

Profitability Drivers of Movies 2015 to Present

A case study for Microsoft





Outline

- Business Problem
- Questions
- Data
- Methods
- Results
- Conclusions



Business Problem

Microsoft is looking to create their own movie content. They need to know what factors are **currently** driving success at the box office.



What is driving profitability in the current movie market?

1. What kinds of movies make the most money?
2. When should a movie be released to maximize profit?
3. What additional considerations are important in maximizing profit?



Data

- Box Office Mojo, Internet Movie Database (IMDB)
 - *Box Office Mojo by IMDbPro receives data from a variety of sources, including film studios, distributors, sales agents, and others from around the world.*
- TheMovieDB.org
 - *The Movie Database (TMDb) is a community built movie and TV database. Every piece of data has been added by their community dating back to 2008*



Methods

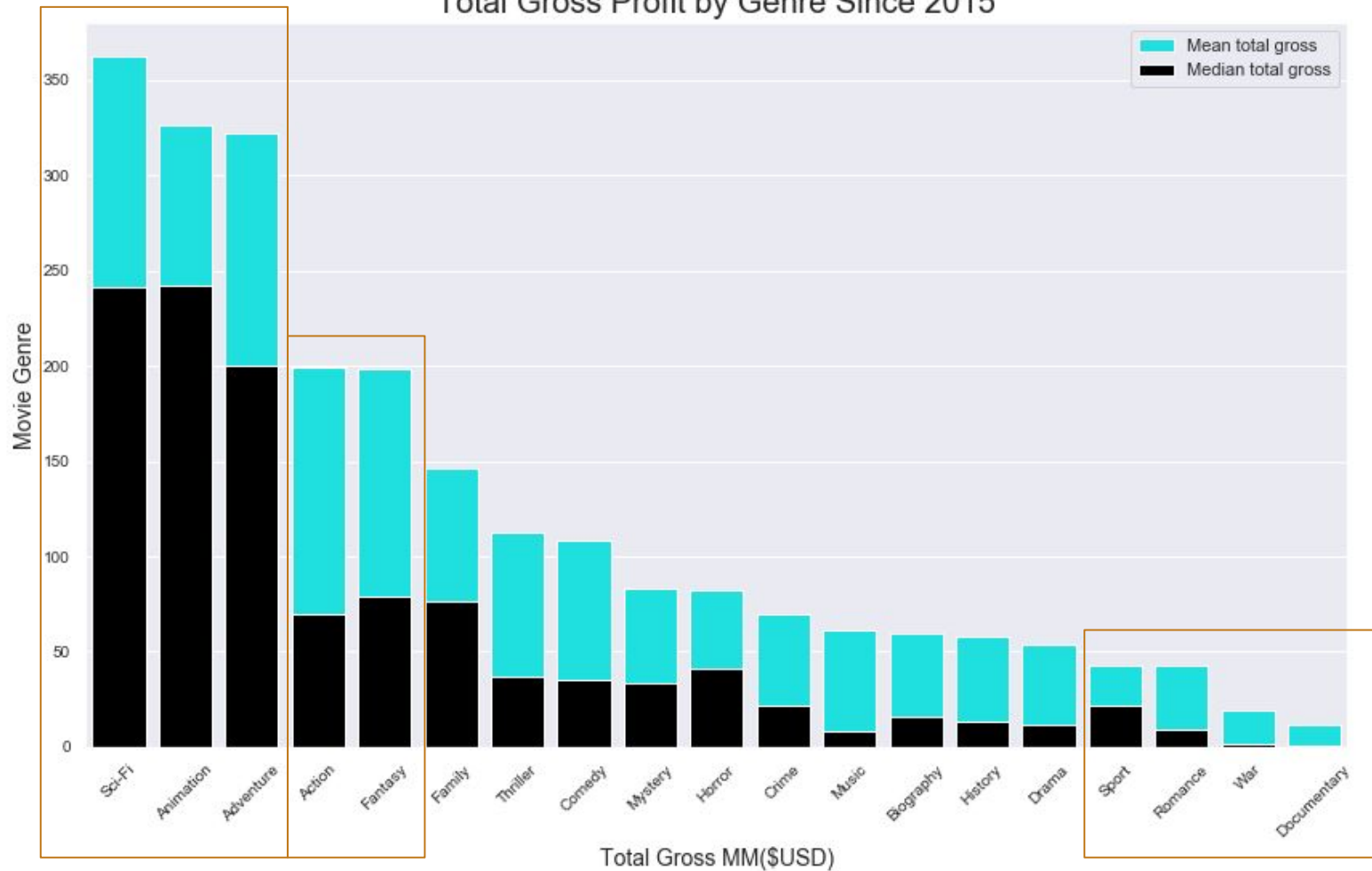
- **Descriptive statistics**
- **Merge Data**
- **Visualizations**



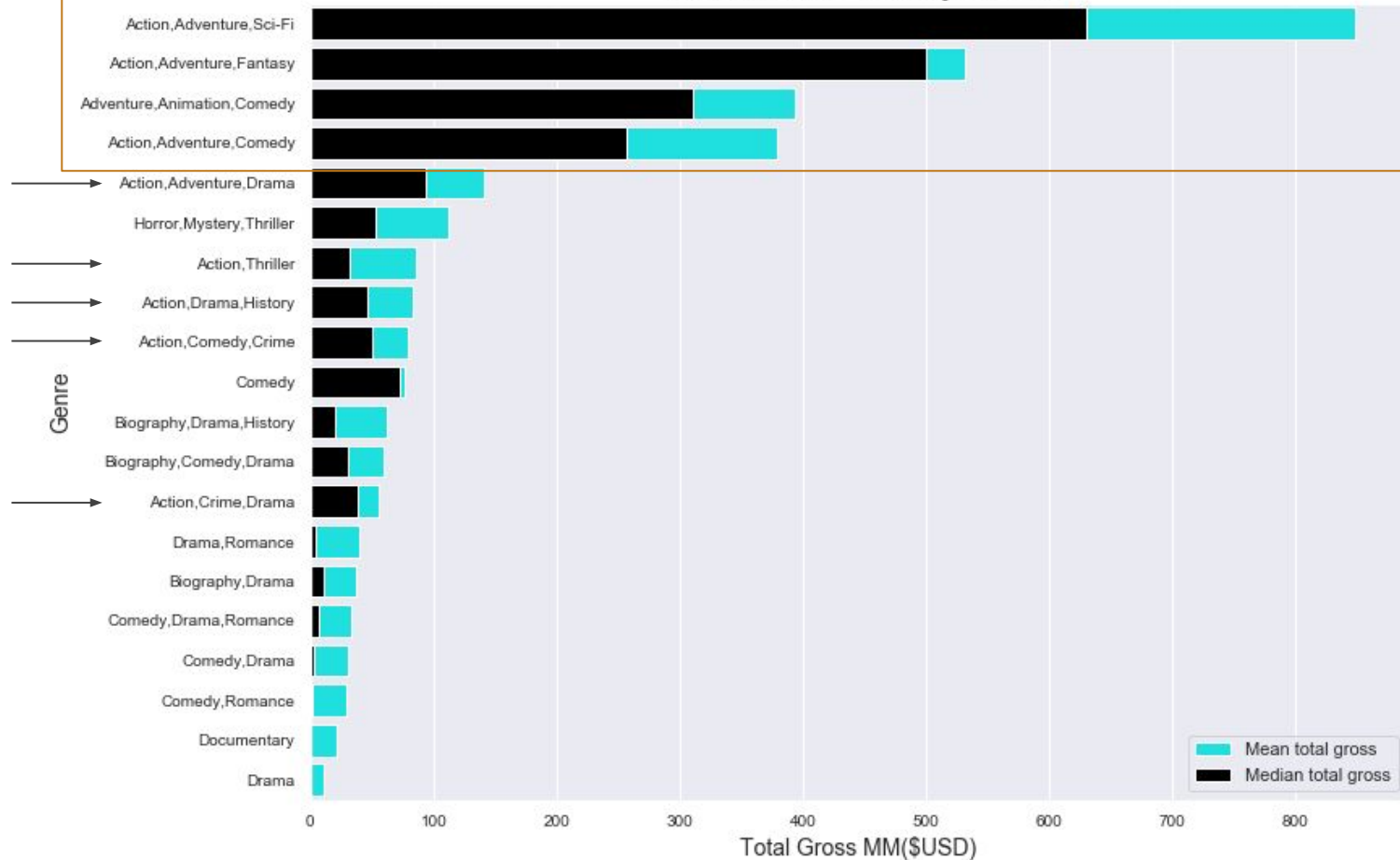
Results



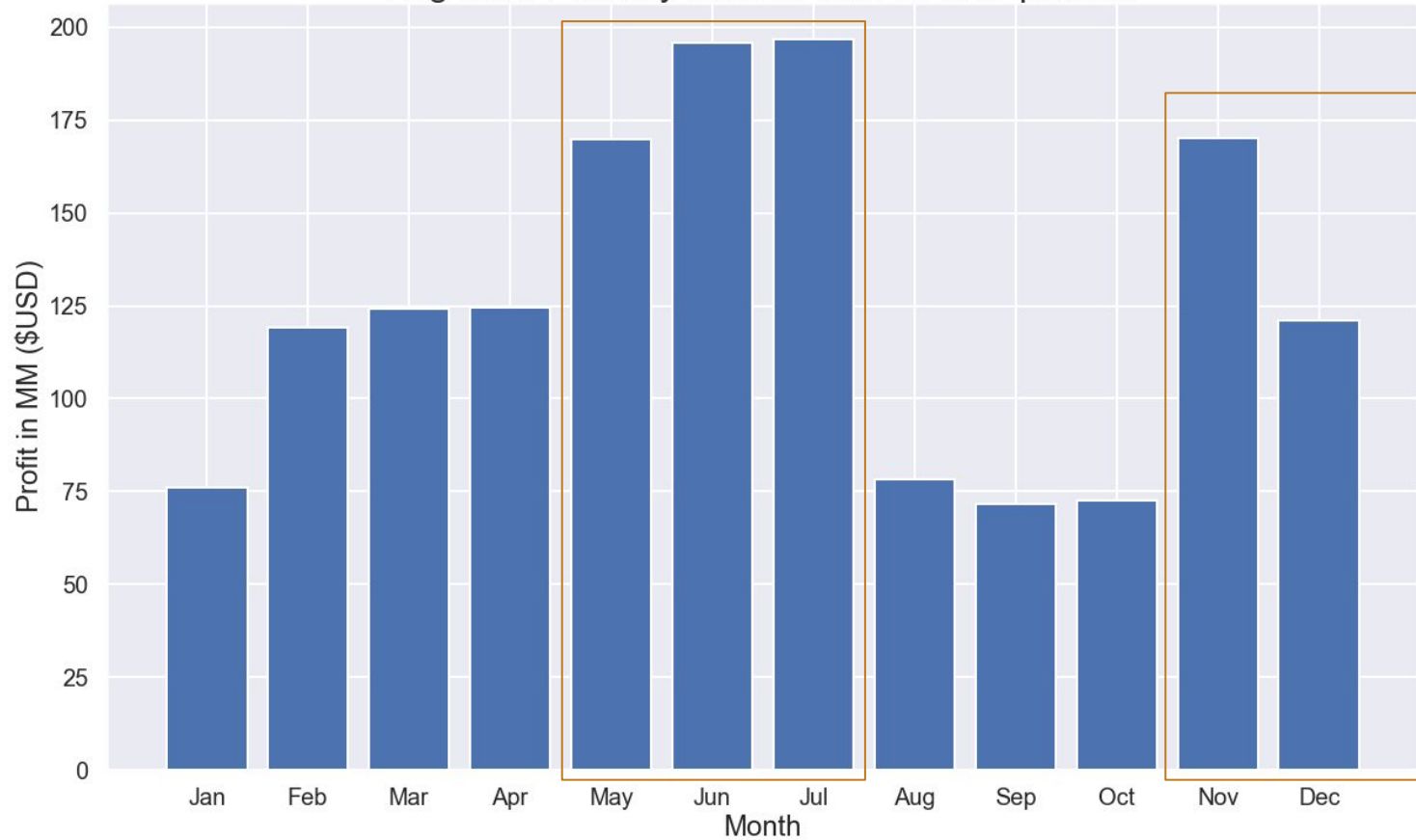
Total Gross Profit by Genre Since 2015



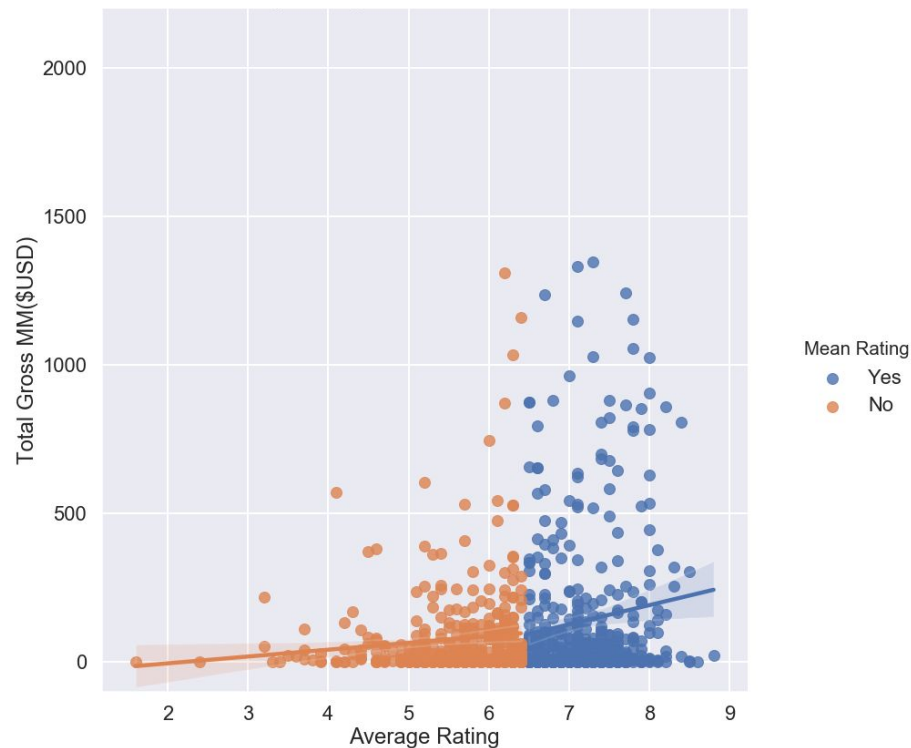
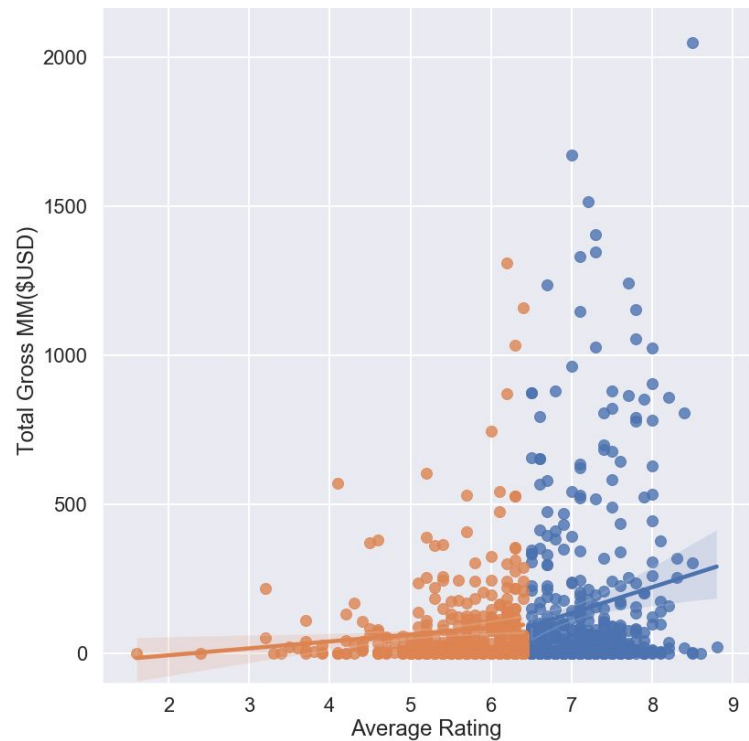
Total Gross Profit by Genre



Avg Total Profit by release date 2015 to present



Average Rating vs. Total Gross Profit





Conclusions

- *Multi-genre* films that include **Action** and **Adventure** proved to be the most profitable
- *Individually*, **Sci-Fi**, **Animation** and **Adventure** were the most profitable
- **Early Summer** releases are the most profitable, followed closely by the **Holiday season**.
- Audience perception is positively correlated with profitability

Thank You!

Email: etr359@gmail.com willj963@newschool.edu

GitHub: @etr359 @justinmOrgan