

# Microsoft Studio Presentation

Sean Hart  
October 15, 2021



# Summary

Descriptive Analysis of Box Office Performance Indicate recommendations for a future Microsoft movie studio:

- Stick to summer months for big budget releases. Look for opportunity in neglected months for lower budget films.
- Look to big budget Animation for pure profit and high ROI. Avoid the Drama Genre.
- Though lower budget films can lead to high ROI, bigger budget films offer a the safest course to high ROI.

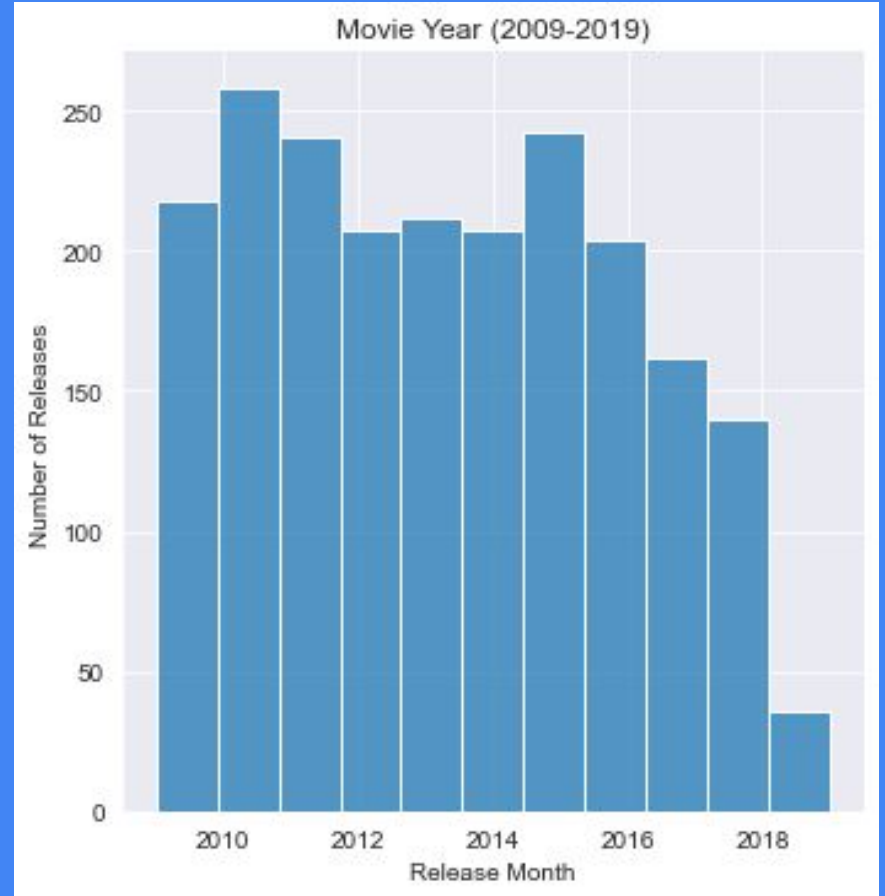
# Business Problem

- Coordinating a monthly release schedule
- Resource allocation for the launch of a potential studio.
- Ensuring the best possible ROI with minimal risk of losing money.

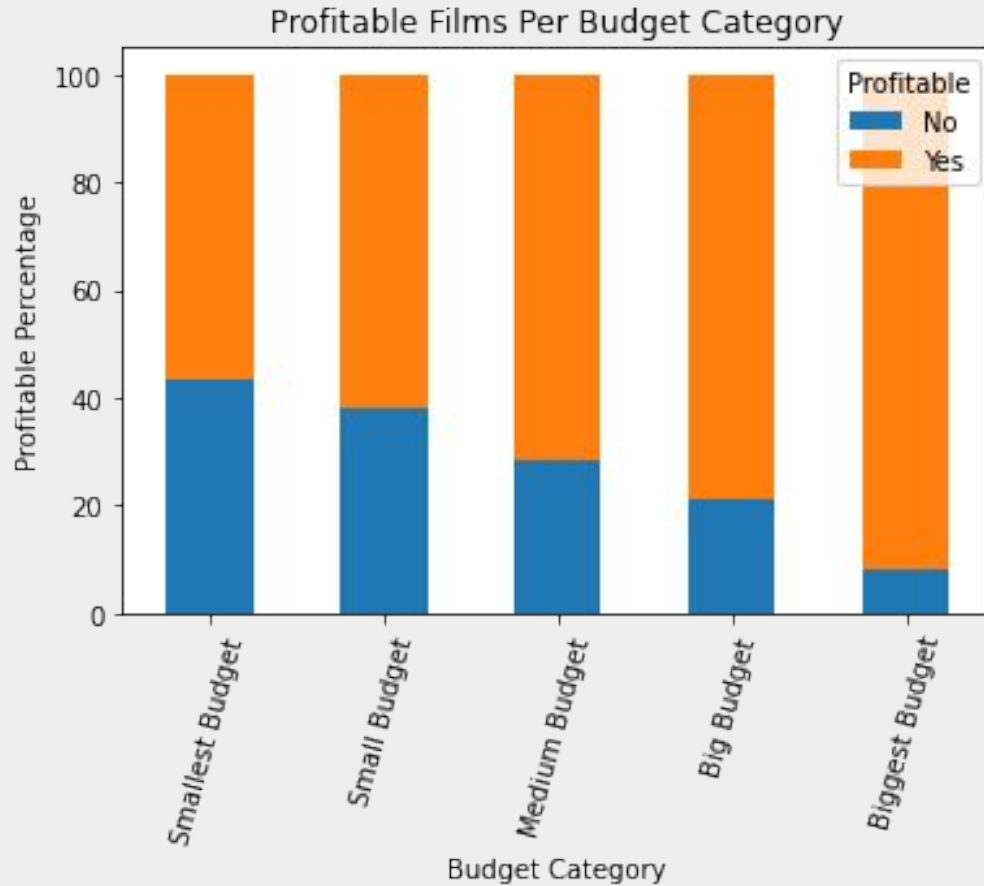


# Data and Methods

- Production Budget, Domestic and Worldwide Gross from 2009-2019 for over 2,000 film releases.
- Includes release dates and genre information.

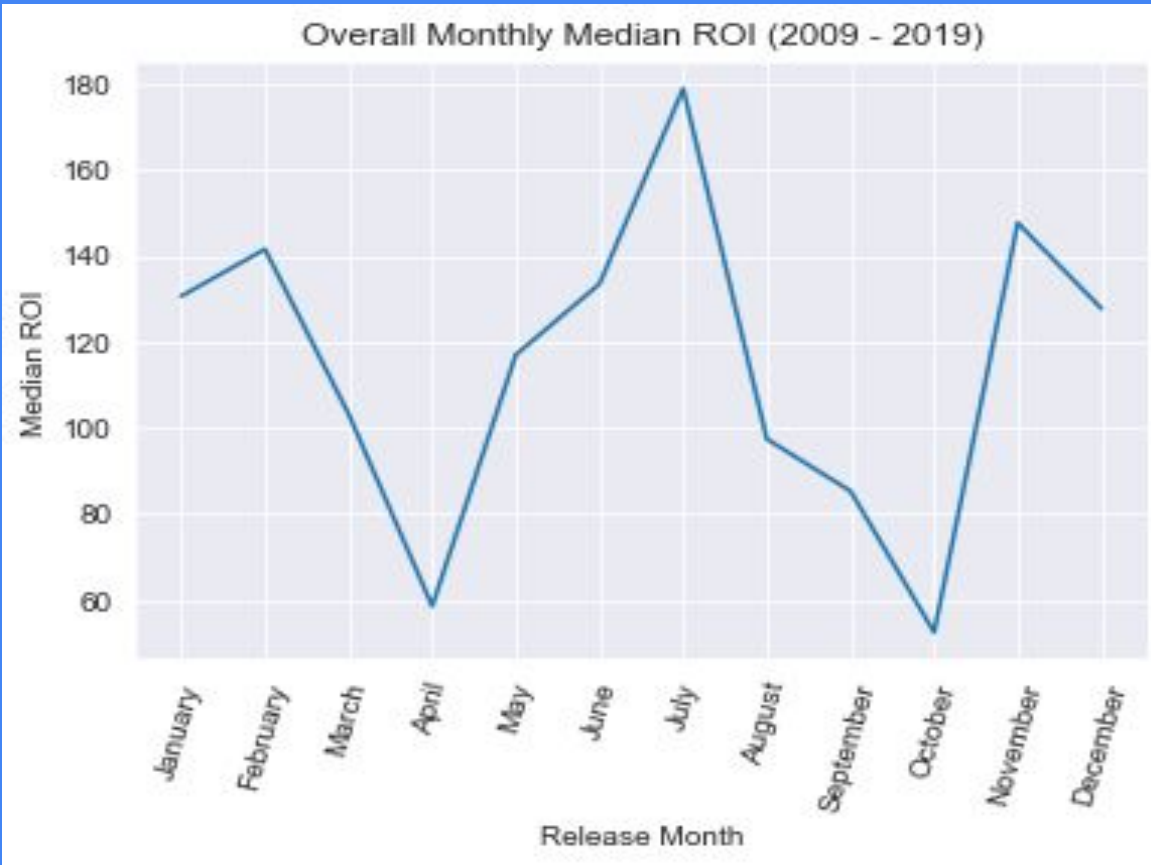


# Results



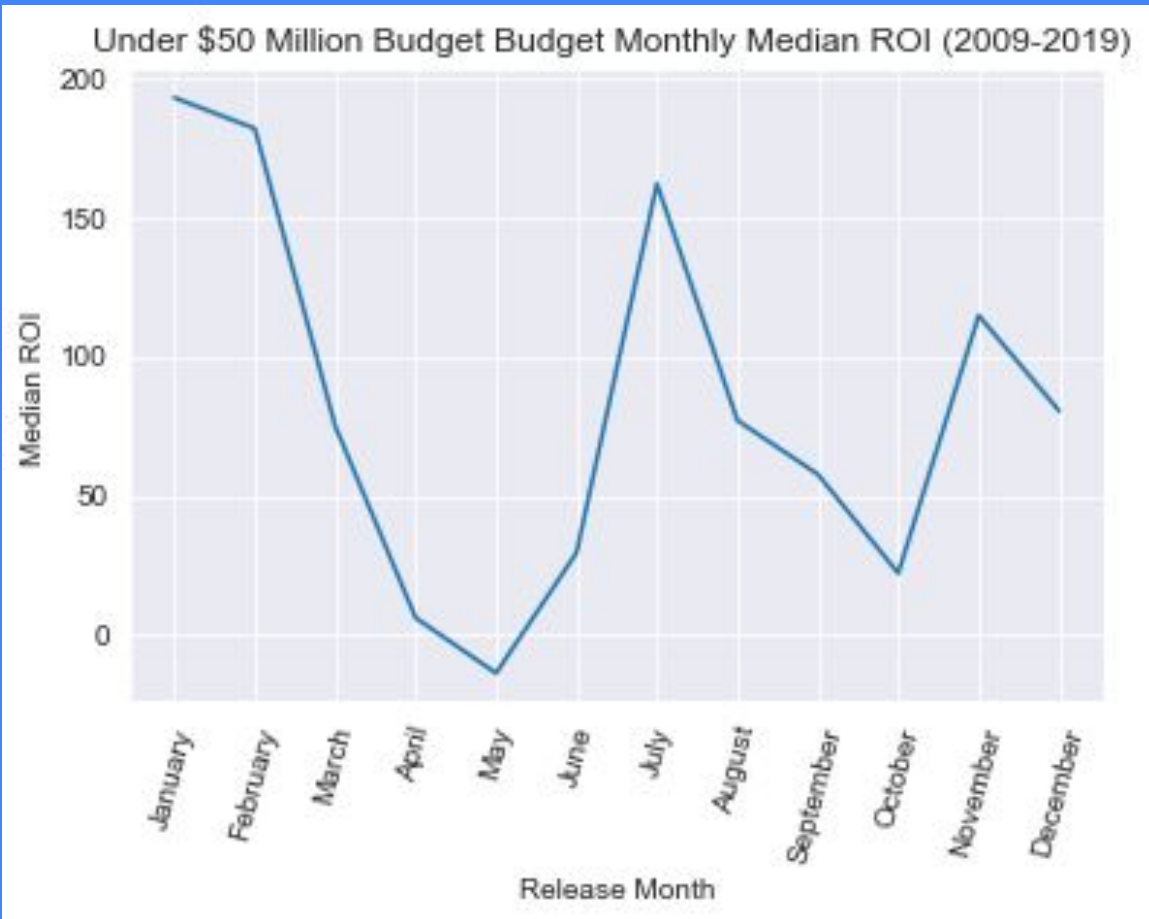
- The biggest budget films had the greatest percentage of profitable films.

# Results



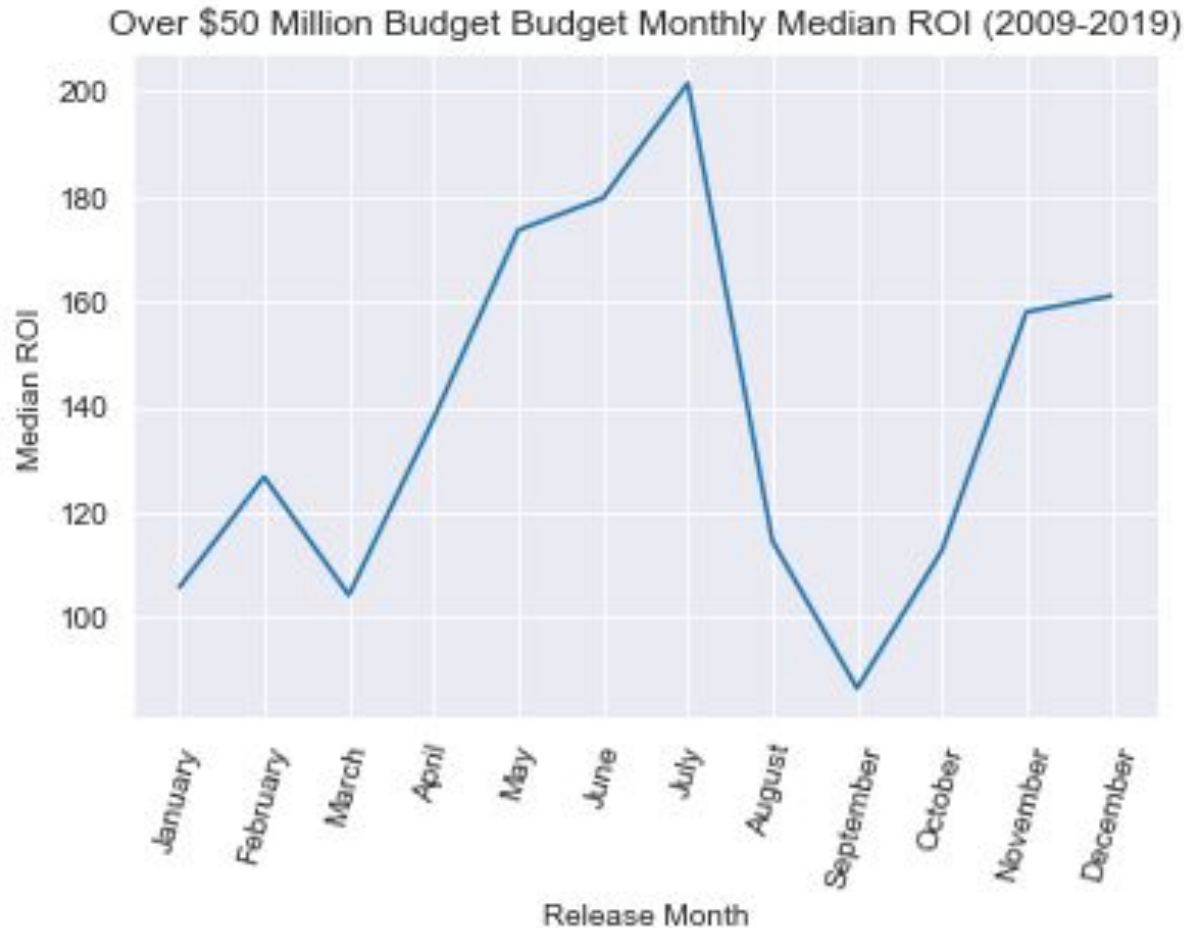
- ROI per month peaks in July, hitting its lowest point in October.

# Results



- Smaller budget films show a greater ROI in January and February. Lowest results are in May.

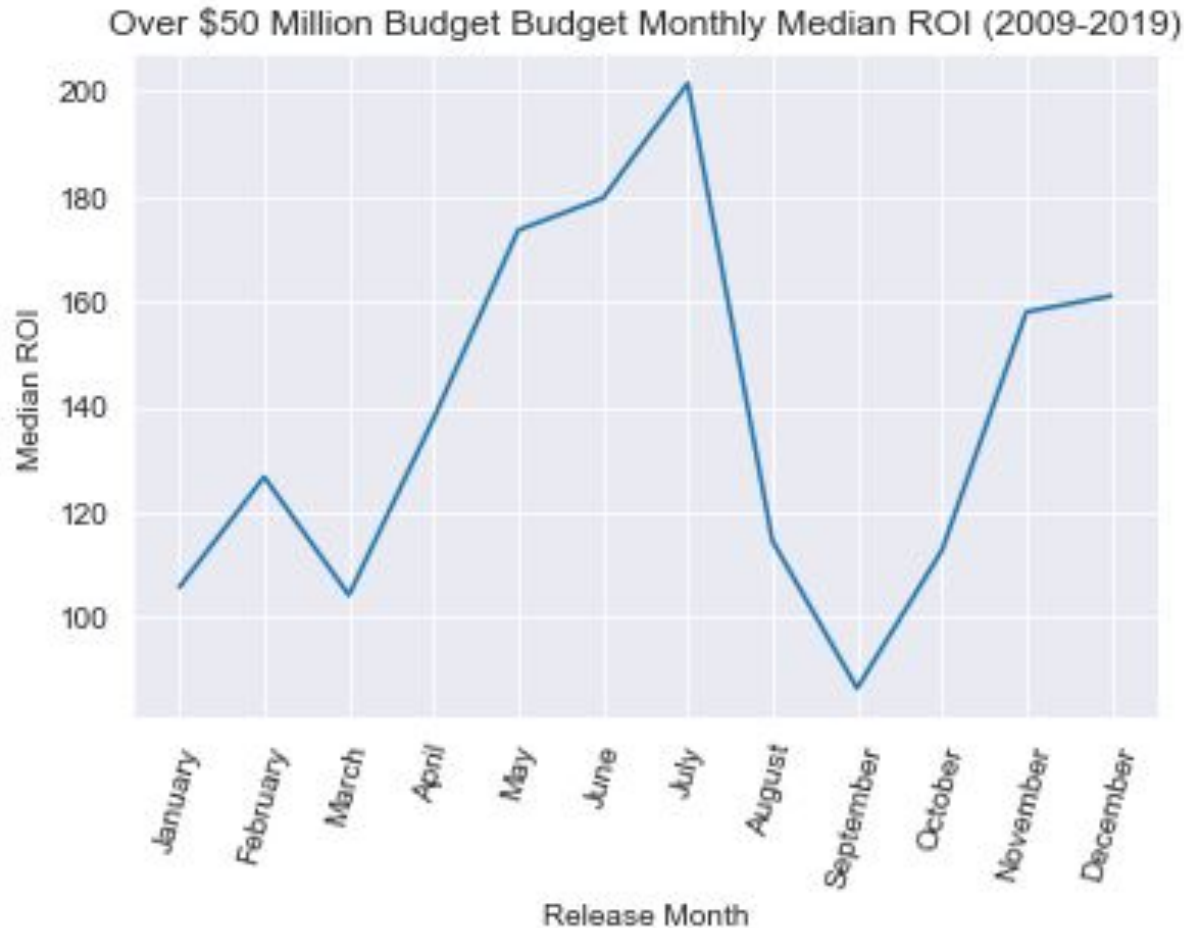
# Results



- Big budget films display best ROI in July and September, with lows occurring in September.

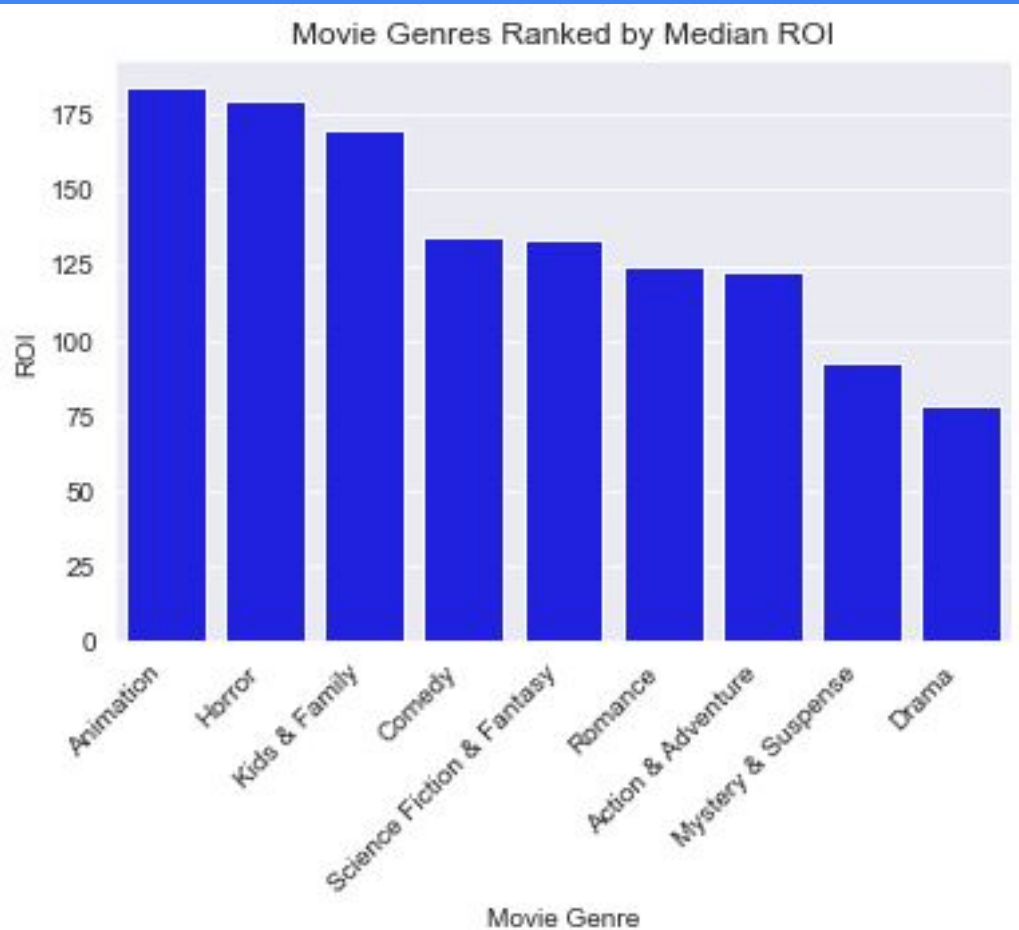


# Results



- Big budget films display best ROI in July and September, with lows occurring in September.

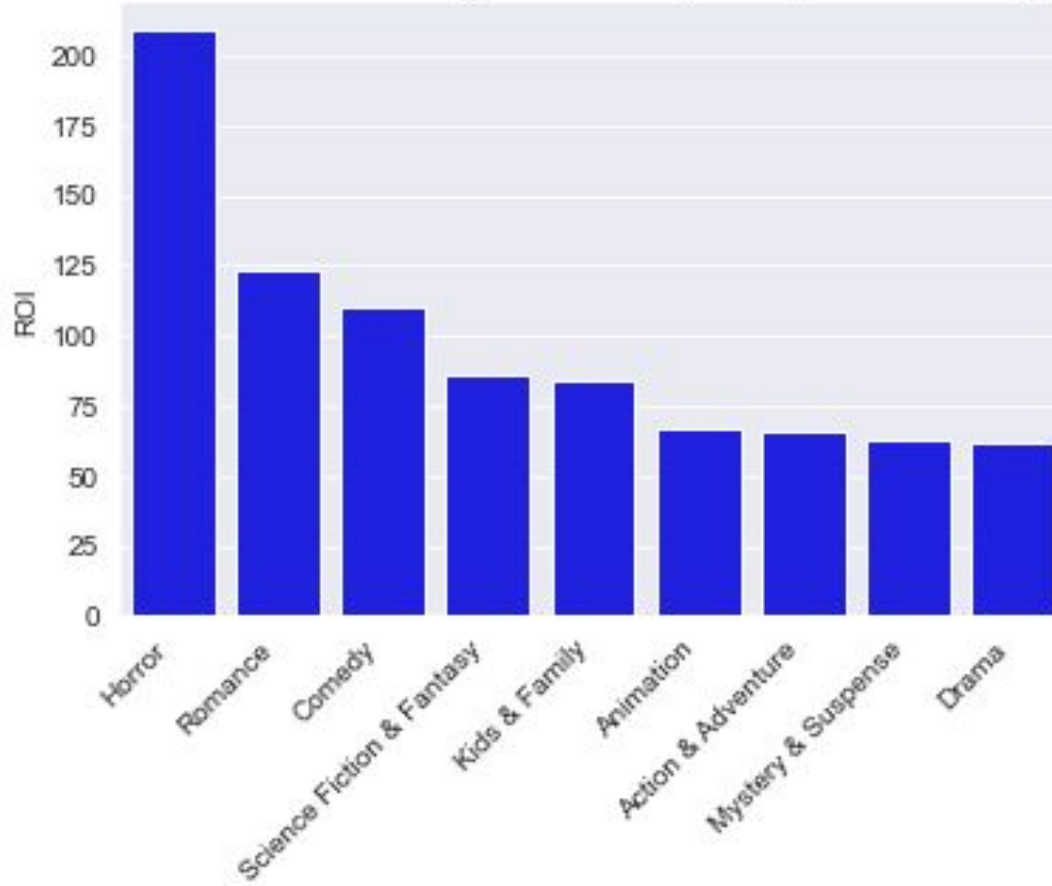
# Results



- Animation shows the best ROI per genre category. Drama performed the worst.

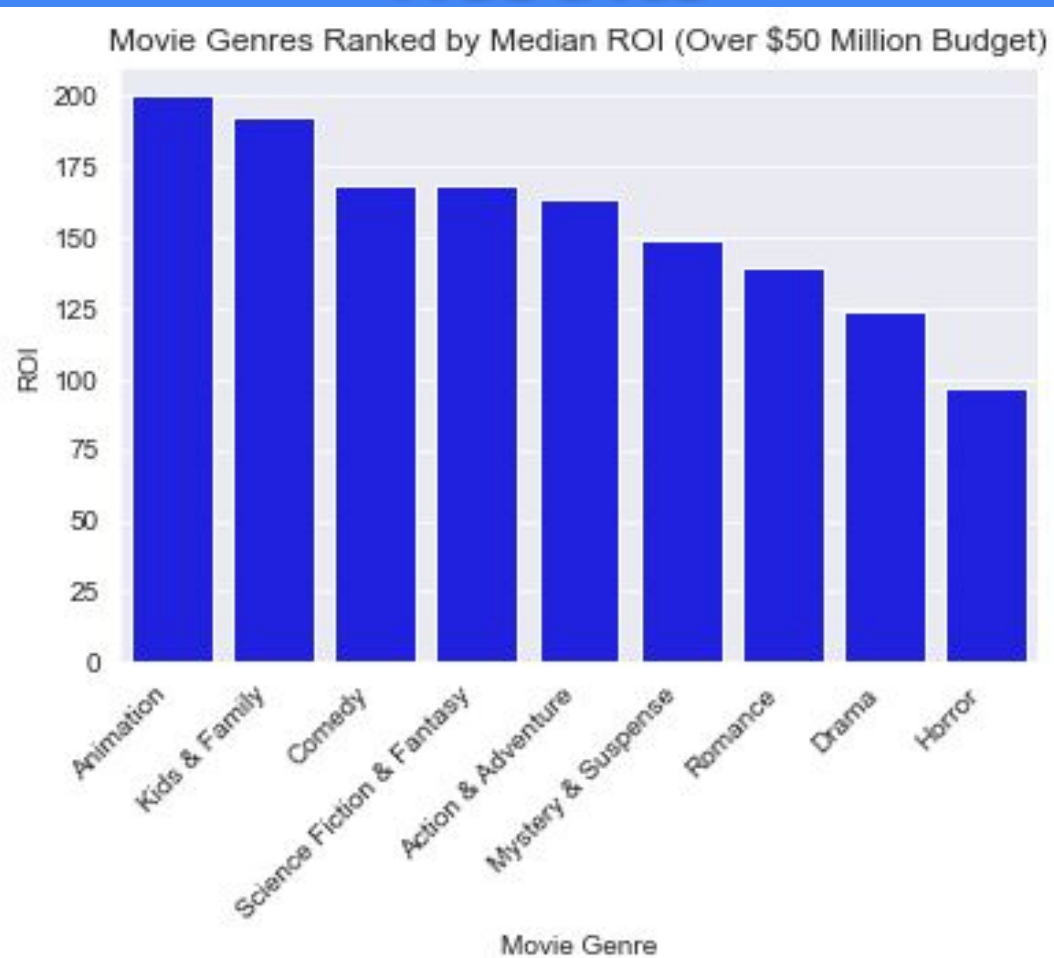
# Results

Movie Genres Ranked by Median ROI (Under \$50 Million Budget)



- Horror shows the best ROI in the lower budget tier. Drama remains in last place.

# Results



- Animation offers the best ROI in the bigger budget tier. Drama is still a bad investment, horror performs poorly for big budget films.

# Conclusions

- Potential return is greatest percentage-wise in a larger tier of production budget.
- Avoid the drama genre, focus on animation, especially with a bigger production budget.
- Though lower budget films can lead to high ROI, bigger budget films offer a the safest course to high ROI.
- Summer and holiday season showed the best results, but with a lower film tier there is potential other time per year

## Next Steps

- Looking at data for streaming services in a post-pandemic marketplace
- Investigating the effect of marketing and advertising on a film's success.
- Evaluating the return of IP attached to a successful film (merchandise, sequel potential, other licensing).