What Makes a Profitable Movie?

What Microsoft Should Do

Summary

Descriptive analysis of a variety of data on movies reveal what makes a successful movie

Based on this information, Microsoft should:

- Use Buena Vistas studios or model their own studio after BV practices
- Create an adventure movie with an NR rating
- Create a movie with specific run time parameters
- Hire Jean Negulsesco as the director
- Know that release month is mostly irrelevant

Outline

- Business Problem
- Data/Methods
- Results
- Conclusions

Business Problem - Microsoft

- Want to create a movie studio that can compete against others

- Not enough knowledge about movie-making

Methods/Data

- Gross
- Genre
- Studio
- Director
- Rotten Tomatoes Score
- Release Date
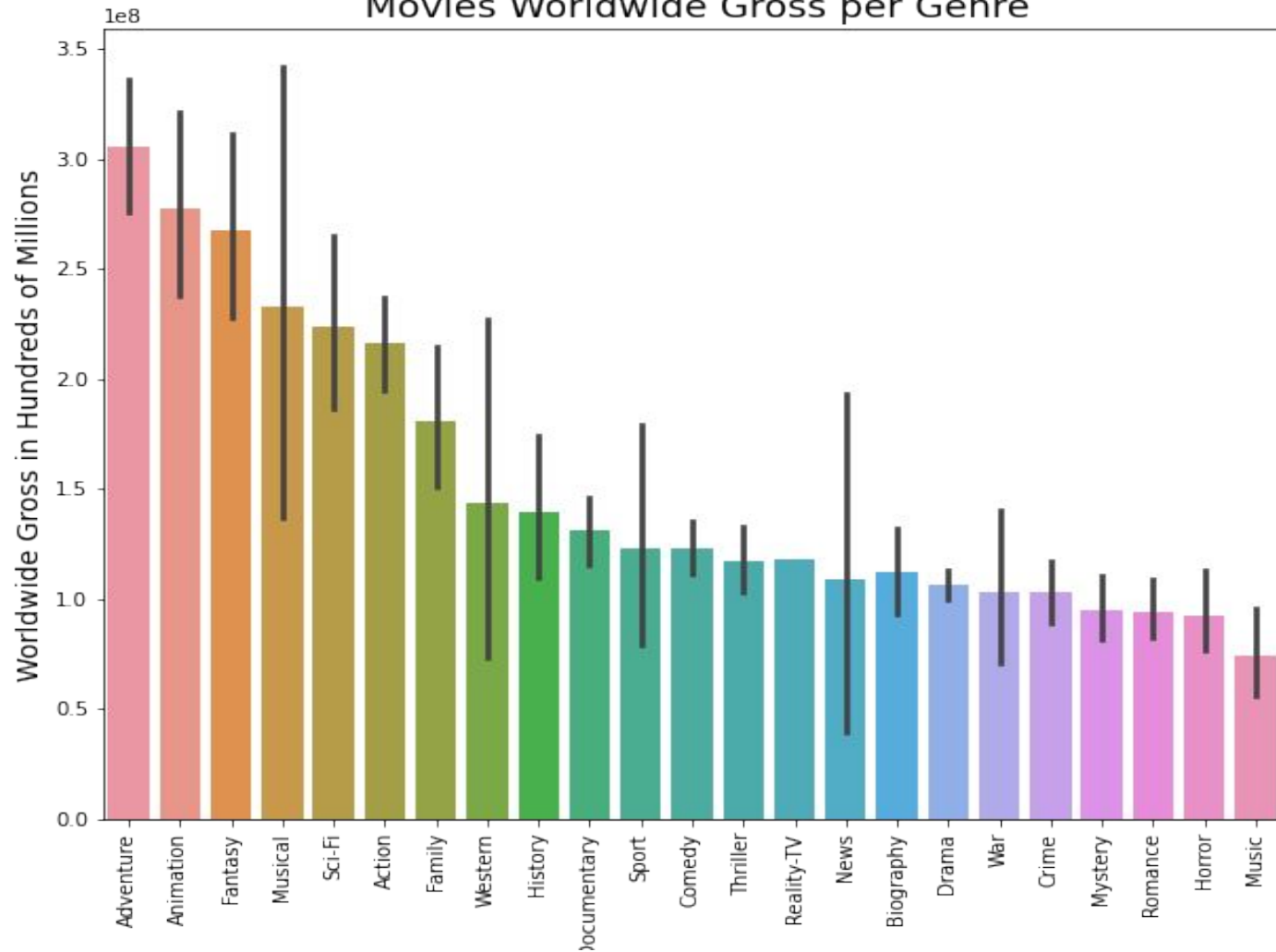- MPR Rating
- Run Time

From this data:

Perform analyses that will yield evidence-based recommendations
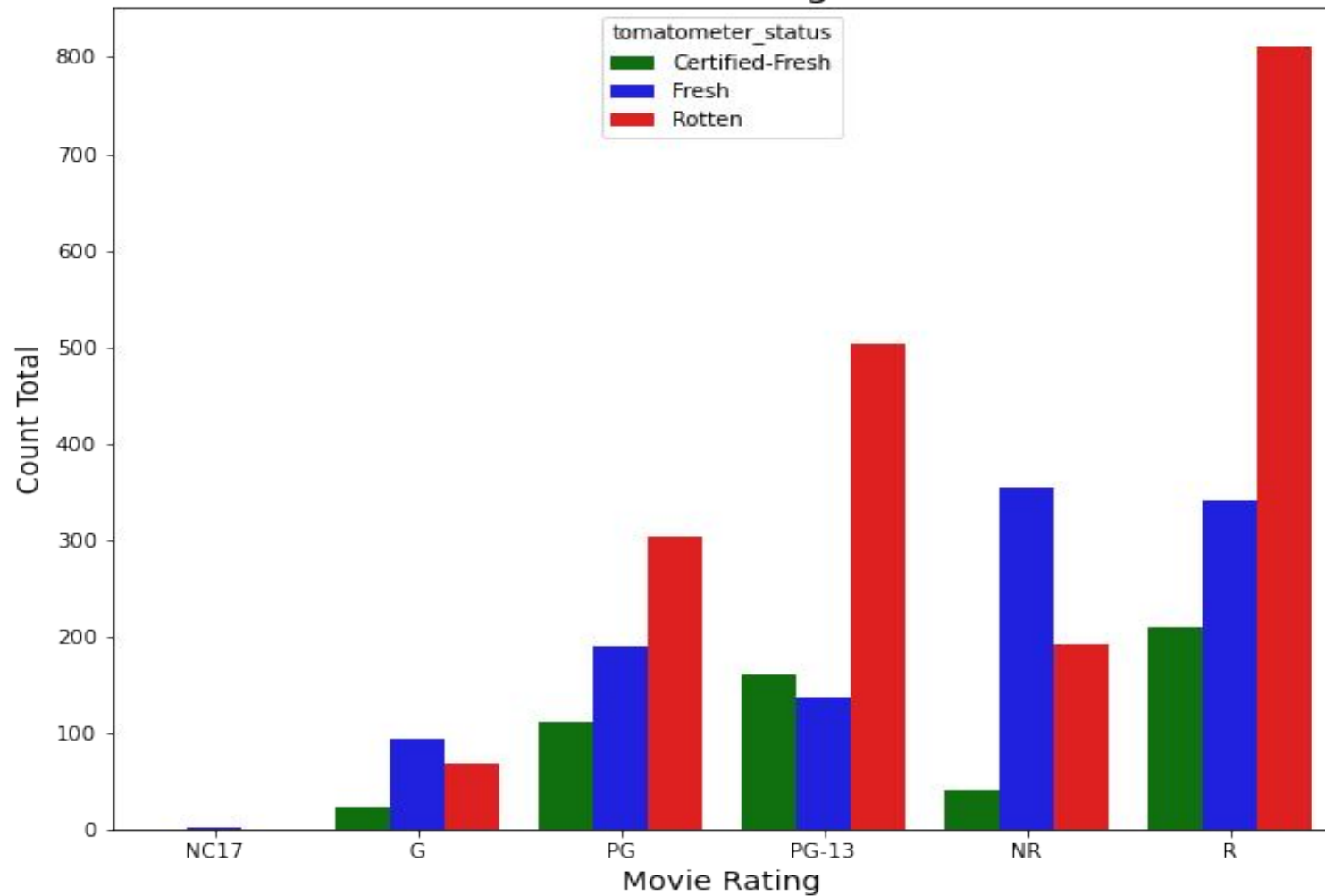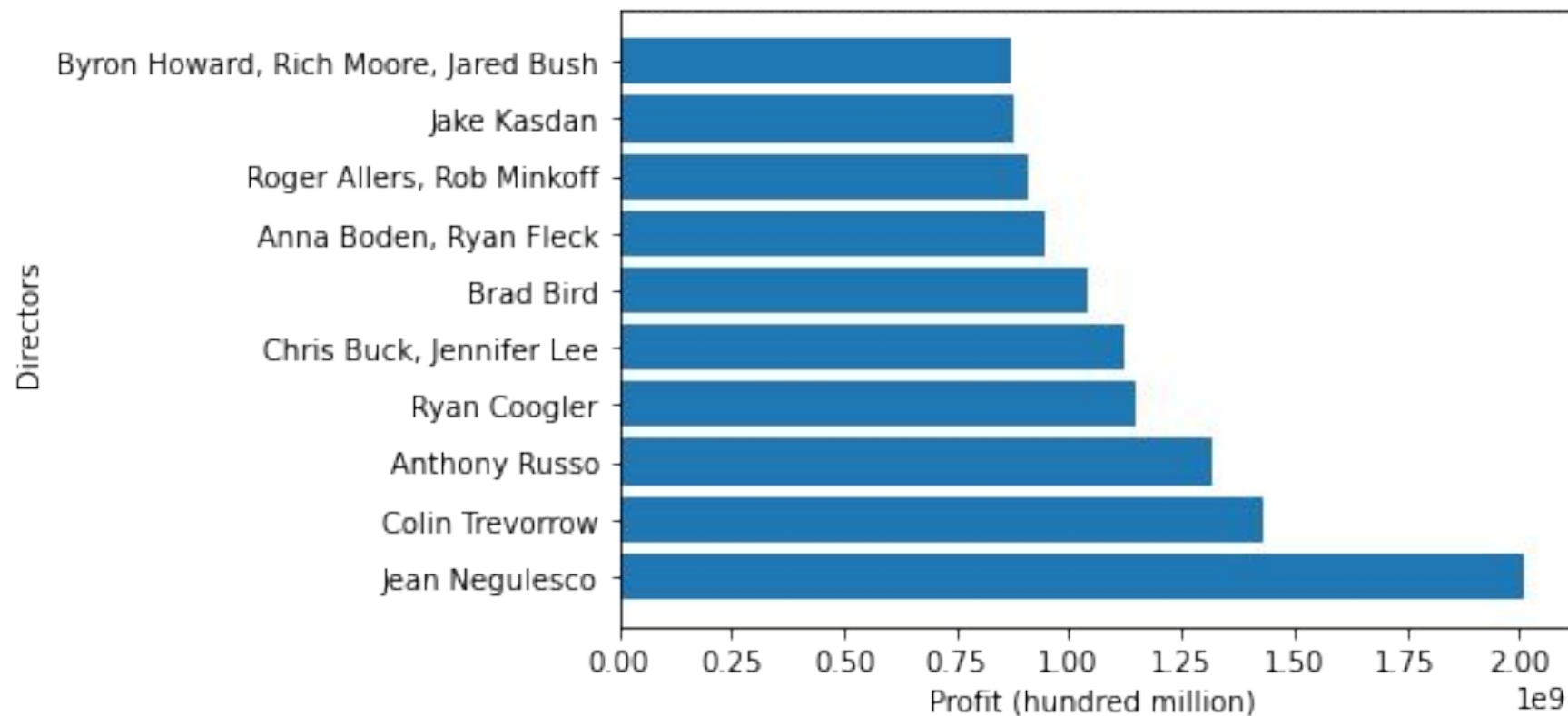
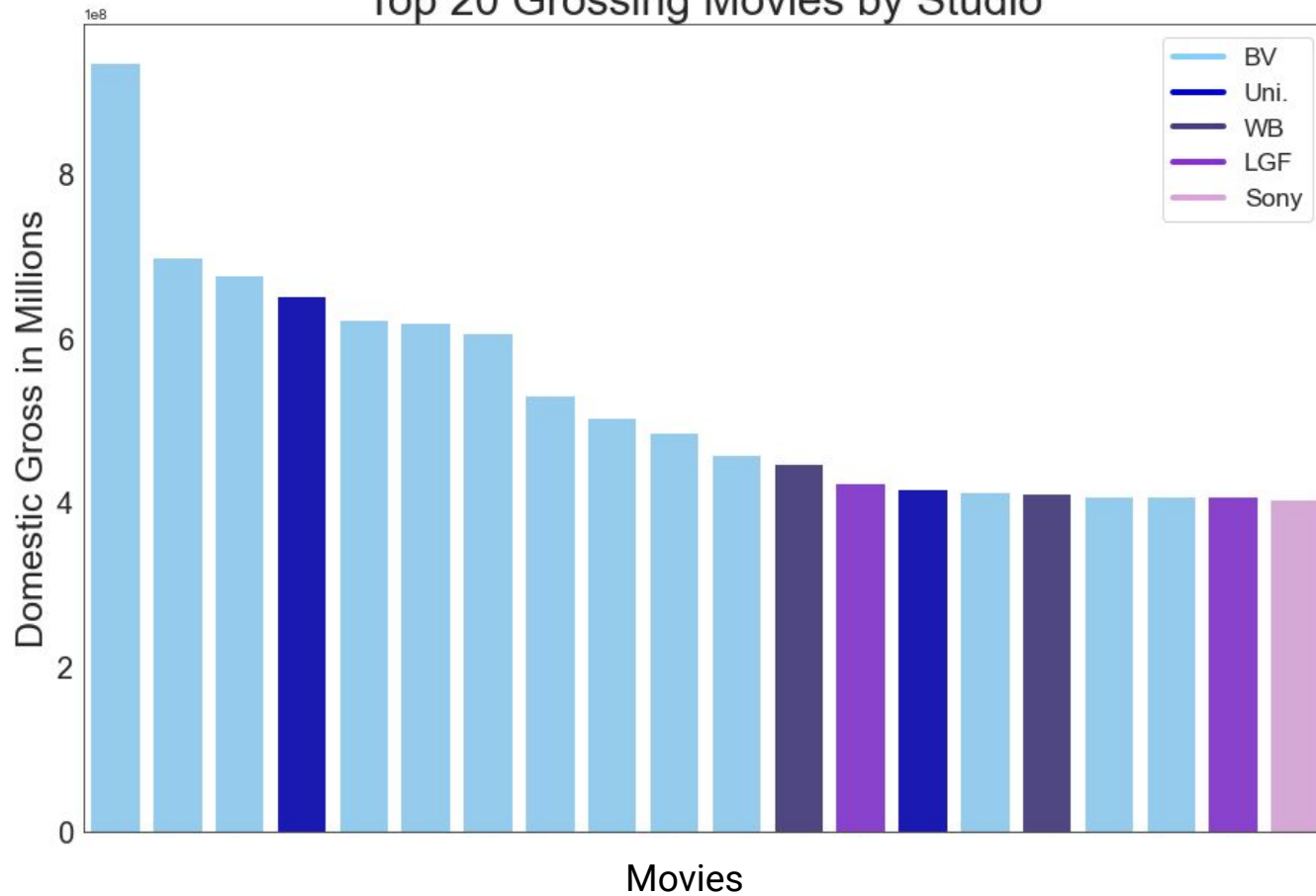# Results

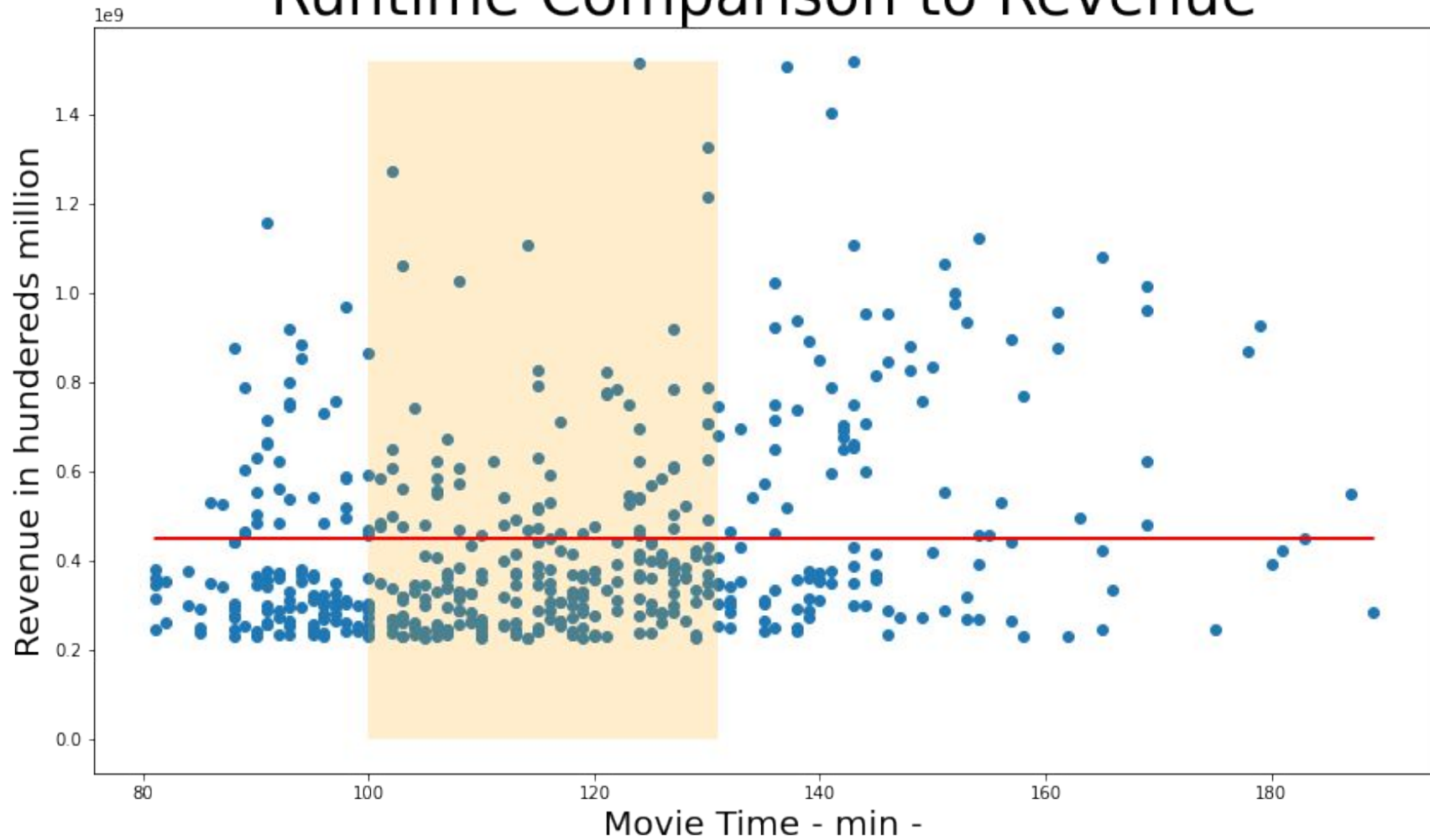Movies Worldwide Gross per Genre

Rotten Tomatos Generated Ratings for Adventure Movies

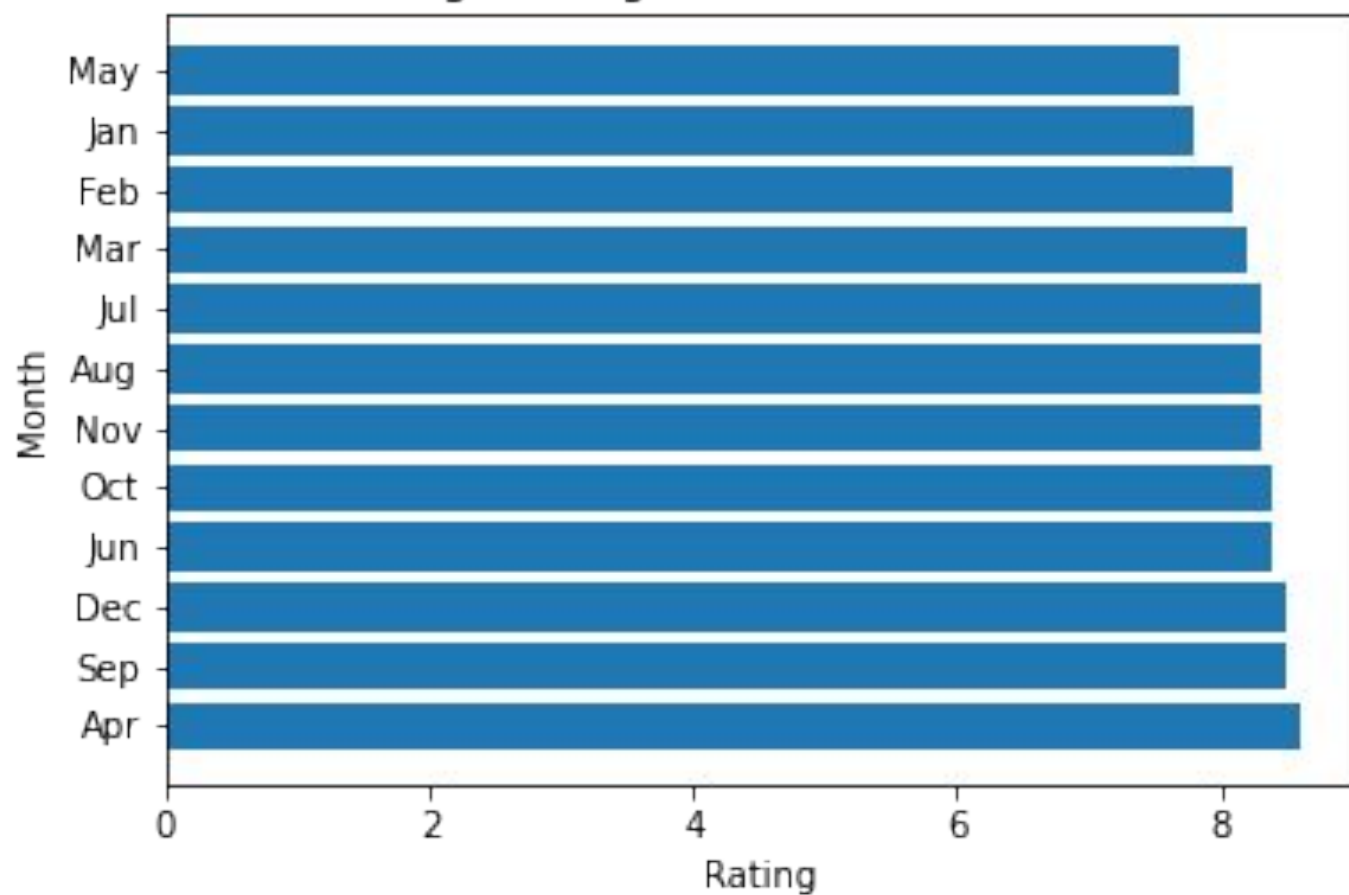Adventure Movie Directors with Most Profitable Movies on Average

Top 20 Grossing Movies by Studio

Runtime Comparison to Revenue

Revenue in hundereds million

Movie Time - min -

Average Rating of Movies for each Month

Conclusions

We recommend:

- Using Buena Vistas studios or modeling their own studio after BV practices
- Creating an Adventure movie with an NR rating
- Creating a movie with a run time between 100 minutes and 131 minutes
- Hiring Jean Negulsesco as the director
- Not worrying about release month

Future Analyses:

- Actors
- Content
- Trailers
- COVID-19

Thank You!

Elliott Iturbe
Email: eaiturbe@bsc.edu
GitHub: @eaiturbe

Will Toranto
Email: williamtoranto@gmail.com
GitHub: @wtoranto

Colette Crowder
Email: crcrowde@bsc.edu
GitHub: @crcrowde