



NEXT BOX OFFICE HIT ANALYSIS

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SUMMARY

- This project analyzes the top fifty most lucrative films in the past five years. In order for Microsoft to enter the film industry successfully, analysis of several film databases were done in search for current and ongoing trends of the most successful films. Analysis shows that popular genres like 'Horror', 'Thriller', and 'Drama' do most successful at the box office, with a recommended release date in the month of July or October. Production budgets range between 3.5 million US dollars and 12 million dollars.

OUTLINE

- BUSINESS PROBLEM
- DATA
- METHODS
- RESULTS
- CONCLUSIONS

BUSINESS PROBLEM

- Microsoft is looking to create its own original video content and has decided to enter the film industry. Microsoft does not know anything about creating movies.
- What genre?
- How much?
- When to release?



DATA

THE NUMBERS

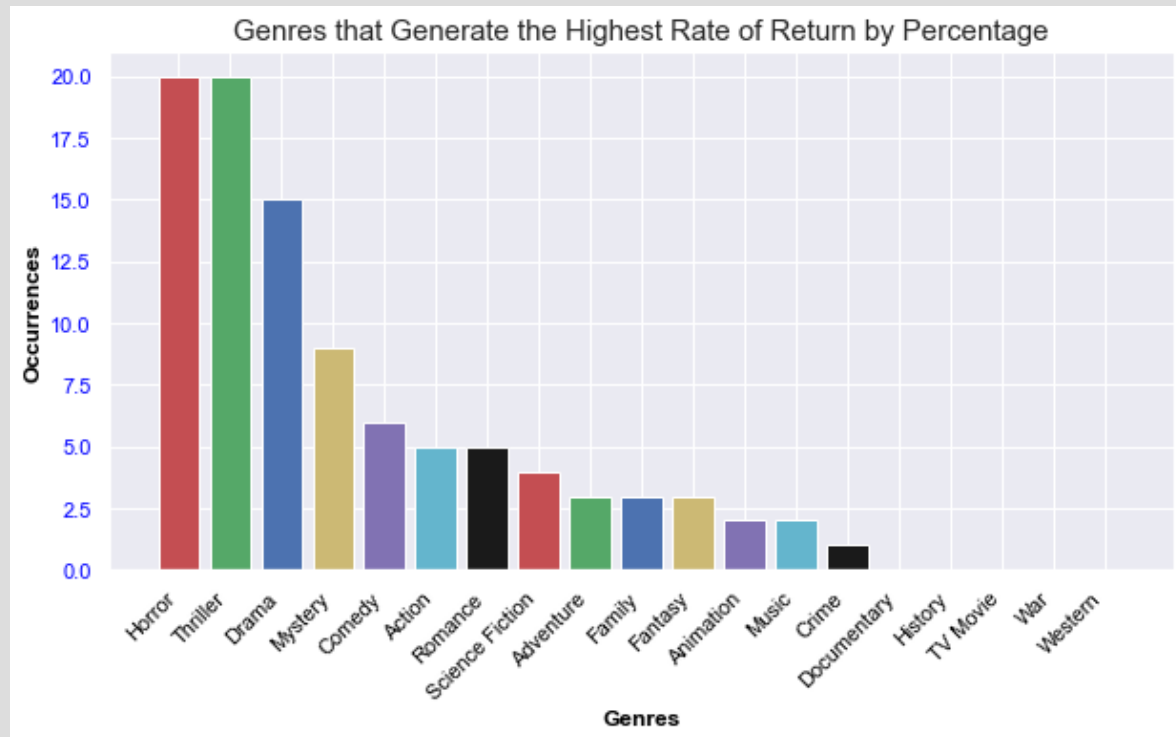
- Production Budget
- Domestic Gross
- Worldwide Gross
- Release Date

THEMOVIEDB

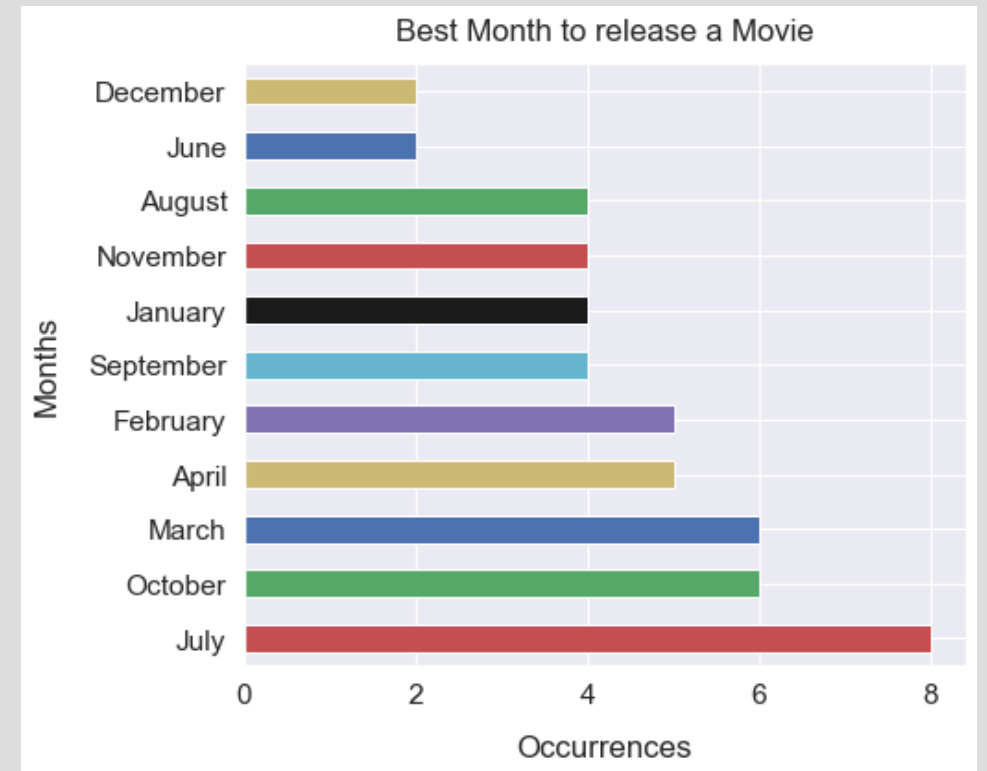
- Genre ID's
- Release Date

METHODS

GENRE

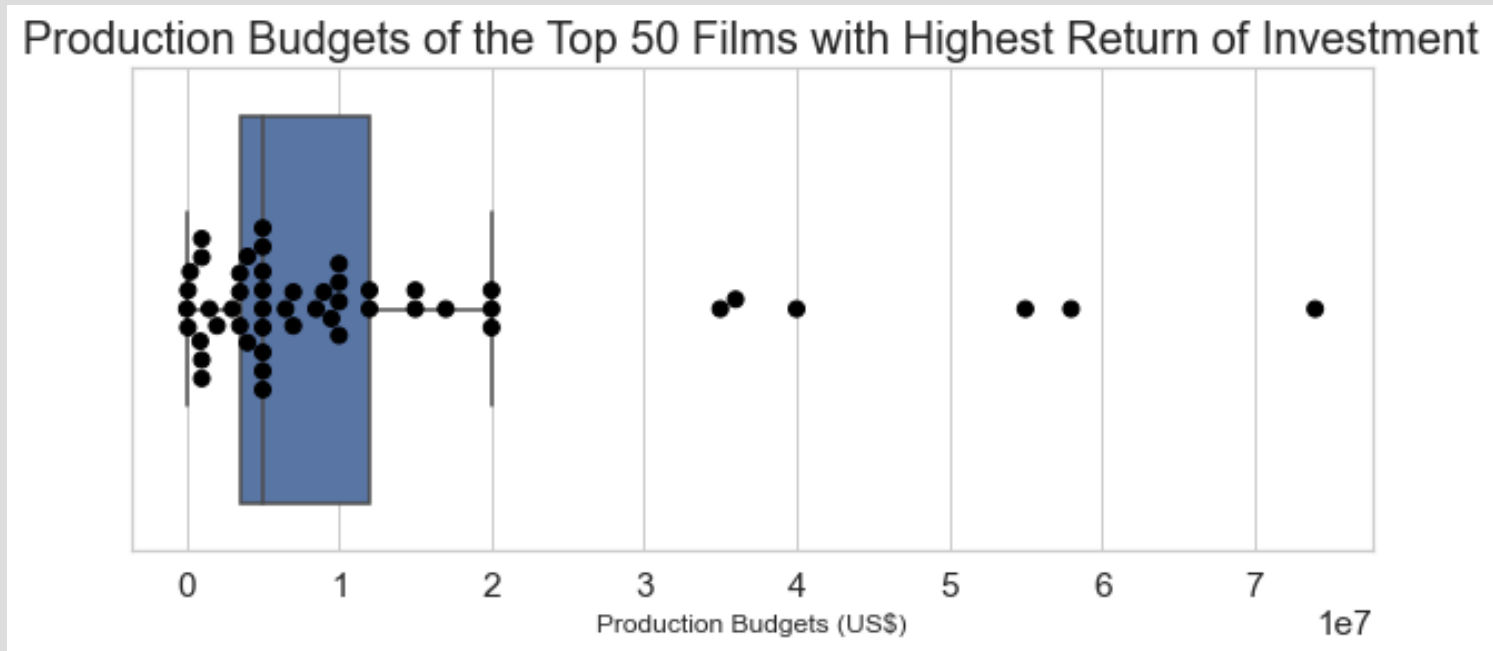


MONTH



METHODS CONT'D...

PRODUCTION BUDGET



CONCLUSIONS

RESULTS

- **Set a production budget of between 3.5 million dollars and 12 million dollars**, in favor of a higher budget on the range.
- **Select the genre of the movie to be among 'Horror,' 'Thriller,' or 'Drama.'** Some films fit more than one genre, giving more creative freedom.
- **Release the film during the months of July, October, or March**, with July being the most advantageous month of the three.

NEXT STEPS

- **Consider what movie rating(G, PG, PG-13, R, or NC-17) is best for the film** A lower movie rating could incentivize more people to see the film.
- **Consider releasing films on streaming services.** more and more major studios are releasing their films on their respective streaming services.

THANK YOU!