

What Makes a Movie Successful

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Overview

1. Why?
2. How?
3. What did we find?



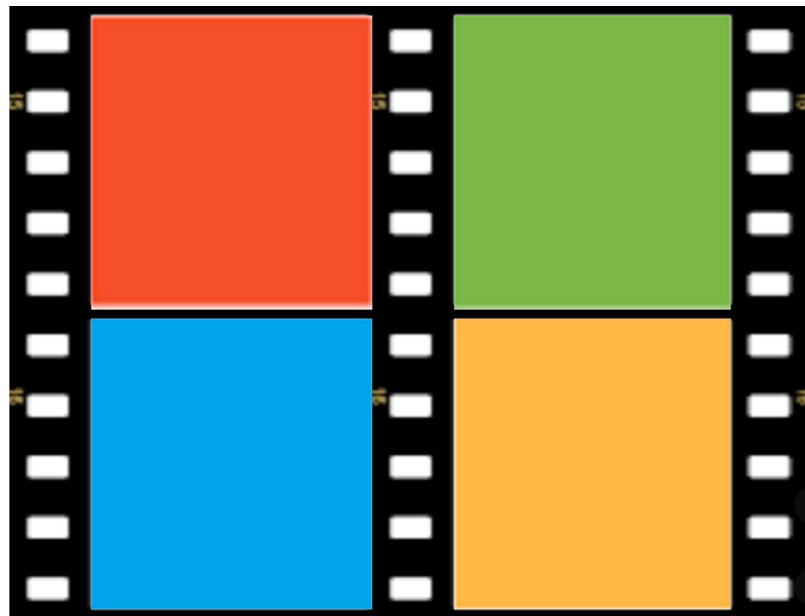
Agenda

1. Business Problem
2. Data
3. Methods
4. Results
5. Conclusions



Business Problem

- Microsoft developing a movie studio and streaming service with original content
- Make movies that will make the service “successful”
- Be competitive with other tech firms already in the movie streaming industry



Data

Analyzed Traits:

- Genre
- Target Audience
- Release Year
- Production Budget
- Composer
- Director
- Runtime



Methods

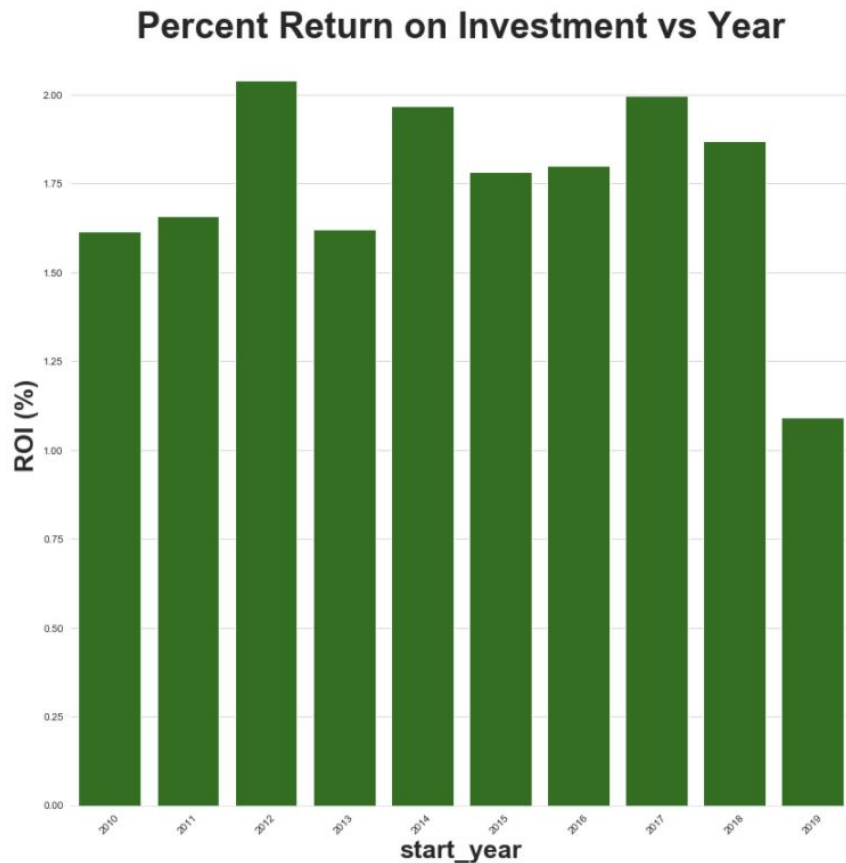
- Revenue
 - Worldwide Gross
- Net Profit (\$)
 - Worldwide Gross - Production Budget
- ROI (%)
 - Production Budget / Worldwide Gross
- Success Score
 - $\text{IMDB Average Rating} * (\text{Worldwide Gross} / \text{Production Budget})$



* Films with under 100 IMDB reviews filtered out, giving dataset ~2000 clean data points

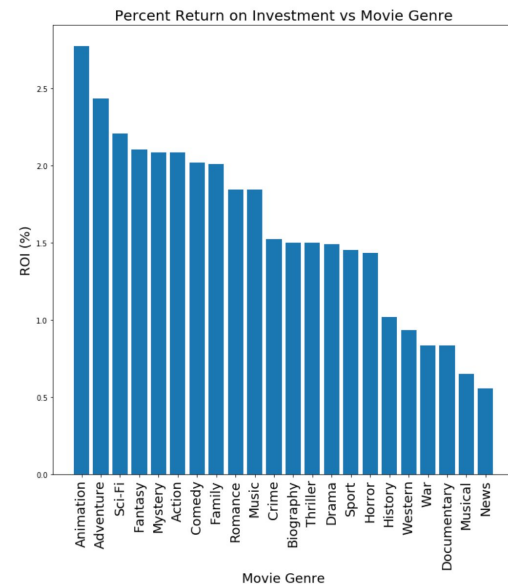
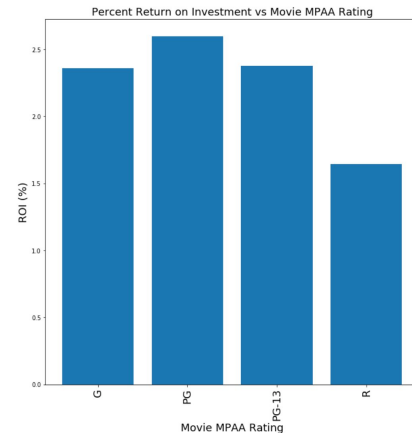
Results

- Candidate groups of profitable composers and directors identified
- General upward trend of ROI over the years; dip in 2019 possible partnership opportunity



Results

- Wider target audiences recommended (ideally with PG rating)
- Animation and adventure are two standout genres
- No heavy correlations between success and runtime or budget
 - Good practice to have at least a standard feature-length film
 - Low-budget films have potential for higher profitability



Evaluation/Conclusion and Next Steps

General film profile that can be replicated by Microsoft for success:

1. Genre: Animation or Adventure
2. Composer: Ed Côrtes
3. Director: John Woo or Matt Bettinelli-Olpin
4. Release Year: partner with existing studio to produce
5. Runtime: feature film length
6. Production Budget: lower budget linked to higher profitability
7. Target Audience: 'PG' rating

Next Steps:

1. Take into account director/composer salary
2. Dissect each movie characteristic across multiple years



CONCLUSION

Thank You!

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