



Joel Mott – Flatiron School

Maximizing ROI for Microsoft Films

business context

Microsoft is opening a film studio and seeking data on films doing well at the box office.

This project defines box office success as return on investment (ROI).

Specifically, ROI is defined here as the amount of money in USD that a film made worldwide, minus its production budget.

The project analyzes box office data along with **genre**, **month of release**, and **directors** to help Microsoft make informed decisions on producing films more likely to have a robust ROI.

data overview

- This study examines data from 1,949 films with budgets that are not small ([general consensus](#) is that small budgets end at around \$2 million USD).
- Budget and ROI data was drawn from **the-numbers.com**.
- Genre, month of release, and director information comes from **IMDb**.

process steps

- Different types of information were cross-referenced to look for patterns and basic observations, such as:
 - when high-ROI films tend to be released during the year
 - which genres are more likely to return a higher ROI than others
 - which directors are associated with high-ROI films
- These general findings are broken down into specific insights:
 - when high-ROI films in a particular genre tend to be released
 - which directors within that genre tend to make higher-ROI films

recommendations

1. Certain genres have a tendency to generate a higher ROI than others. We will start with an overview of these.
2. Not all film genres perform well at the same time of year; we will go through each genre's particular "sweet spot" for release.
3. Alongside release months, we recommend the top ten ROI-earning directors per genre.

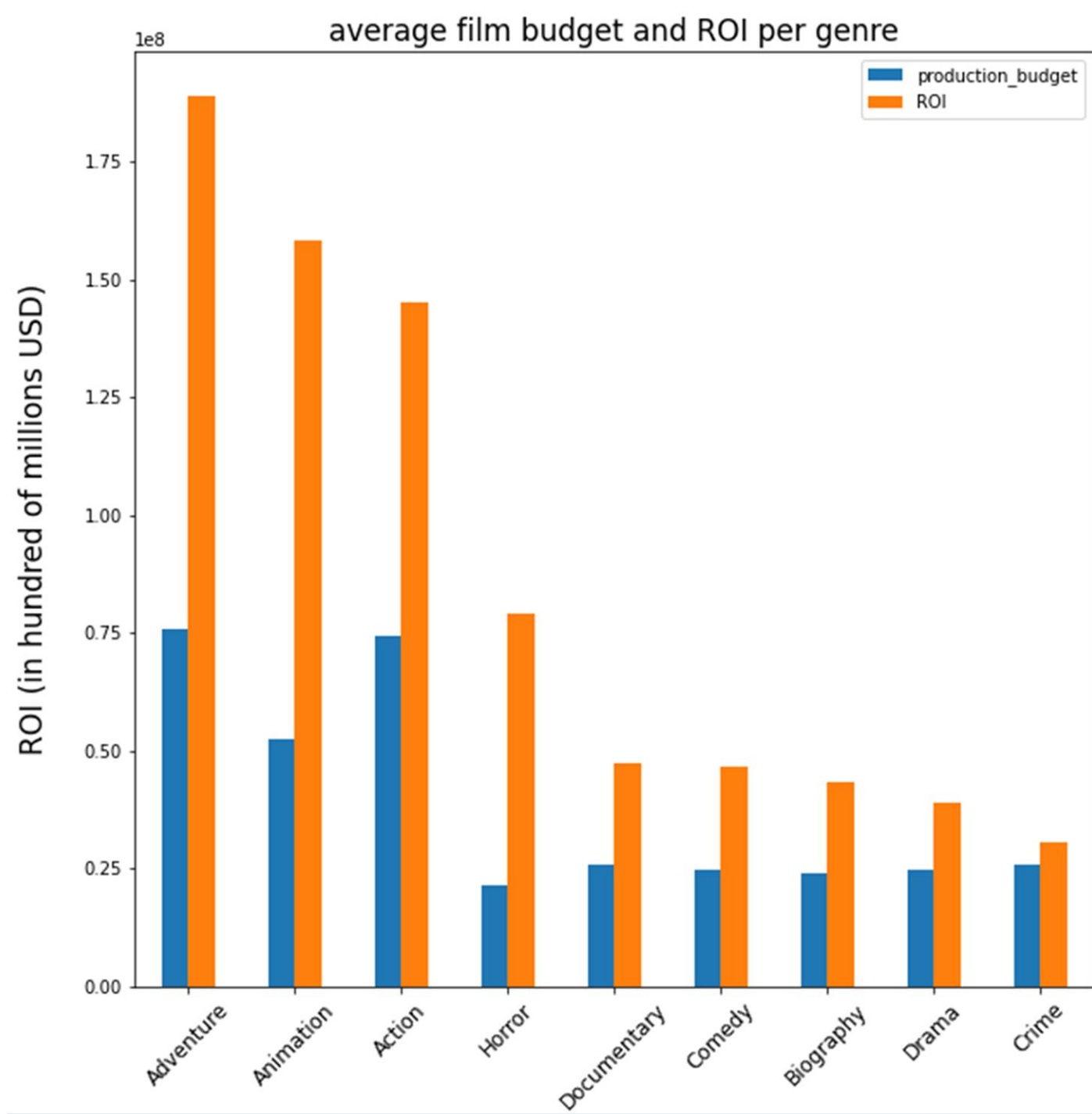
results overview

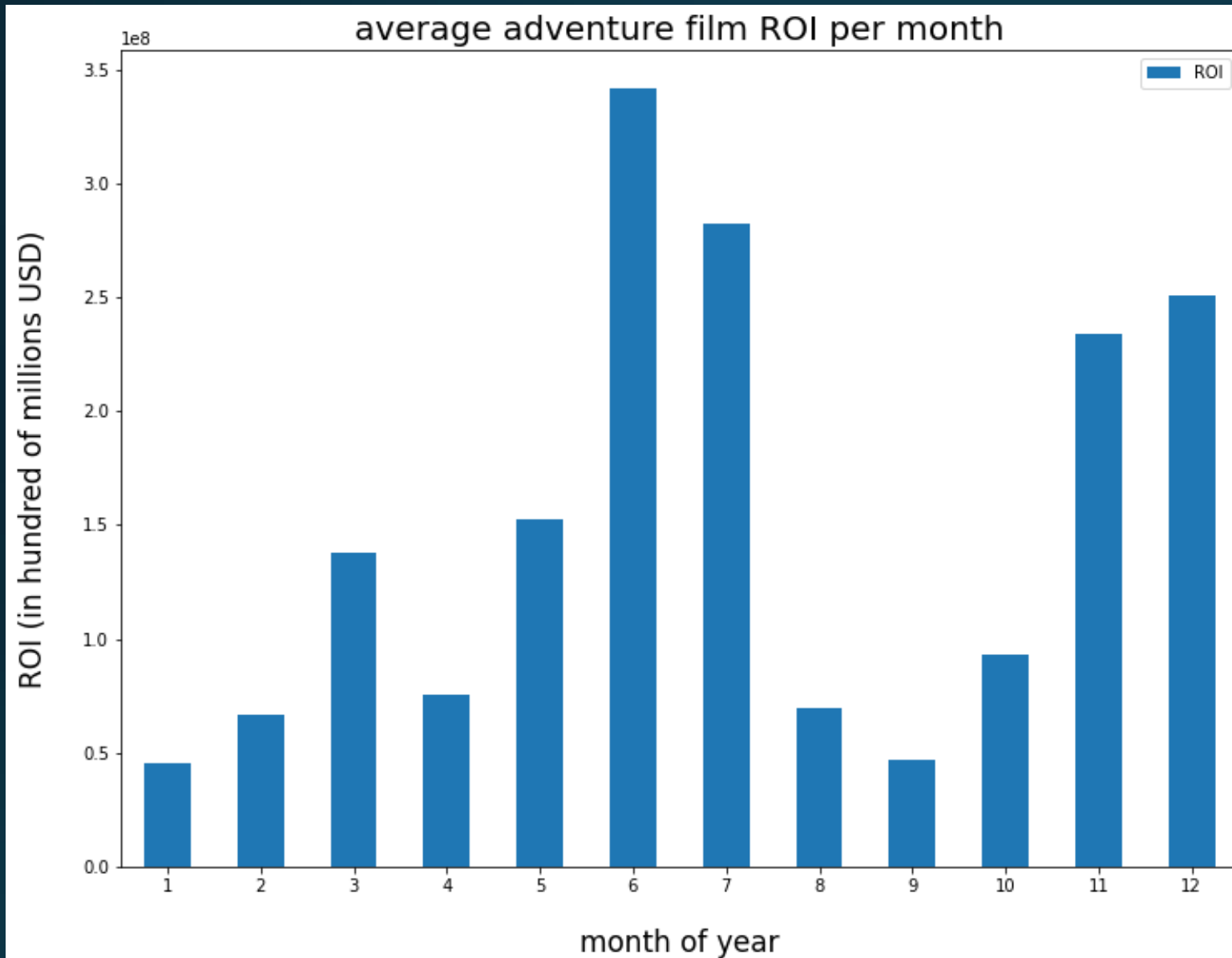
The following film genres tend to return a positive ROI (in order from highest to lowest):

1. adventure
2. animation
3. action
4. horror
5. documentary
6. comedy
7. biography
8. drama
9. crime

The following genres tend not to return a robust ROI (from highest to lowest average ROI):

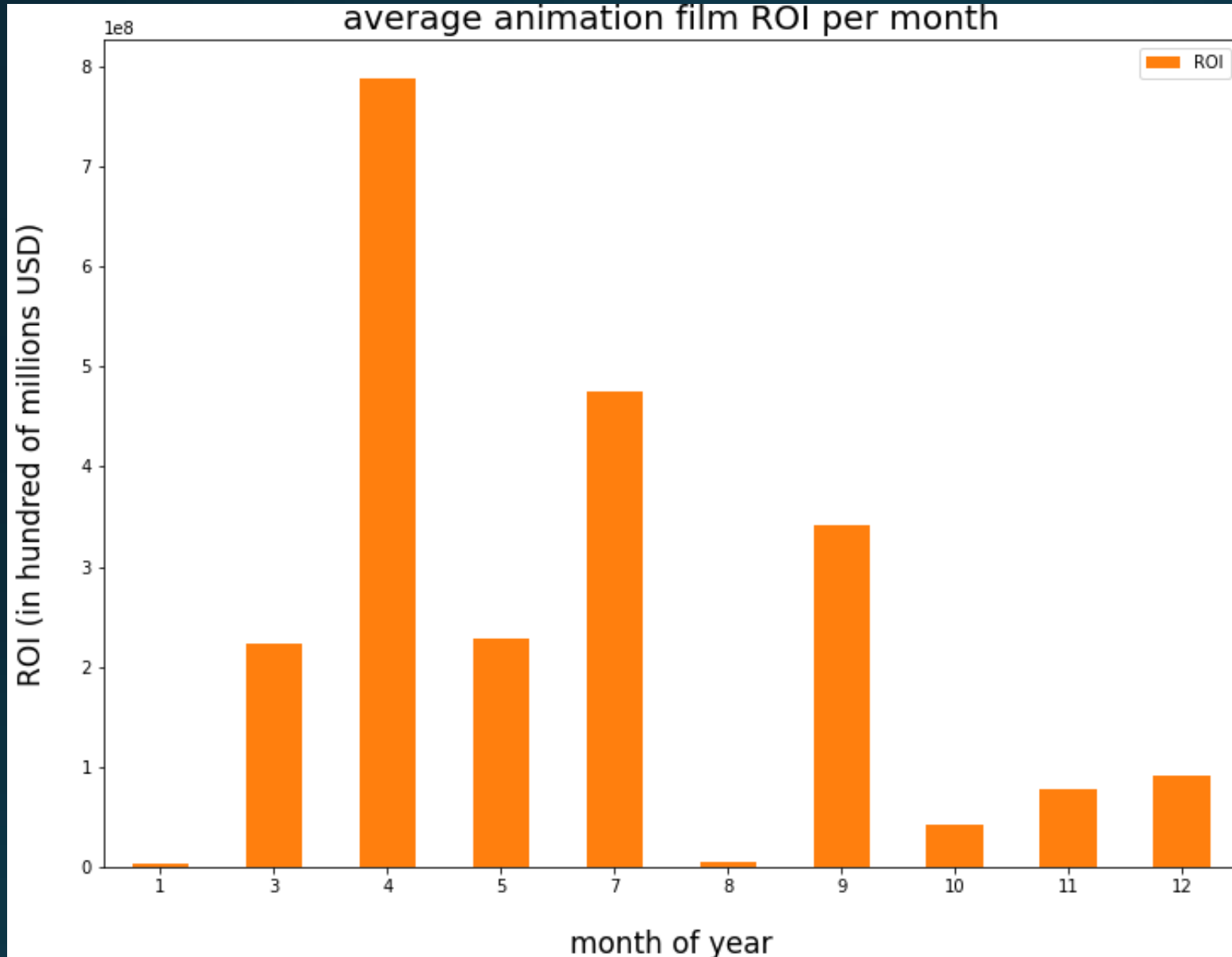
1. thriller
2. music
3. romance
4. sport





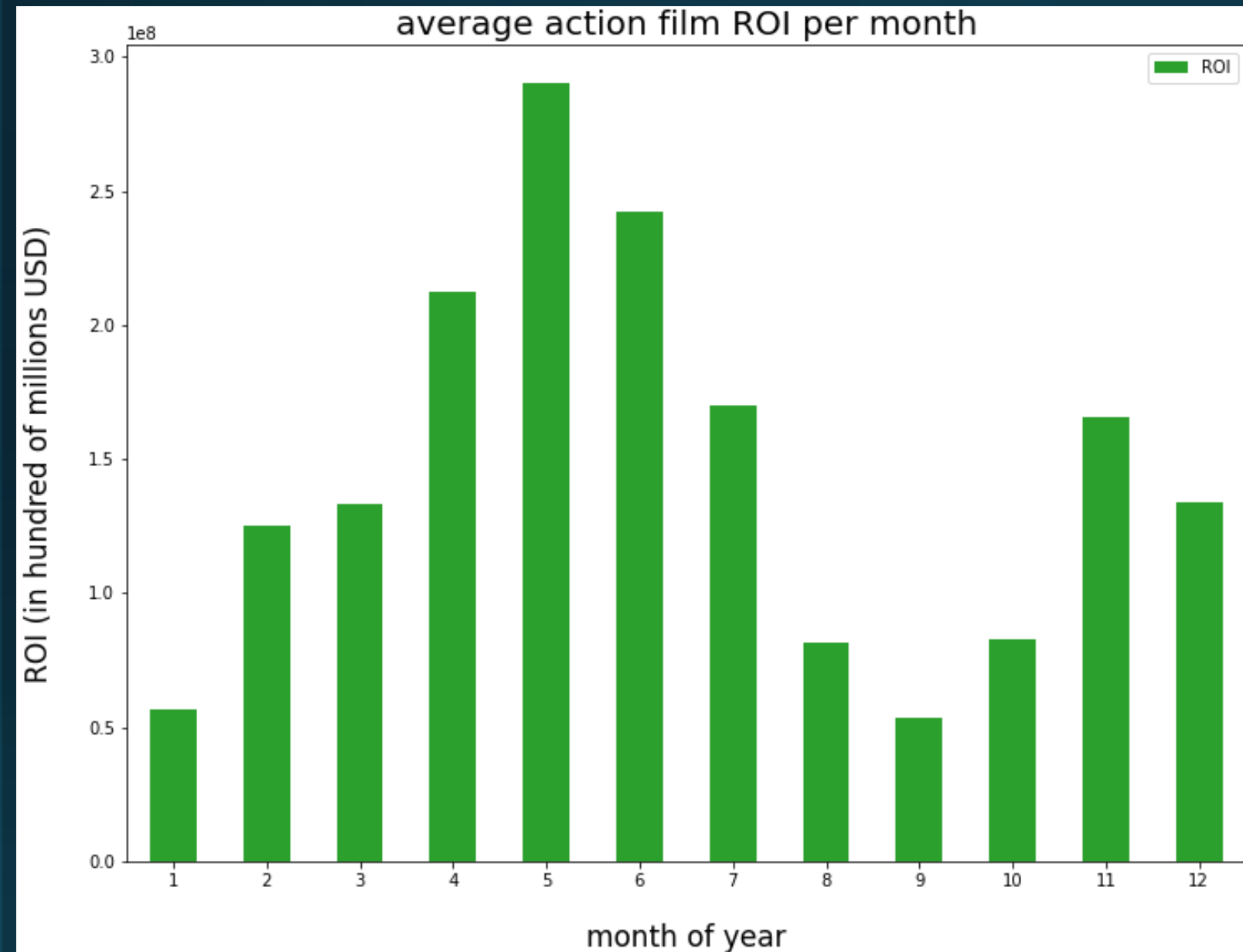
recommended
adventure film
release months & top
ten directors for ROI

1. James Cameron
2. Peter Jackson
3. Kyle Balda
4. Pete Meads
5. Lee Unkrich
6. Byron Howard
7. Adam Green
8. Mike Mitchell
9. David Yates
10. Tim Burton



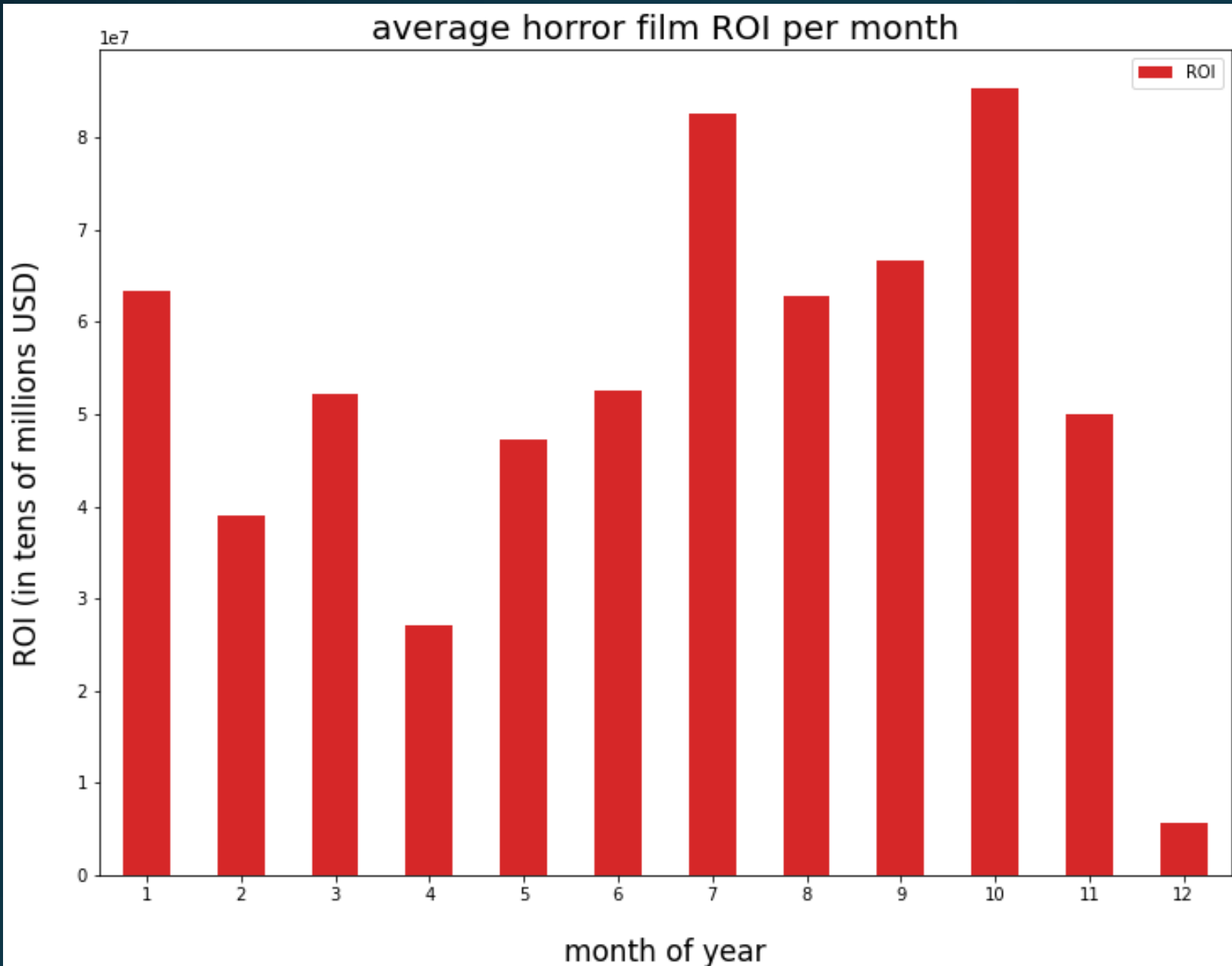
recommended
animation film
release months & top
ten directors for ROI

1. Jun Falkenstein
2. Genndy Tartakovsky
3. Garth Jennings
4. Chris Renaud
5. Jason Stamp
6. John Stronach
7. Greg Tiernan
8. Sylvain Chomet
9. Tim Burton
10. Fernando Cortizo



recommended **action**
film release months &
top ten directors for ROI

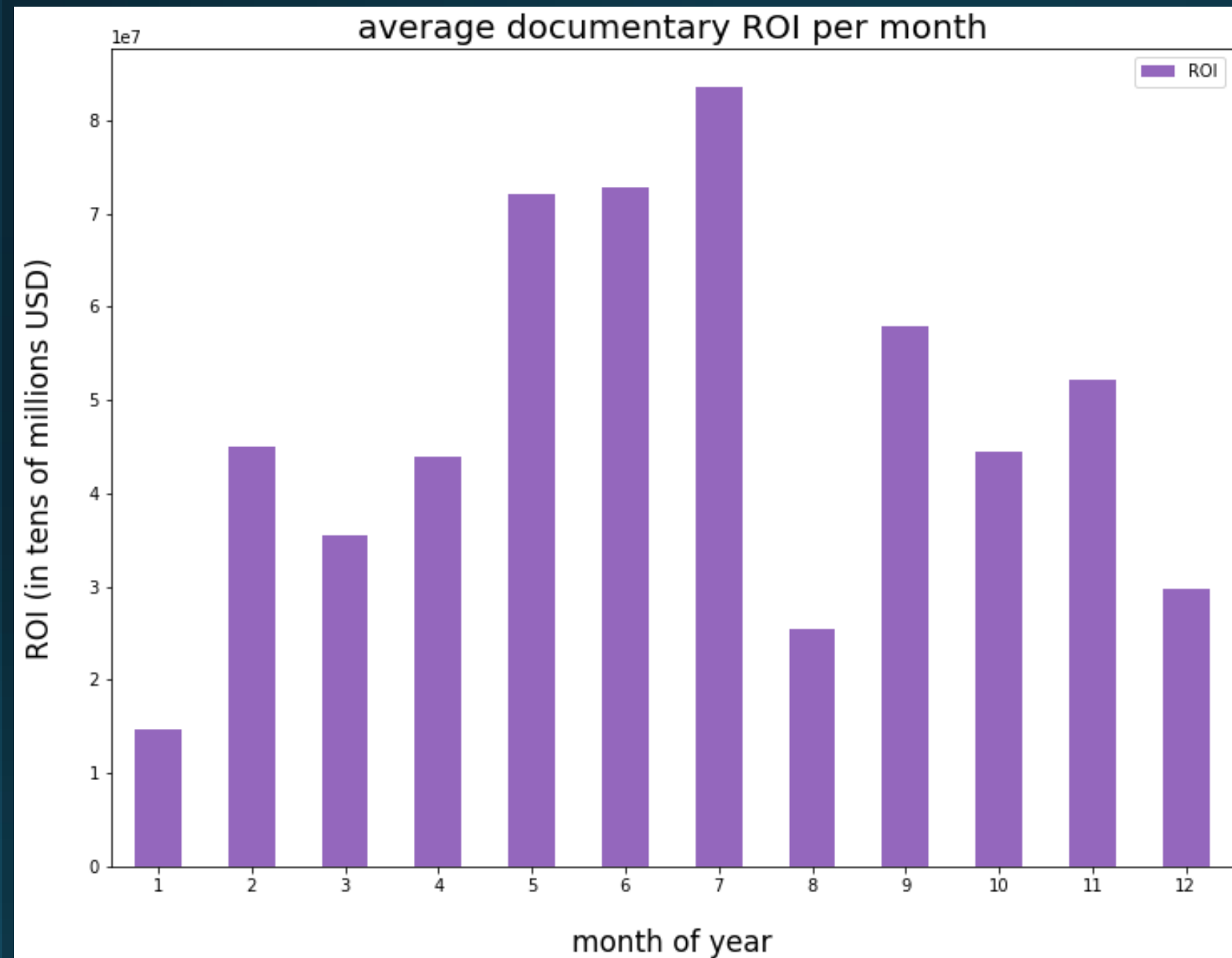
1. Anthony Russo
2. Joss Whedon
3. James Wan
4. Michael Bay
5. Francis Lawrence
6. Christopher Nolan
7. Sam Mendes
8. Zack Snyder
9. Garth Edwards
10. Colin Trevorrow



recommended **horror** film
release months & top ten
directors for ROI

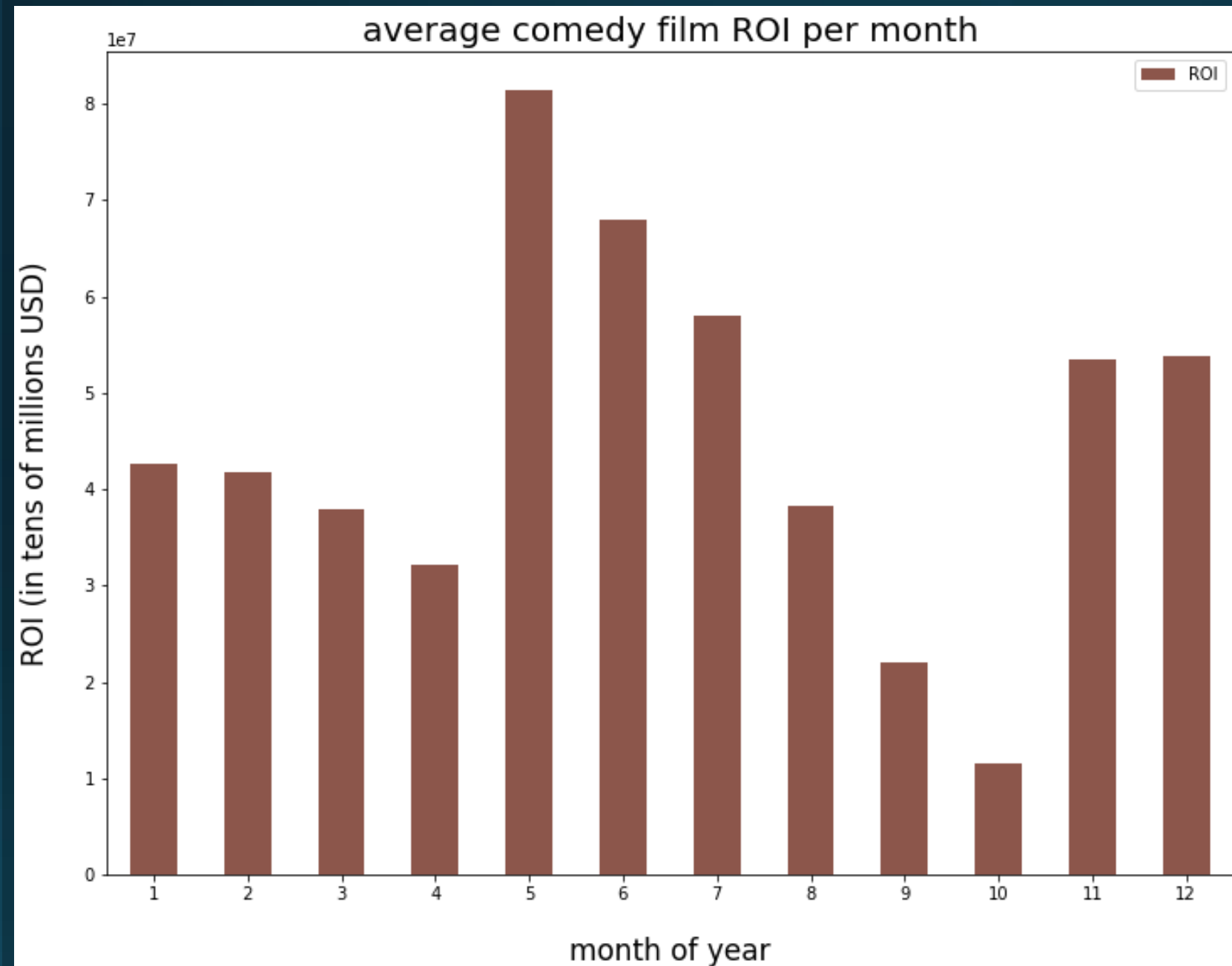
(Note: from here on, ROI
values in graphs are now in
the *tens* of millions)

1. Andy Muschietti
2. Henry Joost
3. David Gordon Green
4. James Wan
5. David F. Sandberg
6. Jordan Peele
7. John R. Leonetti
8. Christopher Landon
9. Tod Williams
10. Gil Kenan



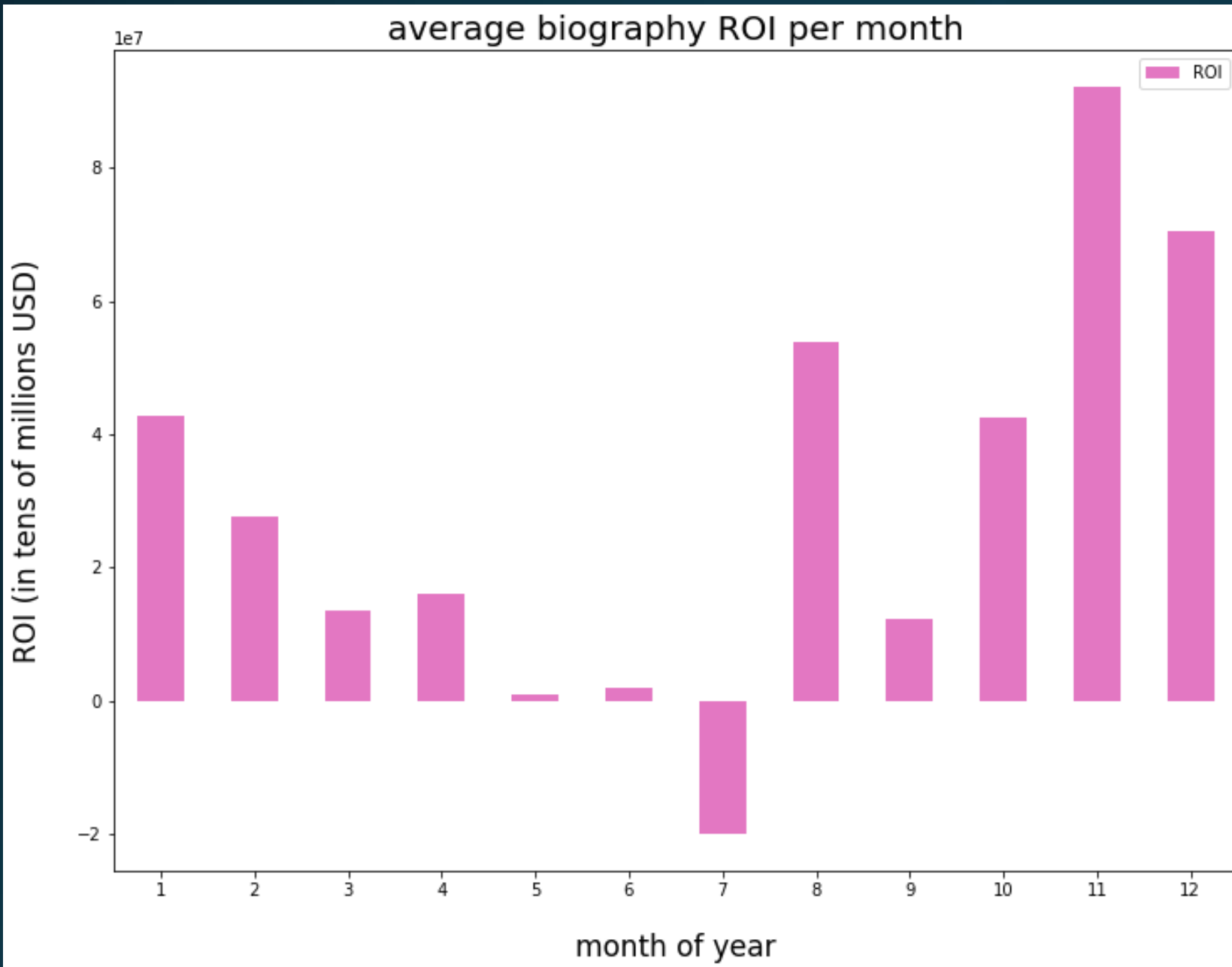
recommended
documentary film
release months & top
ten directors for ROI

1. Vanja Kovacevic
2. Reza Golchin
3. Laura Clarke
4. Jesse Rose
5. Sjoerd Oostrik
6. Sarah Morris
7. Jill Magid
8. Luciana Kaplan
9. Patrick Fileti
10. Sean Sevestre



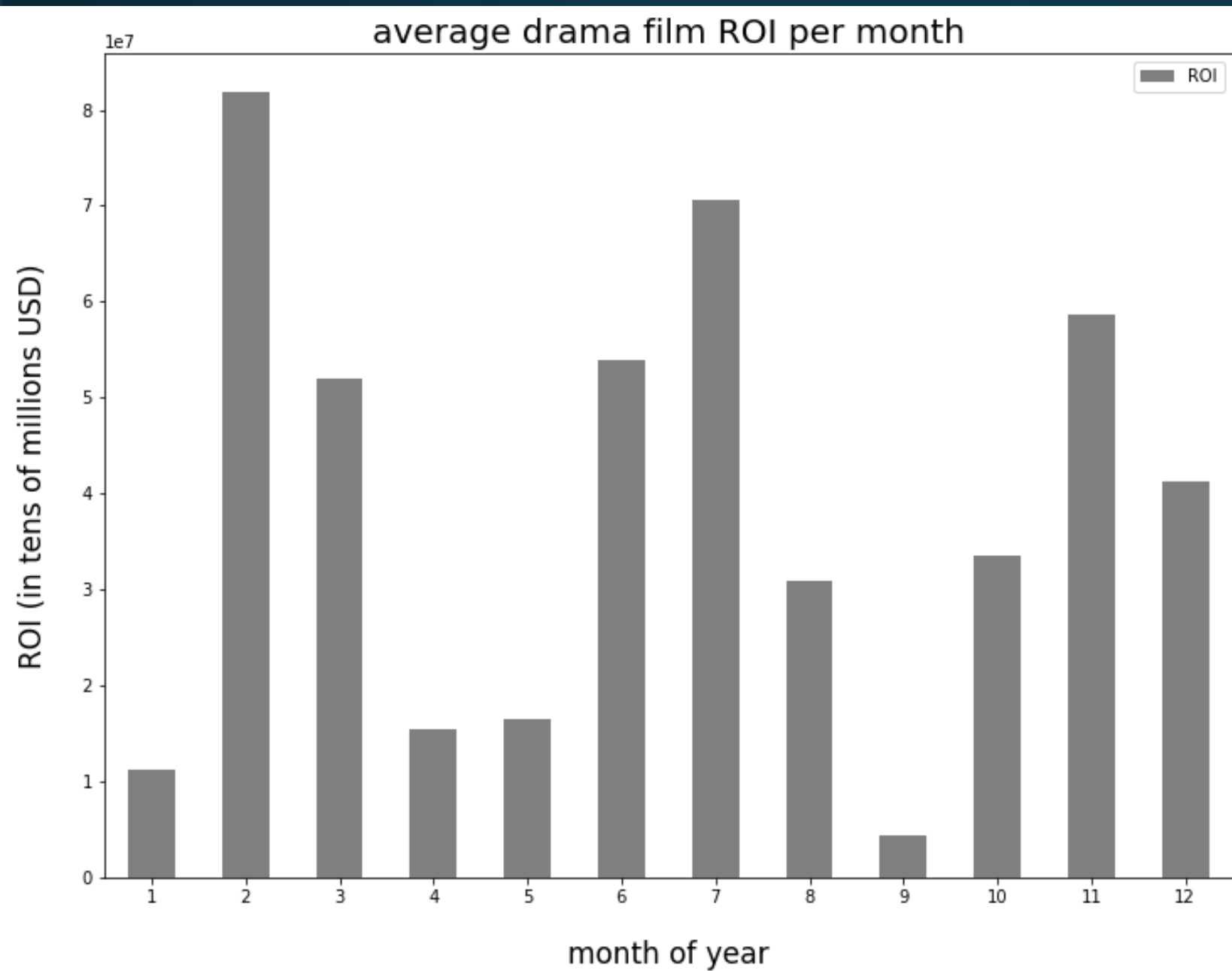
recommended **comedy**
film release months &
top ten directors for ROI

1. Seth MacFarlane
2. Todd Phillips
3. Kyle Lawrence
4. Dennis Dugan
5. Damien Chazelle
6. Rahim Behboodi Far
7. Nicholas Stoller
8. Paul Feig
9. Daming Chen
10. Jake Kasdan



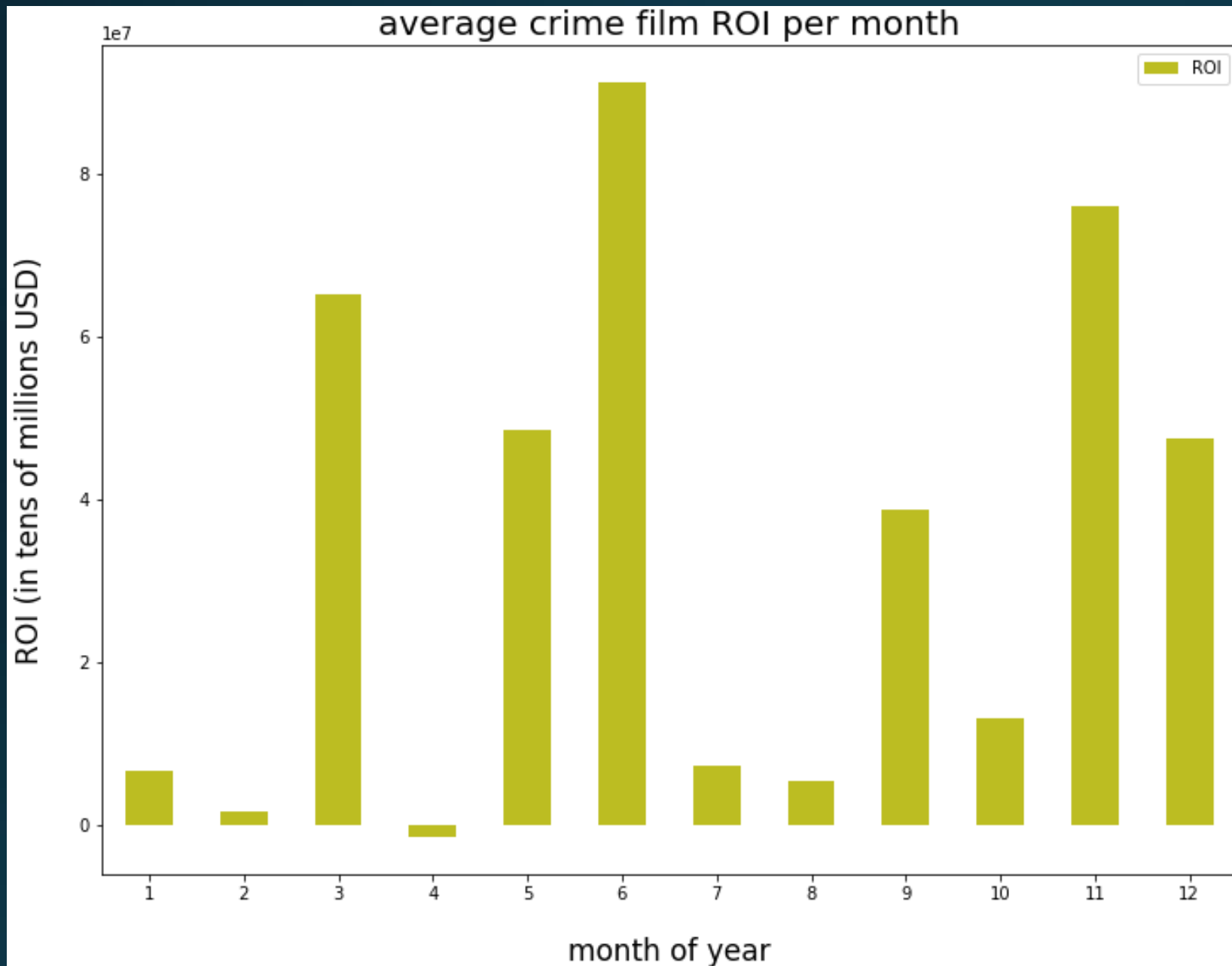
recommended
biography film release
months & top ten
directors for ROI

1. Bryan Singer
2. Steven Spielberg
3. Michael Gracey
4. Peter Farrelly
5. Martin Scorsese
6. Clint Eastwood
7. Morten Tyldum
8. Theodore Melfi
9. David Fincher
10. Ben Affleck



recommended drama
film release months &
top ten directors for ROI

1. Christophe Gans
2. James Foley
3. Alfonso Cuarón
4. Sam Taylor-Johnson
5. Tarô Ohtani
6. Chris Eneaji Eneng
7. Quentin Tarantino
8. Darren Aronofsky
9. Sébastien Grall
10. David Fincher



recommended **crime**
film release months &
top ten directors for ROI

1. Artie Mandelberg
2. Mostafa Kiayee
3. Kenneth Branagh
4. Louis Leterrier
5. David O. Russell
6. David Fincher
7. Martin McDonagh
8. Ben Affleck
9. Michael Spierig
10. Quentin Tarantino

summary

- While each of these genres average a positive ROI, the following three stand out with the highest earning potential:
 - an **adventure** film released in June
 - an **animation** film released in April
 - an **action** film released in May
- Furthermore, Microsoft may be able to maximize ROI by recruiting one of the respective top ten ROI-earning directors listed next to each genre's graph.

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