

Microsoft Pictures Presents

Where to Invest in Profitable Film Projects

Analysis by Patrick Anastasio

Business Summary

My analysis of industry data reveals opportunities for success through smart investment in:

- ✓ Popular and highly rated genres
- ✓ With a proven net profit in the domestic market
- ✓ Attach names of buzzworthy directors

Outline

- Business Problem
 - The Data
 - The Method
 - Results
 - Conclusions
-

Business Problem



Movie Production is a “Risky Business”

As a fledgling production company, Microsoft lacks experience and industry knowledge. You've asked me to provide analysis on what projects will be profitable, popular, and bring buzz to the company?

The Data

- Datasets from movie aggregation sites:
 - IMDB
 - TheMovieDB
 - The Numbers
- Movies by title, ratings, audience popularity, genres, names of directors, budgets and domestic box office numbers.

The Method

I have used data analysis and graphing to show what and who has been successful.

1. I merged several datasets from different sources and extracted the relevant information.
2. I analyzed that information filtering on movies produced in the modern era (*2010 forward)
3. Finally, I used visualizations to present my results

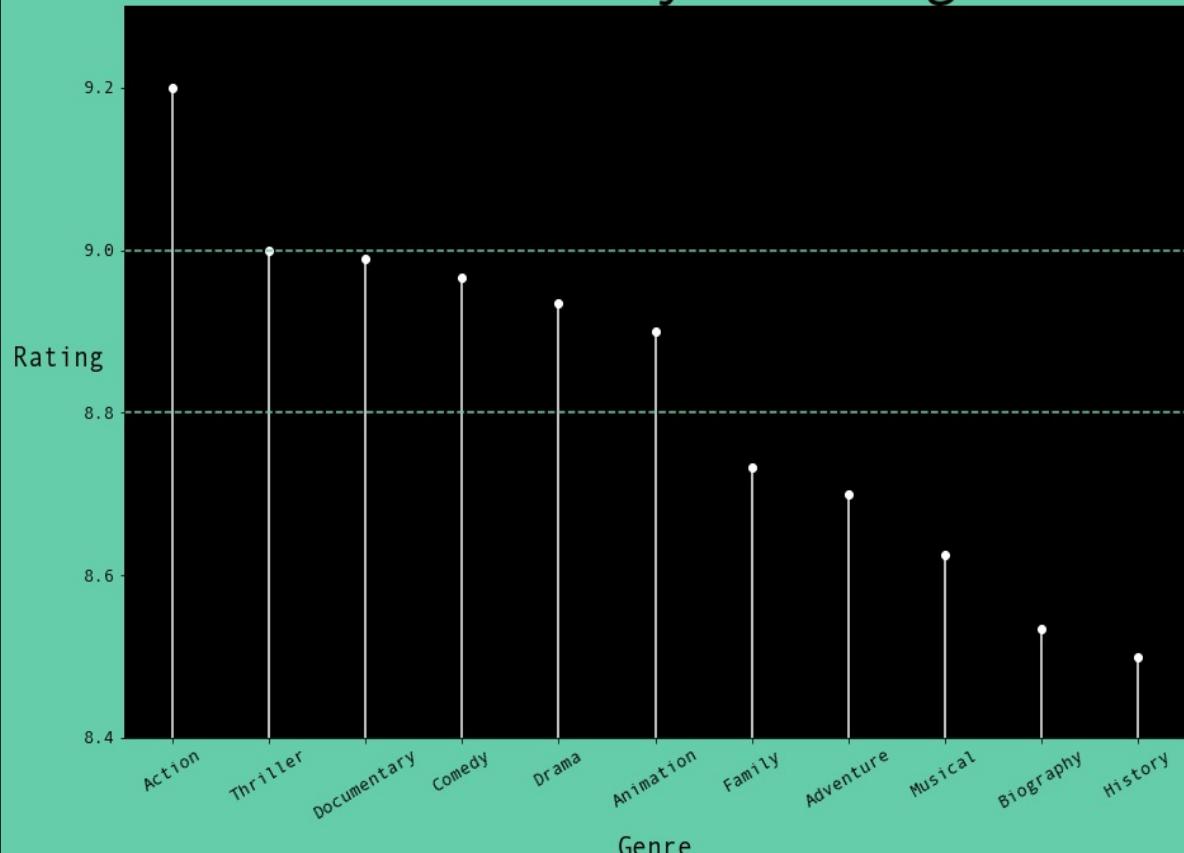
Results

POPULAR GENRES

The highest rated genre is **Action**

Other popular genres are **Thriller**, **Documentary**, **Comedy**, **Drama**, and **Animation**.

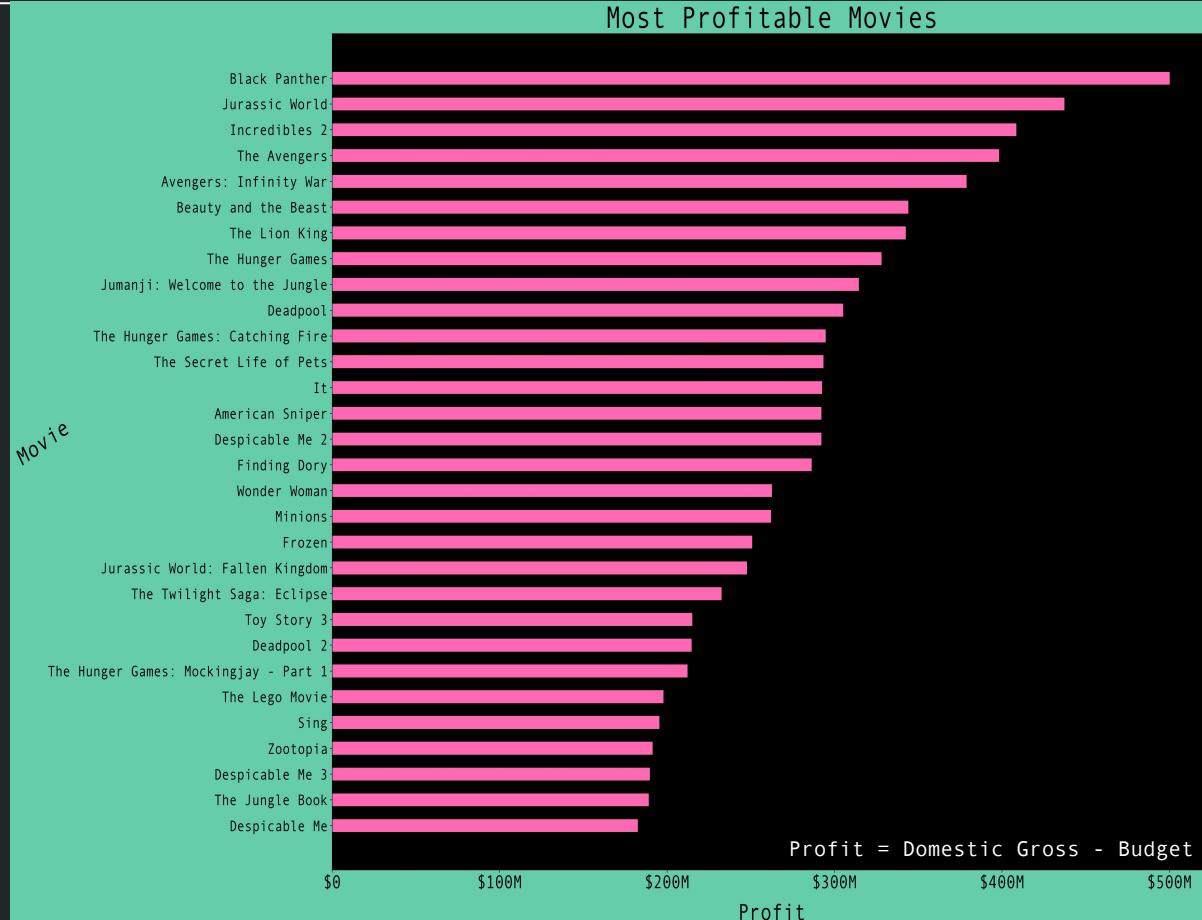
Genres by Rating



Results

PROFITABLE MOVIES

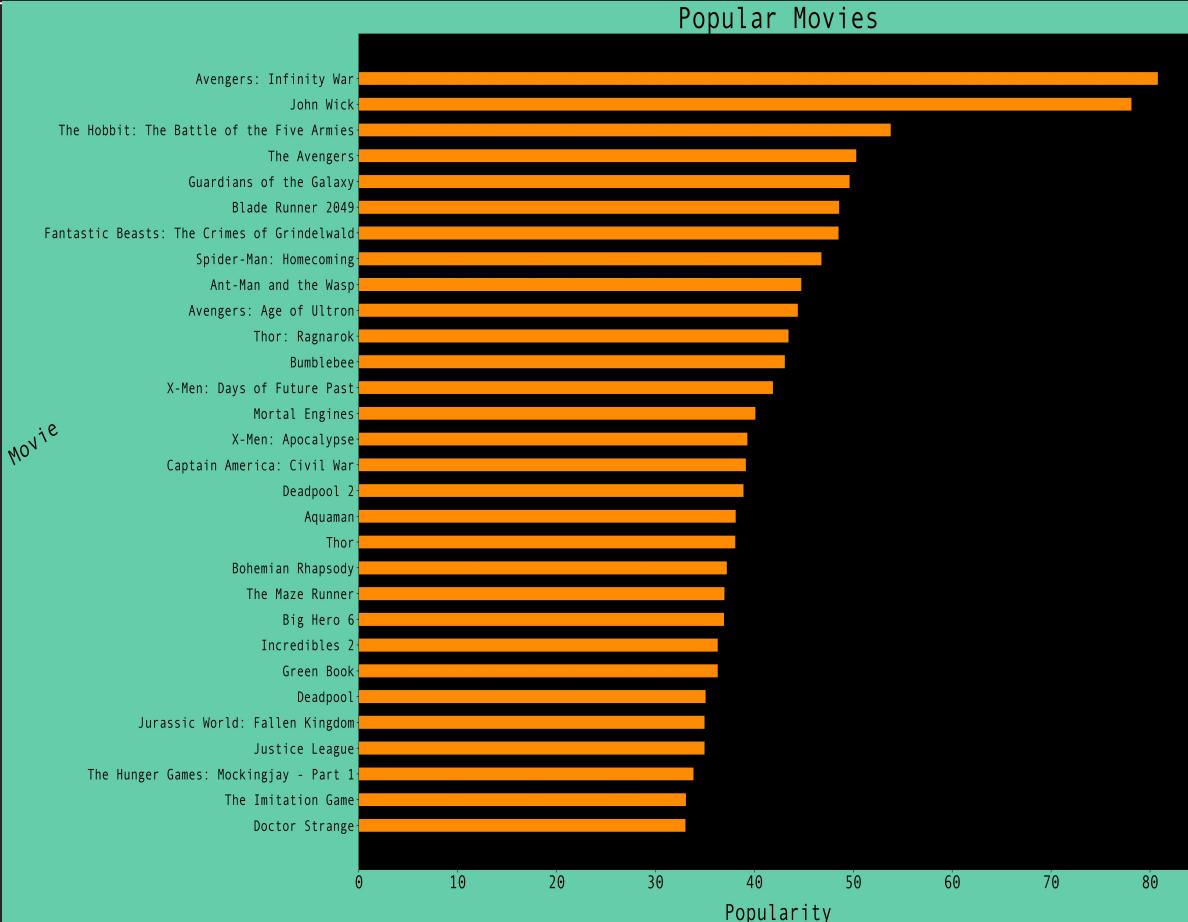
- 13 were in the action genre,
 - All but 1 were part of a franchise
 - 6 of these were super-hero / comic book movies
- 15 were in the animation or computer-generated graphic genre, many franchises as well



Results

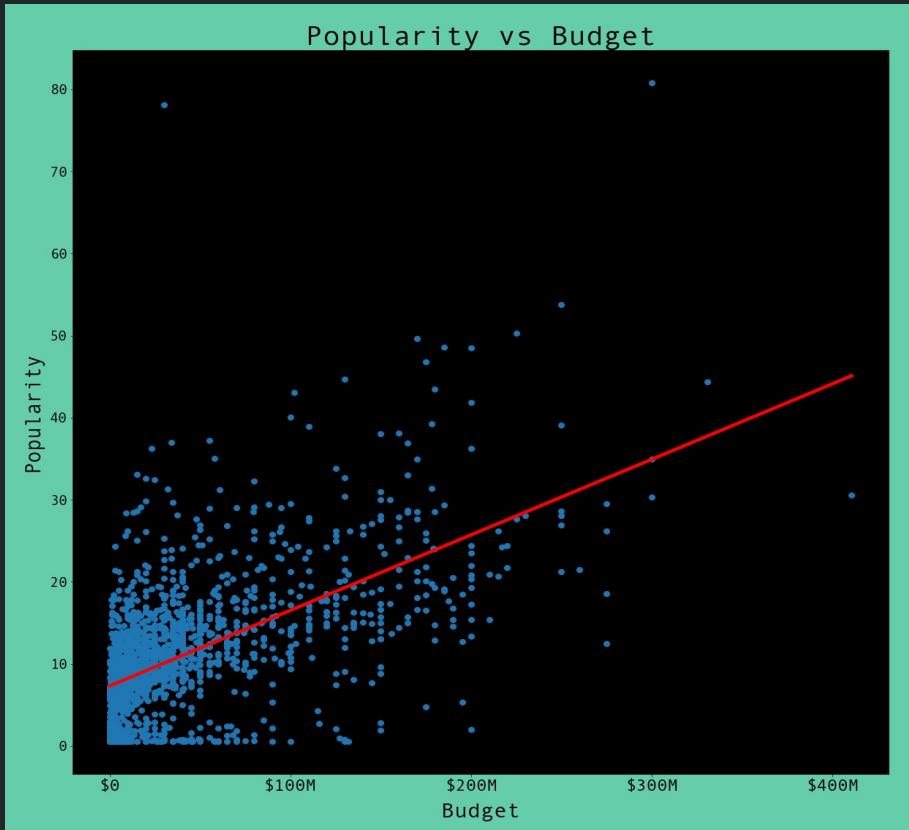
POPULARITY SCORE

- 22 were in the action genre, 19 were part of a franchise
- 16 were super-hero / comic book franchises
- 3 were animation
- 3 were drama
- 2 were fantasy/adventure franchises



Results

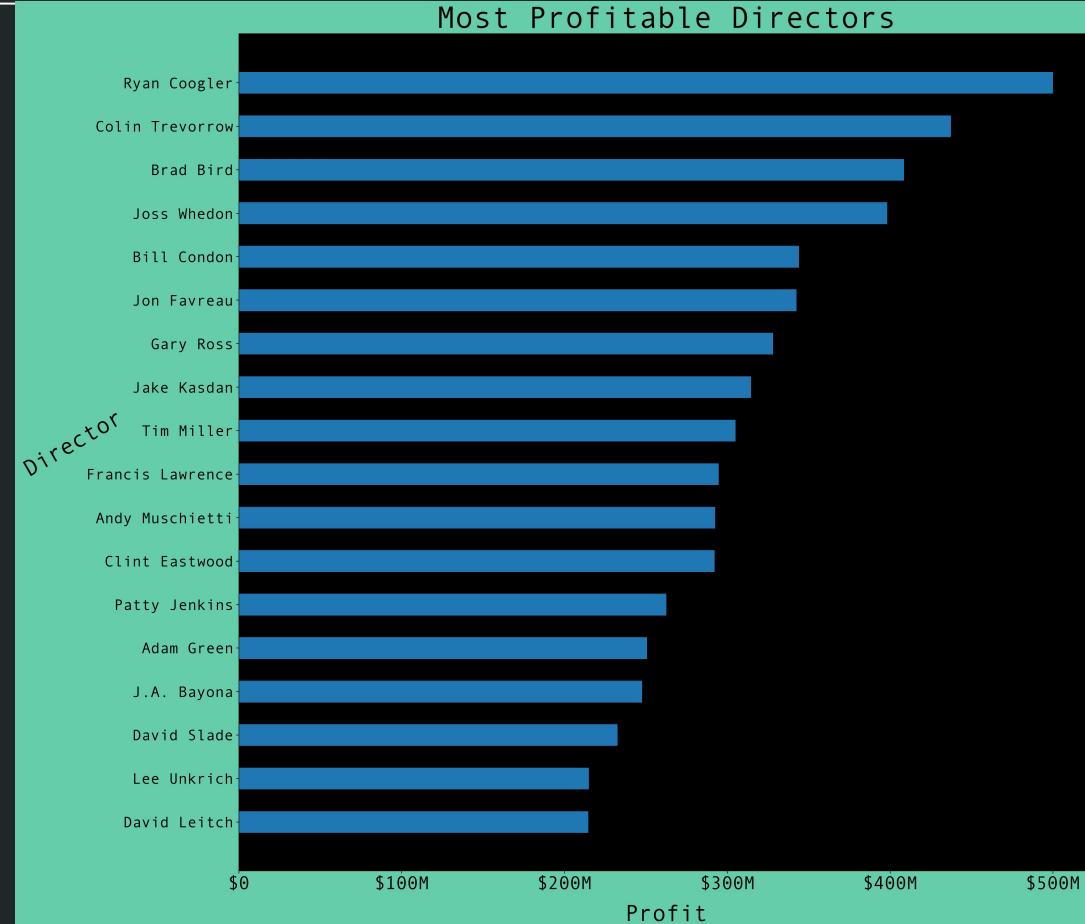
There is a slight positive correlation between popularity and higher budgets



Results

MOST PROFITABLE DIRECTORS

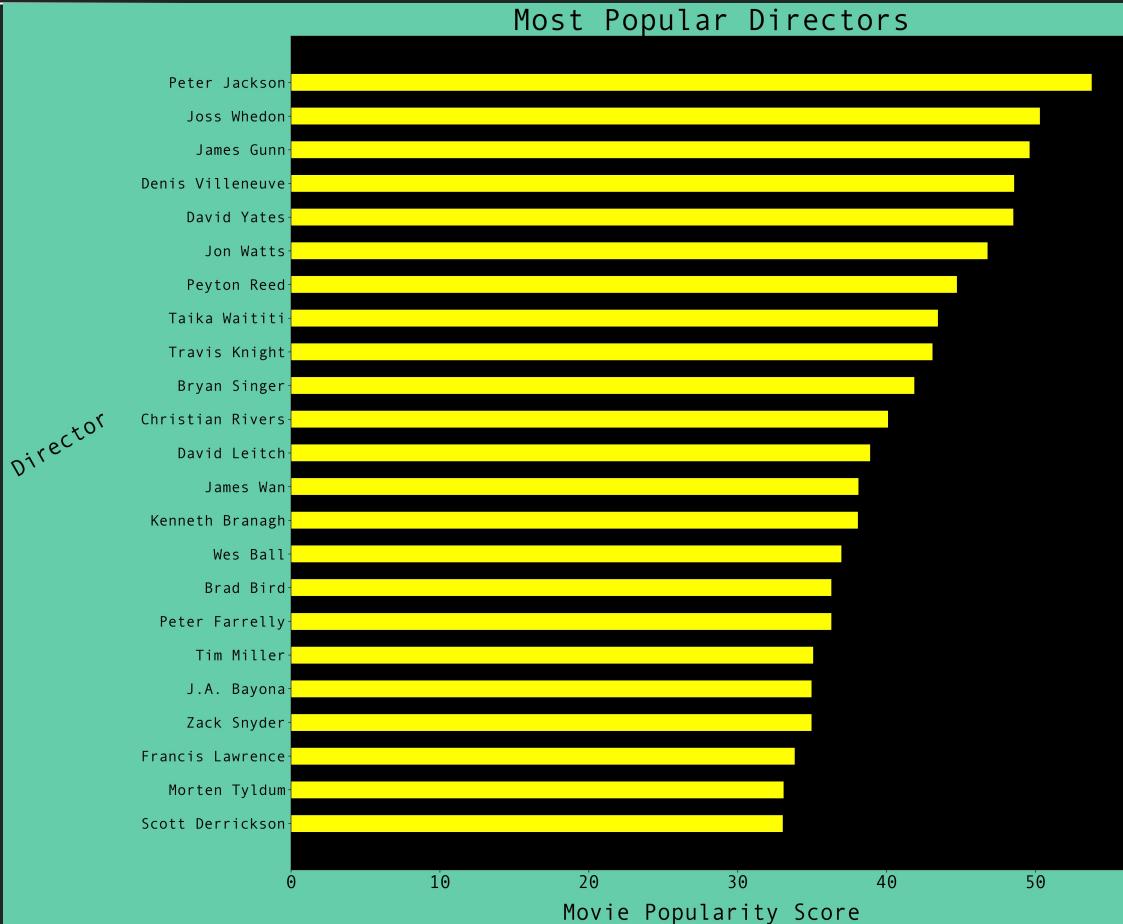
These 20 directors were at the helm of the most profitable movies.



Results

MOST POPULAR DIRECTORS

These 20 directors were at the helm of the most popular movies.



Conclusions

- Microsoft should acquire the rights to a super-hero / comic book franchise, or possibly another type of action franchise
-
- The most popular and profitable genre is action
 - The most successful movies by both profitability and popularity were in the superhero / comic book sub-genre and all were franchises

Conclusions

Microsoft should
produce animated movies

15 of the top 30 most profitable
were animation

Conclusions

Microsoft should attach top
grossing and popular directors

They are the leaders on set

Bring buzz and notoriety,
as well as top talent
and collaborative investment

Questions

Thank You!

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