

How to make a profitable movie

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Breaking Microsoft into the movie industry

Determining factor of success

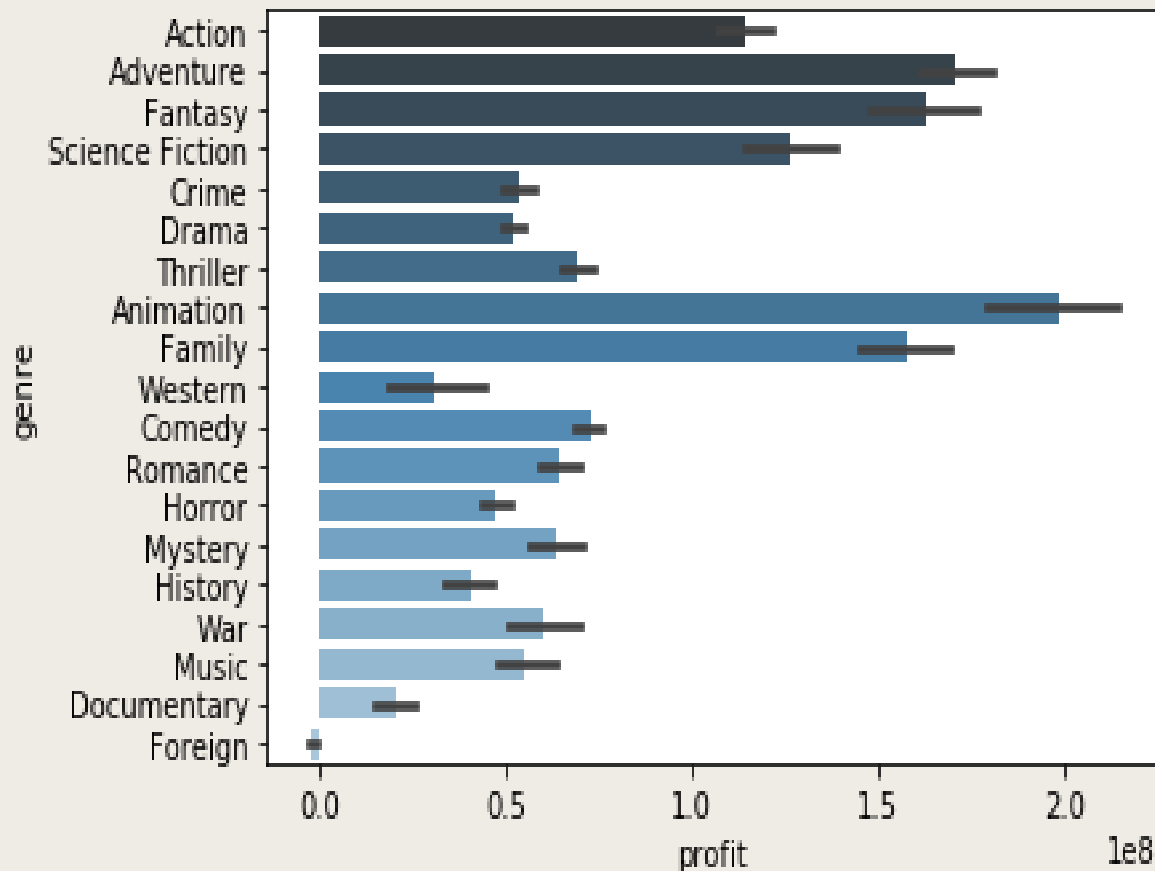
To find out how “successful” a movie is, we need to define the term “success”. Here we have defined it to mean the profit a movie has made in the box office.



Some questions to consider:

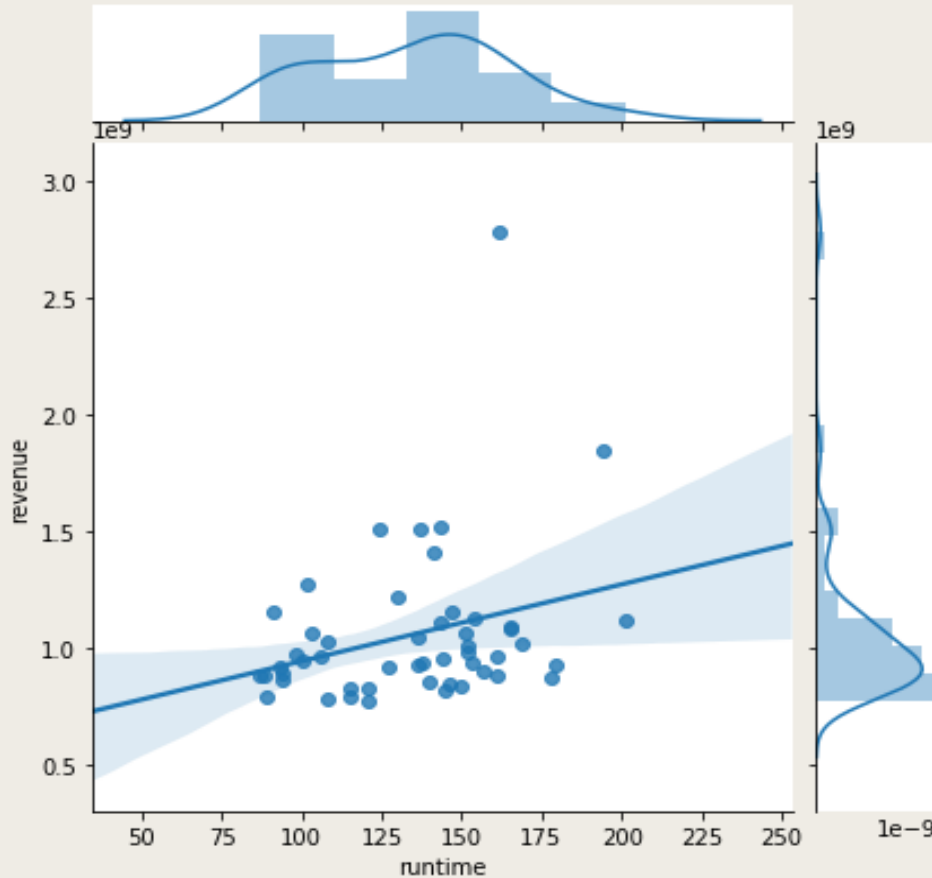
- What movie genre's are most profitable?
- Is there an optimal runtime for movies in terms of profit? If so, what is it?
- Which production companies are the most successful and make the most money?

What movie genre's are most profitable?



From this bar graph, it looks like the most profitable genres are Animation and Adventure. Looks like it may be worthwhile to invest in these top profitable genres.

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



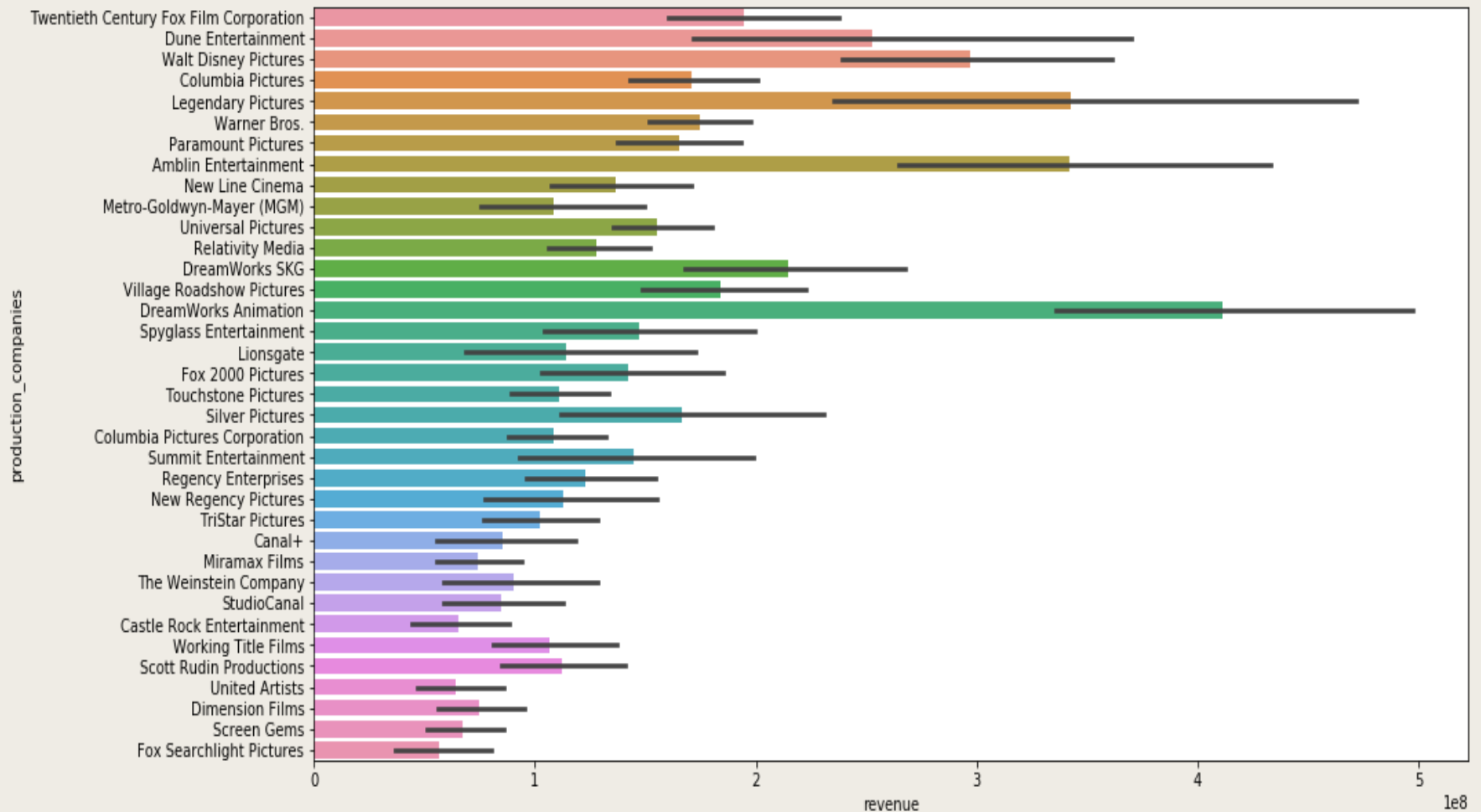
Out of the 50 most profitable movies, a big portion of them were around 100 minutes long or around 125-150 minutes long (as illustrated by the bars above the plot). The optimal runtime would seem to be around 150 minutes

People research movies!



Although an argument can be presented that the runtime cannot possibly have an effect on the profit because people only see the runtime after they have already seen and paid for the movie, it is my opinion that people will only watch a movie if they see that it is the kind of movie they would be interested in. For example, they may look at the runtime or genre information from before to see if they would be interesting in watching this movie.

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.

From this illustration, it would seem that **DreamWorks Animation** is the top production studio for profitable movies. It would seem that it would be worthwhile looking into as well as other production companies that show to be profitable as well.

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

Although Microsoft now has a better idea about which movies are most profitable, there are many other ideas that can be researched to further their investigation to get a clearer picture. One idea would be to analyze the MPAA ratings and see if there is a correlation between certain ratings and the profit. Another idea would be to see if it's worthwhile to hire certain actors and actresses to gain popularity and in turn, profit. These are just some ideas that I plan to get my hands with in the future.

Thank You for listening!

*Contact for further questions:
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