



Microsoft

Movie Studios

Jason Lombino
February 10, 2022



Why Movies?

Giorgio Trovato

4.5
Billion
Dollars

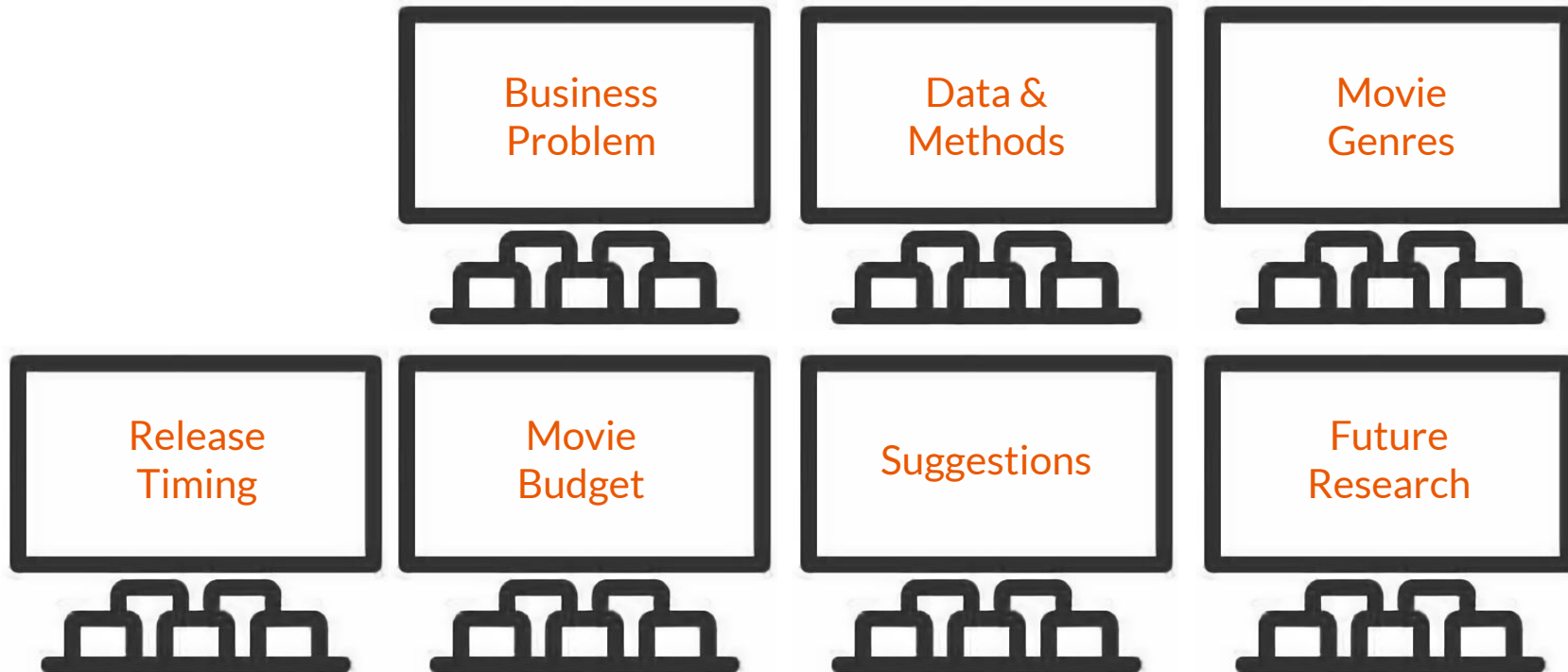


Findings

- Animation, Adventure, Sci-Fi
- Summer Release
- \$ 120 Million to \$ 200 Million Budget



Agenda





Business Problem

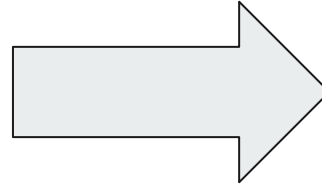
Business Problem



[Visual Stories || Micheile](#)



[Chris Lawton](#)



Data & Methods

Data Sources

The IMDb logo consists of the letters "IMDb" in a bold, black, sans-serif font. The letters are set against a bright yellow rectangular background with rounded corners. The "i" is lowercase and smaller than the other letters.

IMDb

The logo for "The Numbers" features the word "THE" in white, uppercase letters inside a red, rectangular box with a distressed, torn-edge texture. To the right of this box, the word "NUMBERS" is written in a bold, black, sans-serif font. The letter "U" in "NUMBERS" is colored red. A registered trademark symbol (®) is located at the end of the word "NUMBERS".

THE NUMBERS®

$$\text{\% Return on Investment} = \frac{100 \times \text{Total Profit}}{\text{Production Budget}}$$

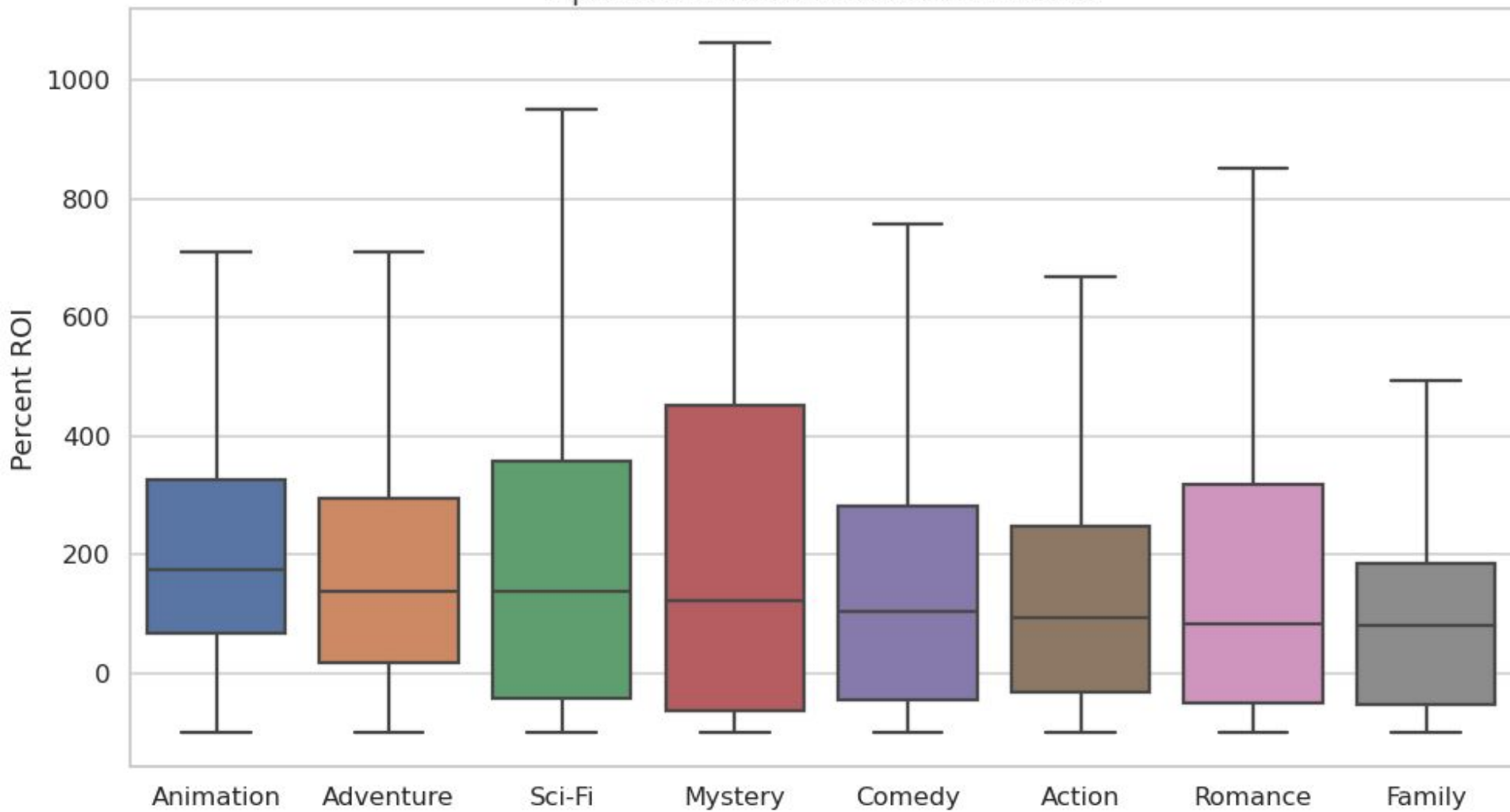
The image shows a close-up of a red pencil lying diagonally across a piece of aged, yellowed paper. The paper is covered with numerous handwritten multiplication problems in various colors of ink (brown, black, red). The problems are arranged in a grid-like pattern, showing different stages of calculation and correction. Some problems are partially obscured by the pencil or other marks.

Visible multiplication problems include:

- $\begin{array}{r} x 0 \\ 0 \end{array}$
- $\begin{array}{r} x 2 \\ 16 \end{array}$
- $\begin{array}{r} x 4 \\ 24 \end{array}$
- $\begin{array}{r} x 6 \\ 36 \end{array}$
- $\begin{array}{r} x 8 \\ 32 \end{array}$
- $\begin{array}{r} x 10 \\ 10 \end{array}$
- $\begin{array}{r} x 12 \\ 12 \end{array}$
- $\begin{array}{r} x 14 \\ 14 \end{array}$
- $\begin{array}{r} x 16 \\ 16 \end{array}$
- $\begin{array}{r} x 18 \\ 18 \end{array}$
- $\begin{array}{r} x 20 \\ 20 \end{array}$
- $\begin{array}{r} x 22 \\ 22 \end{array}$
- $\begin{array}{r} x 24 \\ 24 \end{array}$
- $\begin{array}{r} x 26 \\ 26 \end{array}$
- $\begin{array}{r} x 28 \\ 28 \end{array}$
- $\begin{array}{r} x 30 \\ 30 \end{array}$
- $\begin{array}{r} x 32 \\ 32 \end{array}$
- $\begin{array}{r} x 34 \\ 34 \end{array}$
- $\begin{array}{r} x 36 \\ 36 \end{array}$
- $\begin{array}{r} x 38 \\ 38 \end{array}$
- $\begin{array}{r} x 40 \\ 40 \end{array}$
- $\begin{array}{r} x 42 \\ 42 \end{array}$
- $\begin{array}{r} x 44 \\ 44 \end{array}$
- $\begin{array}{r} x 46 \\ 46 \end{array}$
- $\begin{array}{r} x 48 \\ 48 \end{array}$
- $\begin{array}{r} x 50 \\ 50 \end{array}$
- $\begin{array}{r} x 52 \\ 52 \end{array}$
- $\begin{array}{r} x 54 \\ 54 \end{array}$
- $\begin{array}{r} x 56 \\ 56 \end{array}$
- $\begin{array}{r} x 58 \\ 58 \end{array}$
- $\begin{array}{r} x 60 \\ 60 \end{array}$
- $\begin{array}{r} x 62 \\ 62 \end{array}$
- $\begin{array}{r} x 64 \\ 64 \end{array}$
- $\begin{array}{r} x 66 \\ 66 \end{array}$
- $\begin{array}{r} x 68 \\ 68 \end{array}$
- $\begin{array}{r} x 70 \\ 70 \end{array}$
- $\begin{array}{r} x 72 \\ 72 \end{array}$
- $\begin{array}{r} x 74 \\ 74 \end{array}$
- $\begin{array}{r} x 76 \\ 76 \end{array}$
- $\begin{array}{r} x 78 \\ 78 \end{array}$
- $\begin{array}{r} x 80 \\ 80 \end{array}$
- $\begin{array}{r} x 82 \\ 82 \end{array}$
- $\begin{array}{r} x 84 \\ 84 \end{array}$
- $\begin{array}{r} x 86 \\ 86 \end{array}$
- $\begin{array}{r} x 88 \\ 88 \end{array}$
- $\begin{array}{r} x 90 \\ 90 \end{array}$
- $\begin{array}{r} x 92 \\ 92 \end{array}$
- $\begin{array}{r} x 94 \\ 94 \end{array}$
- $\begin{array}{r} x 96 \\ 96 \end{array}$
- $\begin{array}{r} x 98 \\ 98 \end{array}$
- $\begin{array}{r} x 100 \\ 100 \end{array}$

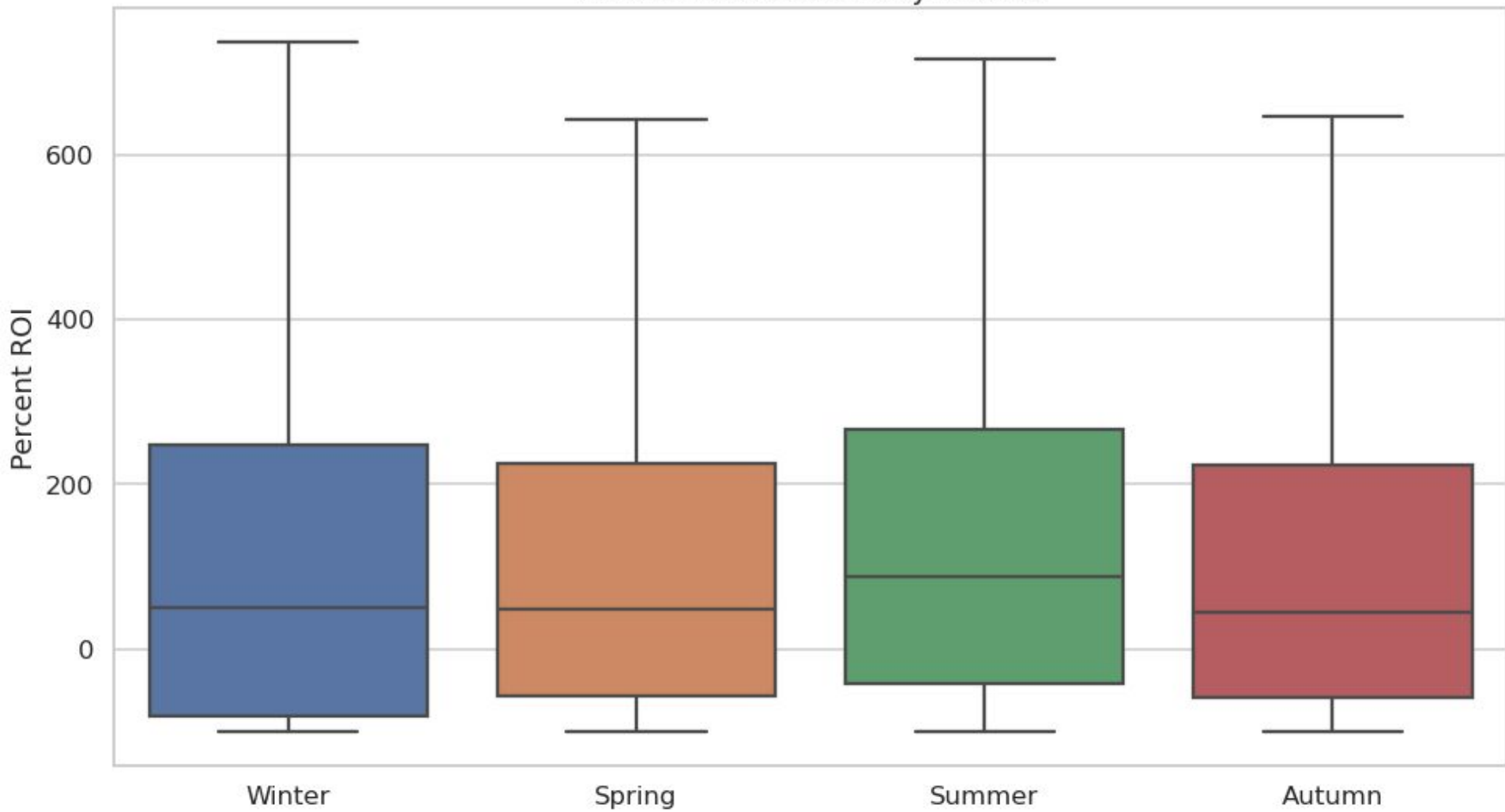
Movie Genre

Top Movie Genres Return on Investment

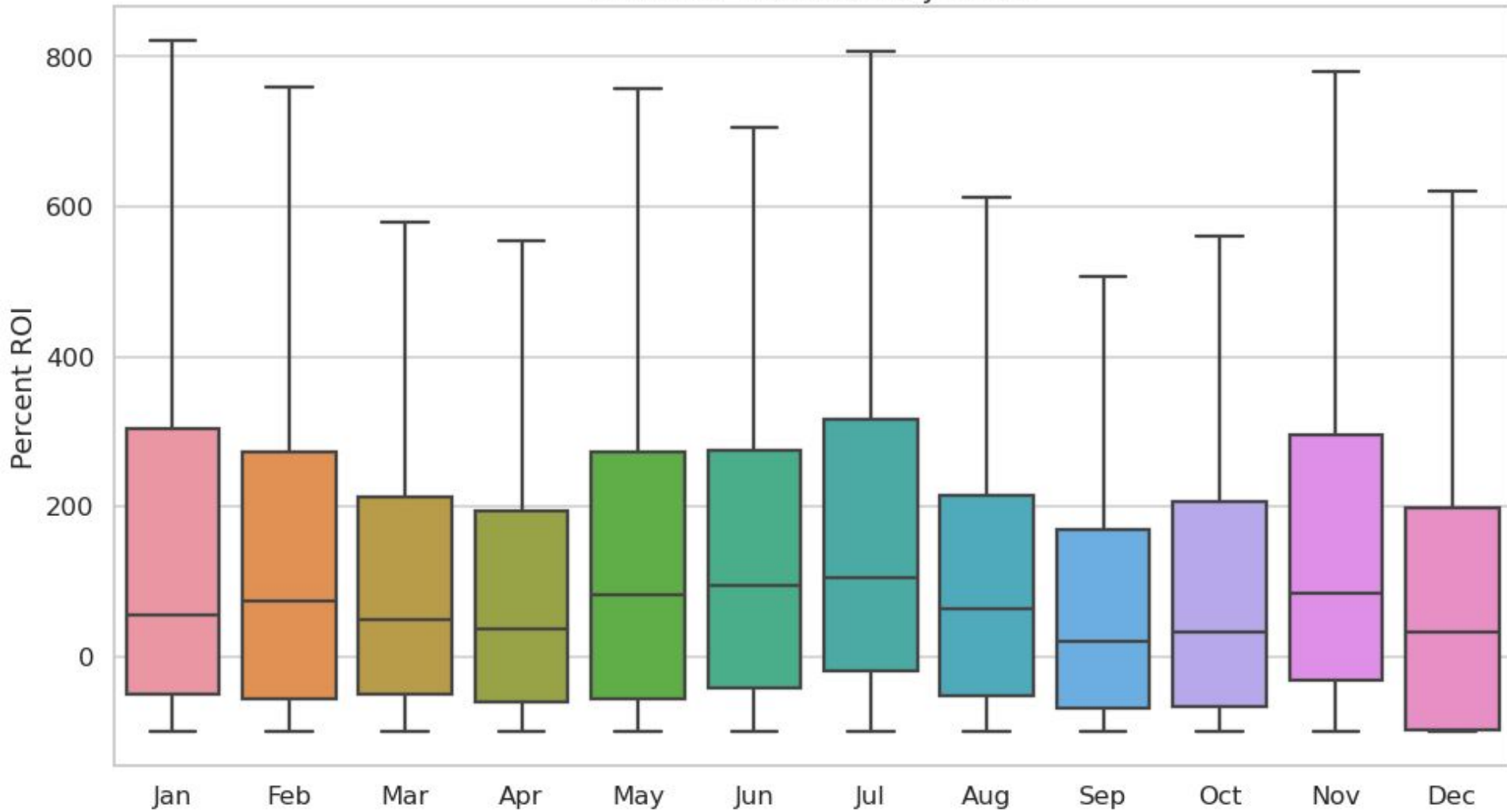


Release Timing

Return on Investment by Season



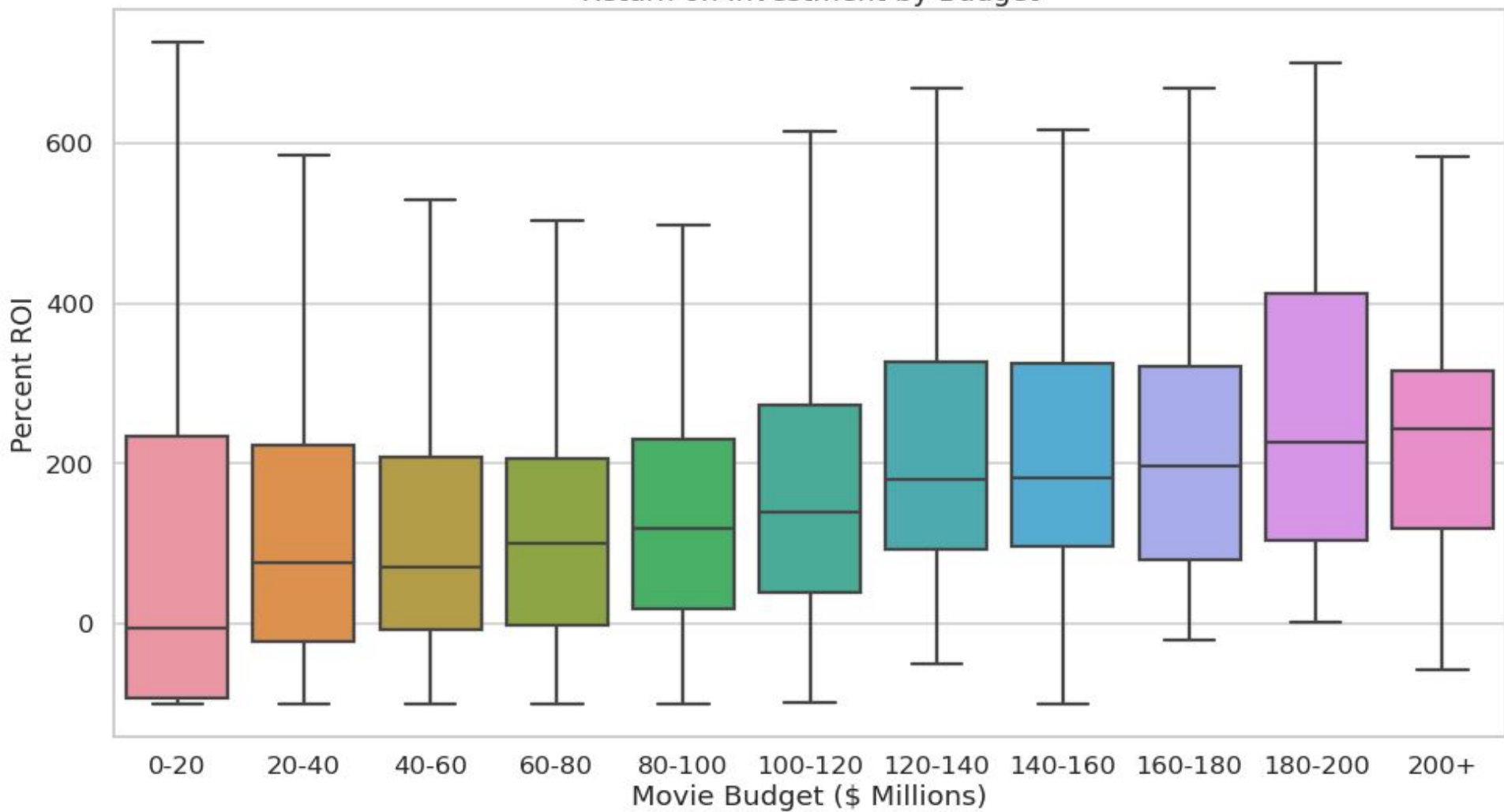
Return on Investment by Month



—

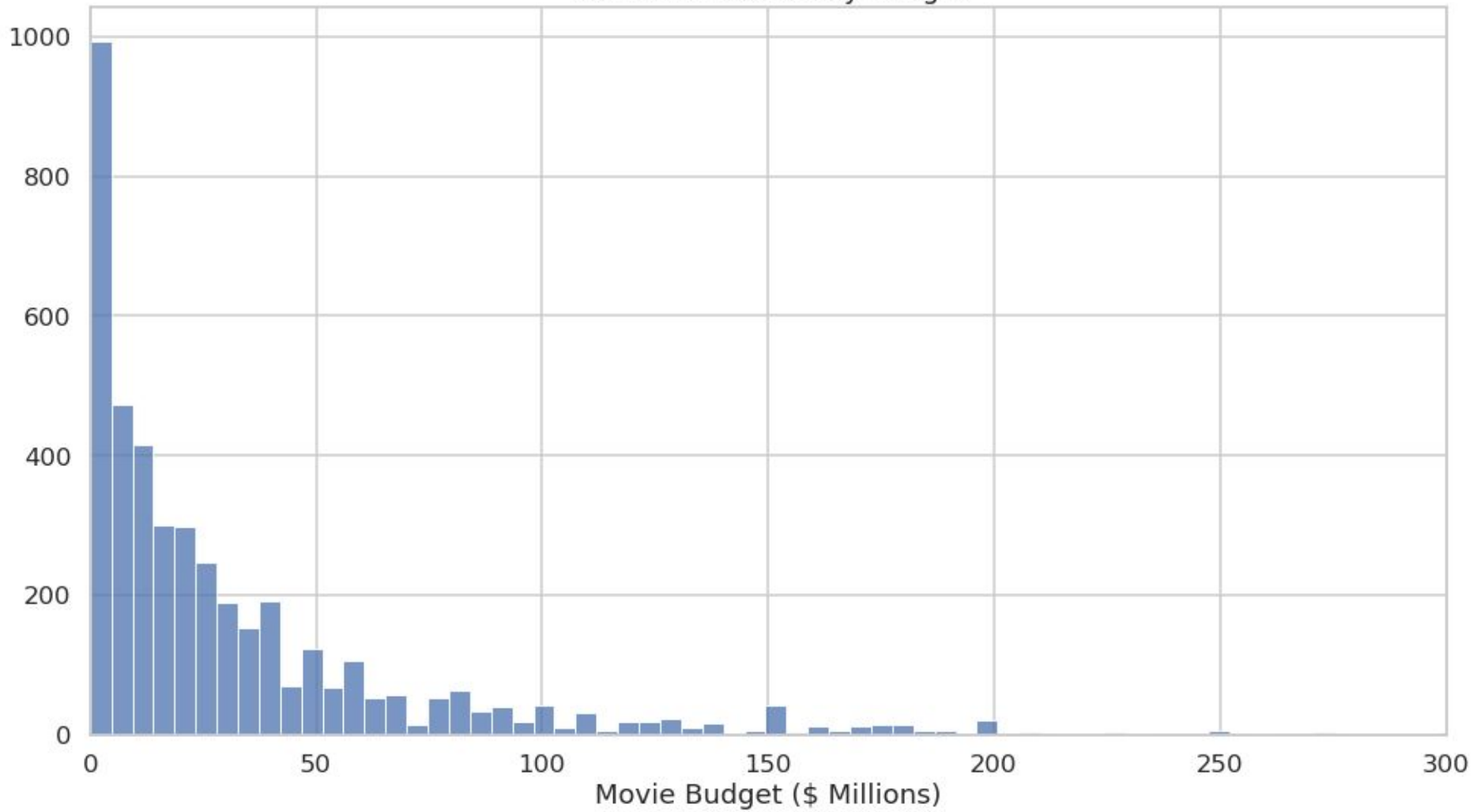
Movie Budget

Return on Investment by Budget



Number of Movies by Budget

Number of Movies



Recommendations

Utilize Microsoft's IPs



Future Considerations

Further Research

Markets



Persons of Interest

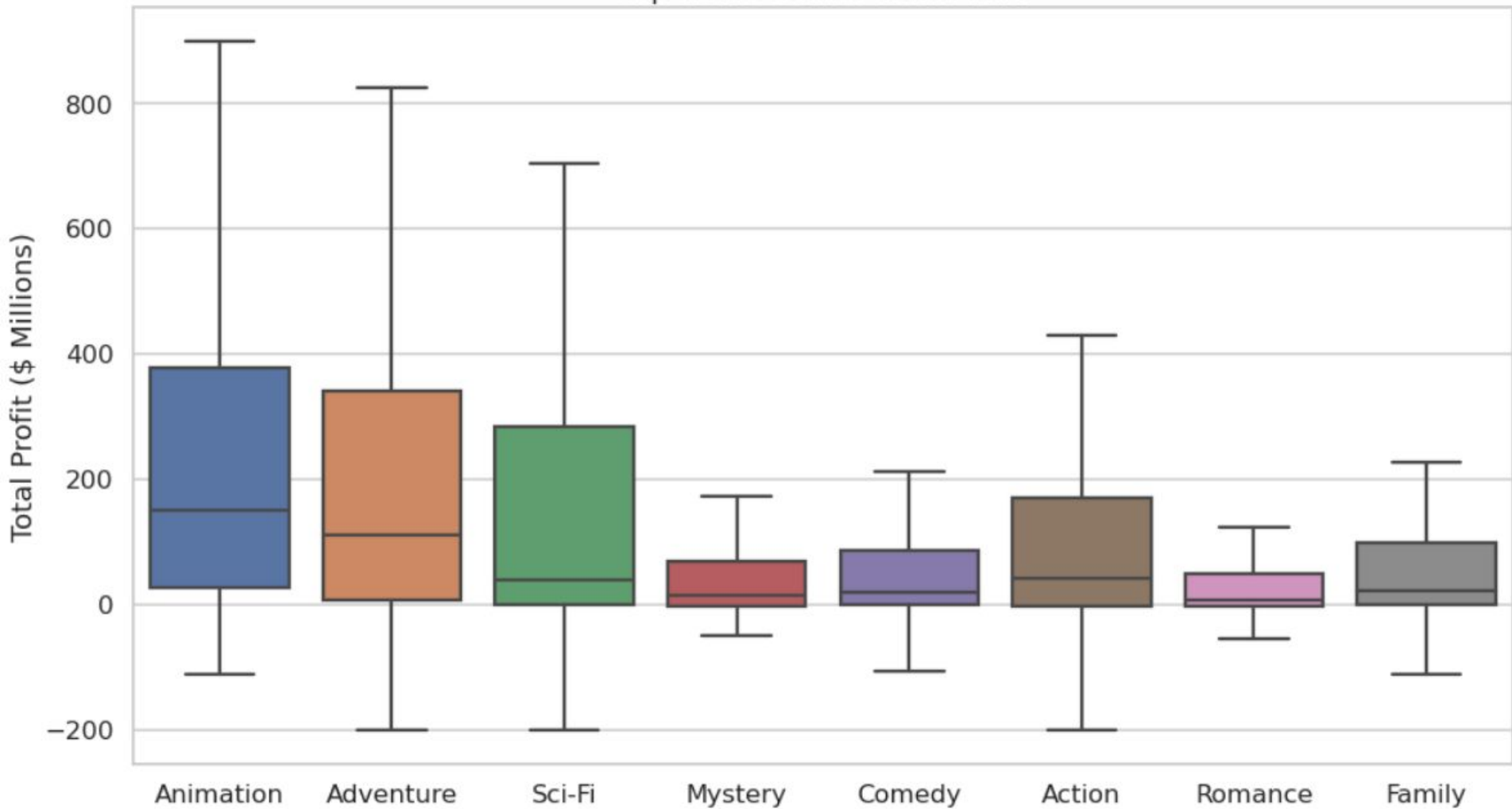


Questions?

Appendix

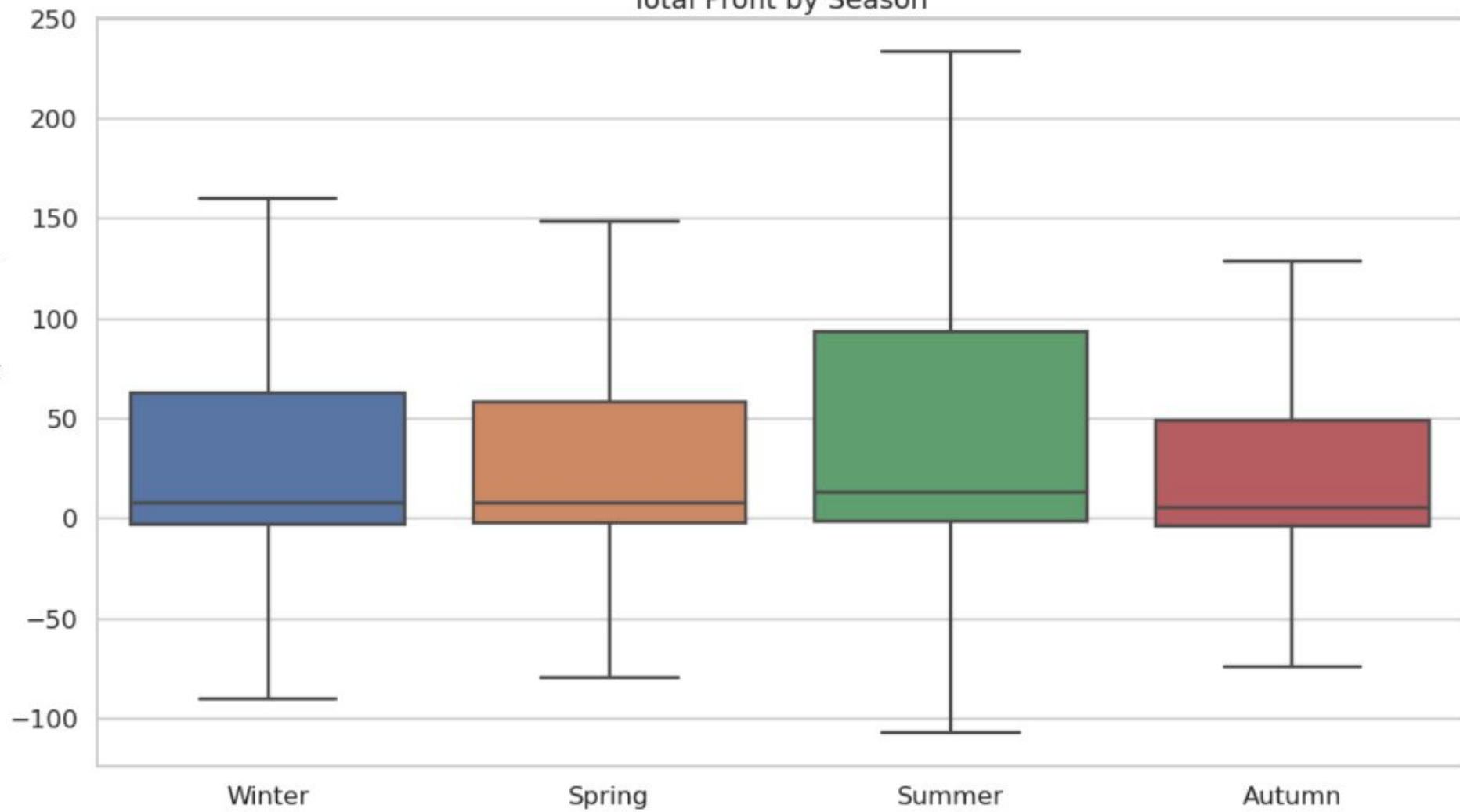
Profit Graphs

Top Movie Genres Total Profit



Total Profit by Season

Total Profit (\$ Million)



Total Profit by Month

Total Profit (\$ Million)

300
200
100
0
-100
-200

Jan

Feb

Mar

Apr

May

Jun

Jul

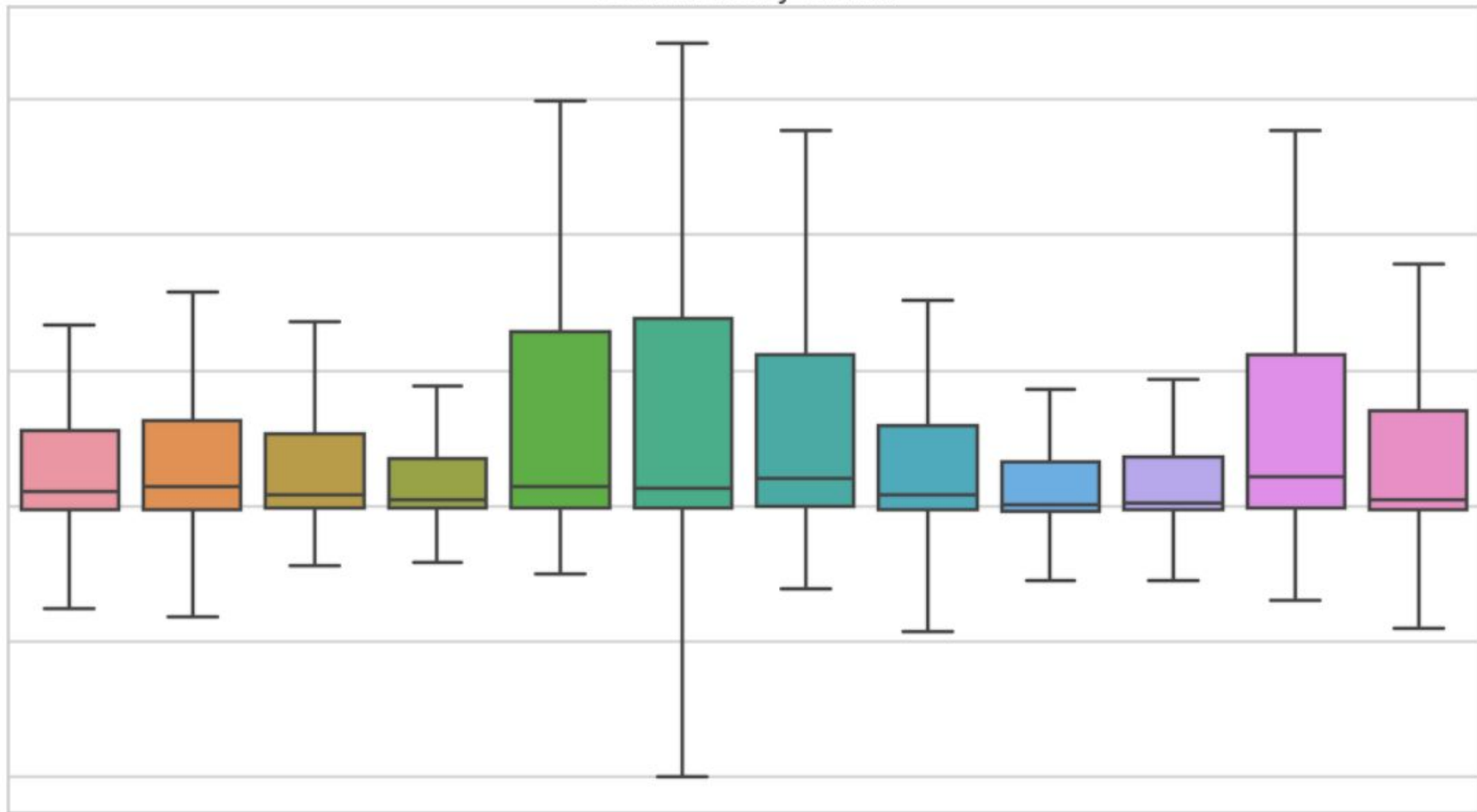
Aug

Sep

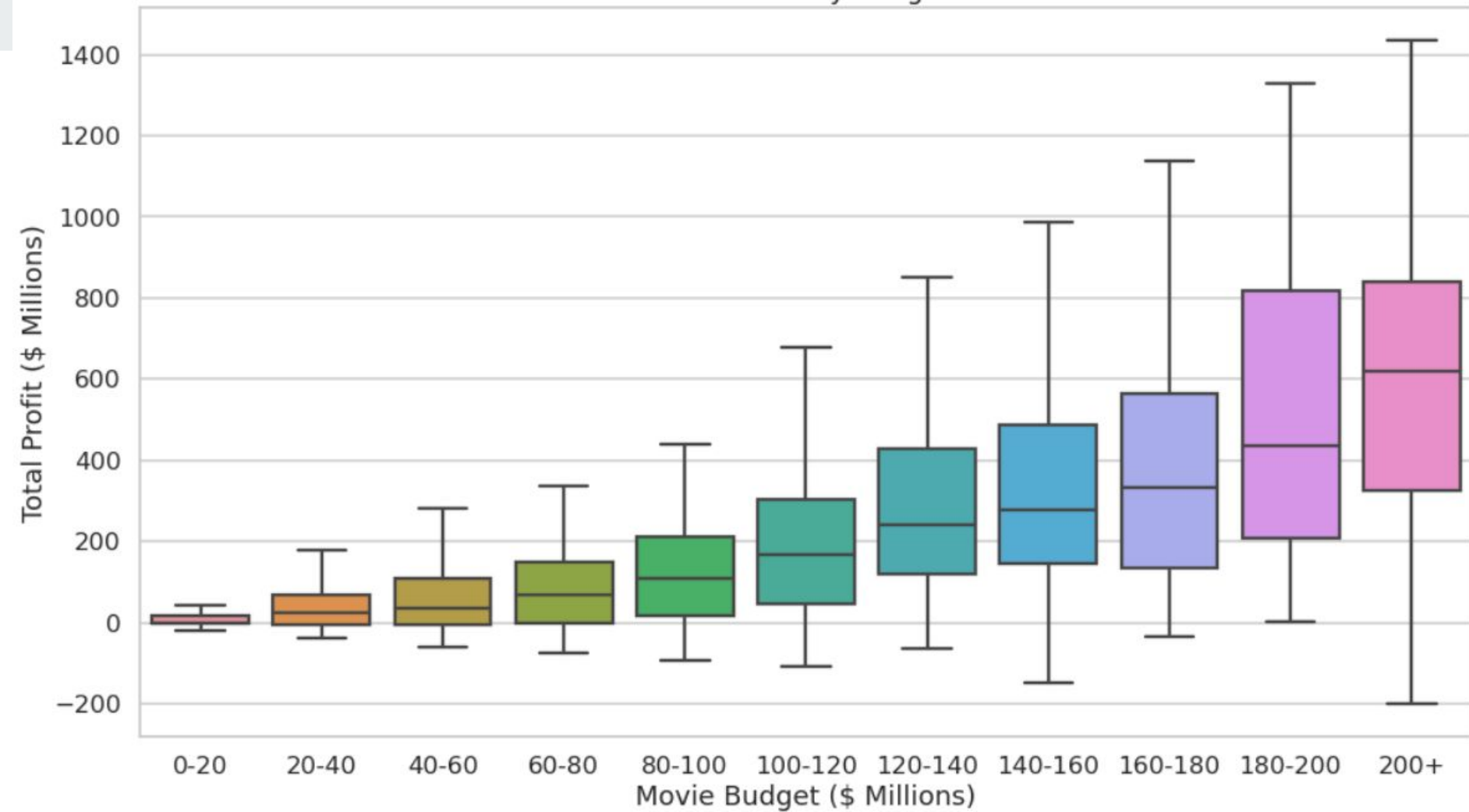
Oct

Nov

Dec

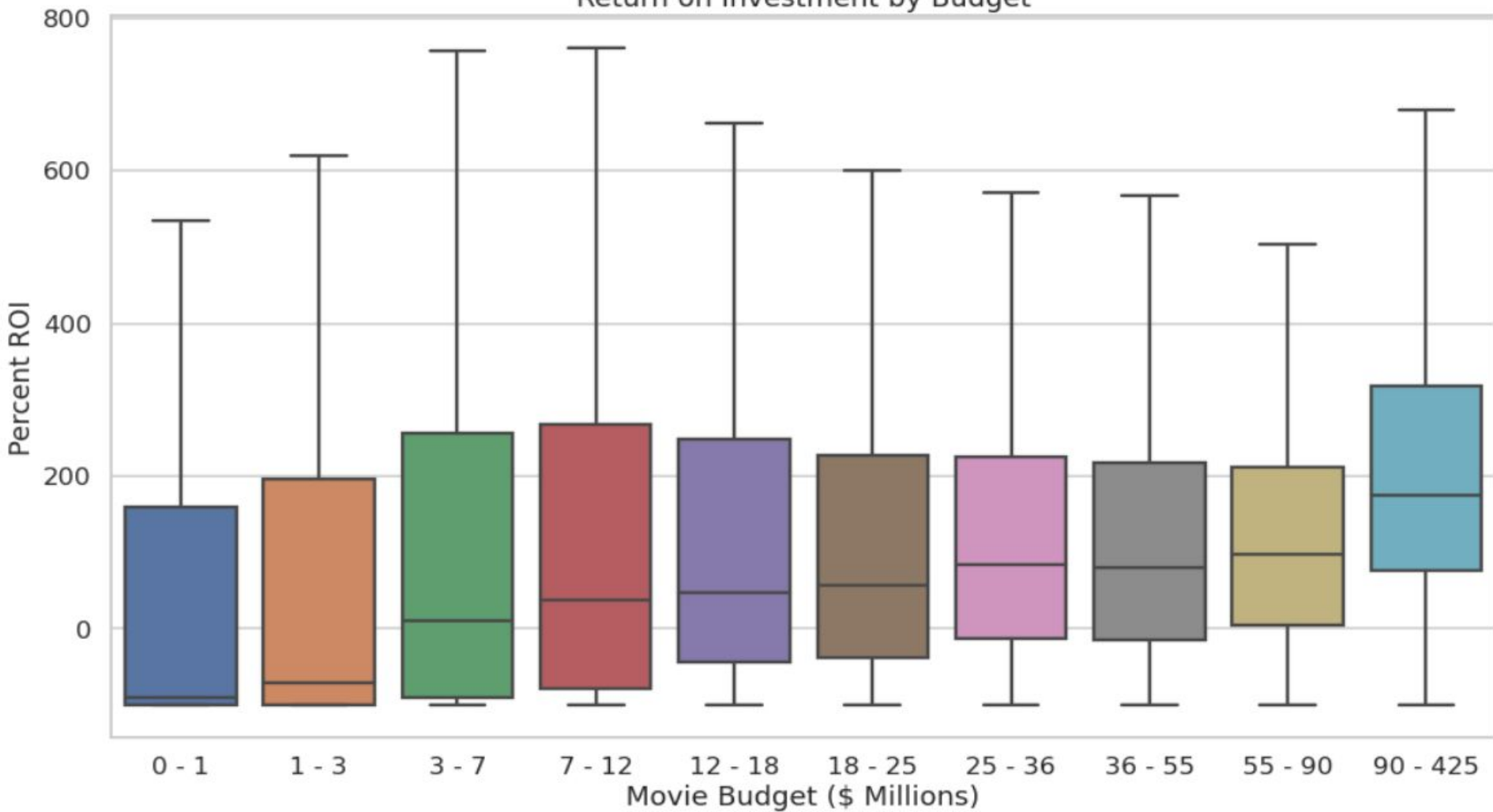


Total Profit by Budget

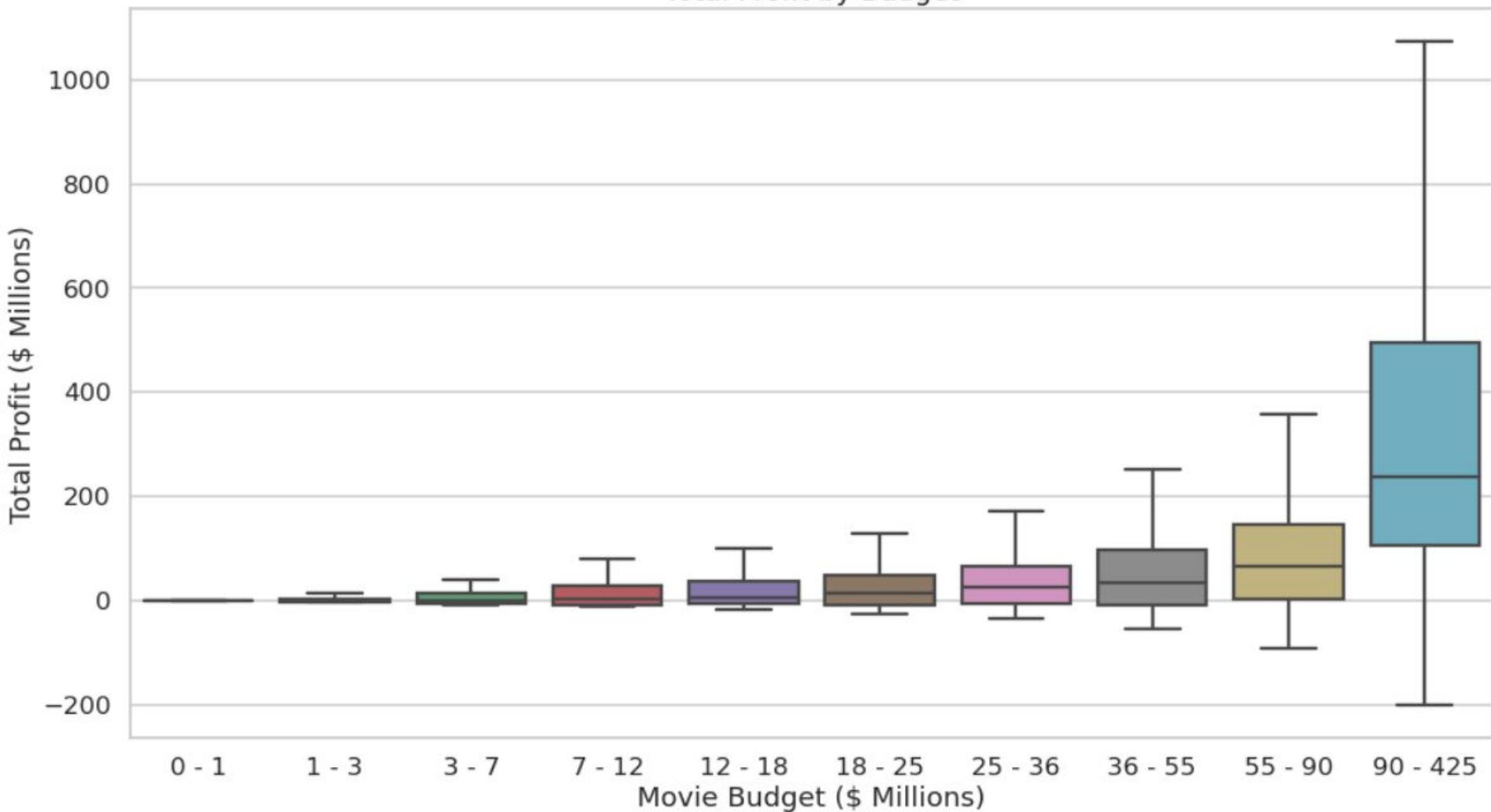


Alternate Budget Binning

Return on Investment by Budget

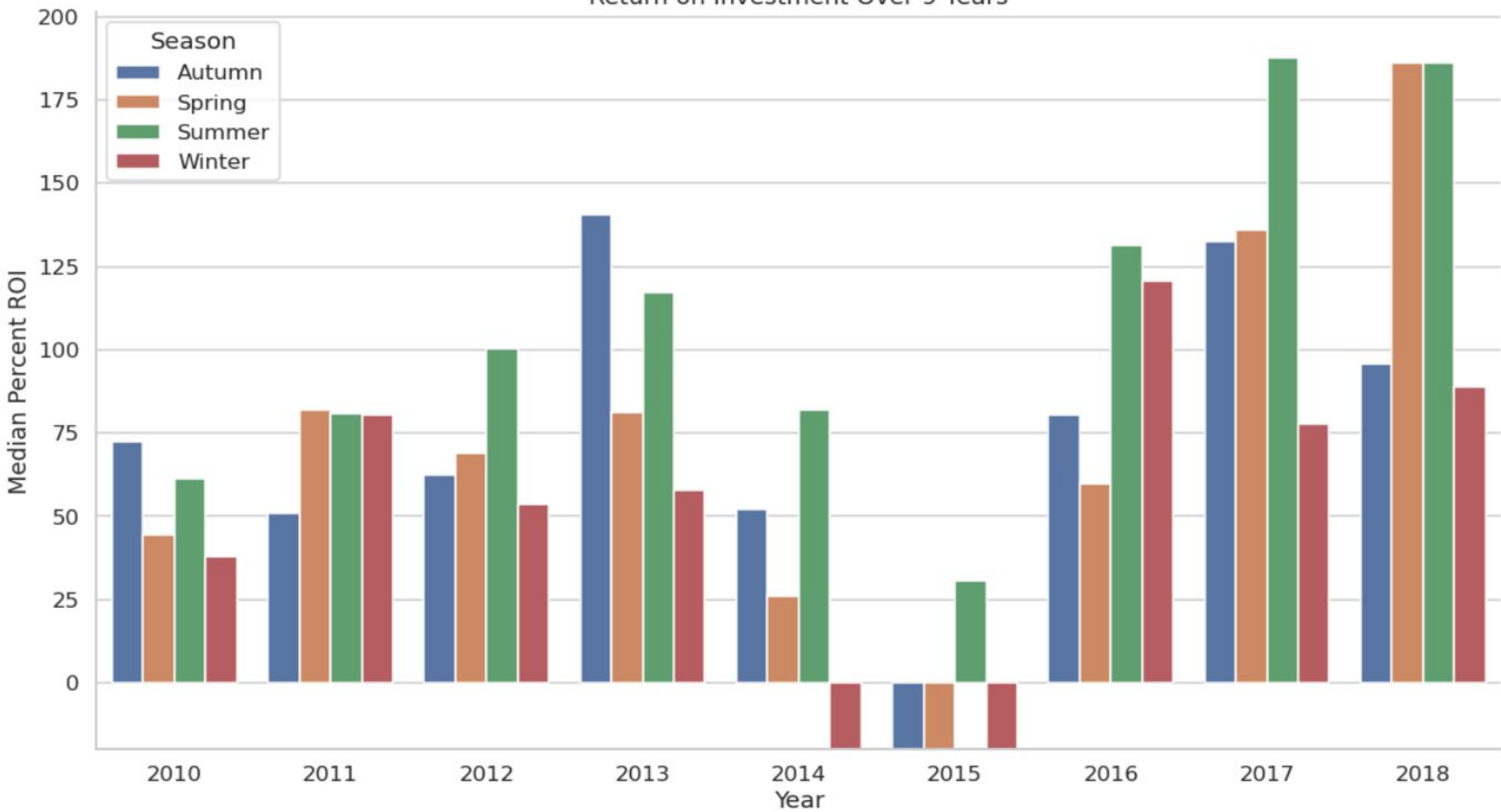


Total Profit by Budget



9 Years of Seasonal Data

Return on Investment Over 9 Years



Total Profits Over 9 Years

