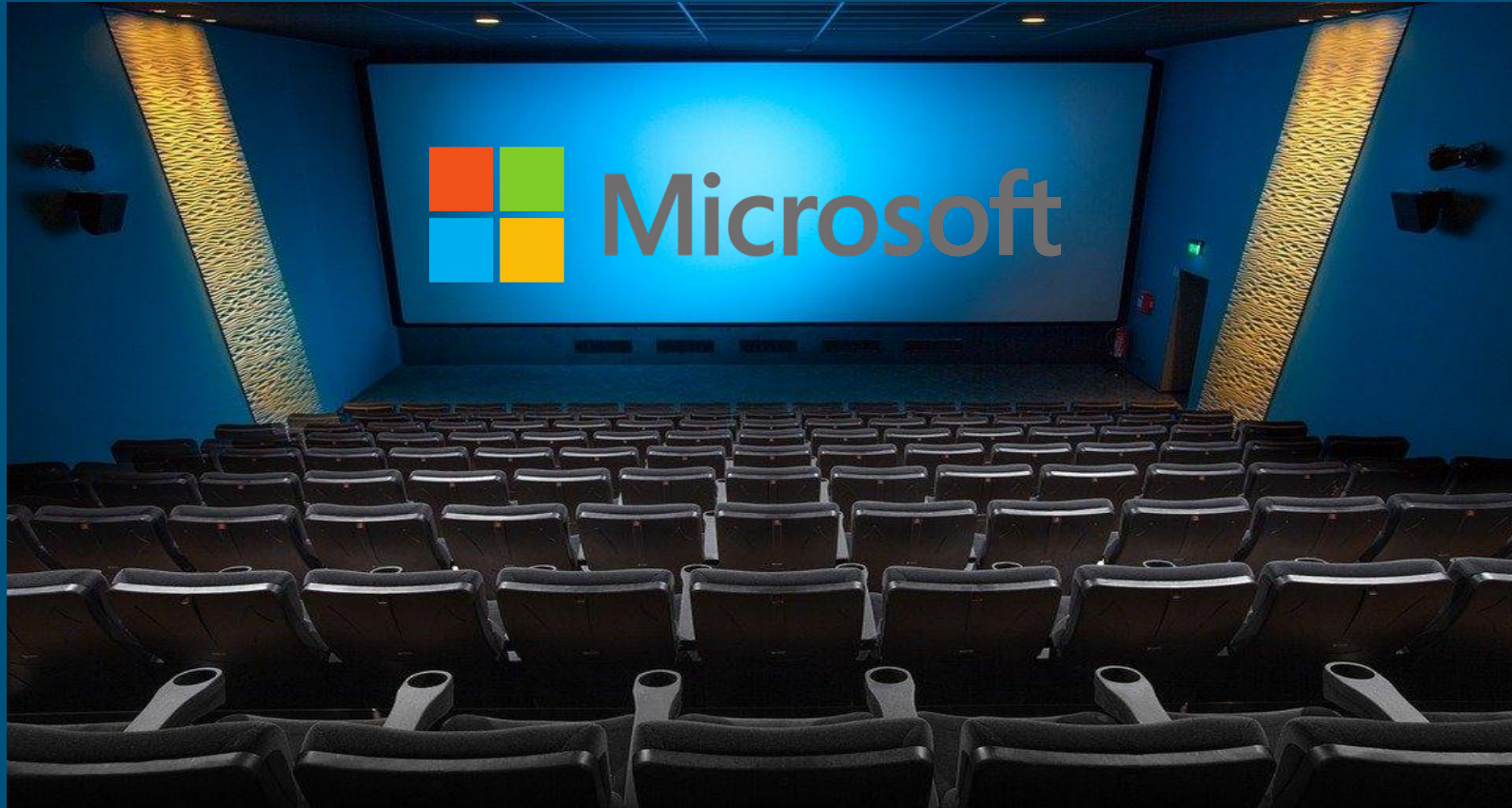# Movie Analysis for Microsoft

Jonathan Holt

Why I'm Here

Questions to Answer:

1. What Movie Types are Successful?

2. How do we measure that Success?

3. What Movie Types Should Microsoft Make?

4. How much should Microsoft Budget?

Answering the Questions

Define Success

Measure recent movies by Success.

Find the genres associated with Success.

This is Success

Solid Floor	High Ceiling
Movies that have a very high probability of breaking even.	Movies with a very high potential of making large profits and/or a significant return on investment.

The Data I Was Given

General information. (Cast, Runtime, Genres)

Financial data

Movie Reviews and User Ratings.

.

The Data That I Used

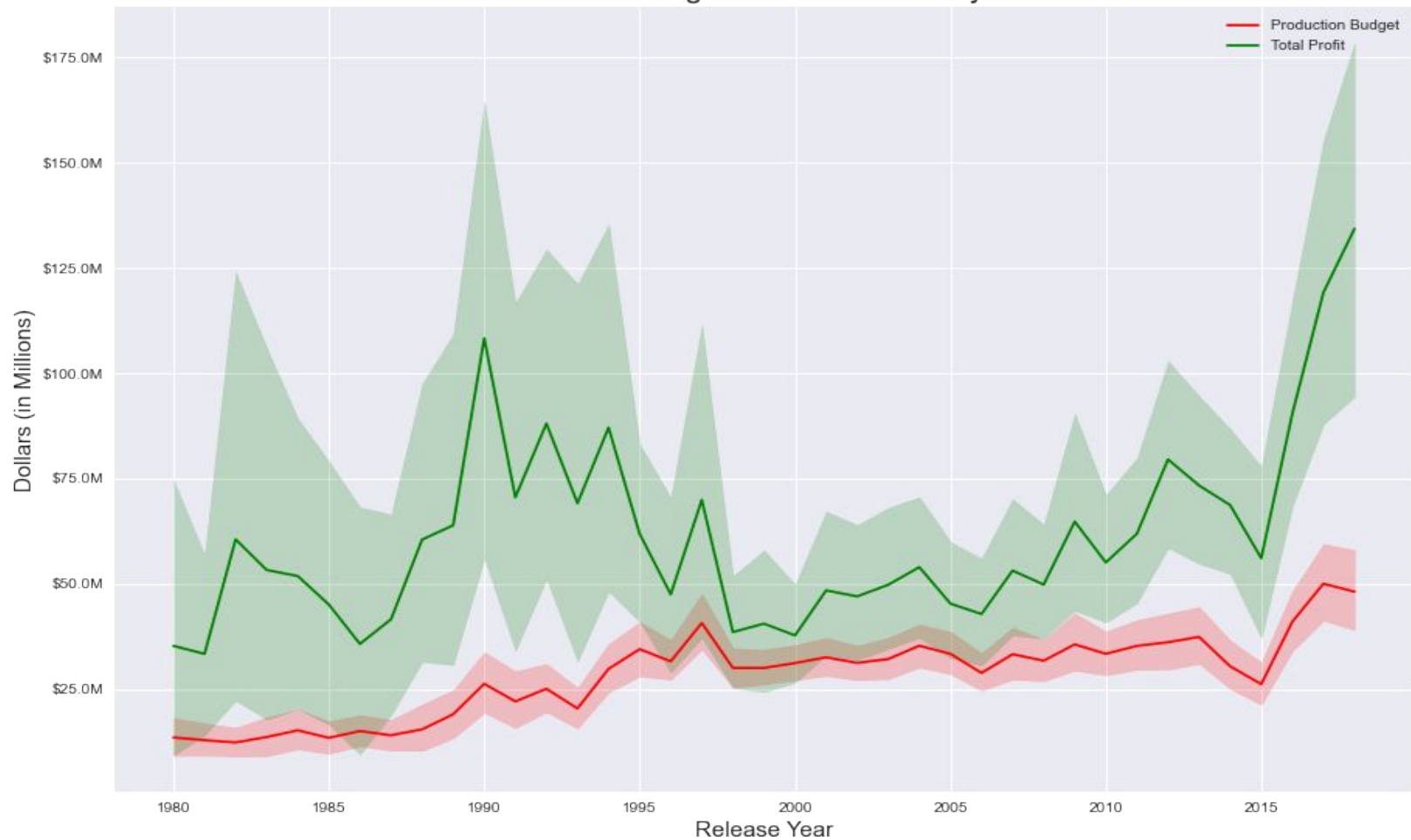Financial Data from The Numbers

Genre information from IMDB.

My Focus

Movies Released between 2010 and 2019.

Production Budget and Total Profit by Year

What Types of Movies Were Made?

Drama

Comedy

Action

Adventure

Thriller

Also Top 5 for Profit & ROI

Learn from the Best and the Worst
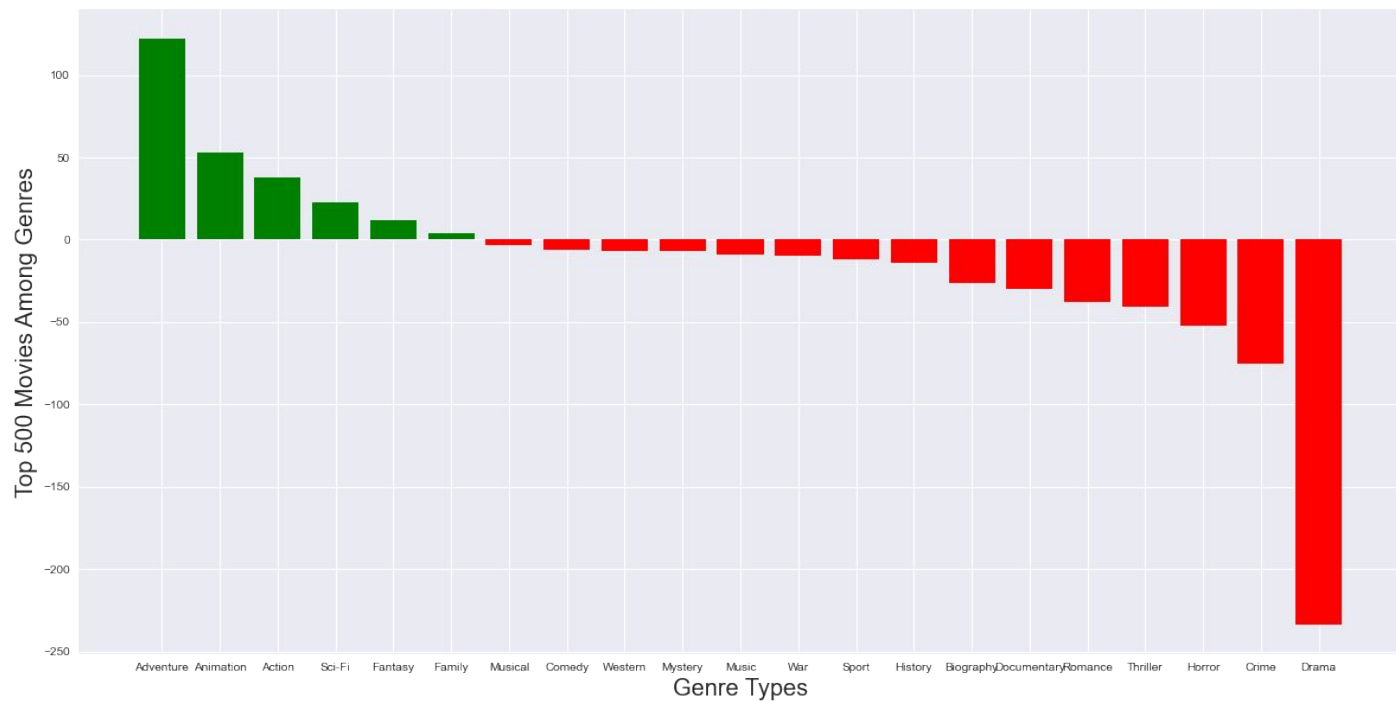

Do This

Emulate The top 500 Most Profitable Movies.

Avoid This

Avoid the mistakes of movies that lost money.

Contrast of Top 500 Profit Performance and Profit Loss

What Happens when We look at Success Rates per Genre?

85%

Of Animation Films

Break Even

82%

Of Animation Films Were in Top 500 Profit

80%

Of Adventure Films

Break Even

72%

Of Adventure Films Were in Top 500 Profit

Other Genres to Consider

	% in Top 500	Break-Even Rate
Sci-Fi	60%	68%
Fantasy	58%	74%
Action	56%	68%
Family	53%	73%
Comedy	49%	70%
Mystery	45%	69%

Recommendation #1

Primary Focus on Animation & Adventure.

Secondary Focus: Fantasy, Family, Comedy, Mystery, Sci-fi, and Action

Budget

Low Budget

Avg. Budget Range: $3M to $5M

Avg. Profit: $22M to $42M

Avg. ROI: 8x - 15x

Big Budget

Avg. Budget Range: $110M - $170M

Avg. Profit: $500M - $750

Avg. ROI: 4x - 6x

Recommendation #2

Focus on Big Budget Movies

Recommendation #3

Strategically Use Low Budget Movies to Diversify your Genres

Top Low Budget Genres

	Top 500 Rate	Break-Even Rate
Comedy	49%	70%
Mystery	45%	69%
Thriller	39%	61%
Romance	34%	65%
Horror	30%	56%
Drama	26%	57%

Summary

1. Primary Focus on Animation & Adventure.
   - Secondary Focus: Fantasy, Family, Comedy, Mystery, Sci-fi, and Action

2. Primary Focus on Big Budget Movies
   - Avg. cost $110M to $170M

3. Strategically Use Low Budget Movies to Diversify your Genres
   - Comedy, Mystery, Thriller, Romance, Horror, & Drama

Thanks for listening!

Any Questions?