and Adventure

# ***CONCLUSION***

Focus on creating  
large budget  
movies  
>\$20,000,000

Insist on Drama,  
Action, and  
Adventure genres  
for films

Align movie release with  
summer and winter breaks

# ***NEXT STEPS***

Investigate Major  
Target Audience

Investigate Low  
Budget Films Further

Investigate  
Critical Acclaim as  
variable vs ROI

# ***THANKS***

Do you have any questions?

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CREDITS: This presentation template was created by Slidesgo, including icons by Flaticon, and infographics & images by Freepik.

