Microsoft Movies

Recommendations

- Action/Adventure/Sci-Fi

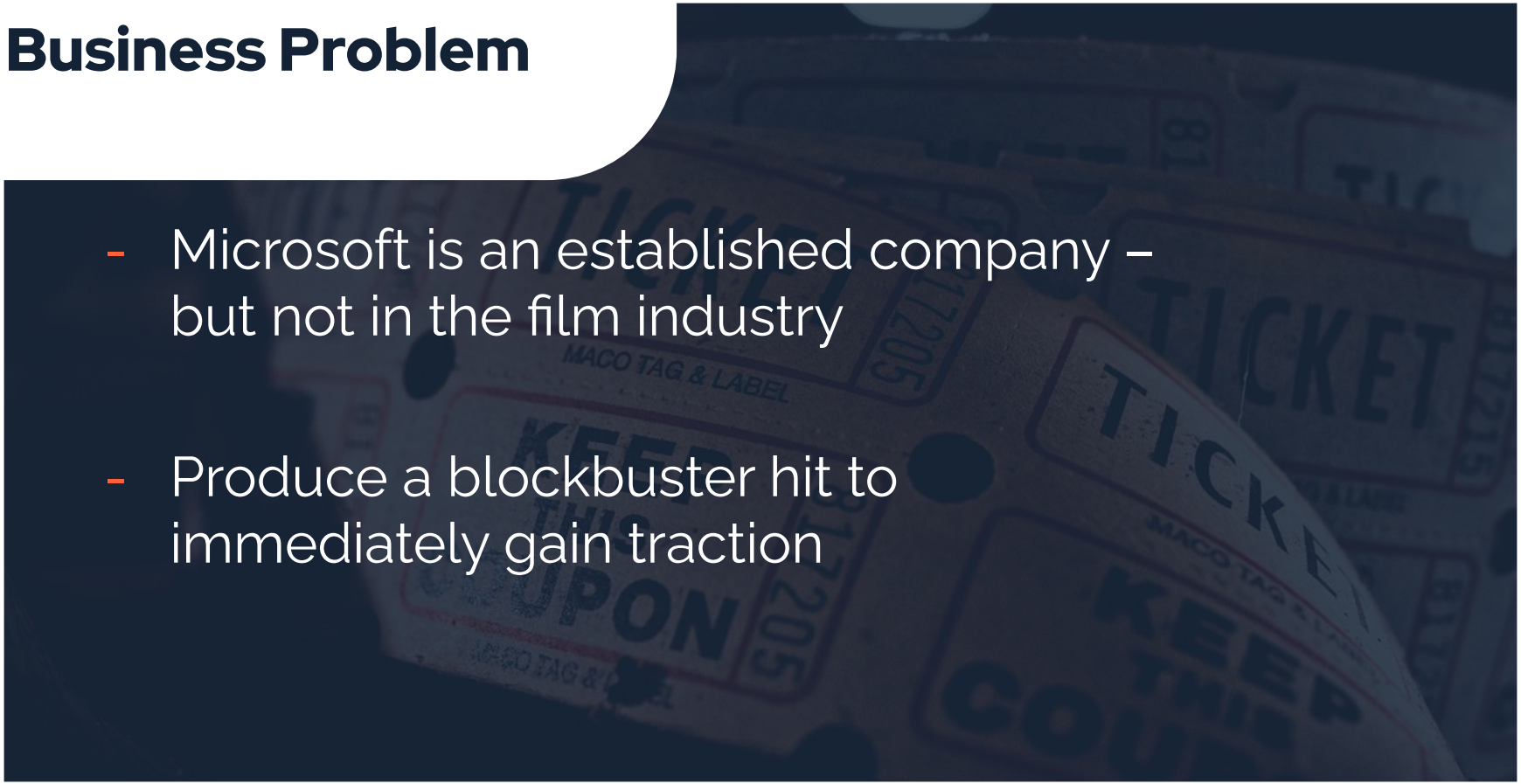
- Spend no more than $175-$200 million

- 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
  - The Numbers

on the genre, release time, production budget & worldwide gross of ~1497 films.

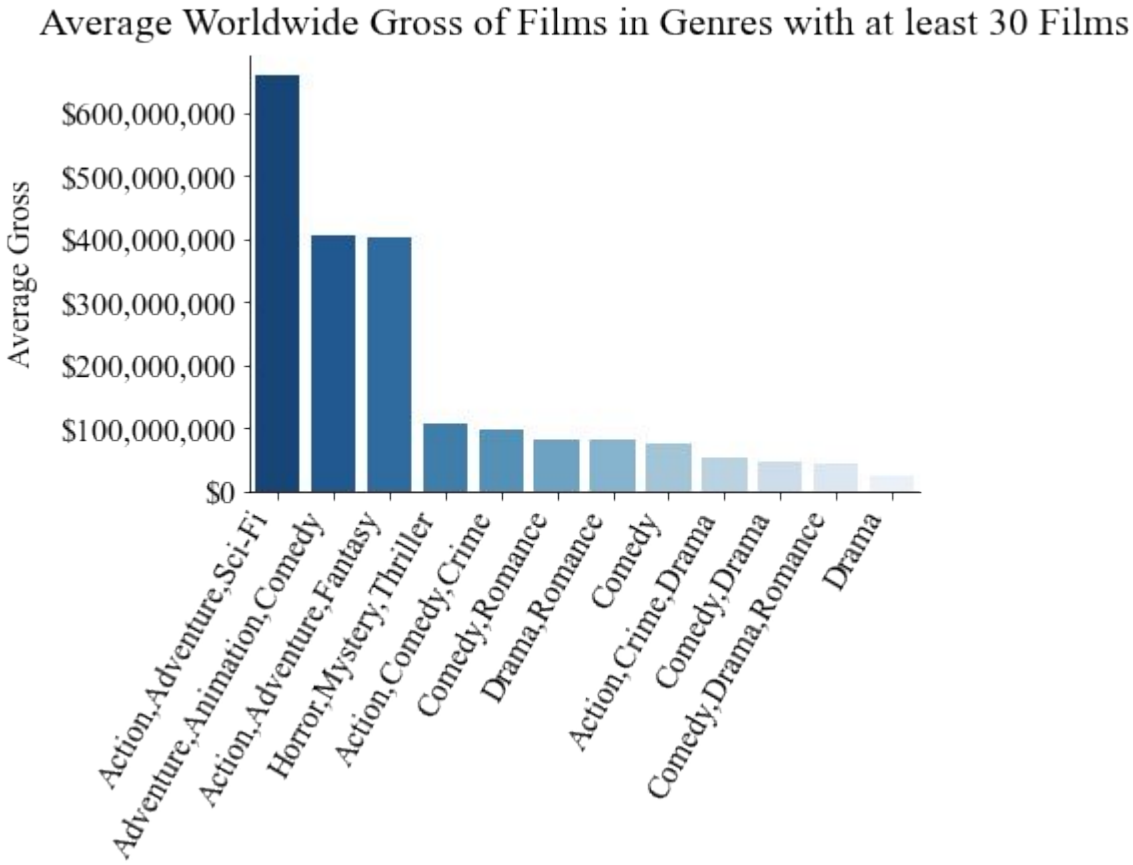
Success Metric

- Average worldwide gross

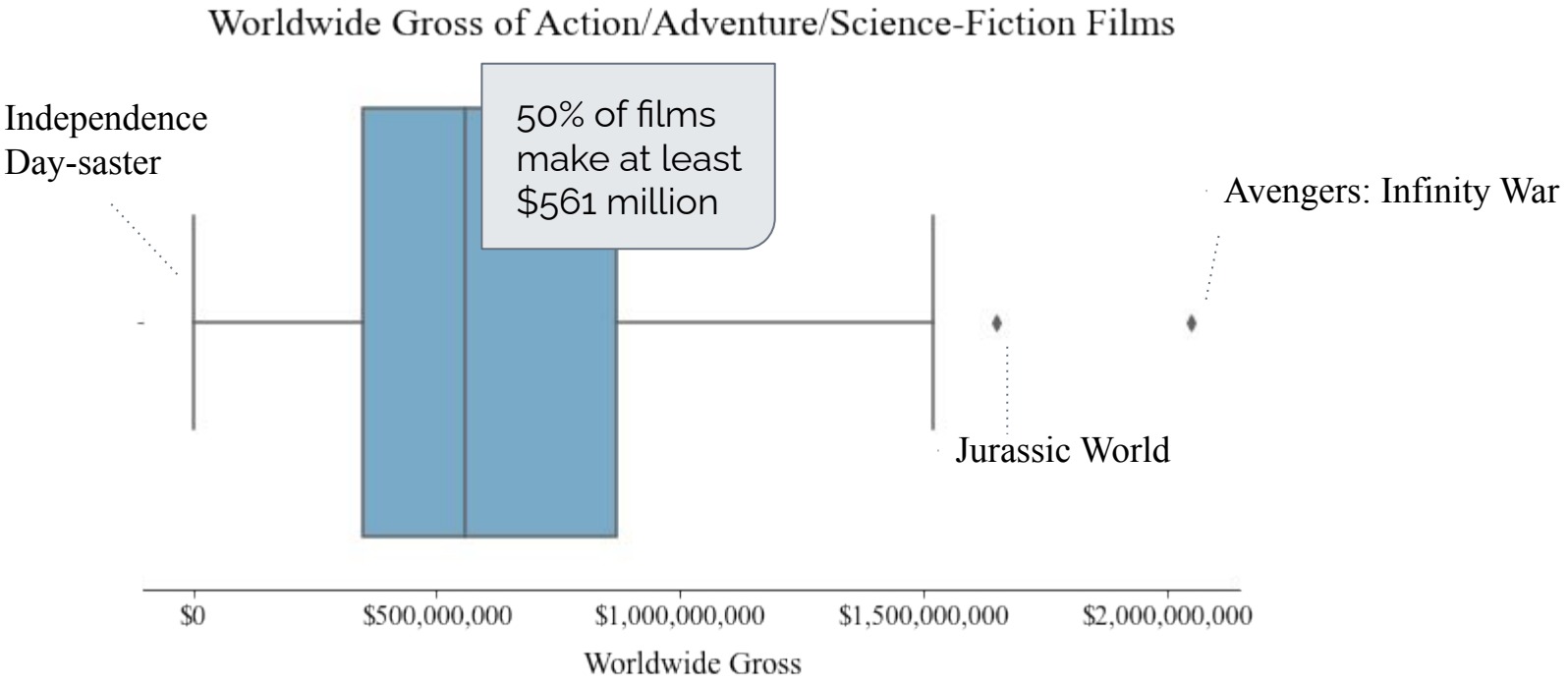
Genre

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**



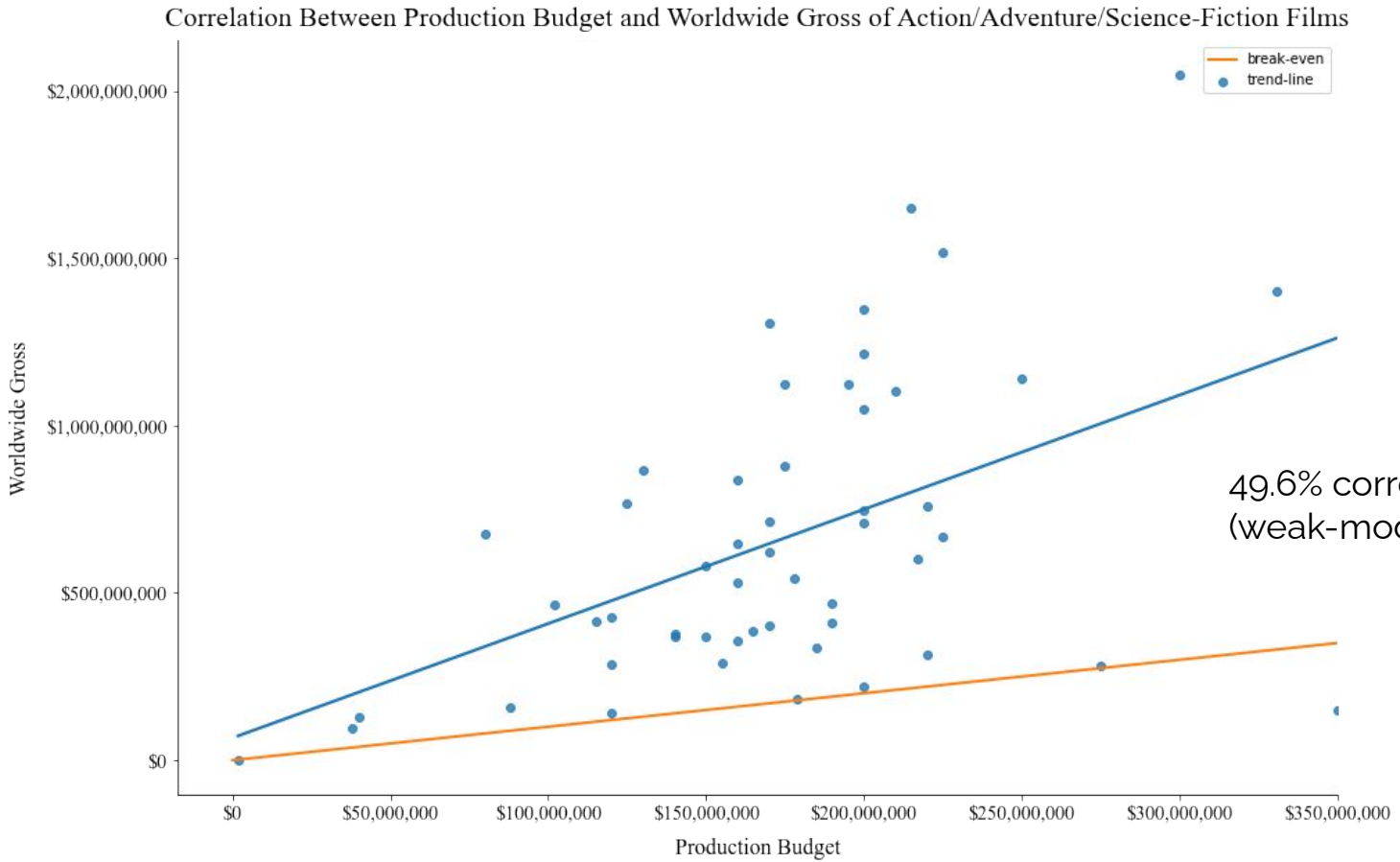
Top 3 genres gross 4 times as much on average



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

96%

of Action / Adventure / Sci-Fi films broke even



49.6% correlation
(weak-moderate)

Average production budget is $175 million

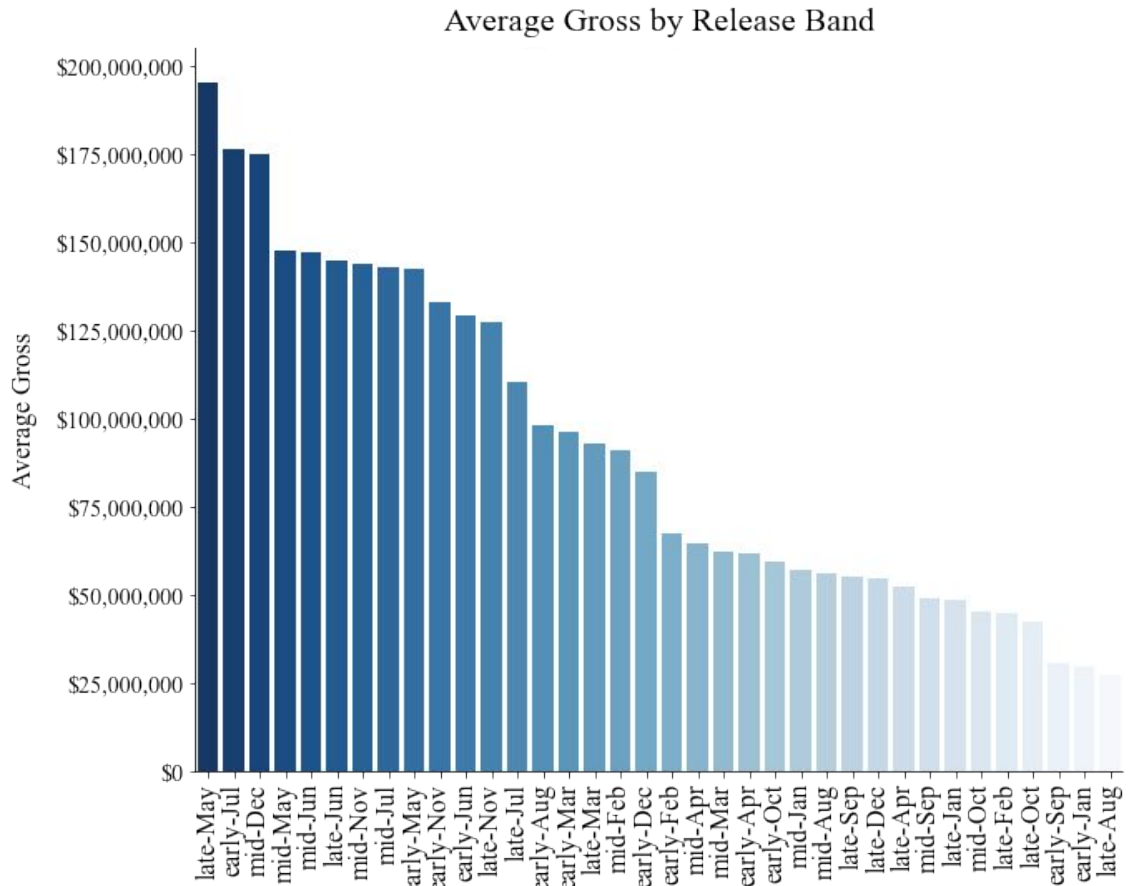
Recommendation

Action/adventure/science-fiction

Spend no more than $175 - $200 million

Release Times

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



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.

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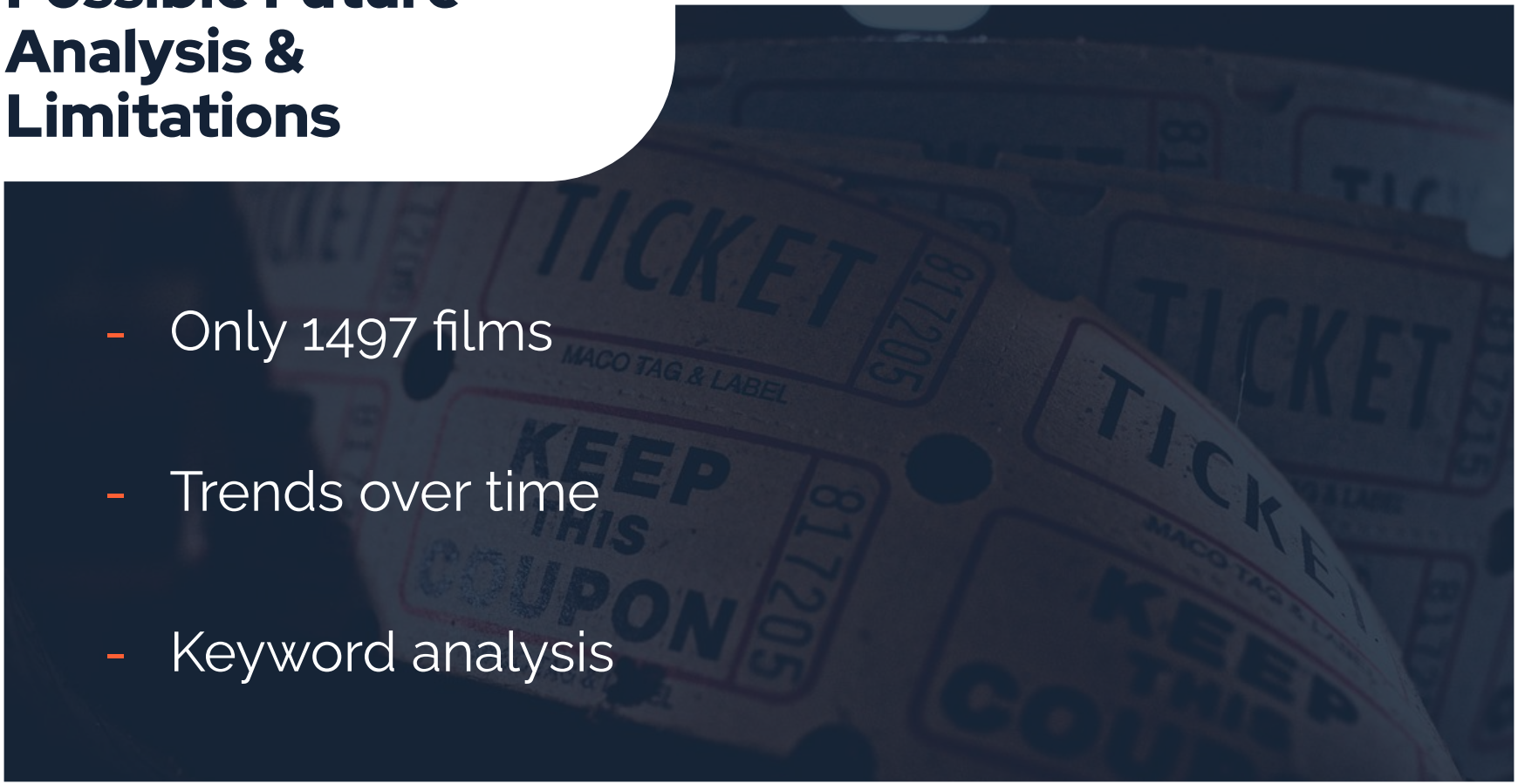
Possible Future Analysis & Limitations



- 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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