

The Most Profitable Movie

By Sam Stoltenberg

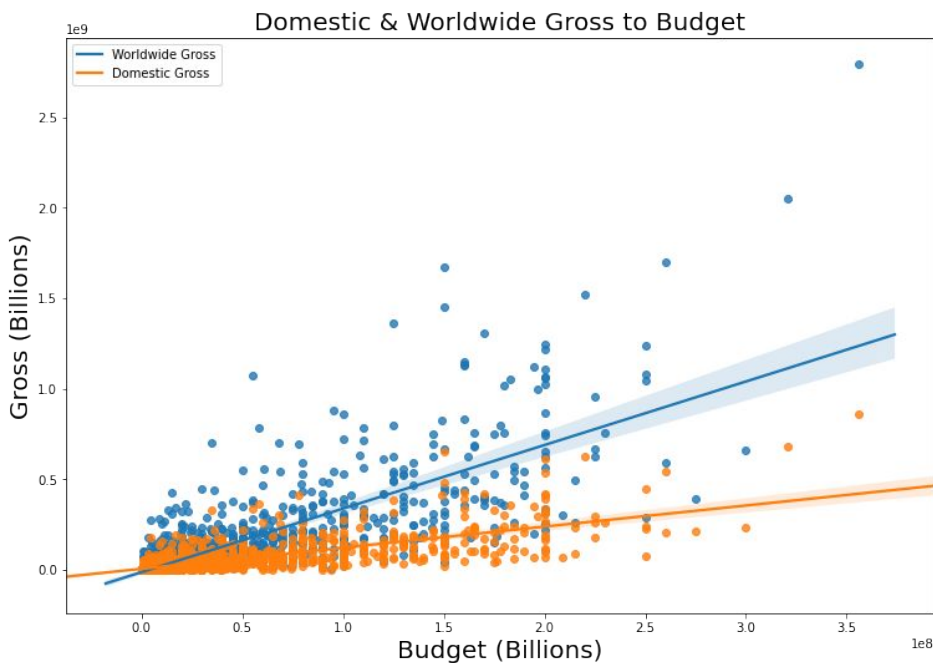
Considerations, Characteristics and Profitability

- Which is more profitable, domestic or worldwide markets?
- Which genre would be the most profitable?
- How many directors would be ideal?
- Which directors would be the most profitable to hire?

Methods

Analyzing Movies Made From 2009 - 2020
From a Group of IMDB Datasets.

Profitability in Domestic vs Worldwide Markets



Method:

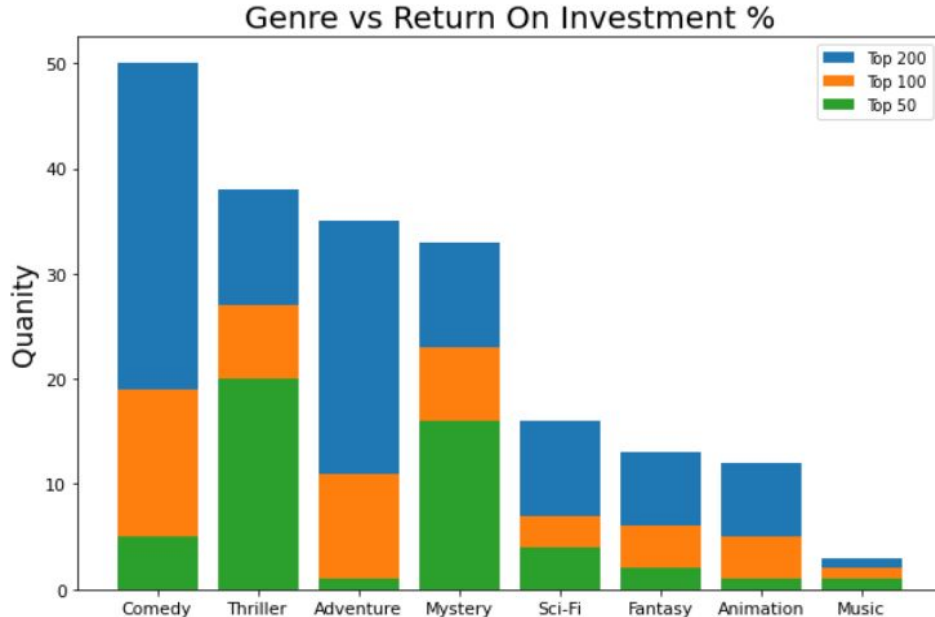
All available data on gross, worldwide gross and budget laid out.

As Shown

by the blue line movies that are released worldwide return more on their investment.

Microsoft should be aiming at a world wide market for maximized profit.

The Genres of Highly Profitable Movies



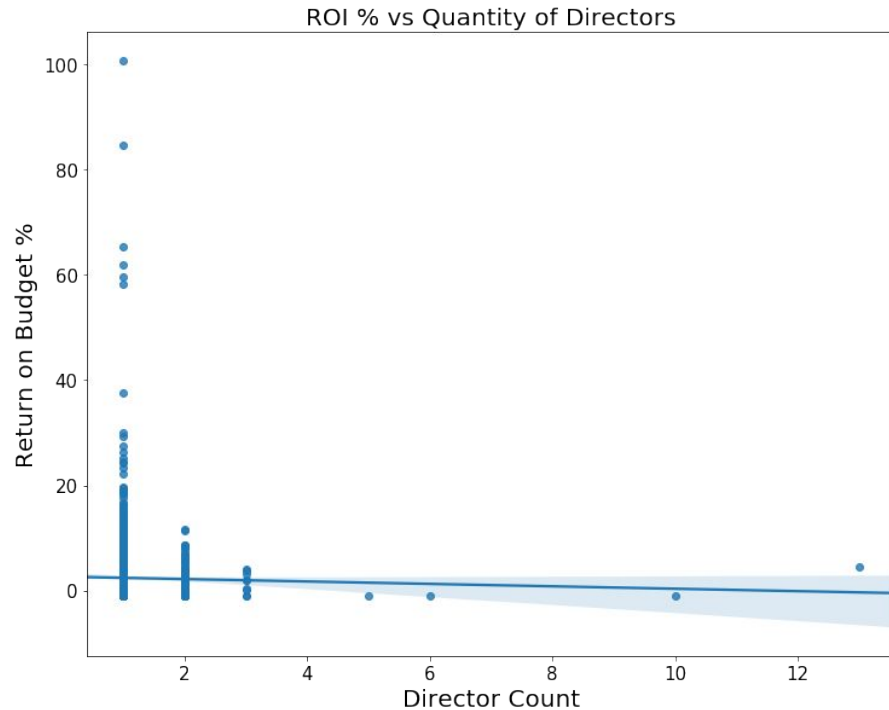
Method:

With the eight most frequent genres found by Max I took the top 200, 100, and 50 most profitable, then organized them by quantity into this bar chart

As Shown

Microsoft should make a comedy or thriller movie for the greatest possible profit margin.

Quantity of Directors



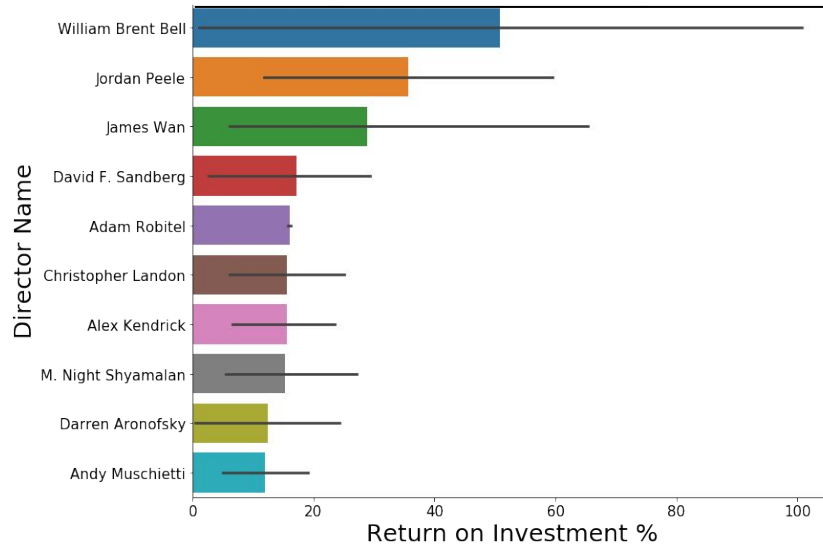
Method:

Showing the return on investment compared to how many directors the movie had.

As Shown:

There is a downward return trend the more directors are apart of the movie, so I would recommend Microsoft hire a solo director.

Directors Average Return on Investment



Method:

Plotting the average return on investment for all of a director's movies.

As Shown:

A profitable top 10 list from which Microsoft should choose a director.

In Conclusion

- Which is more profitable, domestic or worldwide markets?
 - Worldwide markets are the most profitable.
- Which genre would be the most profitable?
 - Comedy or thriller.
- How many directors would be ideal?
 - One director would be ideal.
- Which directors would be the most profitable to hire?
 - Refer to the top 10 list.

Things to look at if continued:

- More in depth on writer's and director's ROIs, comedy vs thriller, etc.
- Outlining movies that had the same director and writer.
- Examining the past, and how it compares to today. Possibly finding a movie that wasn't so popular in the past, but will be valuable today if remade.
- Searching for ways to make a profitable series of movies.
- Analyzing customer satisfaction to the first in a series compared to profit of part II and III of the series.

Thank You!

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Top director
and writer