



# Movie Analysis for Microsoft Studios

## GROUP 4

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# Agenda



Entry Point



Blockbusters



Competitors and IP



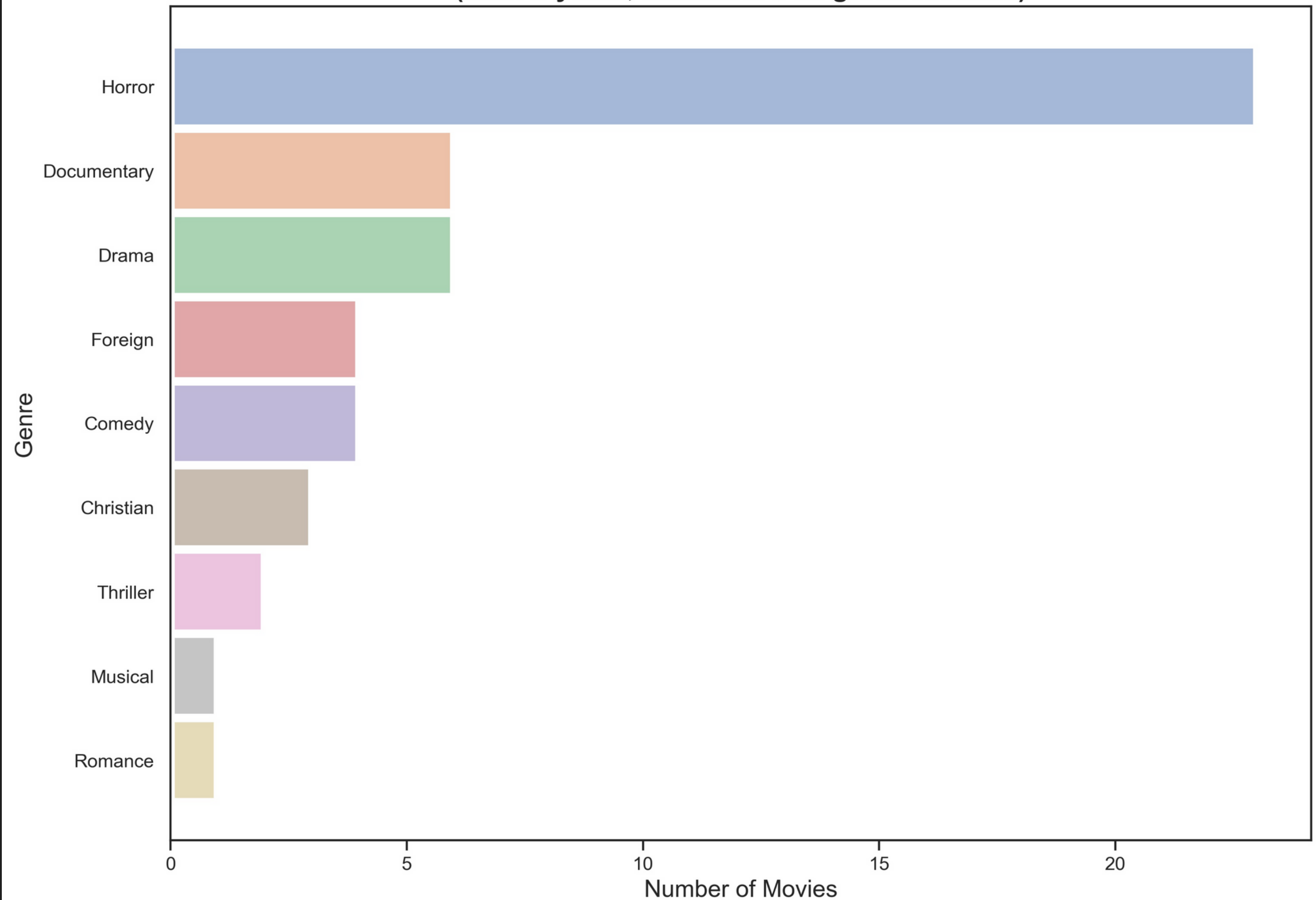
Seasonality



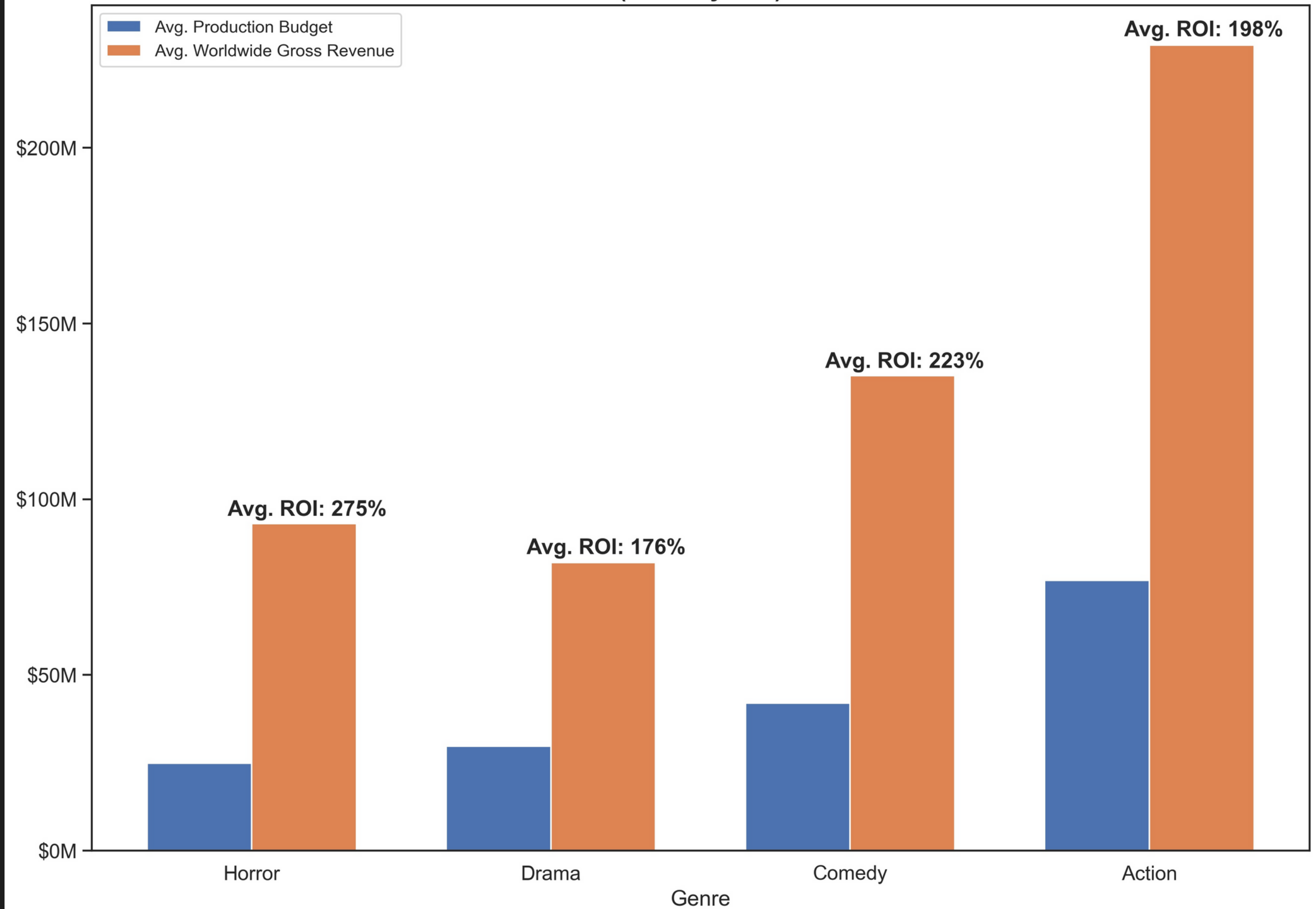
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# Entry Point into the Industry: **Horror Movies**

**Top 50 Movies with Highest Profit Margins**  
(last 20 years, minimum \$1M gross revenue)



**Average Return on Investment by Genre**  
(last 20 years)





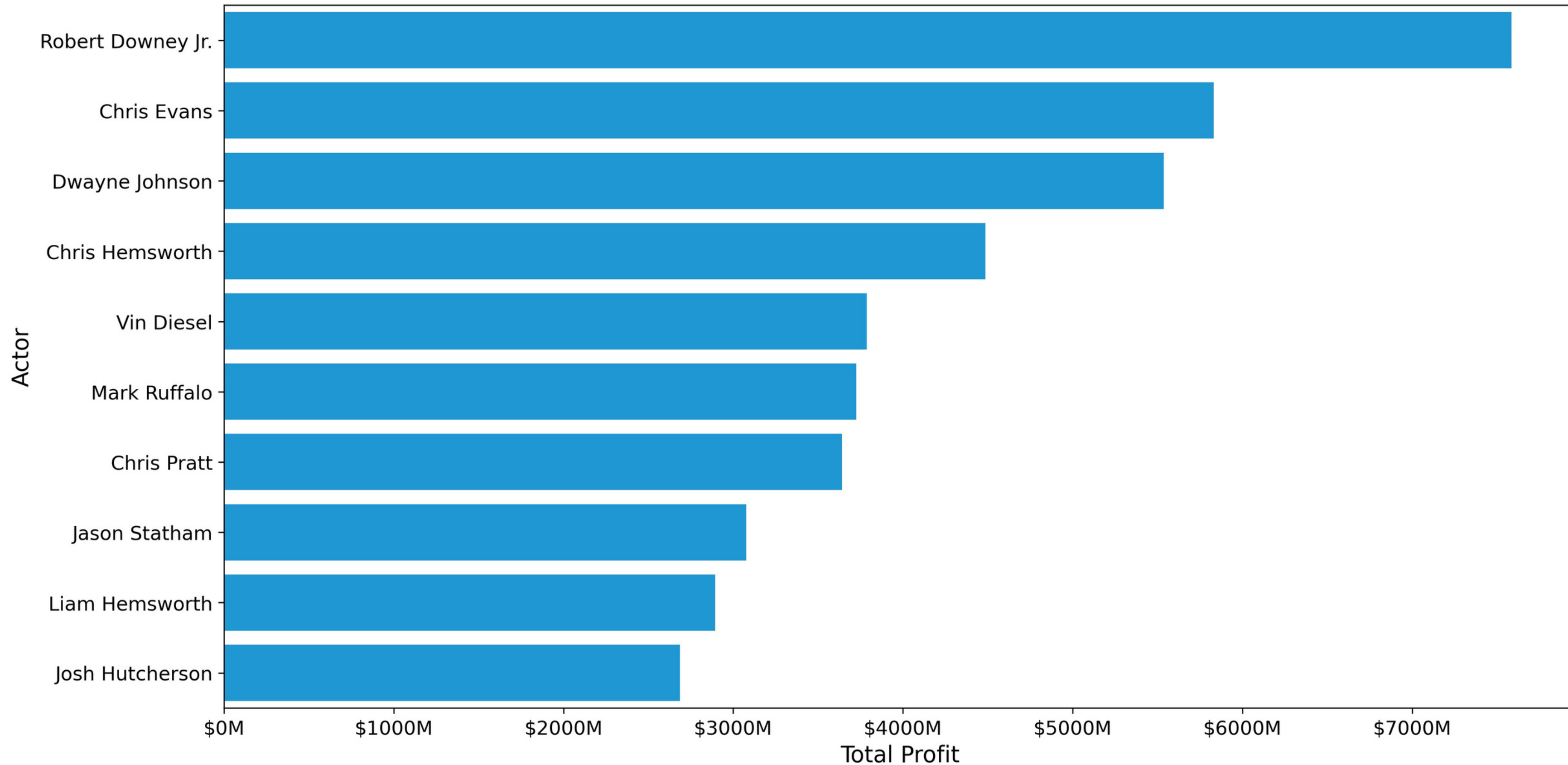
# Recommendation:

- **Early focus making horror movies**
  - Low avg. cost
  - High avg. profit margins



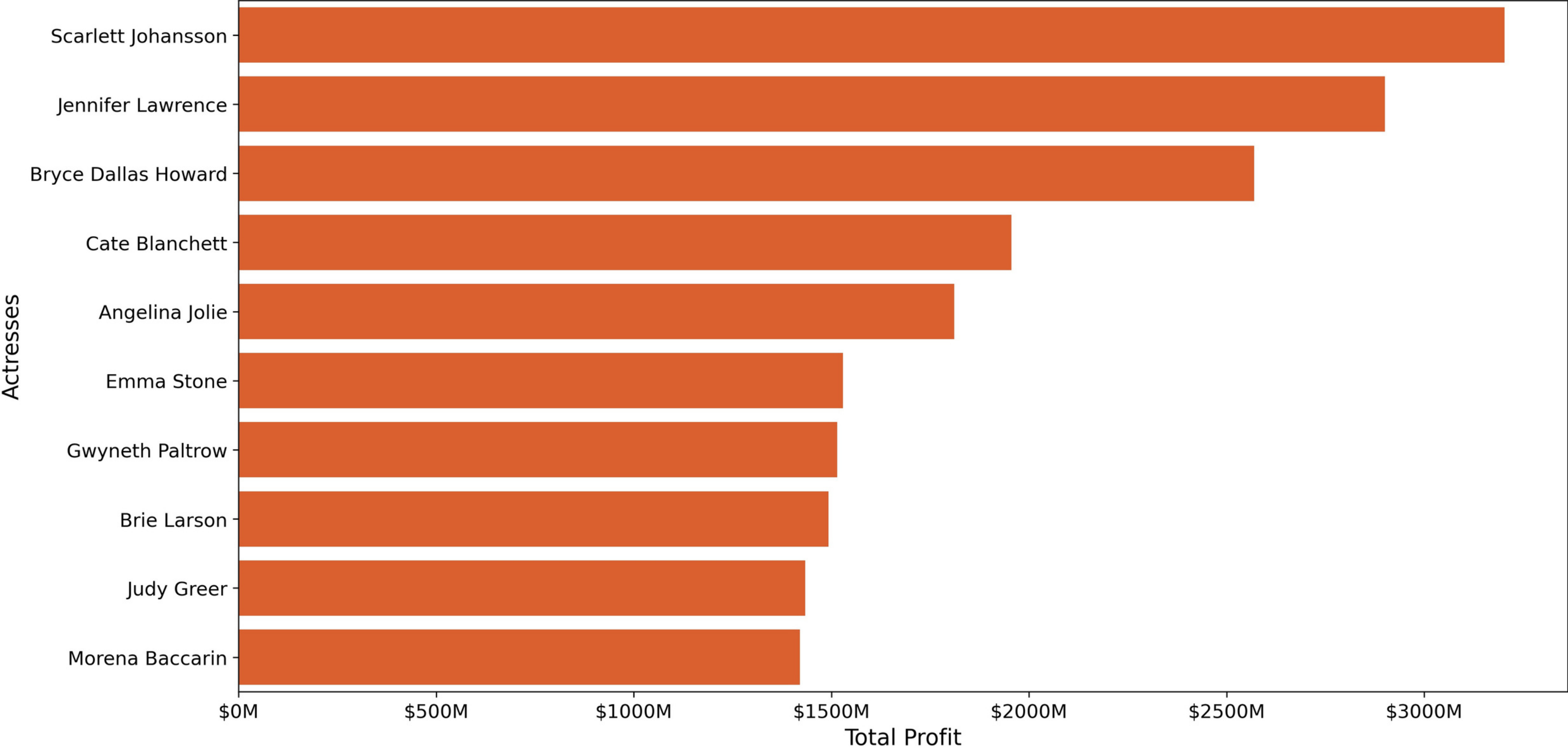
# Blockbuster Analysis: The Most Valuable Names in Hollywood

## Highest Profiting Action Movie Actors Over The Past Two Decades

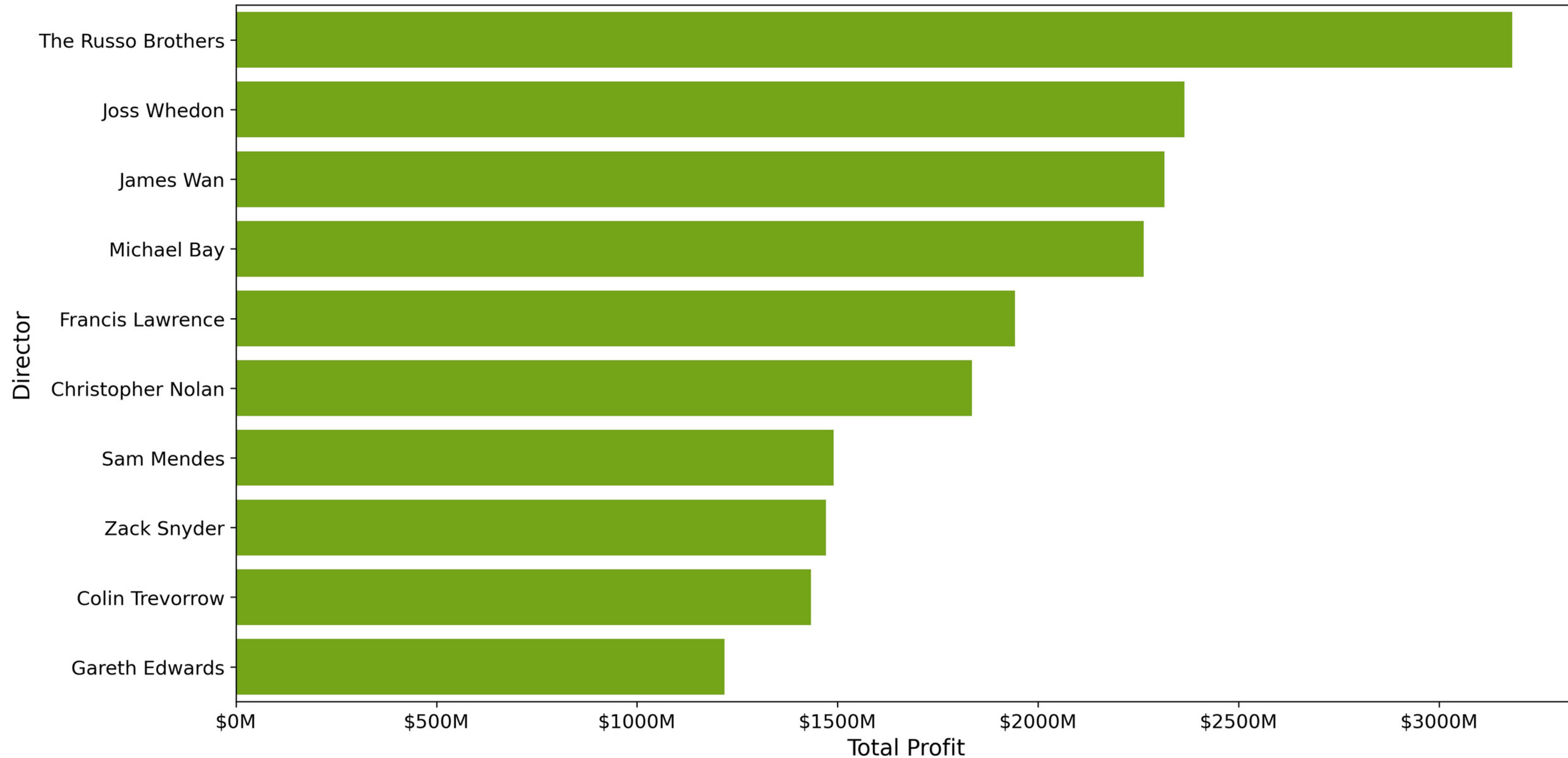




**Highest Profiting Action Movie Actresses  
Over The Past Two Decades**



## Highest Profiting Action Movie Directors Over The Past Two Decades





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# Recommendation:

- **Big names bring in big profits**

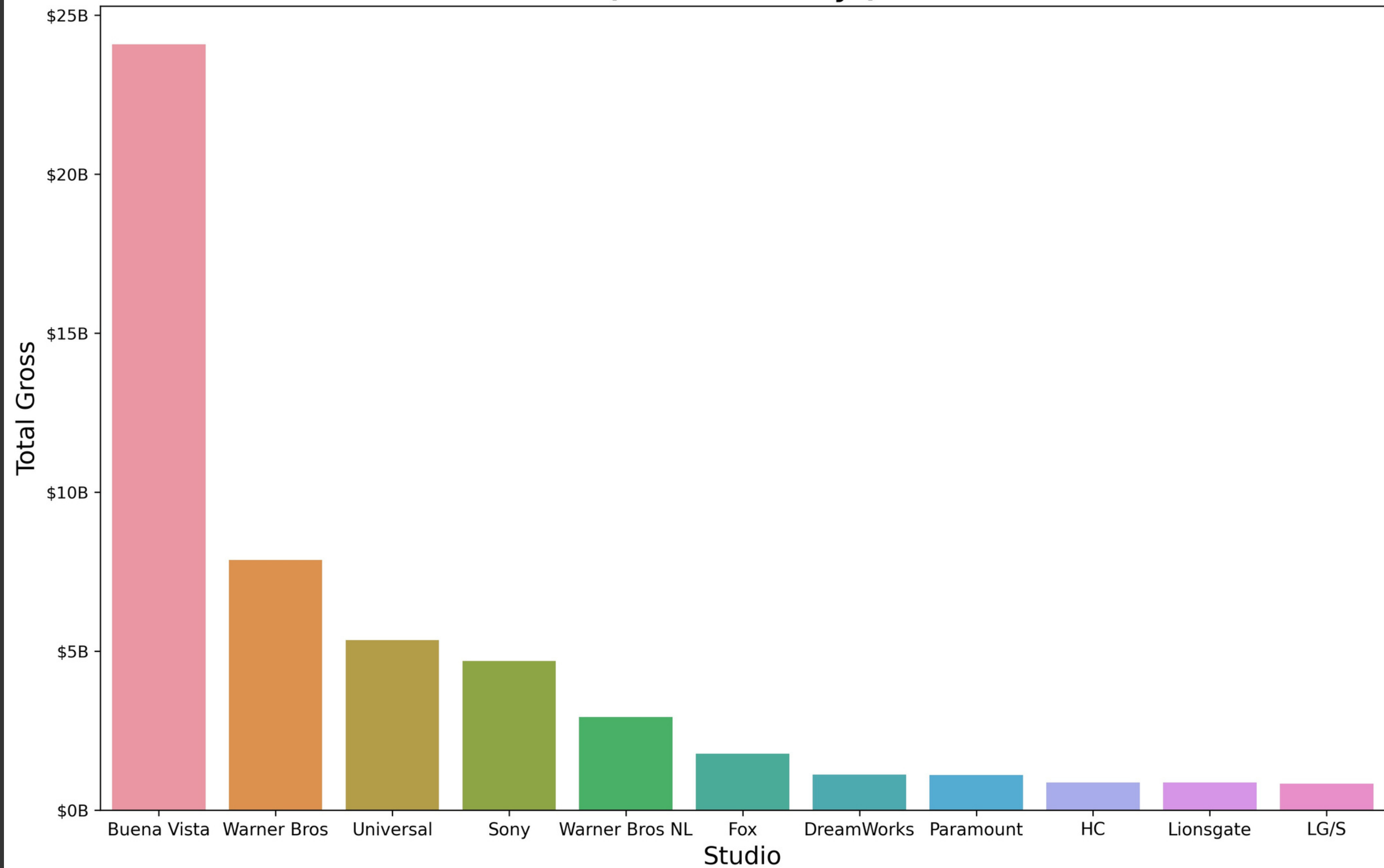




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# Keeping Up with the Competition

# Competitors Earnings of Top 50 Movies (Box Office Mojo)





# Recommendation:

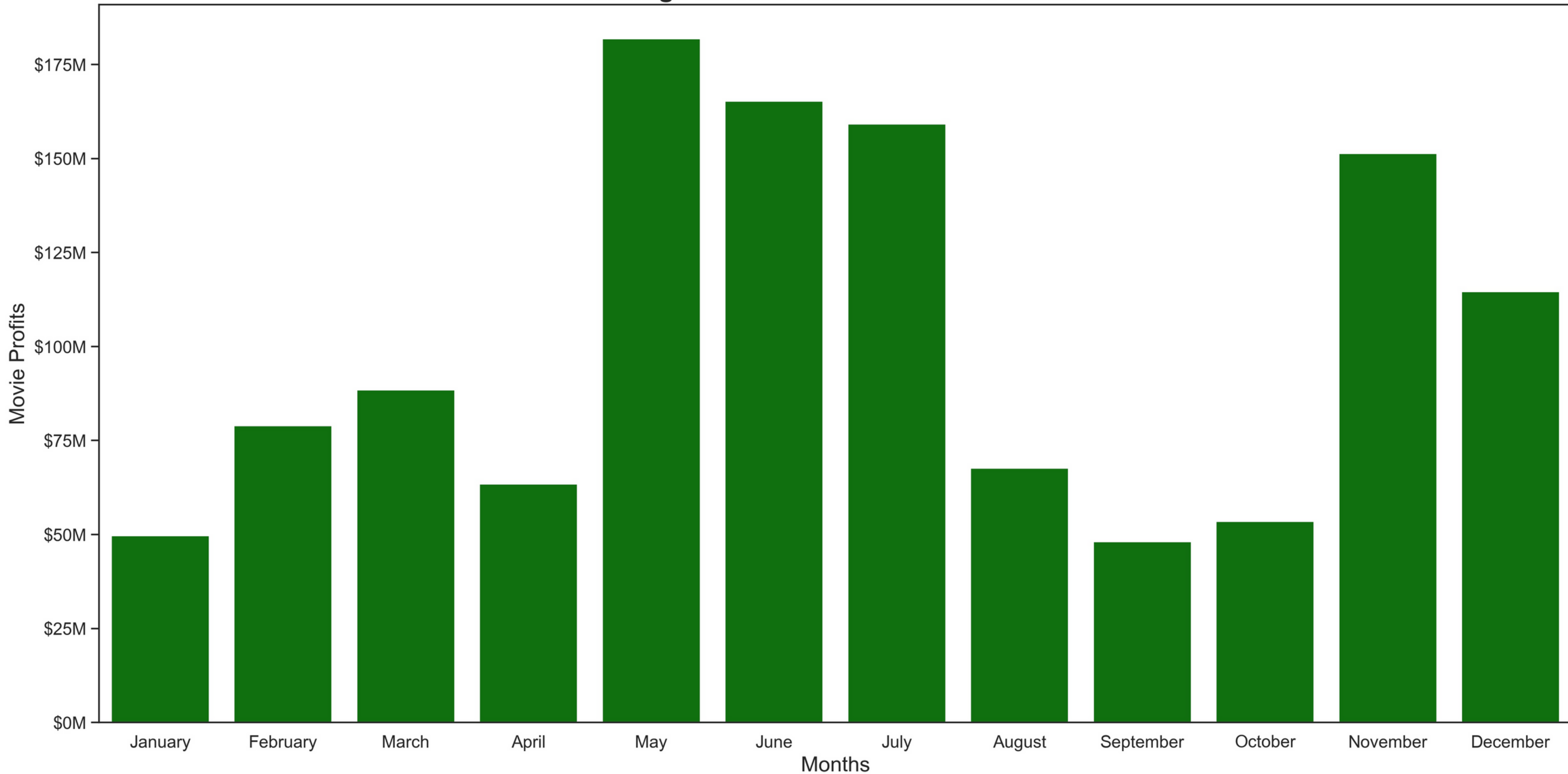
- **Model studio after biggest competition**
  - Adapt Microsoft games



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# Seasonality

Average Movie Profit vs. Release Month







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# Recommendation:

- **Release big budget movies in May, June, or July.**





1

Start with high ROI genres

2

Work with creatives who yield the highest revenues

3

Compete with larger studios by adapting current videogame IP

4

Release movies in May, June or July

# Conclusions



# Thank you!

Please reach out with any questions

## Contact Us



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