Microsoft Movies

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Recommendations

- Action/Adventure/Sci-Fi

- Spend no more than $175-$200 million

- Release in late May

Outline

- Business Problem
- Data
- Methods
- Results
- Conclusion

Business Problem

- Microsoft is an established company – but not in the film industry
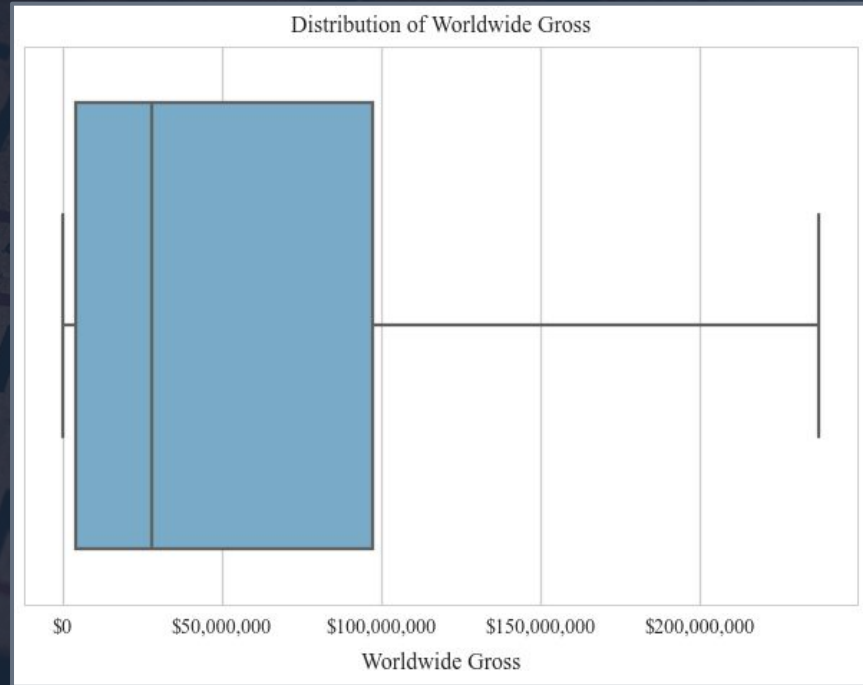
- Produce a blockbuster hit to immediately gain traction

Data

- Data from IMDB, Box Office Mojo, The Movie Database and The Numbers on the
  - genre
  - release time
  - production budget &
  - worldwide gross of ~1497 films.

Success Metric

Average worldwide gross

Out of 5818 films, there are 609 outliers which had a worldwide gross significantly higher than the average.

Distribution of Worldwide Gross

$0 $50,000,000 $100,000,000 $150,000,000 $200,000,000
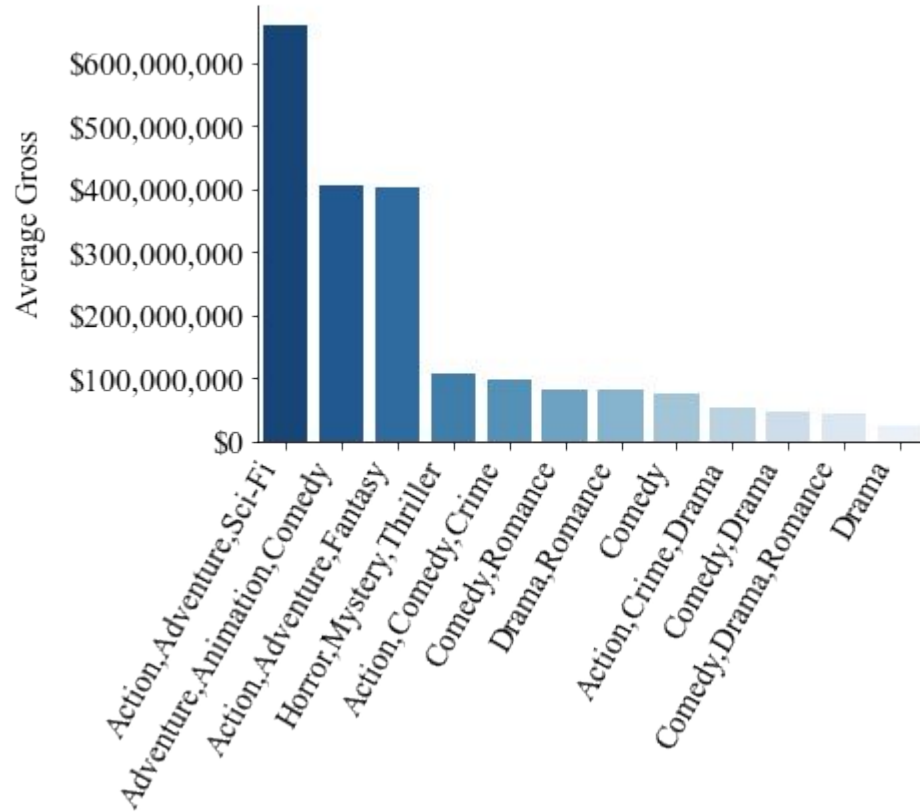
Worldwide Gross

Genre

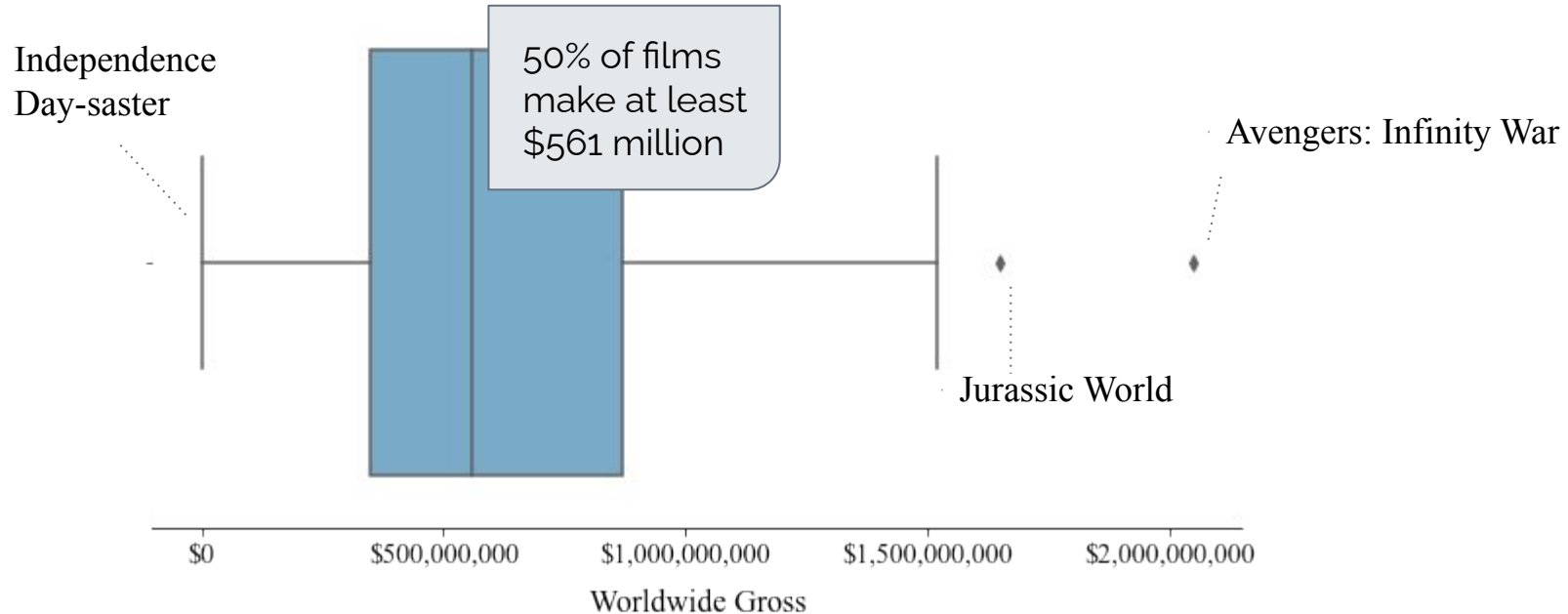12 genres with at least 30 films each

Genre combinations treated as separate genres - **Action Adventure Comedy** is fundamentally different from **Romantic Comedy**, or **Horror Comedy**

Average Worldwide Gross of Films in Genres with at least 30 Films

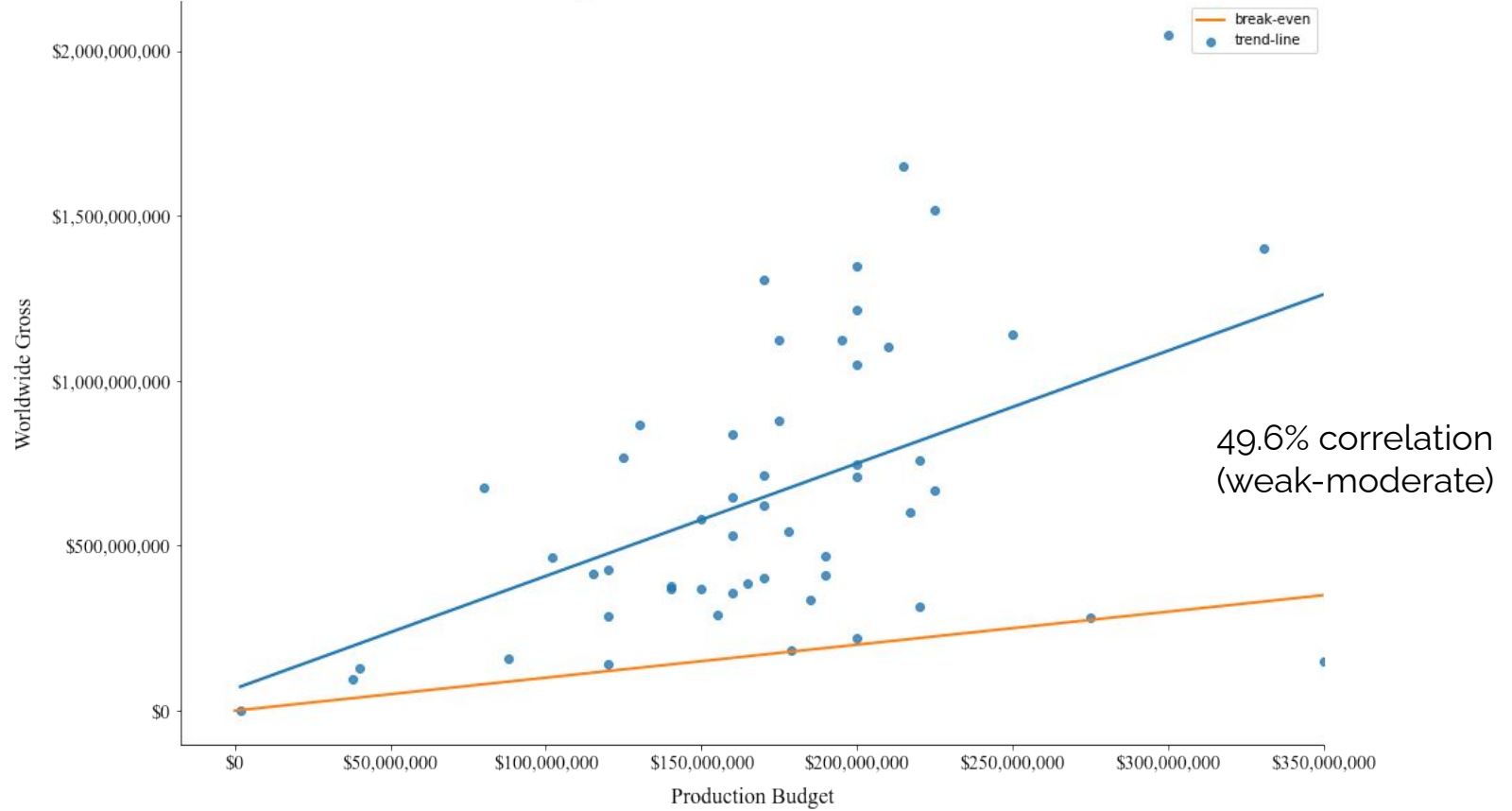Top 3 genres gross 4 times as much on average

Distribution of gross revenue for Action/Adventure/Sci-Fi movies

96%

of Action / Adventure / Sci-Fi films broke even

Correlation Between Production Budget and Worldwide Gross of Action/Adventure/Science-Fiction Films

49.6% correlation
(weak-moderate)

Average production budget is $175 million

Recommendation

Action/adventure/science-fiction
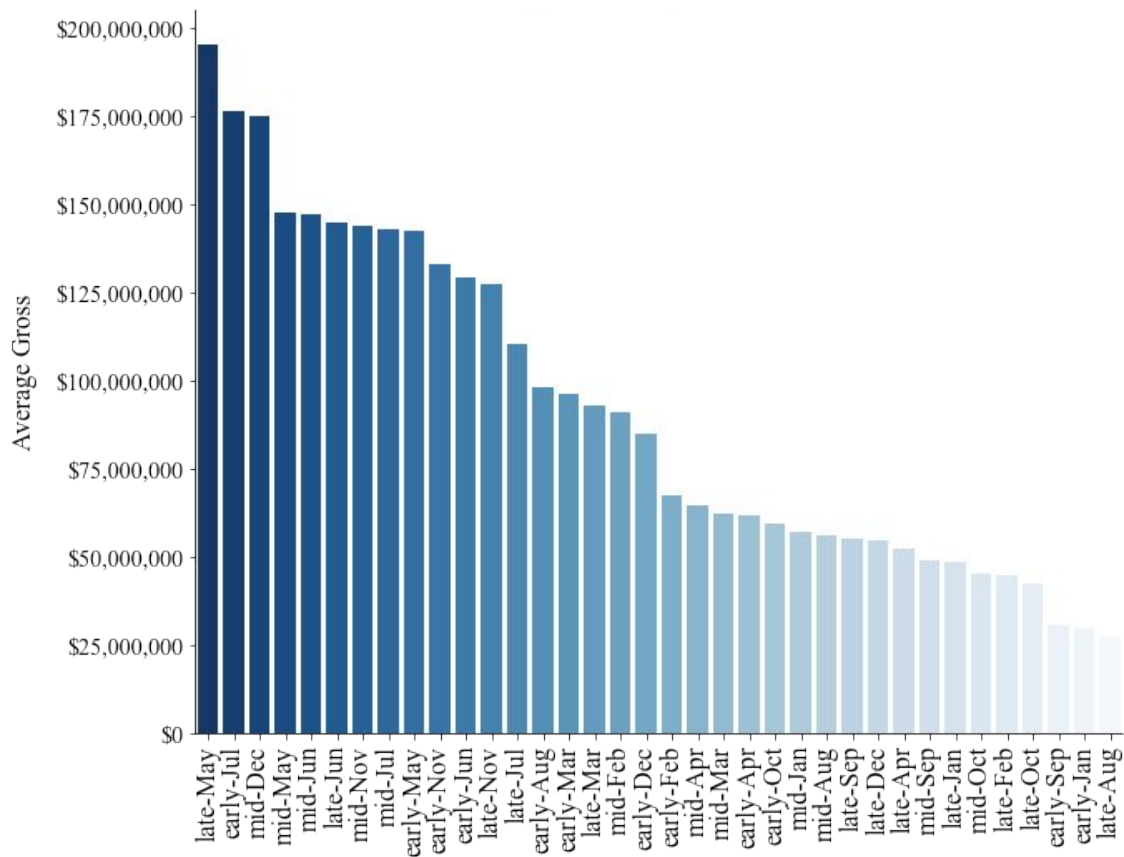
Spend no more than $175 - $200 million

Release Times

Separated each month into 3 bands: early, mid and late

Average Gross by Release Band

Extra $25-50 million (or more) if released in top 3 categories

Recommendation

Release your first film in late May, early July or mid-December.

Recommendations

- Action/Adventure/Sci-Fi

- Spend no more than $175-$200 million

- Release in late May

Possible Future Analysis & Limitations

- Only 1497 films

- Trends over time

- Keyword analysis

Thanks!

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Credits

Special thanks to all the people who made and released these awesome resources for free:

- Presentation template by SlidesCarnival
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