Microsoft Studios

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What makes movies successful?

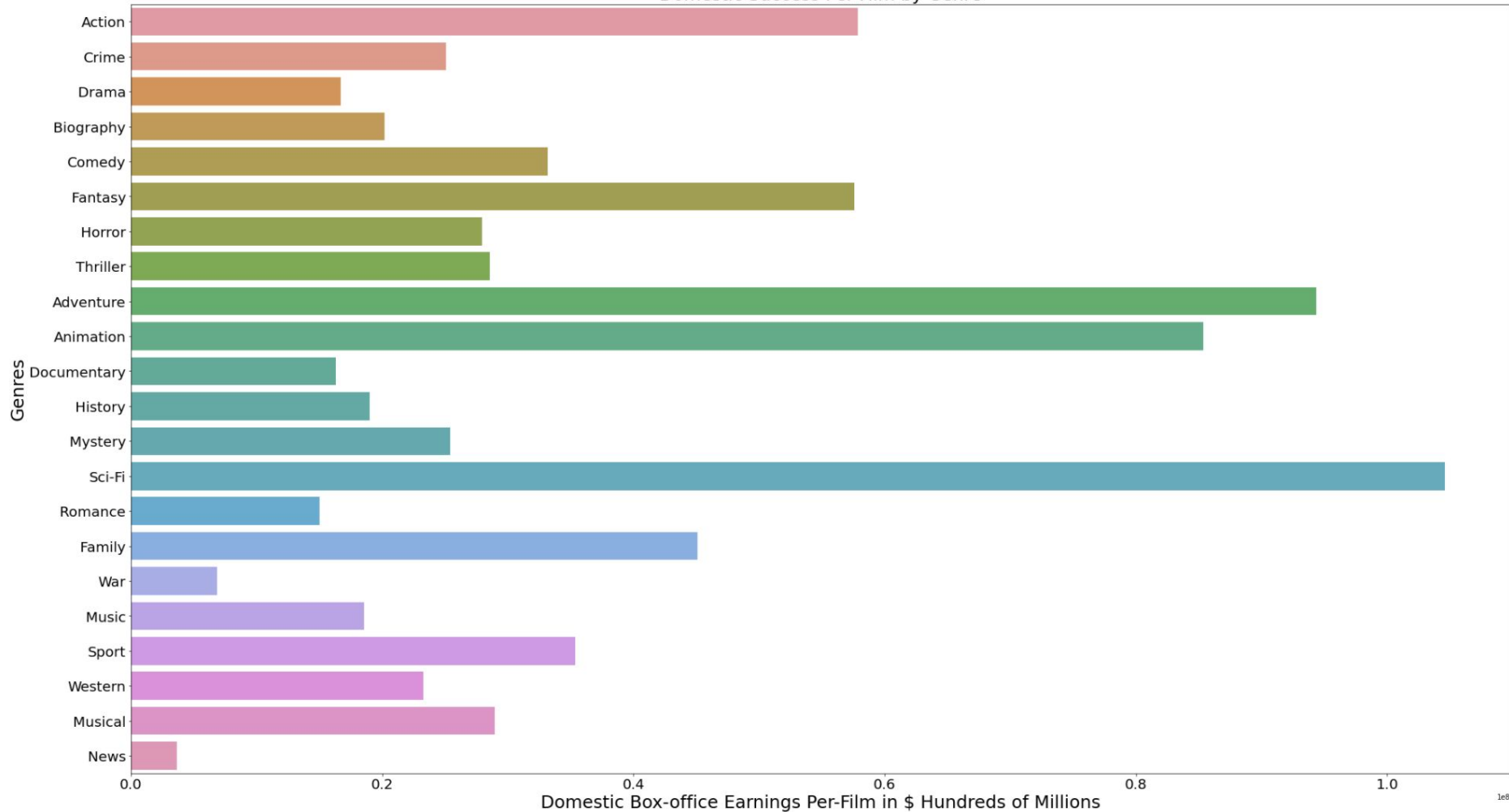I. What Genres should Microsoft Studios focus on?

II. What type of films cost the least?

III. When should the studio release its films?

What Genres should Microsoft Studios focus on?

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Domestic Success Per-Film by Genre

The top three genres that earn the most money in domestic boxoffices are:

- Sci-fi

    Ie. "Inception"

- Adventure

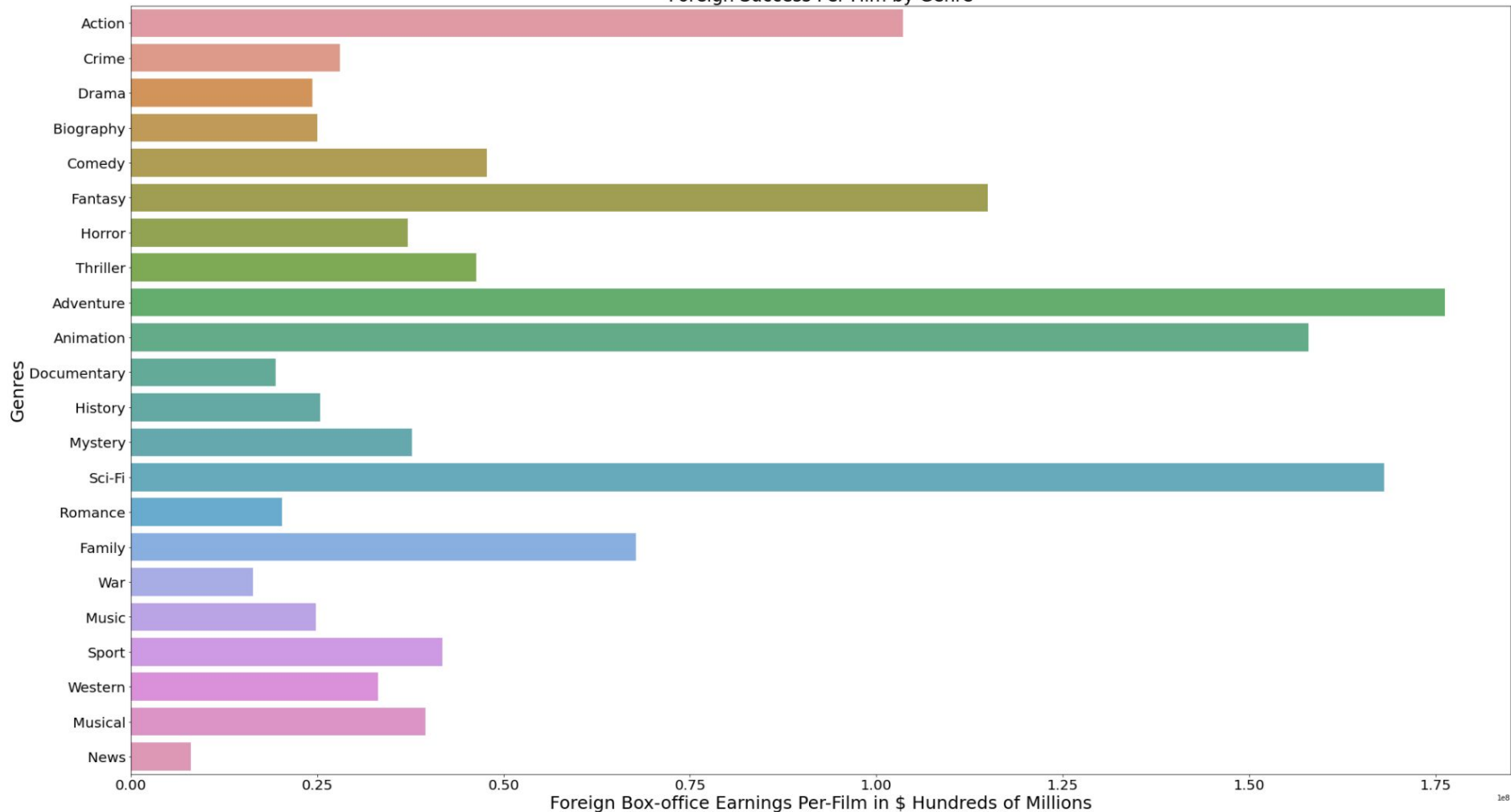   Ie. "Pirates of the Caribbean"

- Animation

    Ie. Spirited Away

As for foreign boxoffices....

It's the same!
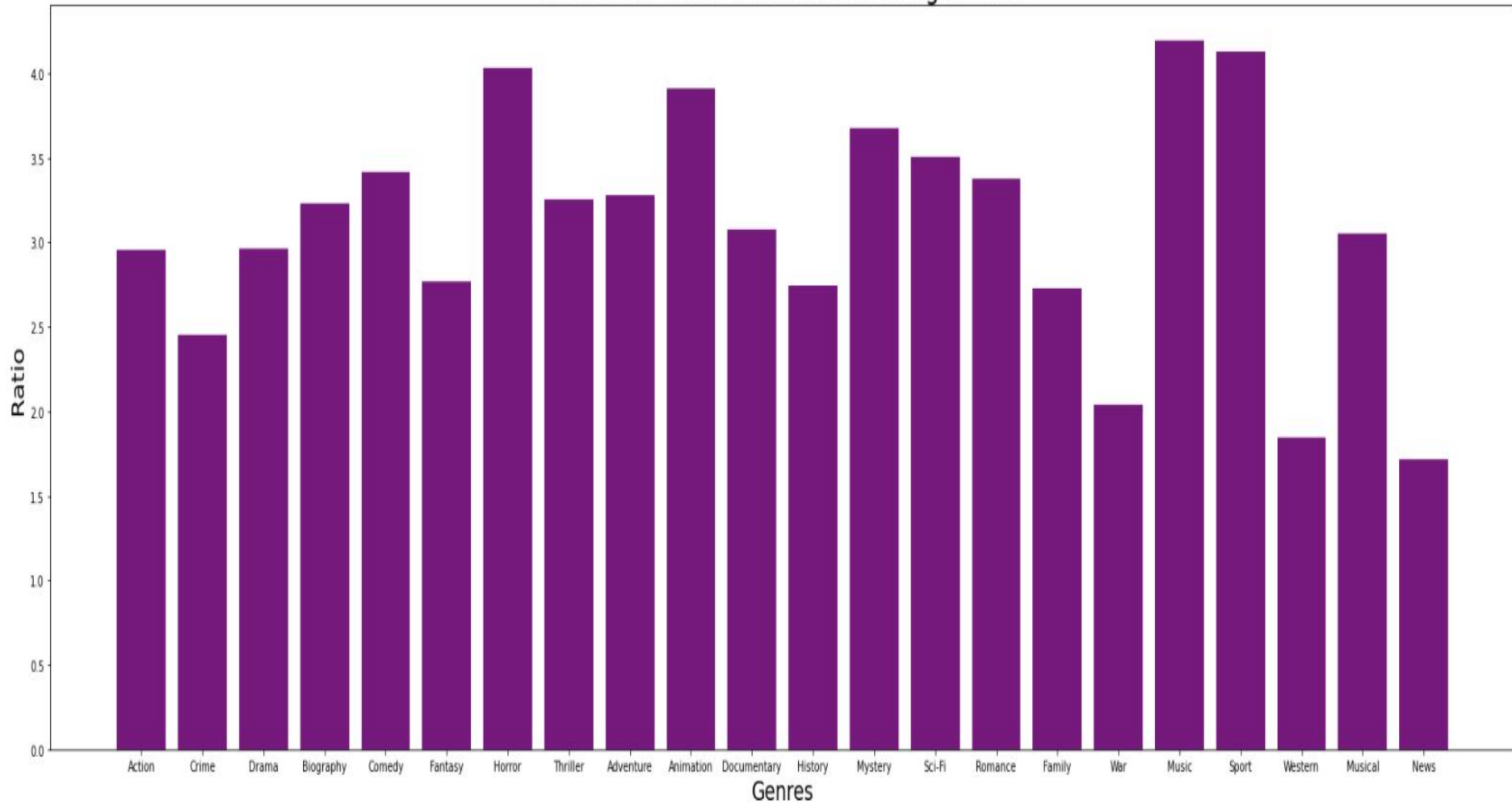
Foreign Success Per-Film by Genre

A combination of any of the top highest grossing genres might also help to capture a larger audience.

- "Star Wars" : Sci-fi & Adventure

- "Toy Story" : Adventure & Animation

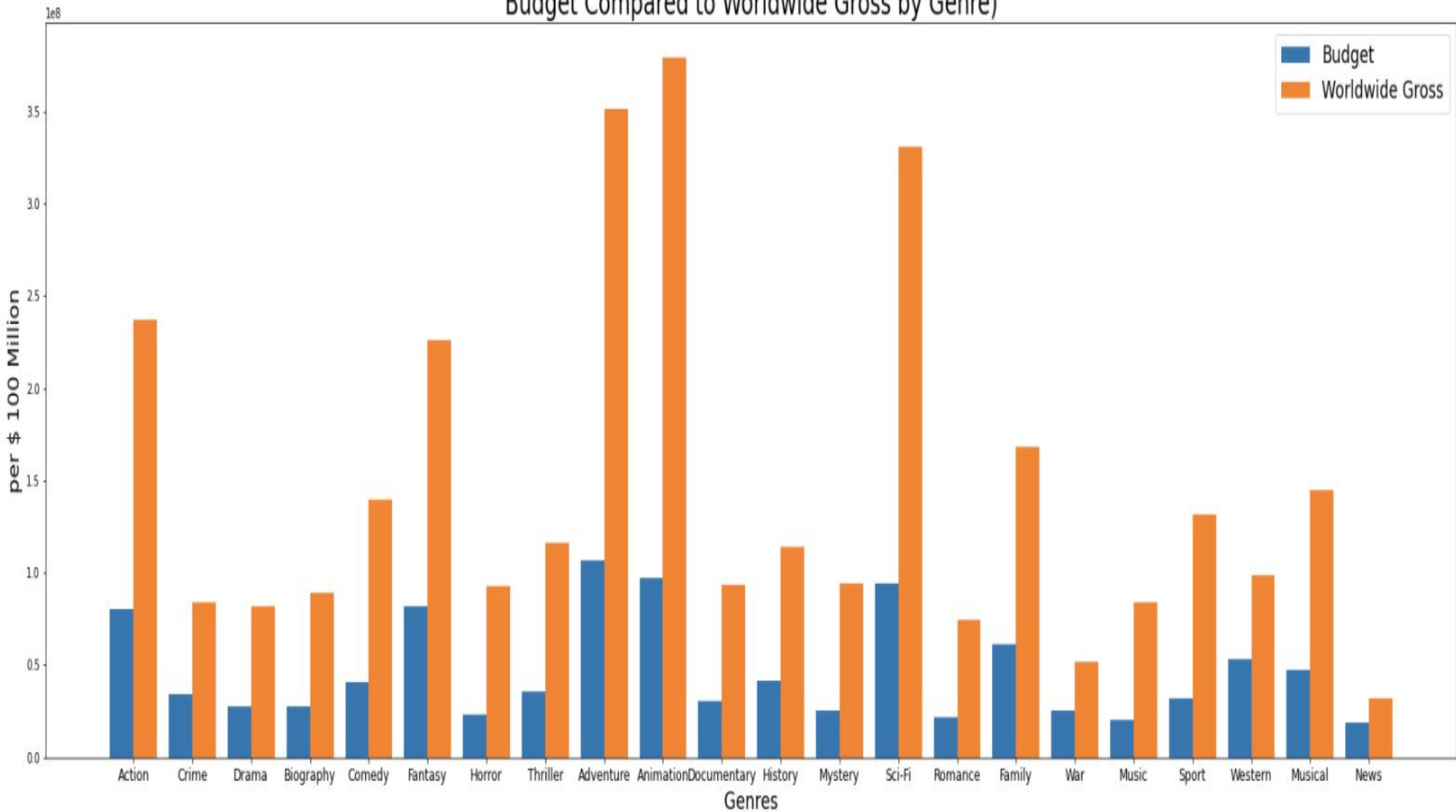- "Ghost in the Shell" : Animation & Sci-Fi

What type of films cost the least?

Worldwide Gross to Production Budget Ratio

Music, Sport, and Horror may not be all it's cracked up to be...

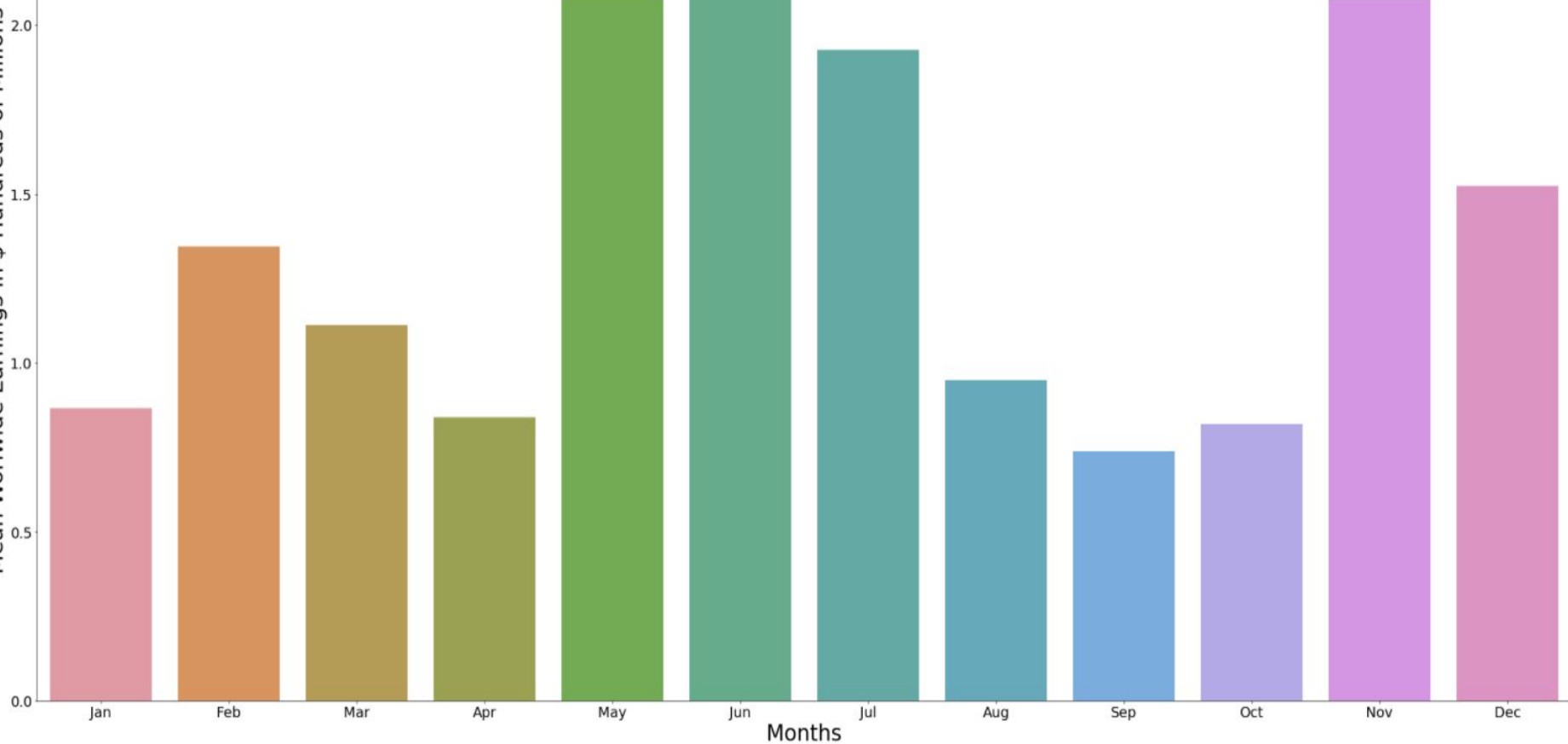Budget Compared to Worldwide Gross by Genre)

When should the studio release its films?

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Mean Worldwide Boxoffice Success by Month

- Two local peaks are June and November

- Coincides with beginning of summer and the holiday season in U.S.

Take-Aways & Conclusion

- Big Three: Sci-fi, Adventure, & Animation
- Music, Sport, & Horror vs. Big Three
- Shoot for 'blockbuster season': Summer and Holidays

Implement multiple analyses

Looking Ahead...

- Looking at which genres earned the most per month could determine what type of movie to release in a given month.

- Determining which actors and directors involved with the highest grossing films, may provide Microsoft with a pool of cast and crew from which to choose.

- Calculating which movies did poorly and in which genres they occured the most would allow Microsoft to know what properties to avoid

Thank You & Good Luck!

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