Entertainment! Entertainment! Entertainment!

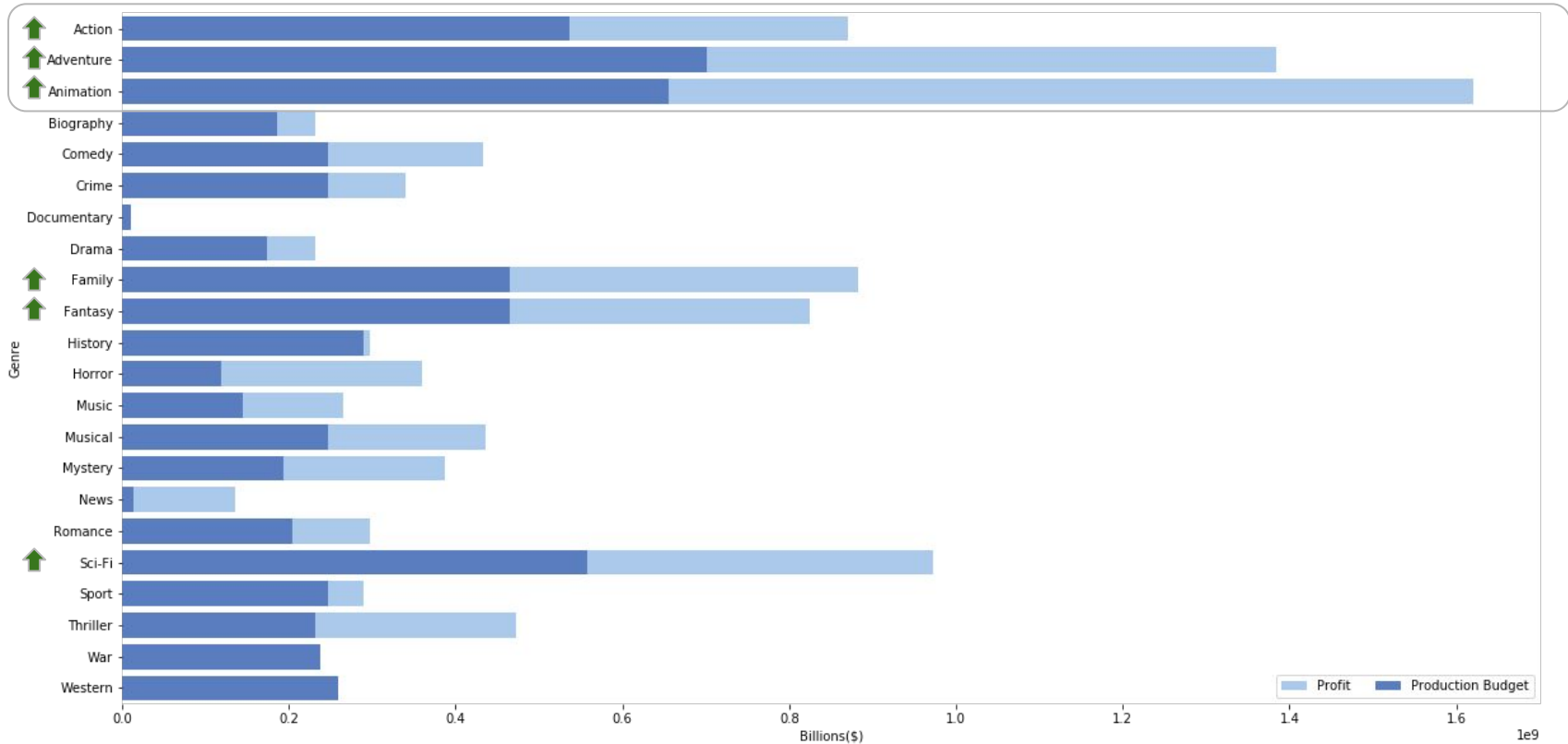Movie Analysis for Microsoft
by
Simranjit Nepaul
Zach Paul

Microsoft Wants a Movie Studio

- How to make a profitable movie studio
    - Genres, Audience, Season, etc

- Few Assumptions And Values
    - The production budget has no limit.
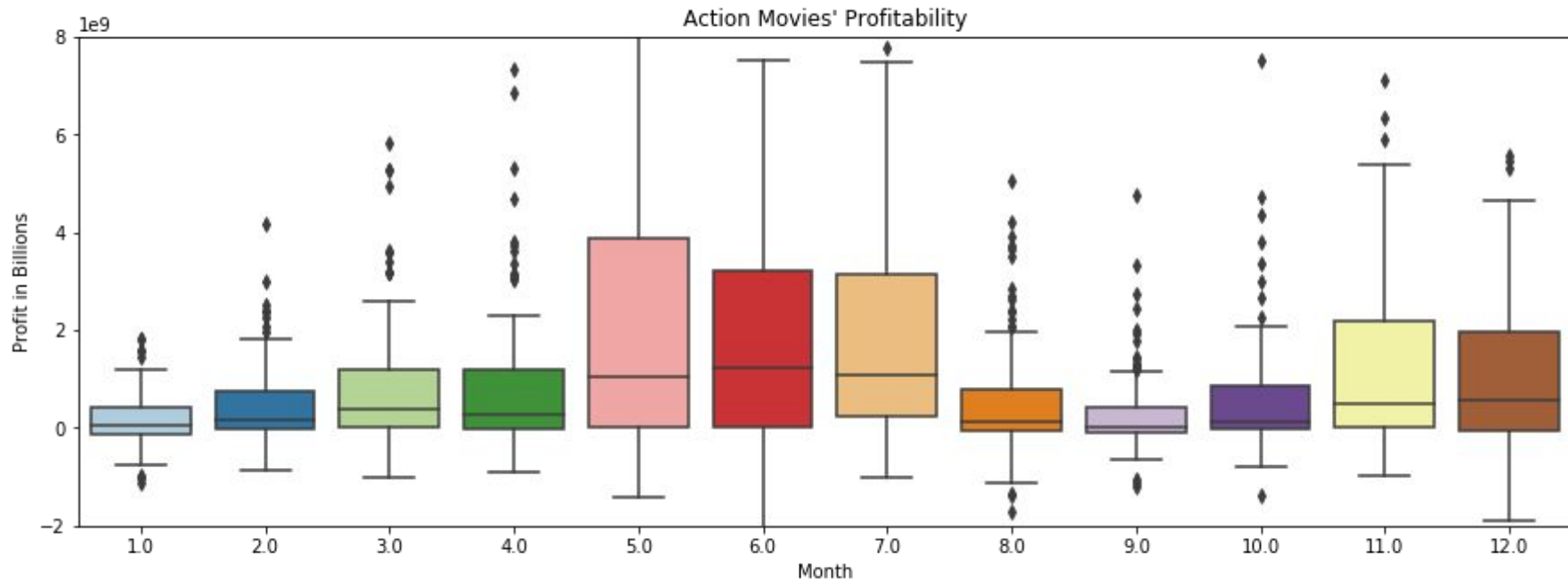   - They want to reach-out to masses
    - Make profit

Methodology

- Sorted movies by genre and release date
  - Only looked at movies from the last 30 years

- Looked at production values to profit as a success criteria

- Dropped entries with any missing value

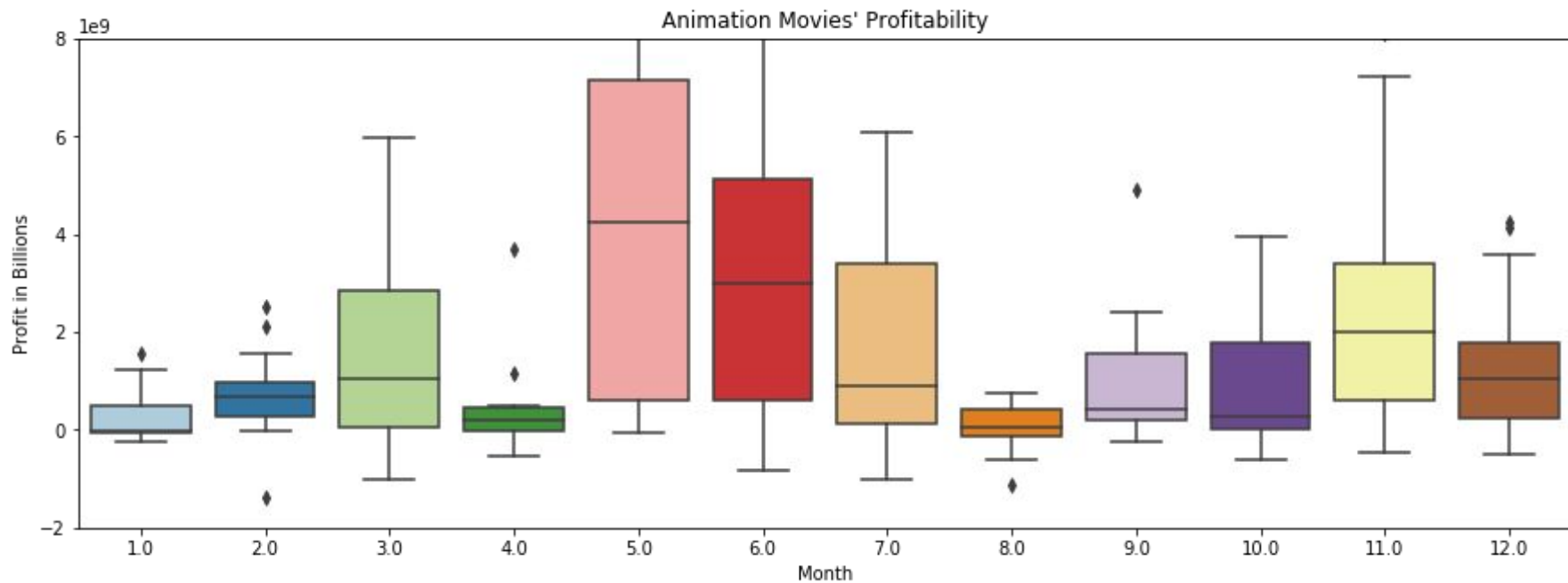- New features developed such as Profit per movie, Season Release
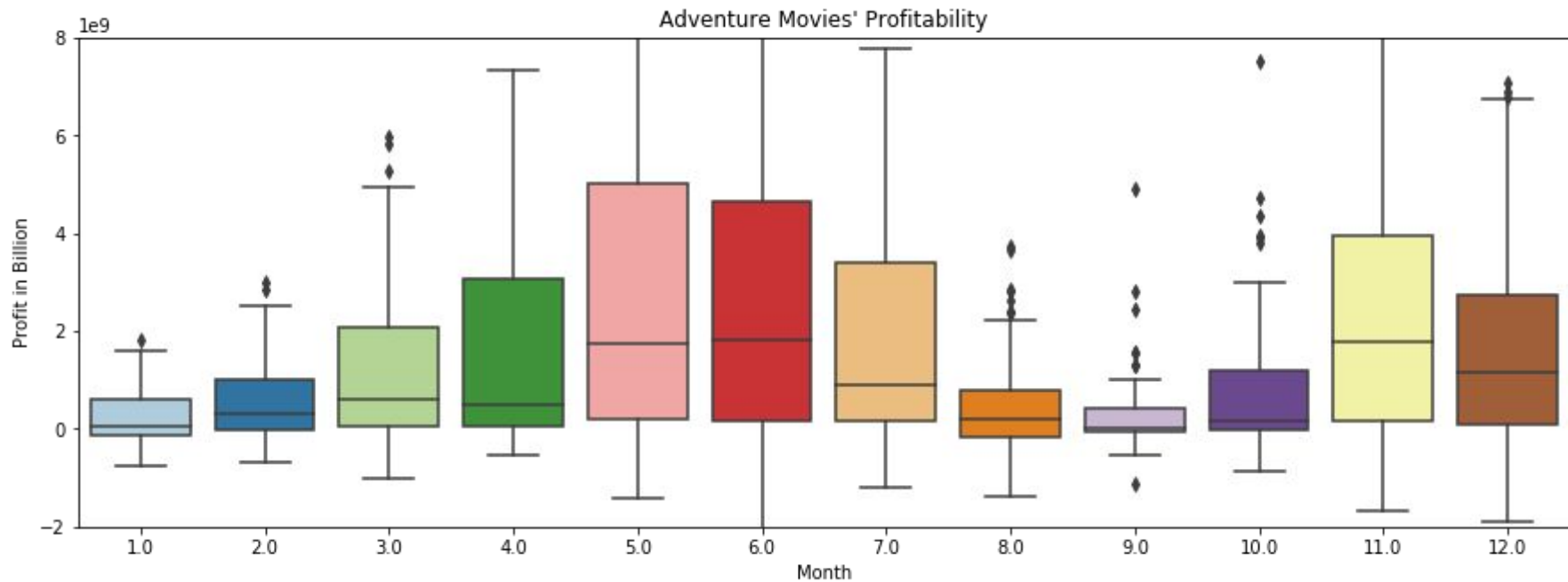
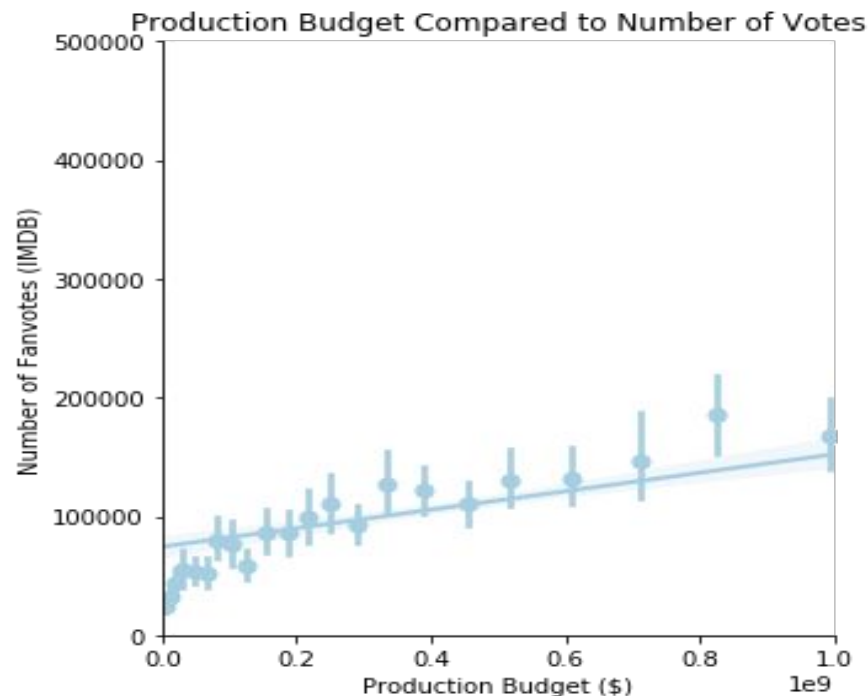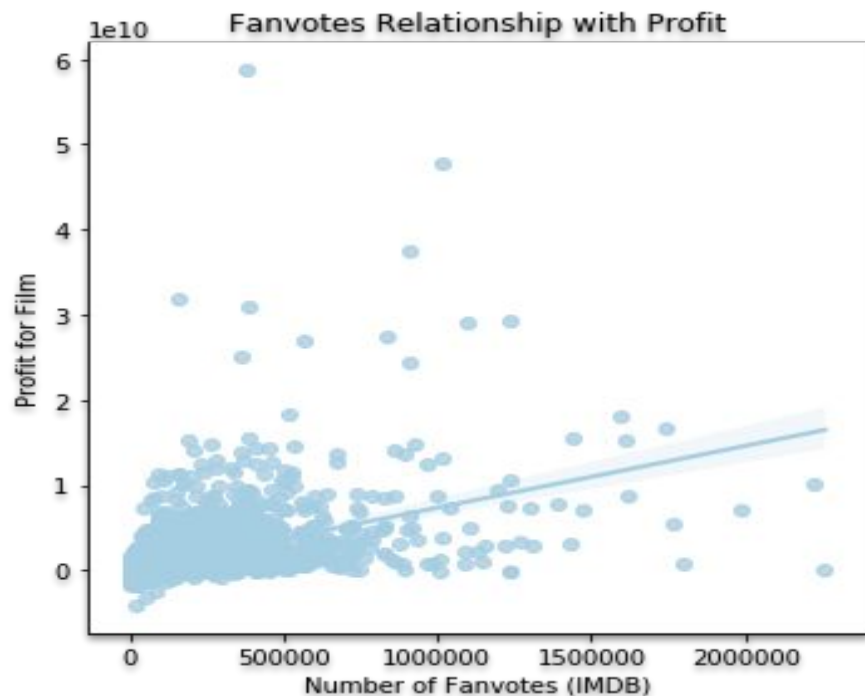# Each Genre and its Profitability

Action Movies in a Year

Action Movies' Profitability
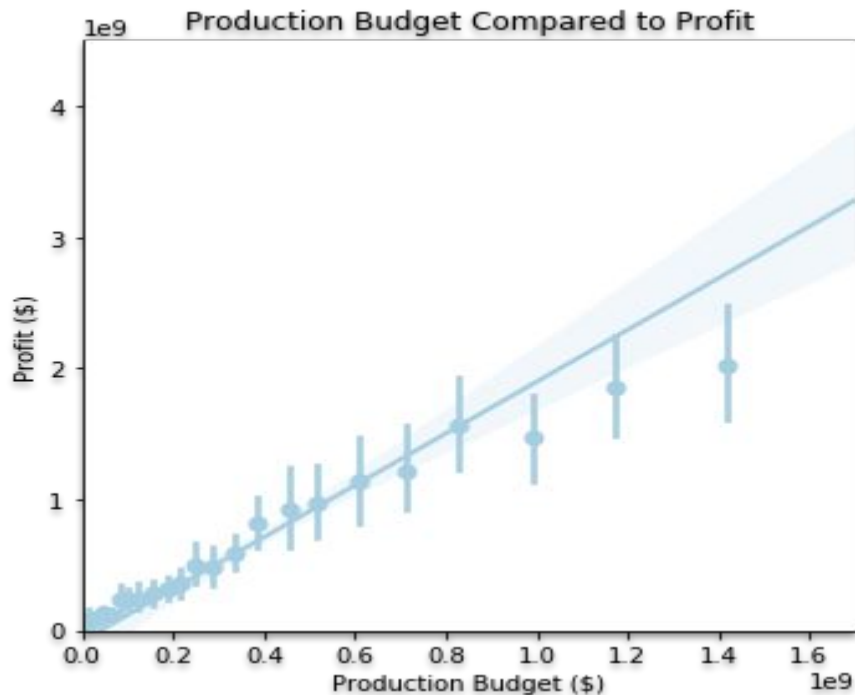
Animation Movies in a Year

Animation Movies' Profitability

Adventure Movies in a Year

Adventure Movies' Profitability

User Voting compared to profits?

How Much Money to Spend?

Production Budget Compared to Profit
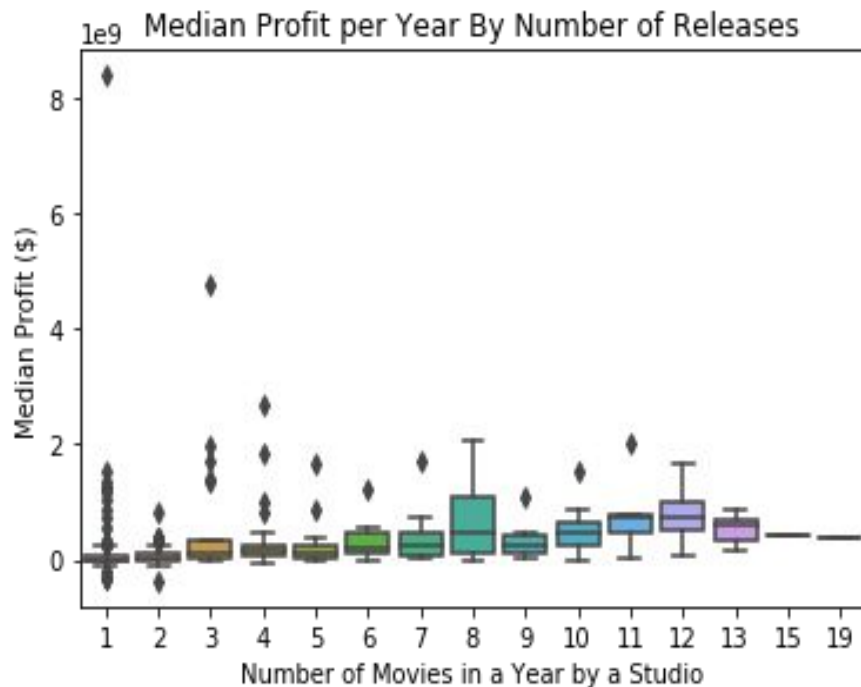
- Increased Production budget correlated to higher profits

    - ~$400 million as a general rule for producing a movie

How Many Movies to Make?

Median Profit per Year By Number of Releases

- Minimum of 4 movies to be in net positive

- Individual movie could be a hit or miss

Analysis Report

A) Central plot or Style of the movies should be around following few genres:

   Animation | Action | Adventure

B) To see most return on investment we should plan to release those movies around summer (May-Jul).

c) We should focus our marketing to reach as many audiences as possible.

d) Release about 3-4 (0.5 - 1.0 billion) budget movies a year for a steady net profits.

Recommendations

2 Animation Film released in May for $200 million for ~$250million profit

1 Action/Adventure film released in July for $400 million for ~$400million profit

1 Fantasy/Family film released in November for $400 million for ~200 million profit
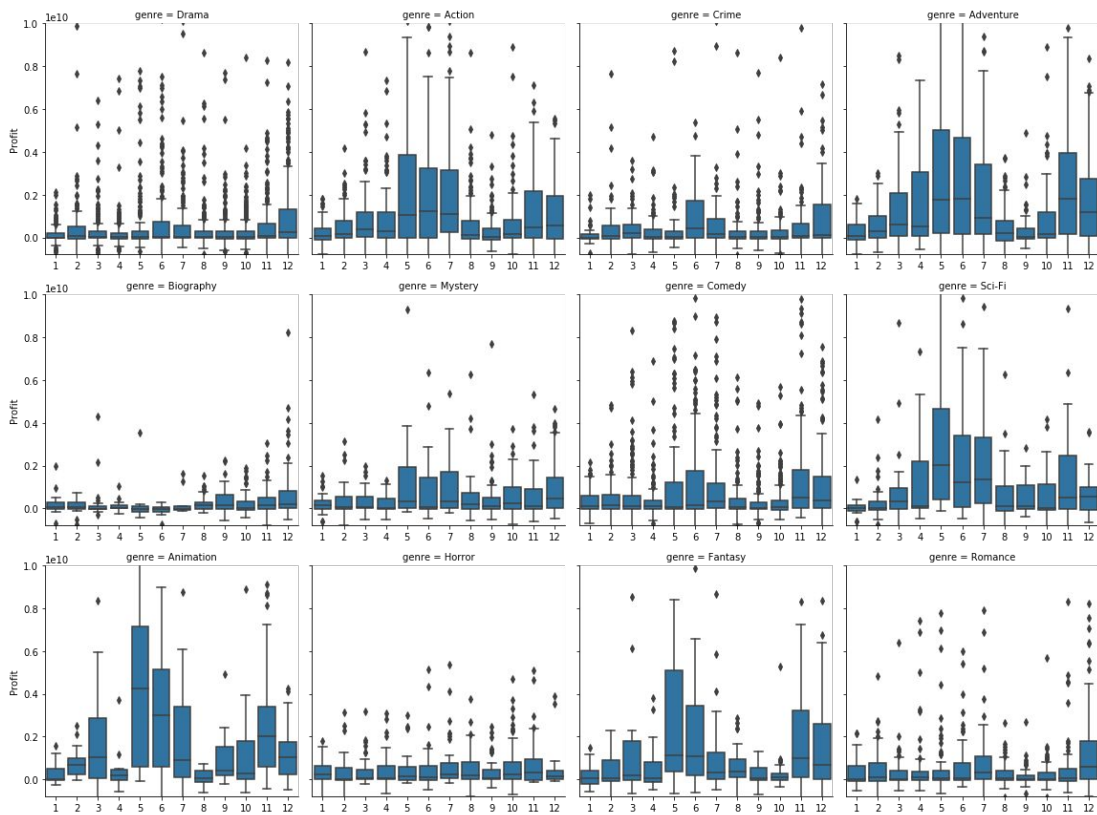
Total: 1.2 billion investment
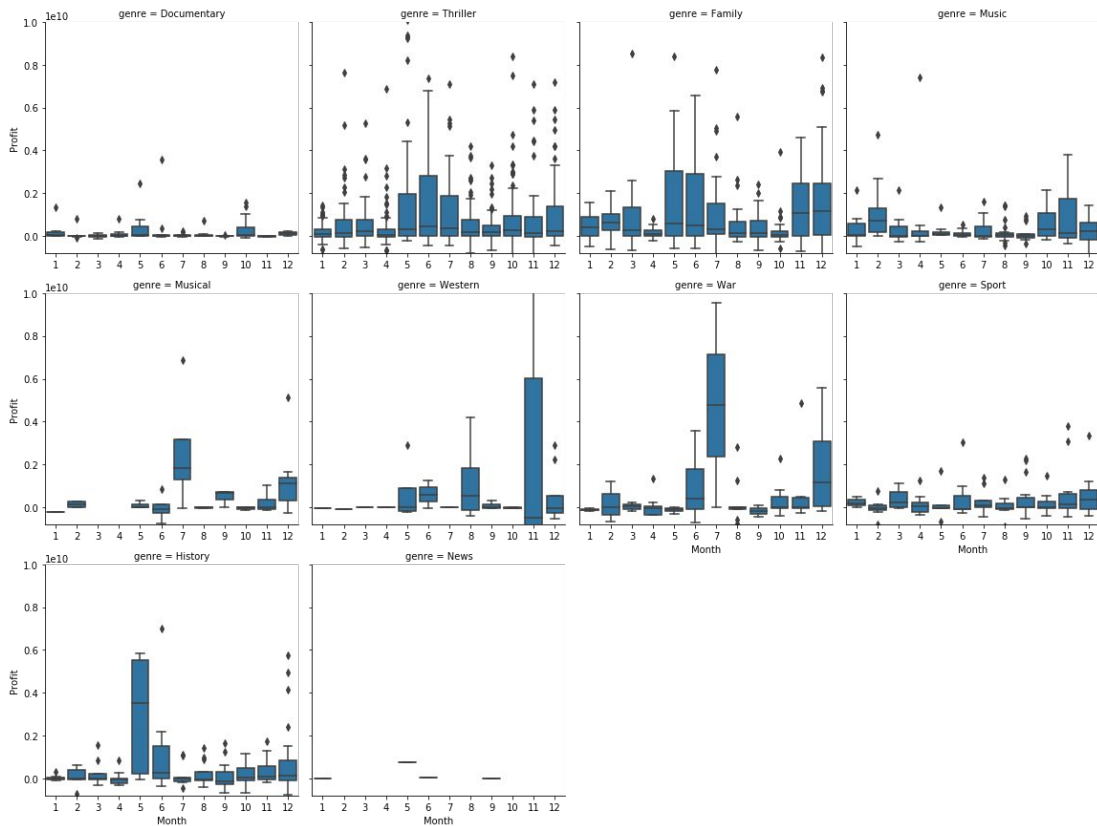
2.35 billion gross

1.15 billion profit.

Future Work

1) Does opening week fan rating increase revenue?

2) Relate number of region OR languages the movie was released in with international market cut.

3) International market appeal. Which genres succeed worldwide?

4) Explore the individuals responsible for making profitable movies

   - Actors, writers, and directors

   - Sub categorize them by each genre

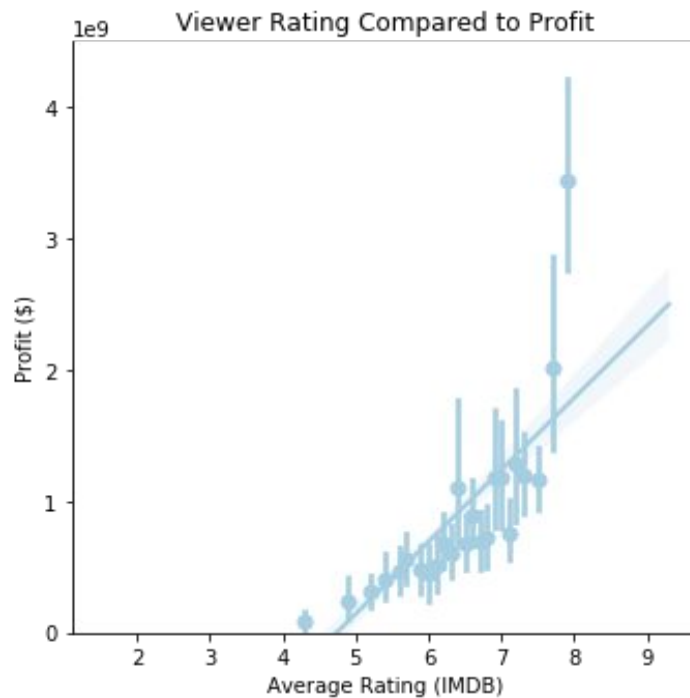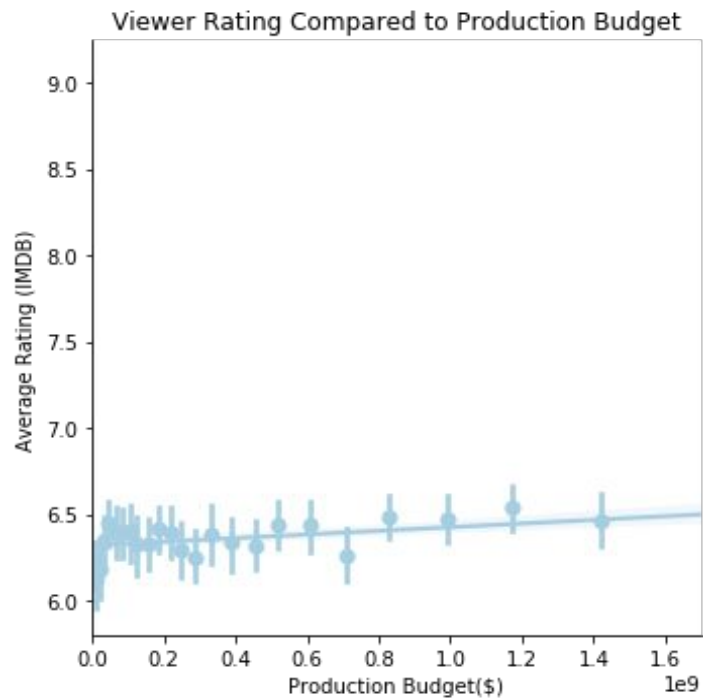5) Finally, what combinations of genres do well

Appendix

Genres for Release Months VS Profits

Genres for Release Months VS Profits

Rating VS Profits

Viewer Rating Compared to Production Budget

Viewer Rating Compared to Profit

Thank You!