Entering the Movie Business:

A Microsoft Story

Presentation by Elliot Teeman

Presentation Purpose - Box Office Success

What type of movies perform best at the Box Office. We will discuss:

- Movies with the most absolute profit?
- Movies with the best profit percentages?
- Customer viewing trends in recent years?

Movie Dataset Information

Data is sourced from-

IMDB.com was used to source movie genre information.

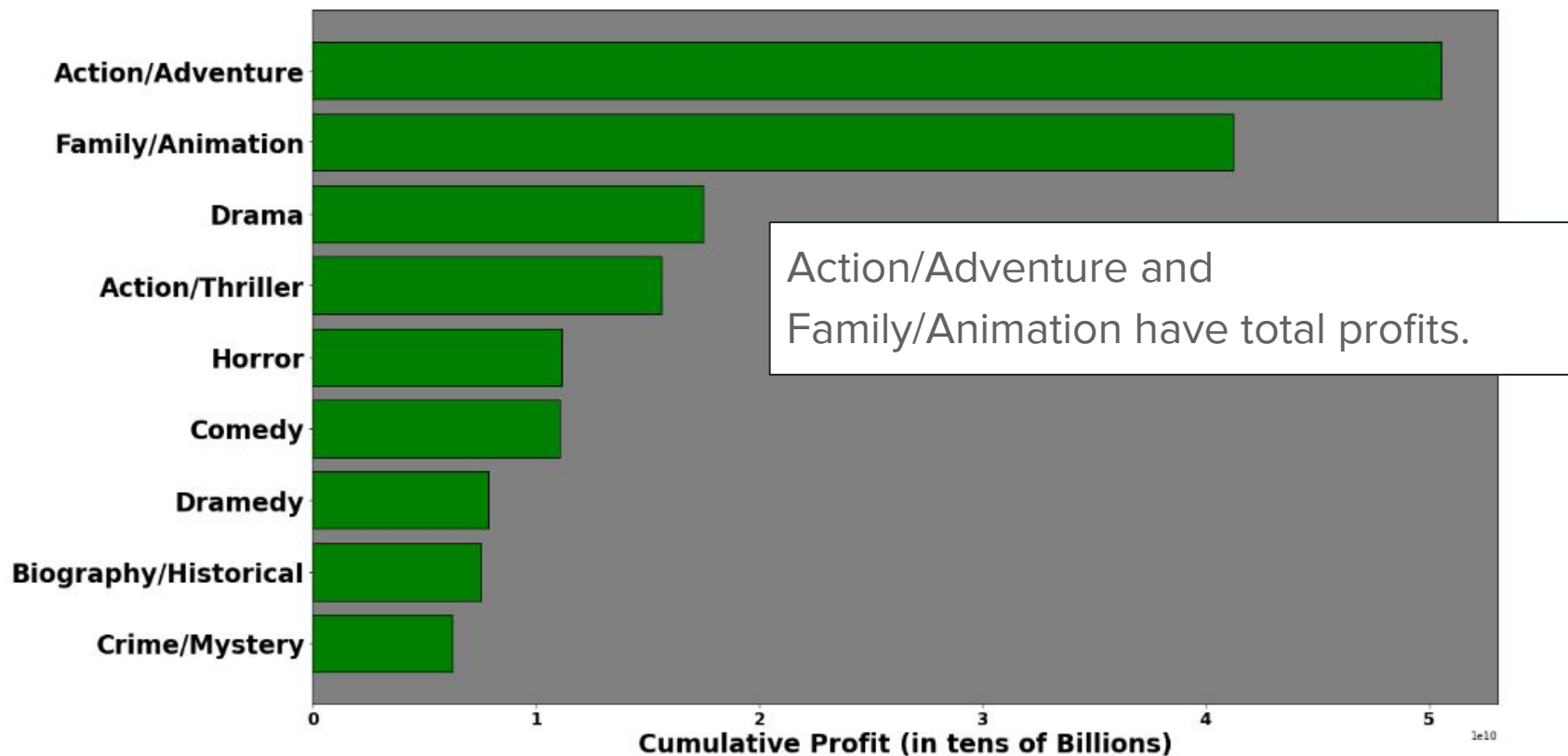The-numbers.com was used to source movie financials (budgets/revenues).

Data Filtering Methods for Analysis
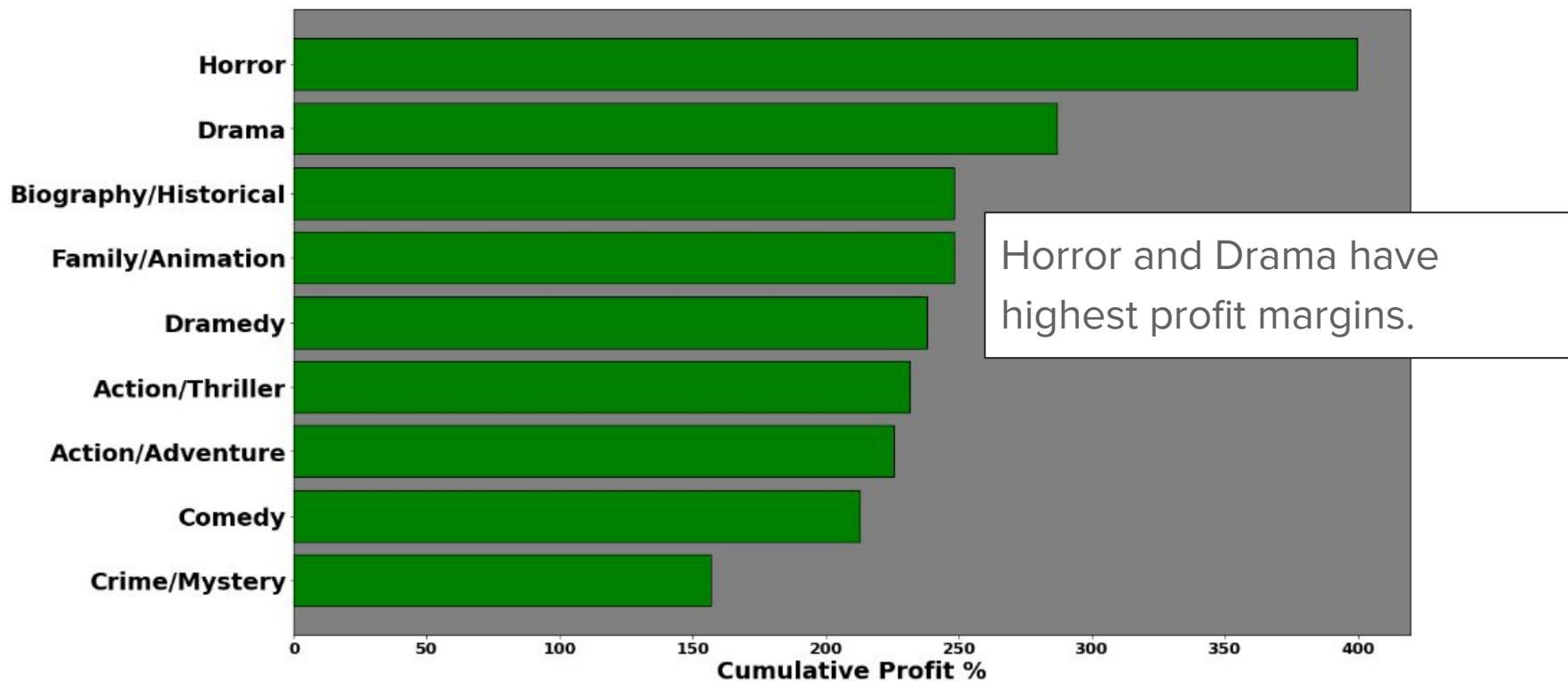
For this analysis, the movie population will consist of:

- Movies released from 2010-2019.
- Movies with worldwide gross revenue over $20 million.
- Movies will be grouped into nine high-level genres for comparison purposes.

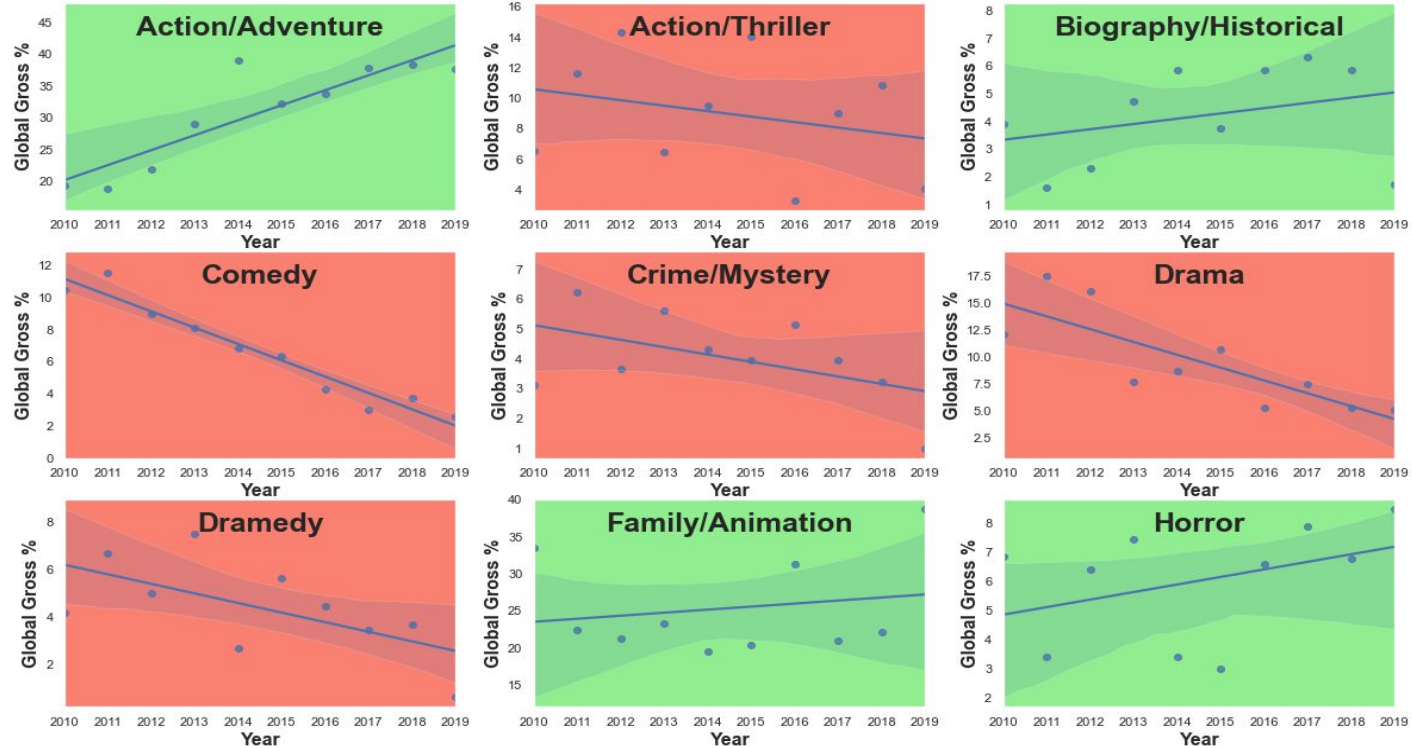Additional expenses such as Distribution/Marketing were not included in this analysis.

Genres with Highest Total Profit (2010-2019)

Action/Adventure and
Family/Animation have total profits.

Genres with Highest Profit % (2010-2019)

Horror and Drama have highest profit margins.

Viewing Movie 'Experiences' are Trending Upwards

Conclusions

1. Focus on experiences that cannot be duplicated at home. Headlined Action and Horror genres.
2. Lower-risk genres should be a core to start. These include the Horror, Family and Historical Drama genres.
3. Higher-risk Action movies should also be included with the understanding that there is a higher chance of loss.

Microsoft can leverage their video game catalog options. IPs like Elder Scrolls, Fallout and Minecraft can adapt to the desired genres.

Thank You!
Are there any questions?

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