


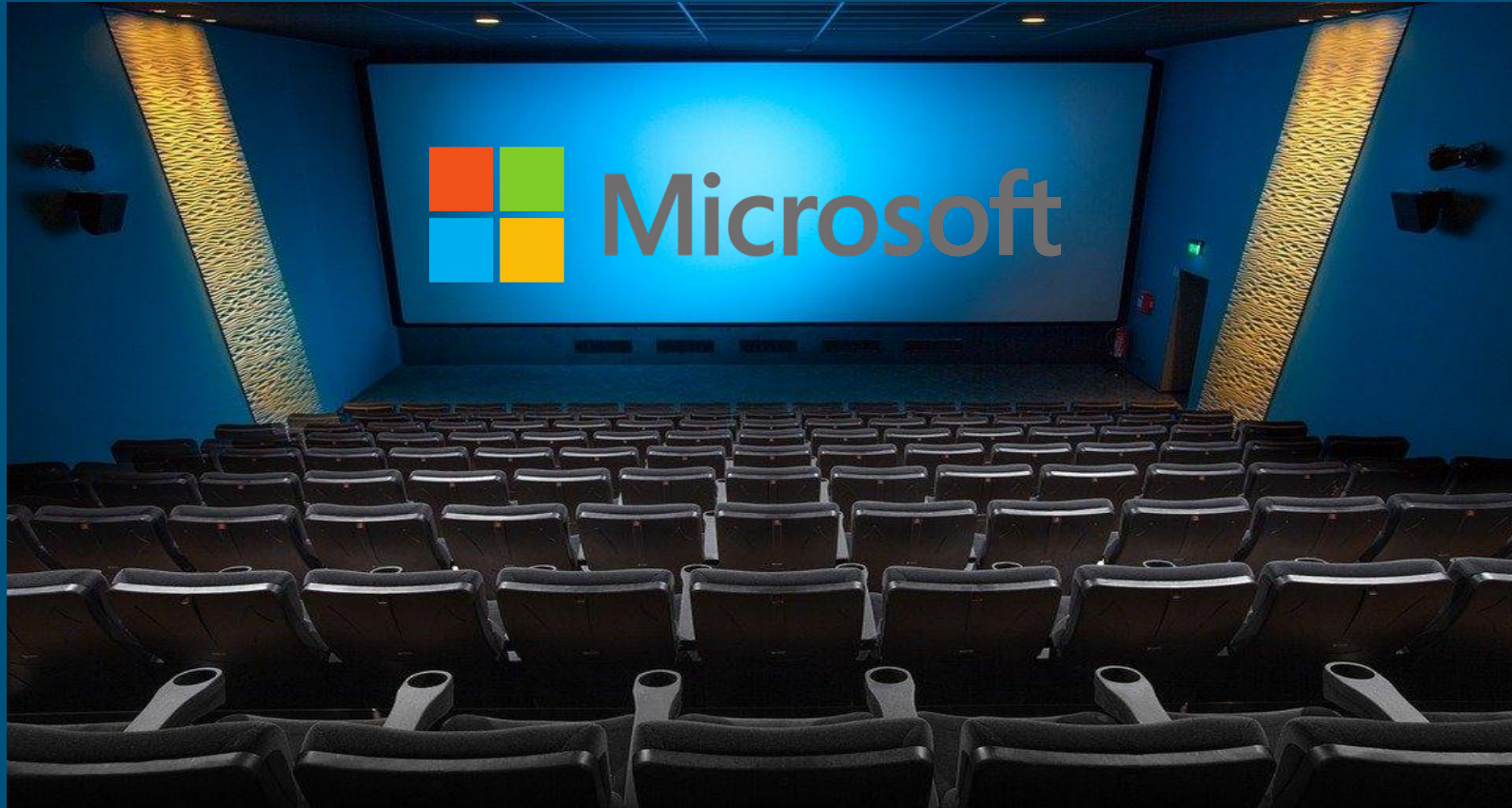
# Movie Analysis for Microsoft



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

Movies that have a very high probability of breaking even.

## High Ceiling

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.



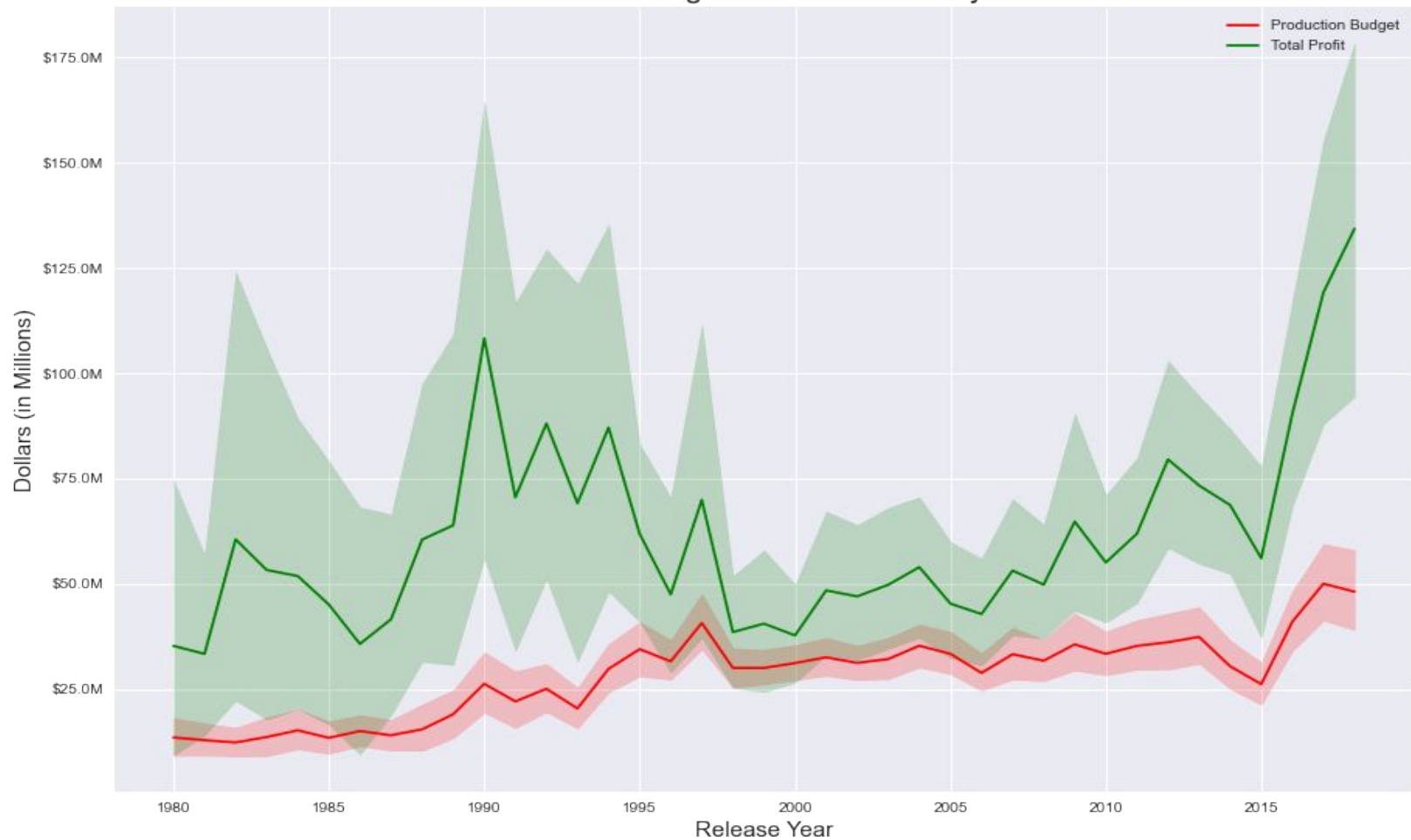


# My Focus

Movies Released  
between 2010 and 2019.



# Production Budget and Total Profit by Year



# What Types of Movies Were Made?



## Most Common Genres

Drama

Comedy

Action

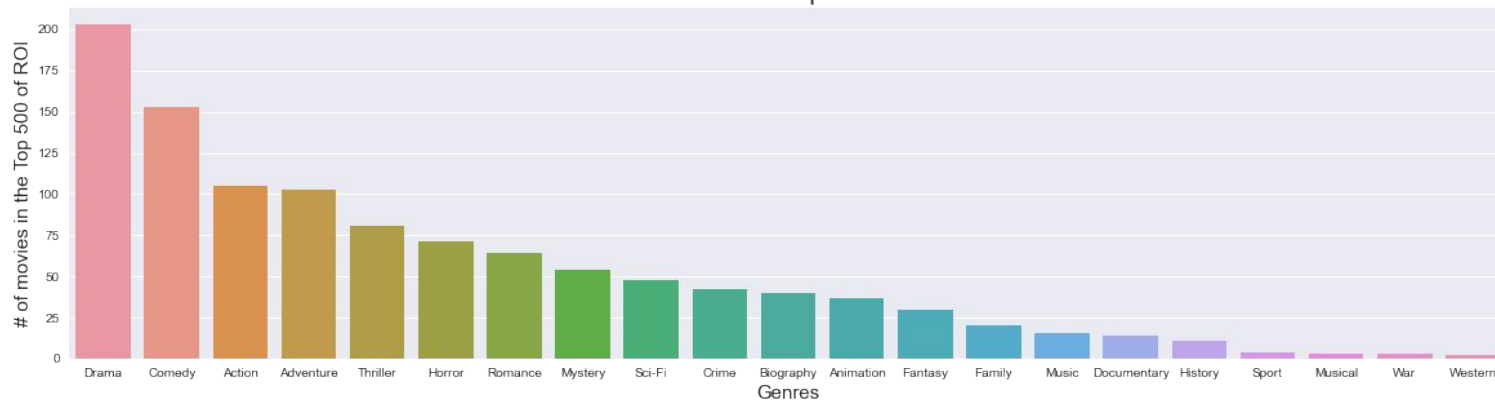
Adventure

Thriller

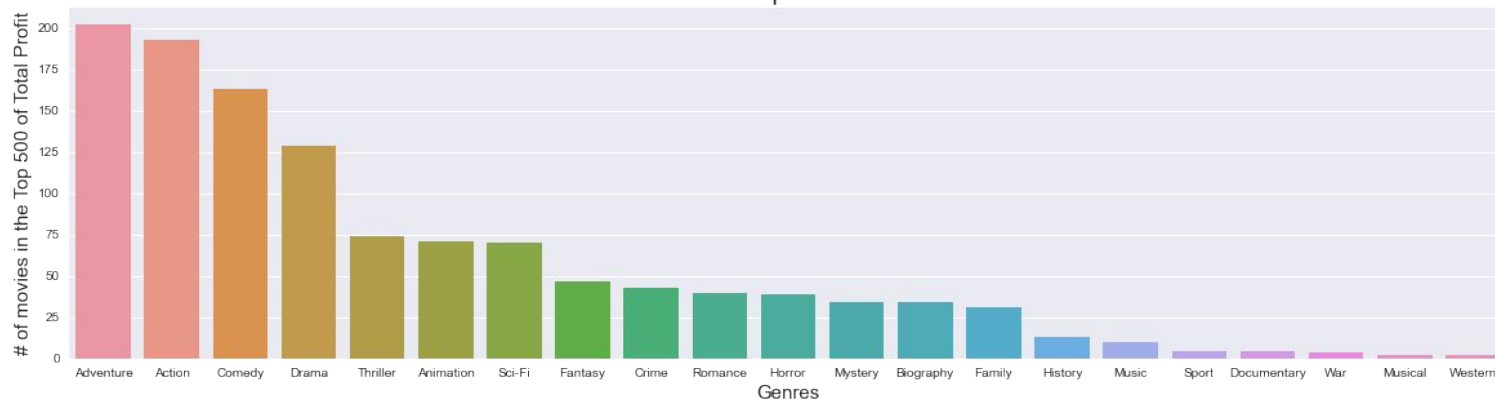
**Also Top 5 for Profit & ROI**



### Genres in the Top 500 of ROI



### Genres in the Top 500 of Total Profit



# Learn from the Best and the Worst



## Do This

Emulate The top 500  
Most Profitable Movies.

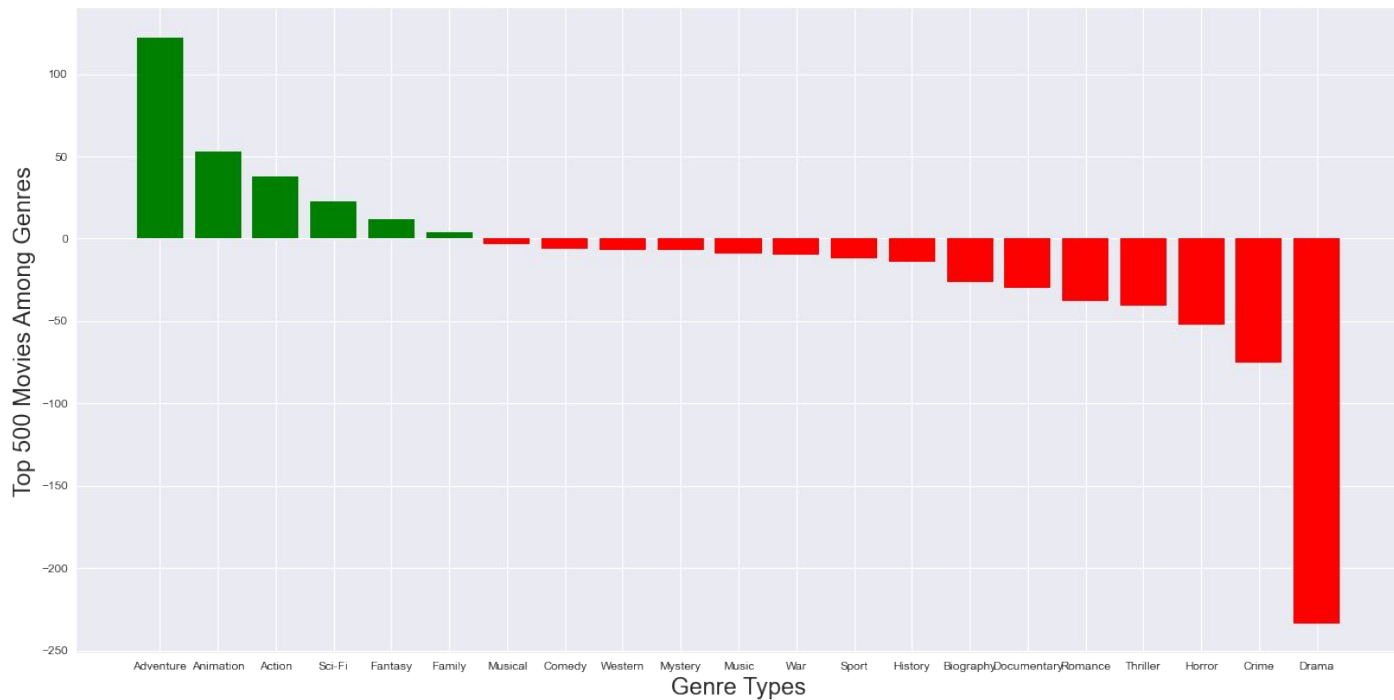


## Avoid This

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?

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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

	<u>% in Top 500</u>	<u>Break-Even Rate</u>
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, Sci-fi, and Action**

# Budget

## Adventure & Animation

Avg. Budget Range: **\$80M - \$150M**

## Fantasy, Sci-Fi, & Action

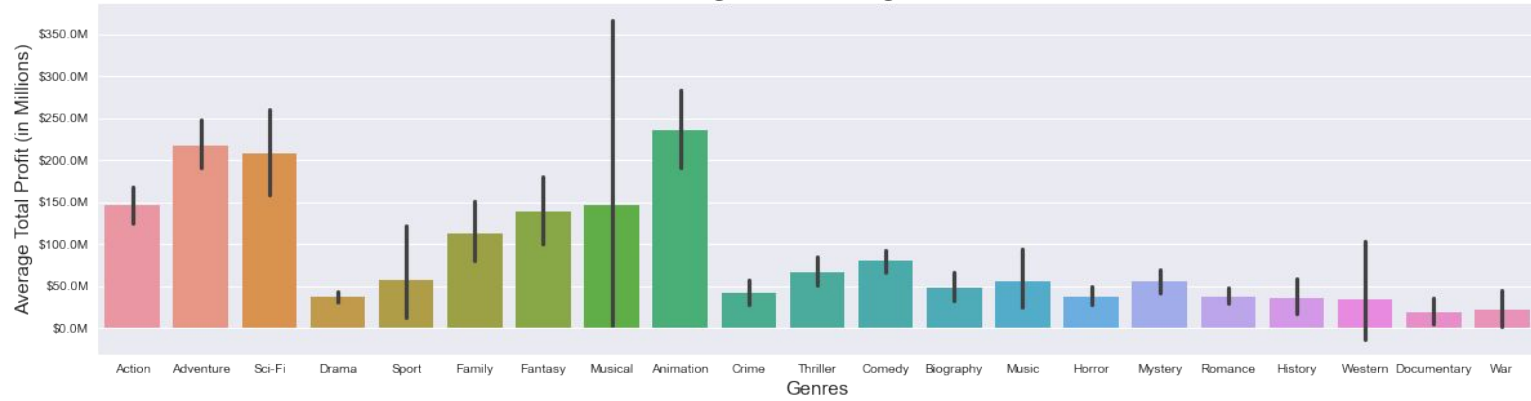
Avg. Budget Range: **\$50M - \$150M**

# Recommendation #2

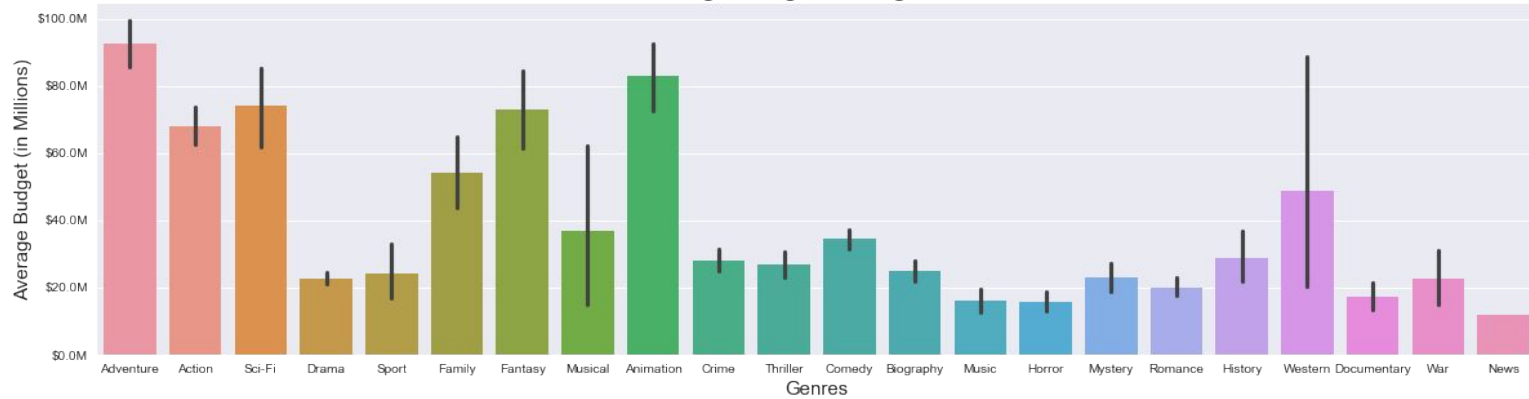
Focus on Big Budget Movies



Average Profit Among Genres



Average Budget Among Genres



# Recommendation #3

Strategically Use Low Budget Movies to Diversify your Genres

## Top Low Budget Genres

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

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# Summary

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1. Primary Focus on Animation & Adventure.
    - Secondary Focus: Fantasy, Family, Sci-fi, and Action
  2. Primary Focus on Big Budget Movies
  3. Strategically Use Low Budget Movies to Diversify your Genres
    - Comedy, Mystery, Thriller, Romance, Horror, & Drama





Thanks for listening!

Any Questions?