


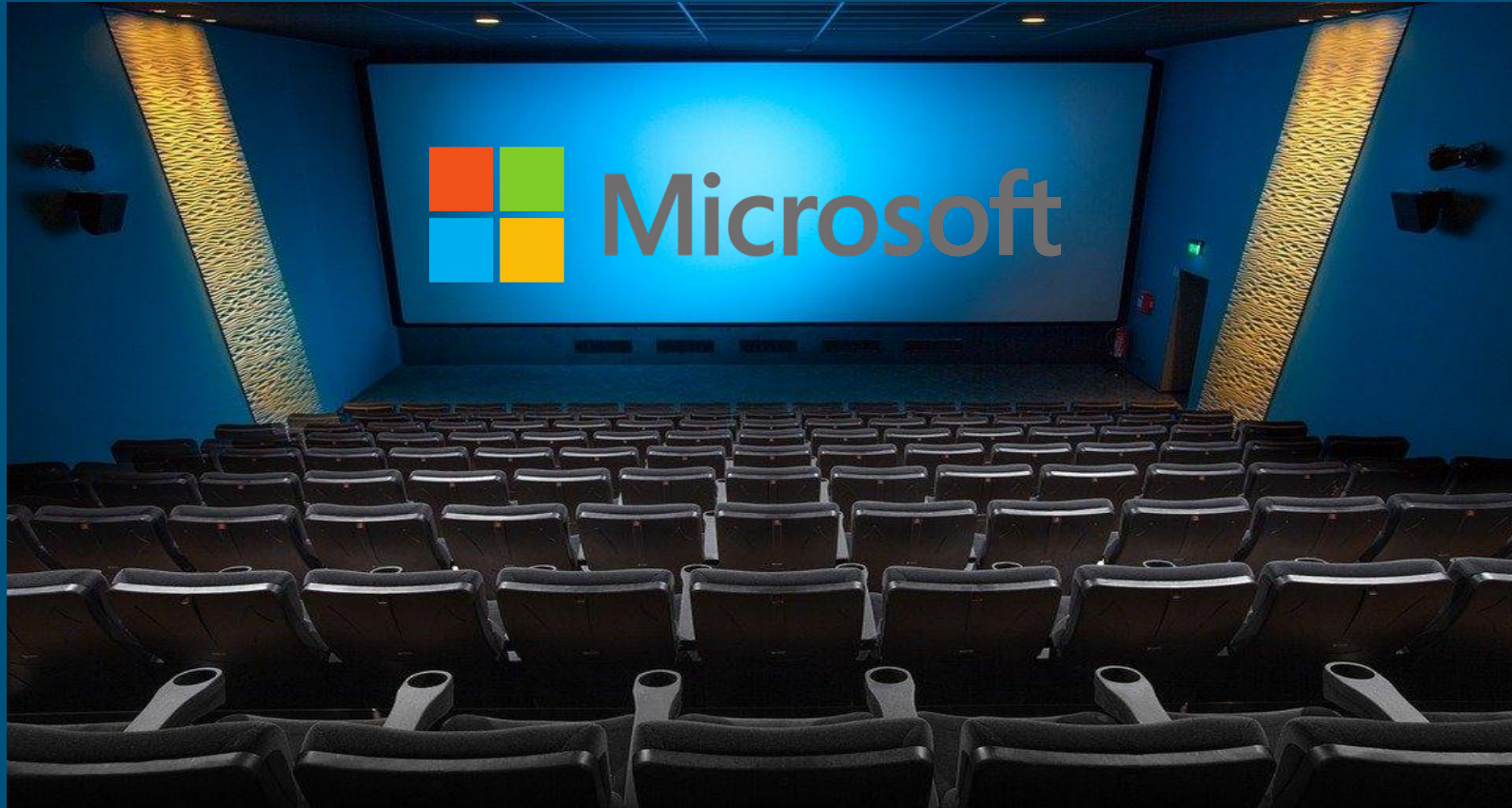
# Movie Analysis for Microsoft



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# 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.



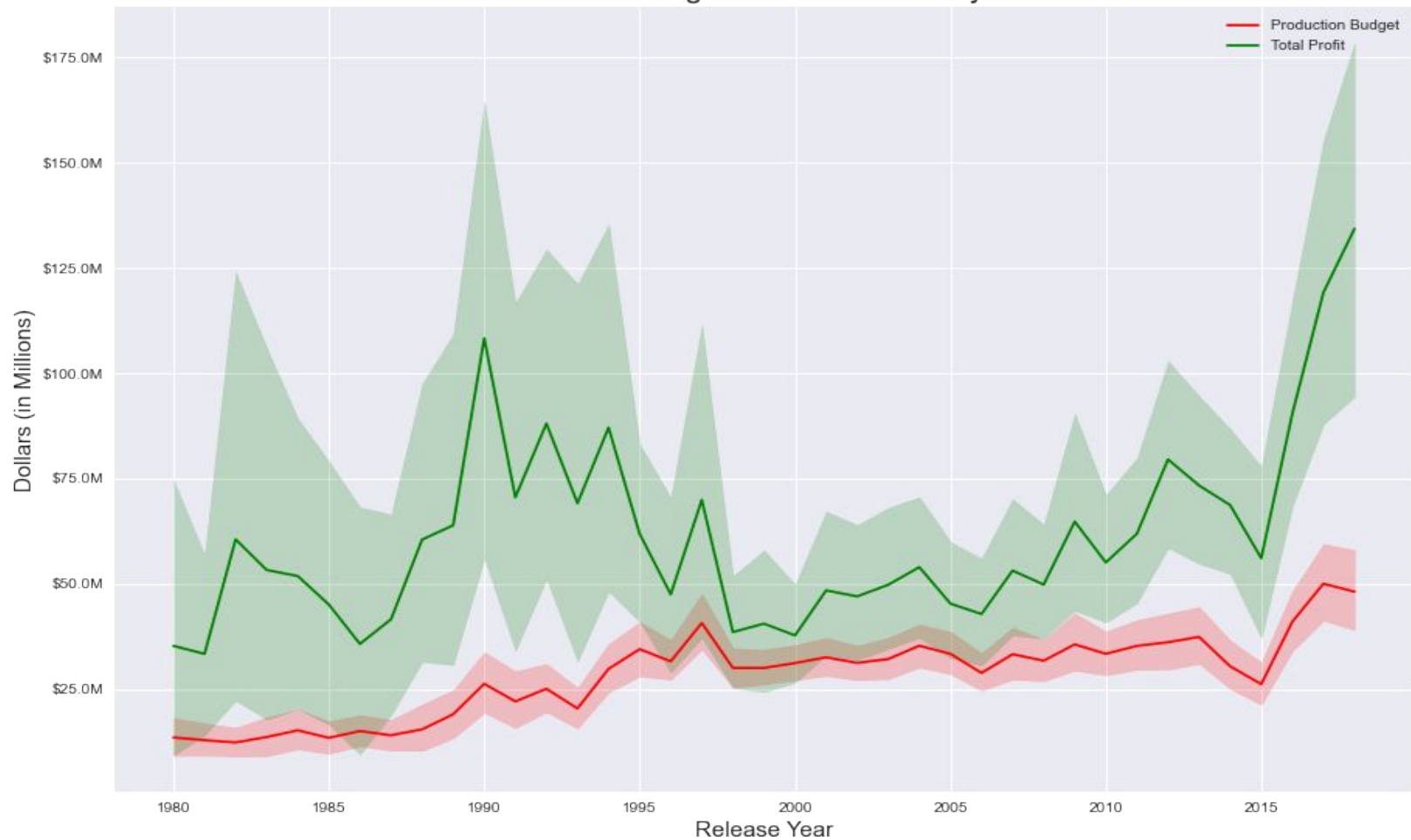


# My Focus

Movies Released  
between 2010 and 2019.



# Production Budget and Total Profit by Year



# What Types of Movies Were Made?



## Most Common Genres

Drama

Comedy

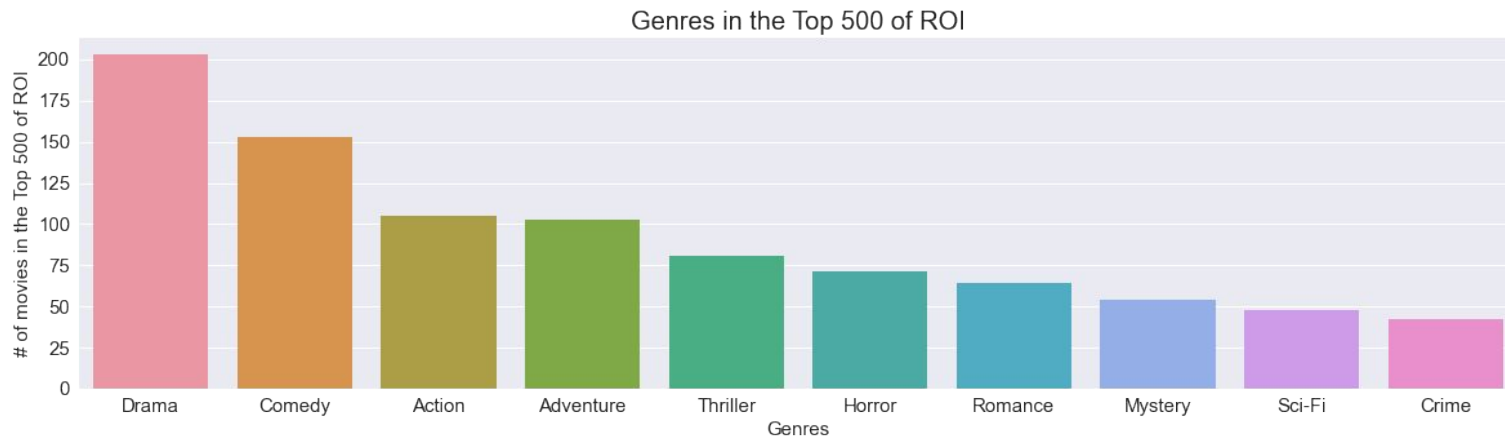
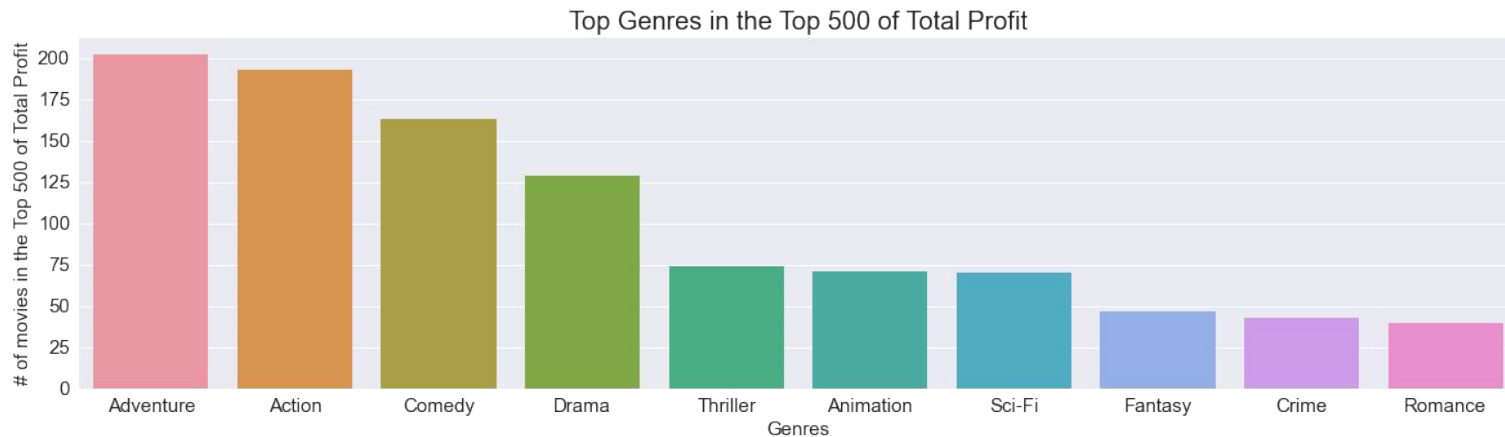
Action

Adventure

Thriller



## They are also the Top 5 Genres by Total Profit and Total ROI



# Learn from the Best and the Worst



## Do This

Emulate The top 500  
Most Profitable Movies.

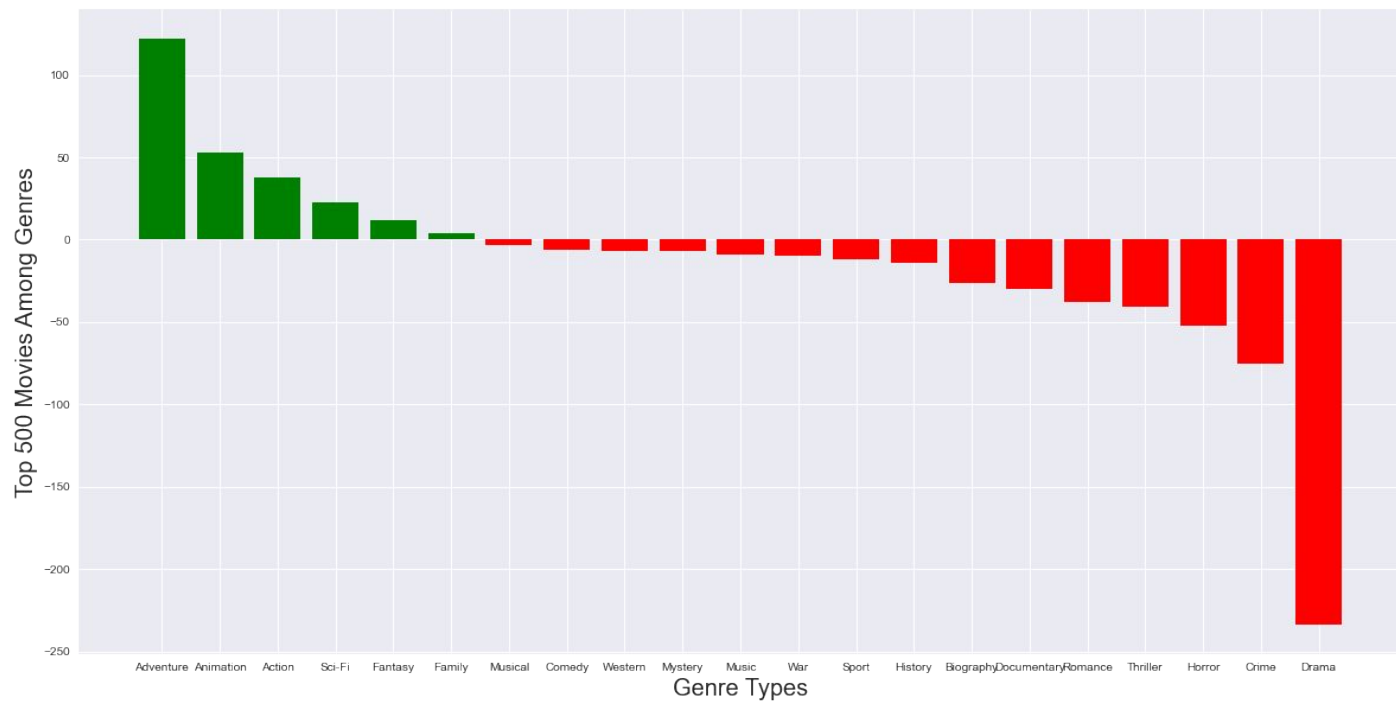


## Avoid This

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?

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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**

# Recommendation #2

**Focus on Big Budget Movies**

# Budget Recommendation

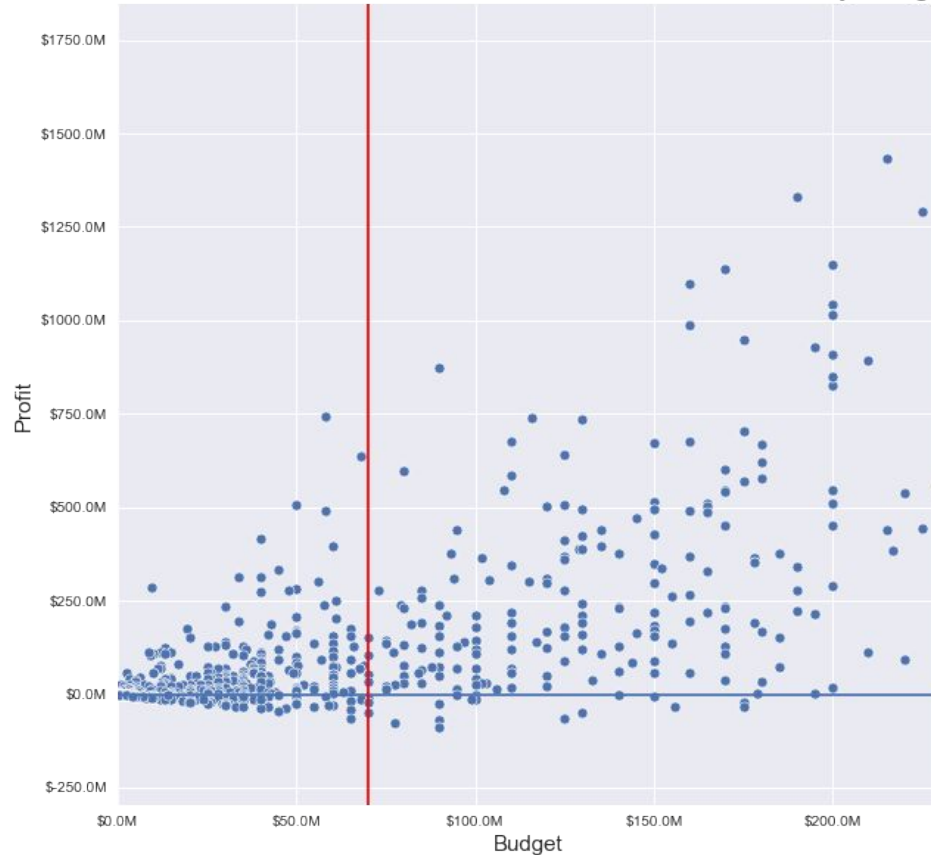
**Make High Budget Movies.**

**Recommended Budget Range:**

**\$70 Million - \$150 Million**



Distribution of Recent Animated and Adventure Movies by Budget



## Why High Budget?

Profit Trends Up as Budget Increases.

Lots of Uncertainty with Low Budgets. Low profits and good chance of losing money.

Red Line is at \$70 Million - My lowest budget recommendation for these genres. Very few movies lose money and profits generally increase.

# 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?