Film Studio Success Pitch

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Goals for Analysis

- Create movie templates for different movie genres that, when followed, would result in a significant profit margin for Microsoft’s production studio
    - This presentation will outline our findings and template for “Action/Adventure” movies

Questions to Answer

- Typical runtime for successful movies?
- What taglines are most common in successful movies?
- What title words appear most frequently in successful movies?
- What content rating is likely to profit the most?
- Which actors should we recruit for the film(s)?
- What month should we release our movies?

Data and Methods

Using data gathered from IMDB, The Numbers, and Rotten Tomatoes,

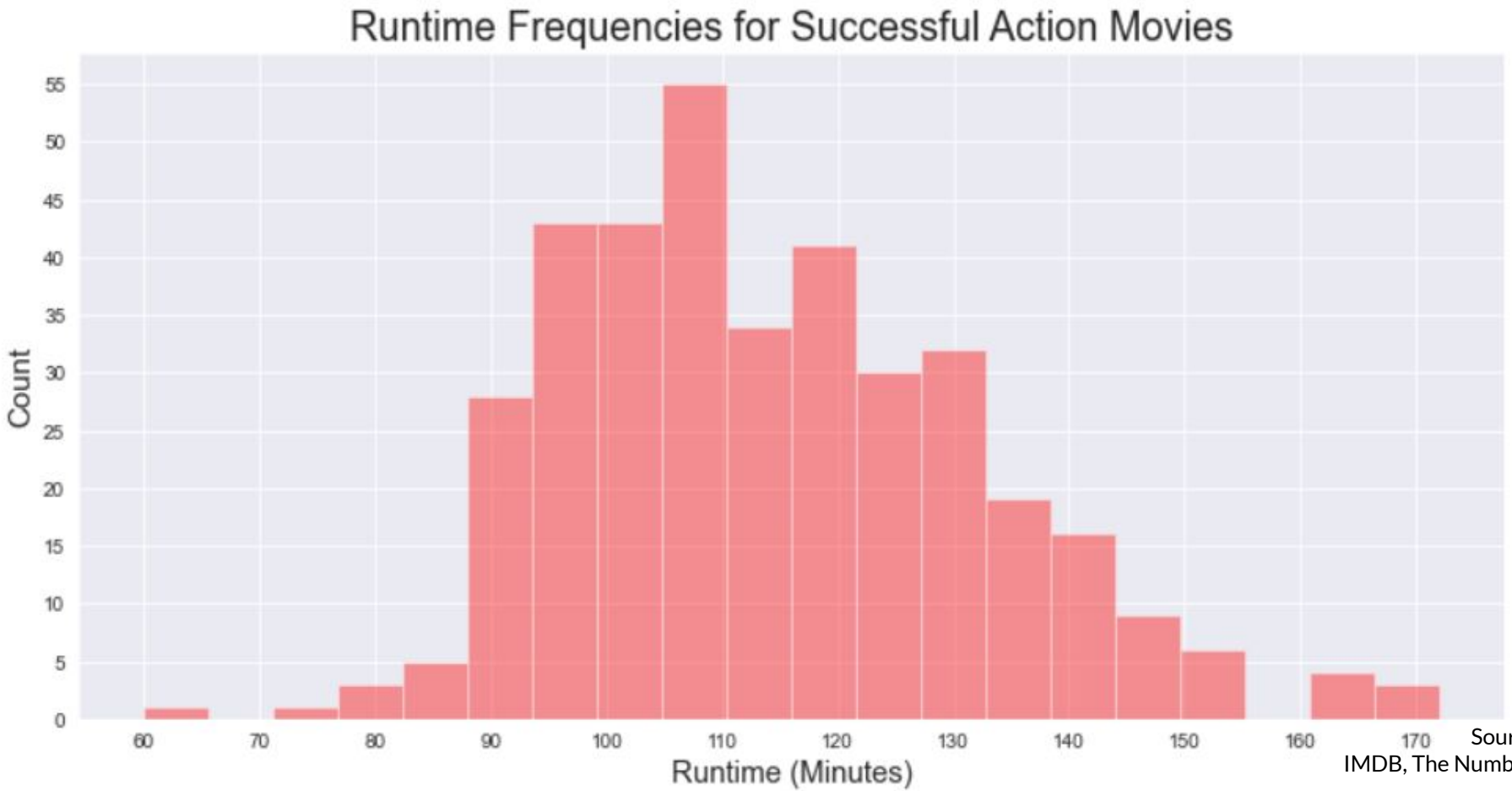
- 2287 movies were sourced to gather the bulk of the visualizations/conclusions.
- These were then narrowed down to 359 “successful” action movies for further analysis

We defined successful here as movies profiting at least $1 Million.

Most common tags for successful action movies

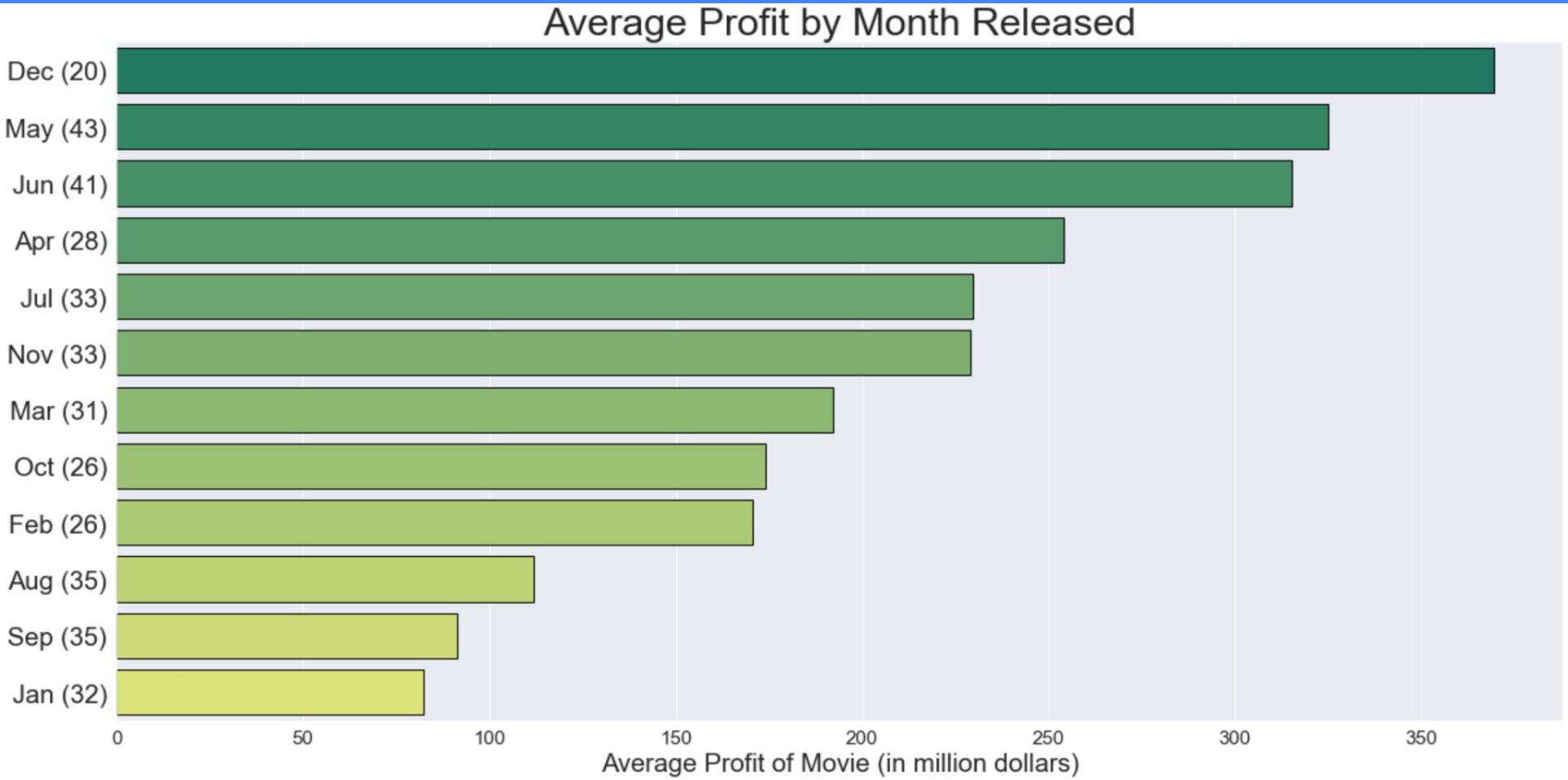
Most common words in successful action titles

What is a typical runtime for successful movies?

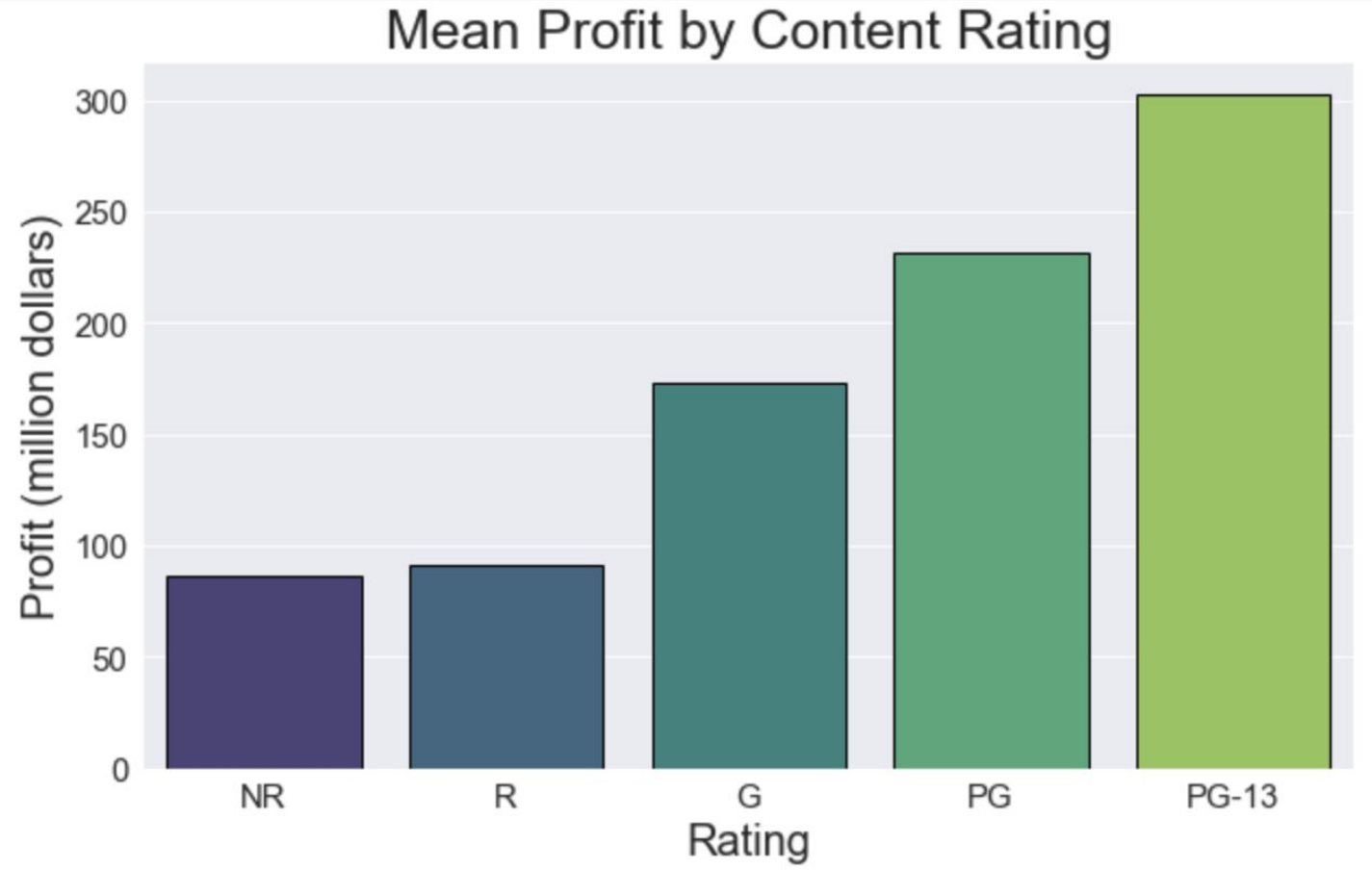


Source:
IMDB, The Numbers

When should we release it?



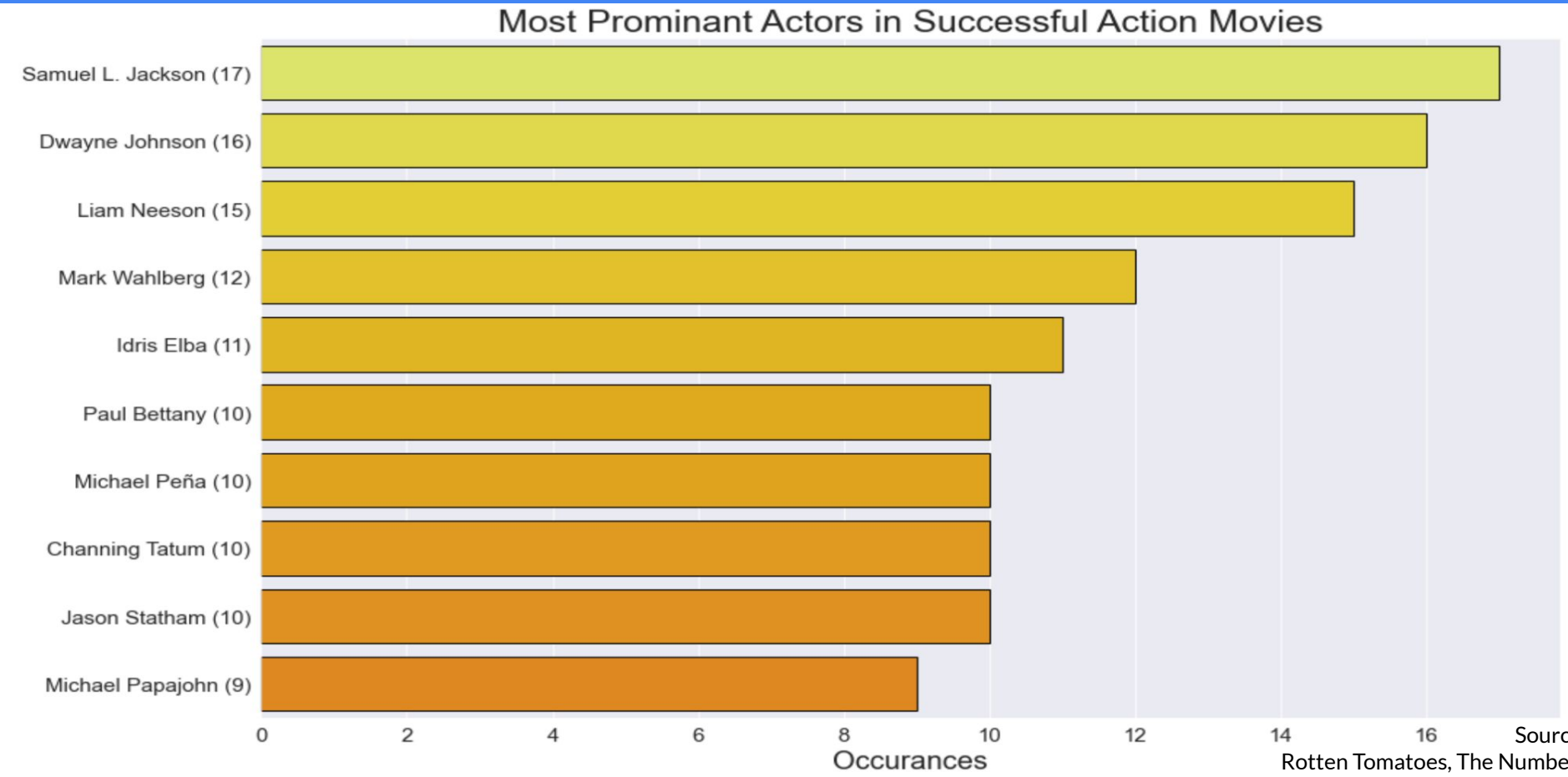
What content rating is likely to profit the most?



This graph shows that PG-13 movies have the highest average profit.

Source:
Rotten Tomatoes, The Numbers

Which actors should we recruit for the film(s)?



Source:
Rotten Tomatoes, The Numbers

Recommendations:

- Produce a PG-13 action movie between 100-110 minutes
- Release it in December or the spring/summer months (April, May, June, July)
- Make movies about assassins, superheroes, revenge, aliens, or dystopian futures
  - If possible, adapt from comic book (preferably Marvel Comics)
- Produce a title using strong nouns and adjectives

Without Further Ado...

Sample Cast

Content Rating: PG-13
Release in December

Liam Neeson as President

Jennifer Lawrence as President Assistant

Jason Statham as Alien Assassin

The Rock as Alien King

Channing Tatum as Super Guardian

Sample Script

Age of Alien: Fallen America

Begins with a conspiracy brewing from a white house insider (the President's assistant). She helps her alien, spy boyfriend plan to assasinate the President of the United States. She does this by manipulating the POTUS into being alone without his secret service by having hot, passionate PG-13 sex with him.

After the Alien assassinates the president, he sends word back to the headquarters of his alien planet that the most powerful nation on Earth is now in disarray. The alien king sends in a fleet of alien warriors (who fly in on dragons) who wage war on Earth and destroy the planet.

After killing most of the humans, the aliens enslave the remaining survivors and generations go by. Many years later, a man is born into slavery with superhero strength and the ability to fly. The movie ends on a cliffhanger, with him realizing his superpowers at a young age.

Age of Alien: Super Guardian's revenge

The movie starts with the super boy leading an uprising against his alien oppressors. He becomes known as Super Guardian. To get back at Alien King, he goes to the alien planet with his friends from his slave encampment, and they go on a heist to steal all of the Alien King's fancy stuff from the king's chamber. Super Guardian even seduces Alien King's wife and they have even more PG-13 sex. When Alien King gets wind of this, he's pissed, so he tracks down Super Guardian and forces him to compete with him in an epic duel to the death in which the winner gets to be the undisputed ruler of the universe. Super Guardian wins the battle and gets a tattoo of Alien King on his arm so that he never forgets his humanity and to not let the evil that consumed the Alien King consume him.