

A large, dark silhouette of a movie camera is positioned on the left side of the frame. It features two large circular lenses at the top, a central body, and a tripod base. The camera is angled slightly towards the right.

# Microsoft Movie Analysis

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# Overview

We took a high level approach that focused mainly on the profitability and its effect on film success.

Our data shows that you should release a PG-13 action/adventure film in July with a minimum production budget of \$31 million and a target audience of ages 12 and up.

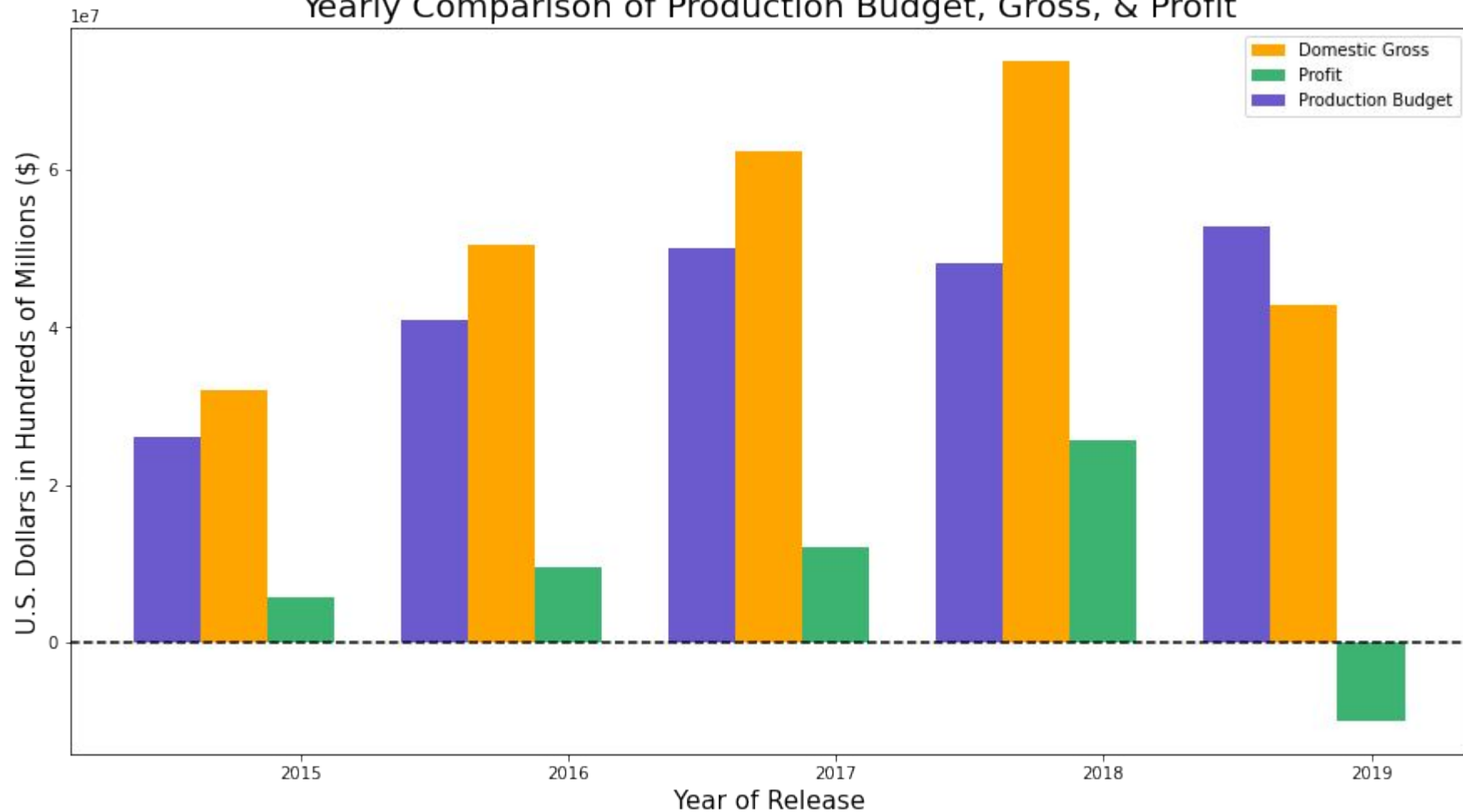
# Business Problem

What makes a movie successful?

- Profitability
- High ratings
- Sufficient budget
- Proper accessibility rating
- Release timing

We chose to focus our efforts on overall profit because production companies main concentration is to generate the biggest payback possible.

# Yearly Comparison of Production Budget, Gross, & Profit

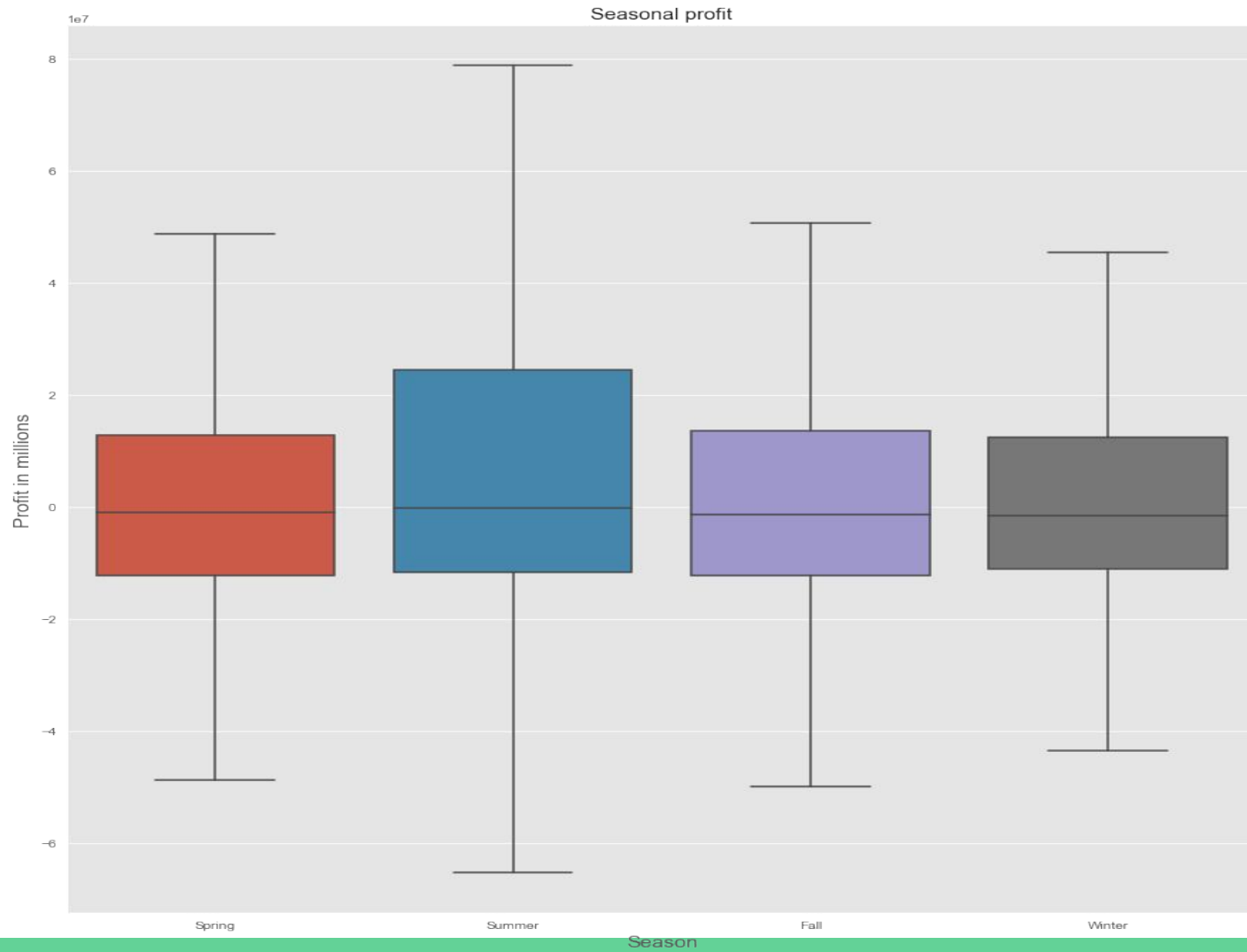


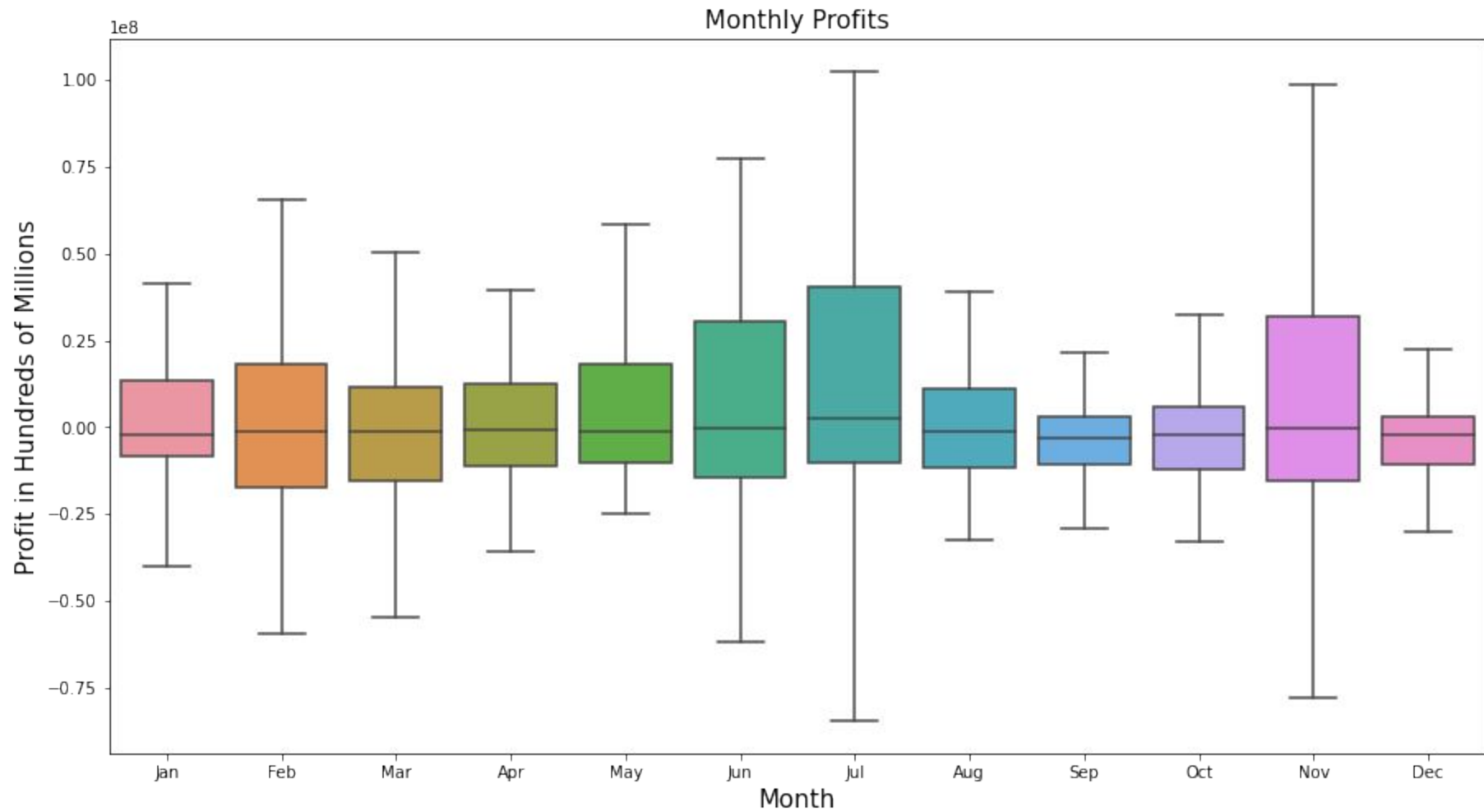
# The Problem Years

For obvious reasons, COVID halted film releases and production in 2020.

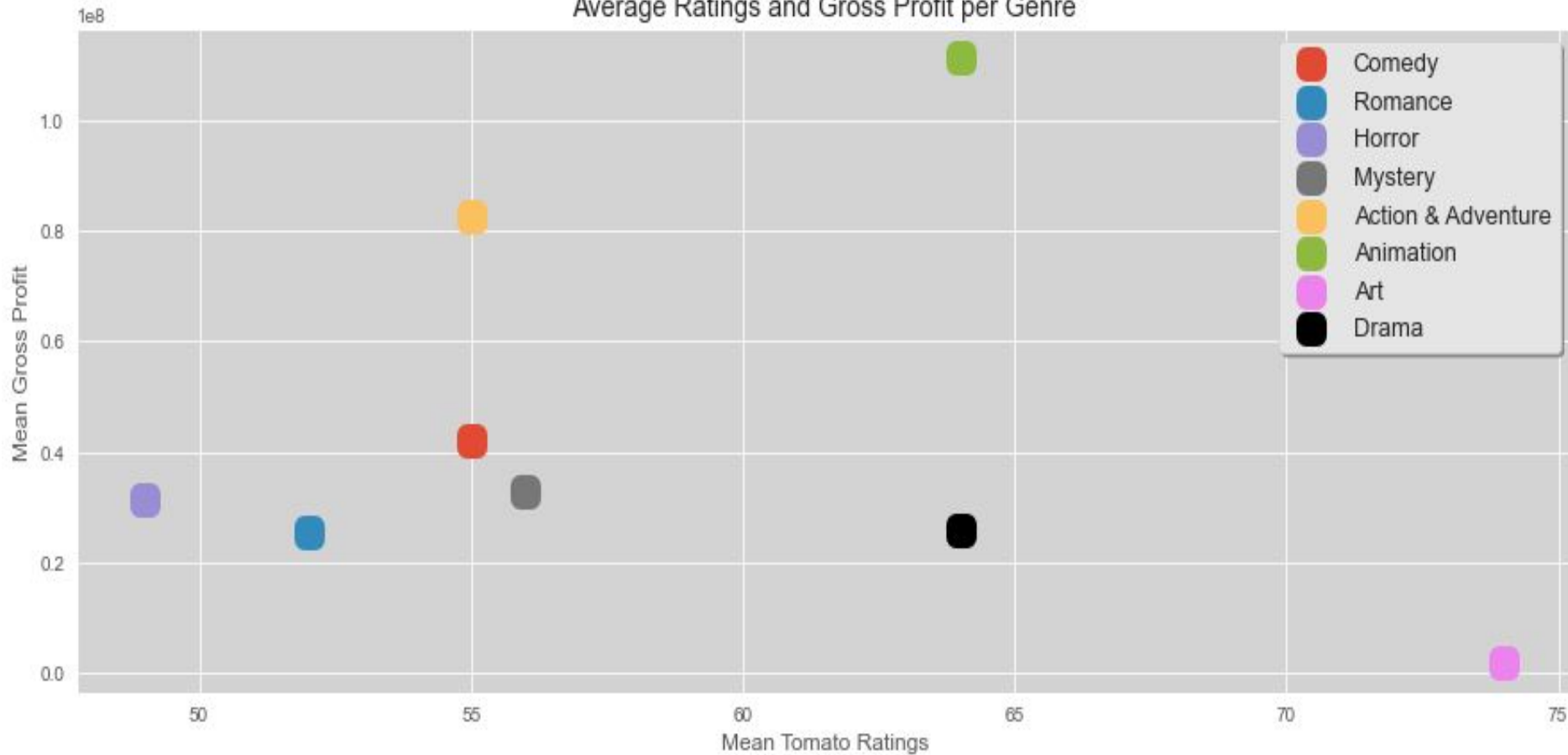
## 2019 Problems:

- Did not cater to audiences
- Unattractive sequels
- Franchise fatigue
- Too much competition + new streaming platforms
- Bad reviews at the beginning (solution: release this movie on a different weekend than any other action & adventure films)

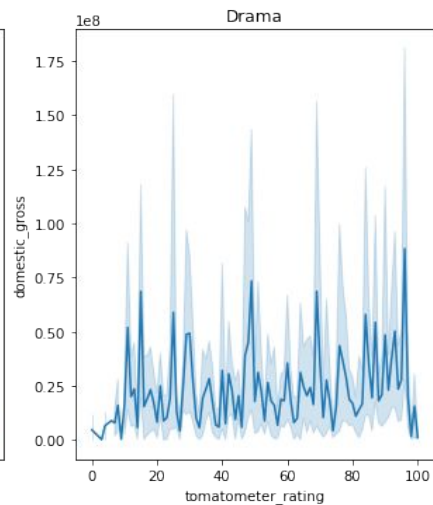
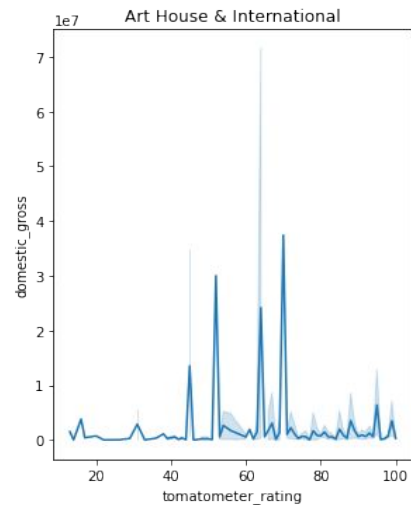
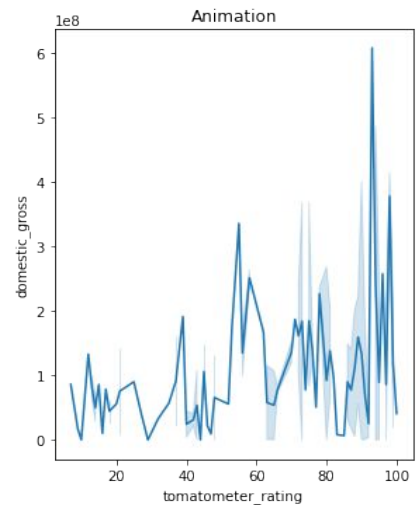
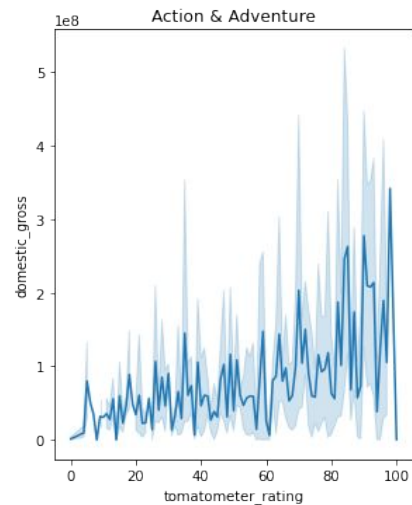
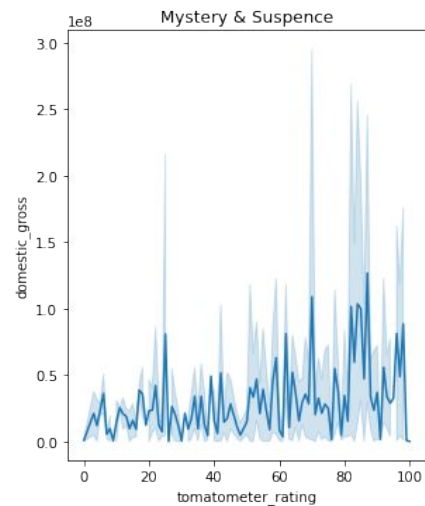
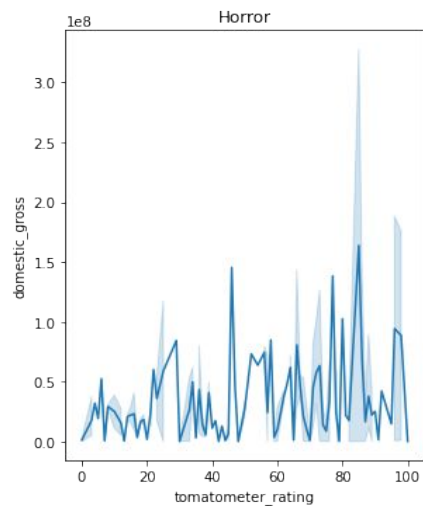
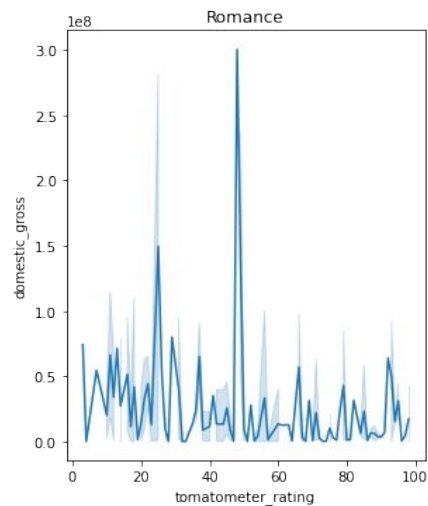
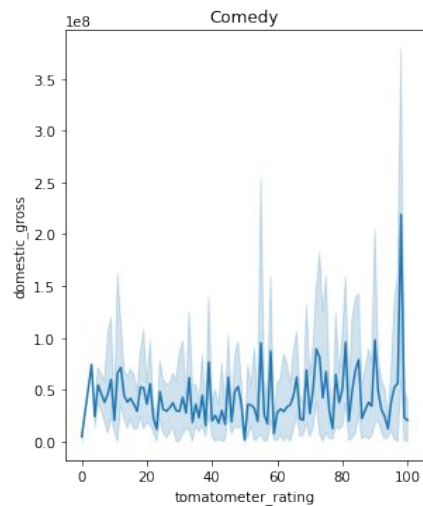


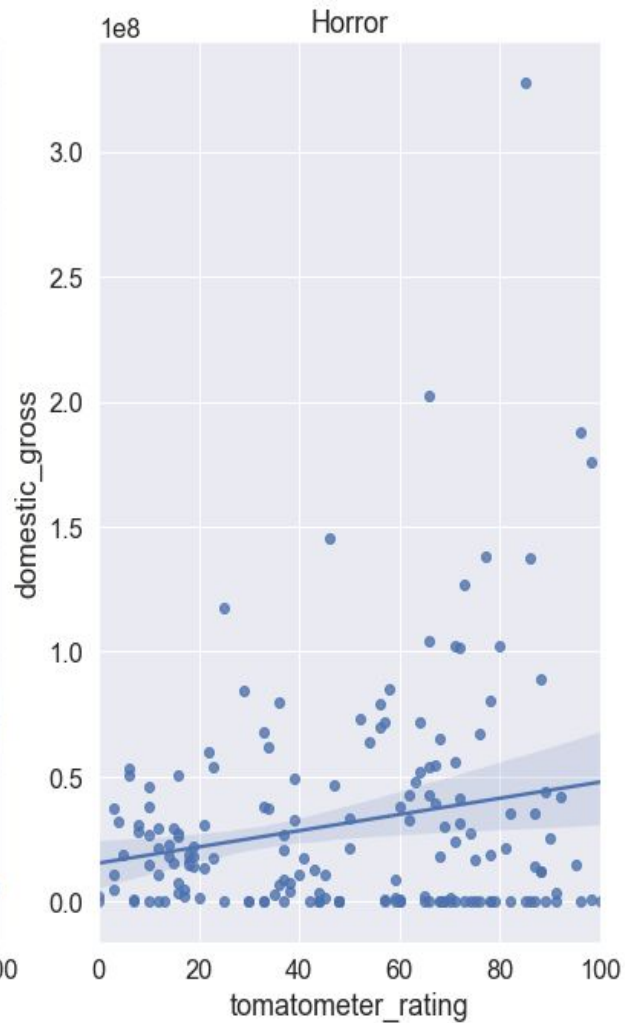
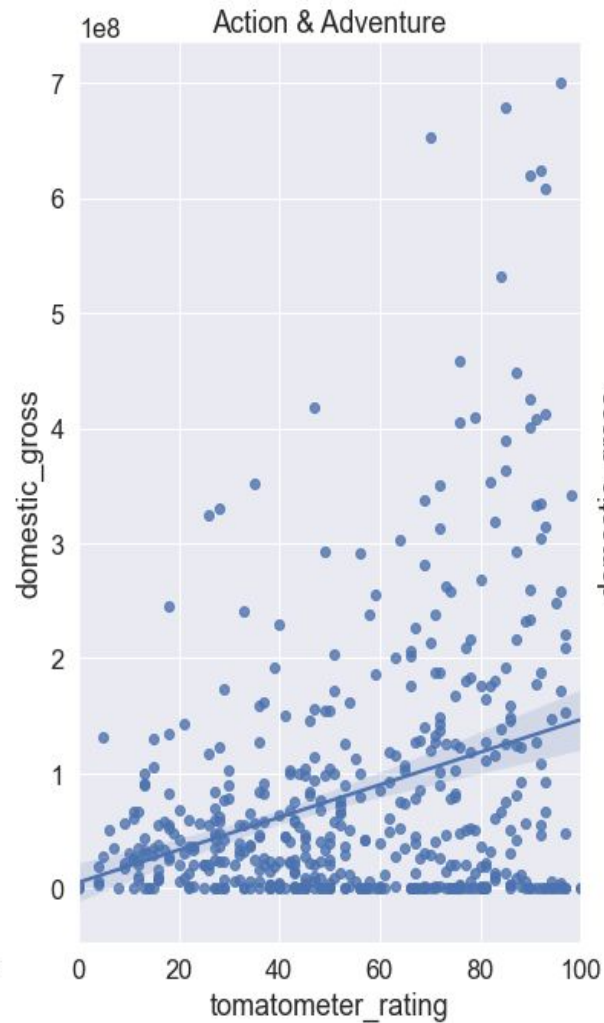
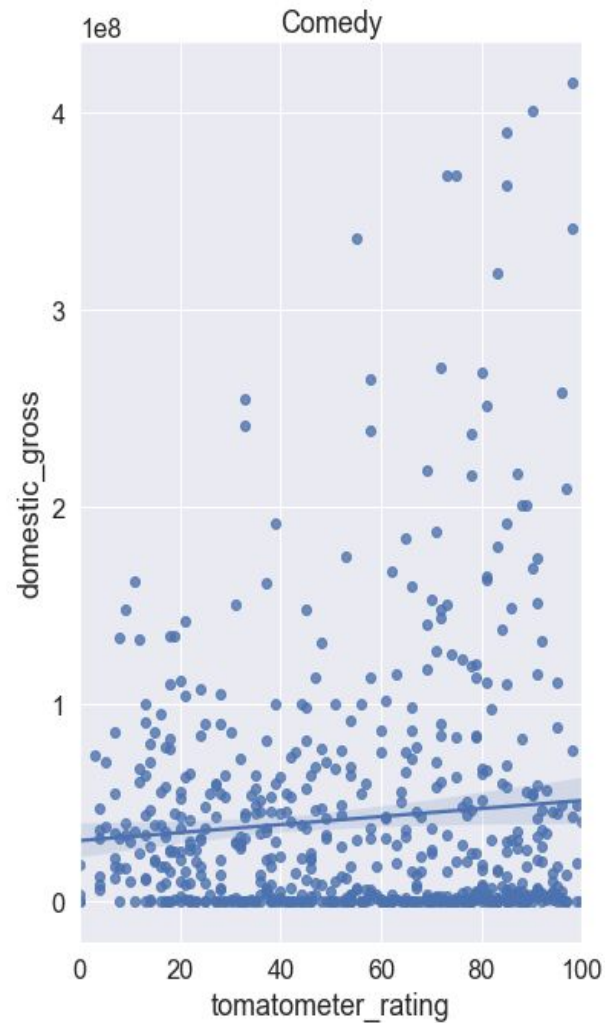


Average Ratings and Gross Profit per Genre





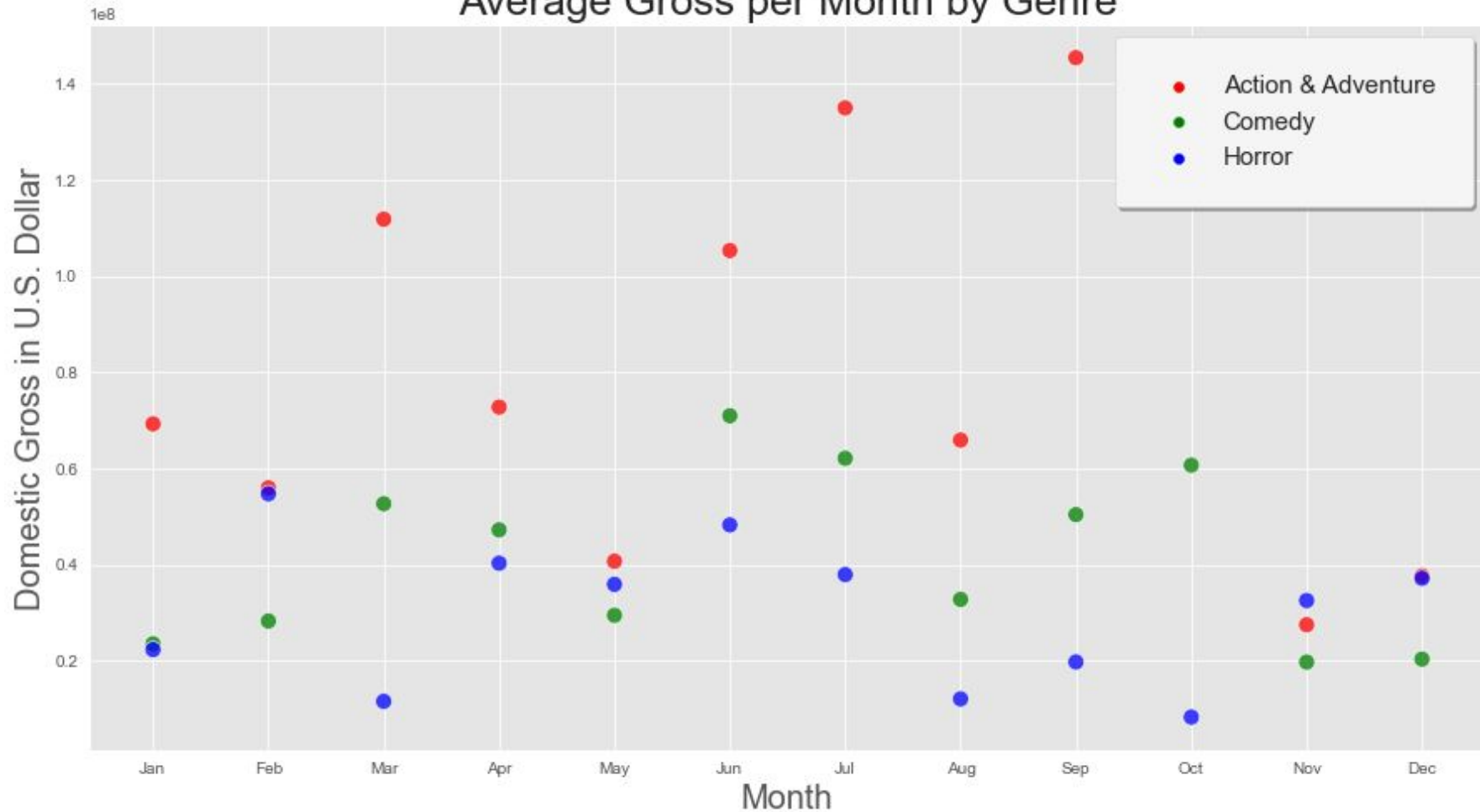




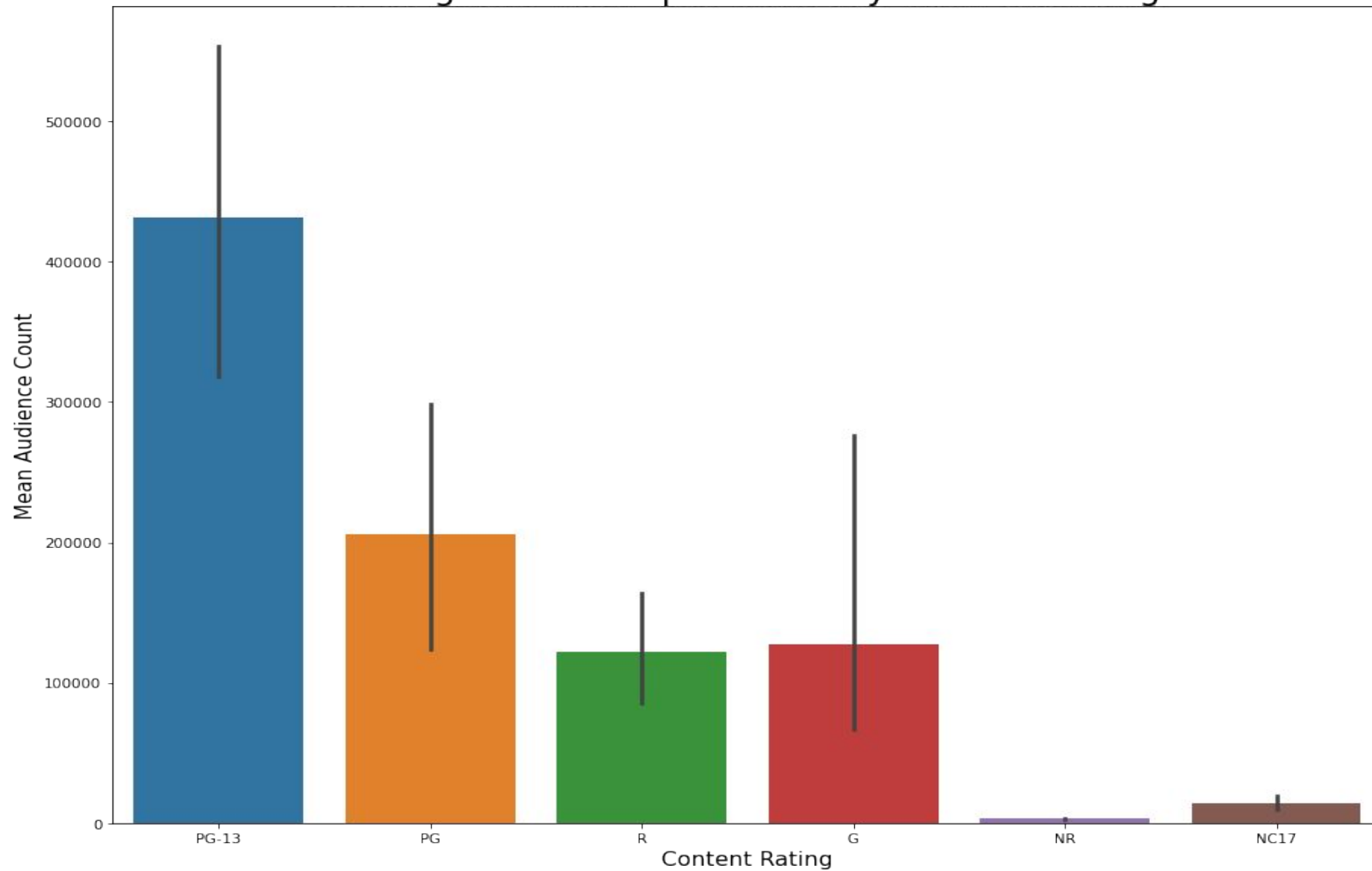
Linear Regression of Ratings and Gross Profit per Genre



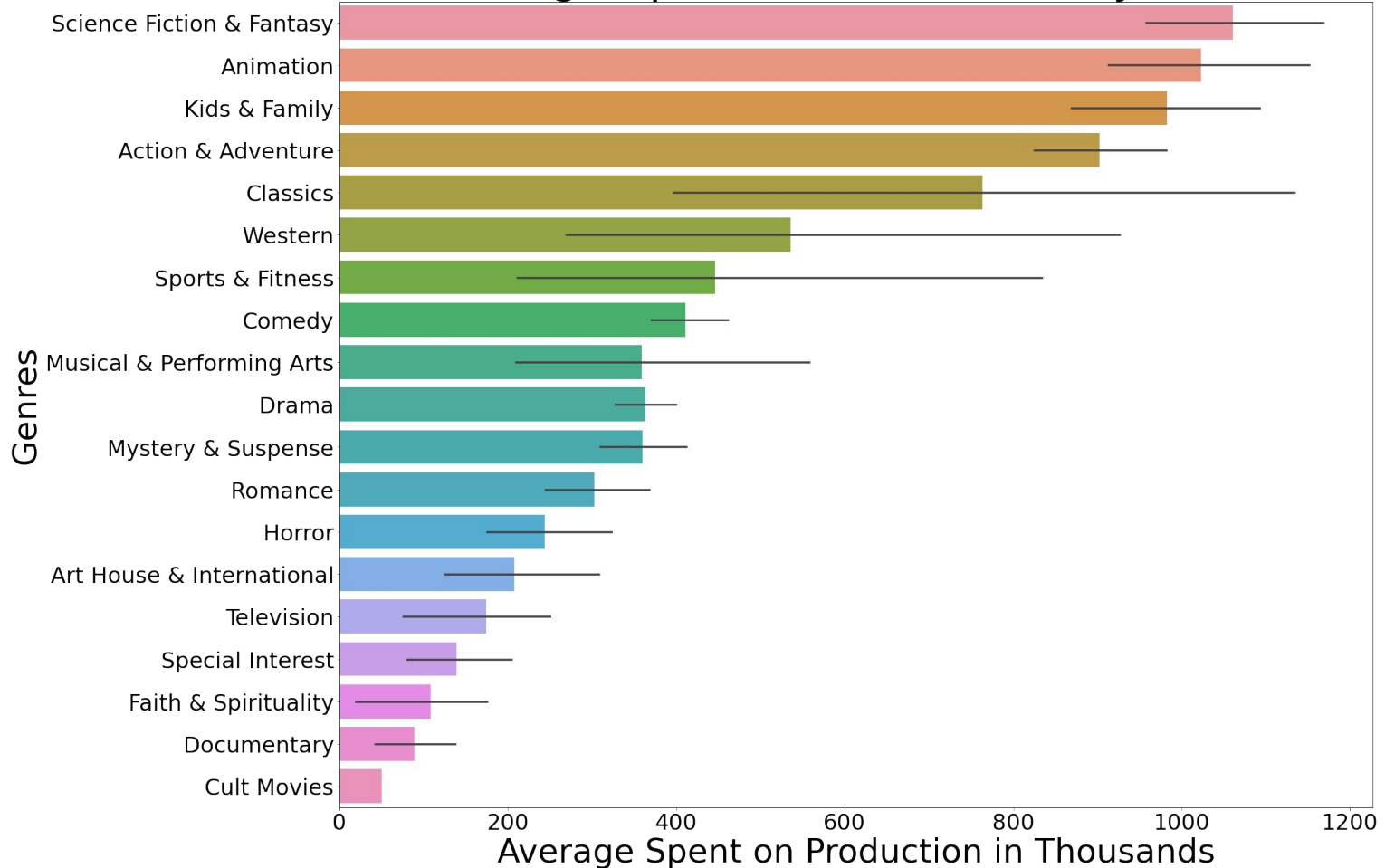
# Average Gross per Month by Genre



Average Audience per Movie by Content Rating



# Average Spent on Production by Genre



# Data

**Our datasets came from :**

Rotten Tomatoes

IMDb files

B.O.M. Film Productions Co.

Each data set includes different columns of information that we merged, compared, and manipulated to pull out all data needed to solve our questions.

# Methods

- Yearly Comparison of Production & Budget
  - Get a base for how much you will have to spend
- Create Profit Data
- Seasonal Profit
  - Season would be the most profitable to release
- Monthly Profit
  - Best month to release the movie
- Average Ratings and Gross Profit per Genre
  - Genre that produces profit and good ratings
- Linear Regression of Ratings and Gross Profit per Genre
  - Choose genre with high ratings and gross
- Average Gross per Month by Genre
  - Month to release movie with genre
- Average Audience per Movie by Content Rating
  - Choosing rating of the movie
- Average Spent on Production by Genre
  - Amount to spend on production



# Results

The genre we found to be the most profitable is Action & Adventure. Action & Adventure movies thrive during the month of July and September.

We recommend to release the movie in the summer because it is the most profitable season for movies. July and November proved to be the most profitable months to release a movie. So with this knowledge, July would be the month that would produce the highest domestic gross.

You would want to spend a minimum of \$31 million on production budget to heighten your profit and lessen your risk of failure.

This is the average amount spent on Action & Adventure production budgets. With a production budget of this, we predict there to be a domestic gross of \$41 million, which gives a profit of around \$10 million.

# Conclusion

**Genre:** Action/Adventure

**Release Date:** July on a weekend where no other action/adventure films are being released

**Rating:** PG-13

**Production Budget:** \$31 Million+

# THANK YOU

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The image is a classic 'The End' title card. It features a black and white spiral background that creates a sense of depth and movement. The words 'The End' are written in a stylized, white, cursive font with a slight shadow, centered over the spiral. The overall effect is dramatic and nostalgic, typical of mid-20th-century cinema.

*The End*