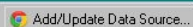


Microsoft Studio Presentation

Sean Hart
Ocotober 15, 2021



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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.



Recycle Bin



avast!
Inter...



Lenovo
Soluti...



CyberLink
PowerDVD 13



192.168.50.2
- Shortcut



Minecraft



Fallout 3



Fallout New
Vegas



Goat Simulator



Kerbal Space
Program



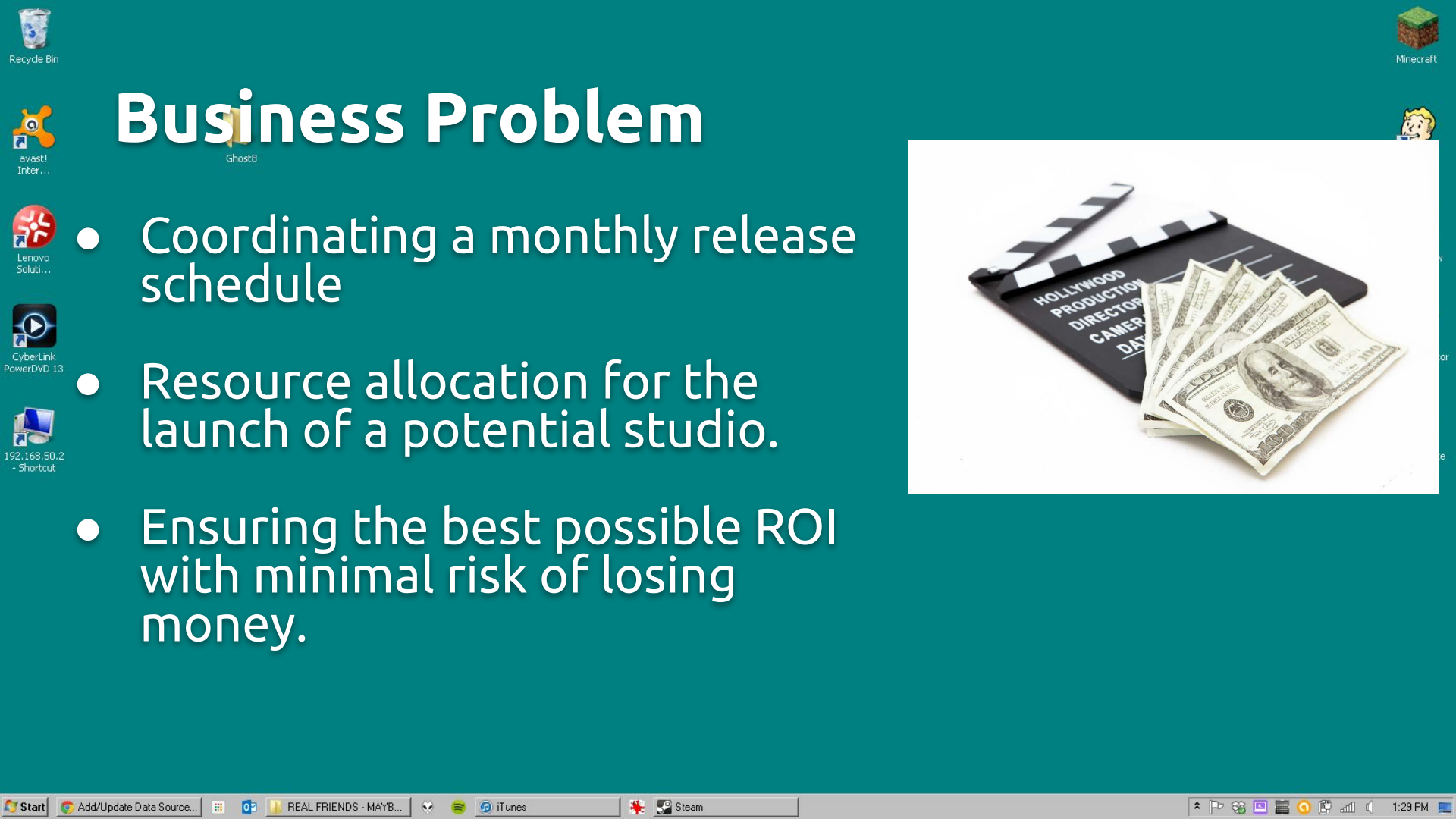
Add/Update Data Source...



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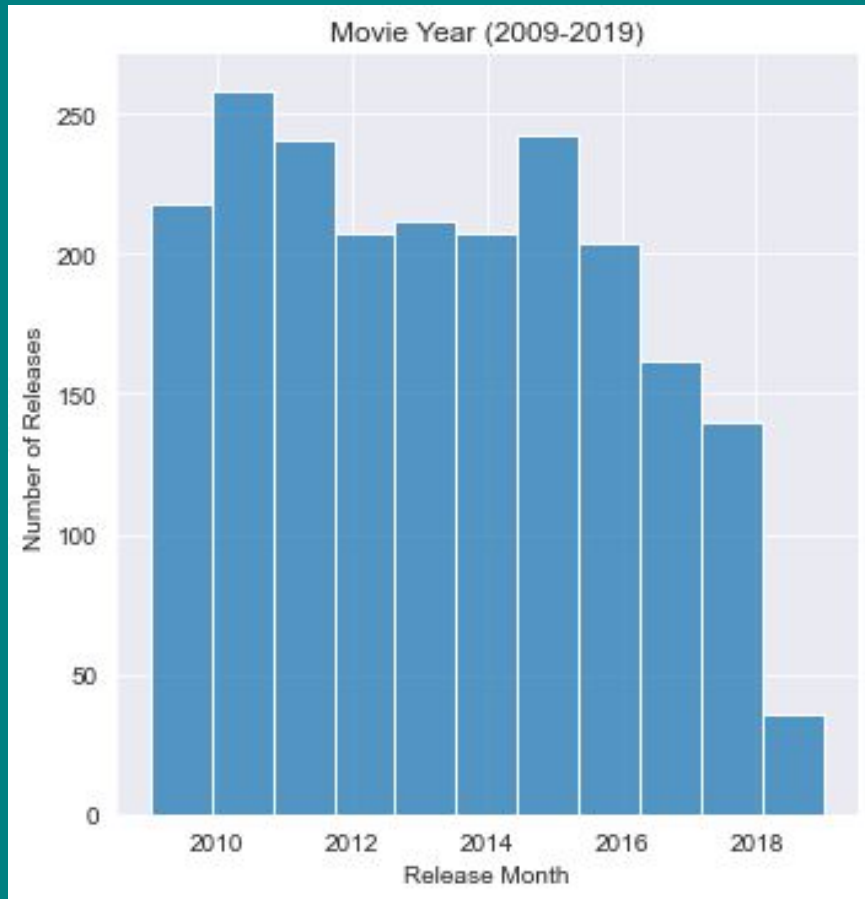
Business Problem

- 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.

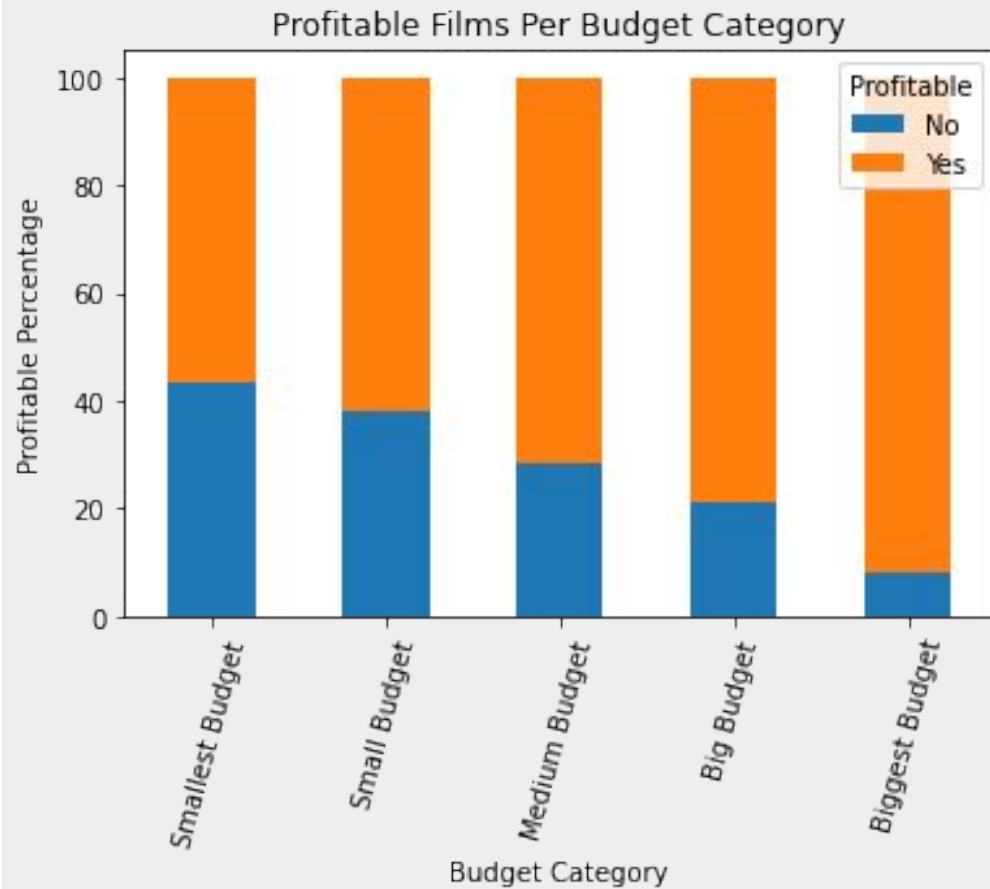


Data and Methods

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

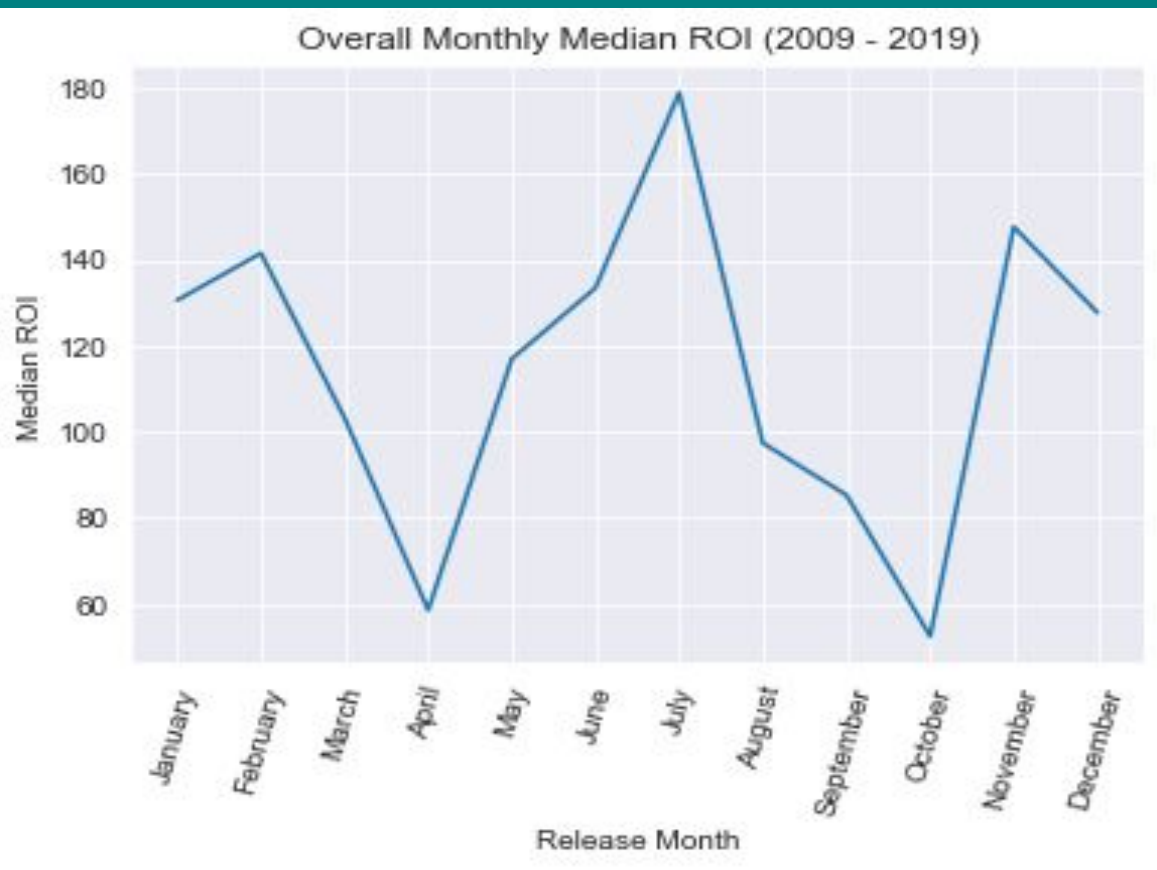


Results



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

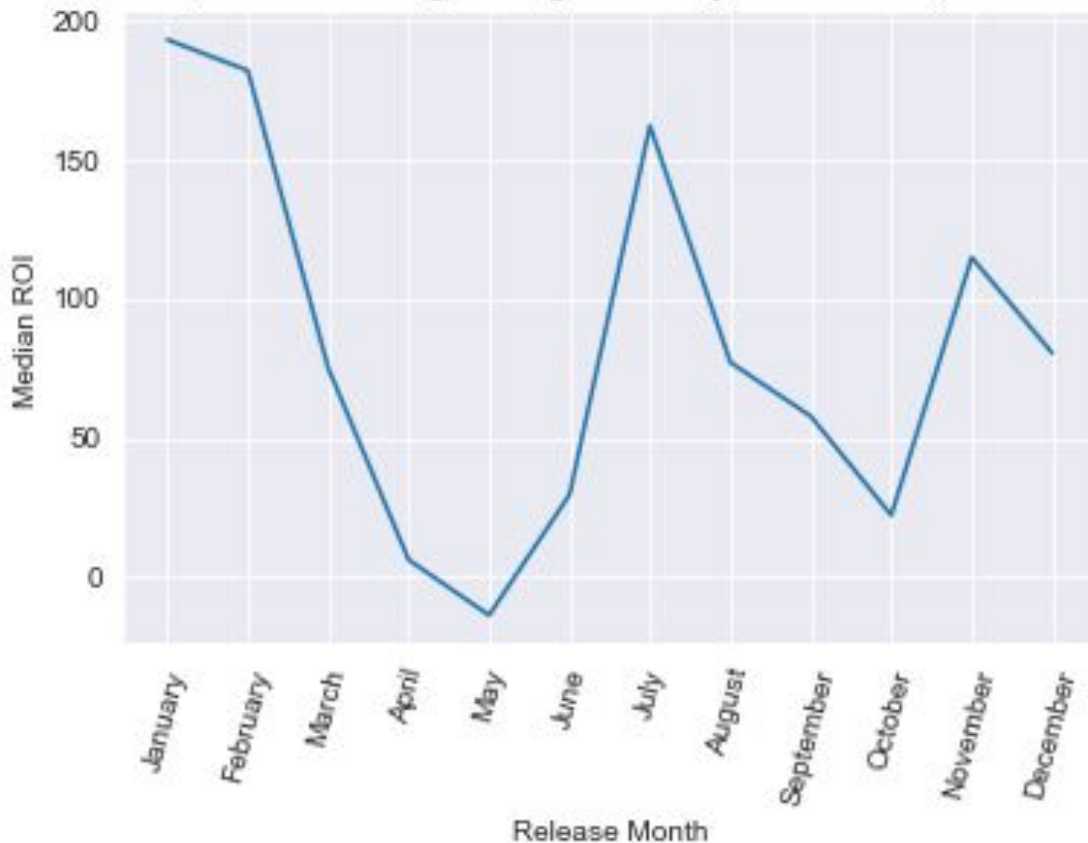
Results



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

Results

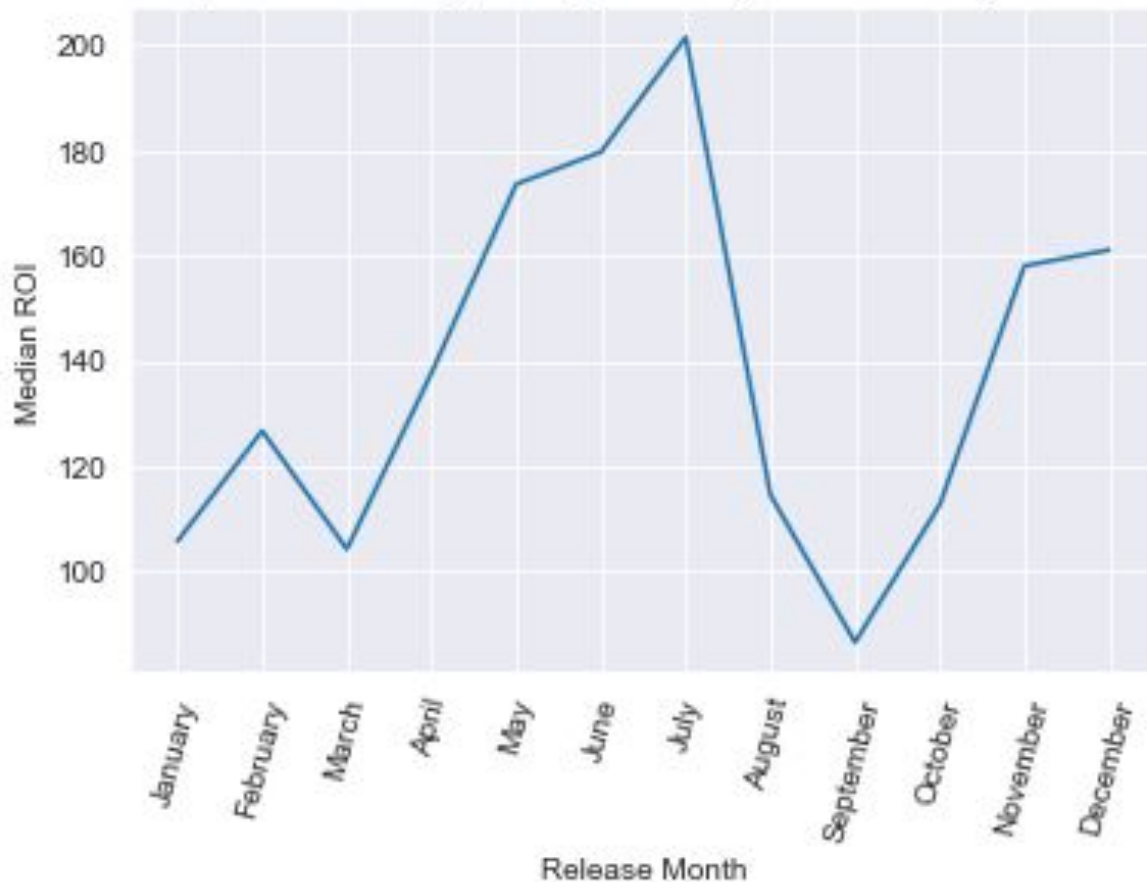
Under \$50 Million Budget Monthly Median ROI (2009-2019)



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

Results

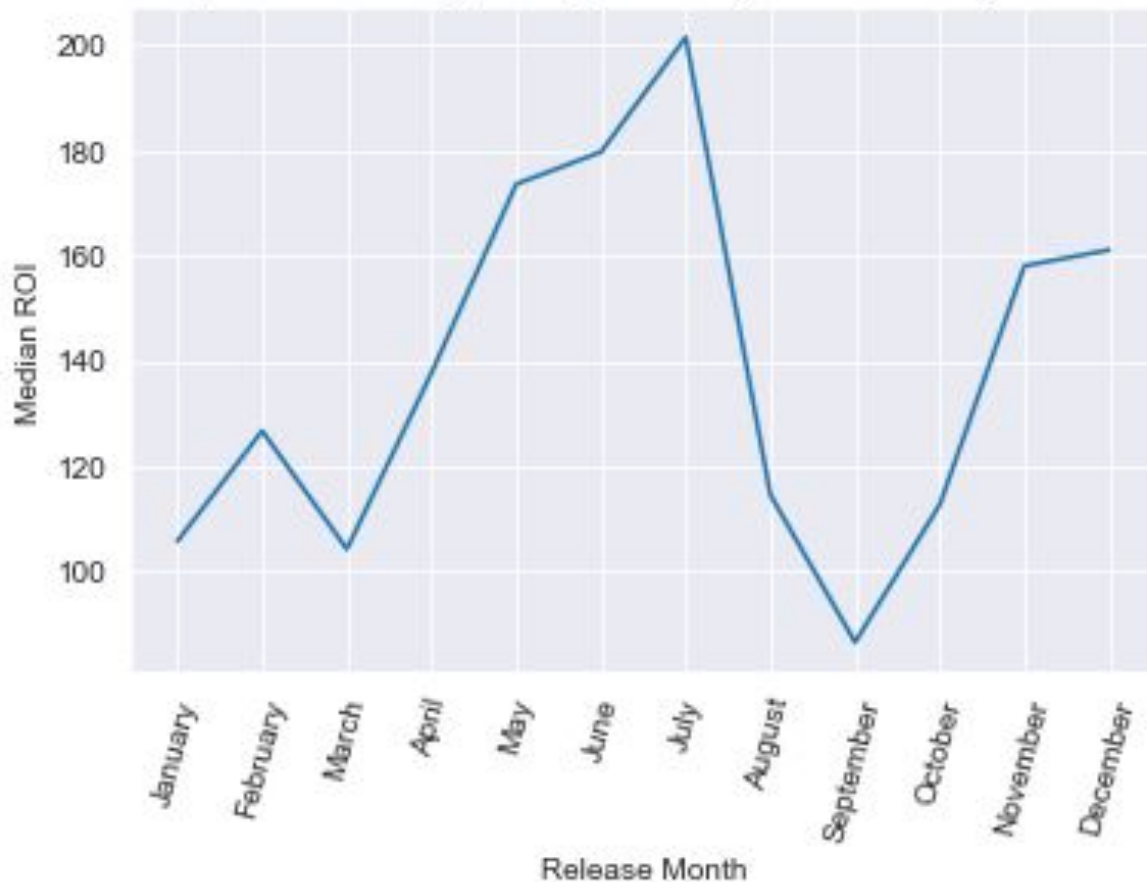
Over \$50 Million Budget Budget Monthly Median ROI (2009-2019)



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

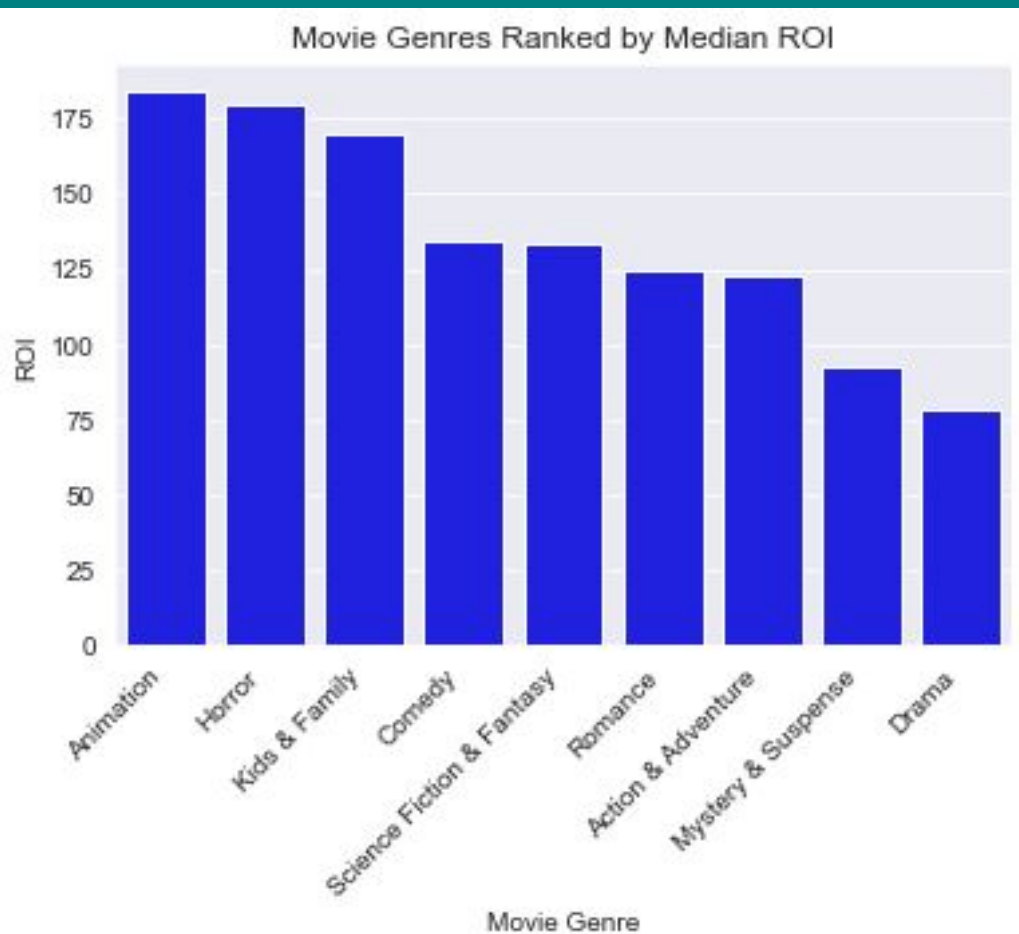
Results

Over \$50 Million Budget Budget Monthly Median ROI (2009-2019)



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

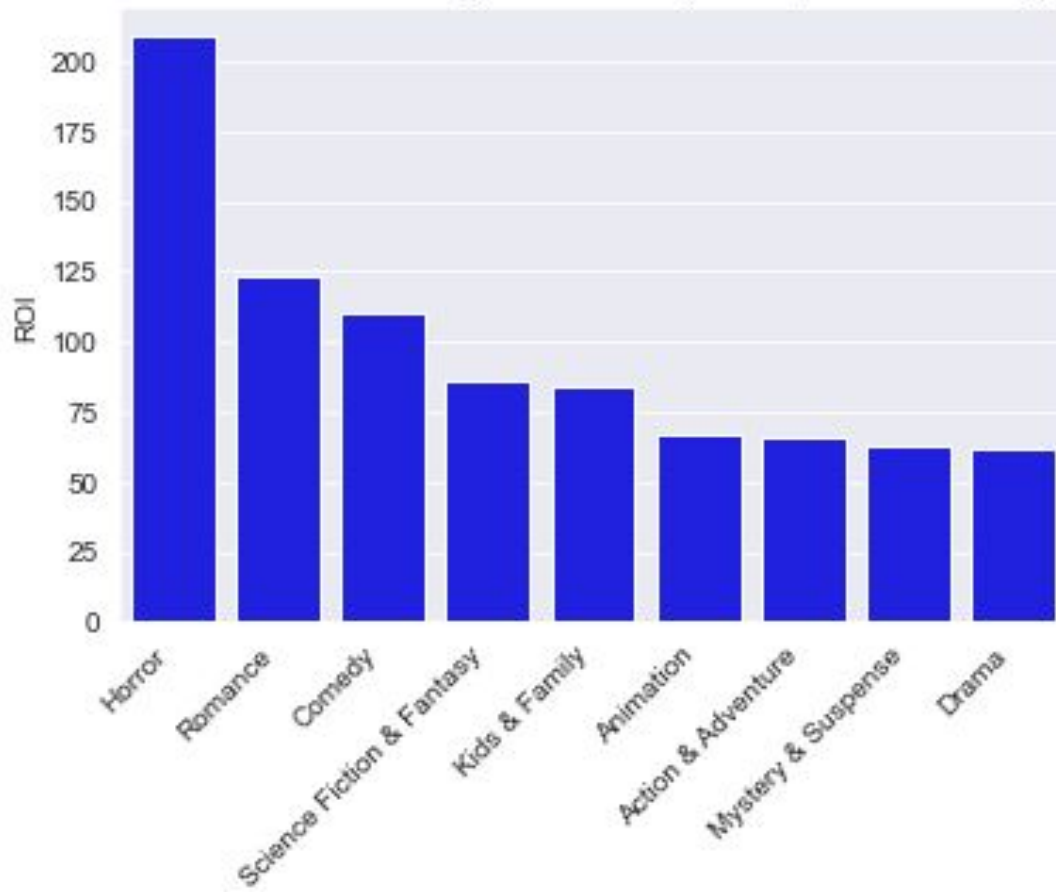
Results



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

Results

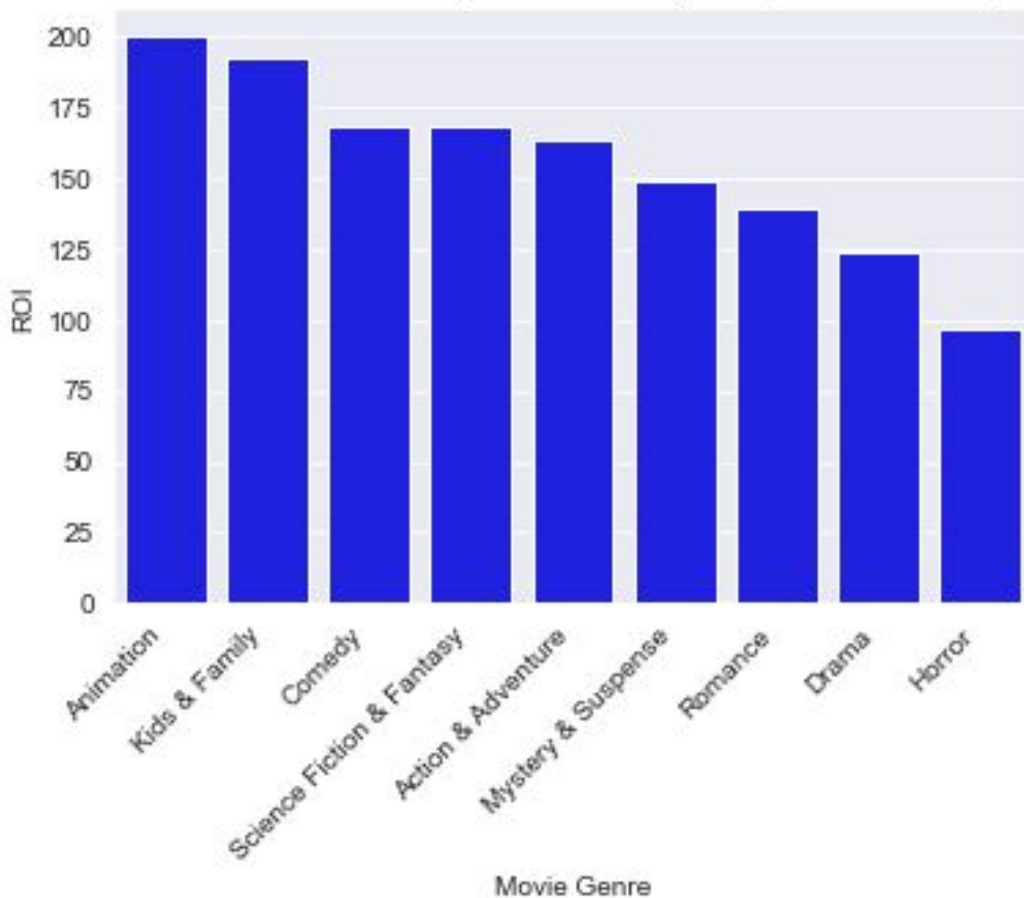
Movie Genres Ranked by Median ROI (Under \$50 Million Budget)



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

Results

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



- 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).