



# DREAM TO STREAM

**Katie Whitson**



### SUMMARY

- ▶ The first goal is to determine how much money to allocate to the first project. Our goal is to maximize the dollars invested.
- ▶ The second goal is to find the optimal release date, setting the schedule for the movie.
- ▶ The third goal is to narrow down the movie genre. This will help pick the employees needed.



# BUSINESS PROBLEM

- ▶ We are trying to determine the best way to join the streaming and original movie production wars.
- ▶ Microsoft should not be the last major player in the game.
- ▶ We want to maximize our profits on the first movie to help expand the future and help cover start-up costs.

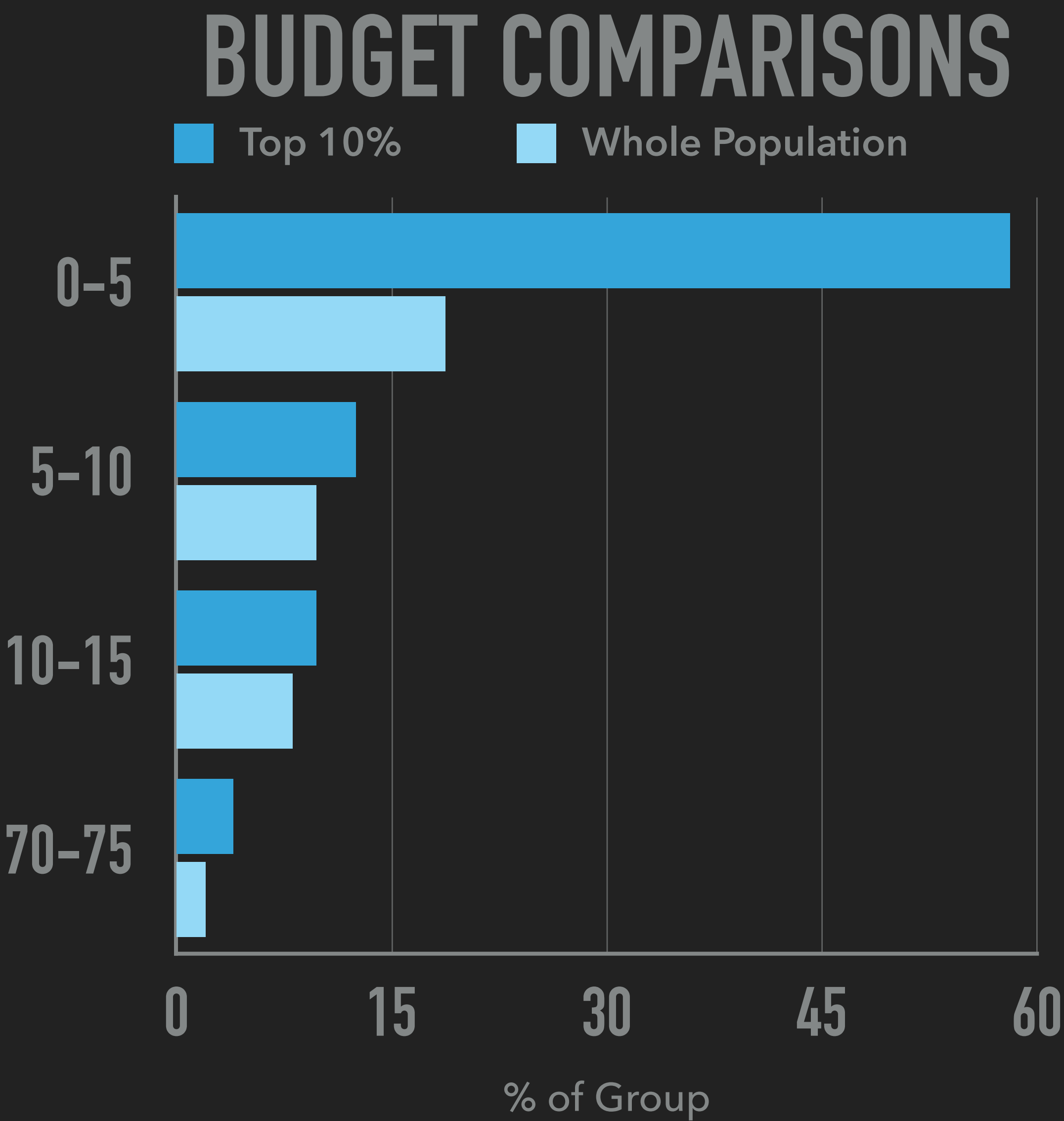


## DATA & METHODS

- ▶ We were looking for similarities in the top 10% of the most profitable movies to guide a future success story.
- ▶ Success in this study means having the highest profitability index, a.k.a., getting the most out of a dollar. Spending \$1 and getting \$100 back, instead of spending \$1 and getting \$10 back.
- ▶ Only the movies from the last 10 years were taken into consideration. The movies that were considered were ones that broke even domestically.
- ▶ The data used was pulled from Box Office Mojo, IMDB, TheMovieDB, and The Numbers.

# BUDGET ANALYSIS

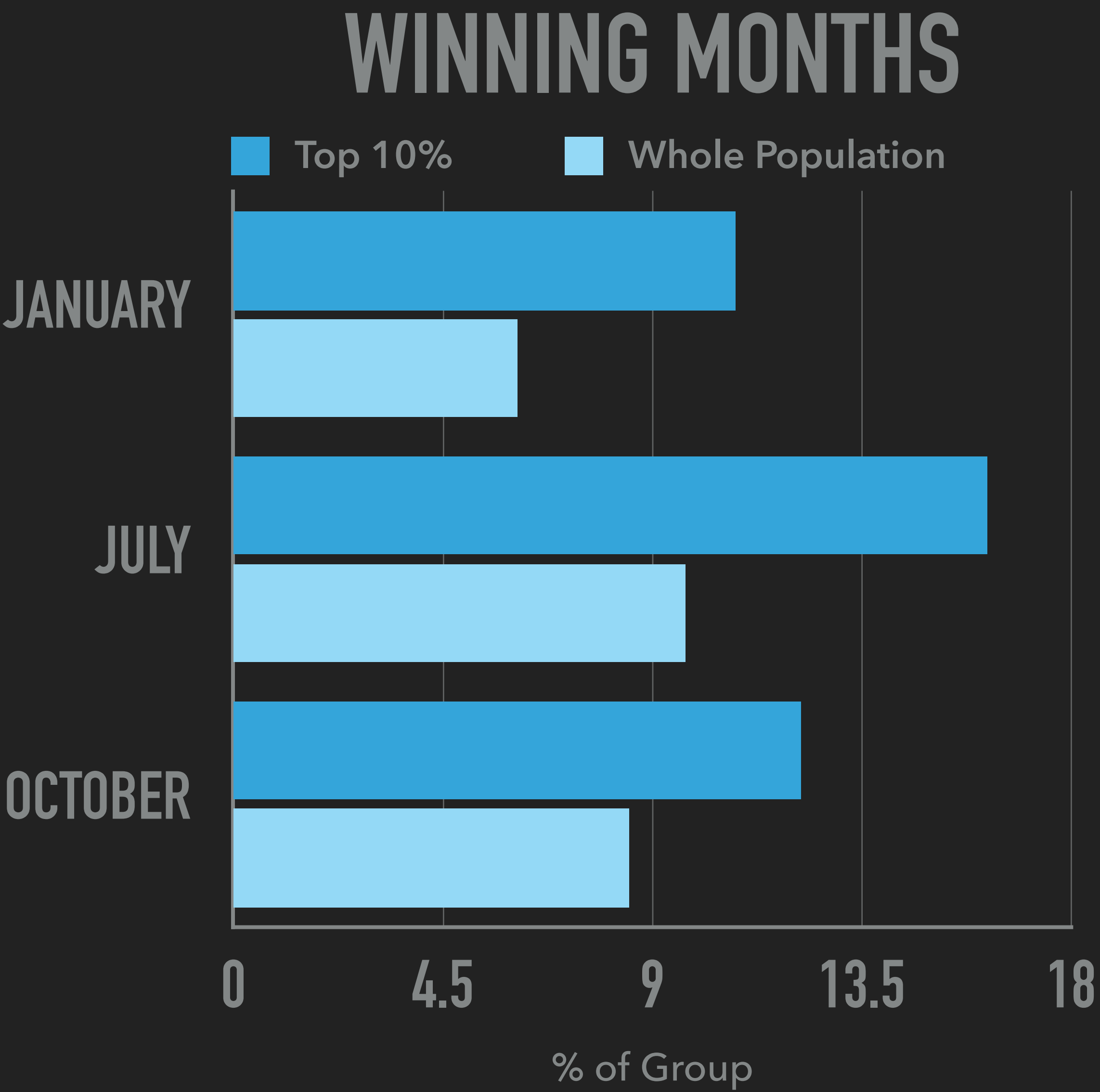
- ▶ The \$5 million brackets that have shown to be successful are displayed to the right. Additional research was done comparing the budgets from \$1 spent to \$340,000,000 million.
- ▶ I looked for brackets that out-performed the whole population. For example, if there were 5 movies out of a 100 that had a budget under \$5 million and all 5 of those movies showed up in the top 10 movies that would be a great indicator of success.





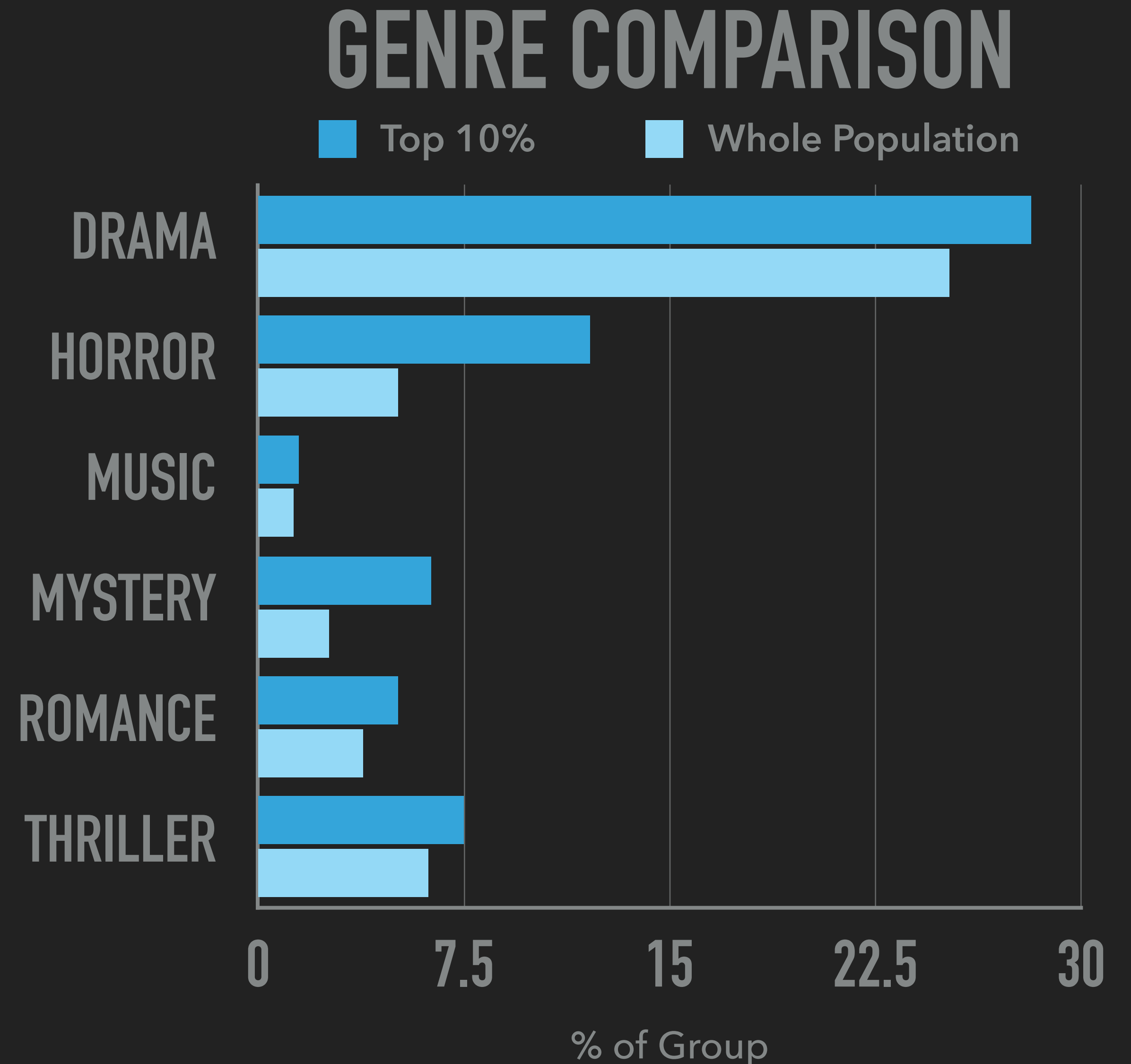
# RELEASE MONTH ANALYSIS

- ▶ Release dates were analyzed to see if certain months were more successful than others. The most successful are shown to the right.
- ▶ The dates were broken up by month because most of our (USA) holidays and breaks occur in specific months, with little overlap.



### GENRE ANALYSIS

- ▶ Certain genres are just more profitable than others.
- ▶ The over-represented in the 10% are shown to the right. There were additional genres that were taken into consideration.
- ▶ Picking a genre then determines every other business decision. You can pick popular actors, directors, settings, etc..





## CONCLUSION

- ▶ A budget of \$15 million or less shows the most potential to maximize the profit index. To narrow that down even more, a budget of less than \$5 million is the most successful.
- ▶ A release date in the month of January, July, or October represents more of the top 10% of profitable movies than other months. I would recommend releasing in one of these three months.
- ▶ A movie in the mystery/horror genre would set Microsoft up to make the most of their money.

GITHUB: @PURPLE-MONKEYS

EMAIL: [KATIE.WHITSON@ICLOUD.COM](mailto:KATIE.WHITSON@ICLOUD.COM)

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# SWEET DREAMS