

Introducing...



**Microsoft Theater**

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# **Our Objective:**

Find a safe first film to make, in an effort to prove the viability of MS Theater.

# Key Questions

## Timing

- What timeline should we set for this release?
- Is there any month in which movies tend to do best?
- When do people go see the most movies?

## Genre

- Which genre(s) are most profitable?

## Crew

- Are there any “sure thing” writers?

# Breaking Down the Data

## Movies

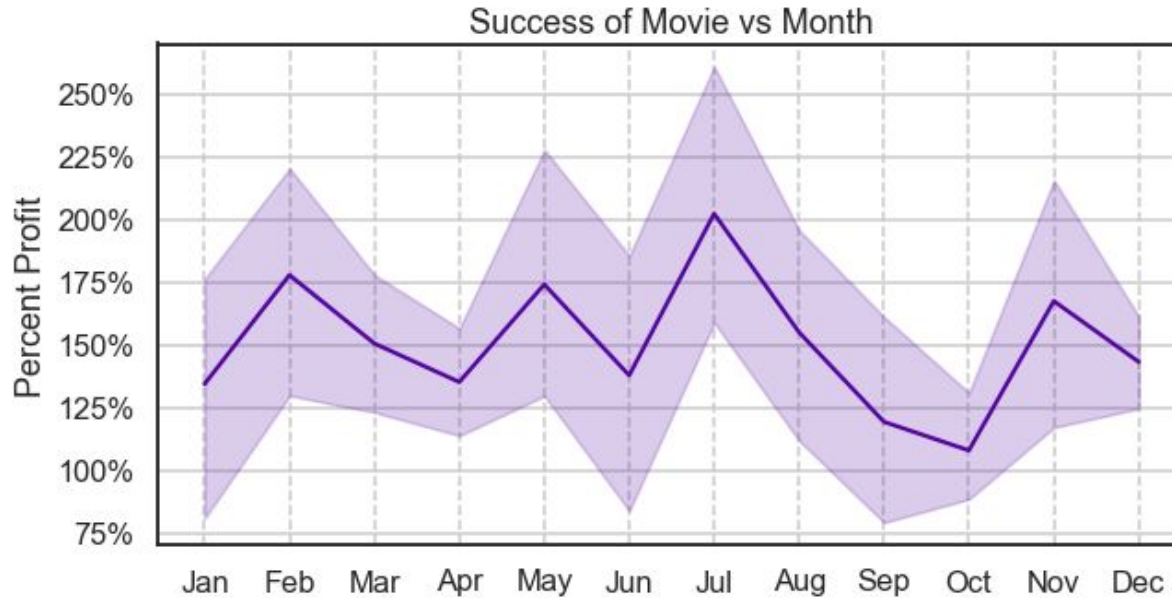
- 1,348 Movies
- Domestic Releases from 2000-Present
- Similar Studio Capital Size
- Traditional Film Distribution



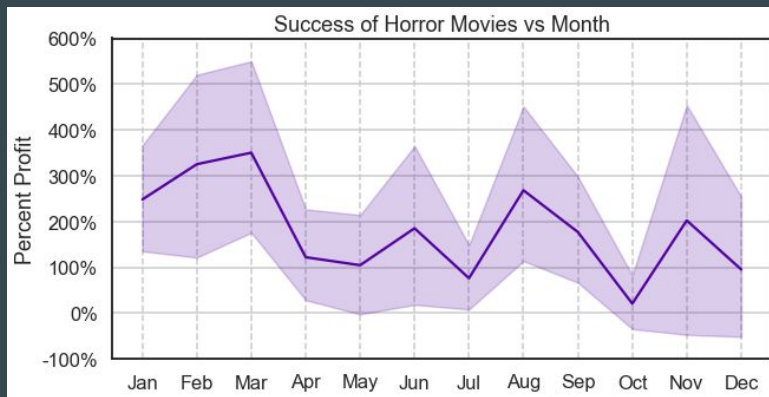
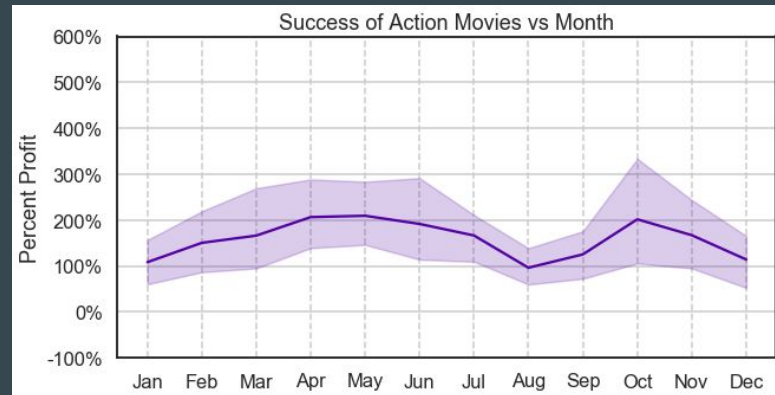
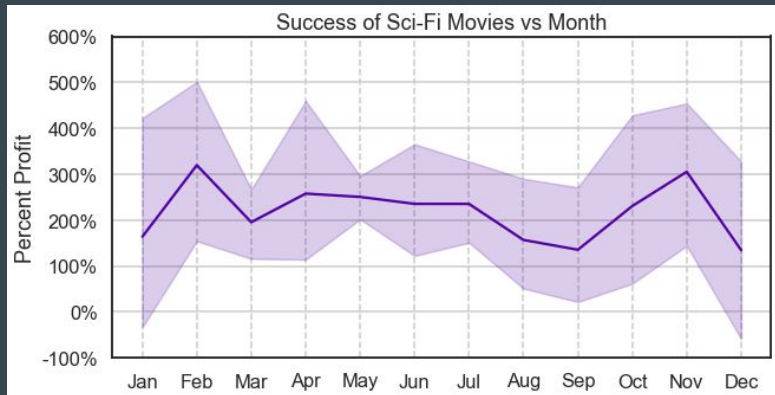
## Measurables

- Month of Release
- Genre
- Production Budget
- Net Profit
- Percent Profit
- Writers

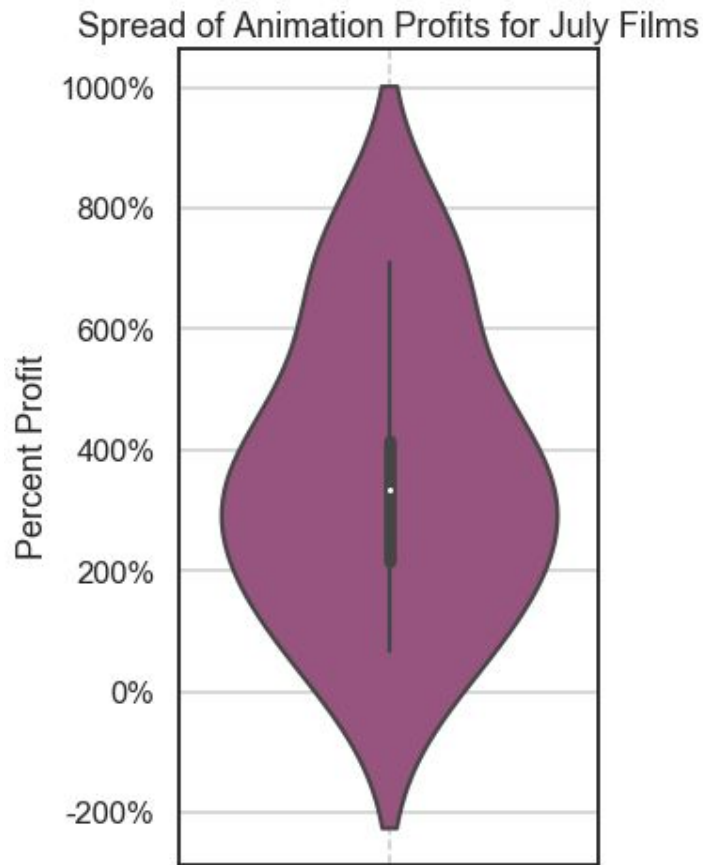
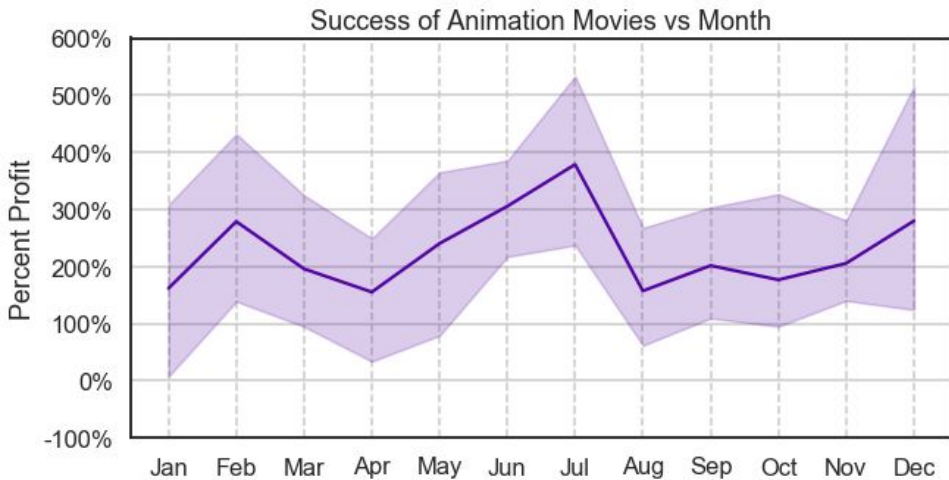
# A Year in Movies



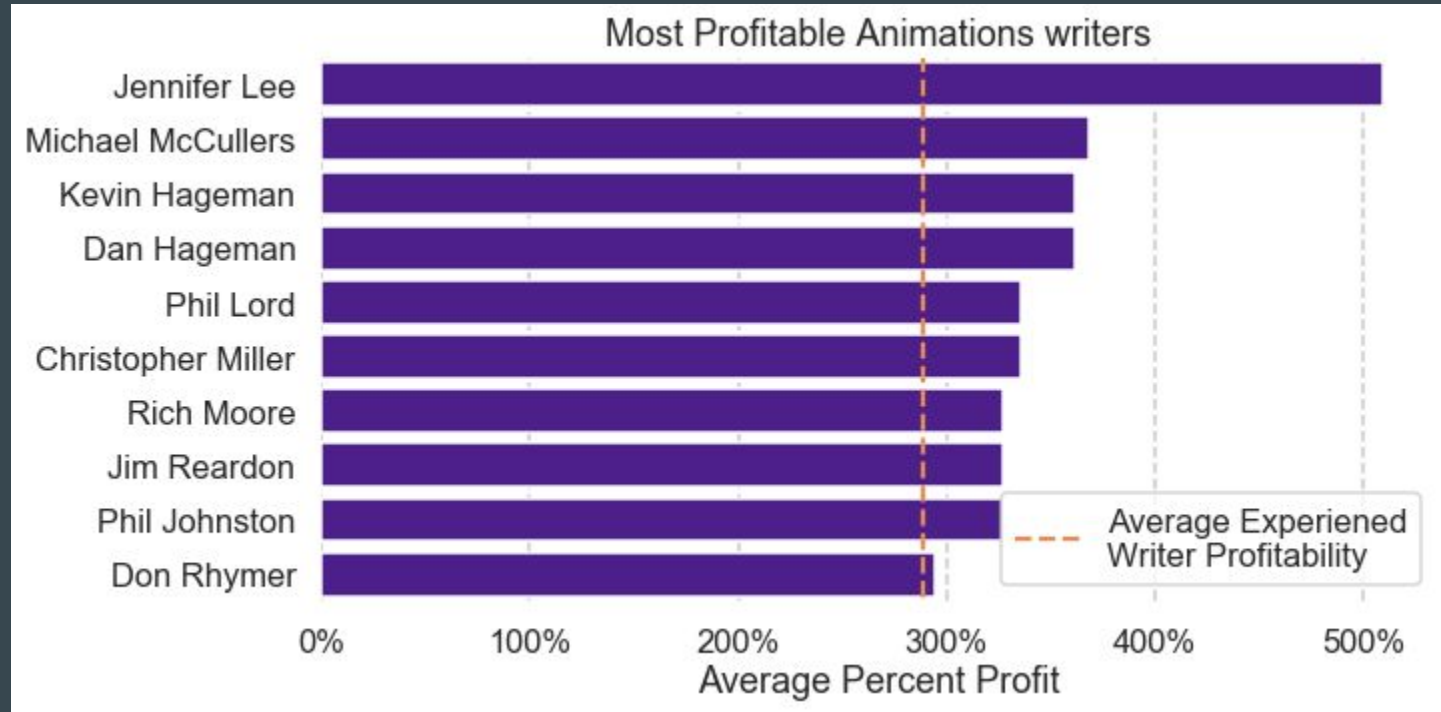
# ... and now, what about genre(s)?



# A Closer Look at Animation



# Who to Tell Our Story?





# What does this mean for you?

## Timing

- July is the best month to release a movie, in terms of ROI

## Genre

- Animated films have the highest Profit Percentage of all genres in July

## Crew

- Hire a top writer (and their crew) to help write the story!

# Limitations



- Hollywood's international boom.
- Hollywood's accounting practices.
  - Eg, advertising budget & accurate gross sales
- Factors of theatrical release.
- Differences in distribution strategies.
- Causal assumptions.

# Further Improvements



- Expand initial grouping to a seasonal format, rather than monthly.
- Explore what production costs provide the highest percent profit.
- Investigate impact of experienced directors have on percent profit.
- Gather a larger dataset.

# Questions for The Crew?



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