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**Microsoft Studios**

# Xbox to Box Office

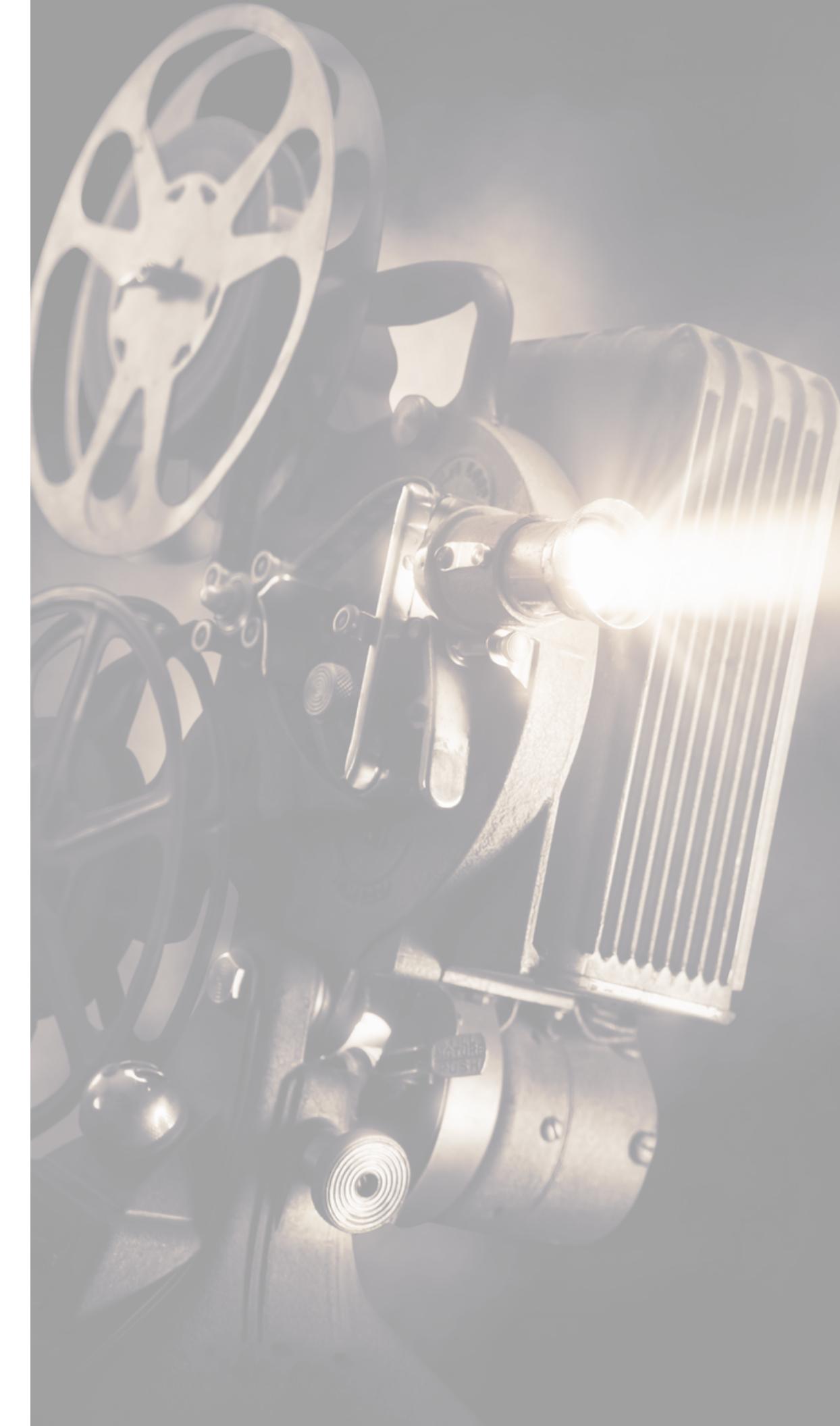
HOW WE CAN GET YOU THERE

## **The Systematic Squad**

Nimeshi Fernando

Greg Burgess

Tyler Wood



# Our Agenda

01 **BUSINESS CONTEXT**

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02 **OUR QUESTIONS**

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03 **RECOMMENDATIONS**

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04 **WHAT'S NEXT**

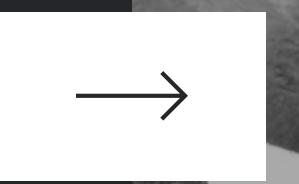
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# Business context

## REALITY OF THE INDUSTRY

80% of movies lose money at the box office

<https://www.forbes.com/sites/schuylermoore/2019/01/03/most-films-lose-money>





Do you have to  
spend money to  
make money?

# Data and Methods

- Aggregate public data from third-party sources
- **Focused on your competition:**
  - highest grossing movie studios

## IMDb

- Movie names
- Genres
- Directors
- Ratings

# The Numbers

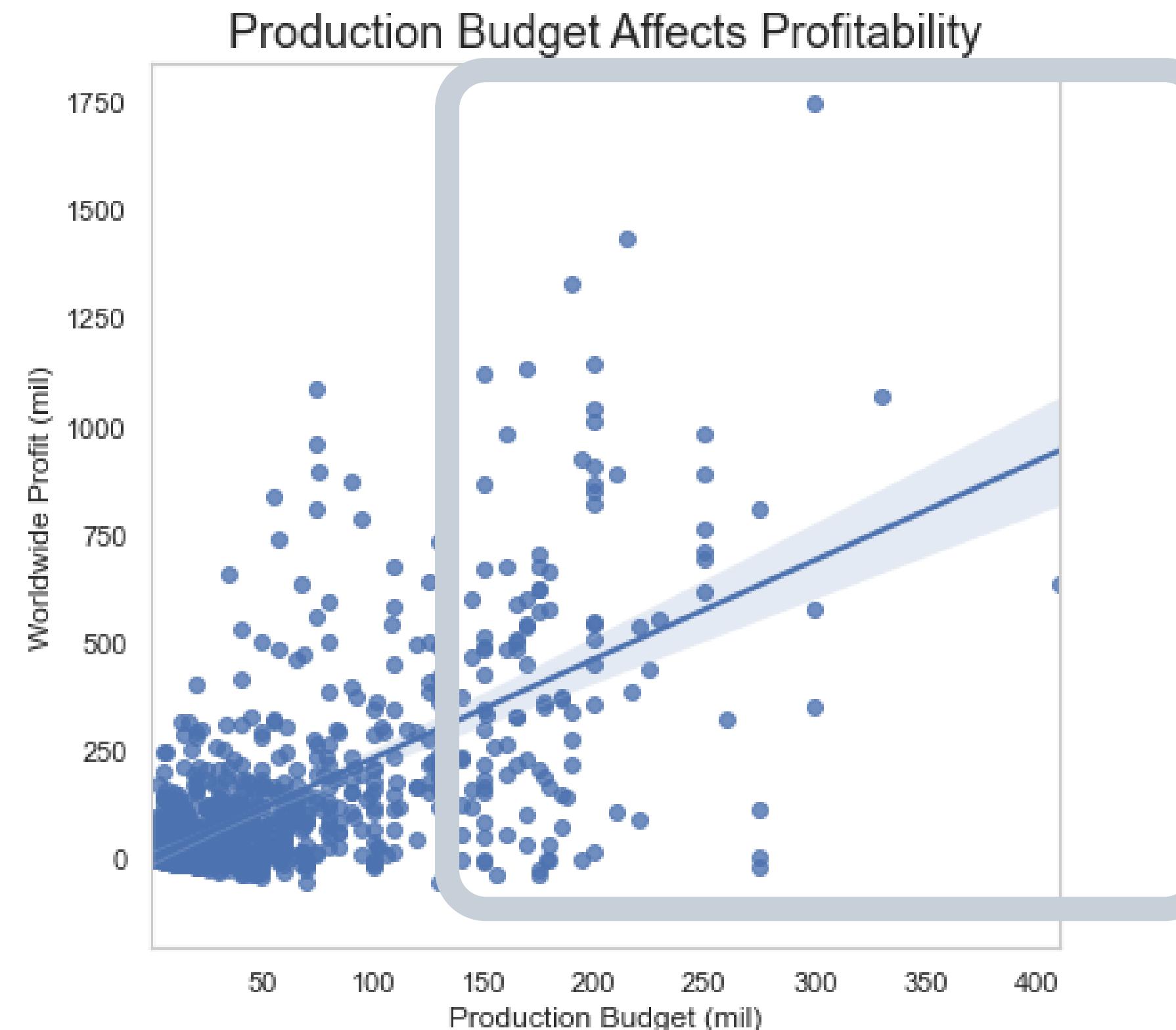
- Production budgets

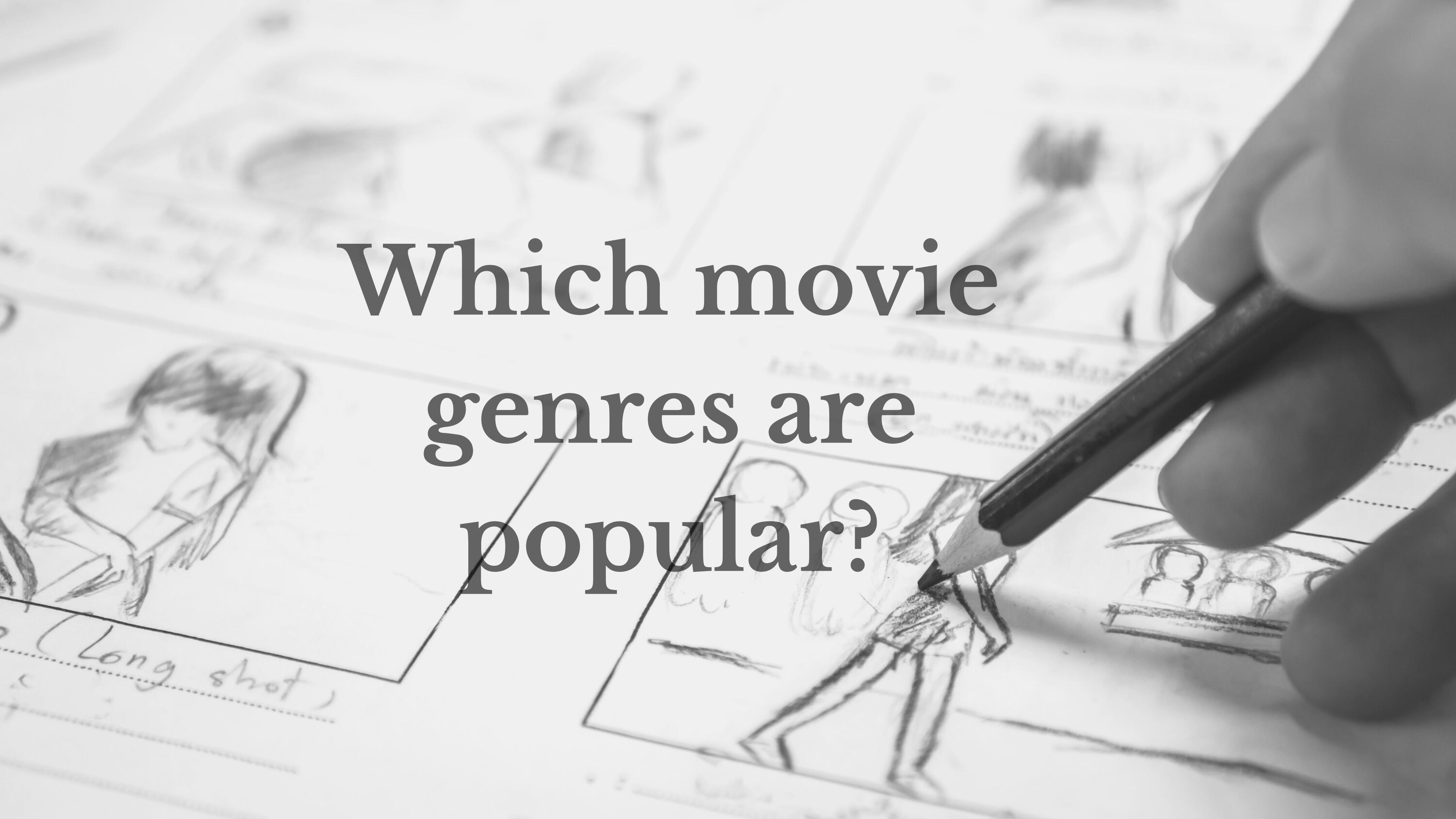
## Box Office Mojo

- Movie studios
- Worldwide gross sales

# Make High Budget Films

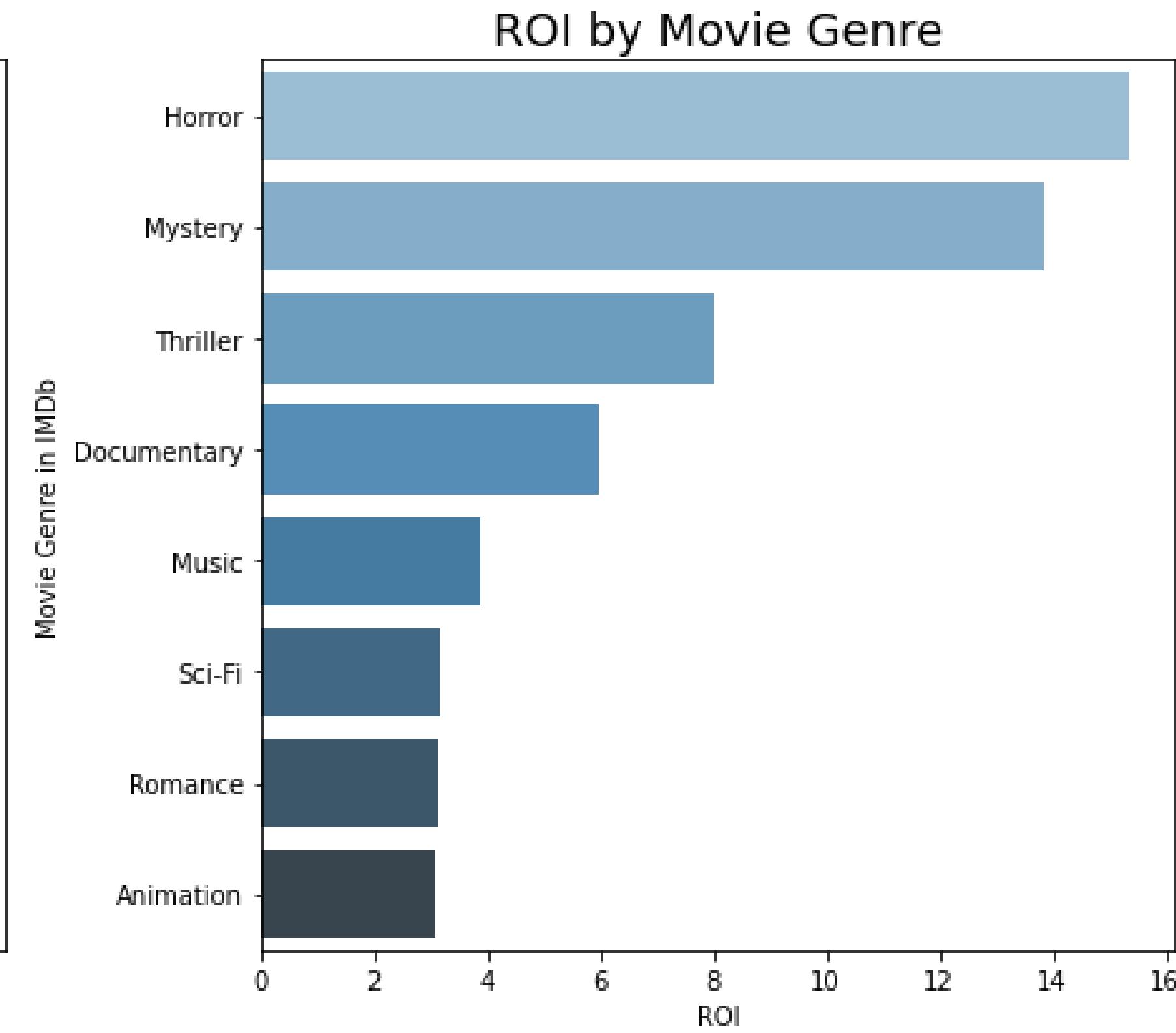
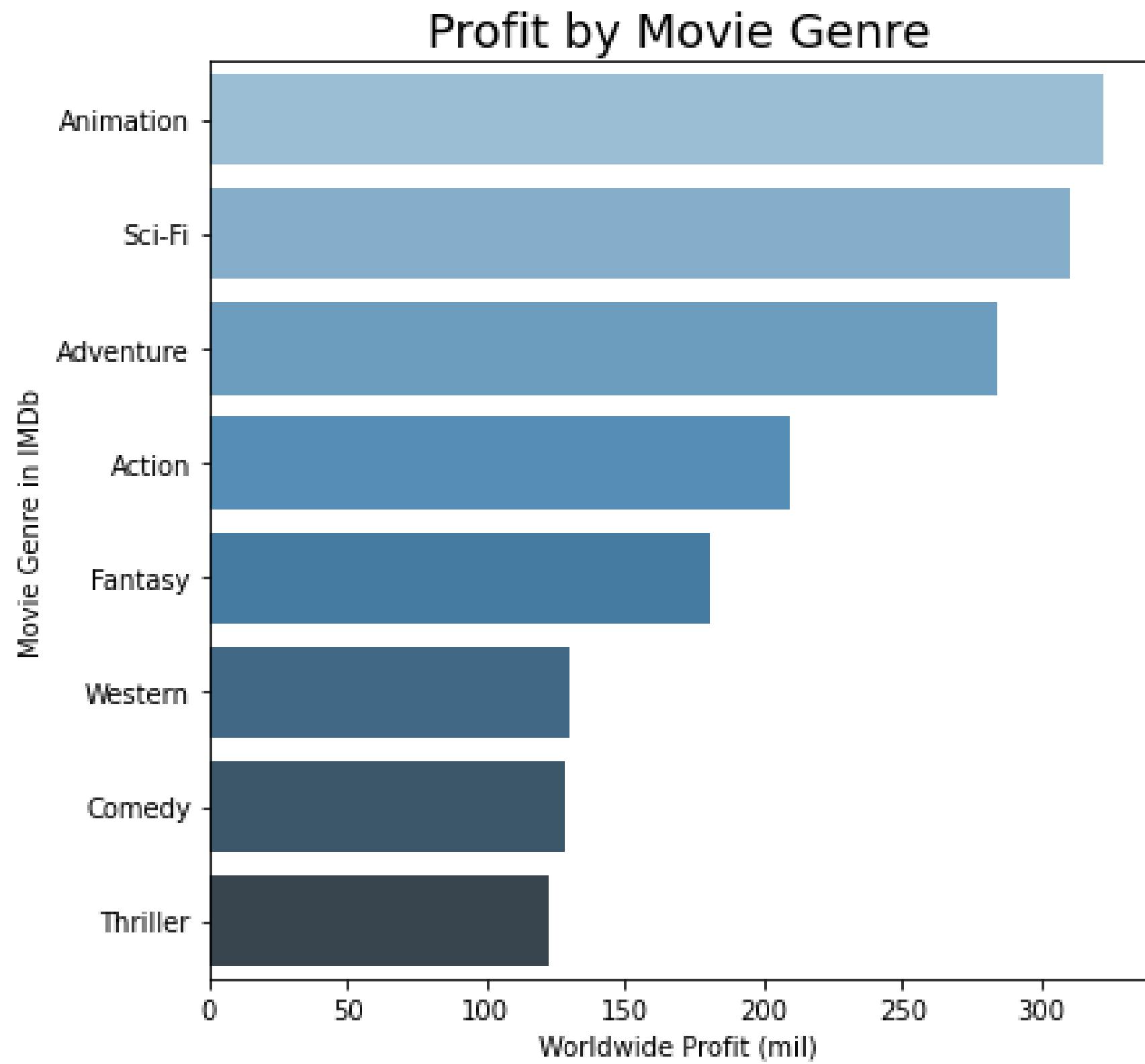
Best of the best: \$150 million



A black and white photograph of a hand holding a pencil, positioned as if it's about to draw or is in the middle of drawing. The hand is resting on a storyboard sheet. The storyboard features several panels with rough sketches: one panel shows a person from behind, another shows a close-up of a face, and another shows a person running. There is also some handwritten text, including the words 'Long shot' in one panel.

which movie  
genres are  
popular?

# High Profit and High ROI Genres



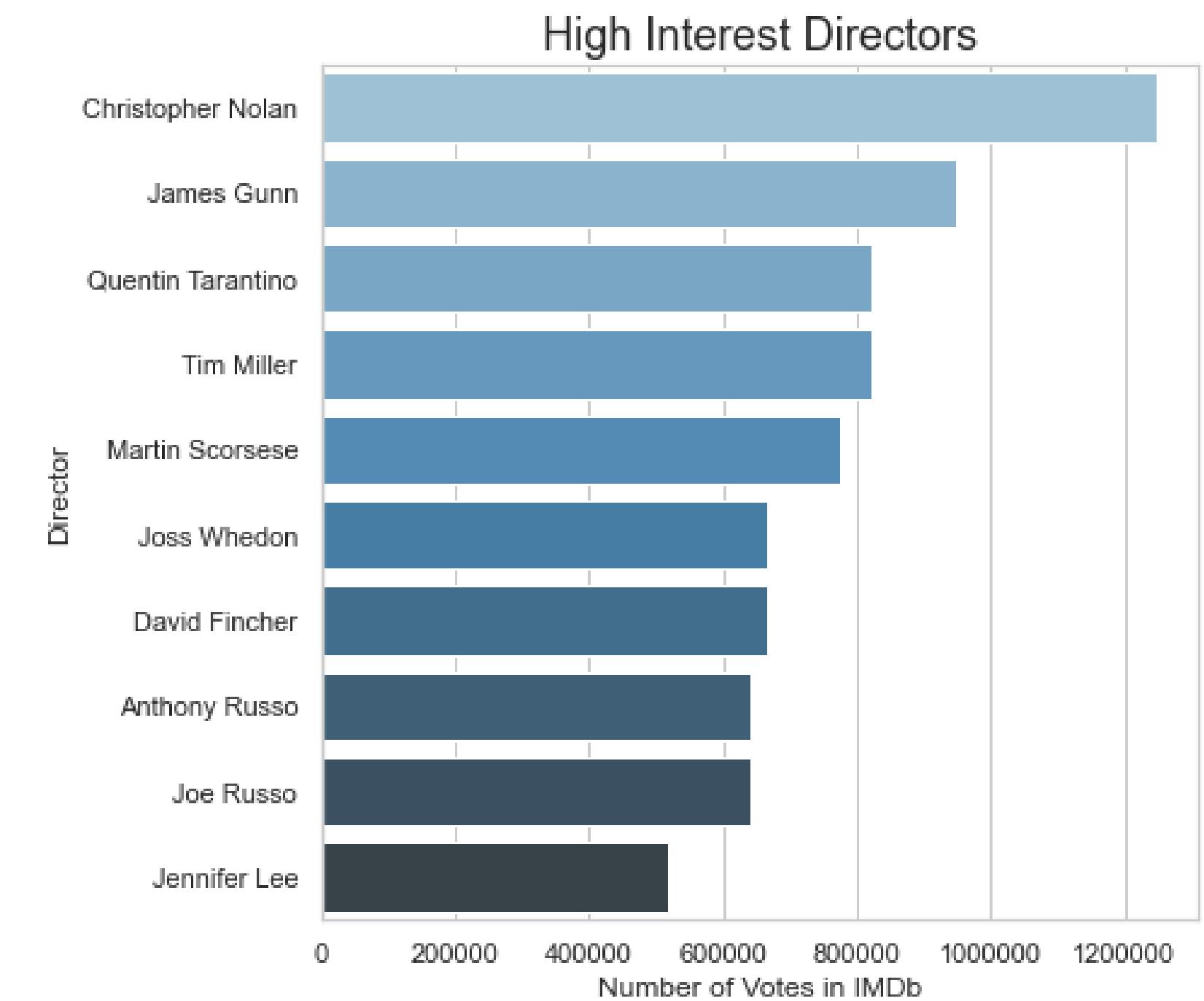
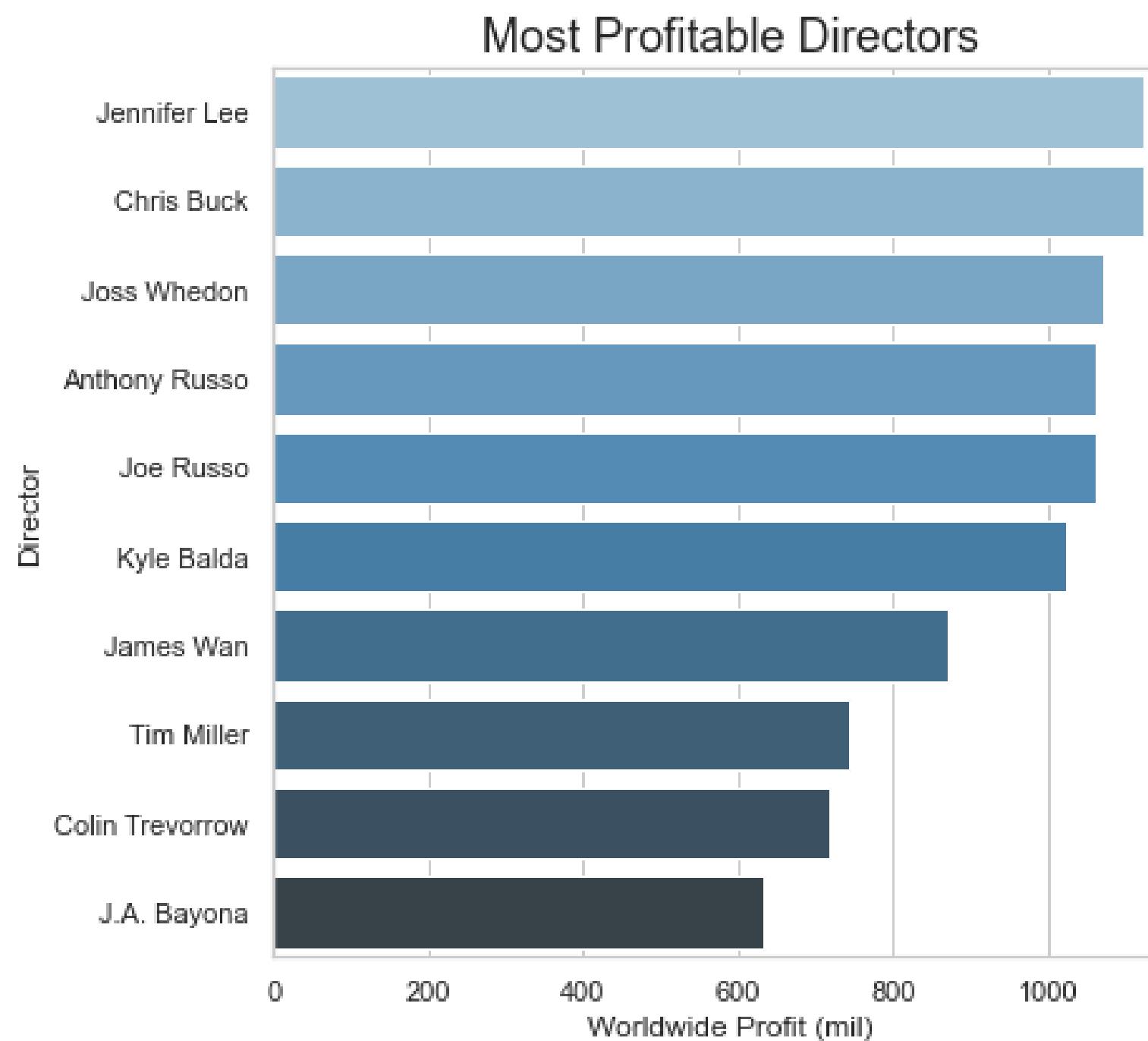


Which directors  
drive  
profit?

# Directors With Results

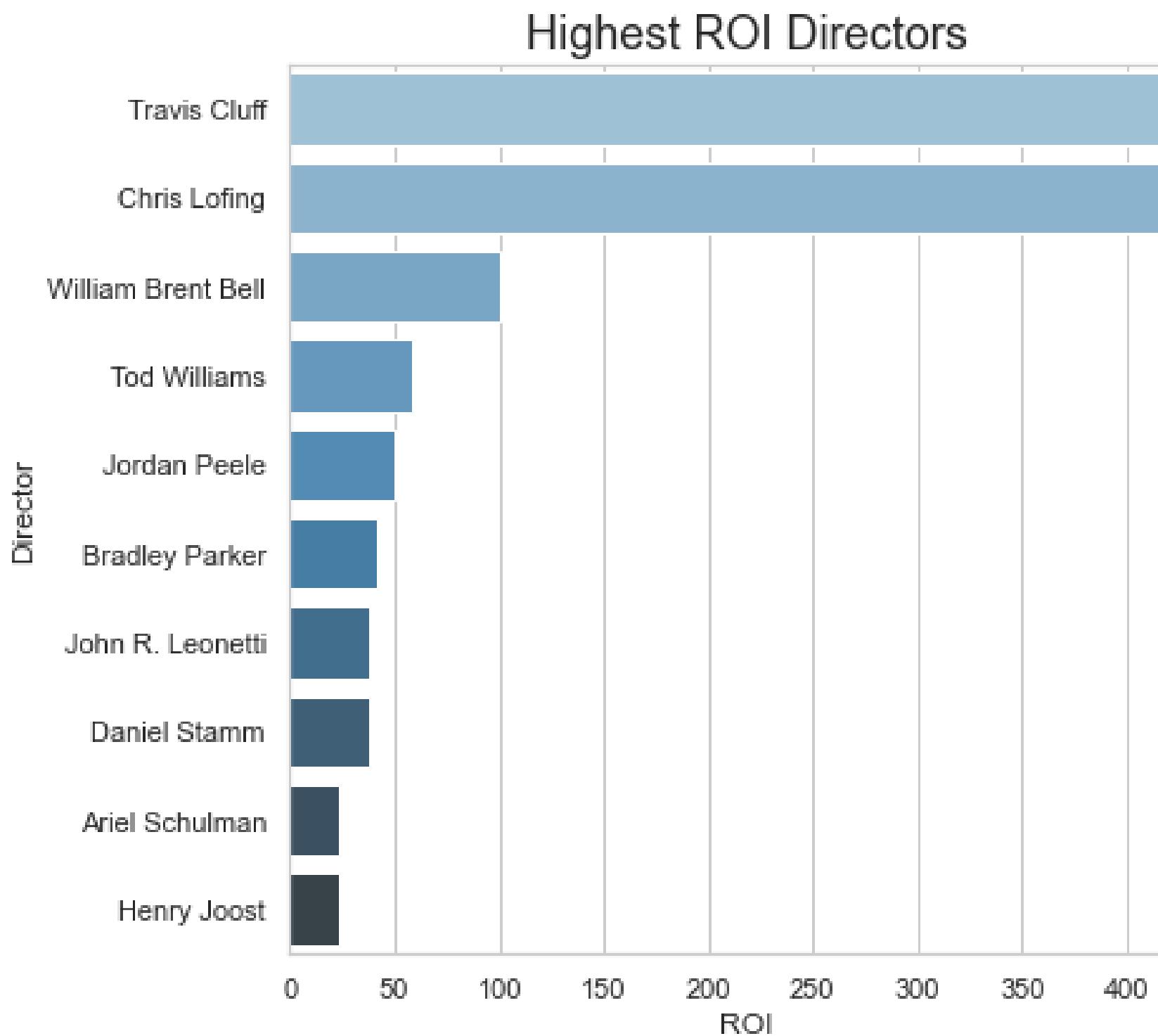
Profits: Jennifer Lee, Chris Buck, Joss Whedon

Interest: Christopher Nolan, Russo Brothers, Joss Whedon



# Directors With Results

ROI: Travis Cluff and Chris Lofing





**HOW DOES THIS RELATE TO THE BUSINESS  
PROBLEM?**

# Recommendations

# Higher Production Budget

grossed higher revenue

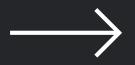
Make many movies in multiple genres

Sci- Fi, Horror and Animation

# Get Great Directors

Sync within the genres

# What's Next



FUNCTION SHTR/F.RATE

DIAL SEL MODE CHK DISP/AUTO/MANU

# Marketing Budget

This is an important metric not represented in the data

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Popularity is a tough  
thing to measure

Merchandising sales may be more accurate measure

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# Alternative Revenue Streams

like merchandising, licensing and streaming rights

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Data was from a 3rd  
Party

This leads to lower quality , restricted data

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# Thank you!

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