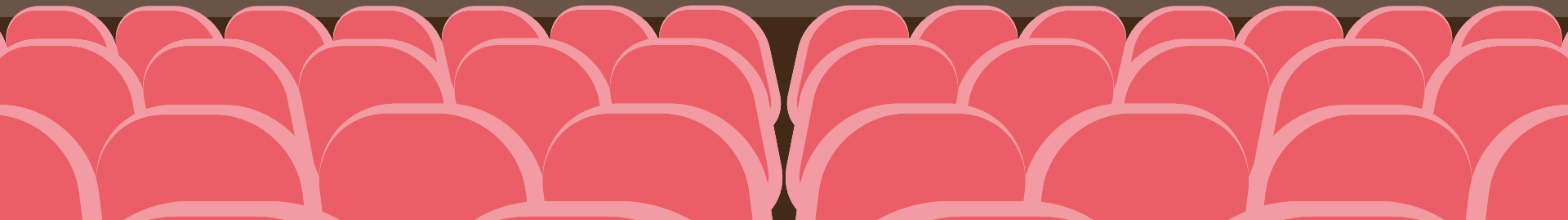


BOX OFFICE SUCCESS

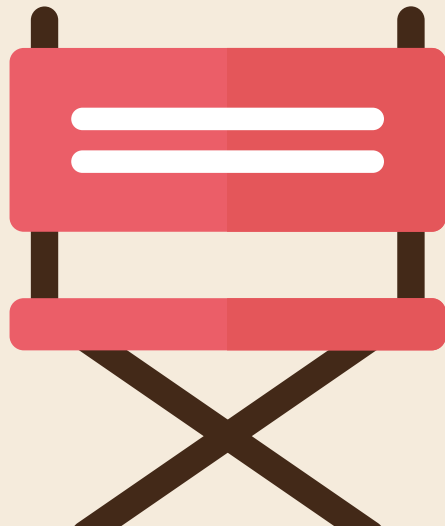
An Analysis by Dylan Dey
June 21, 2021



SUMMARY

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

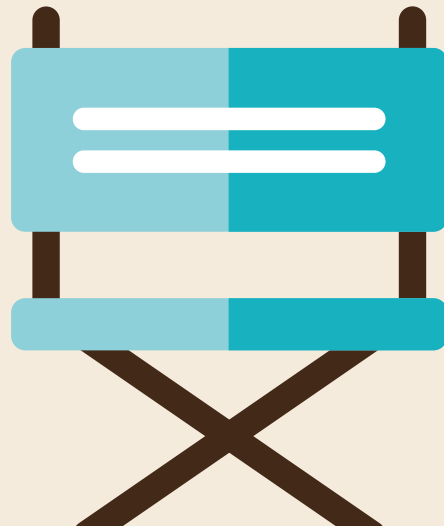
Focus on creating
large budget
movies
>\$20,000,000



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

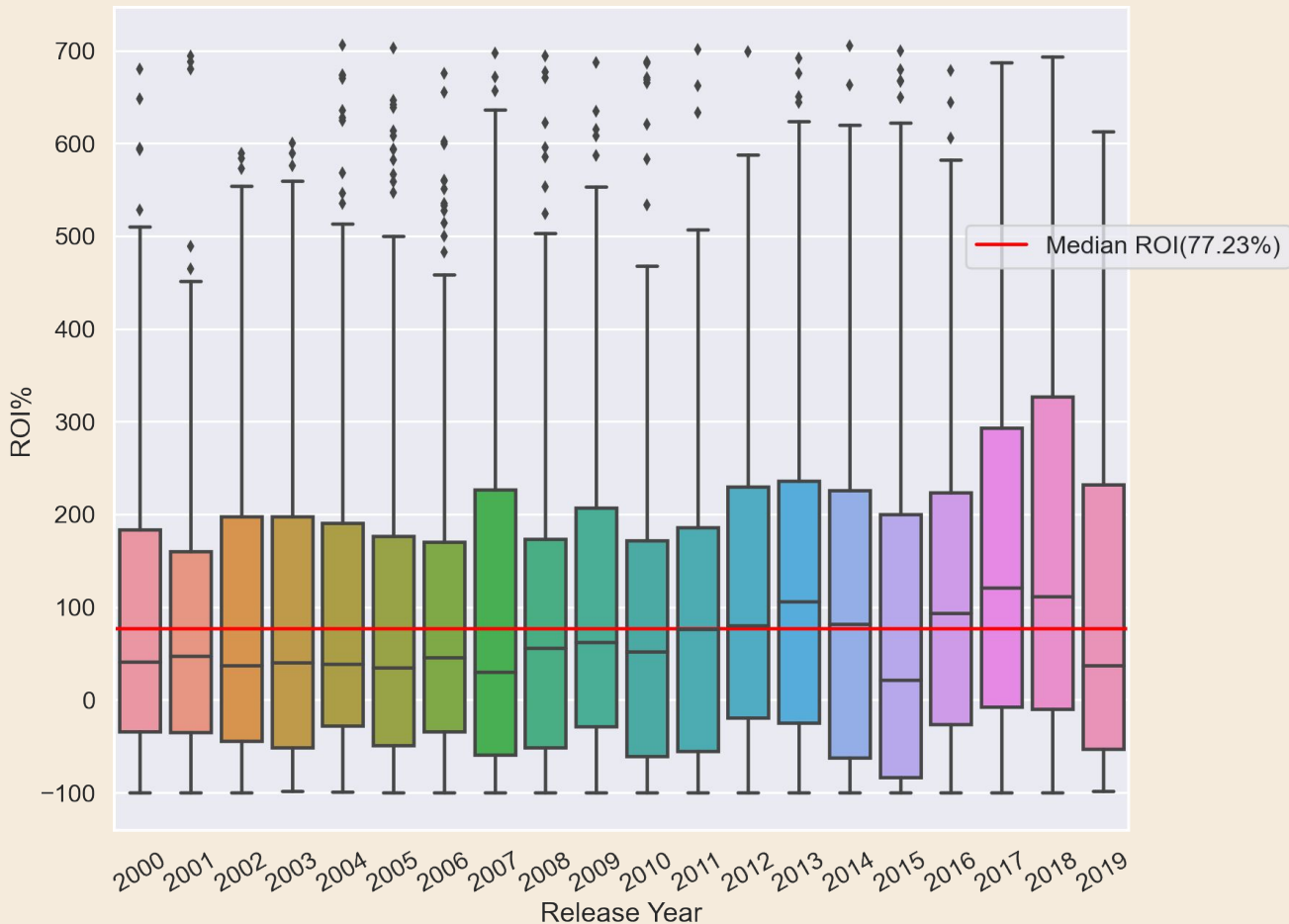
METHODS

- 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 advice against currently entering this new market for the Company

RESULTS



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

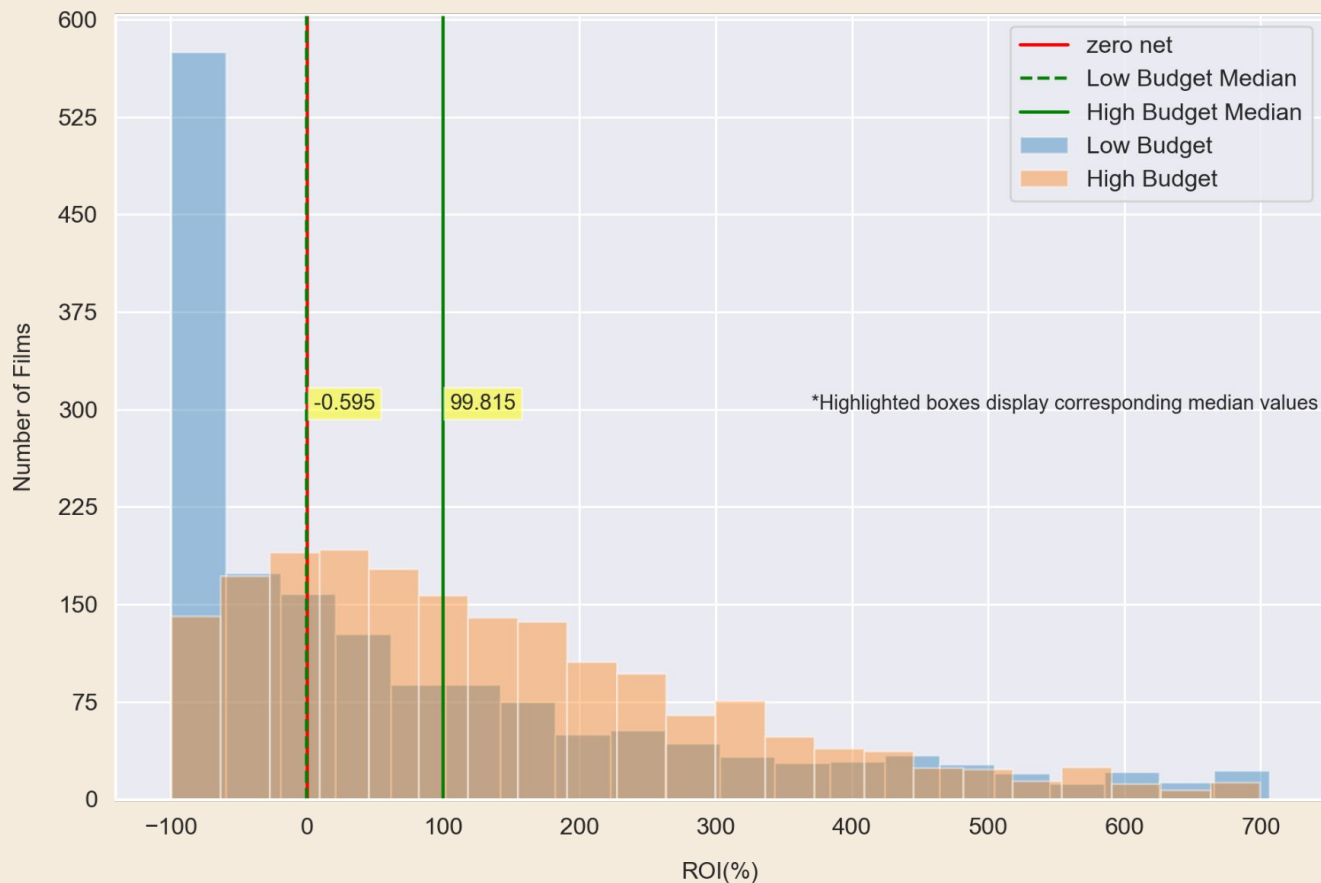


Over 3/4ths of all high budget films analyzed resulted in a net gain



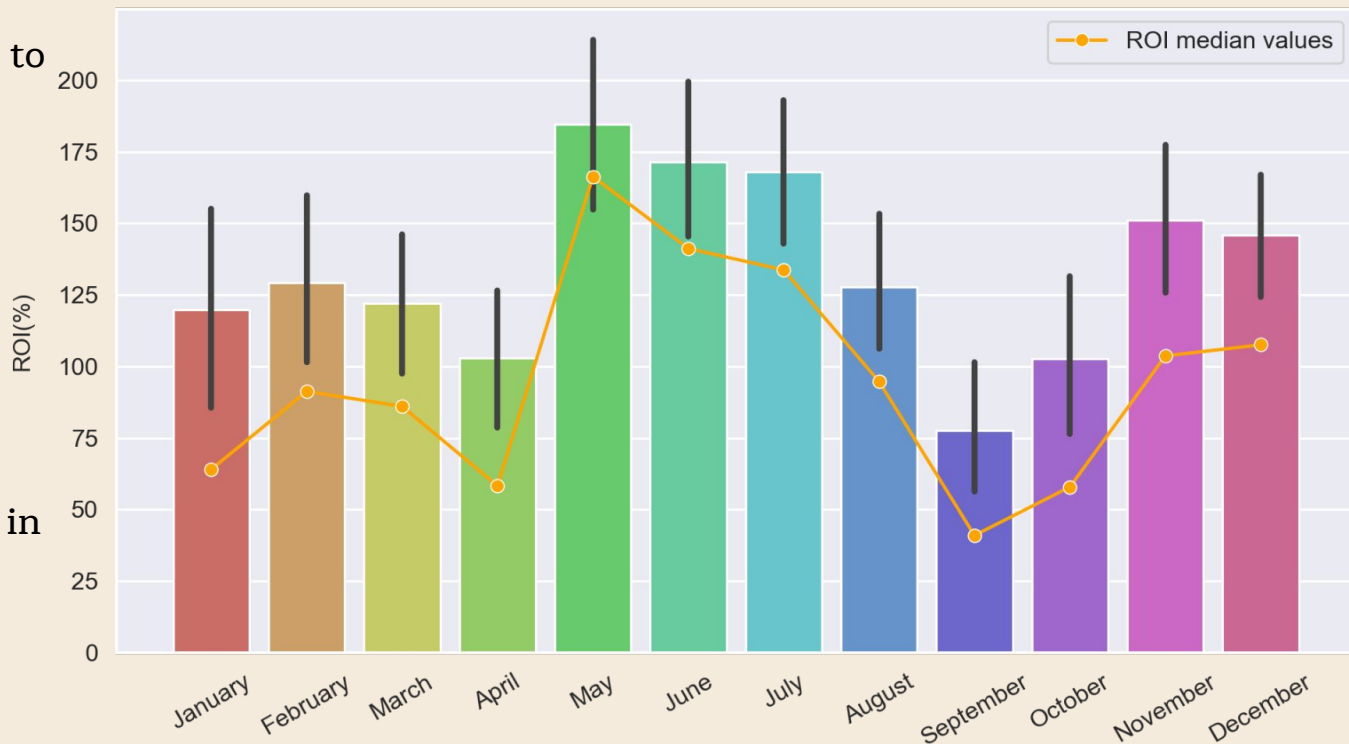
Expect to spend more than \$20,000,000 per film to profit

Distribution of Low Budget and High Budget Films



RESULTS

Seasonal Returns of High Budget Films



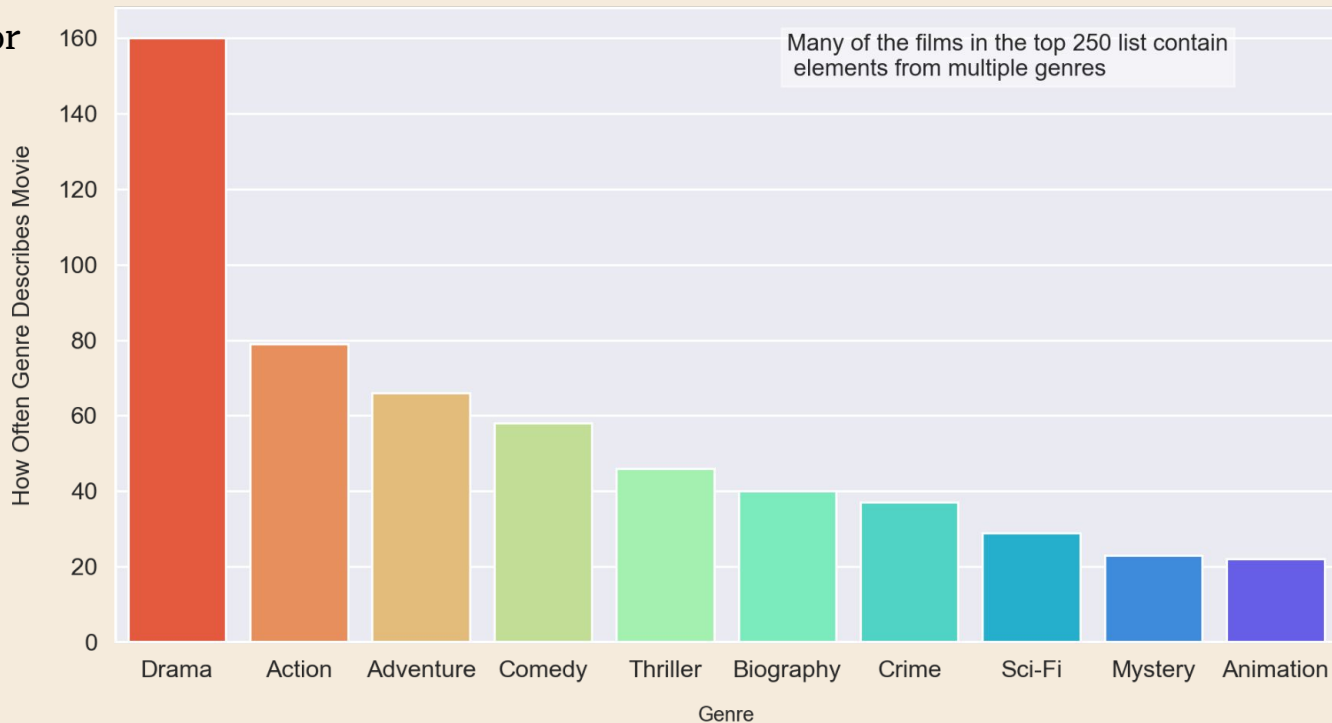
★ May is the best month to release a new movie

★ 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

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>\$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



CONCLUSION

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large budget
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NEXT STEPS

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Further

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Critical Acclaim as
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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.

