How to make a profitable movie

Joey Husney

Breaking Microsoft into the movie industry
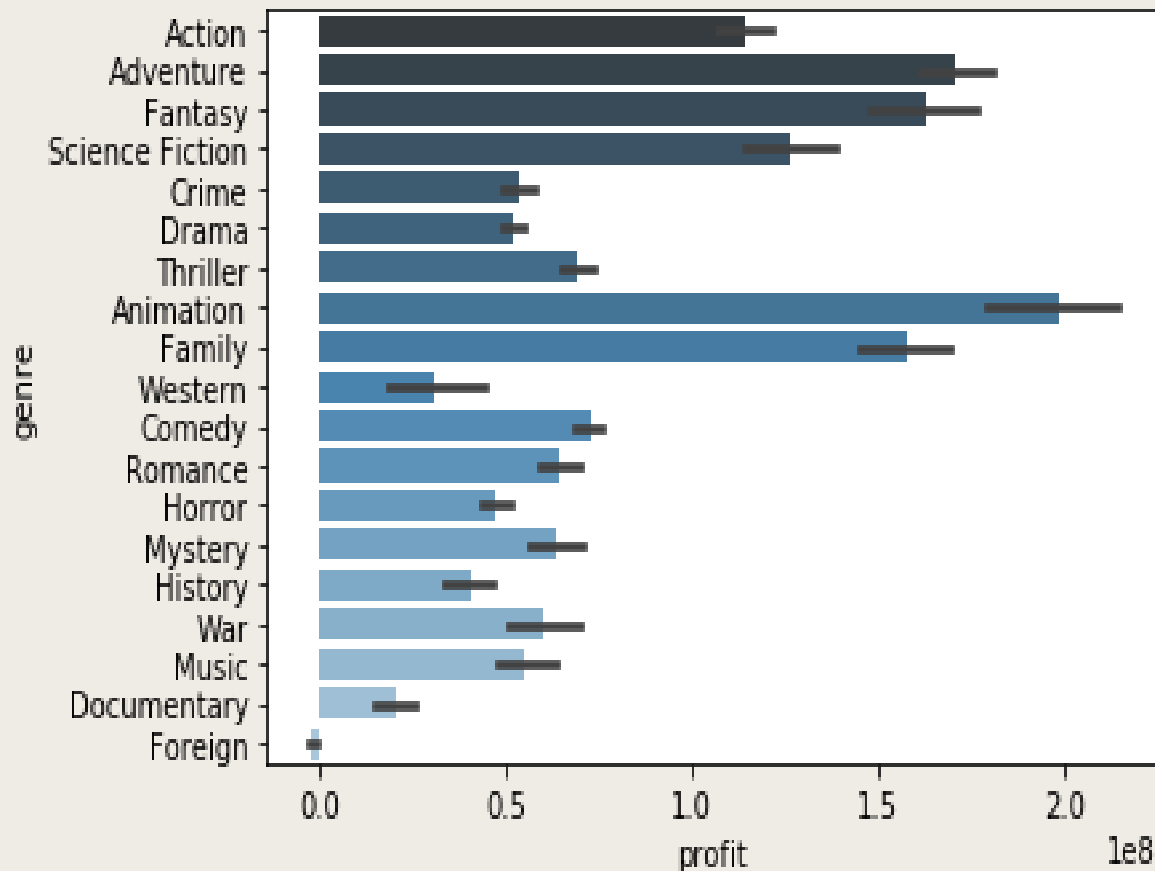
Determining factor of success

To find out how "successful" a movie is, we need to define the term "success". Here we have defined it to mean the profit a movie has made in the box office.

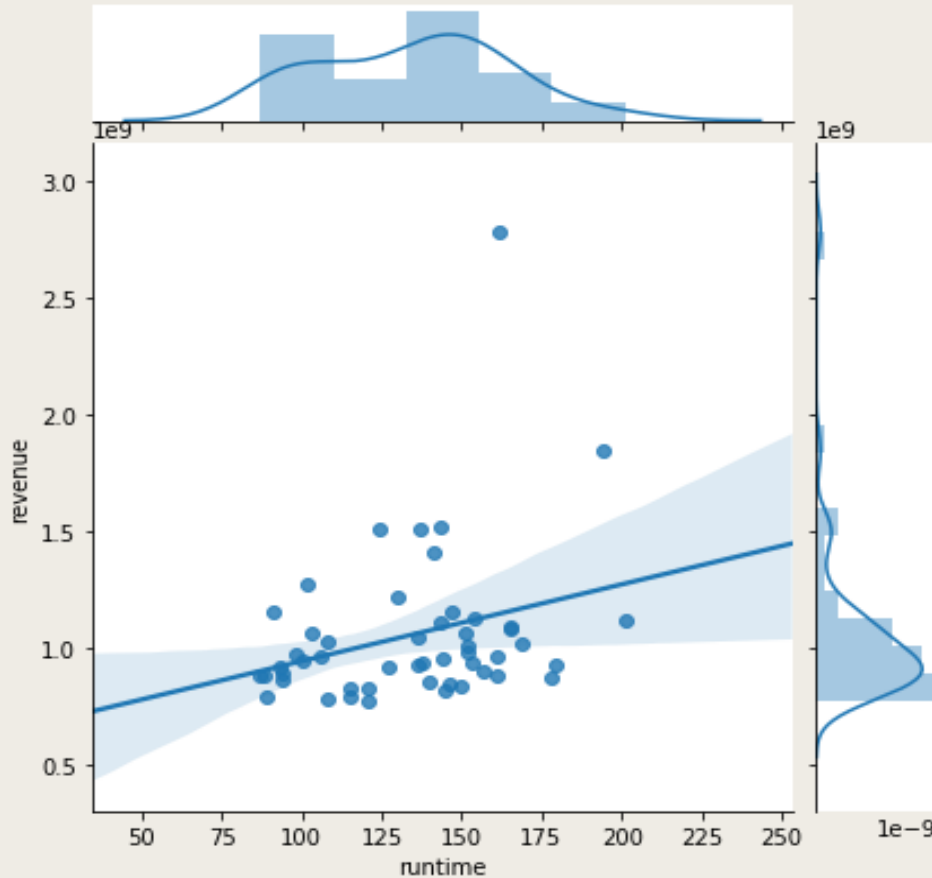**Analytical questions to be discussed :**

- What movie genre's are most profitable?

- Is there an optimal runtime for movies in terms of profit? If so, what is it?

- Which production companies are the most successful and make the most money?

What movie genres are most profitable?

- From this bar graph, it looks like the most profitable genres are Animation and Adventure
- Microsoft should invest in those genres as well as family, action, and a few others.

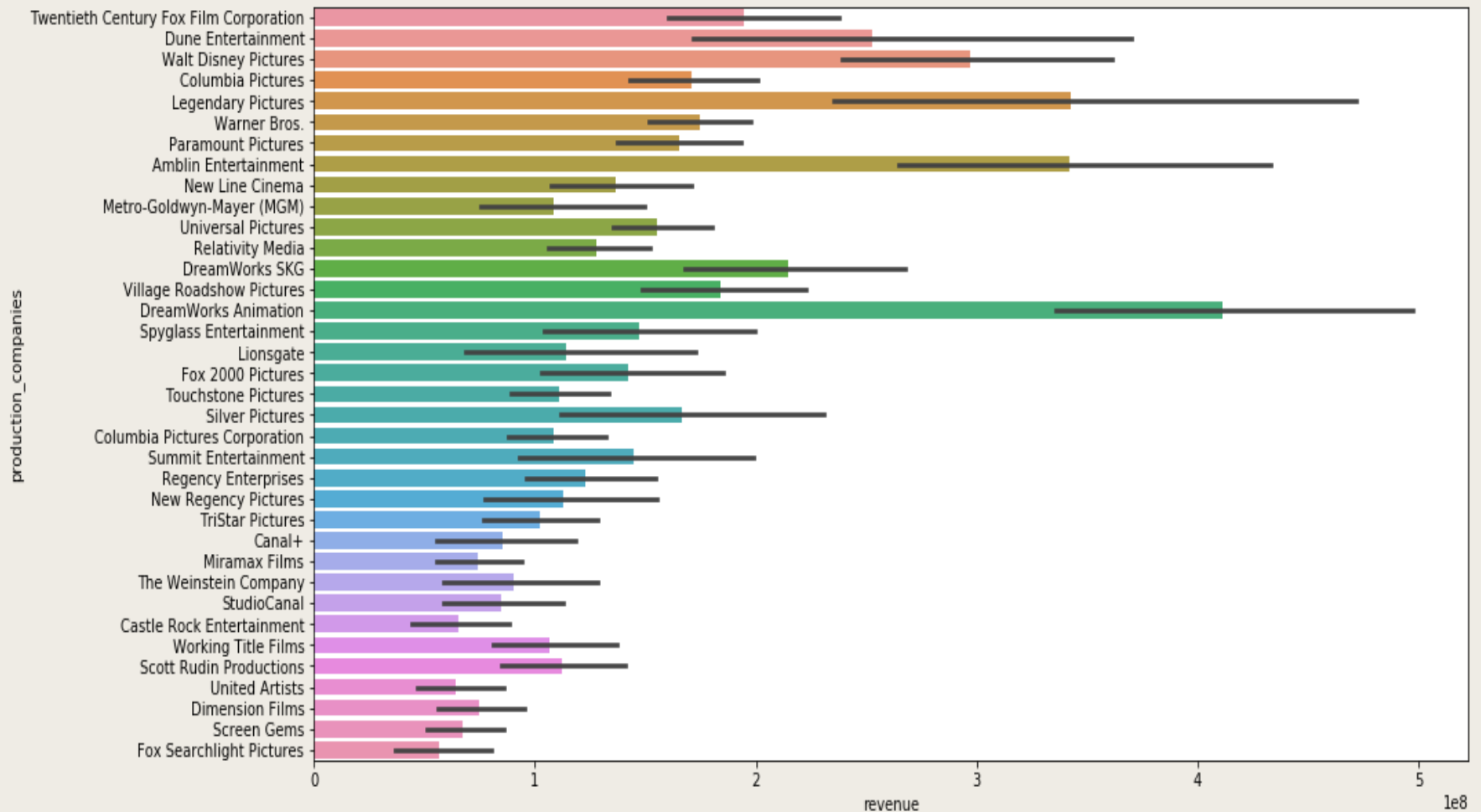# Is there an optimal runtime for movies in terms of profit? If so, what is it?

- ➢ **Most common runtime for these movies are around 100 and 150.**

- ➢ **The optimal runtime would seem to be around 150 minutes**

- ➢ **Therefore, Microsoft should make a movie running about 2 and a half hours**

People research movies!

- ❖ Movie runtime or genre can affect profit
- ❖ People are very picky about which movies they choose to watch

Which production companies are the most successful and make the most money?

Which production companies are the most successful and make the most money cont.

- **DreamWorks Animation** is the top production studio for profitable movies.

- Microsoft should make their animation movies with DreamWorks Animation as their production company.

Conclusion

What to take out from this research:

❖ Animated and Adventure movies make the most money by average

❖ The optimal movie runtime is around 90 or 150 minutes.

❖ Consider using DreamWorks Animation or Legendary Pictures as production companies

Future Work

- Mother ideas that can be researched to further their investigation to get a clearer picture.

- Possibly analyze the MPAA ratings and see if there is a correlation between certain ratings and the profit.

- See if it's worthwhile to hire certain actors and actresses to gain popularity and in turn, profit.

- Many other ideas that can be further investigated but outside scope of this slideshow

Thank You for listening!

Contact for further questions:
joeyhusney@gmail.com