

Introducing...



Microsoft Theater

James Shaw | Nick Pardue

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

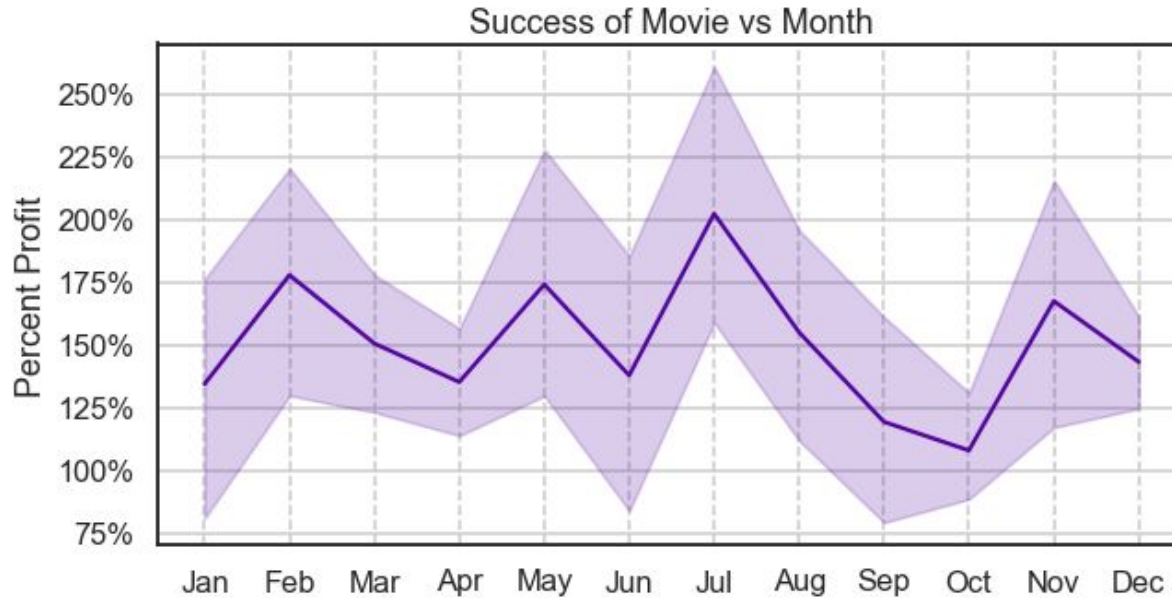
- 1,348 Movies
- Domestic Releases from 2000-Present
- Similar Studio Capital Size
- Traditional Film Distribution



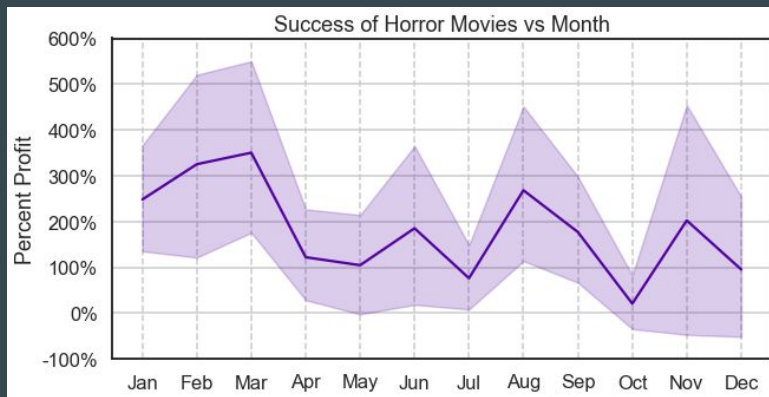
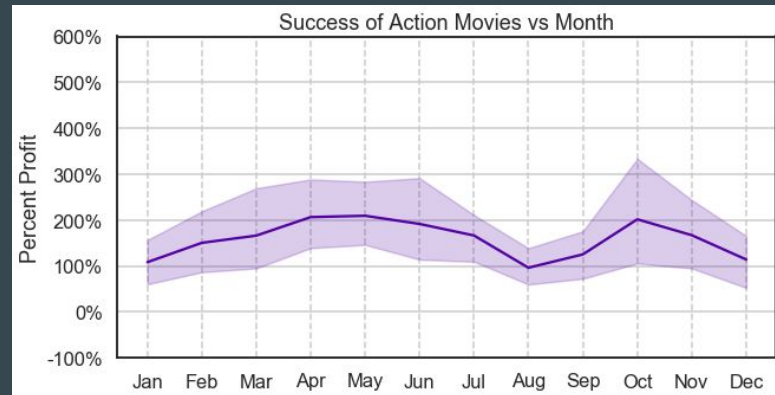
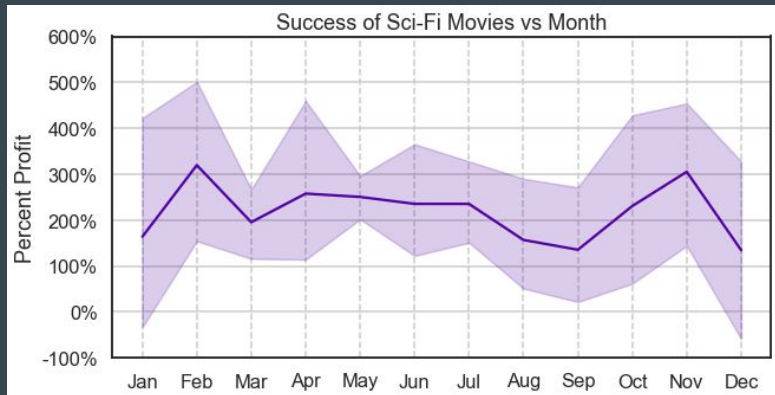
Measurables

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

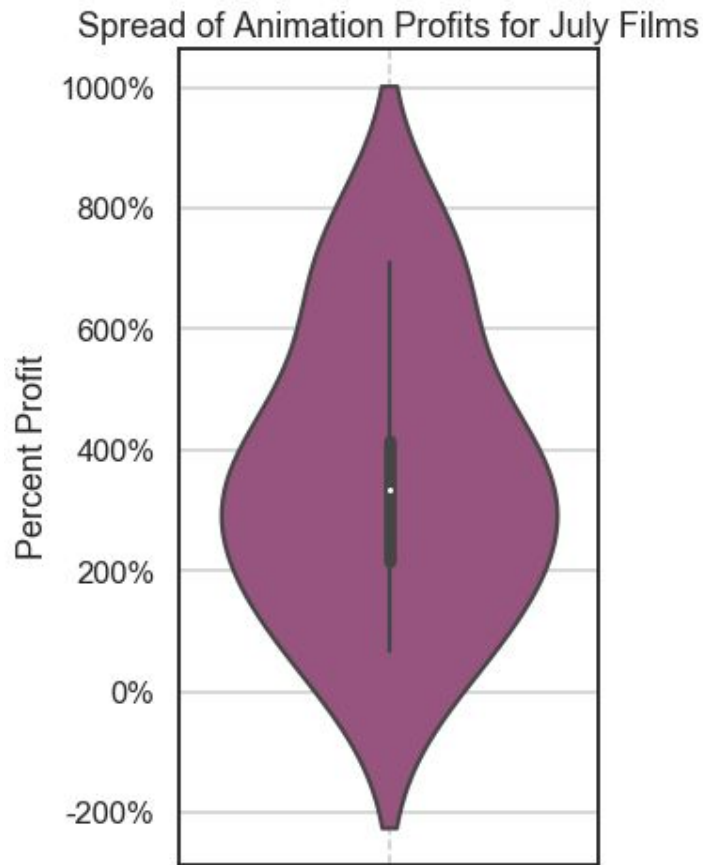
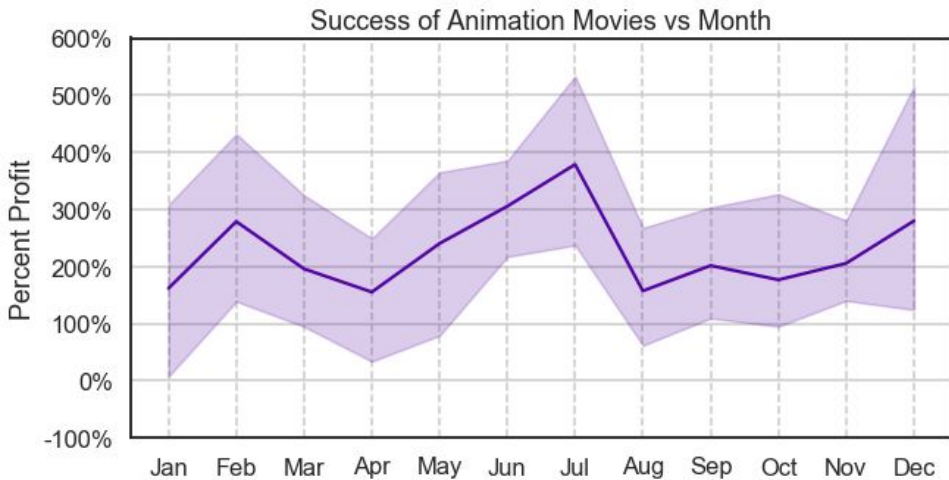
A Year in Movies



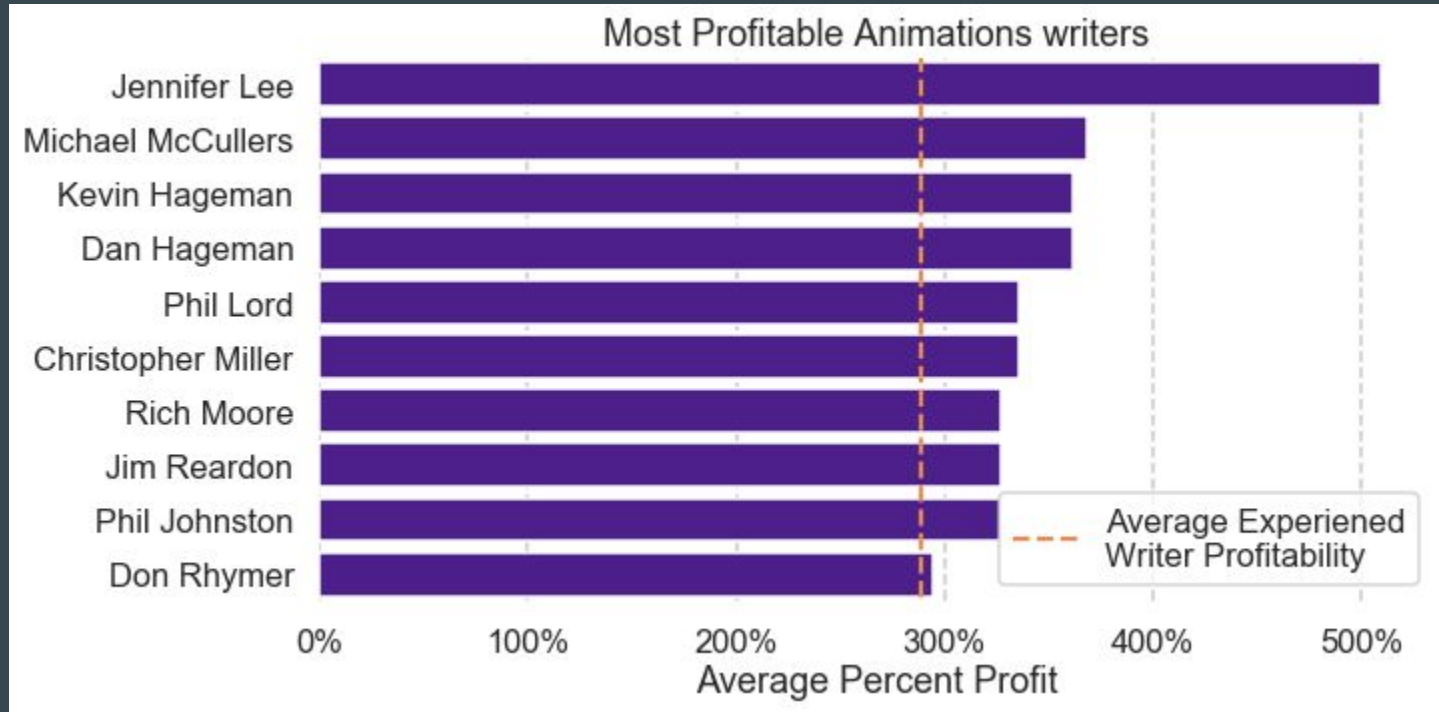
... and now, what about genre(s)?



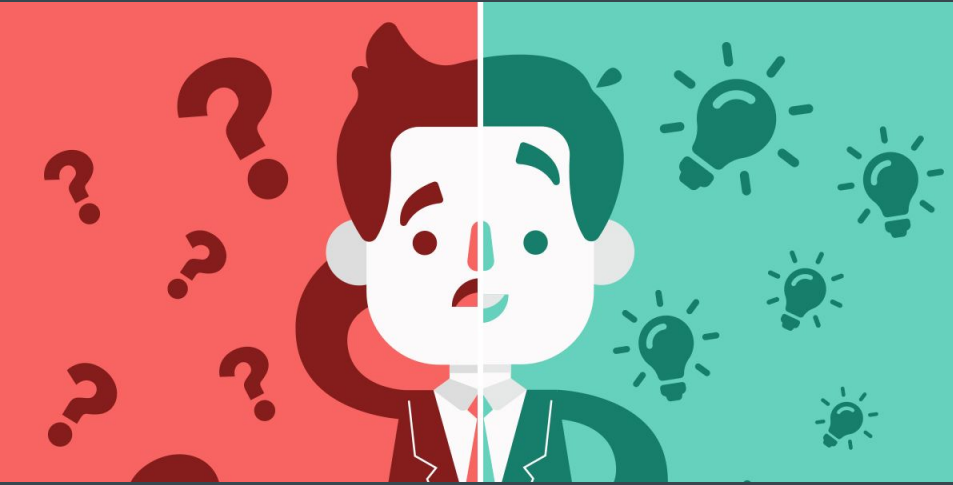
A Closer Look at Animation



Who to Tell Our Story?



What does this mean for you?



- July is the best month to release a movie, in terms of ROI
- Animated films have the highest Profit Percentage of all genres in July
- Hire a top writer 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.

Further Improvements

Timing

We would expand initial grouping to a seasonal format, rather than monthly.

Budget

We would like to explore what production costs provide the highest percent profit.

Crew

What impact do experienced directors have on percent profit?

Data

We would like to put together a larger dataset.

The Crew



James Shaw

Data Scientist



Nick Pardue

Data Scientist

Questions?