

Phase 1 Project

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Summary

Microsoft wants to create original video content. However, they do not know much about creating movies, or which types of movies are most successful at the box office.

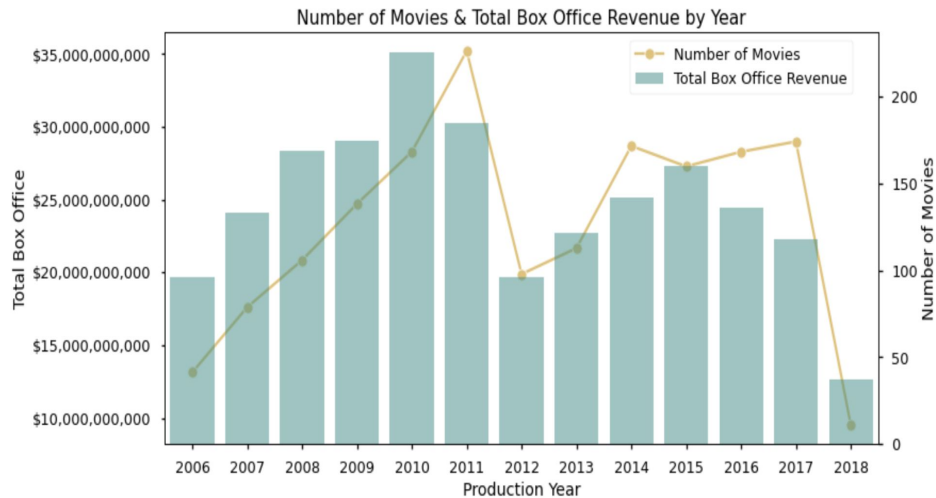
The purpose of this analysis is to evaluate box office data and to provide Microsoft with recommendations on which types of content would make them most successful in their endeavor.

1. **Create movies that have the highest ROI to maximize initial investment & early profitability.**
2. **Focus on movies that are appealing to a broader audience and international box offices.**
3. **Develop franchise movies to optimize box office performance and additional opportunities for monetization.**

Data & Methods

Opus Movie dataset:

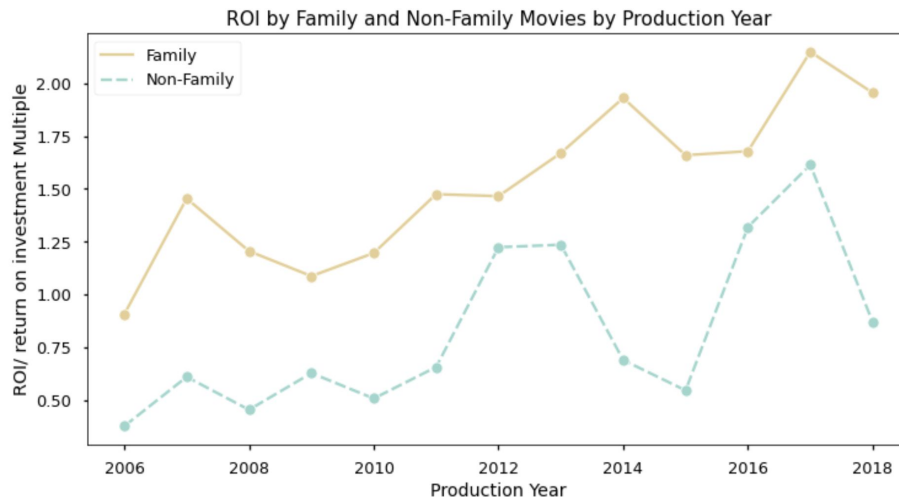
- Basic data for 1,900 movies (subset of larger Opus database)
- Production years between 2006 and 2018
- Production budget greater than or equal to \$10 million



Results

Create movies that have the highest ROI to maximize initial investment & early profitability.

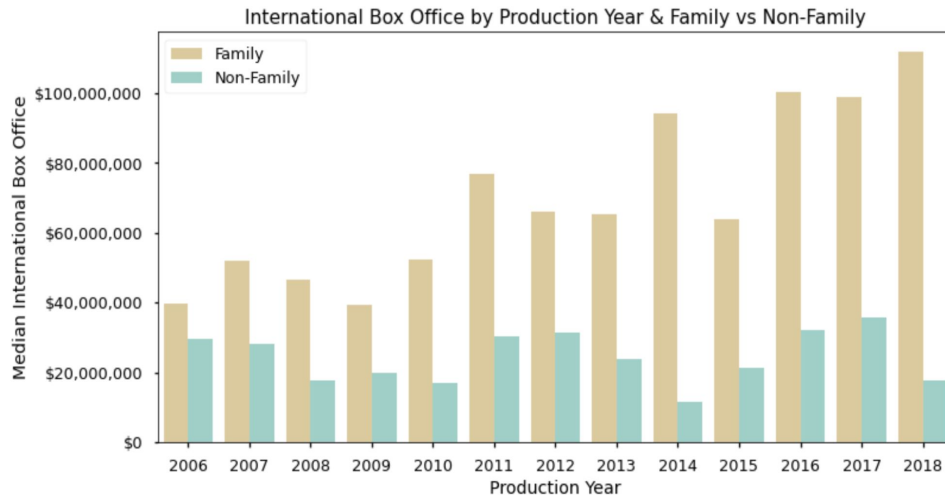
- Median ROI values are greatest by Movies with a rating of G, PG, and PG-13.
- In aggregate median ROI was 2x higher for family movies compared to non-family movies, and has stayed consistent over time.



Results

Focus on movies that are appealing to a broader audience and international box offices.

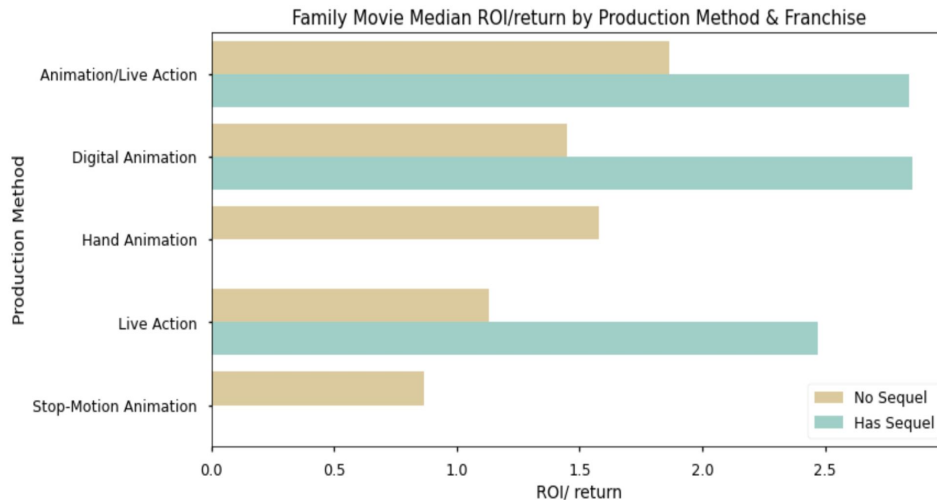
- Family oriented movies have a higher median international box office performance.



Results

Develop franchise movies to optimize box office performance and additional opportunities for monetization.

- Within family rated movies only, the return for franchise based movies is **more than 2x** of those without sequels.
- Animated movies **do the best** (on average) within the family based franchises.



Conclusion & Next Steps

1. **Create family movies that have the highest ROI to maximize initial investment & early profitability.**
2. **Focus on family movies that are appealing to an international audience.**
3. **Develop franchise movies to optimize box office performance, and additional opportunities for monetization.**

Thank you!

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The data is extracted from the standard OpusData extracts, which are described in detail in the OpusData documentation at:

https://www.opusdata.com/documentation/index.php/Database_Documentation

OpusData does not assume any responsibility for accuracy of the data, nor any sort of support for the findings within this report.

OpusData can be contacted at support@opusdata.com.