

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?
- What months are best to release movies?
- Customer viewing trends in recent years?
- What is the best runtime for movies?

Movie Dataset Information

Data is sourced from-

IMDB.com was used to source movie genre and runtime information.

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

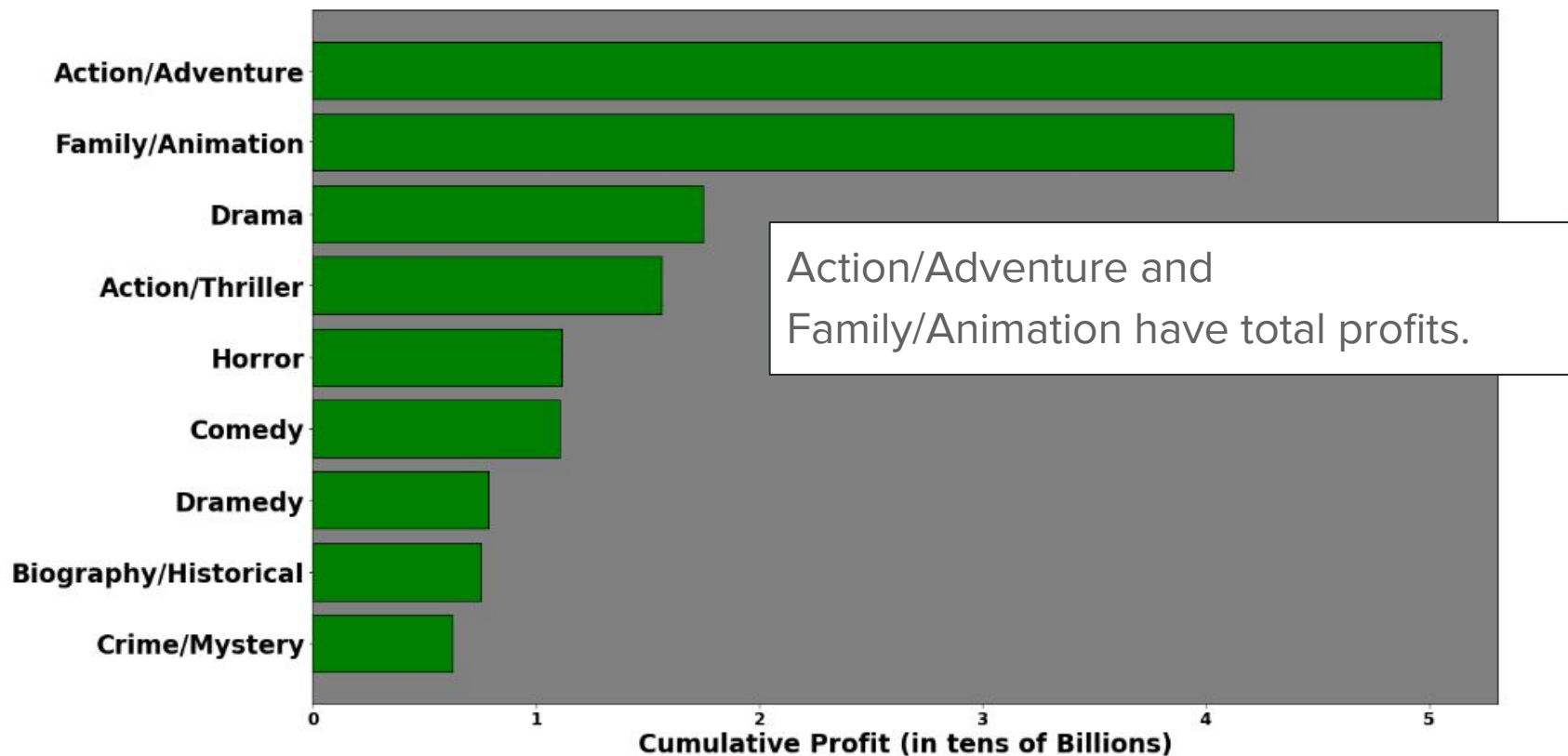
Data Filtering Methods for Analysis

For this analysis, the movie population will consist of:

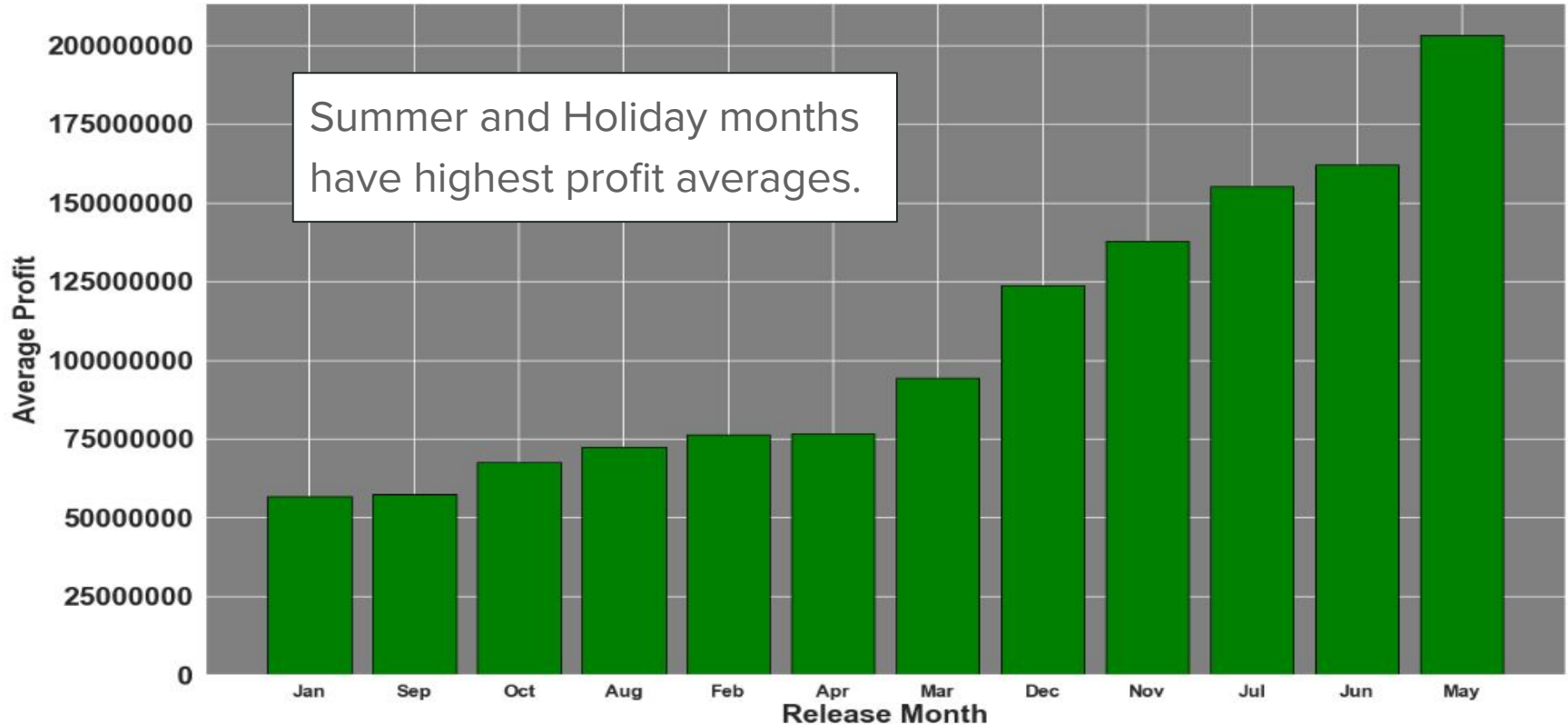
- Movies released from 2010-2019.
- Movies with worldwide gross revenue over \$20 million.
- Movies will be grouped into nine high-level genres for comparison purposes.

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

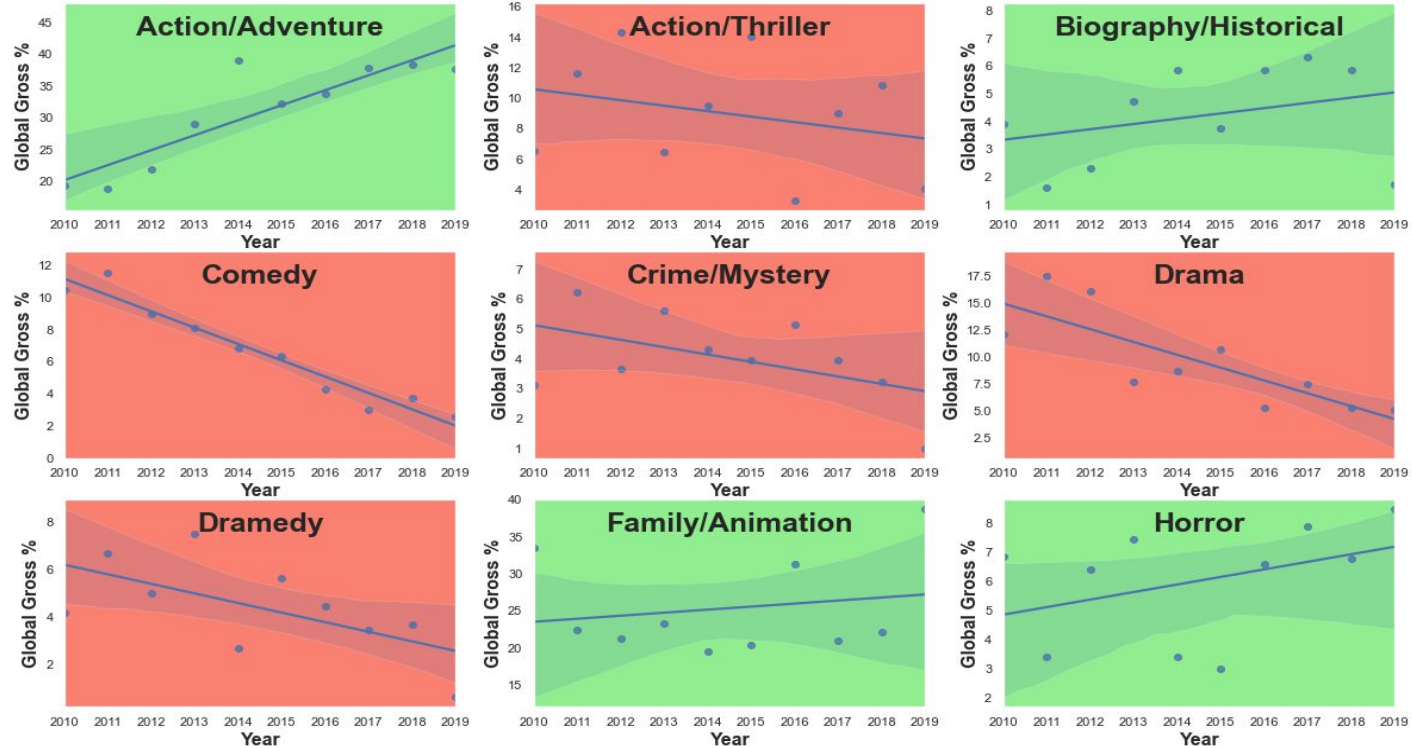
Genres with Highest Total Profit (2010-2019)



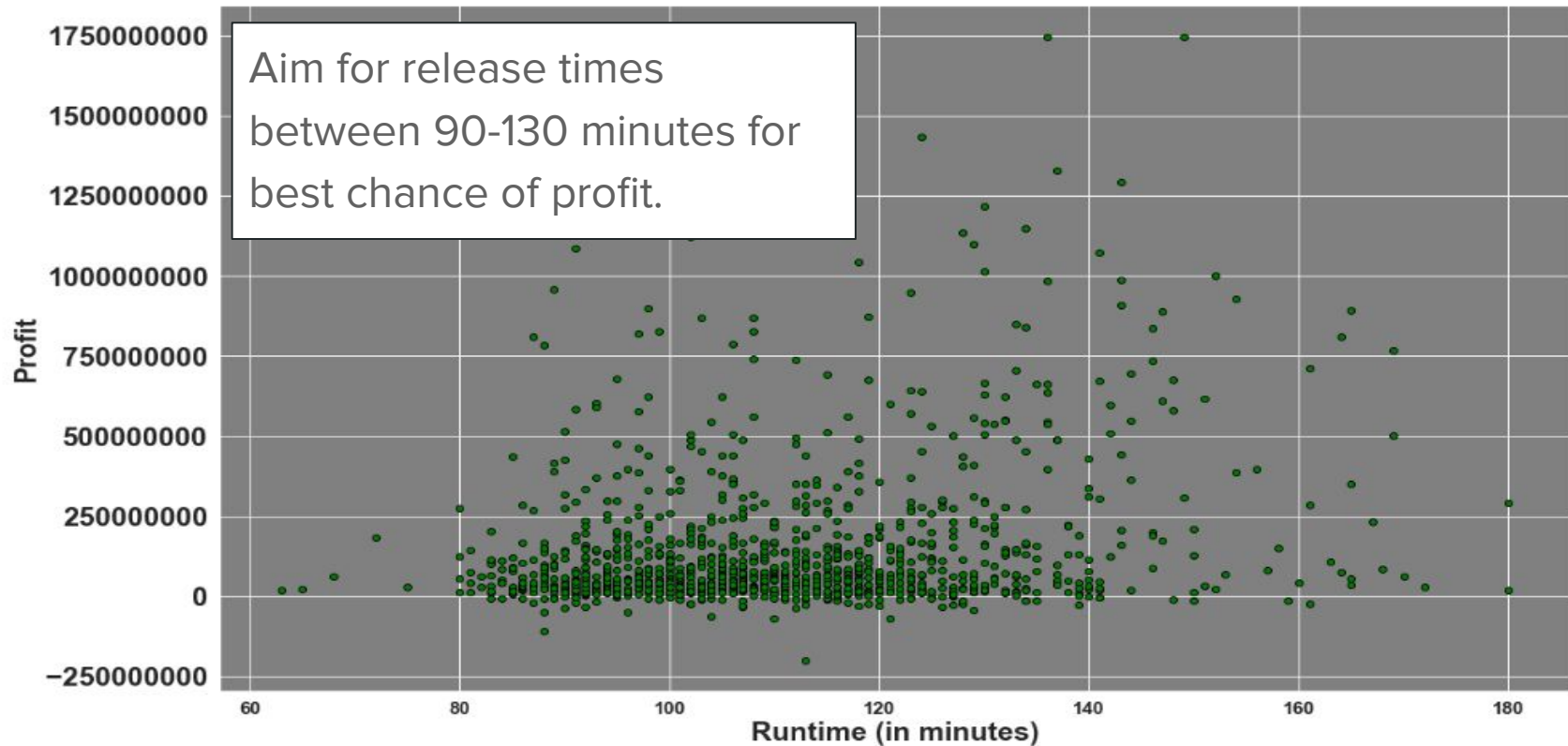
Best Average Profit by Release Month



Viewing Movie 'Experiences' are Trending Upwards



Movie Profit by Runtime



Conclusions

1. Focus on experiences that cannot be duplicated at home. Headlined Action and Horror genres.
2. Movie releases should be focused in Summer months (May, June, July) and Holiday months (November, December).
3. Movie runtimes should be in line with established averages for best results: 90-130 minutes

Thank You!

Are there any questions?

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