Phase 1 Project

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July 2022

Summary

(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.

(Recommendations)

Create G, PG, PG-13 ("Family") rated movies to optimize ROI.
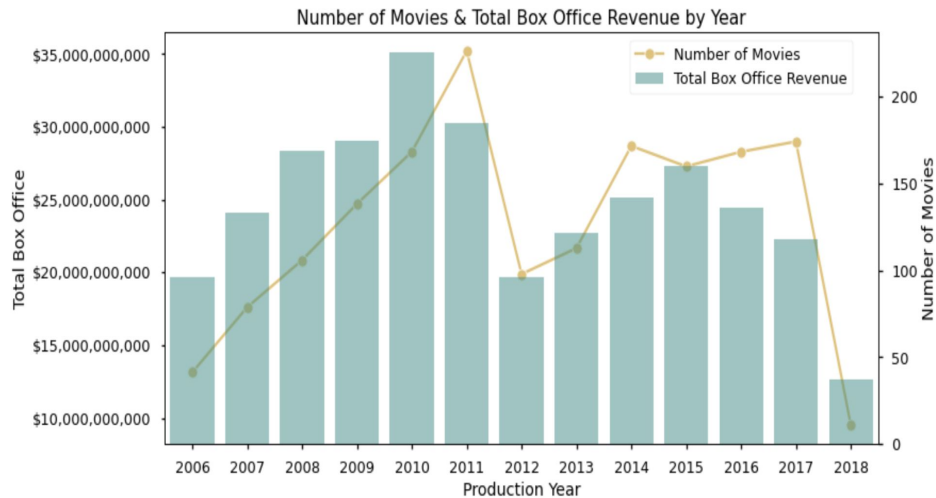
Animated movies perform the best at the box office.

Develop franchise movies to optimize box office performance & ROI.

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**

Number of Movies & Total Box Office Revenue by Year

Results

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

- In aggregate **median ROI was 2x higher for family movies** compared to non-family movies, and has stayed consistent over time.

ROI by Family and Non-Family Movies by Production Year
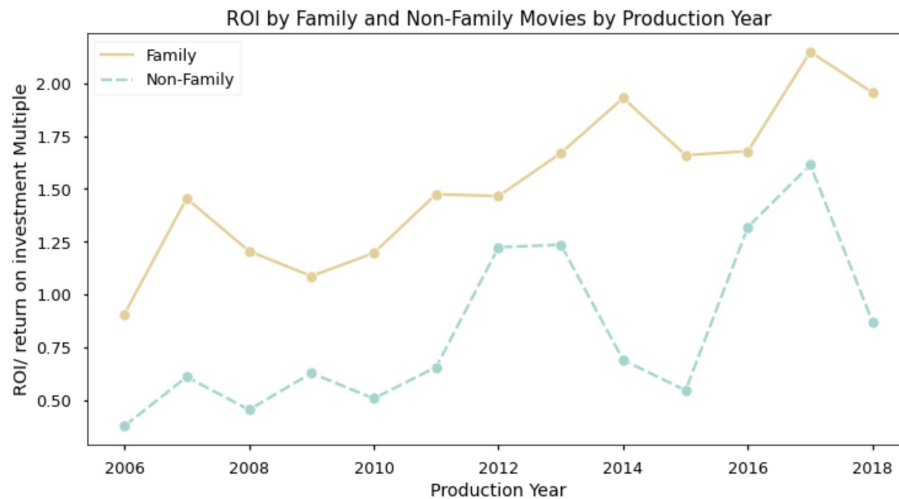
Results

Animated movies show **higher median box office performance** year over year compared to Live Action movies.

- This **holds true** both **when comparing all movies, and** movies within the **Family ratings** as well.

Total Box Office by Production Year & Production Method Group
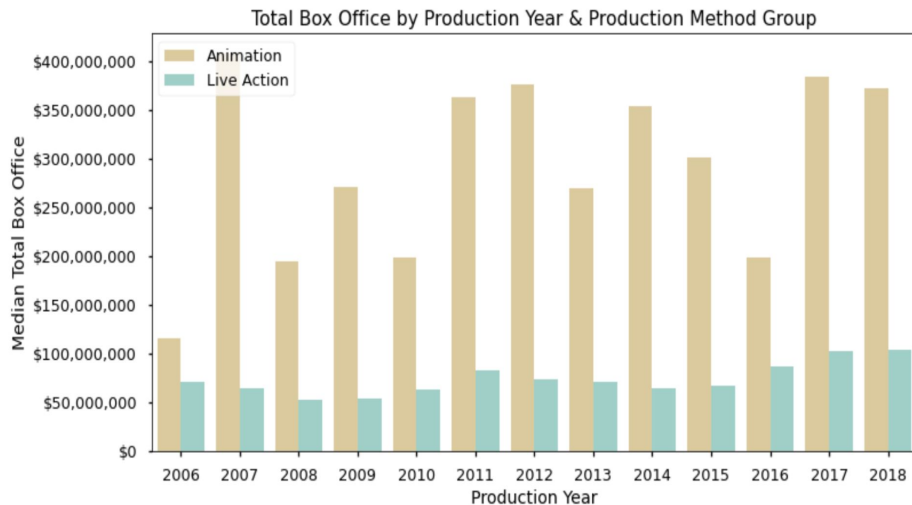
Results

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

- Within family rated movies, **the return for franchise based movies is more than 2x** of those without sequels.

Family Movie Median ROI/return by Production Method & Franchise
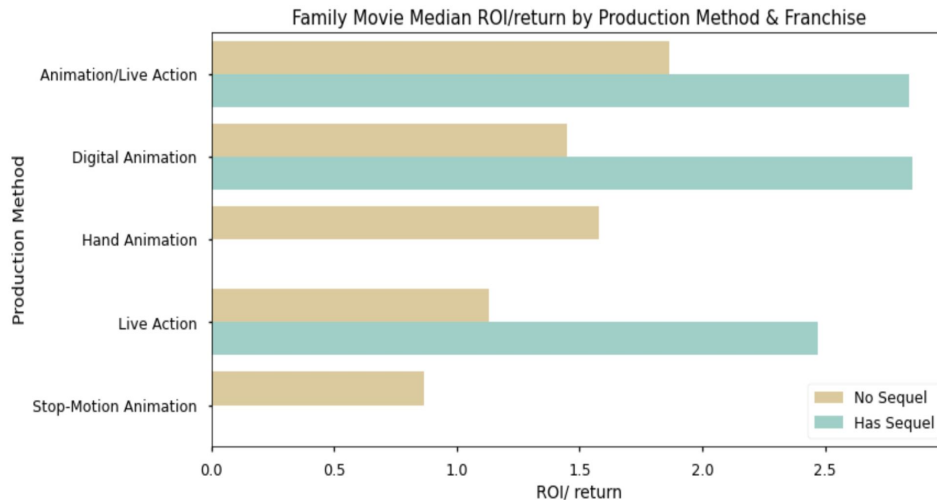
Conclusion & Next Steps

(Conclusion)

Create G, PG, PG-13 ("Family") rated movies to optimize ROI.

Animated movies perform the best at the box office.

Develop franchise movies to optimize box office performance & ROI.

(Moving forward)

Look at production studio data to determine initial success.

Understand review data and how it impacts success for both studio, and franchises.

Look at sequel success in relation to cast consistency.

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.