MOVIE DEVELOPMENT/ROLLOUT STRATEGY

PATRICK PARKINSON
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SUMMARY

Descriptive analysis of IMBD and The Numbers movie characteristics and performance metrics provide guidance to Microsoft Movie Studio development pipeline and launch strategy:

- Favor release months of January, June, and November to optimize ROI
- Target movie runtimes of 110 – 170min to optimize ROI and viewer ratings
- Include the following genres in film portfolio to increase ROI and ratings: sports, animation, family, and romance

OUTLINE

- Business Problem
- Data & Methods
- Results
- Conclusions

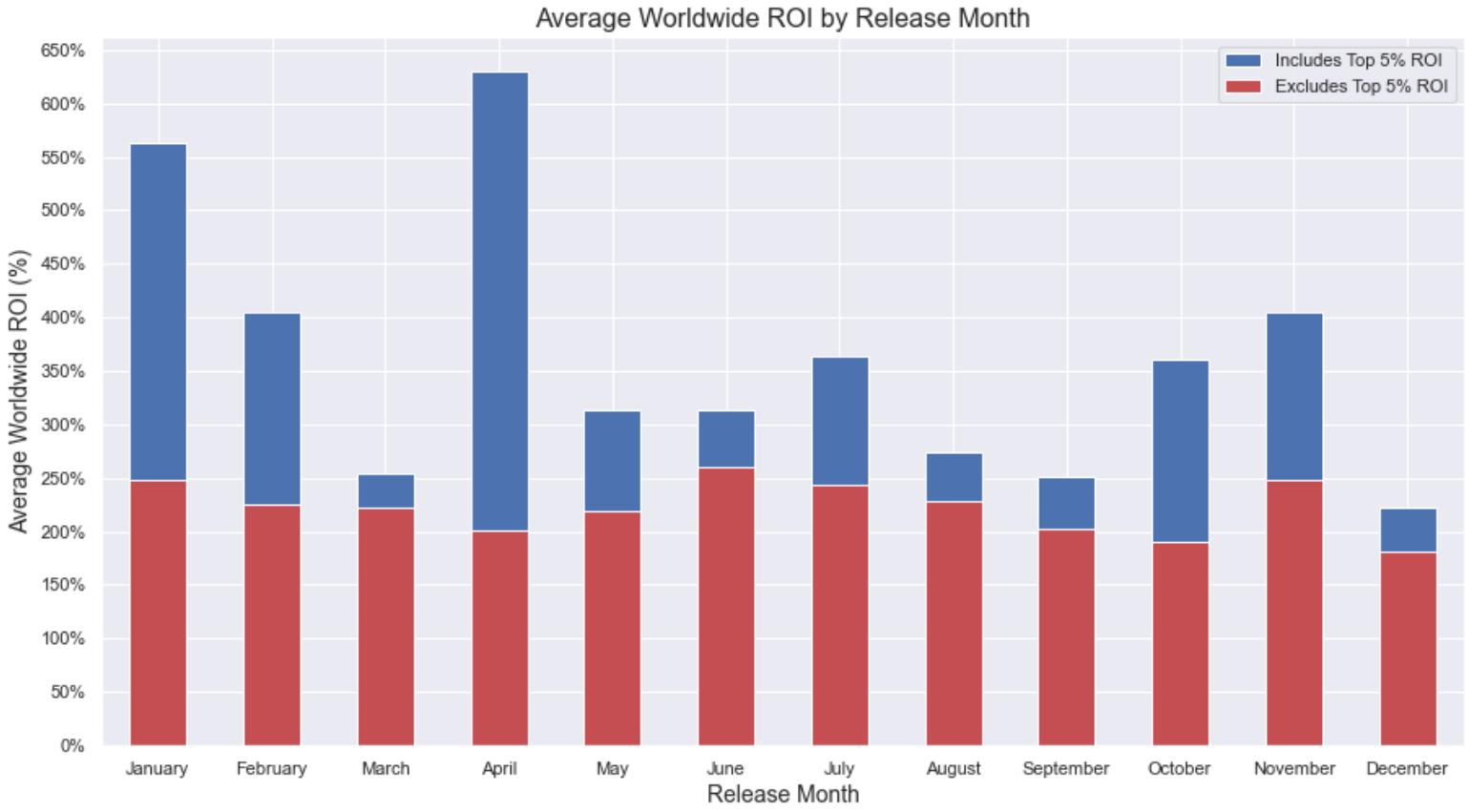
BUSINESS PROBLEM

- Initiate industry data analysis to understand:
  - What film attributes drive value?
    - Financial
    - User satisfaction / popularity
  - What launch strategies drive value?
  - How to compete with film leaders?

DATA AND METHODS

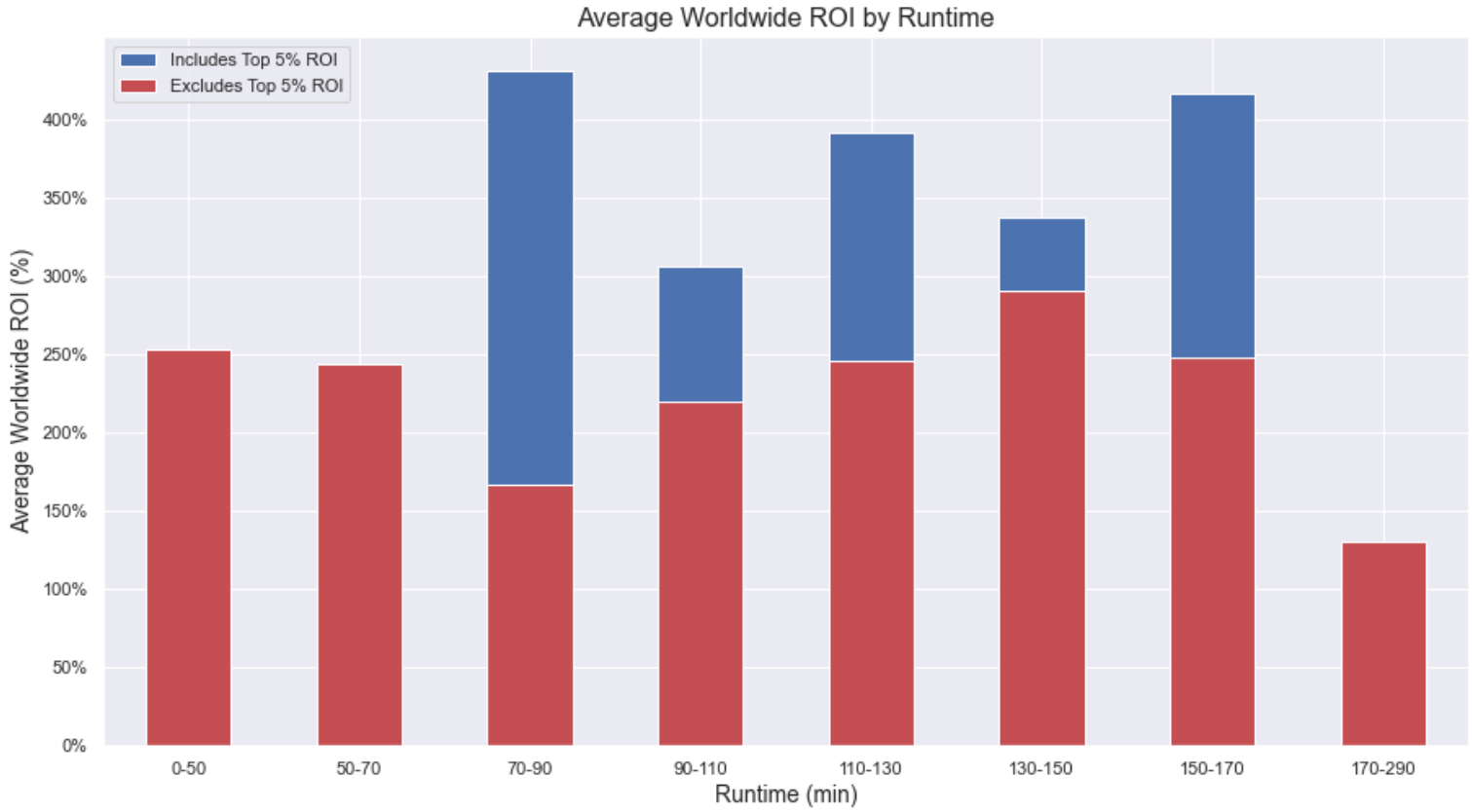
- Data for over 2700 movies from IMBD and The Numbers
- Performance metrics
  - Return on Investment (ROI)
  - Average rating
- Movie attributes
  - Release date
  - Runtime
  - Genre

RESULTS: RELEASE DATE



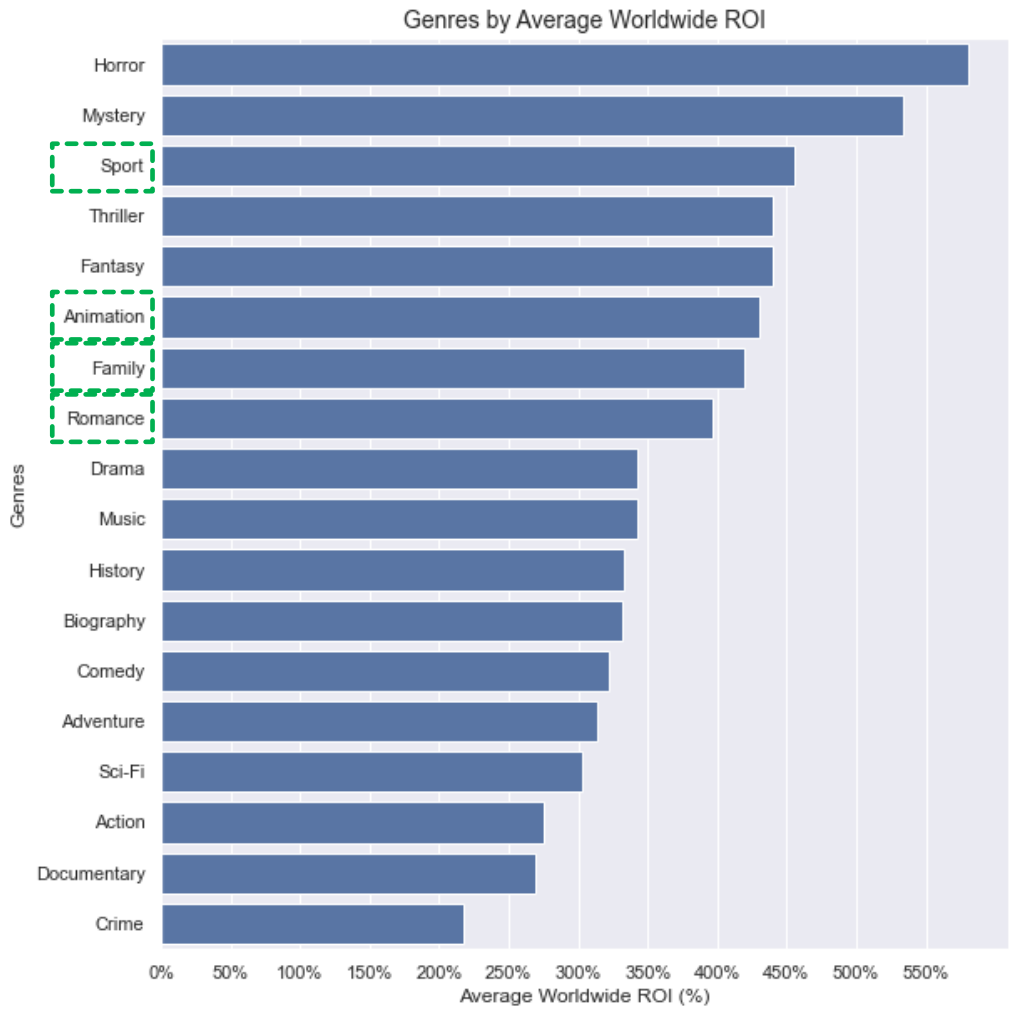
- Target months – 95th percentile
  - January
  - June
  - November

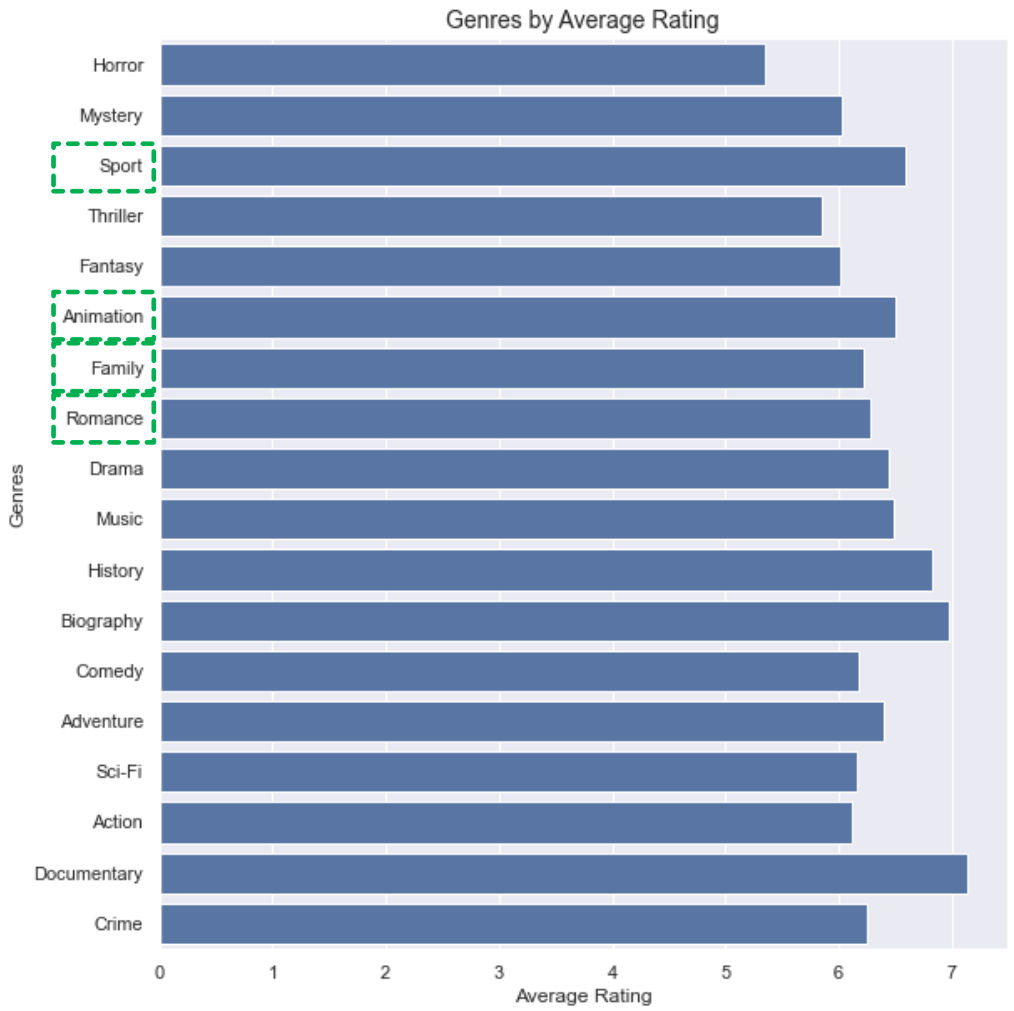
RESULTS: RUNTIME



- Target runtime – 95th percentile
  - 110 – 170min

RESULTS: GENRE





ROI > 350%

Rating > 6

CONCLUSION

- Recommendations
  - Release throughout year to compete but favor January, June, and November
  - Focus runtimes to 110 – 170min
  - Produce a variety of genres to compete & access wide viewer group but include sports, animation, family, romance
- Next Steps
  - Perform analyses on additional movie attributes and performance metrics
    - Attributes: Actors, writers, directors, producers, rating
    - Metrics: % sales to different revenue streams (box office, streaming, merchandise, etc.)
  - Obtain larger and more consistent data sets for genre analysis

Q & A

- Patrick Parkinson
  - LinkedIn: https://www.linkedin.com/in/patrick-parkinson-a1149418/
  - Github: https://github.com/pparkinson1/Movie-Analysis