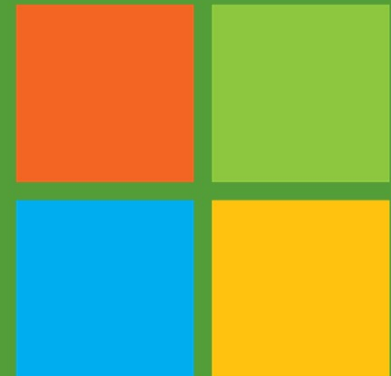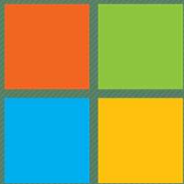# Movie Production Recommendations for Microsoft Studios

Jennifer Cobb

Alex Marshall

Patrick Ryan
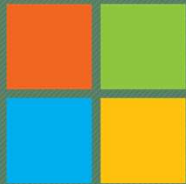
Outline

- Business Problem – Movie Production Planning
- Data – Multiple Online Sources
- Methods – Genres and ROI
- Results – Recommendations & Visualizations
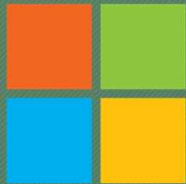- Conclusions - What Movies When

Business Problem

- Find holes in the market

- Get the greatest return on investment

- Ensure releases won't be lost in the crowd

Data

- Movie release data from IMDB, The Internet Movie Database, Box Office Mojo and The Numbers collected over a roughly ten-year span.

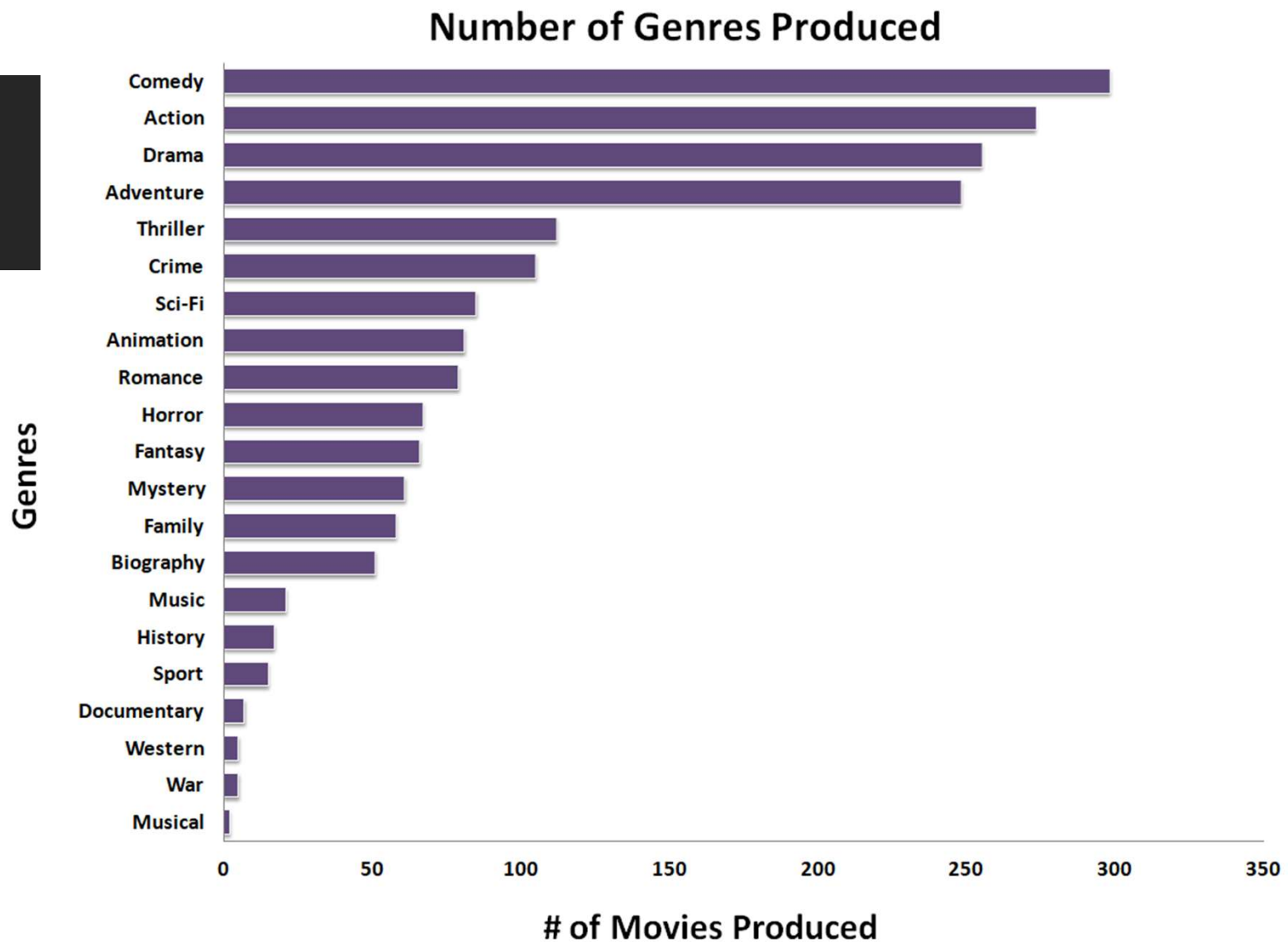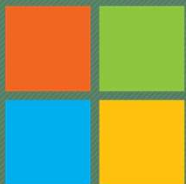- Includes movies' budget, box office, studio, and genre.

Methods

- Linked data from multiple sources

- Determined ROI and profit using available financial data (ROI = Gross/Production Budget)

- Group data by genre and studio

Number of Genres Produced

X-axis: # of Movies Produced
Y-axis: Genres

Comedy, Action, Drama, Adventure, Thriller, Crime, Sci-Fi, Animation, Romance, Horror, Fantasy, Mystery, Family, Biography, Music, History, Sport, Documentary, Western, War, Musical

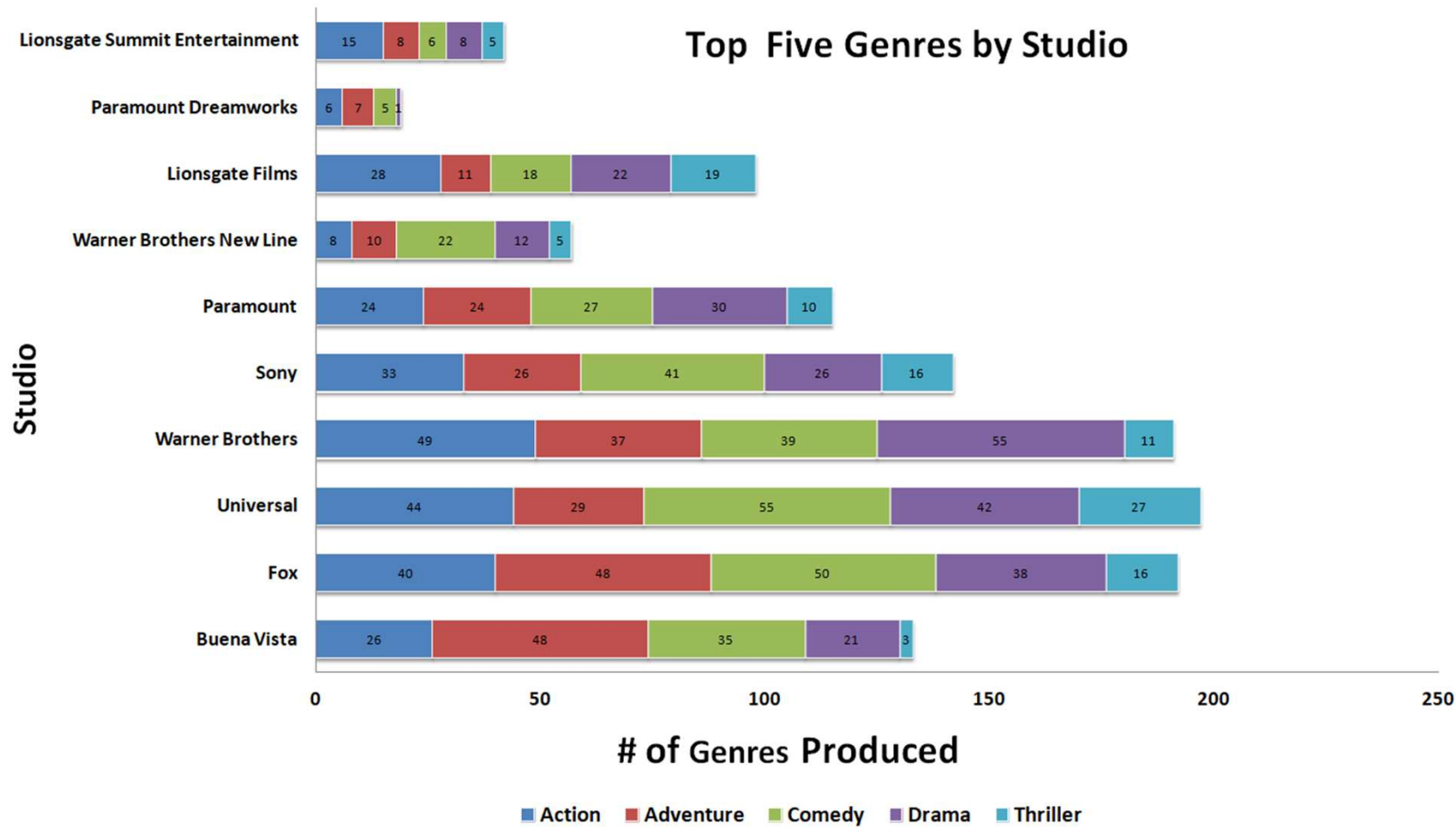# Results

The separation between the first genre and the fifth is much more significant than the fifth and twentieth.

ROI by Genre

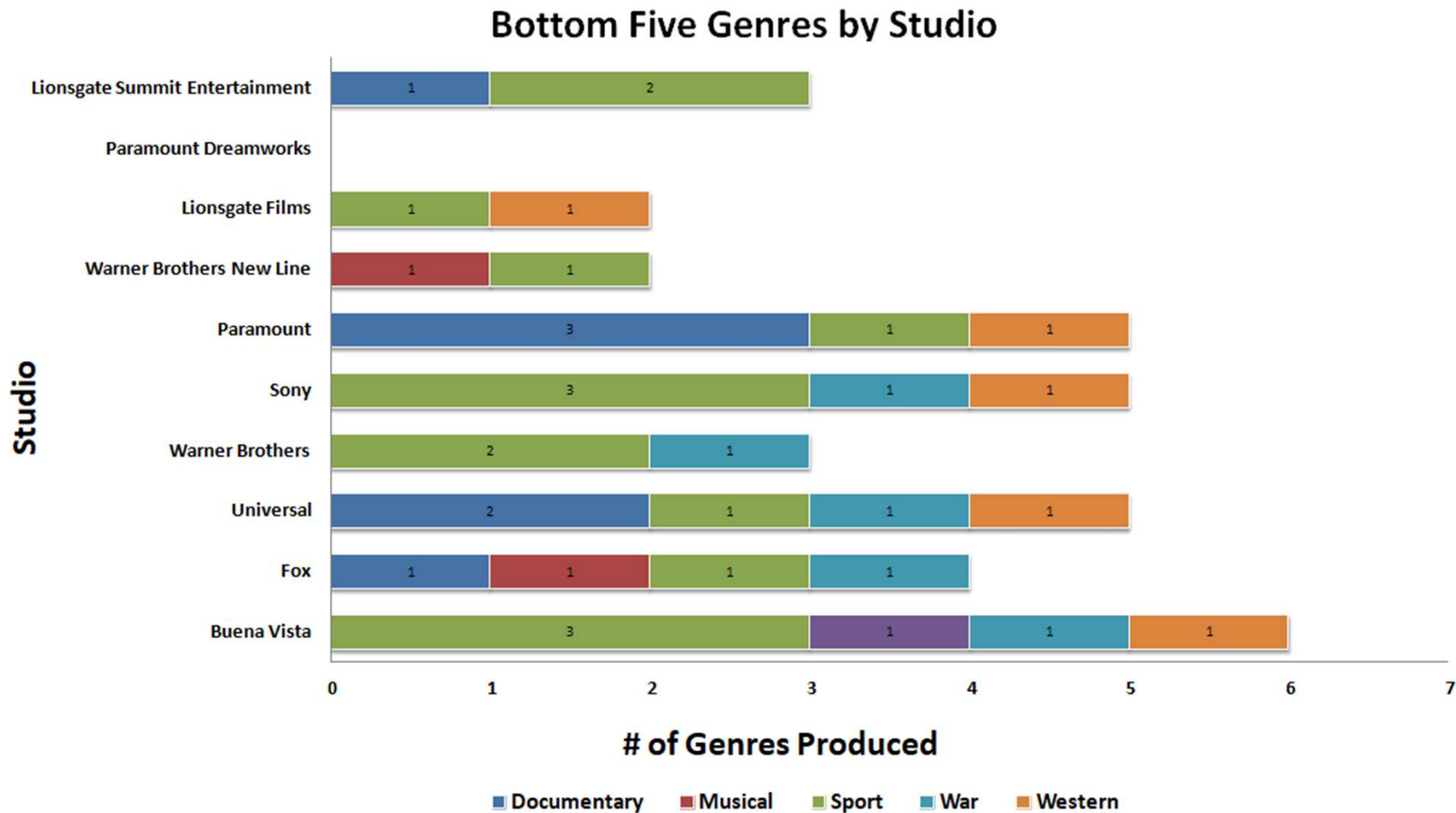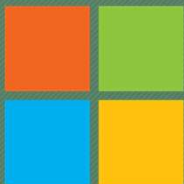| Genre	ROI
Horror	12.48
Mystery	12.46
Thriller	7.87
Documentary	5.66
Music	4.56
War	1.62
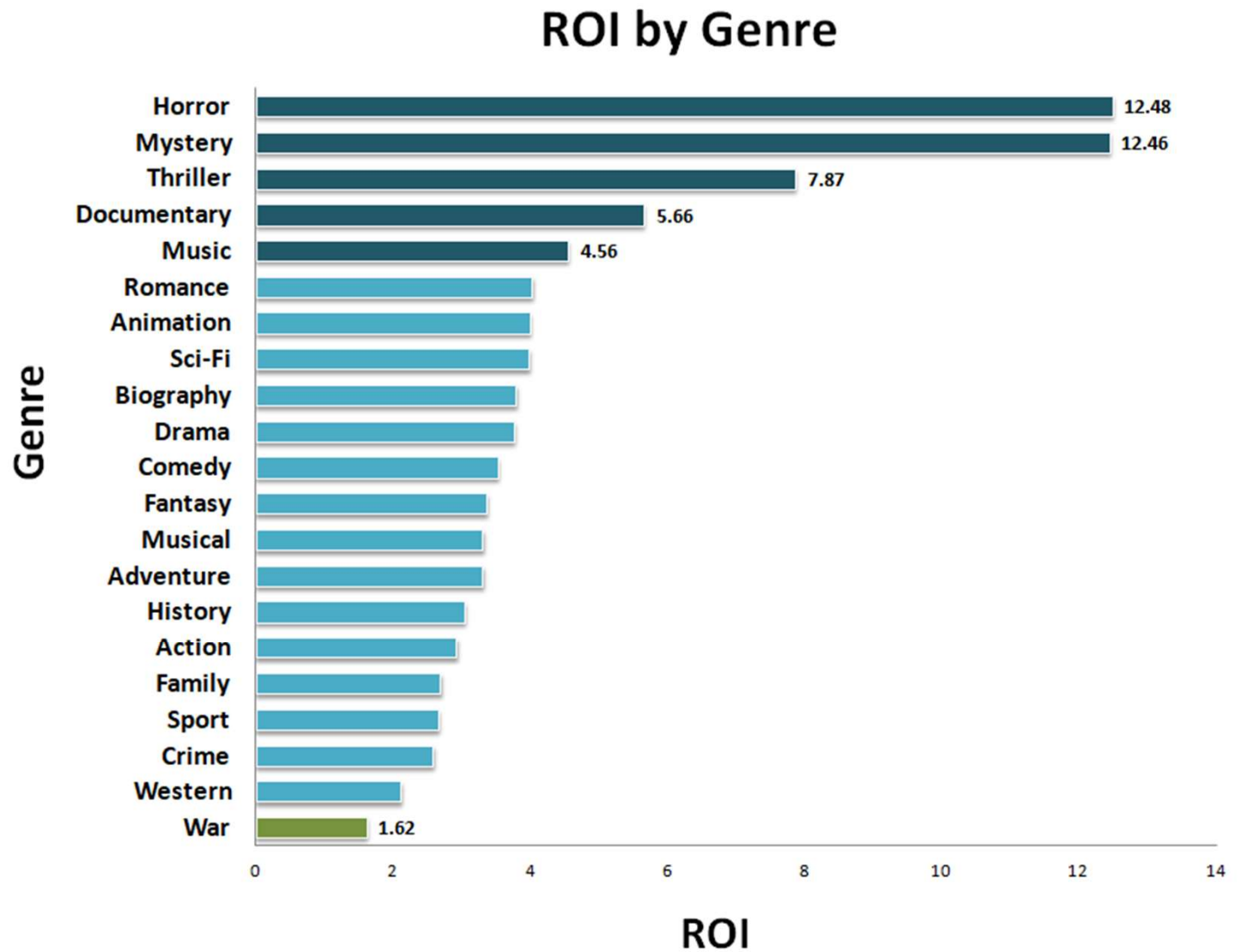
Results

Thriller is the most popular genre with the greatest ROI

Top Five Genres by Studio

Results

Documentary is least produced with highest ROI

Bottom Five Genres by Studio

Studio	Documentary	Musical	Sport	War	Western
Lionsgate Summit Entertainment	1		2		
Paramount Dreamworks					
Lionsgate Films			1		1
Warner Brothers New Line		1	1		
Paramount	3		1		1
Sony			3	1	1
Warner Brothers			2	1	
Universal	2		1	1	1
Fox	1	1	1	1	
Buena Vista			3	1 (purple)	1	1

# of Genres Produced

Legend: ■ Documentary ■ Musical ■ Sport ■ War ■ Western
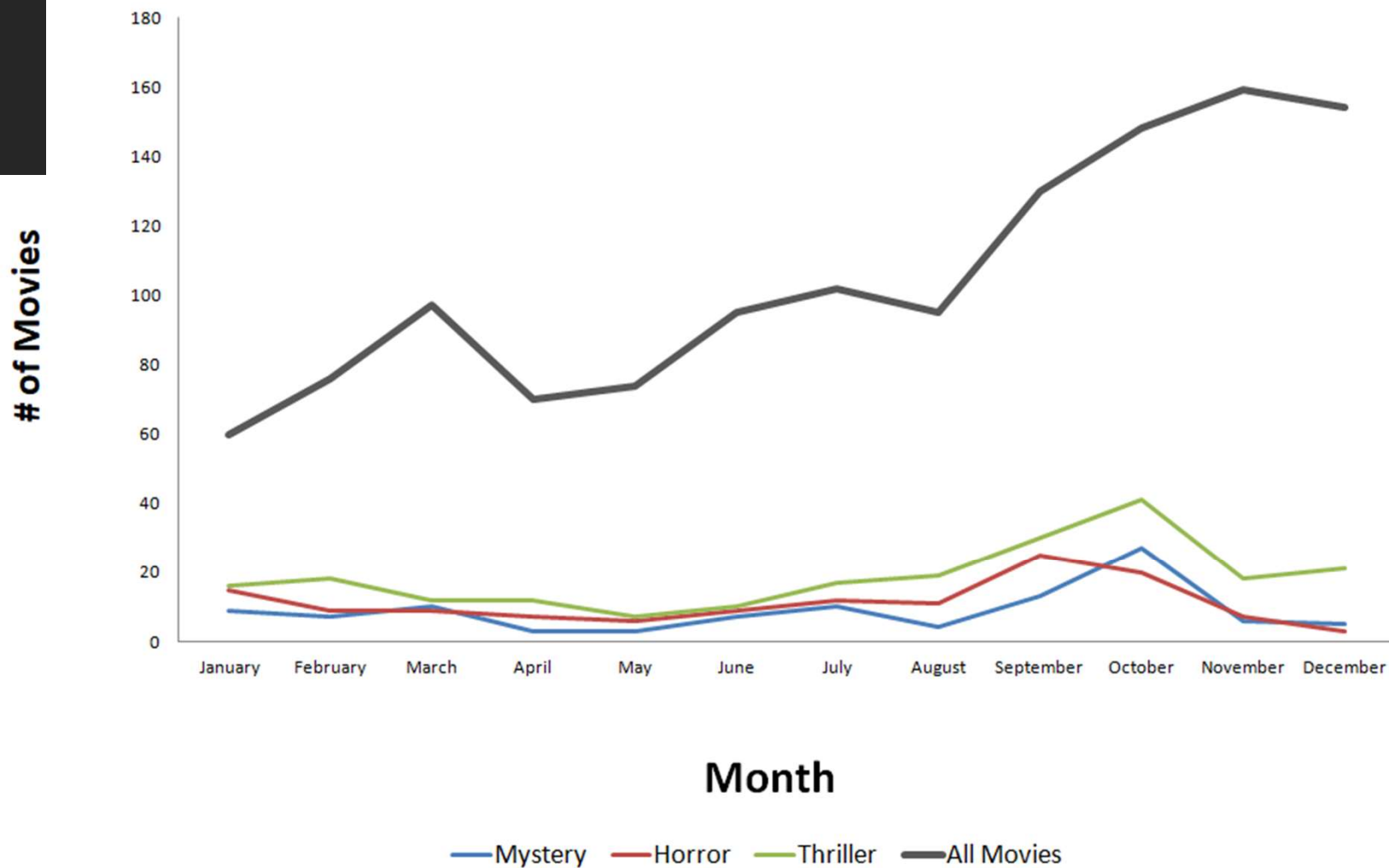
Results

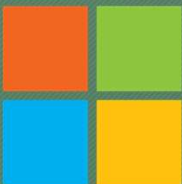Overall releases increase over course of the year.
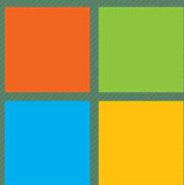
Releases by Month for Genres with Greatest ROI

Results

Fewest movies released at the end of the year with another dip in releases over April & May.
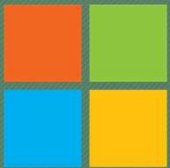

**Releases by Month for Genres with Greatest ROI**

Conclusions

- Prioritize the best return for their investment to ensure revenue for future products.

- Direct competition with established studios should focus on the Thriller genre.

- Take advantage of end of year and late spring release lulls to maximize visibility of product.

Next Steps

- Examine hybrid genres to see where their trends lay – e.g. horror/comedy or war/musical

- Dig into which directors' films have the best ROI to hire the most efficient filmmakers.

- Examine ticket sales number to see which genres get people into the theater.
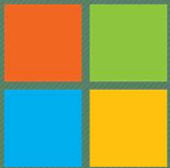
Thank you!

- Patrick Ryan
- Jennifer Cobb
- Alexandra Marshall

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