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Microsoft in the movie business

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Overview

The movie business is risky, but the return on investment potential for a successful movie is massive.

From all the analysis performed during this project, these two factors were the most common ingredients for success:

1. The movie was a sequel or part of an established movie franchise.
2. The movie was produced by either Disney, Universal, Warner Brothers, or Dreamworks.





Questions to answer

1

What are the highest grossing movies of the last 10 years?

3

What is the average return on investment for a successful movie?

2

What is the failure rate (i.e. movies that do not break even)?

4

Next Steps: What type of movie should you make, and who should you hire to make it?

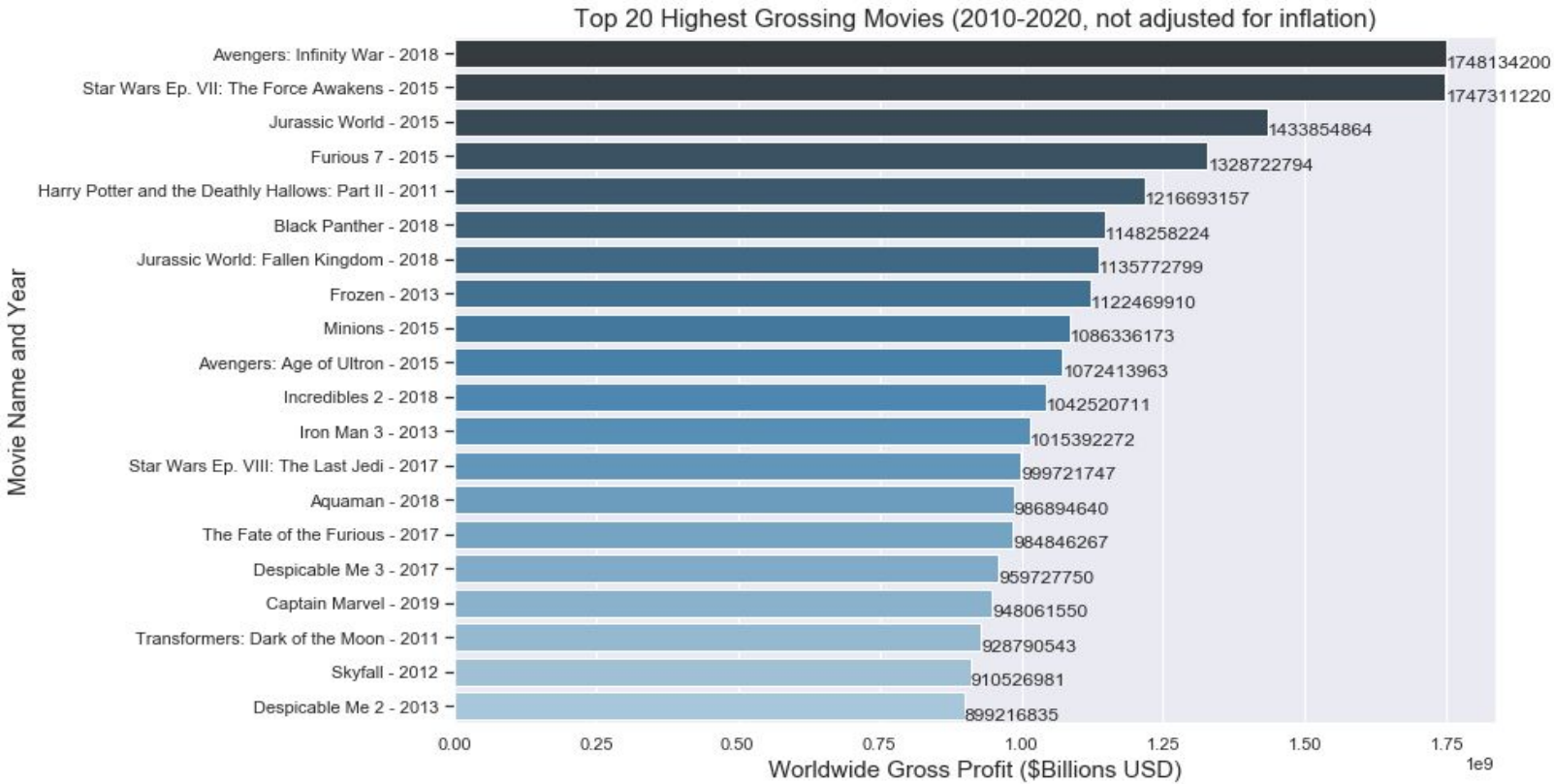


Data source

The data used in the analysis is from a regularly updated IMDd database.

However, revenue data is from ticket sales before the COVID-19 pandemic.

Highest Grossing Movies





Odds of failure? 40%

In the last 10 years, over 40% of all movies actually released to theaters had a negative ROI.

Client Implications:

- Good chance of success



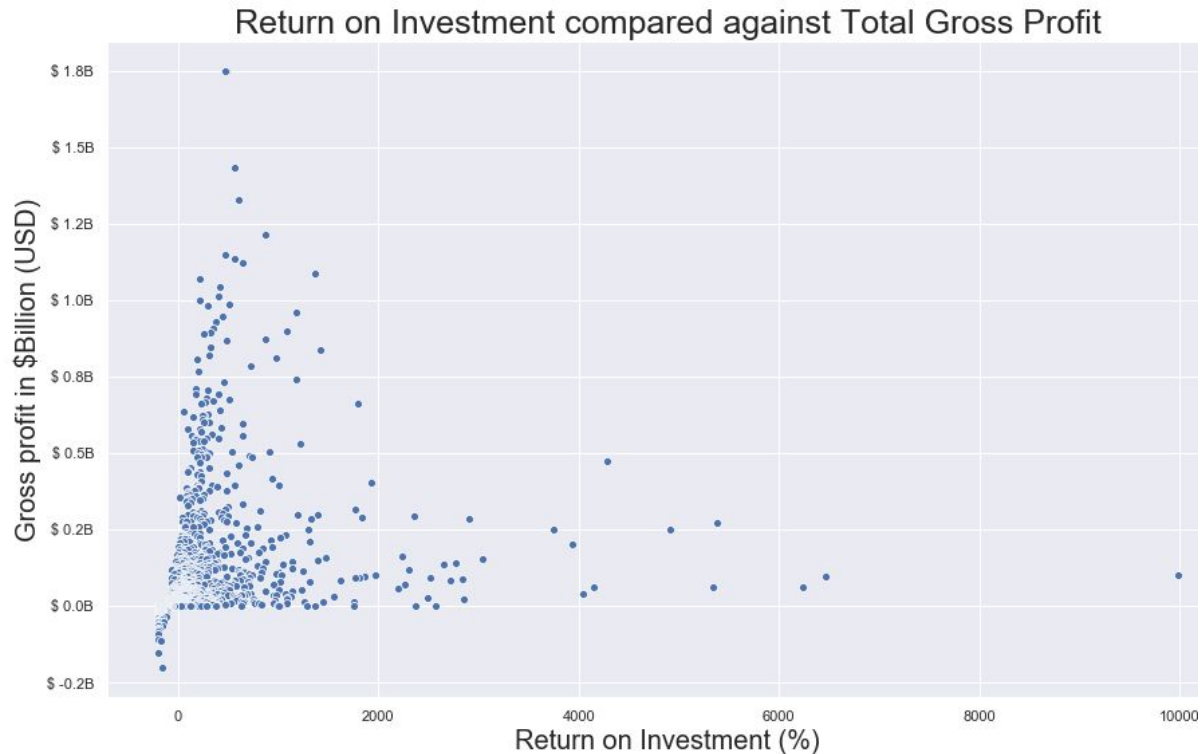


Average Return on Investment?

130%

Client Implications:

- Movies are a good ROI
- Caveat
 - **Pre-COVID-19 data
 - Based off ticket sales



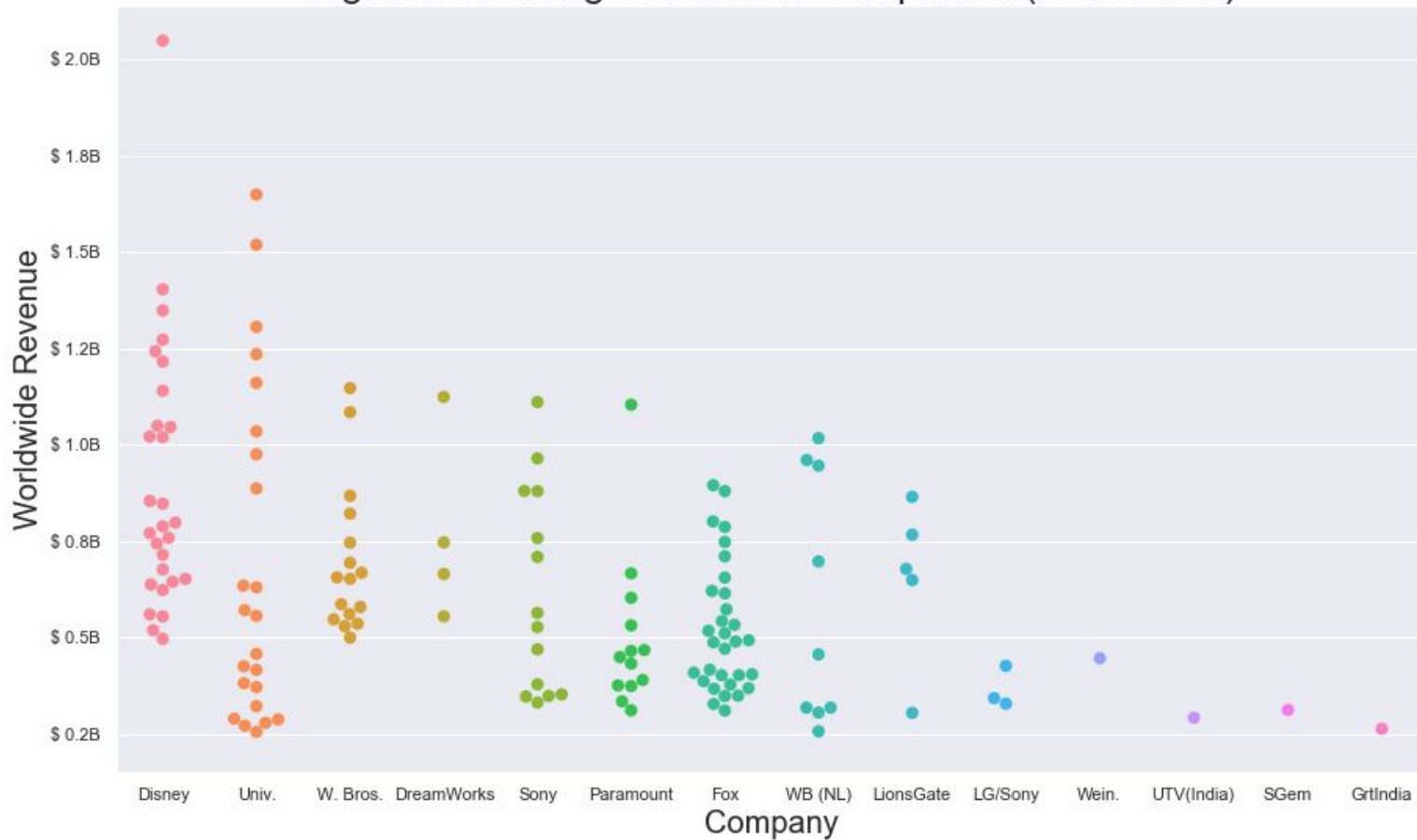


Next Steps

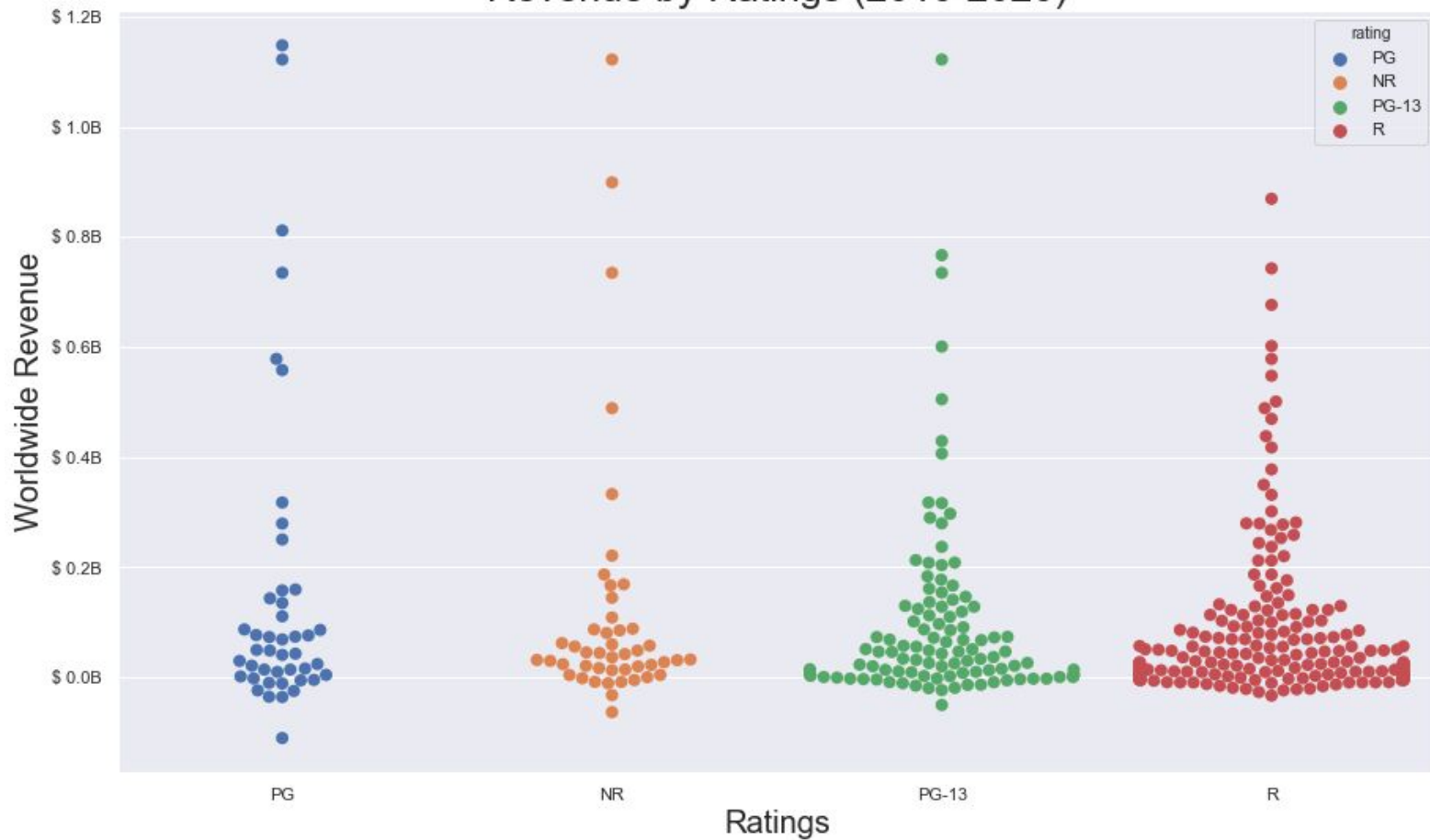
Who should you hire to make your first movie?

What type of movie should you make?

Highest Grossing Production Companies (2010-2020)



Revenue by Ratings (2010-2020)





Make a PG-rated sequel. Partner with Disney.

Movie Type

80%

Of top 20 movies were a
Sequel or Franchise

PG-Rating

\$221M

Average PG-rated movie
Gross Profit from last 10
years

Average Gross Profit

\$347M

Disney's average Gross Profit
from the last 10 years



Questions?