Microsoft
Productions

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1. Motion Picture Association

Data Sources

Click on the logo of a data source to be taken to that source's website.

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Main Category, Subcategory & Crew Member Types

Main Category Type
Ratings

Subcategory Types
Genres
Creative Types
Specific Genre & Creative Type Combinations

Crew Member Types
Directors
Writers
Actors
Actresses

Category & Subcategory Types

Ratings
PG-13
R
PG
G
Not Rated

Genres
Drama
Action
Adventure
Comedy
Thriller/Suspense
Horror
Romantic Comedy
Black Comedy
Musical
Western
Concert/Performance

Creative Types
Contemporary Fiction
Science Fiction
Dramatization
Fantasy
Kids Fiction
Historical Fiction
Super Hero
Factual
Multiple Creative Types

Financial Performance Metrics

Total Worldwide Gross Revenue

Total Worldwide Profits

Average Worldwide Gross Revenue

Average Worldwide Profits

Standards for Qualifying as an Important Subcategory

➢ There had to have been **at least nine movies made** with a subcategory for that subcategory to qualify.

➢ Only the **Top 3** subcategories were considered as **financially important subcategories** for each metric.

➢ If there were **less than nine movies made** with a subcategory, but that subcategory's value for a metric was **greater than the maximum value of the Top 3 for that metric**, it was added to the **Additional Insights** section.

Financially Important Genres

OPUSDATA CATEGORICAL DATA
THE NUMBERS FINANCIAL DATA
2010 → 2018
Top 3 Genres for PG-13 Films ● Based on Total Worldwide Gross
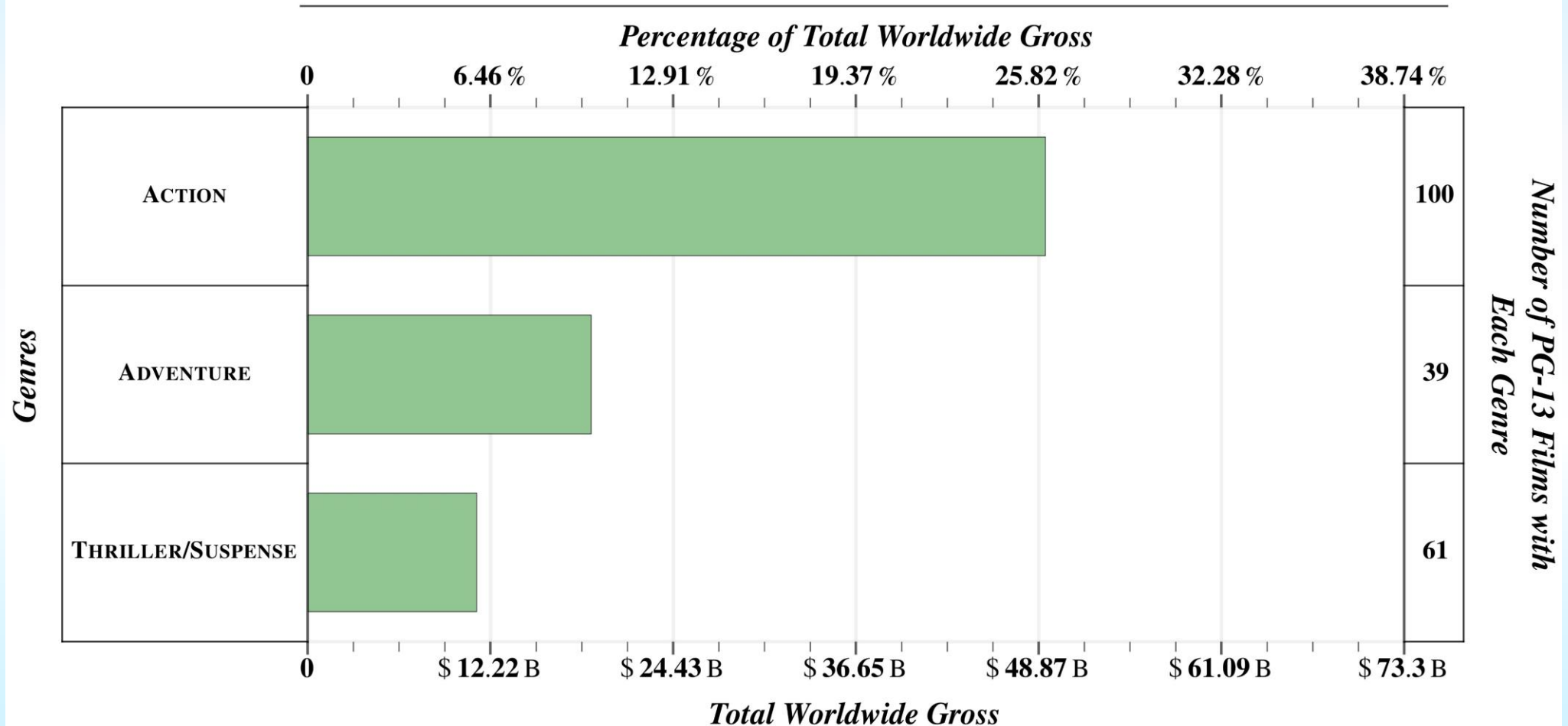
Percentage of Total Worldwide Gross

| | 0 | 6.46 % | 12.91 % | 19.37 % | 25.82 % | 32.28 % | 38.74 % |

Genres

Genre	Films
ACTION	100
ADVENTURE	39
THRILLER/SUSPENSE	61

Number of PG-13 Films with Each Genre

| 0 | $ 12.22 B | $ 24.43 B | $ 36.65 B | $ 48.87 B | $ 61.09 B | $ 73.3 B |

Total Worldwide Gross

OpusData Categorical Data
The Numbers Financial Data
2010 → 2018

Top 3 Genres for PG-13 Films ● Based on Average Worldwide Profits

Boxplots of their Worldwide Profits ● Ranked by Average Worldwide Profits

Genres

ACTION

ADVENTURE

THRILLER/SUSPENSE

	ZERO PROFITS LINE
	MEAN LINES
	MEDIAN LINES

−$ 62.11 M $ 240.95 M $ 544 M $ 847.06 M $ 1.15 B $ 1.45 B $ 1.76 B
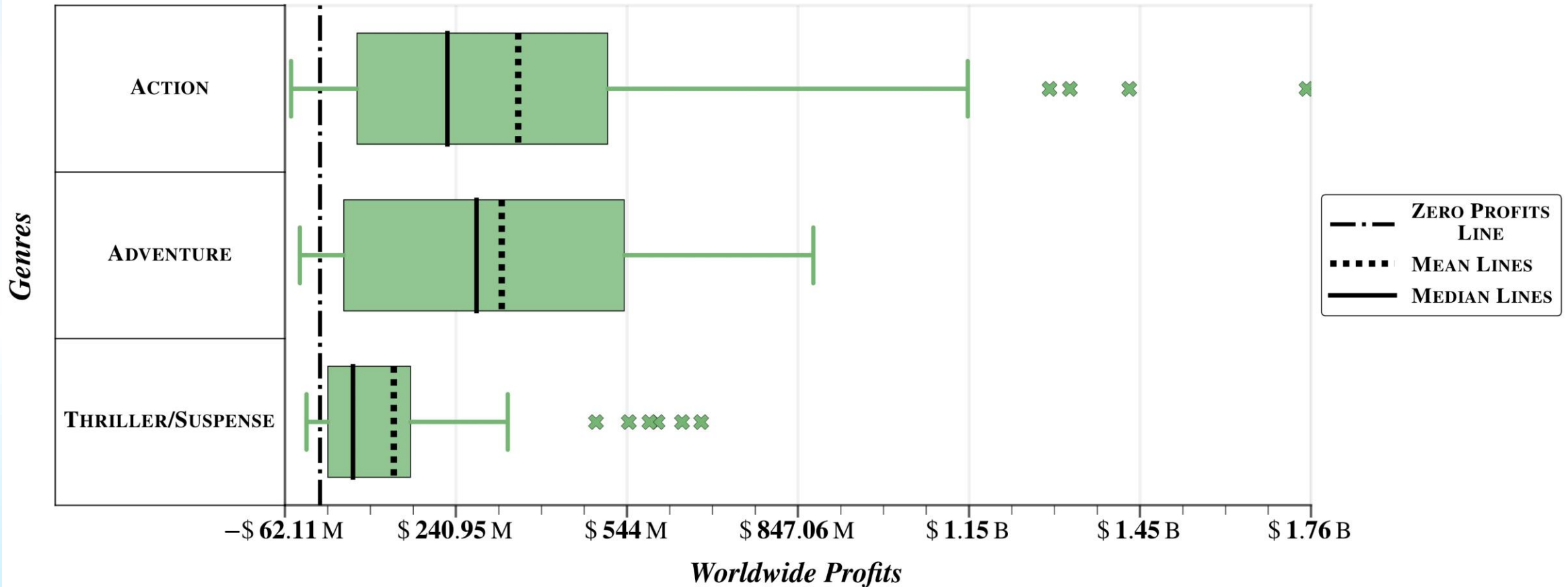
Worldwide Profits

Financially Important Creative Types

OpusData Categorical Data
The Numbers Financial Data
2010 → 2018

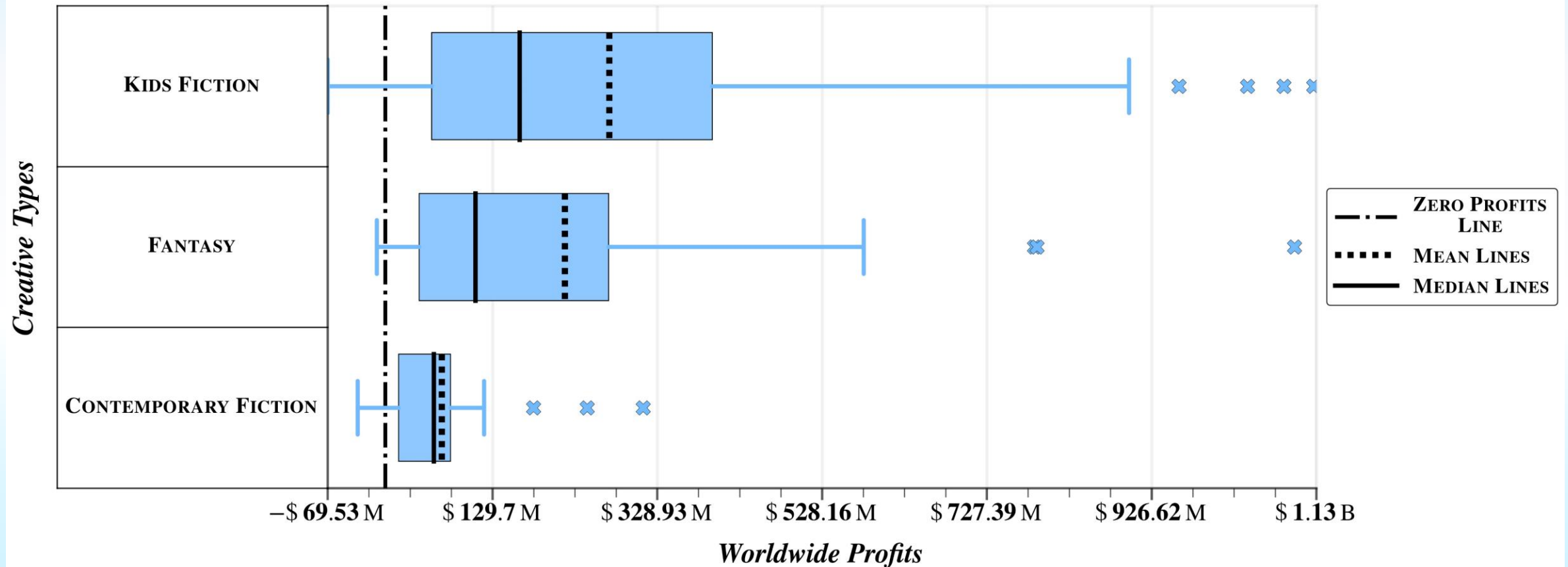Top 3 Creative Types for PG Films • Based on Average Worldwide Profits

Boxplots of their Worldwide Profits • Ranked by Average Worldwide Profits

Financially Important

Genre & Creative Type Combinations

OPUSDATA CATEGORICAL DATA
THE NUMBERS FINANCIAL DATA
2010 → 2018
Top 3 Genre & Creative Type Combinations for R Films
Based on Average Worldwide Profits
Boxplots of their Worldwide Profits ● Ranked by Average Worldwide Profits

Genre & Creative Type Combinations
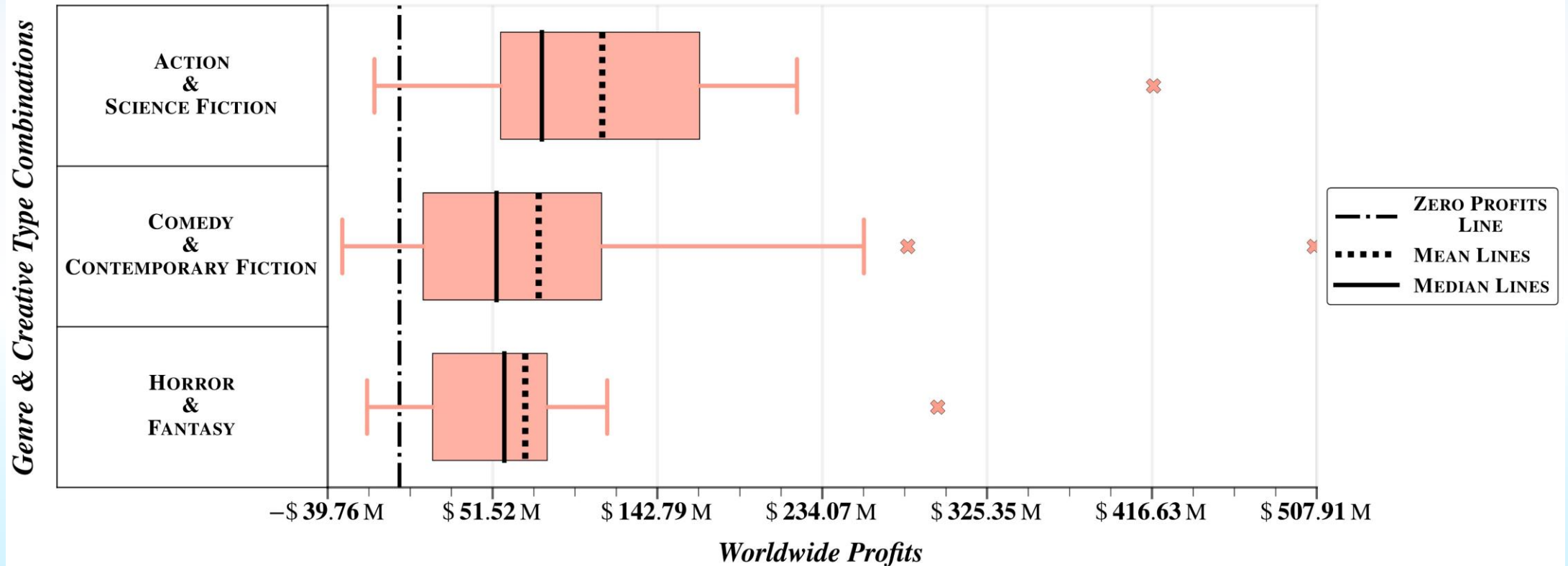
ACTION & SCIENCE FICTION

COMEDY & CONTEMPORARY FICTION

HORROR & FANTASY

ZERO PROFITS LINE
MEAN LINES
MEDIAN LINES

−$39.76 M $51.52 M $142.79 M $234.07 M $325.35 M $416.63 M $507.91 M

Worldwide Profits

MPA Ratings Priorities

OpusData Ratings Data
The Numbers Financial Data
2010 → 2018

MPA Ratings • Ranked by Total Worldwide Profits

Percentage of Total Worldwide Profits

Axis (top): 0 | 11.32 % | 22.64 % | 33.96 % | 45.28 % | 56.6 % | 67.92 %

MPA Ratings	Number of Films with each MPA Rating
PG-13	411
PG	161
R	382
G	11

Axis (bottom): 0 | $ 14.65 B | $ 29.3 B | $ 43.95 B | $ 58.61 B | $ 73.26 B | $ 87.91 B

Total Worldwide Profits
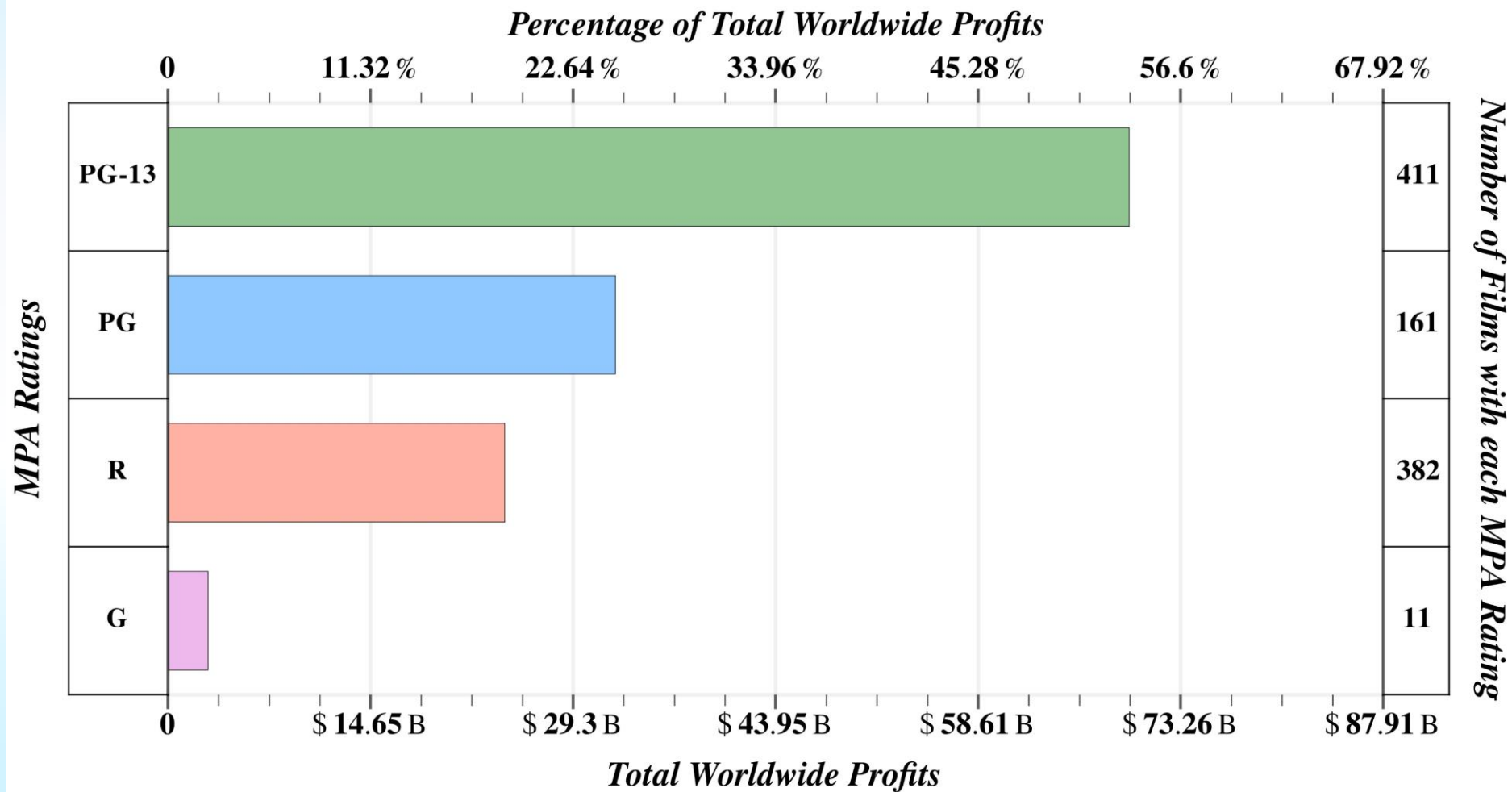
OPUSDATA RATINGS DATA
THE NUMBERS FINANCIAL DATA
2010 → 2018
MPA Ratings ● Ranked by Average Worldwide Profits

MPA Ratings

G	11
PG	161
PG-13	411
R	382

0   $ 55.17 M $ 110.34 M $ 165.51 M $ 220.69 M $ 275.86 M $ 331.03 M

Average Worldwide Profits

Number of Films with each MPA Rating
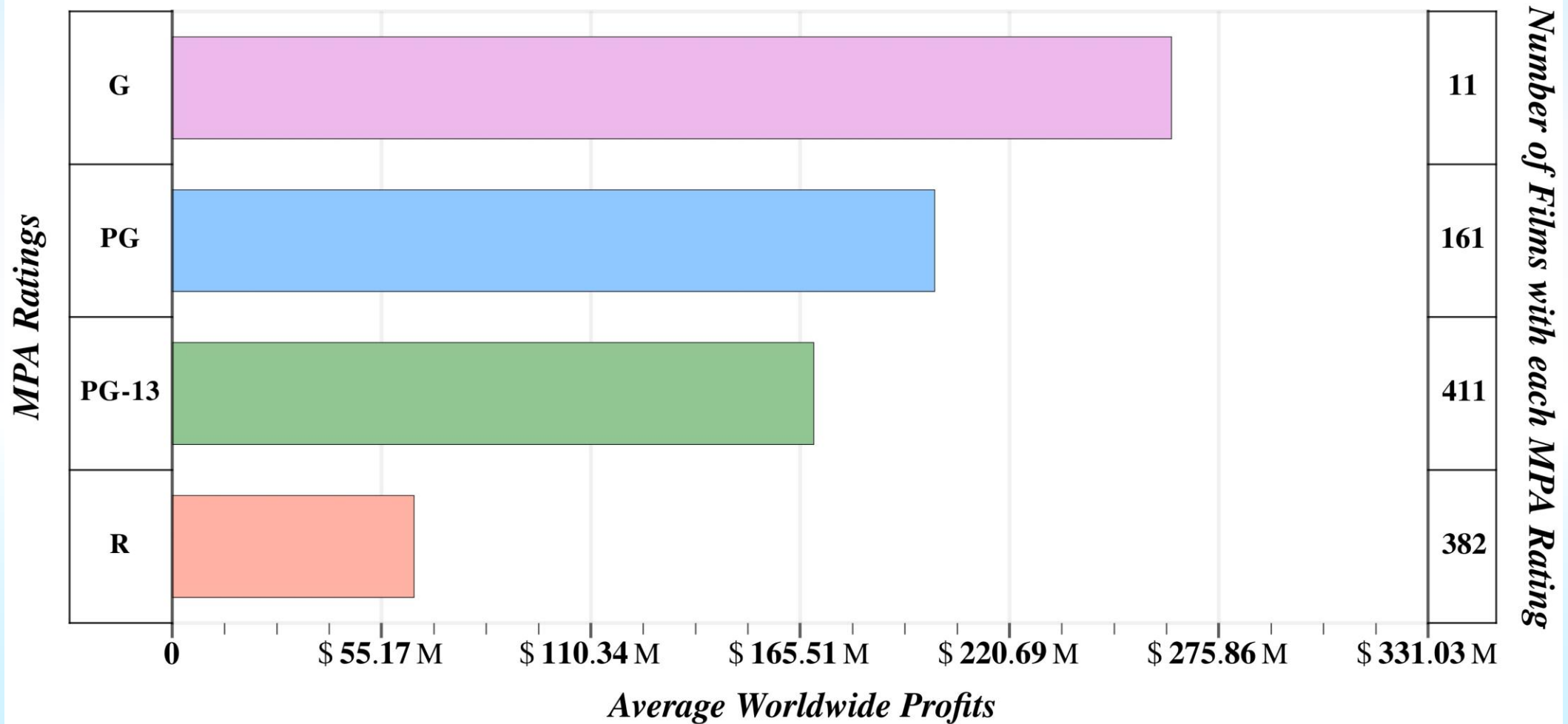
Recommendations for Microsoft

Recommendations for PG-13 Content

Priority	Genres
1.	Action
2.	Adventure
3.	Thriller / Suspense

Priority	Creative Types
1.	Super Hero
2.	Science Fiction
3.	Fantasy

Priority	Genre & Creative Type Combinations
1.	Action & Super Hero
2.	Adventure & Science Fiction
3.	Adventure & Fantasy
4.	Action & Science Fiction
5.	Action & Contemporary Fiction

Recommendations for PG Content

Priority	Genres
1.	Musical
2.	Adventure

Priority	Creative Types
1.	Kids Fiction
2.	Fantasy

Priority	Genre & Creative Type Combinations
1.	Adventure & Kids Fiction
2.	Adventure & Fantasy

Recommendations for R Content

Priority	Genres
1.	Horror
2.	Black Comedy
3.	Action
4.	Comedy

Priority	Creative Types
1.	Science Fiction
2.	Contemporary Fiction

| Priority	Genre & Creative Type Combinations
1.	Action & Science Fiction
2.	Comedy & Contemporary Fiction
3.	Horror & Fantasy
4.	Action & Contemporary Fiction

Recommendations for G Content

Priority	Genres
1.	Adventure

Priority	Genre & Creative Type Combinations
1.	Adventure & Kids Fiction

Priority	Creative Types
1.	Kids Fiction

Important Subcategories & Crew Interactive Visualization Explorer

An example of a visualization that can be accessed by using this feature.
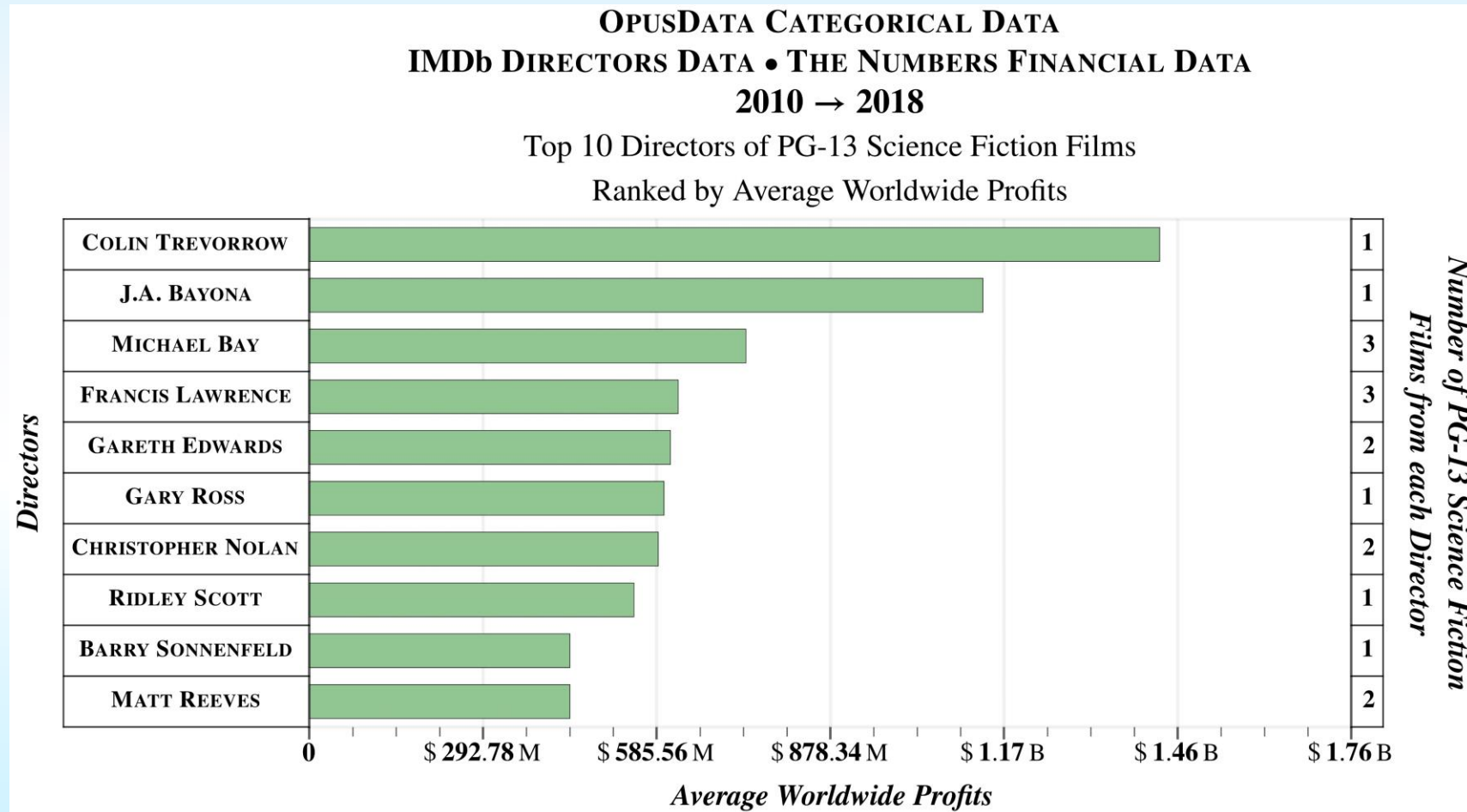
Important Subcategories & Crew Interactive Visualization Explorer

Click on and follow the instructions for each menu as they appear to choose the properties of the visualization you wish to view. Then click the 'Access Visualization' button once you have selected the desired visualization.

Choose a MPA rating from the choices below...

PG-13

PG

R

G

Important Subcategories & Crew Interactive Visualization Explorer

Click on and follow the instructions for each menu as they appear to choose the properties of the visualization you wish to create. Then click the 'Access Visualization' button once you have selected the desired visualization.

PG-13

Choose a Subcategory Type from the choices below...

Important Genres

Important Creative Types

Important Genre & Creative Type Combinations

Important Subcategories & Crew Interactive Visualization Explorer

Click on and follow the instructions for each menu as they appear to choose the properties of the visualization you wish to create. Then click the 'Access Visualization' button once you have selected the desired visualization.

PG-13

Important Genre & Creative Type Combinations

Choose a financial metric from the choices below...

Total Worldwide Gross	Total Worldwide Profits
Average Worldwide Gross	Average Worldwide Profits

Important Subcategories & Crew Interactive Visualization Explorer

Click on and follow the instructions for each menu as they appear to choose the properties of the visualization you wish to create. Then click the 'Access Visualization' button once you have selected the desired visualization.

PG-13

Important Genre & Creative Type Combinations

Total Worldwide Profits

Do you wish to explore the Genre & Creative Type Combinations themselves,
or the Important Crew from those Genre & Creative Type Combinations?

Genre & Creative Type Combinations

Important Crew

Important Subcategories & Crew Interactive Visualization Explorer

Click on and follow the instructions for each menu as they appear to choose the properties of the visualization you wish to create. Then click the 'Access Visualization' button once you have selected the desired visualization.

PG-13

Important Genre & Creative Type Combinations

Total Worldwide Profits

Important Crew

Choose a type of crew member from the choices below...

Directors	Writers
Actors	Actresses

Important Subcategories & Crew Interactive Visualization Explorer

Click on and follow the instructions for each menu as they appear to choose the properties of the visualization you wish to create. Then click the 'Access Visualization' button once you have selected the desired visualization.

PG-13

Important Genre & Creative Type Combinations

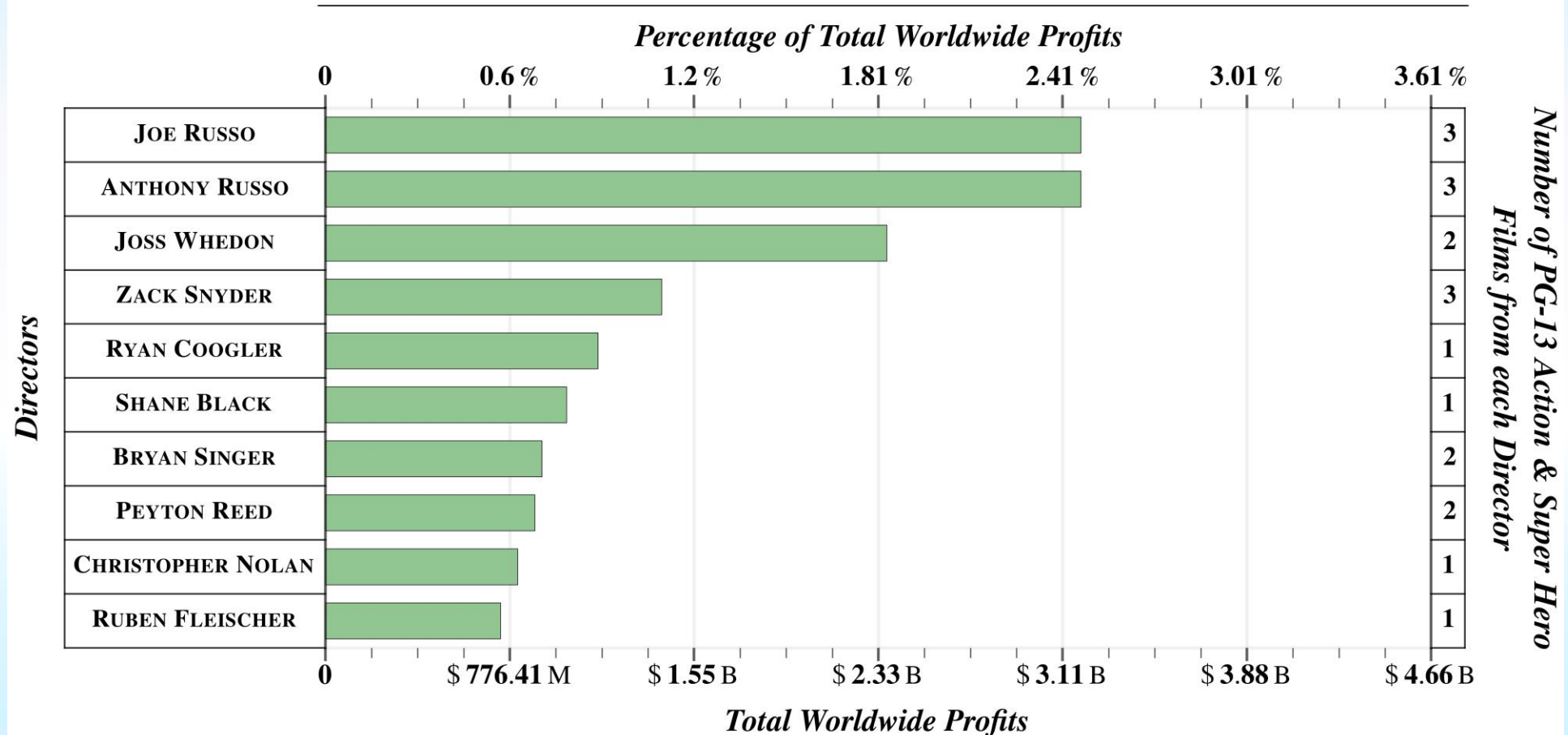Total Worldwide Profits

Important Crew

Directors

Click on the list below to make the appropriate visualizations appear.
Choose one and then press the button on the right.

Access Visualization

OpusData Categorical Data
IMDb Directors Data • The Numbers Financial Data
2010 → 2018
Top 10 Directors of PG-13 Action & Super Hero Films
Ranked by Total Worldwide Profits

Percentage of Total Worldwide Profits

Directors	

Number of PG-13 Action & Super Hero Films from each Director

Director	0	0.6%	1.2%	1.81%	2.41%	3.01%	3.61%	# Films
Joe Russo								3
Anthony Russo								3
Joss Whedon								2
Zack Snyder								3
Ryan Coogler								1
Shane Black								1
Bryan Singer								2
Peyton Reed								2
Christopher Nolan								1
Ruben Fleischer								1

0    $776.41 M $1.55 B $2.33 B $3.11 B $3.88 B $4.66 B

Total Worldwide Profits

Start Again   Continue

Future Investigations

Doing more with the Data

➢ Yearly Analysis

Rotten Tomatoes[1]

➢ Critics Reviews
➢ Tomatometer

Nielsen[2] Ratings

➢ Viewing habits of streaming service subscribers and/or regular television viewers.

The Numbers[3] & OpusData[4]

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My Analysis

https://github.com/sarnadpy32/microsoft_productions

Additional Insights

Additional Insights for PG Content

Subcategories with less than nine titles, but a greater value in a metric than the Top subcategory in that metric.

Priority	Rating	Creative Type	Number of Titles	Amount Greater than the Top Average Worldwide Gross	Amount Greater than the Top Average Worldwide Profits
1.	PG	Super Hero	1	$ 288.15 M	$ 216.13 M

Priority	Rating	Genre & Creative Type Combinations	Number of Titles	Amount Greater than the Top Average Worldwide Gross	Amount Greater than the Top Average Worldwide Profits
1.	PG	Adventure & Super Hero	1	$ 294.52 M	$ 220.36 M
2.	PG	Musical & Kids Fiction	4	$ 271.63 M	$ 199.96 M
3.	PG	Musical & Fantasy	3	$ 135.60 M	$ 148.53 M
4.	PG	Musical & Dramatization	1	$ 29.06 M	$ 35.90 M

Additional Insights for R Content

Subcategories with less than nine titles, but a greater value in a metric than the Top subcategory in that metric.

Priority	Rating	Genres	Number of Titles	Amount Greater than the Top Average Worldwide Gross	Amount Greater than the Top Average Worldwide Profits
1.	R	Adventure	7	$ 96.68 M	$ 79.83 M

Priority	Rating	Creative Type	Number of Titles	Amount Greater than the Top Average Worldwide Gross	Amount Greater than the Top Average Worldwide Profits
1.	R	Super Hero	3	$ 600.49 M	$ 554.98 M

Priority	Rating	Genre & Creative Type Combinations	Number of Titles	Amount Greater than the Top Average Worldwide Gross	Amount Greater than the Top Average Worldwide Profits
1.	R	Action & Super Hero	3	$ 559.88 M	$ 523.74 M
2.	R	Horror & Historical Fiction	2	$ 177.74 M	$ 212.43 M
3.	R	Adventure & Science Fiction	1	$ 227.94 M	$ 165.13 M
4.	R	Adventure & Dramatization	2	$ 146.44 M	$ 126.13 M
5.	R	Black Comedy & Dramatization	3	$ 59.34 M	$ 71.20 M
6.	R	Comedy & Factual	1		$ 39.37 M
7.	R	Horror & Science Fiction	4	$ 9.64 M	$ 24.70 M
8.	R	Adventure & Contemporary Fiction	4		$ 2.96 M