The Movies Report

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Audience – Microsoft

Ultimate Goal

- **Find out what kind of movies to make and continue to make to earn money.**

- **Determine what movies Microsoft should invest in to maximize profits.**

Some factors to consider

Genres

Part of franchise or not

Expenses of the movie

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Recommendations

01

Franchise movies. But based on the success/reviews of the first film.
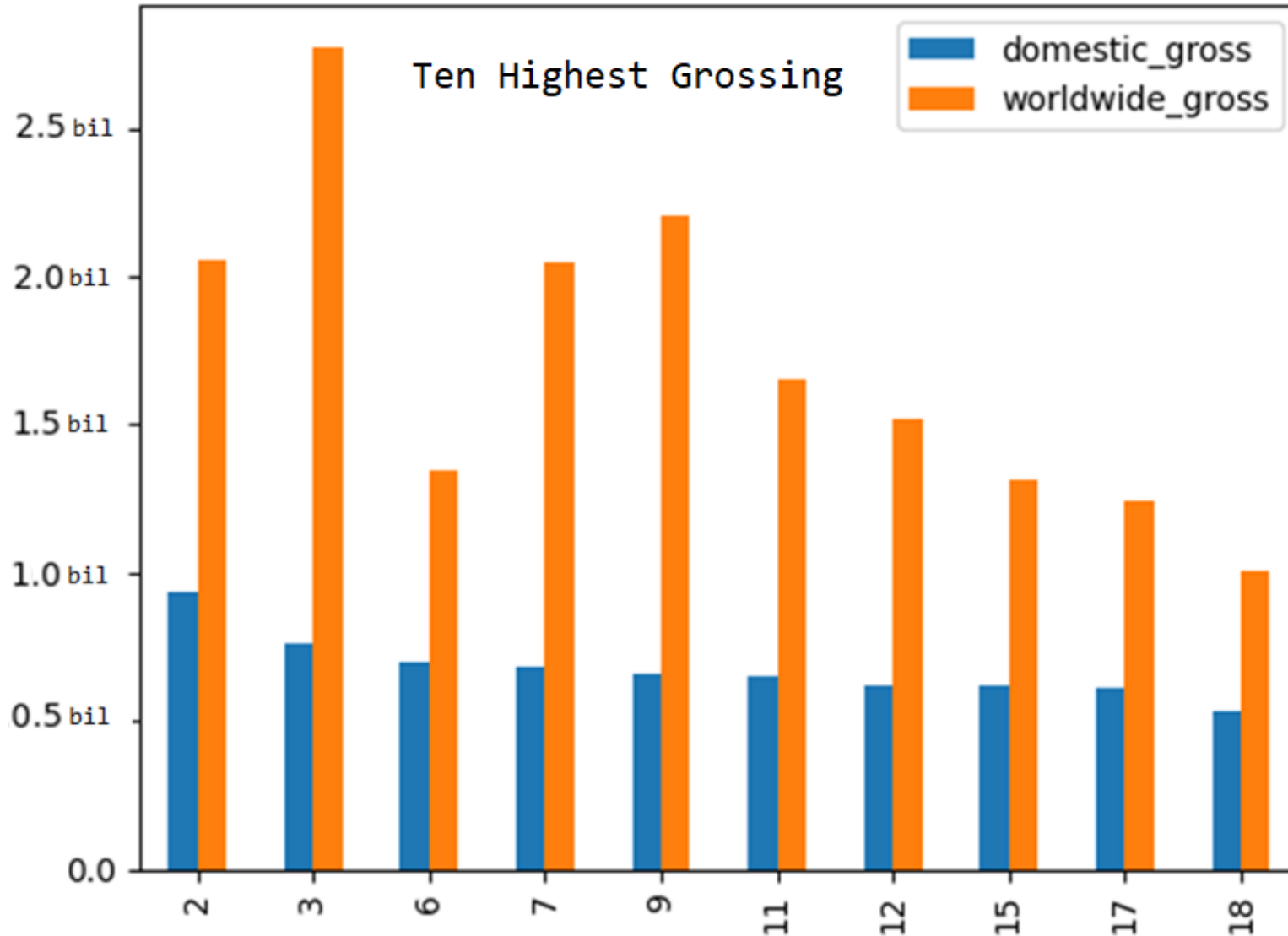
02

More action, adventure, animation, family, blockbuster, comic book movies - the proven genres.

03

Have to spend to earn makes sense in this case. Greatest money makers are almost always costly productions.

Ten Highest Grossing Movies of All Time
According to Domestic Gross

Ten Highest Grossing

Legend:
- domestic_gross
- worldwide_gross

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2 - Star Wars: The Force Awakens
3 - Avatar
6 - Black Panther
7 - Avengers: Infinity War
9 - Titanic
11 - Jurassic World
12 - The Avengers
15 - Star Wars: The Last Jedi
17 - The Incredibles 2
18 - The Dark Knight

Recommendation: Franchise Movies

Why make more franchise movies?

- 9 out of 10 highest grossing movies (domestically) are franchise movies.

- Only movie that is not a franchise movie among the Top 10 is Titanic.

- 7 out of 10 were not the first films of a franchise.

- Audiences come back for more.

- 2nd film often outperforms the first.

- Why? Higher expectations.   Inherently effective power of franchise movies.

- There is possible failure with any movie, but success rate is well worth the possibility of failure.

Recommendation: Genres

What genres to keep making. And why?

Among Top 10 Grossing Movies

- 10 out of 10 are action or adventure movies.

- 4 out of 10 are comic book movies

These are the proven genres. The money making agents.

This is failure with action or adventure or comic book movies also, but also higher success – economically.
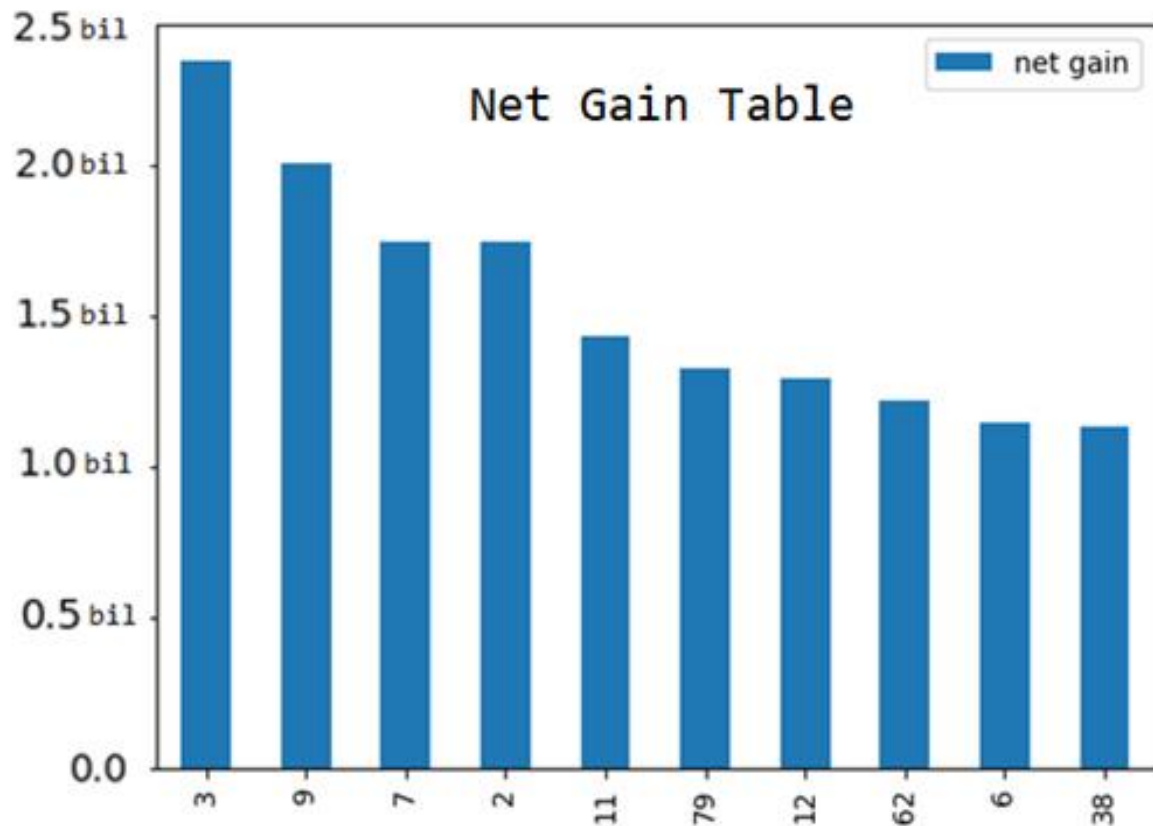
Recommendation: Expensive Movies

Why make more expensive movies?

Net Gain Table

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3 - Avatar
9 - Titanic
7 - Avengers: Infinity War
2 - Star Wars: The Force Awakens
11 - Jurassic World
79 - Furious 7
12 - The Avengers
62 - Harry Potter and the Deathly Hallows Part 2
6 - Black Panther
38 - Jurassic World: Fallen Kingdom

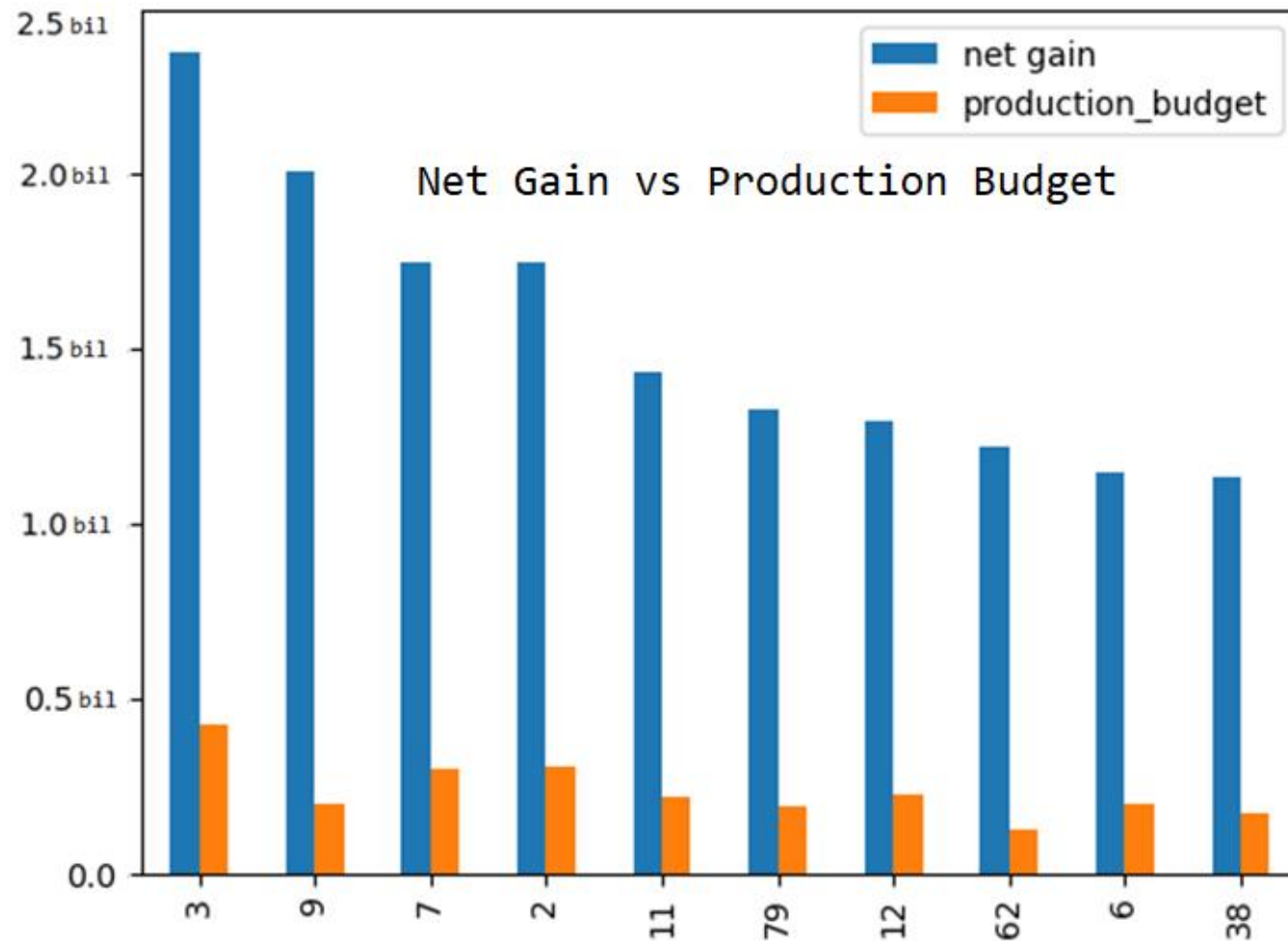# Recommendation: Expensive Movies

Why make more expensive movies?

title	year	runtime	genre	erage rat	release date	production_budget
Avatar					18-Dec-2009	425,000,000
Titanic					19-Dec-1997	200,000,000
Avengers: Infinity War					27-Apr-2018	300,000,000
Star Wars Ep. VII: The Force Awakens					18-Dec-2015	306,000,000
Jurassic World					12-Jun-2015	215,000,000
Furious 7					03-Apr-2015	190,000,000
The Avengers					04-May-2012	225,000,000
Harry Potter and the Deathly Hallows: Part II					15-Jul-2011	125,000,000
Black Panther					16-Feb-2018	200,000,000
Jurassic World: Fallen Kingdom					22-Jun-2018	170,000,000

- This is the **production budget** of the 10 most profitable (according to net gain) movies of all time.

- All took at least 125 million dollars to make.

- All were costly productions.

Net Gain Table
Most Profitable Movies of All Time

Net Gain vs Production Budget

Legend: net gain, production_budget

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Conclusion

What decisions should studios make?

Action, adventure, comic book, and animation are the safest decisions to make.

Franchise movies is another proven movie maker.

Nearly all the money a studio makes are on big blockbusters expensive projects.