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*
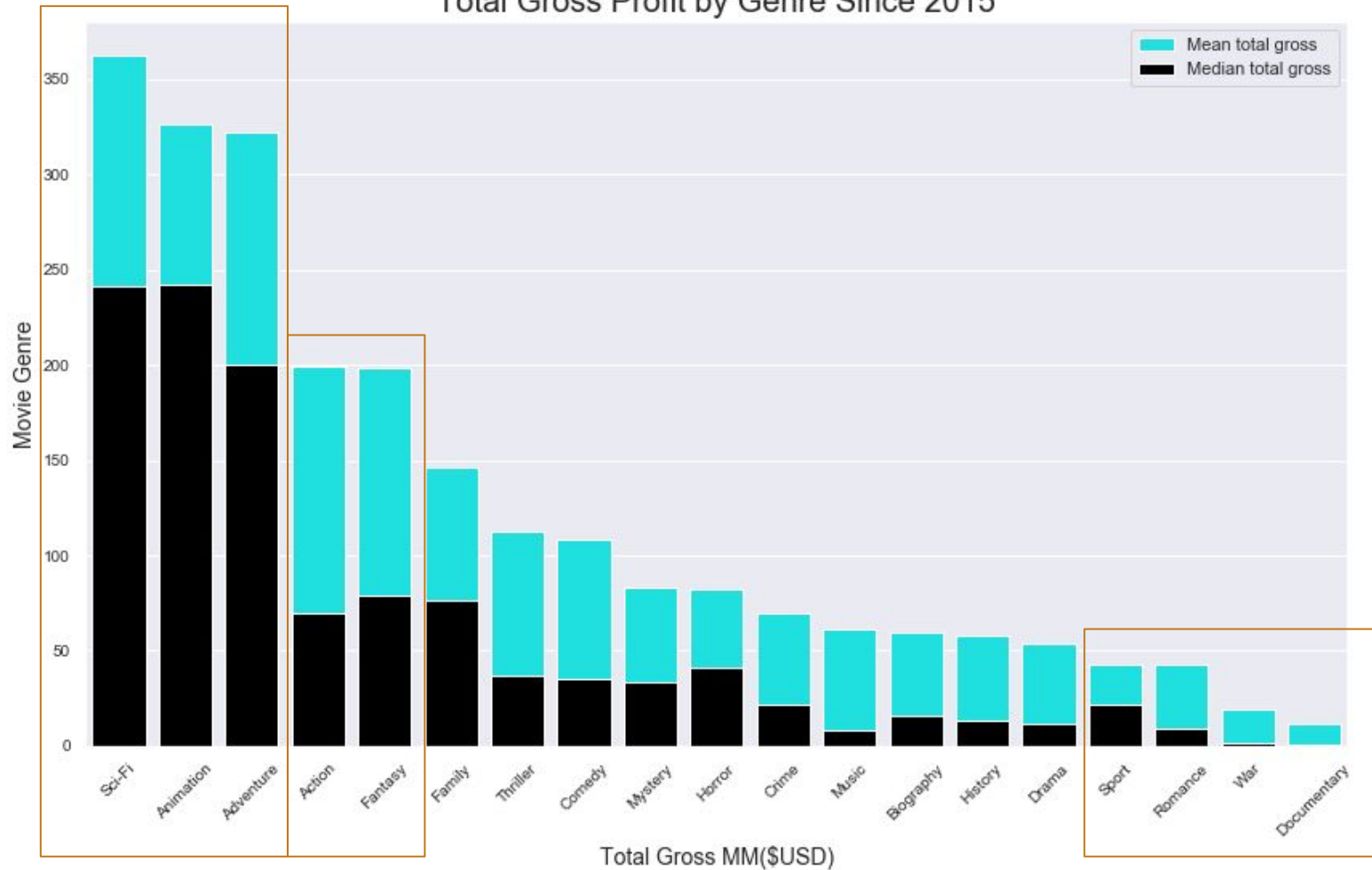
Methods

- **Descriptive statistics**

- **Merge Data**
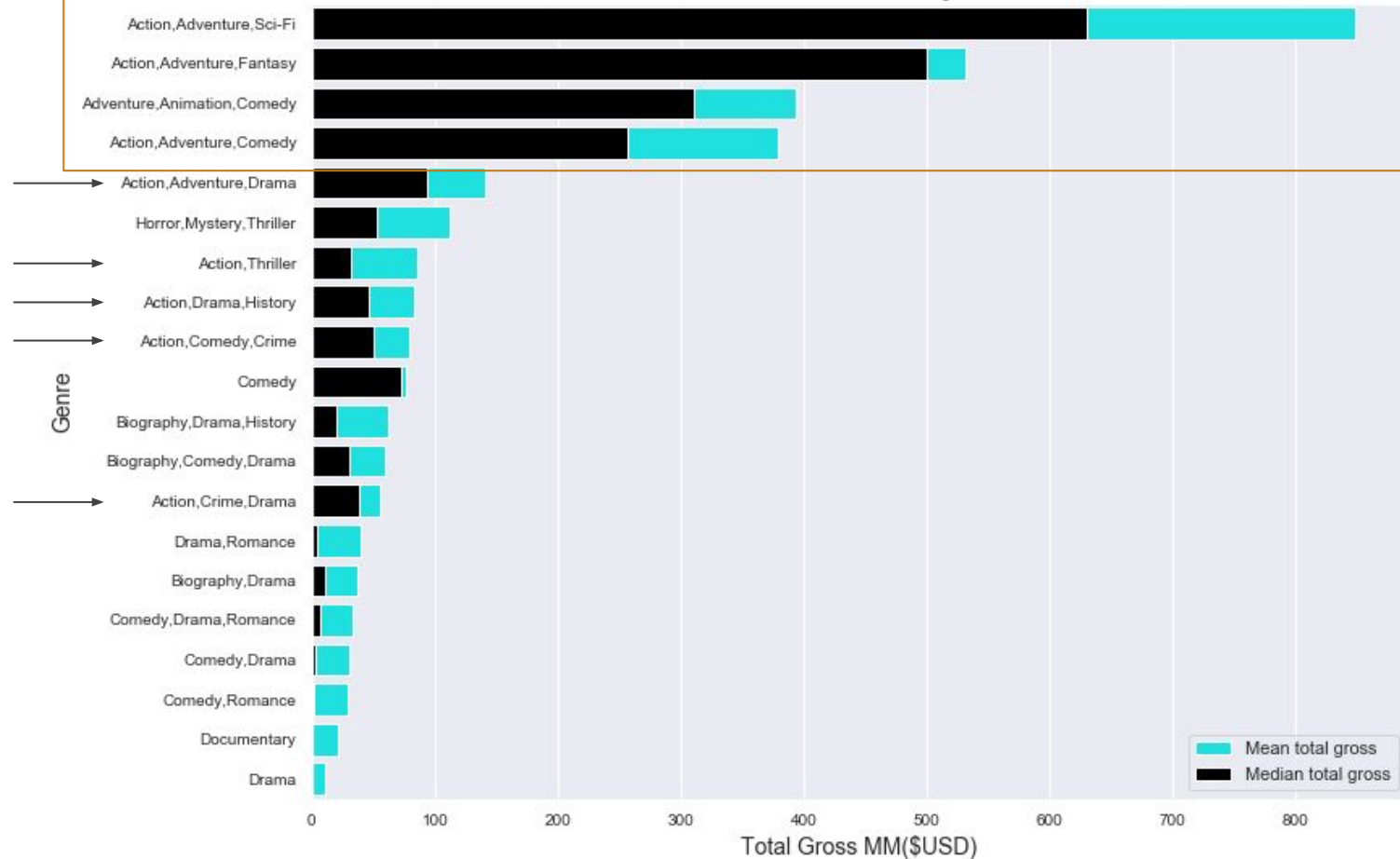
- **Visualizations**
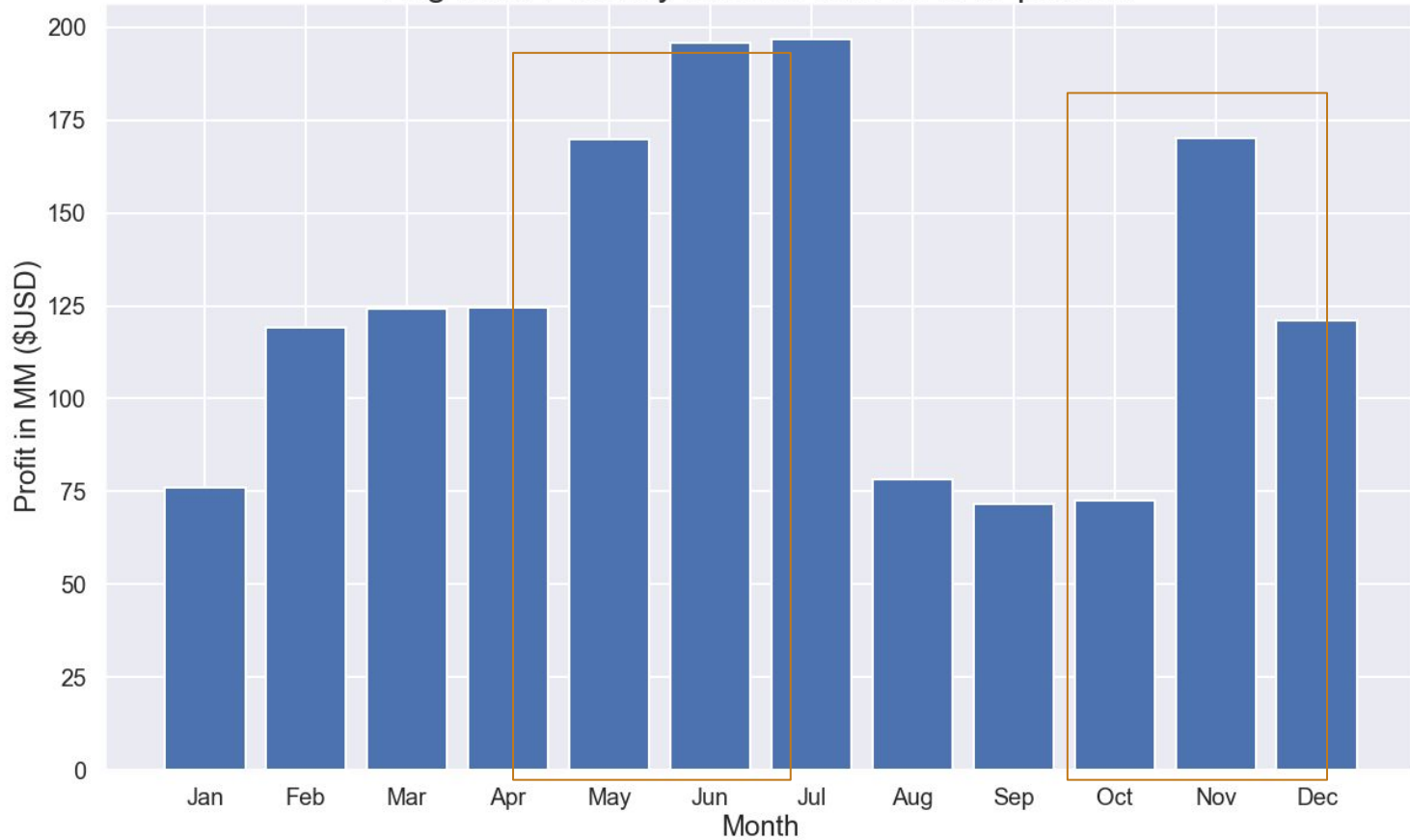
Results

Total Gross Profit by Genre Since 2015

Legend:
- Mean total gross (cyan)
- Median total gross (black)

Y-axis (Movie Genre): 0, 50, 100, 150, 200, 250, 300, 350

X-axis (Total Gross MM($USD)): Sci-Fi, Animation, Adventure, Action, Fantasy, Family, Thriller, Comedy, Mystery, Horror, Crime, Music, Biography, History, Drama, Sport, Romance, War, Documentary
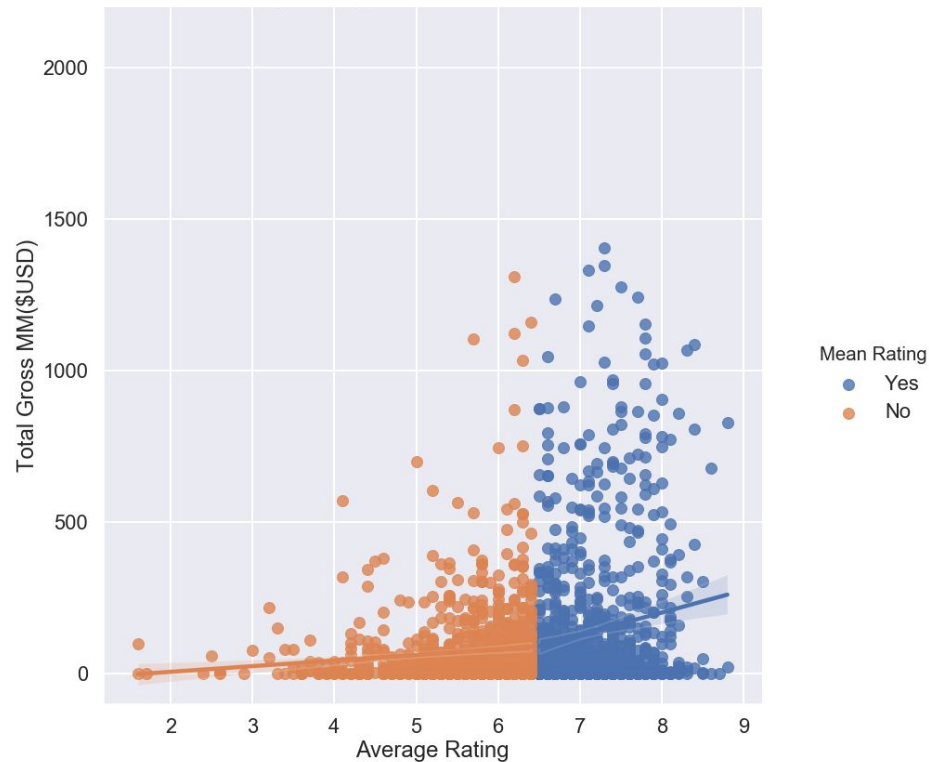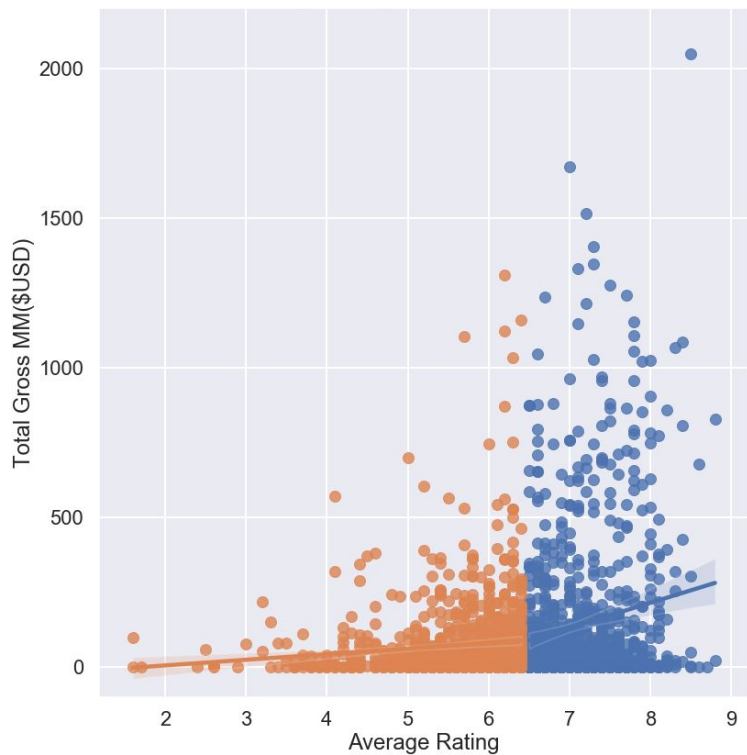
Total Gross Profit by Genre

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!

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