

Microsoft Studio

Box Office Analysis

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Just when you thought it was safe



to go back to the movies

Summary

Descriptive analysis of the last 15 years of box office profits to produce recommendations for Microsoft Studio on which type of movies it should produce, when it should release them and the features the movies should include:

- Wait until the major markets have reopened after the pandemic lockdowns before releasing movies, with July 2022 and February 2023 potential target dates
- The early movies should be Thrillers, mainly in the Mystery/Horror subgenres, with budgets of \$20 to \$30 million. Action/Adventure movies offer potential windfalls once the studio has become established
- The film studio should try and recruit Rose Byrne as a lead actor and Jordan Peele as director and writer

Outline

- Business Problem
- Data & Methods
- Results
- Conclusions

Business problem

- Produce a profitable movie for stakeholders
- Make efficient use of a realistic budget for the studio's debut movies
- Recruit crew with a track record of producing profitable and acclaimed movies
- Include features most associated with successful movies

Data & Methods

Data

Data drawn from three sources:

- Box office performance of more than 6,000 movies from The Numbers website
- Genre, crew, and release date of each movie from Open Movie Database (OMDB). This also contains average user ratings from Rotten Tomatoes, IMDb and Metacritic
- Keywords attached to each movie from The Movie DB (TMDB)

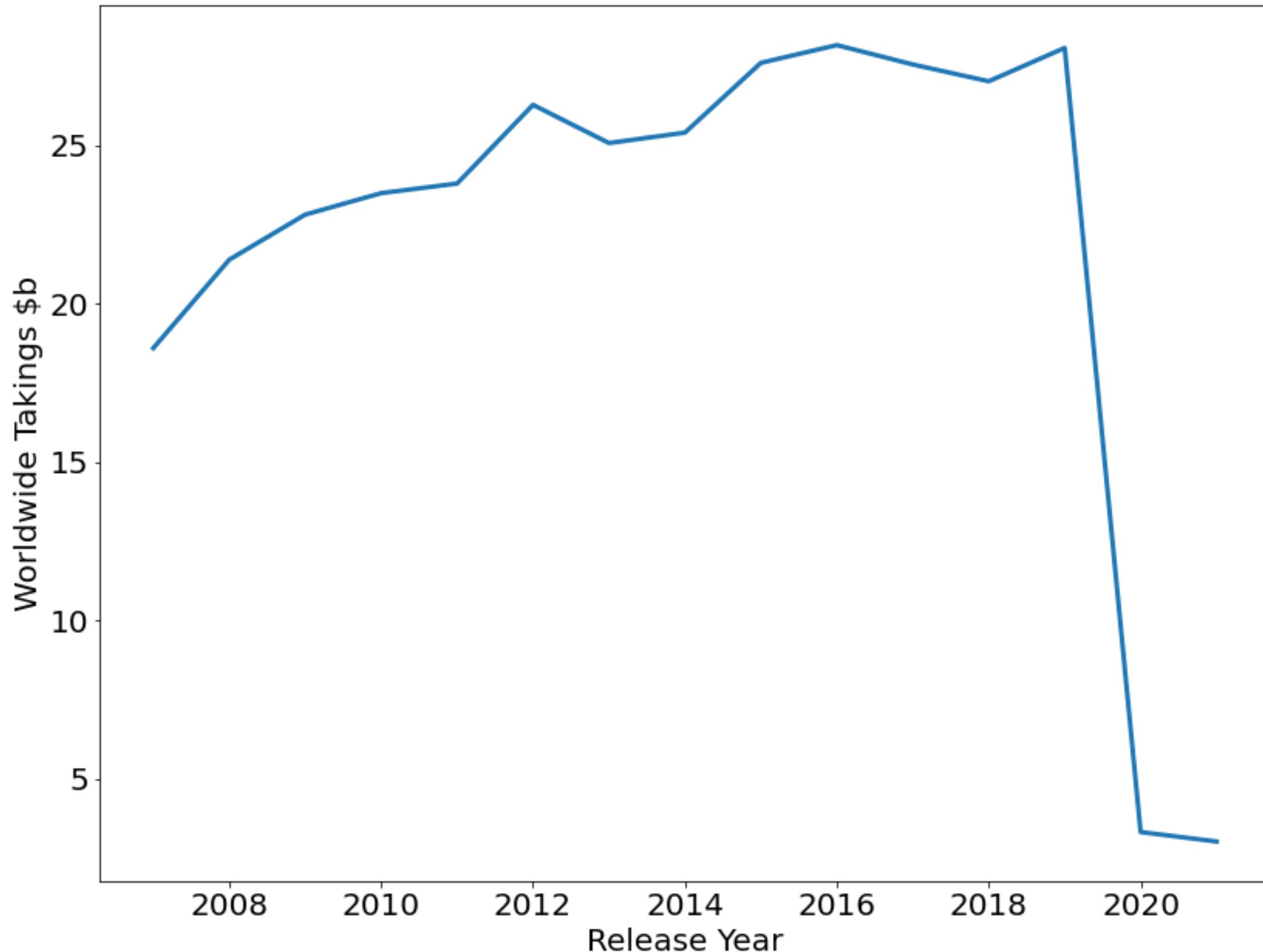
Methods

- The worldwide box office takings for the last 15 years were analysed to give a general trend
- Each movie released in the last 15 years was ranked using a combination of gross box office profit and return on investment, giving a way of comparing the performance of movies with different budgets
- The best ranked movies were then analysed to find the most profitable genres
- Within those genres, the movies were analysed to find which actors, directors and writers were most successful, the runtime most associated with hits and the budget likely to be needed

Results

- Box office takings are still down sharply on pre-pandemic levels, with no recovery so far in 2021.

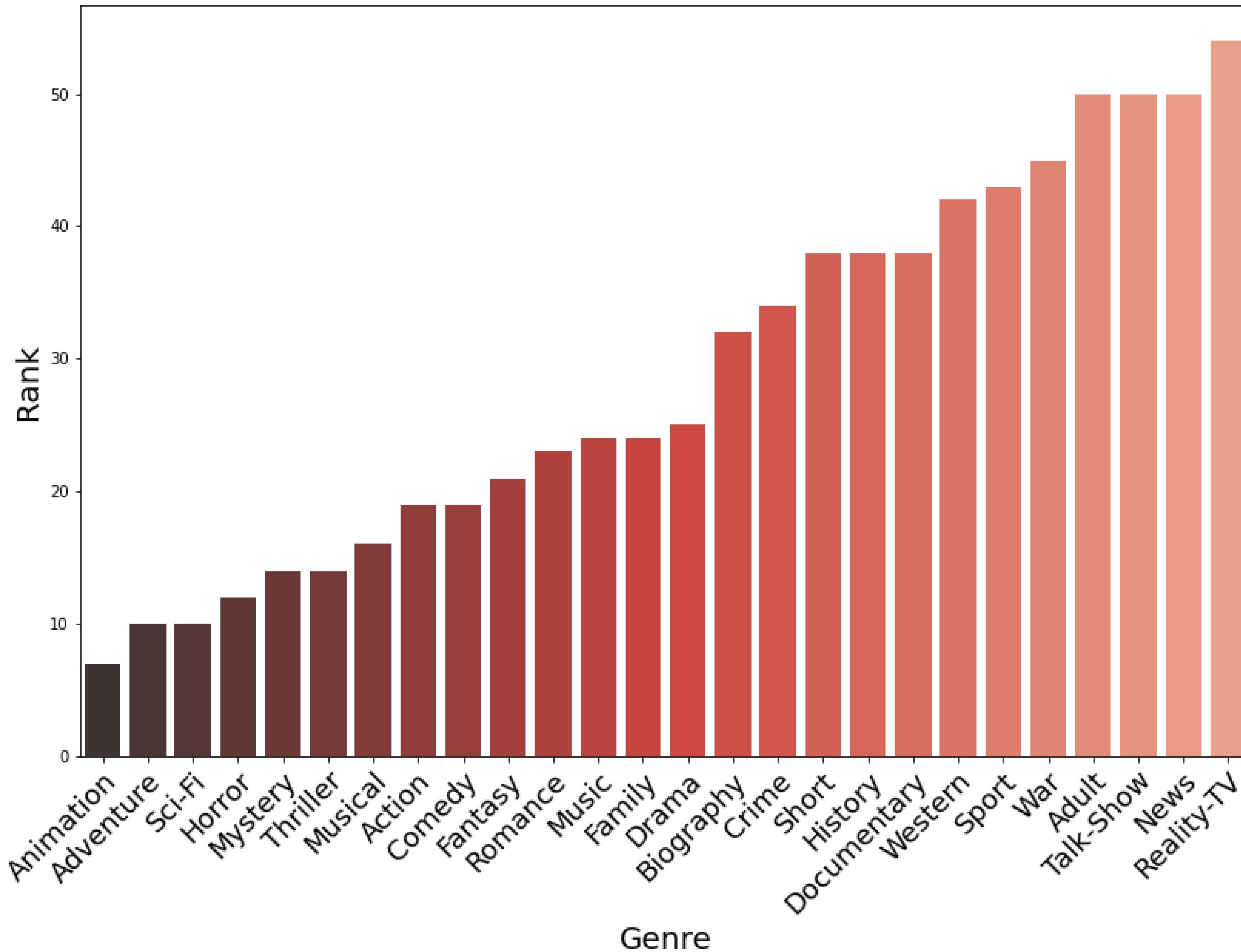
Worldwide Box Office Takings for last 15 Years



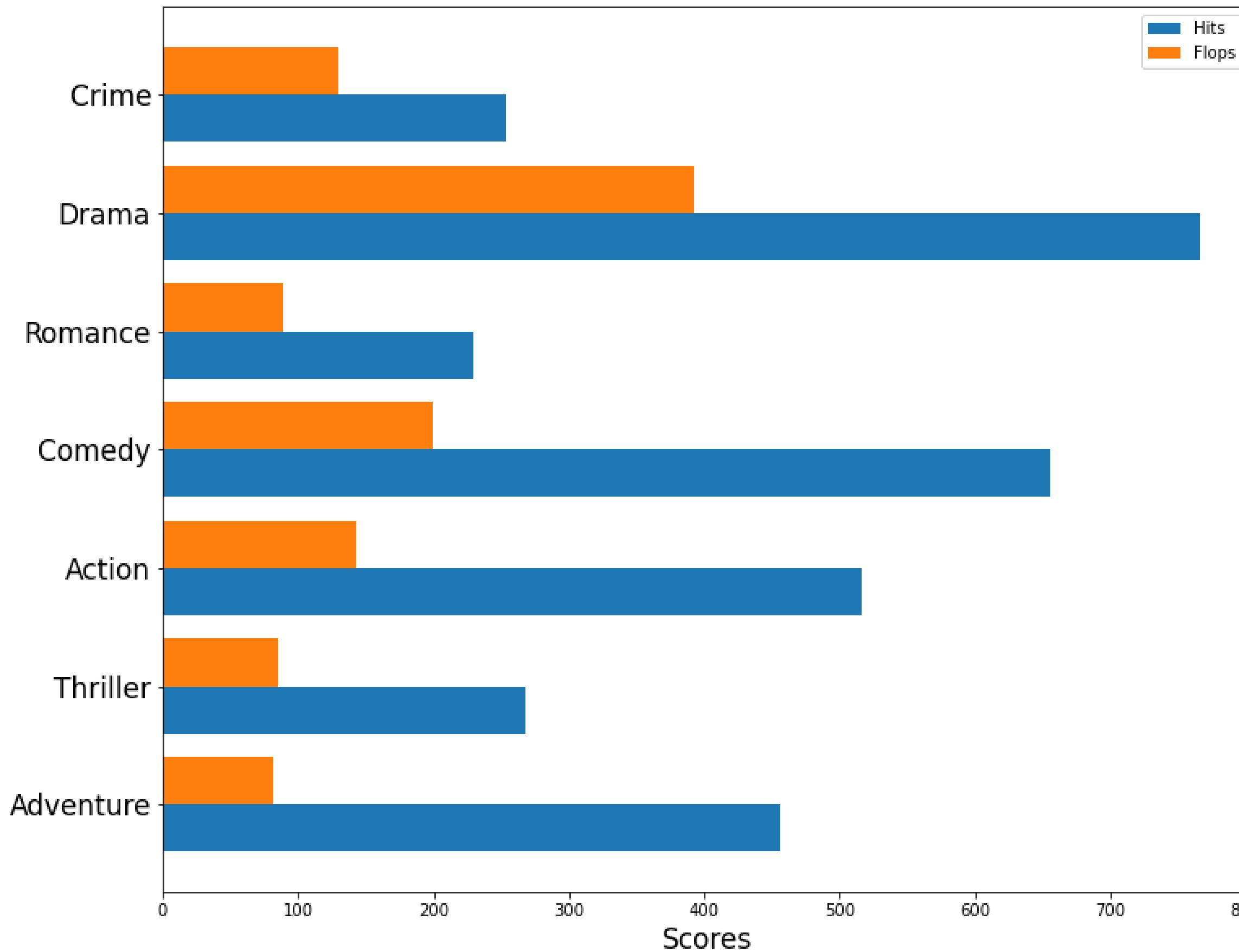
Results

- The **thriller** genre produced the best box office performing movies with a realistic debut movie budget (\$20 -30 million)
- Within that genre, the sub-genres of **horror** and **mystery** were most associated with hits.

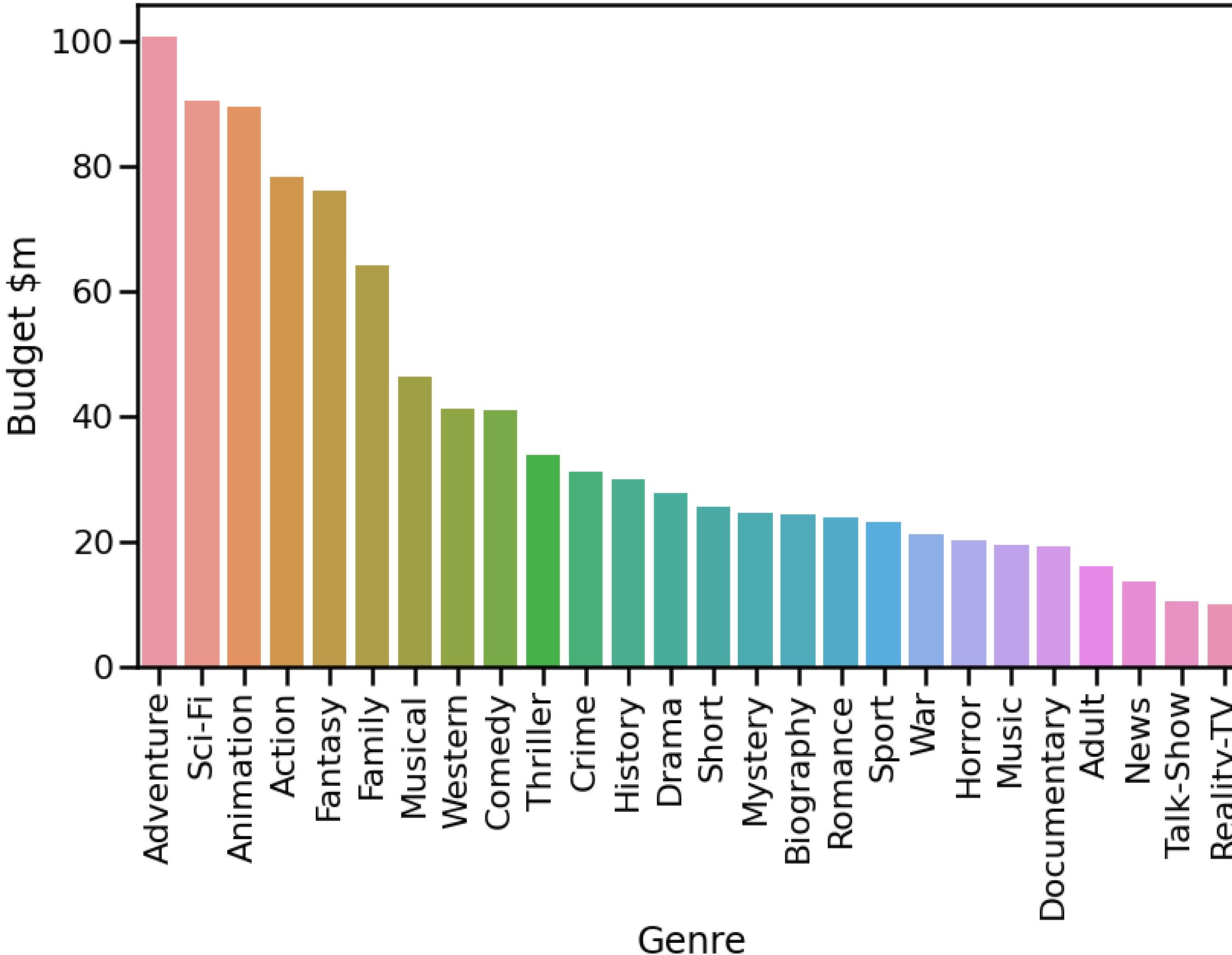
Most Profitable Genre by Rank



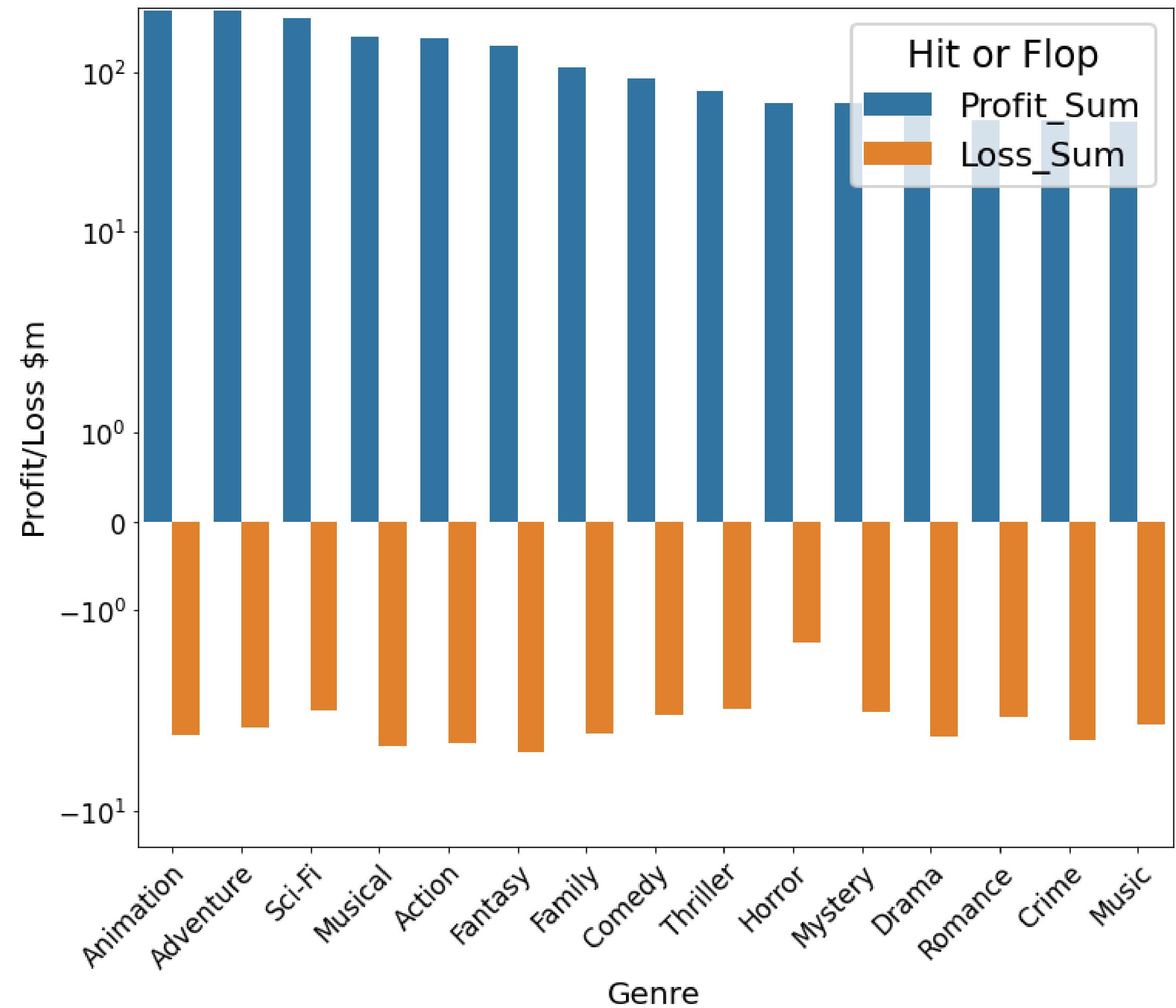
Number of Hits and Flops by Genre



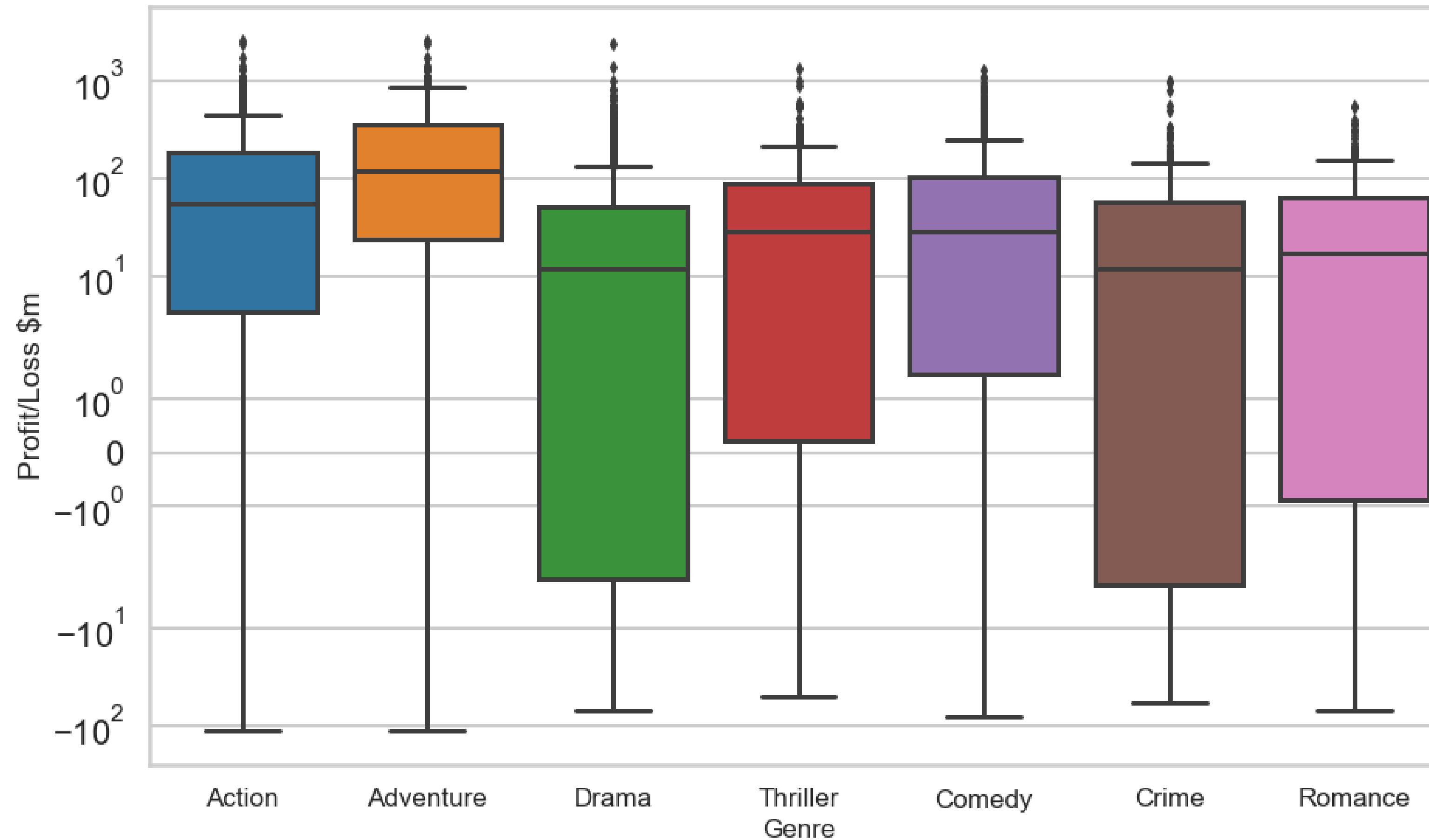
Mean Budget per Genre



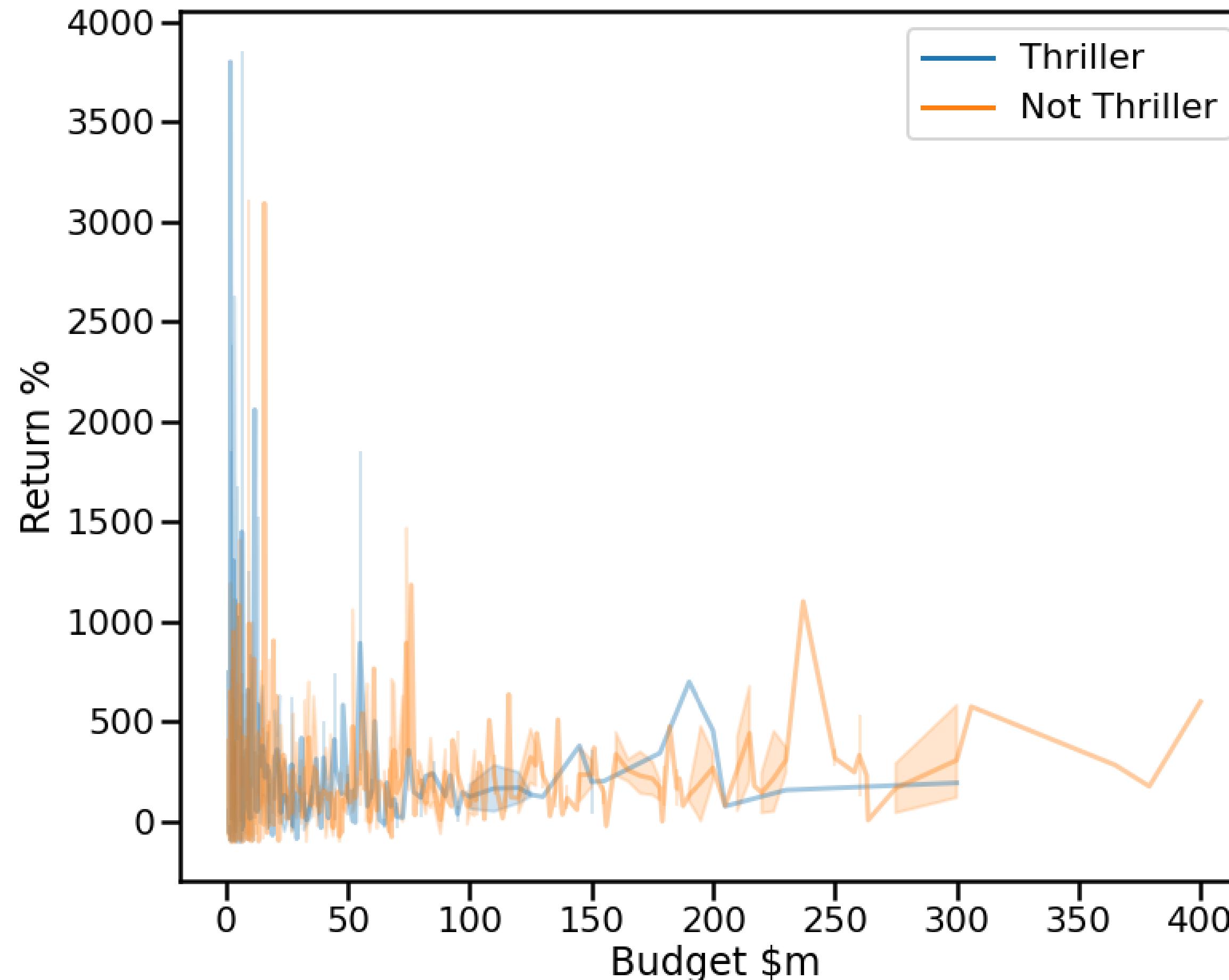
Mean Profits and Losses for each Genre



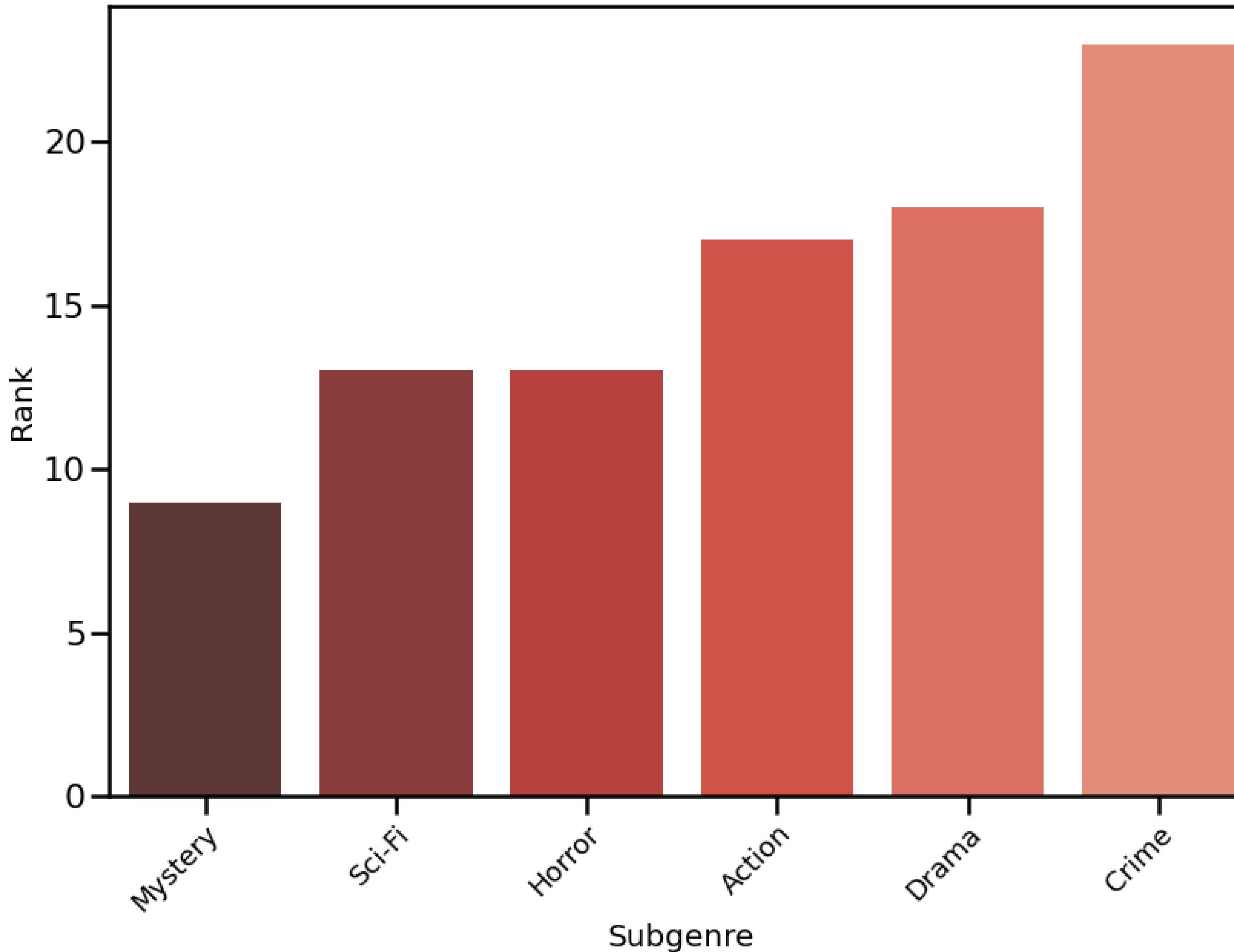
Profit/Loss Spread Using Every Film in each Genre



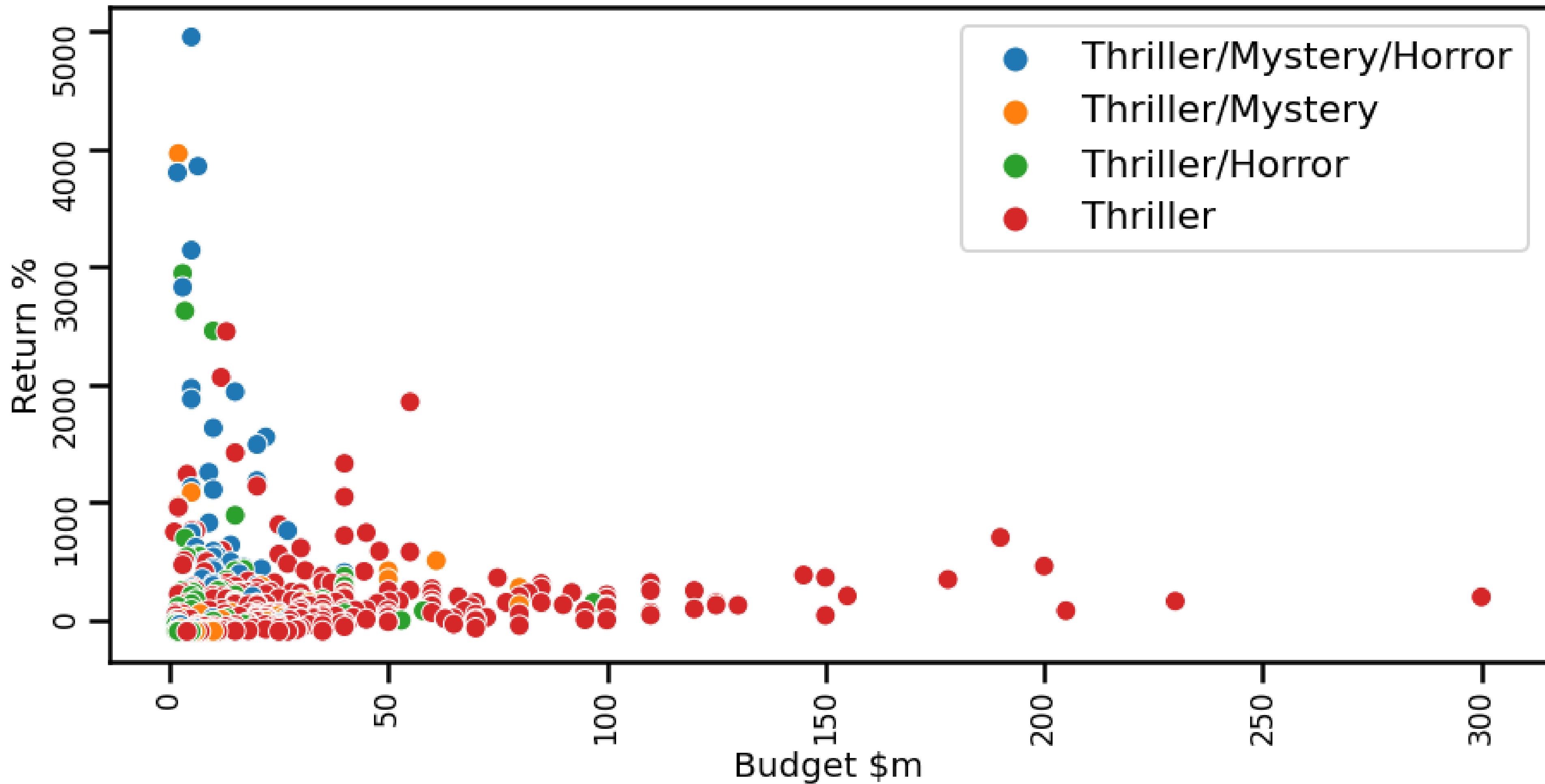
Budget vs Return %



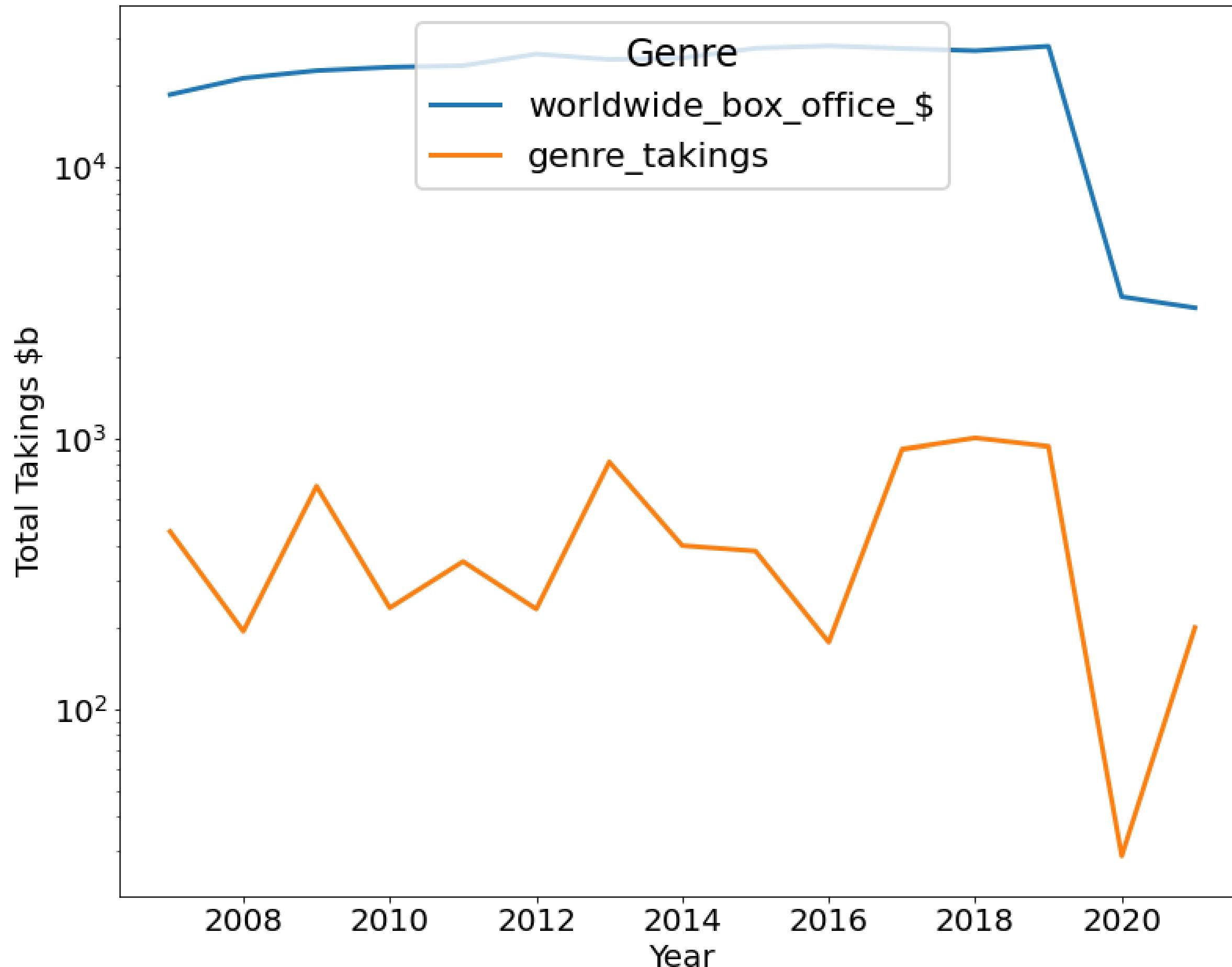
Most Profitable Subgenre by Rank



Budget vs Return %



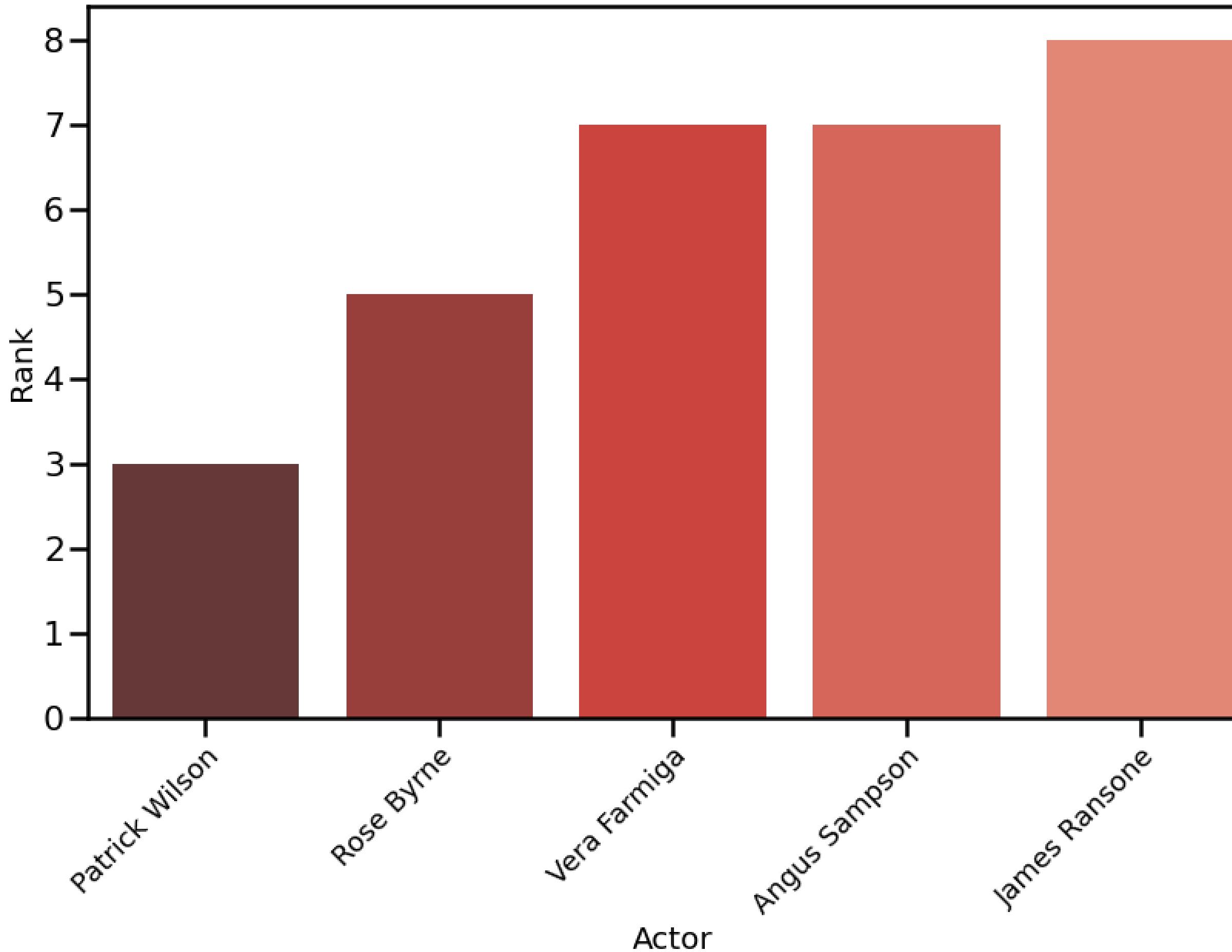
Worldwide Takings by Genre



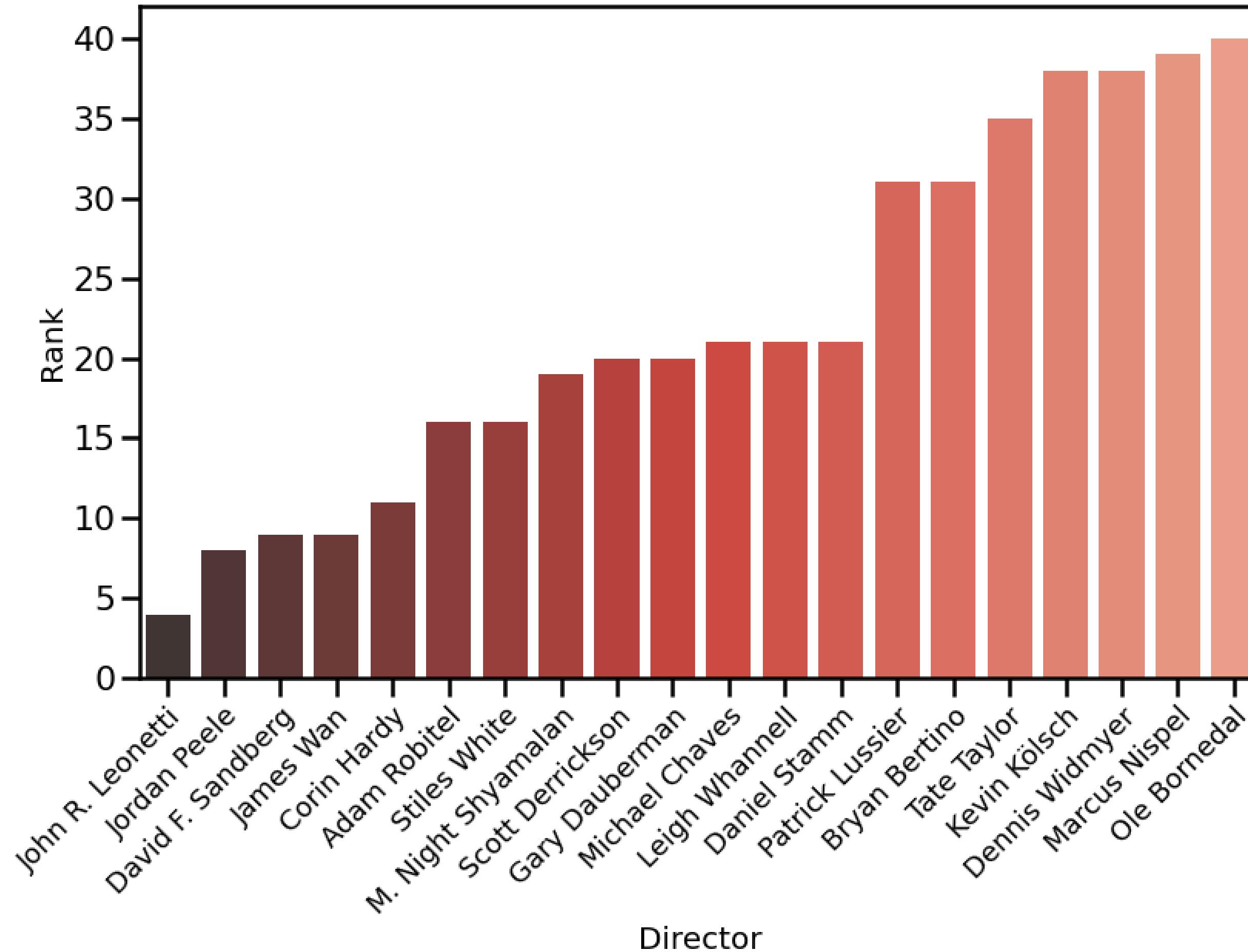
Results

- **Rose Byrne, Patrick Wilson** have been the most profitable **actors** in the Thriller/Mystery/Horror genre
- **Jordan Peele** and **James Wan** have been the most profitable **directors** and **writers** in the genre

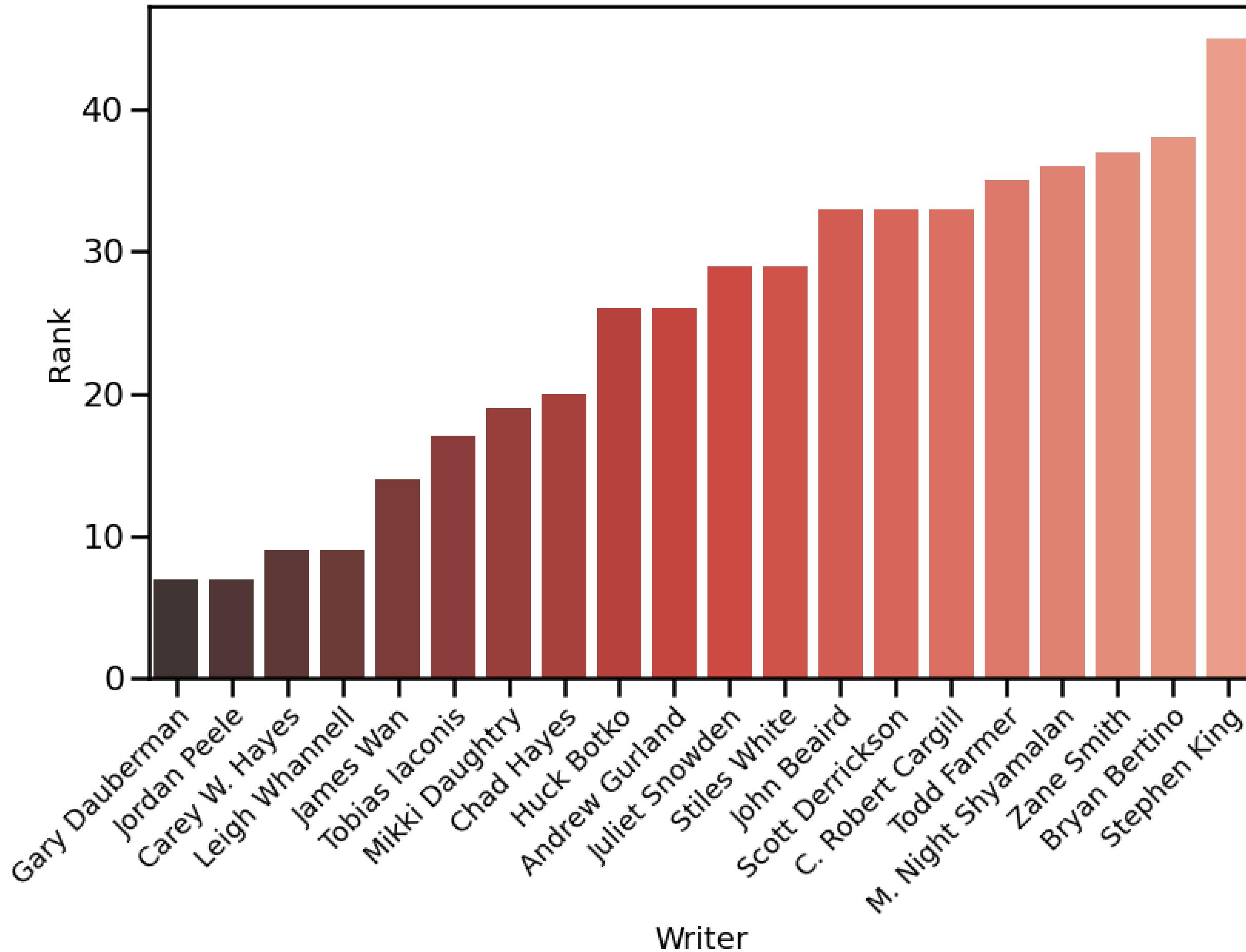
Most Profitable Actors in Genre by Rank



Most Profitable Directors in Genre by Rank

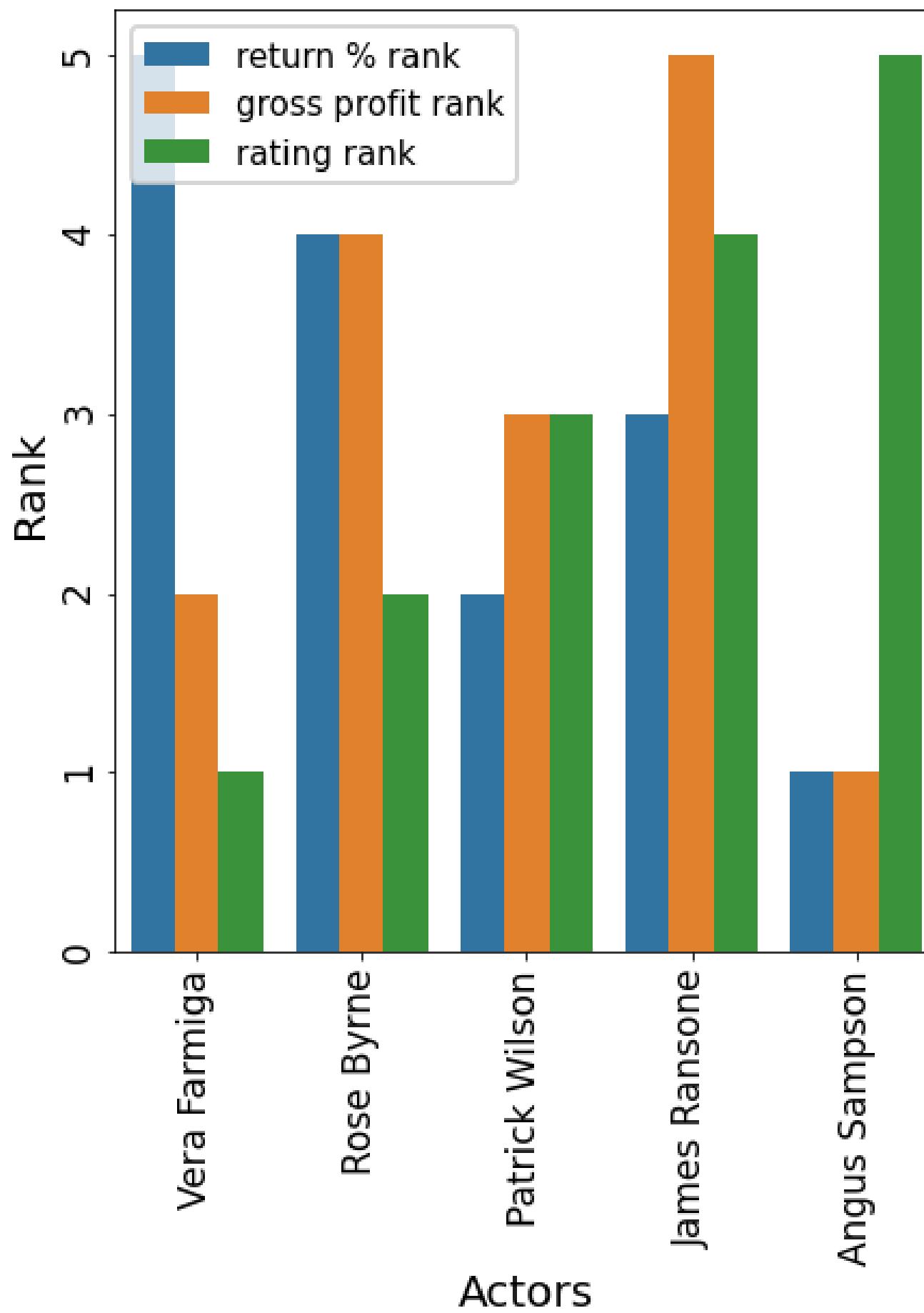


Most Profitable Writers in Genre by Rank

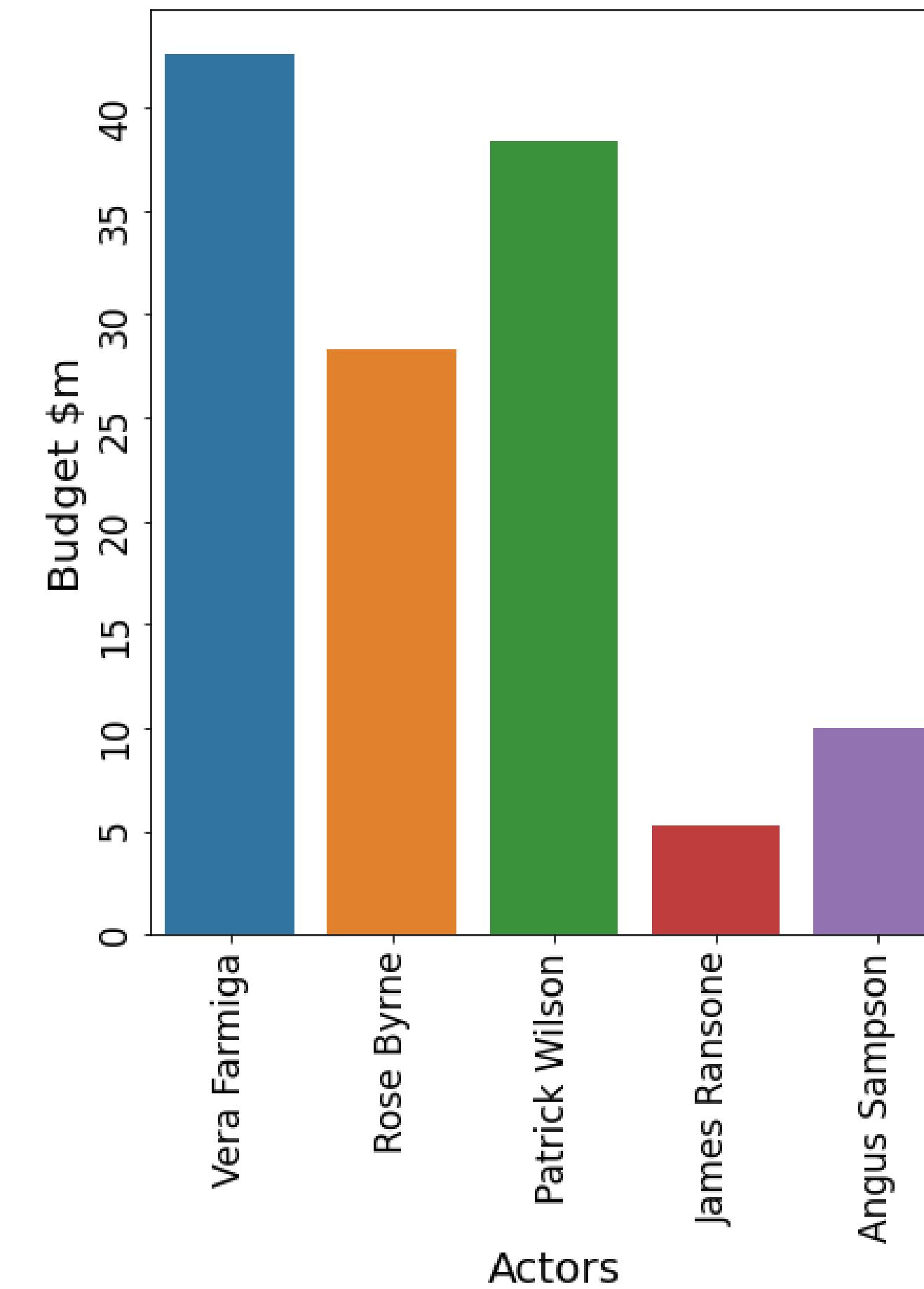


Bar Charts of Actors Performance Rankings and Budgets

Rank of Top Actors

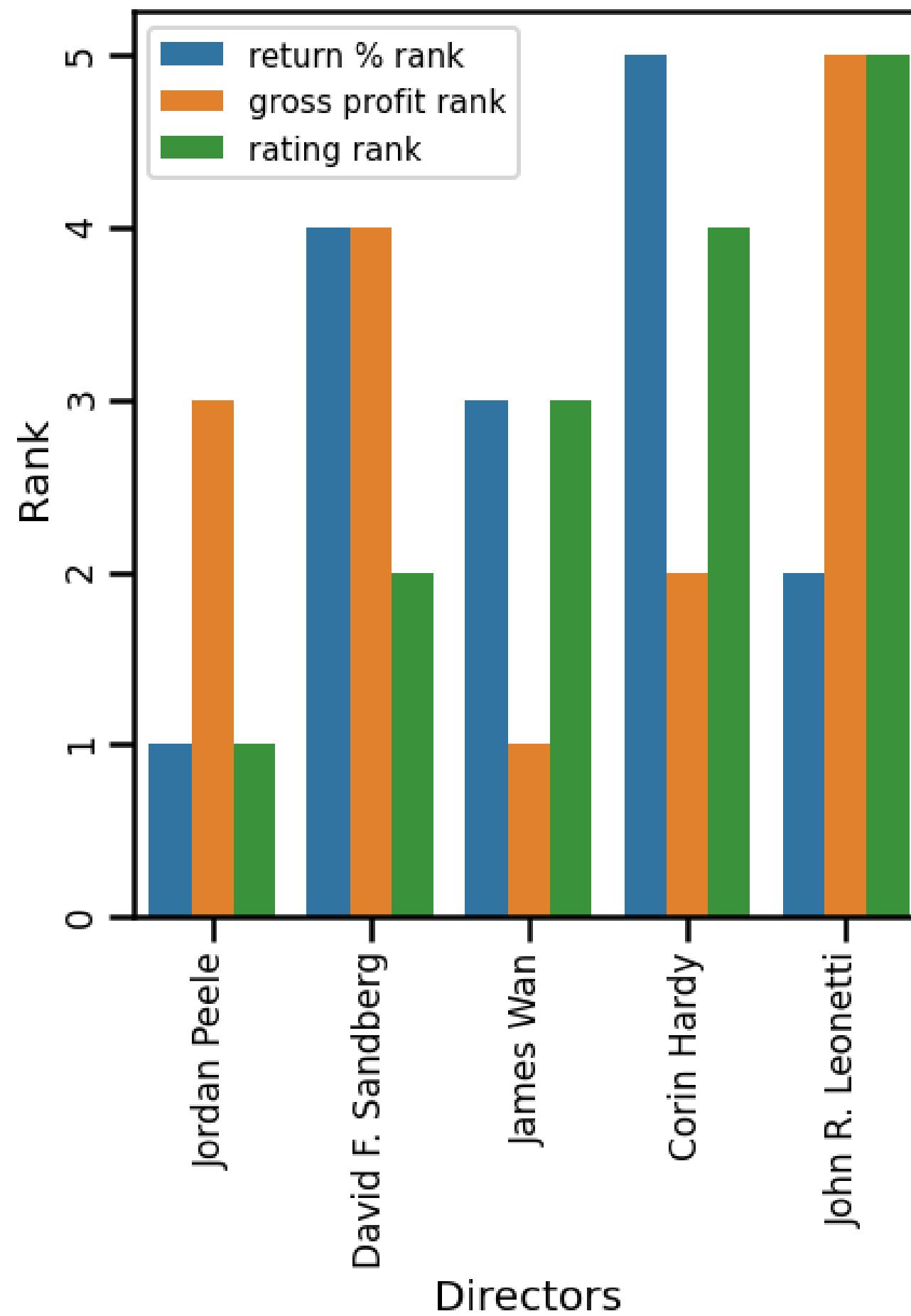


Average Film Budget: Actors

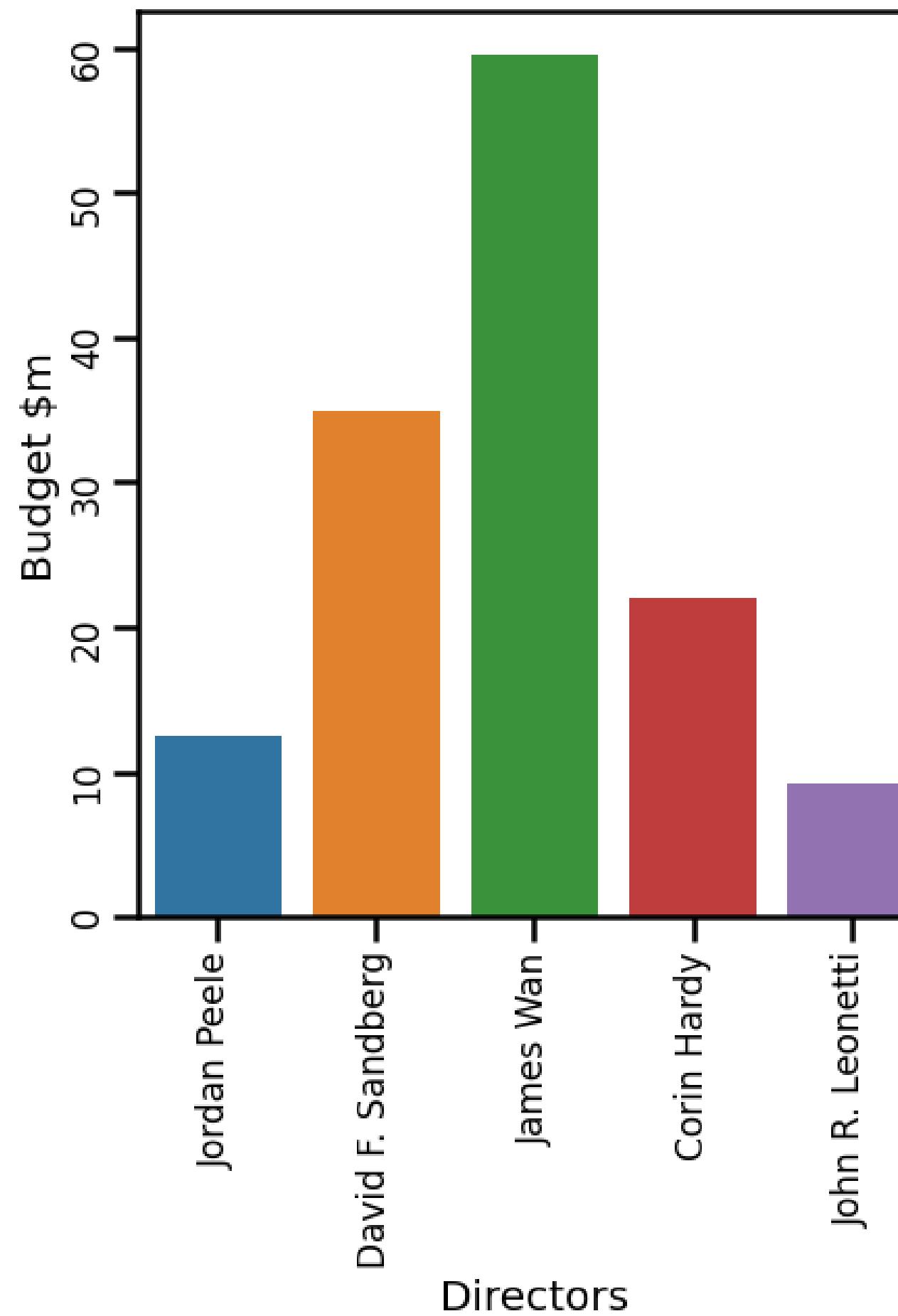


Bar Charts of Directors Performance Rankings and Budgets

Rank of Top Directors

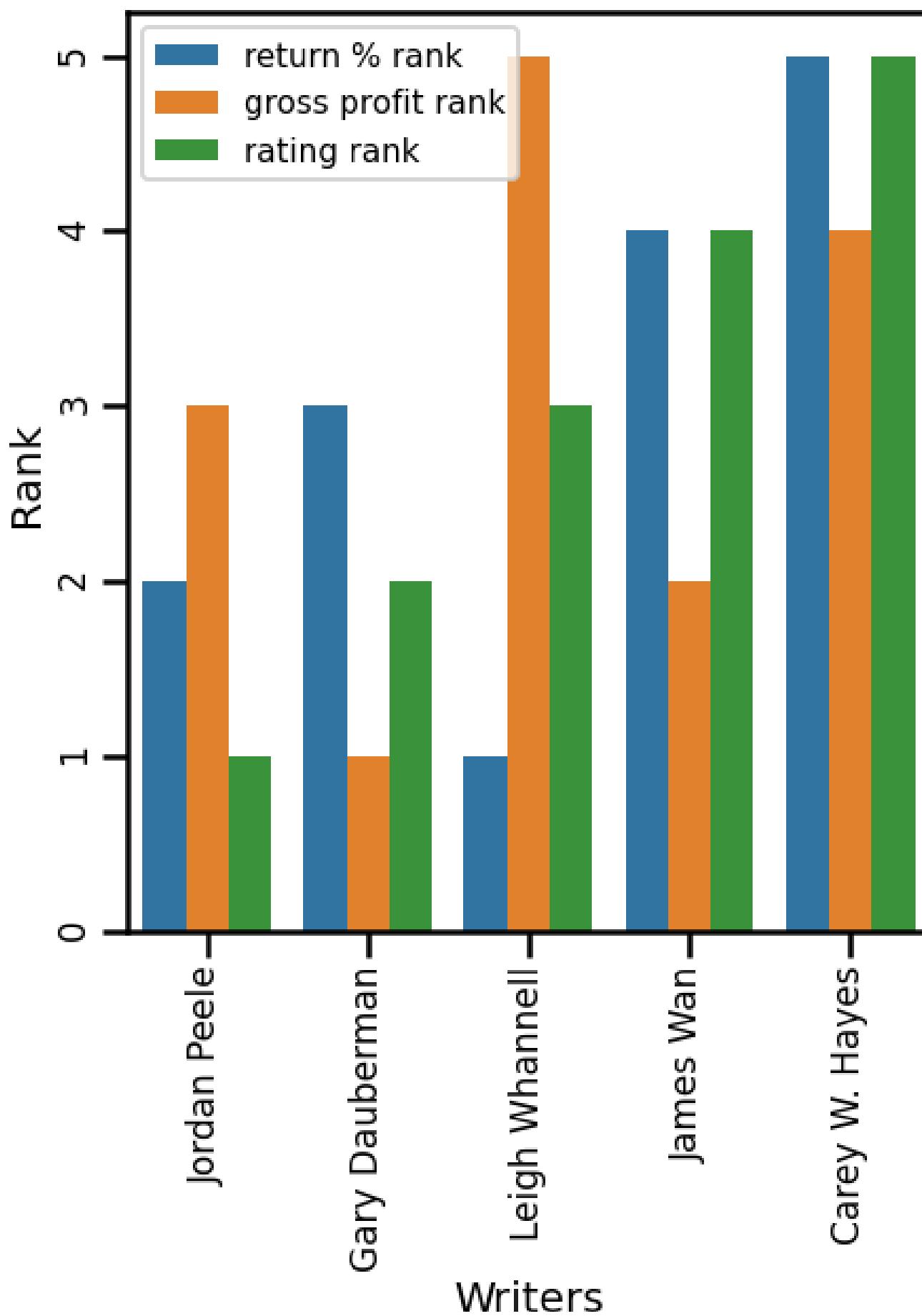


Average Film Budget: Directors

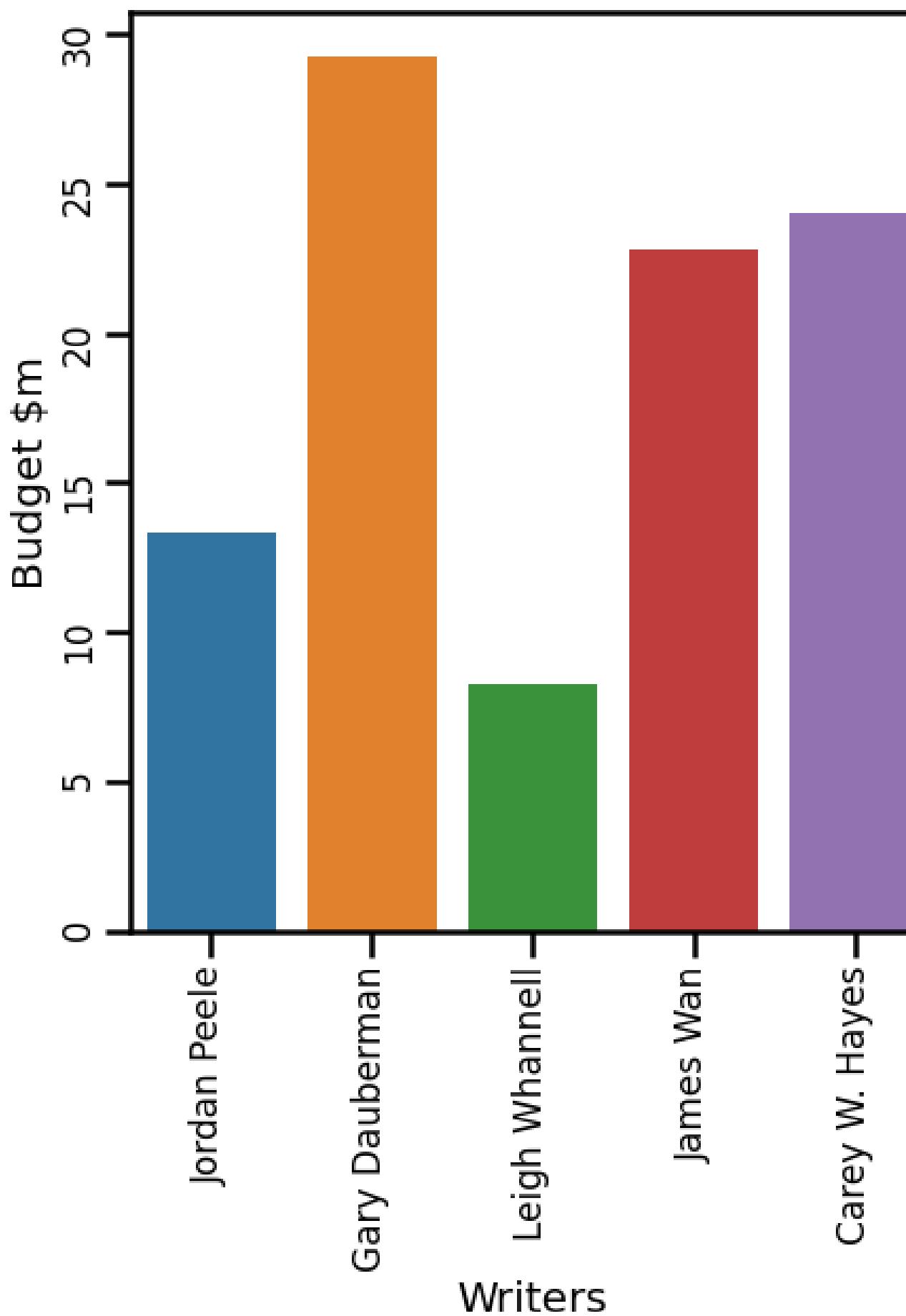


Bar Charts of Writers Performance Rankings and Budgets

Rank of Top Writers



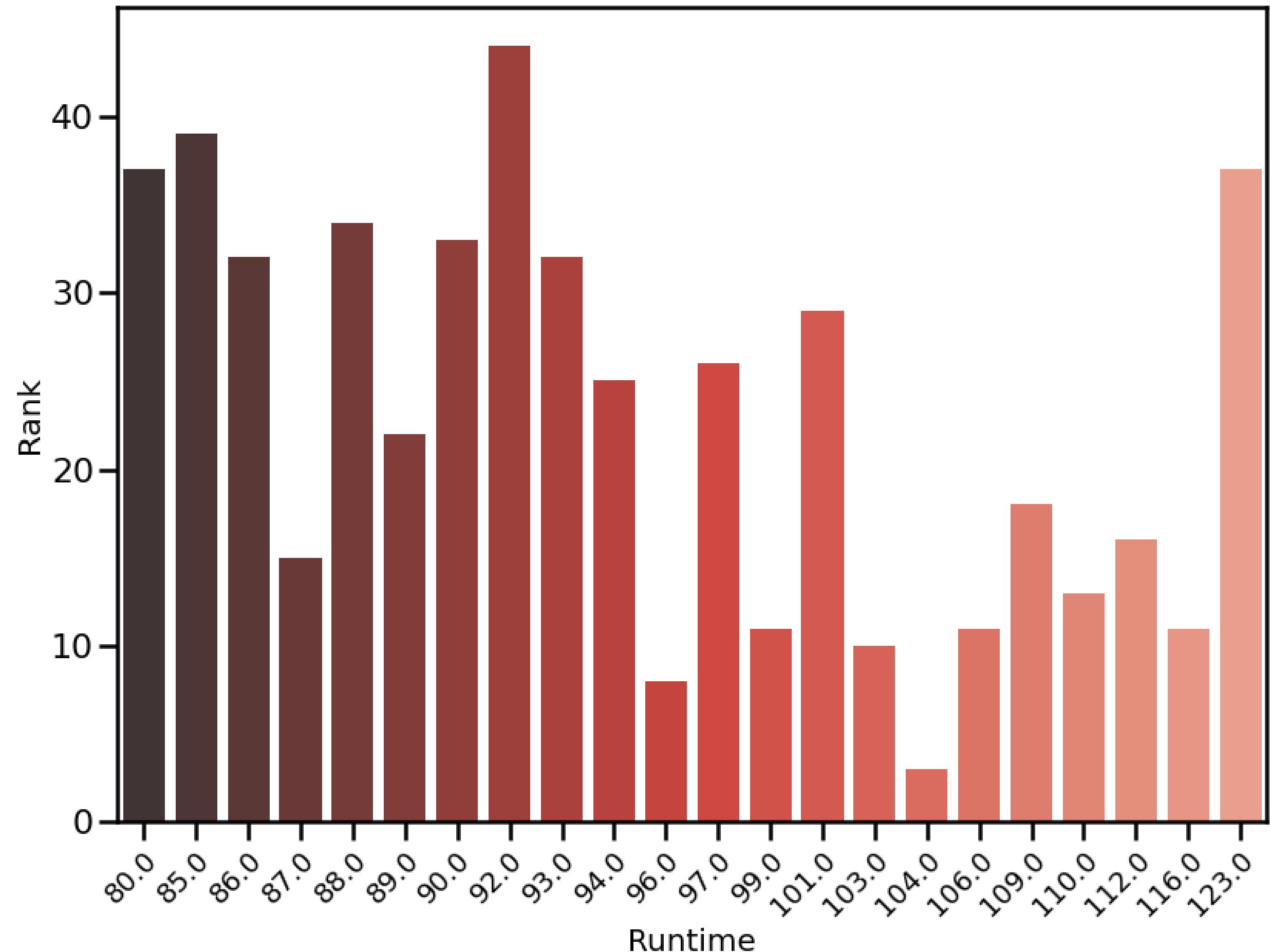
Average Film Budget: Writers



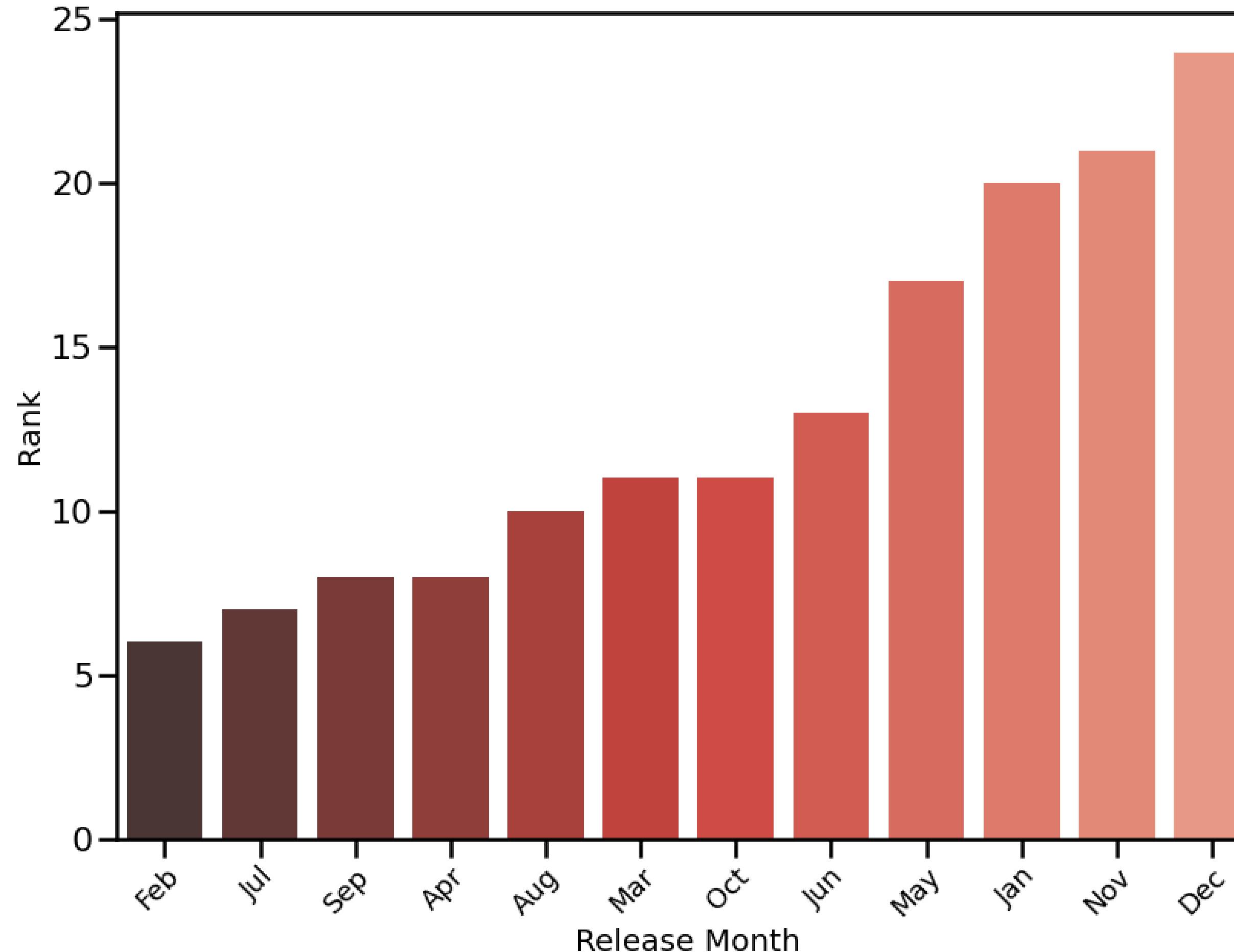
Results

- The most successful films in the genre have a **runtime** of between **96** and **110 minutes**
- **July** and **February** are the most profitable **release months** in the genre
- A realistic **budget** with the best chance of maximising return is between **\$20 million** and **\$30 million**

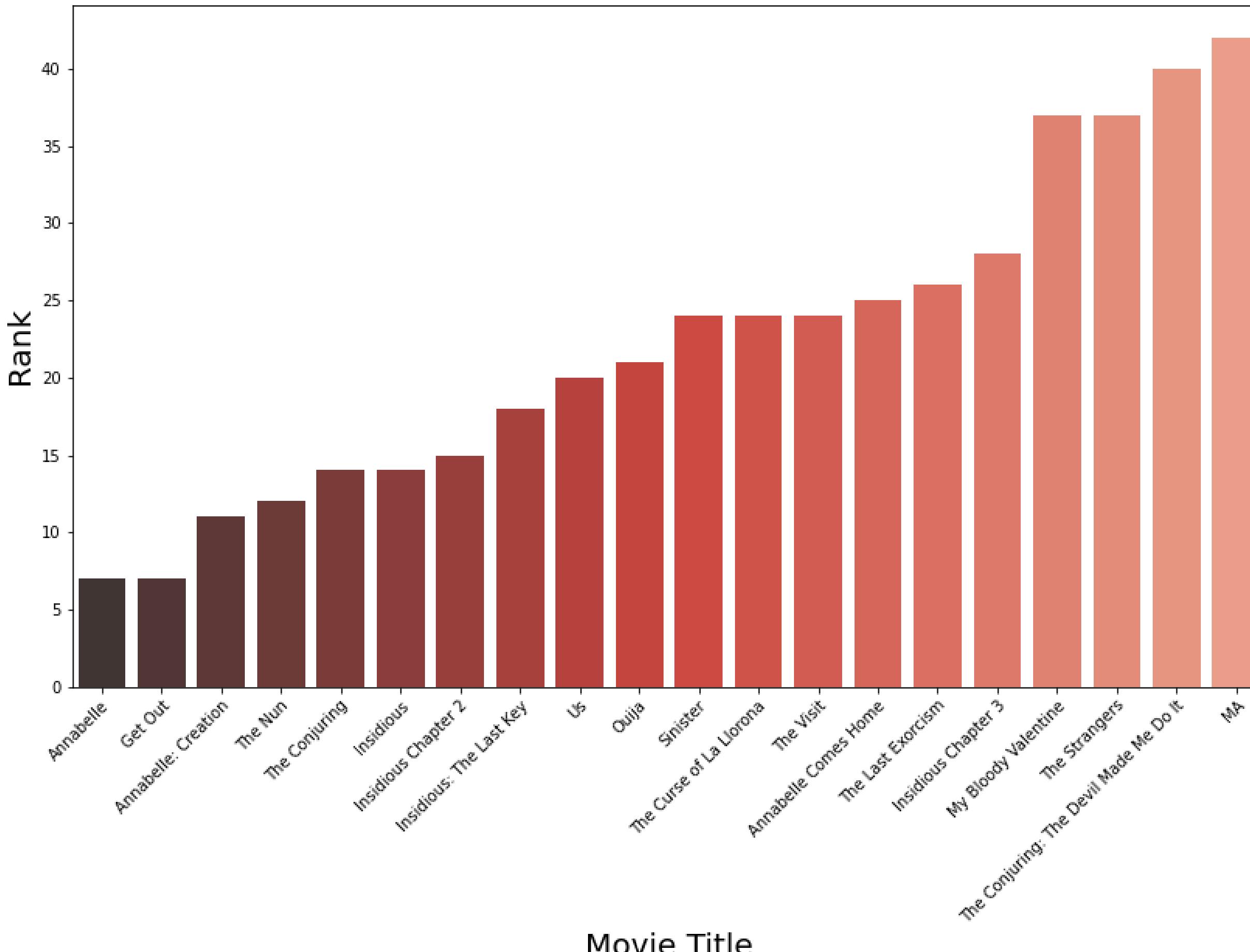
Most Profitable Runtime by Rank



Most Profitable Release Months



Most Profitable Movies in the Genre by Rank



Conclusion

- Wait until the market recovers before releasing movies, with July 2022 and February 2023 both potential release dates
- Produce \$20-\$30m Thriller movies, with the first film in the Mystery/Horror subgenre. The studio should recruit Rose Byrne as lead actor and Jordan Peele as writer/director
- The movies should have a runtime of between 96 and 110 minutes

Next Steps

- Collect as much information as possible from the top 10 global markets to see if they are recovering from the pandemic
- Conduct surveys to find the types of films that people want to see post-pandemic
- Collect data on the view count of movies on streaming services compared with the cinema
- So far the value of a movie in the streaming market has generally been linked to its box office performance, data needs to be collected to track whether this trend is changing



THE END

BONUS TIP

INCLUDE A CREDIT STINGER!

MOST COMMON KEYWORDS

ASSOCIATED WITH THE BEST

PERFORMING THRILLER-

MYSTERY-HORROR FILMS

data obtained
from

THE
MOVIE
DB

