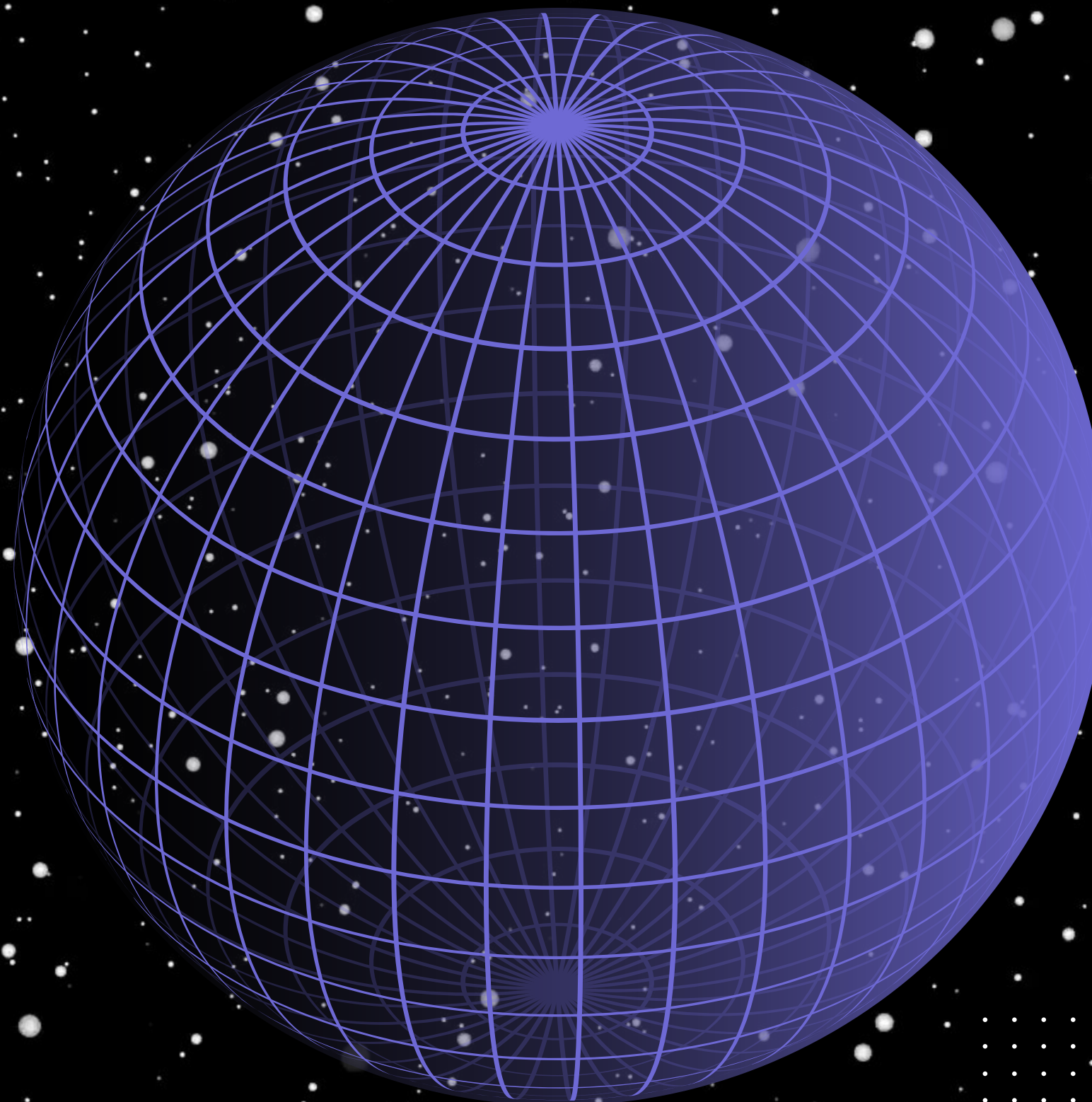


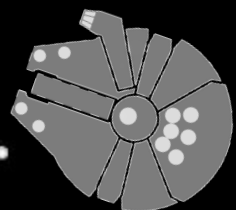
001

# MICROSOFT MOVIE STUDIOS PRESENTS:

FILM INDUSTRY  
DATA EXPLORATION

NAVIGATED BY TIA PLAGATA





# EXPLORATION MAP



AKA Today's Agenda

Qualities of highest-grossing films

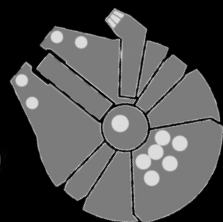
Films that make the most money

Film genres with highest ratings

Best times to release films

002





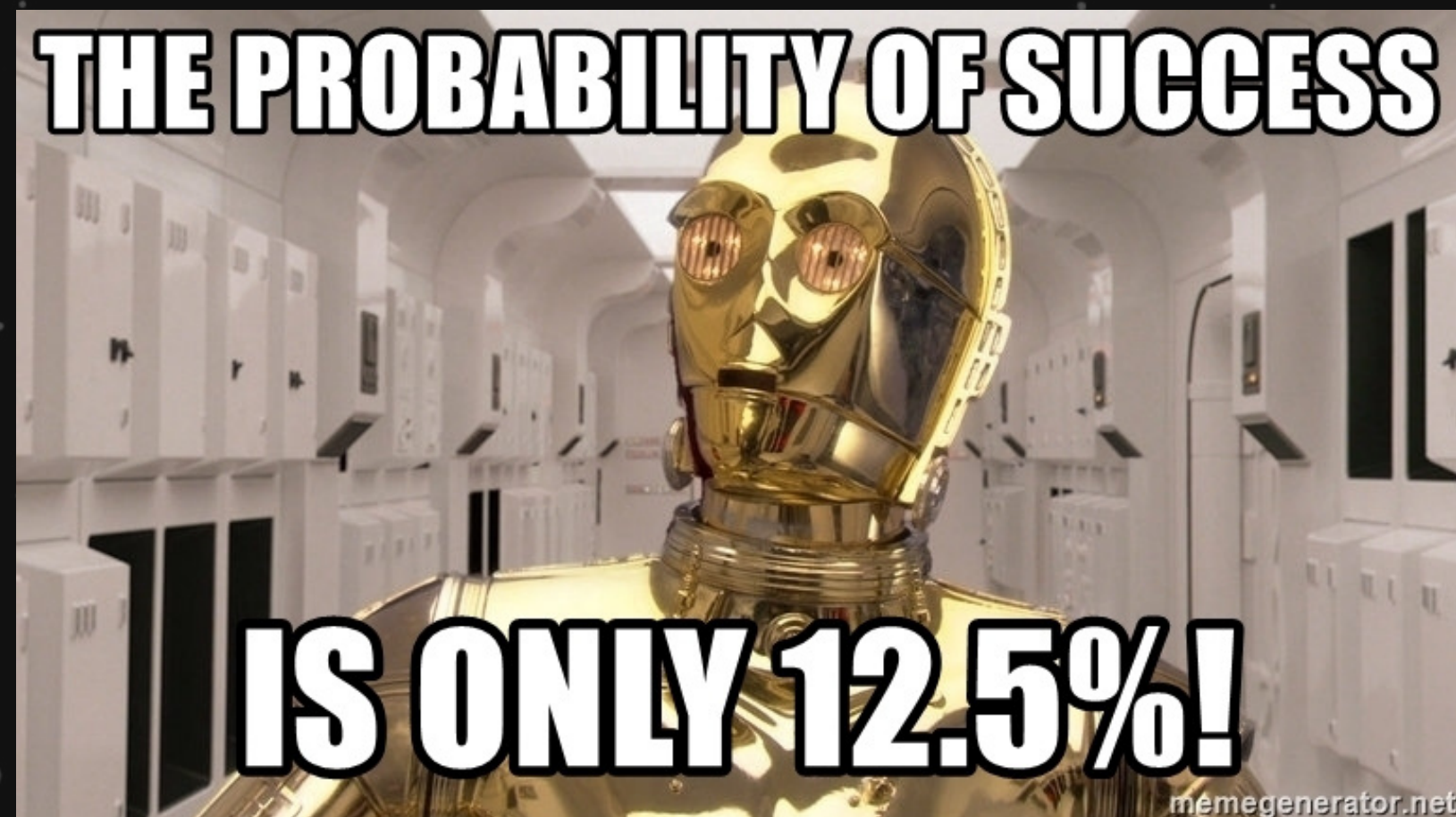
# OUR GOAL


003

What we want:



What we don't want:





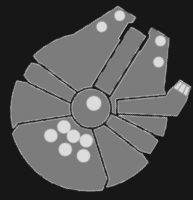
# 1) WHAT ARE THE QUALITIES OF THE HIGHEST-GROSSING FILMS?

## OUR SCOPE

- Films between 2010-2018
- Domestic gross

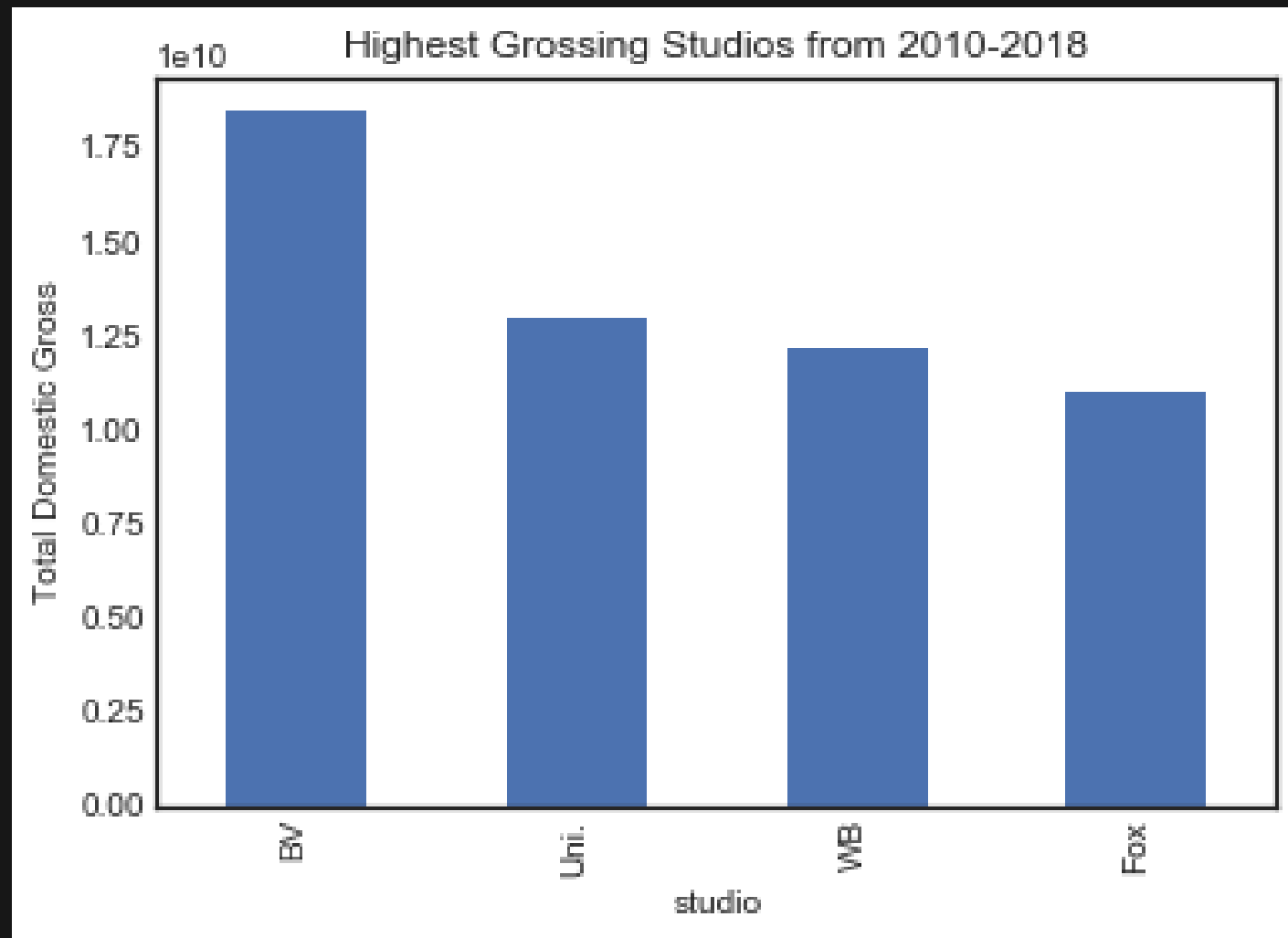
## OUR DATA

Box Office Mojo Movie Gross Dataset



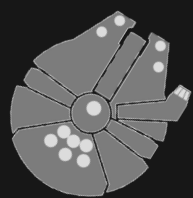
# STUDIOS PRODUCING THE HIGHEST GROSSING FILMS

005



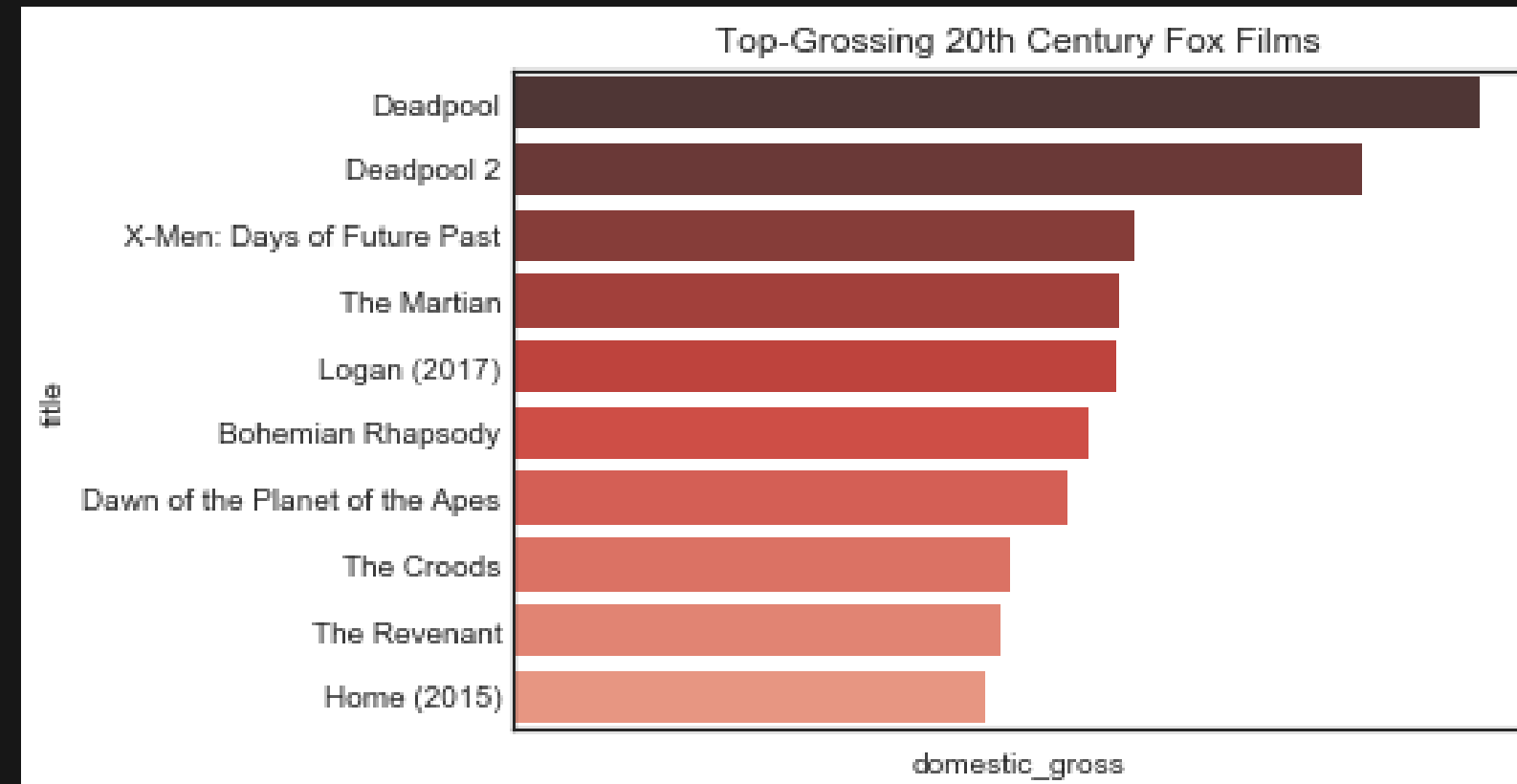
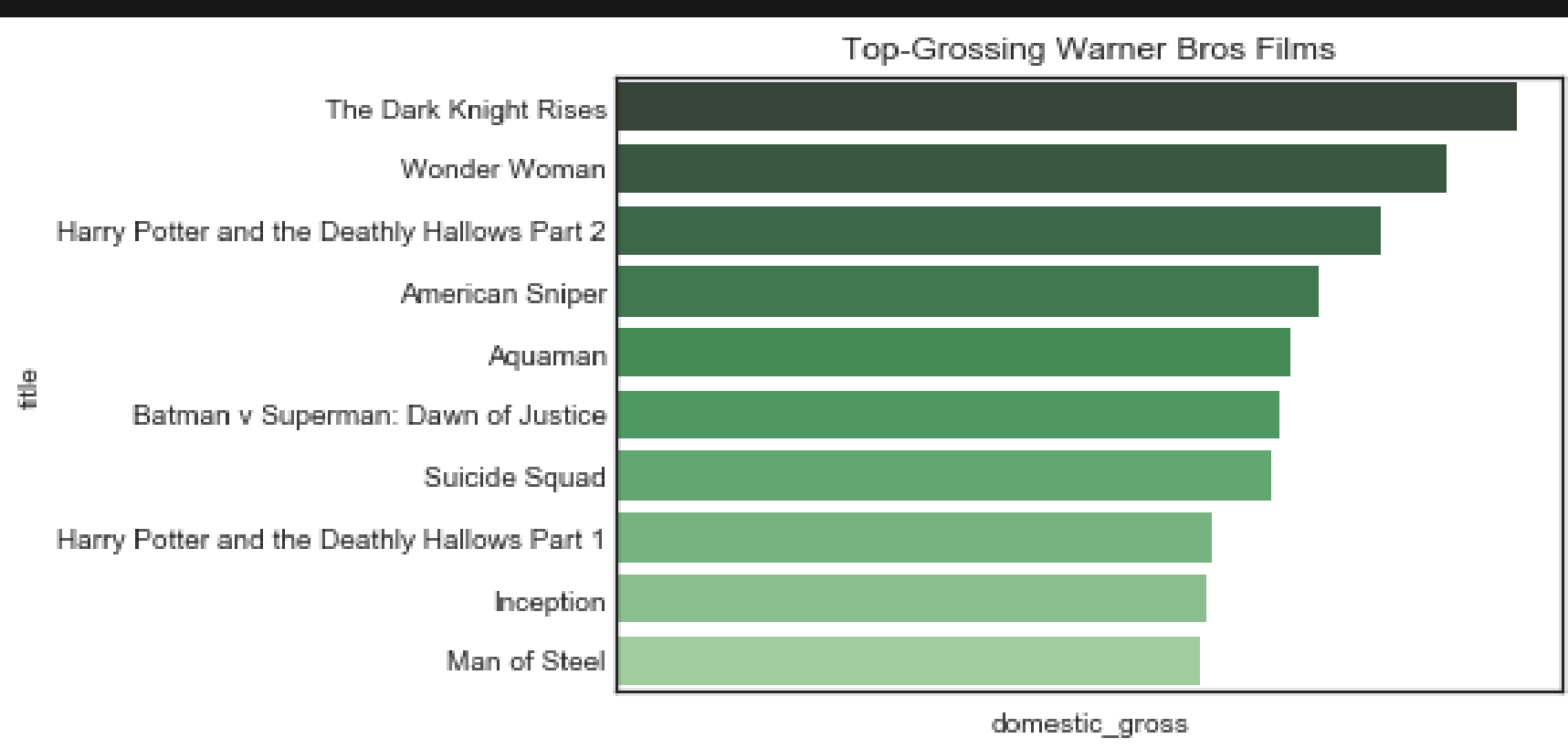
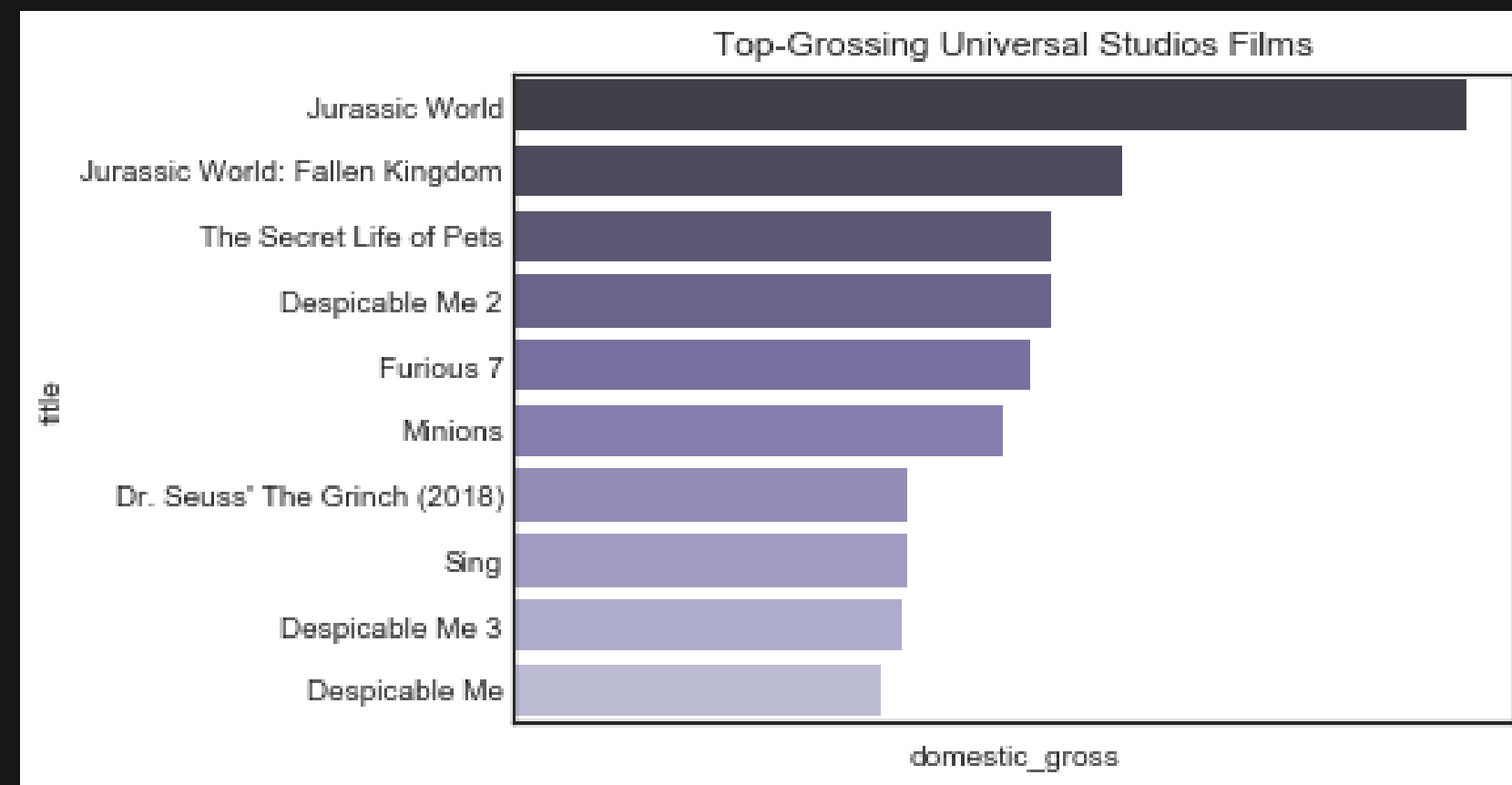
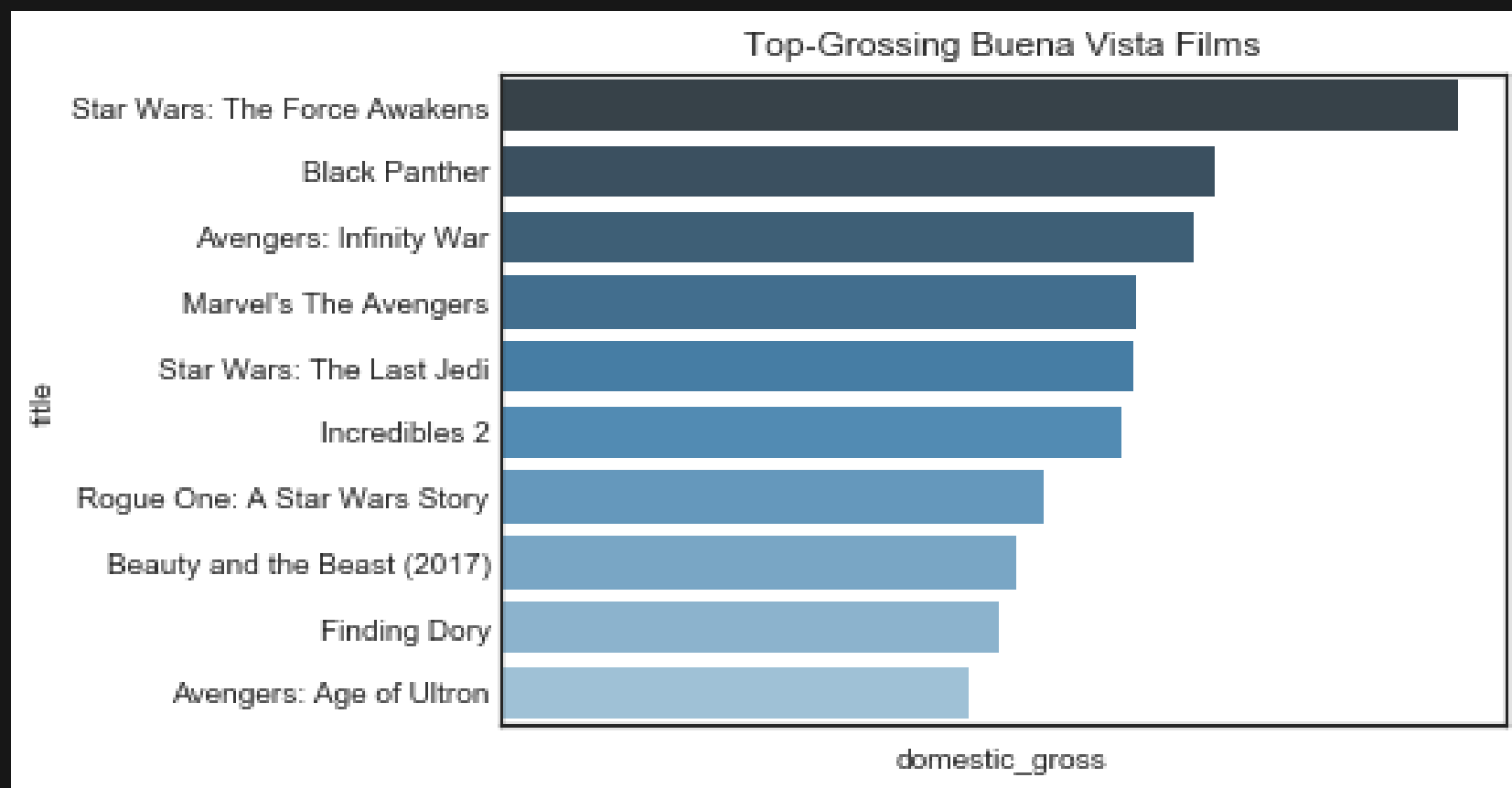
## TOP 4 STUDIOS - TOTAL DOMESTIC GROSS

- 1) Buena Vista | \$18.4 billion
- 2) Universal Studios | \$12.9 billion
- 3) Warner Bros. | \$12.1 billion
- 4) 20th Century Fox | \$1.1 billion

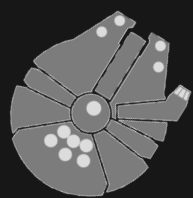


# TOP 10 HIGHEST GROSSING FILMS FOR EACH OF THESE STUDIOS

006

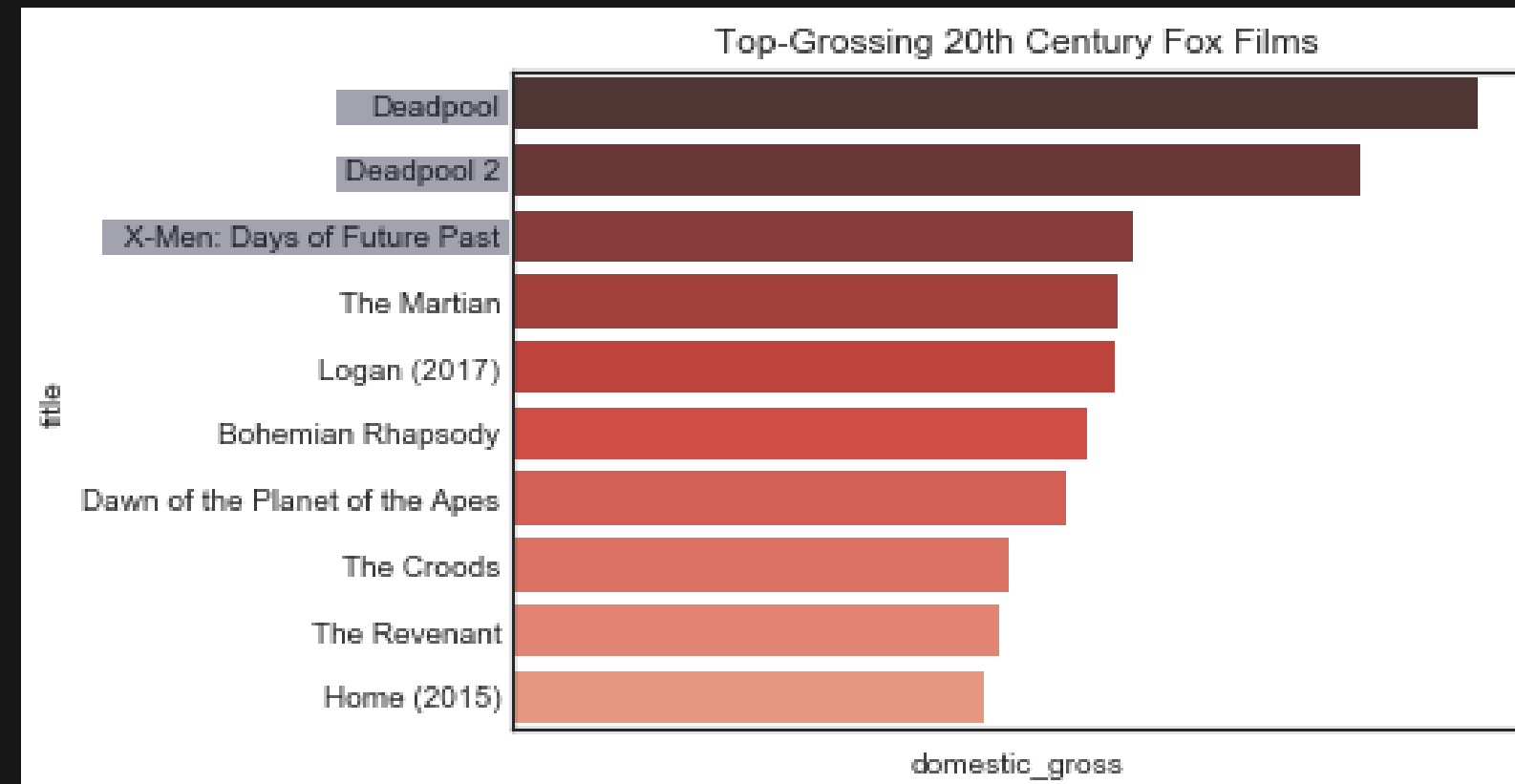
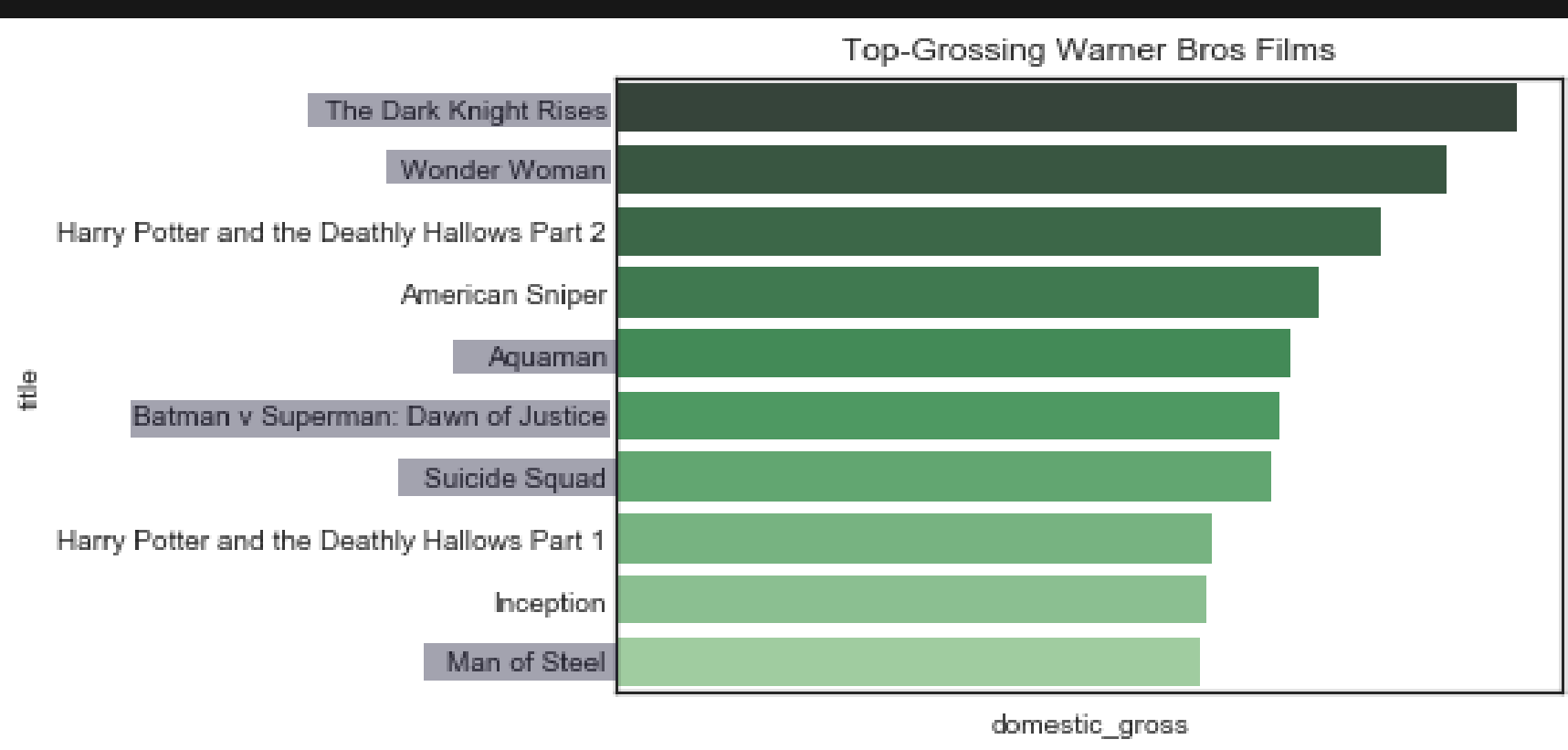
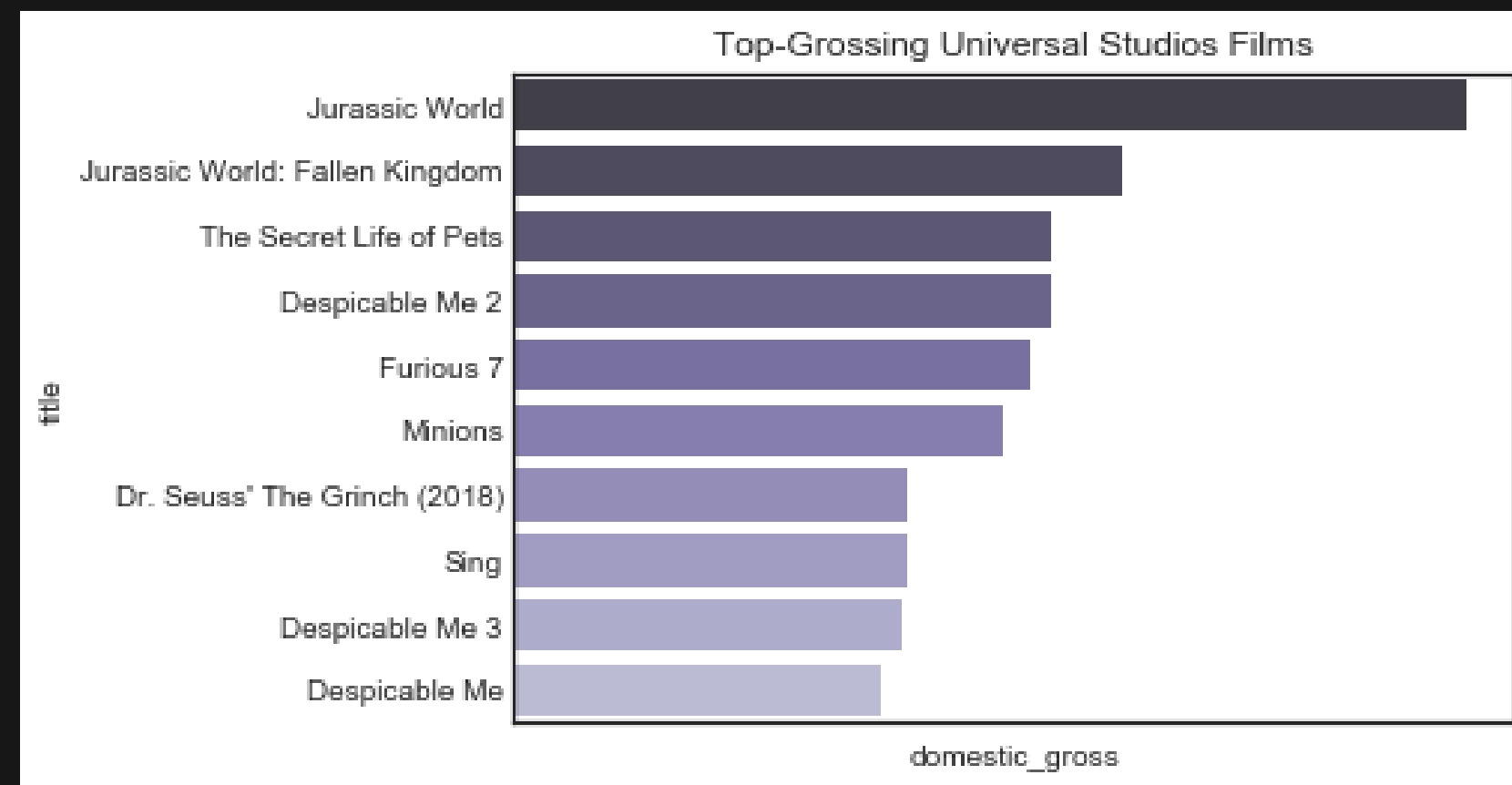
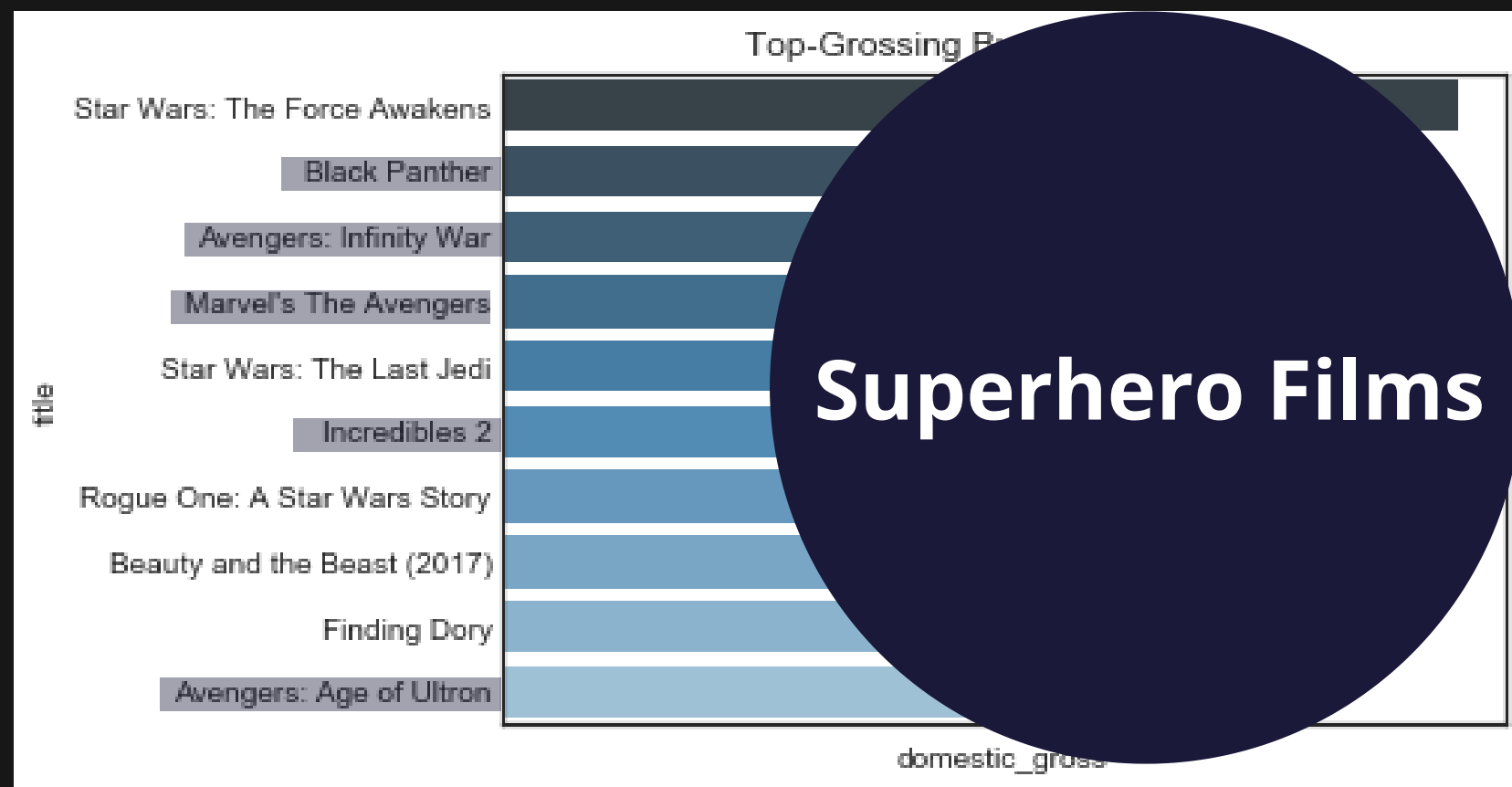


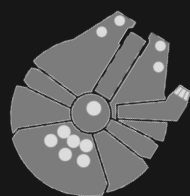




# TOP 10 HIGHEST GROSSING FILMS FOR EACH OF THESE STUDIOS

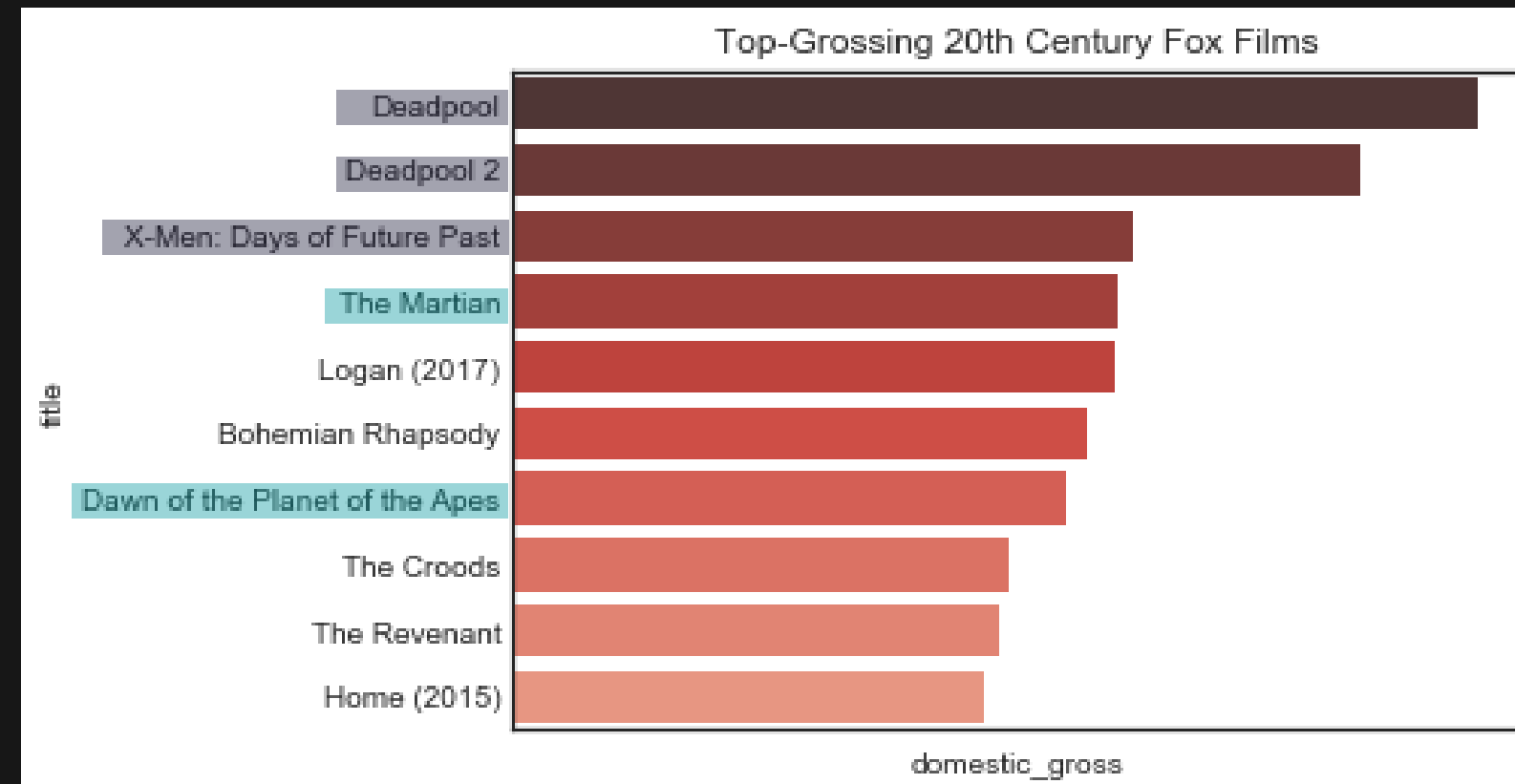
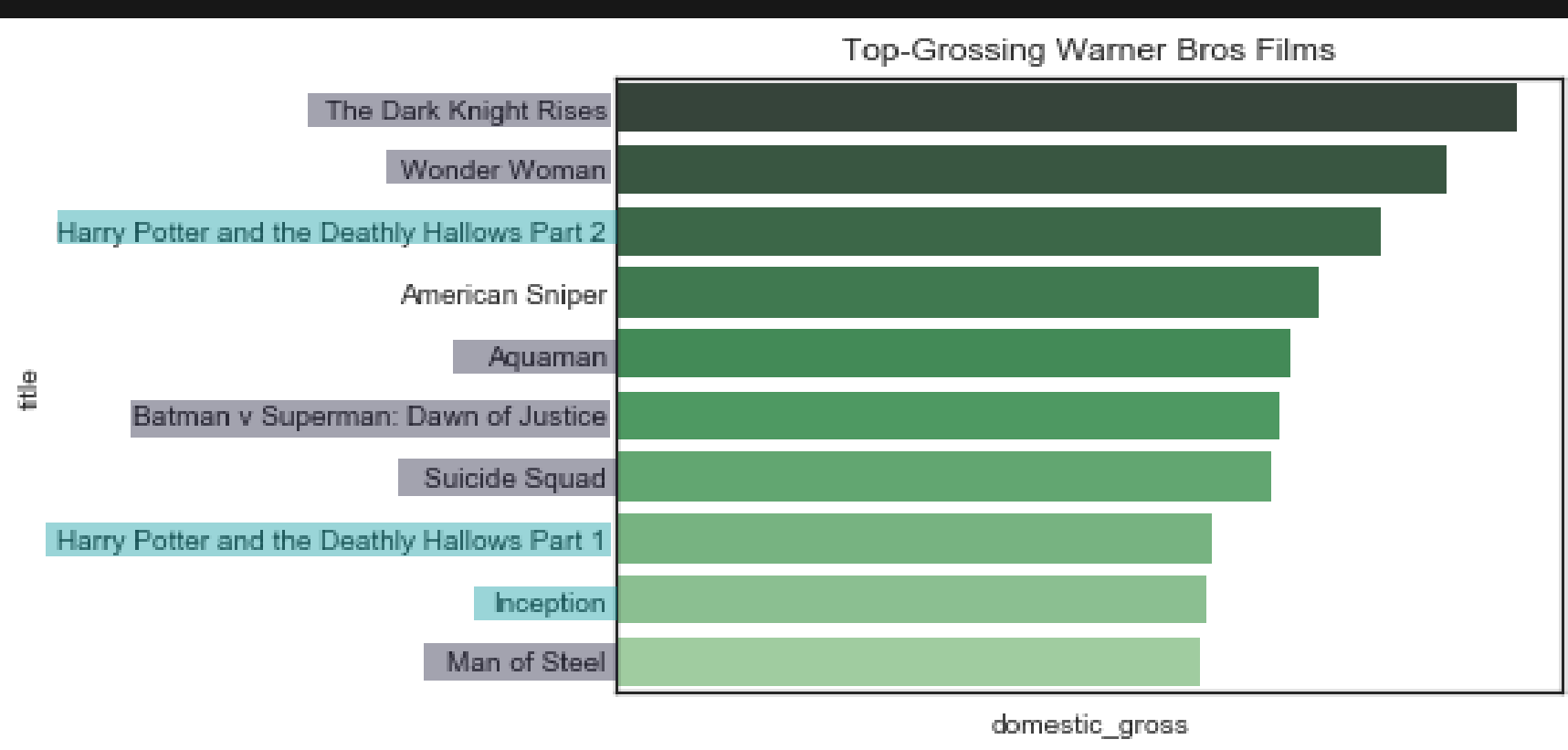
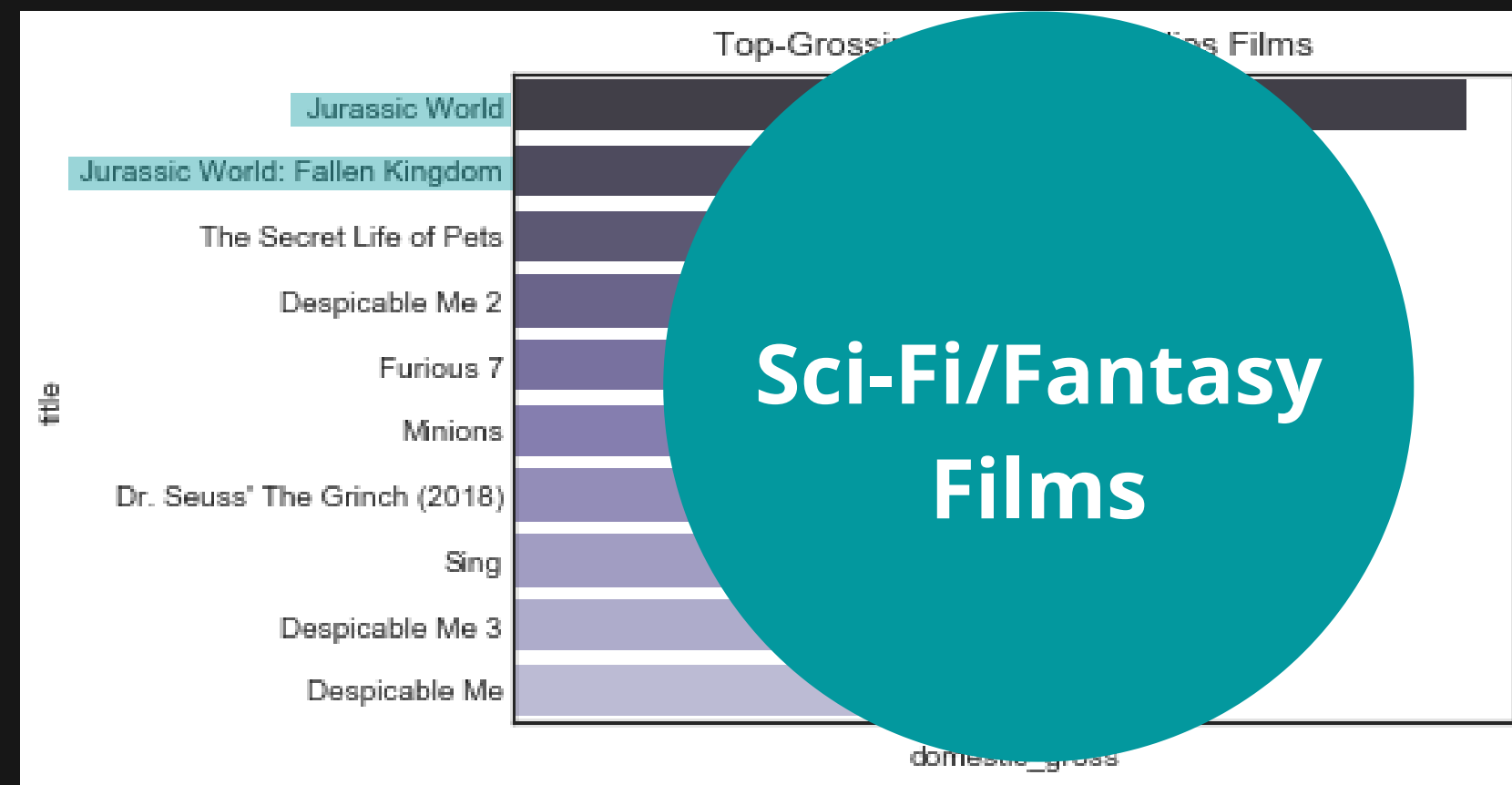
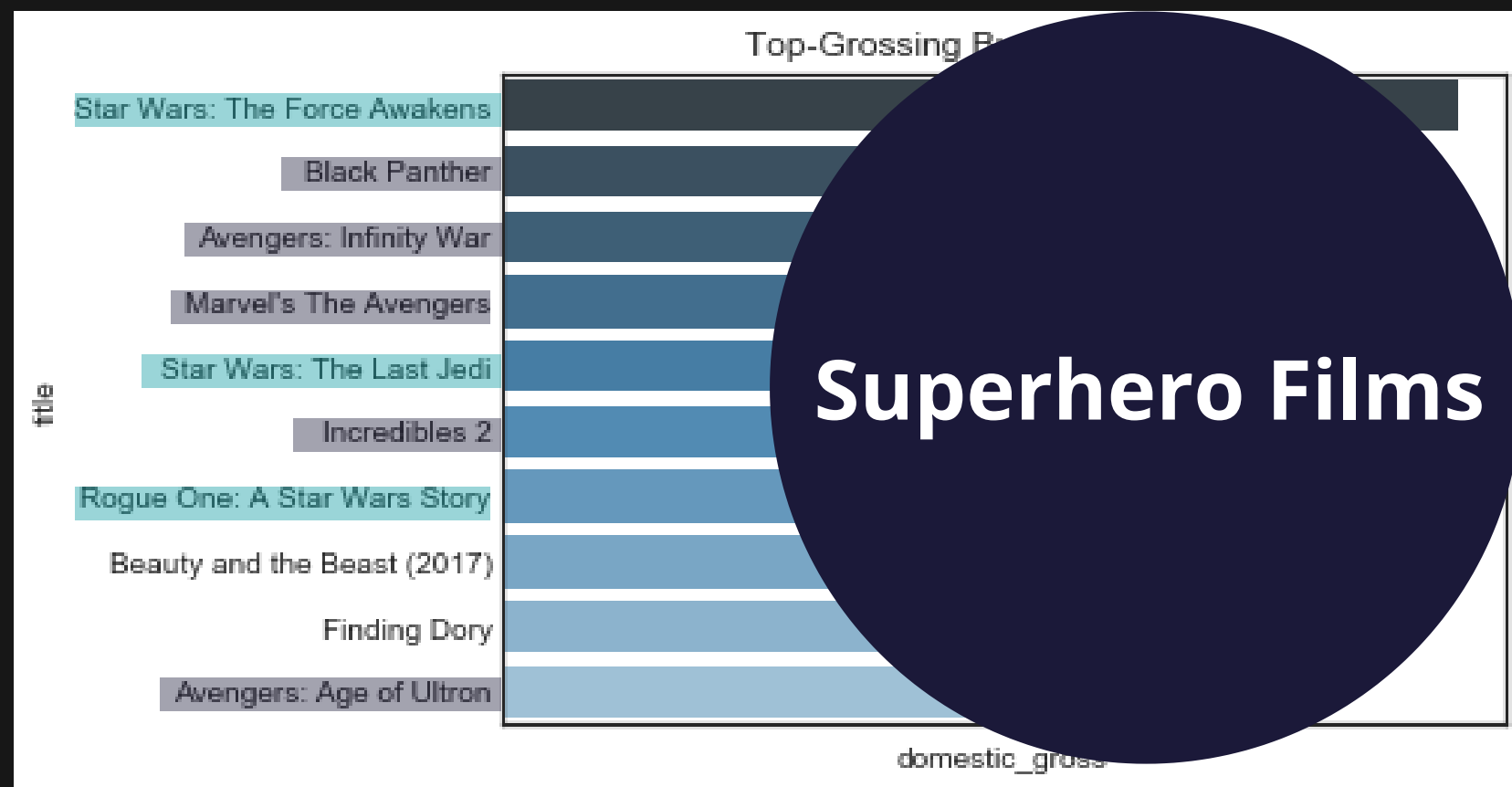
007



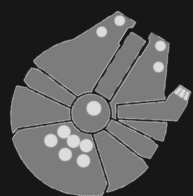


# TOP 10 HIGHEST GROSSING FILMS FOR EACH OF THESE STUDIOS

008

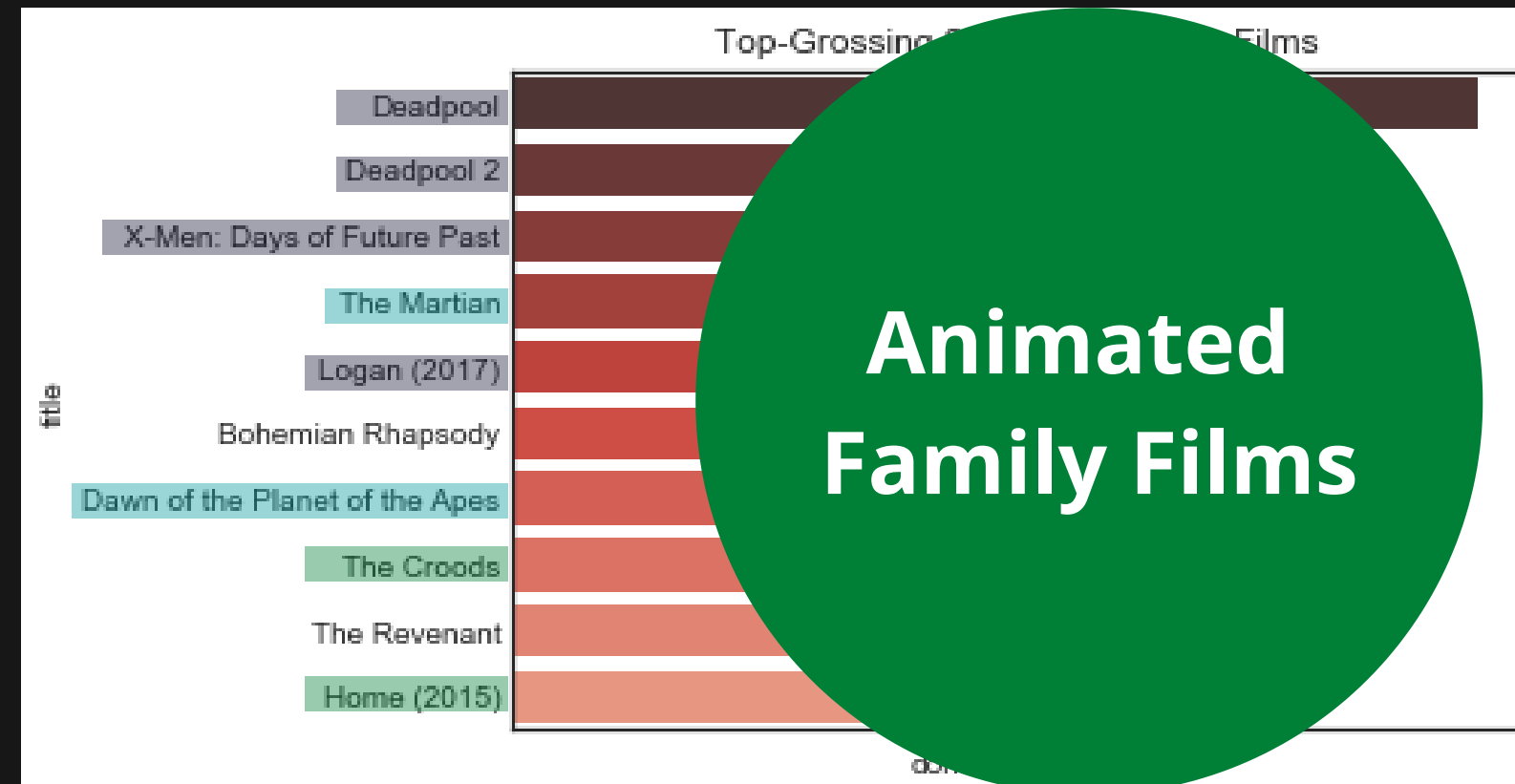
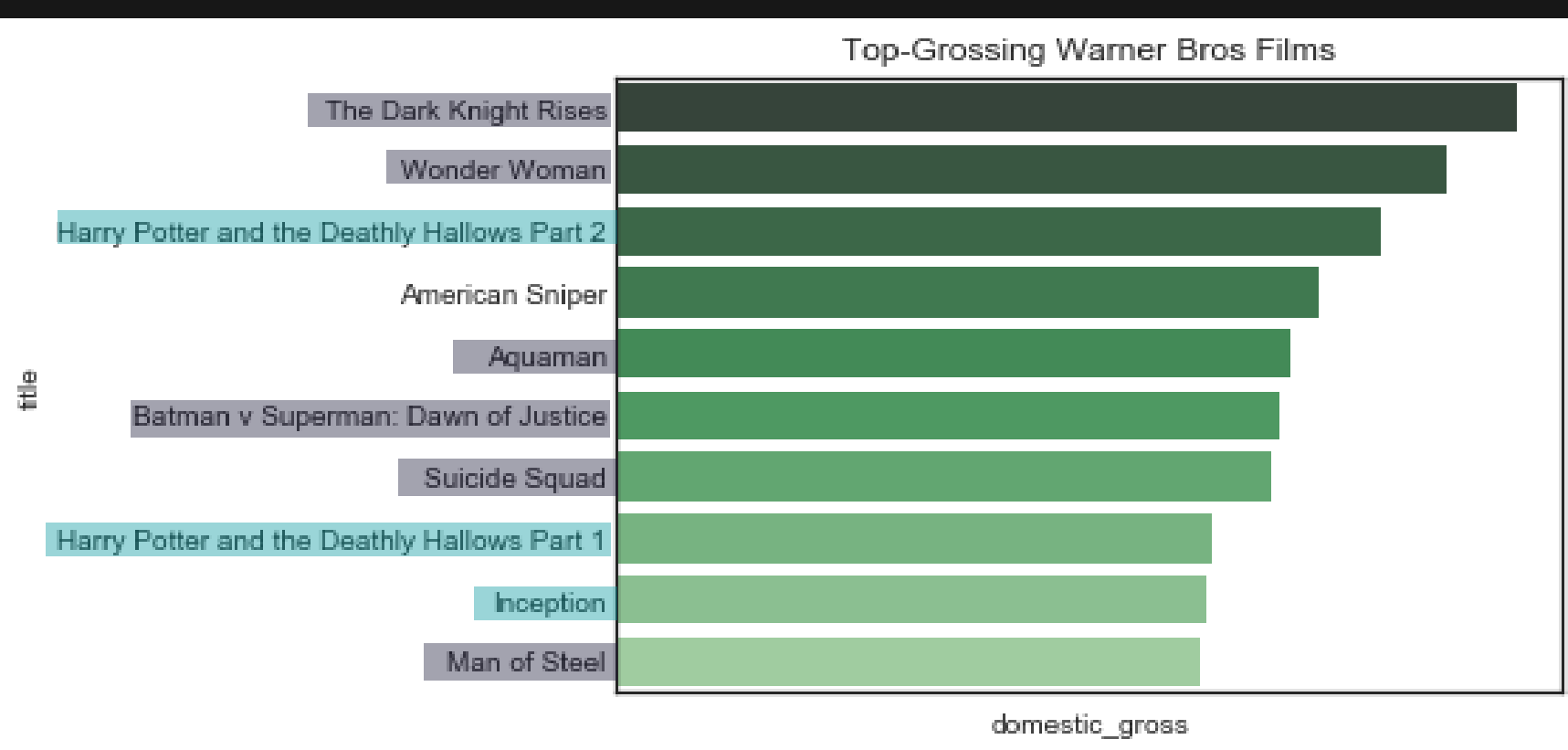
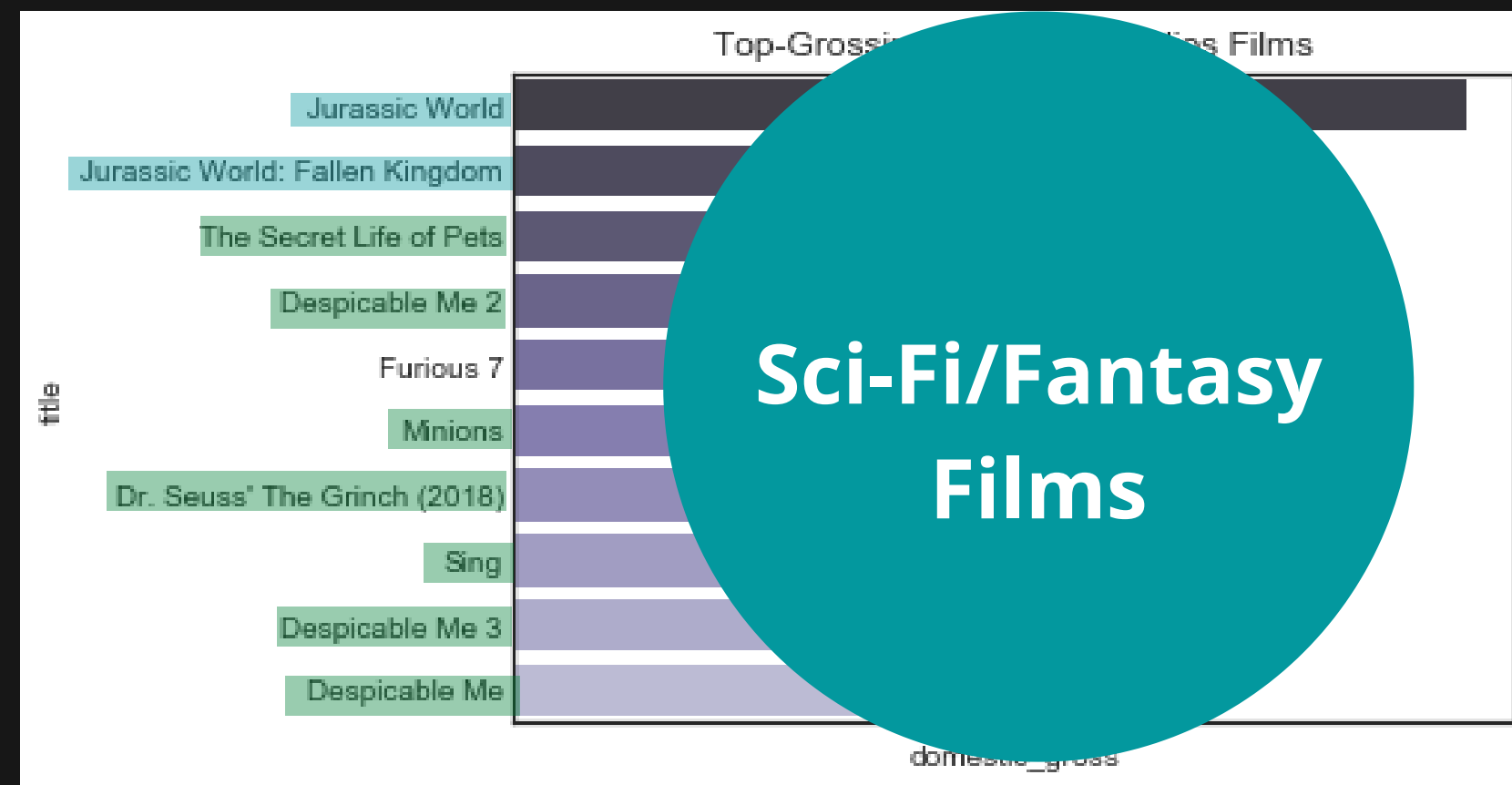
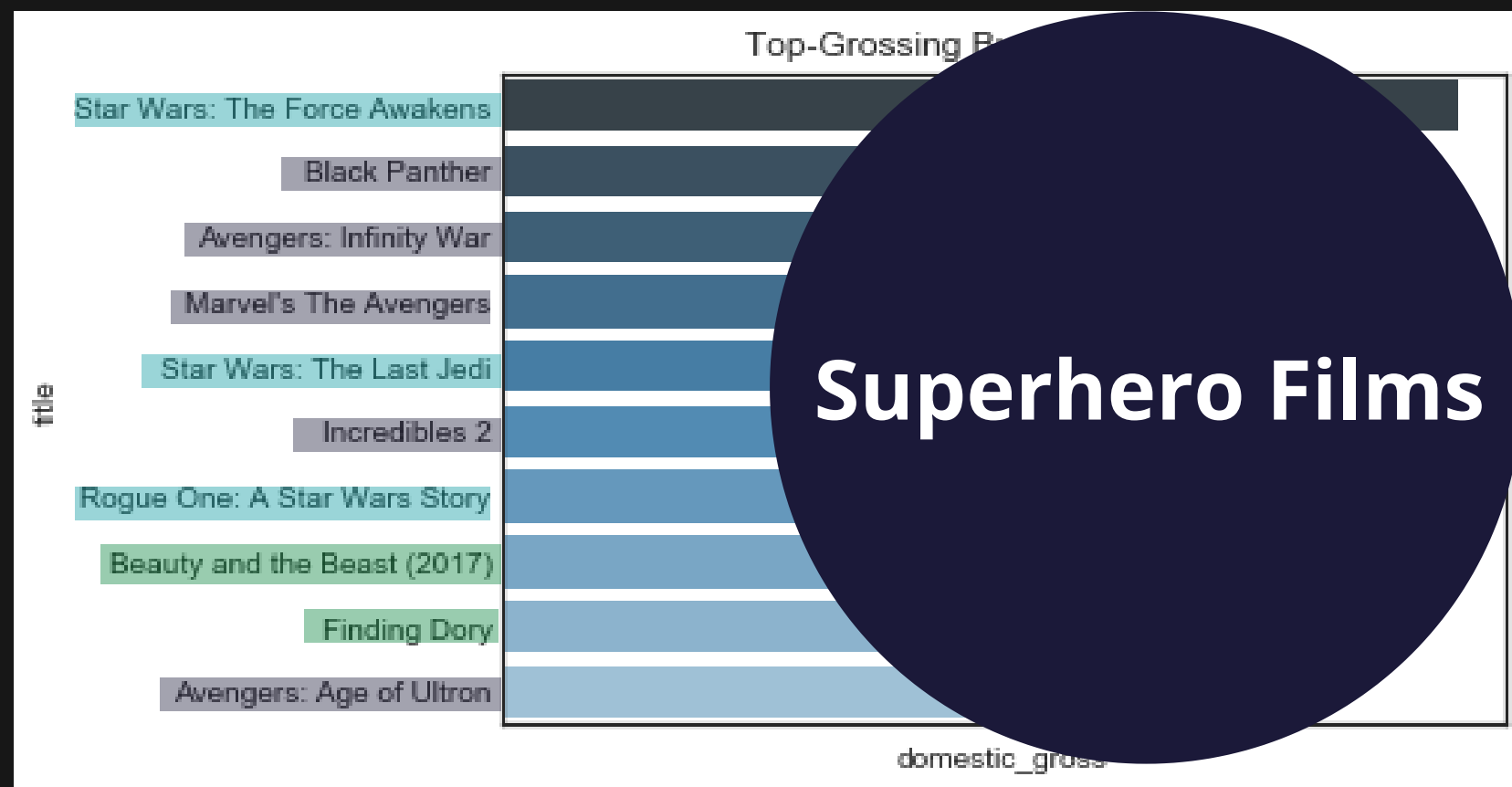







# TOP 10 HIGHEST GROSSING FILMS FOR EACH OF THESE STUDIOS

009





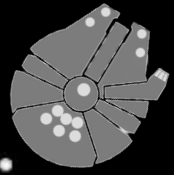
# 1) WHAT ARE THE QUALITIES OF THE HIGHEST-GROSSING FILMS?

## FINDINGS & RECOMMENDATIONS

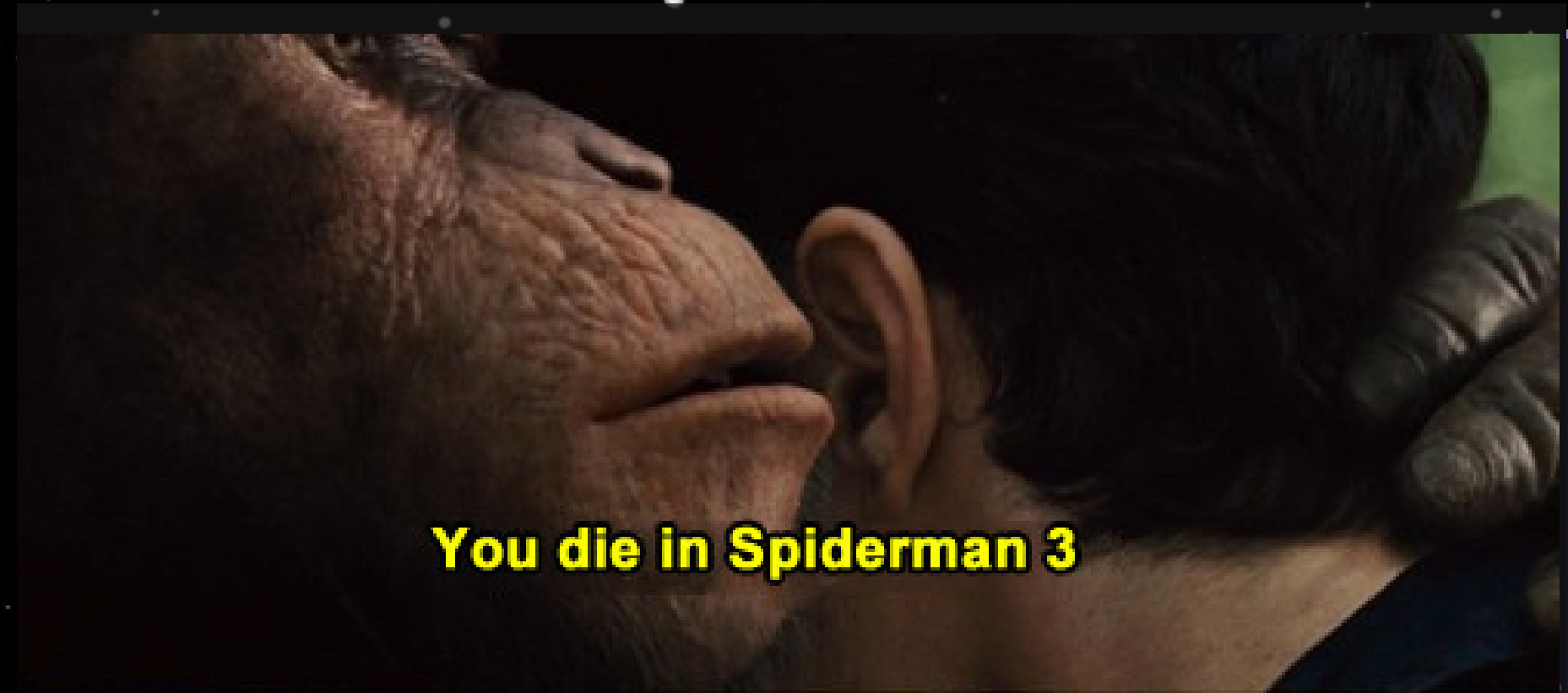
Make films that reflect these qualities


- Superhero films
- Sci-Fi/ Fantasy films
- Animated Family films

Buy the licensing rights to a sci-fi/fantasy saga/series



GIVE THE PEOPLE  
WHAT THEY WANT...  
BUT MAYBE WITHOUT  
SPOILERS





## 2) WHICH FILMS MADE THE MOST MONEY?

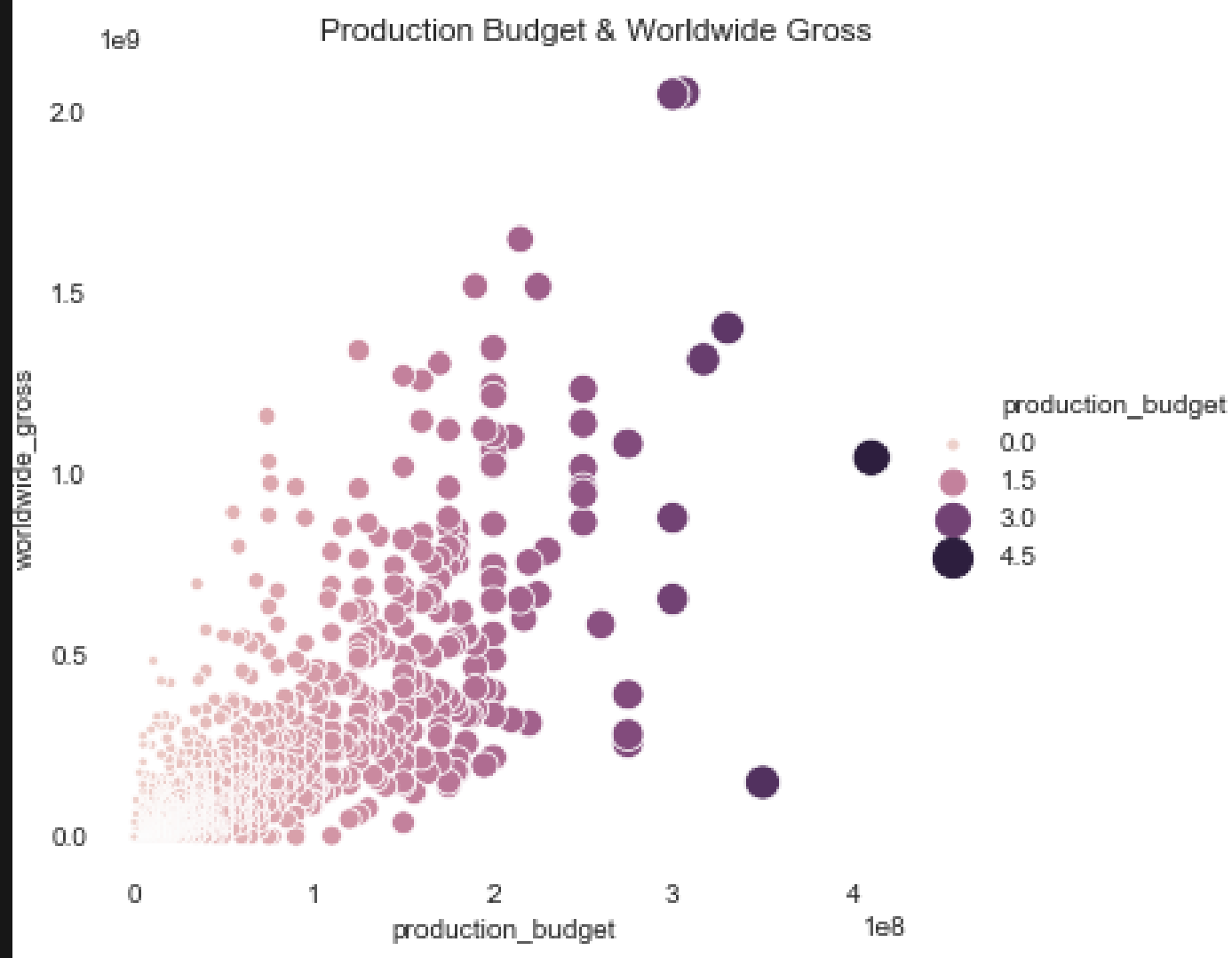
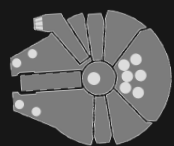
### OUR SCOPE

- Films over past 10 years
- Domestic gross, worldwide gross, & production budget

### OUR DATA

The Numbers Movie Budgets Dataset



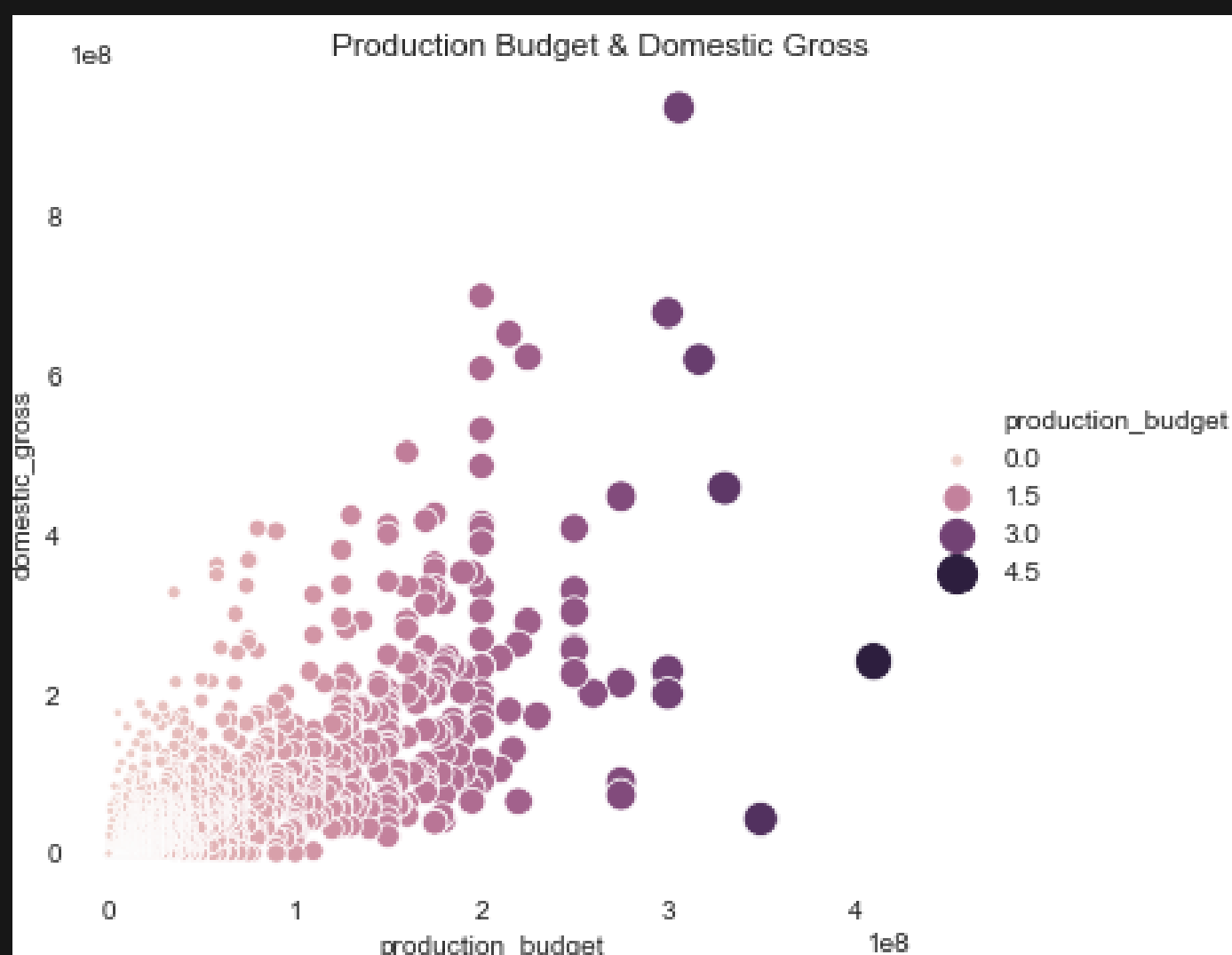


Correlation  
Coefficient = 0.80

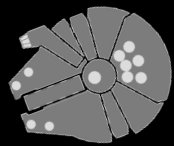
013

Let's look at the relationship  
between production budget &  
gross earnings

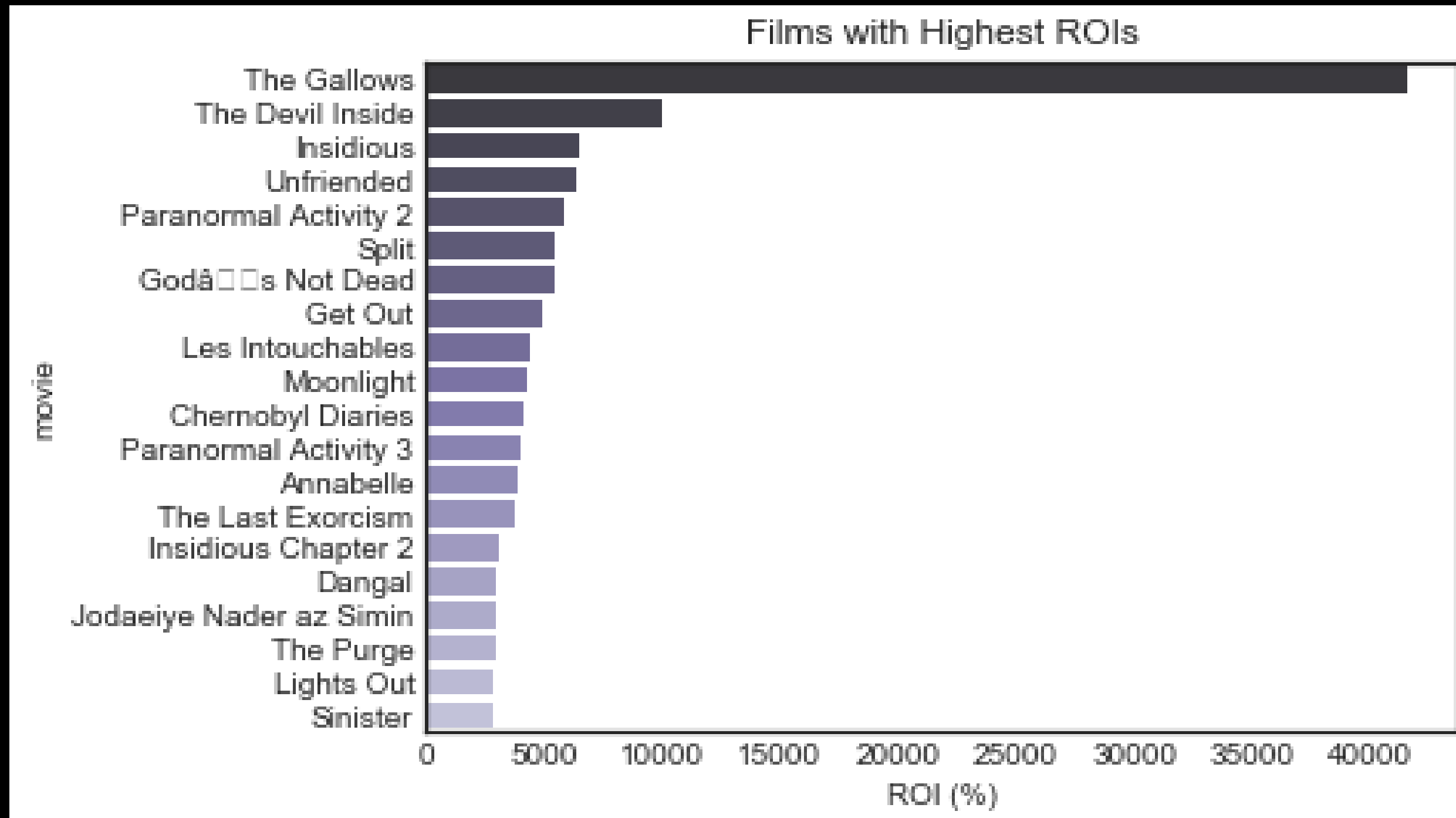
\*Pretty strong positive  
correlation



Correlation  
Coefficient = 0.73

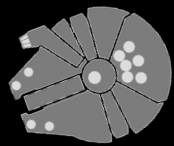


014

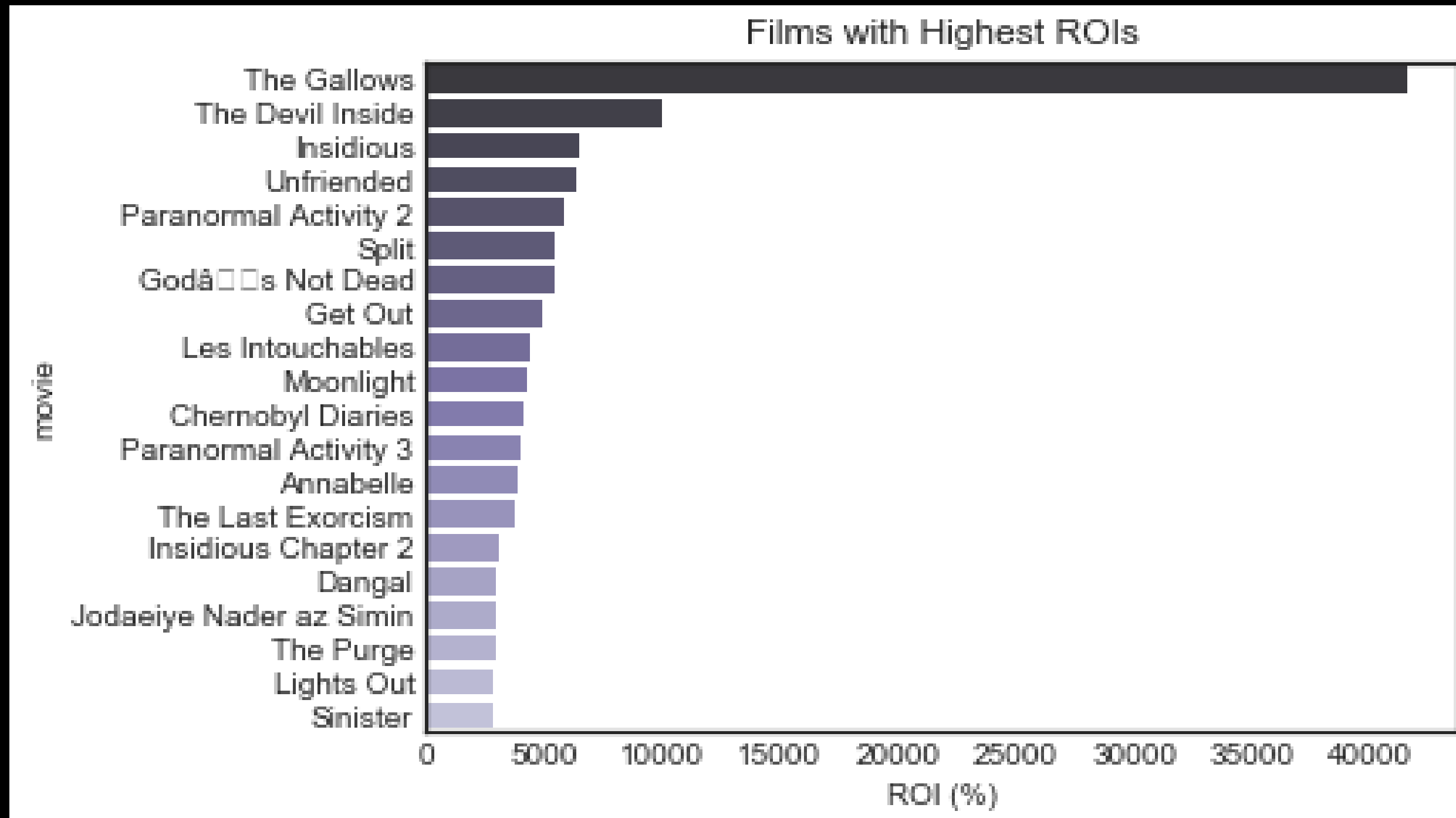


# WHAT ABOUT ROI?

Here are the films with  
the highest ROIs



015

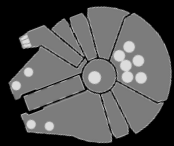


We can see right away  
that most of these are  
horror films

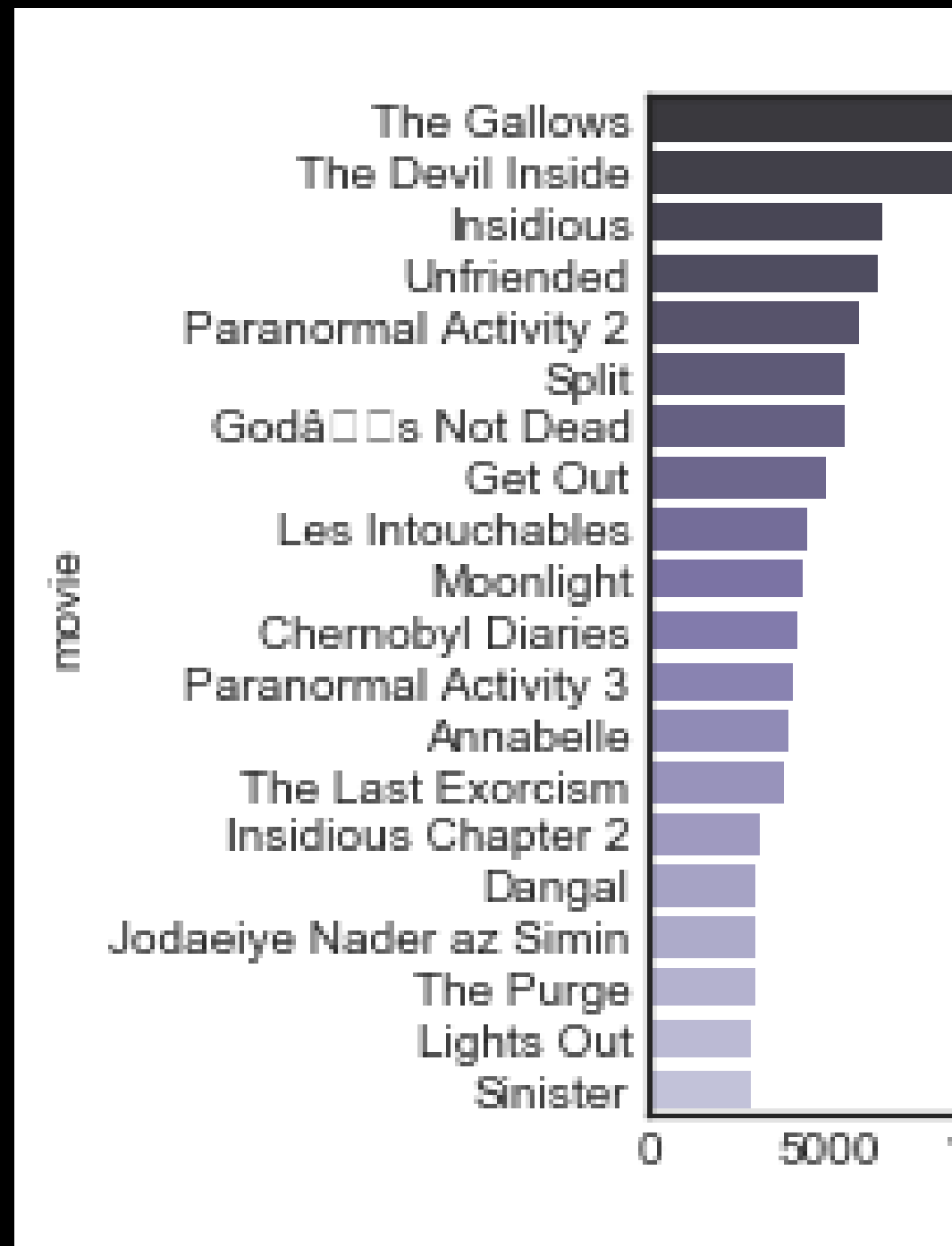
AND their ROIs are  
amazing...

50x - 400x their  
production budget

*\*Important note: this calculation is based off ONLY their production budget,  
not marketing budget, or current studio assets*



016




We can see right away  
that most of these are  
horror films

AND their ROIs are  
amazing...

50x - 400x their  
production budget





## 2) WHICH FILMS MADE THE MOST MONEY?

### FINDINGS & RECOMMENDATIONS

Strong correlation between movie budget and gross earnings (both domestic & worldwide)

- For a big budget: make superhero, sci-fi or animated films
- For a small budget: make horror films for a larger ROI



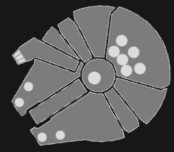
### 3) WHICH FILM GENRES HAVE THE HIGHEST RATINGS?

#### OUR SCOPE

- Films over the past 10 years
- Each film's average rating & genre

#### OUR DATA

IMDB Title Basics & Title Ratings Datasets

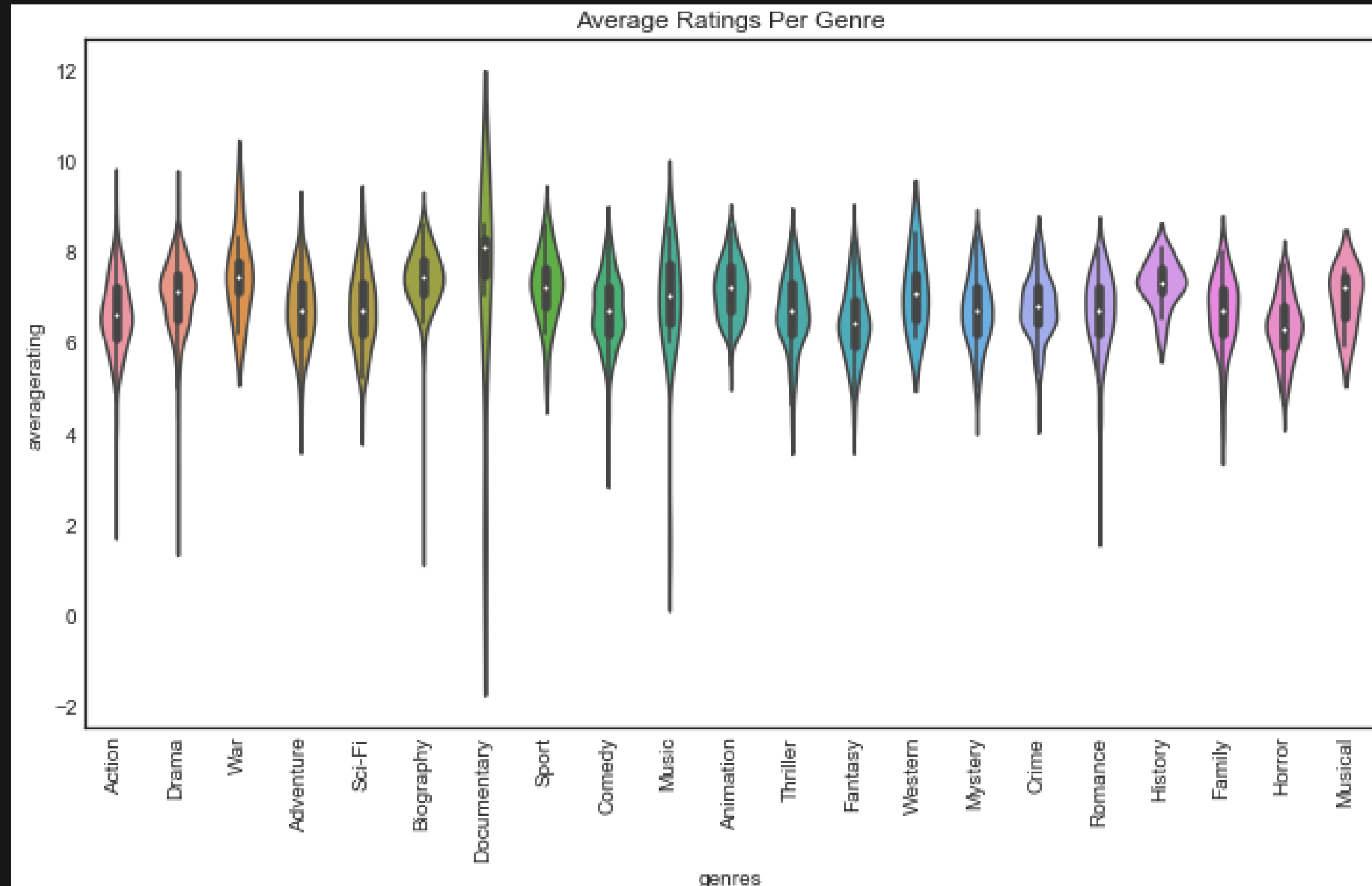


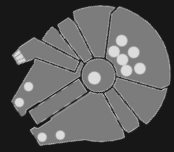
# LET'S TALK ABOUT FILM RATINGS

019

Highest median ratings by genre:

- Documentary
- Biography
- War



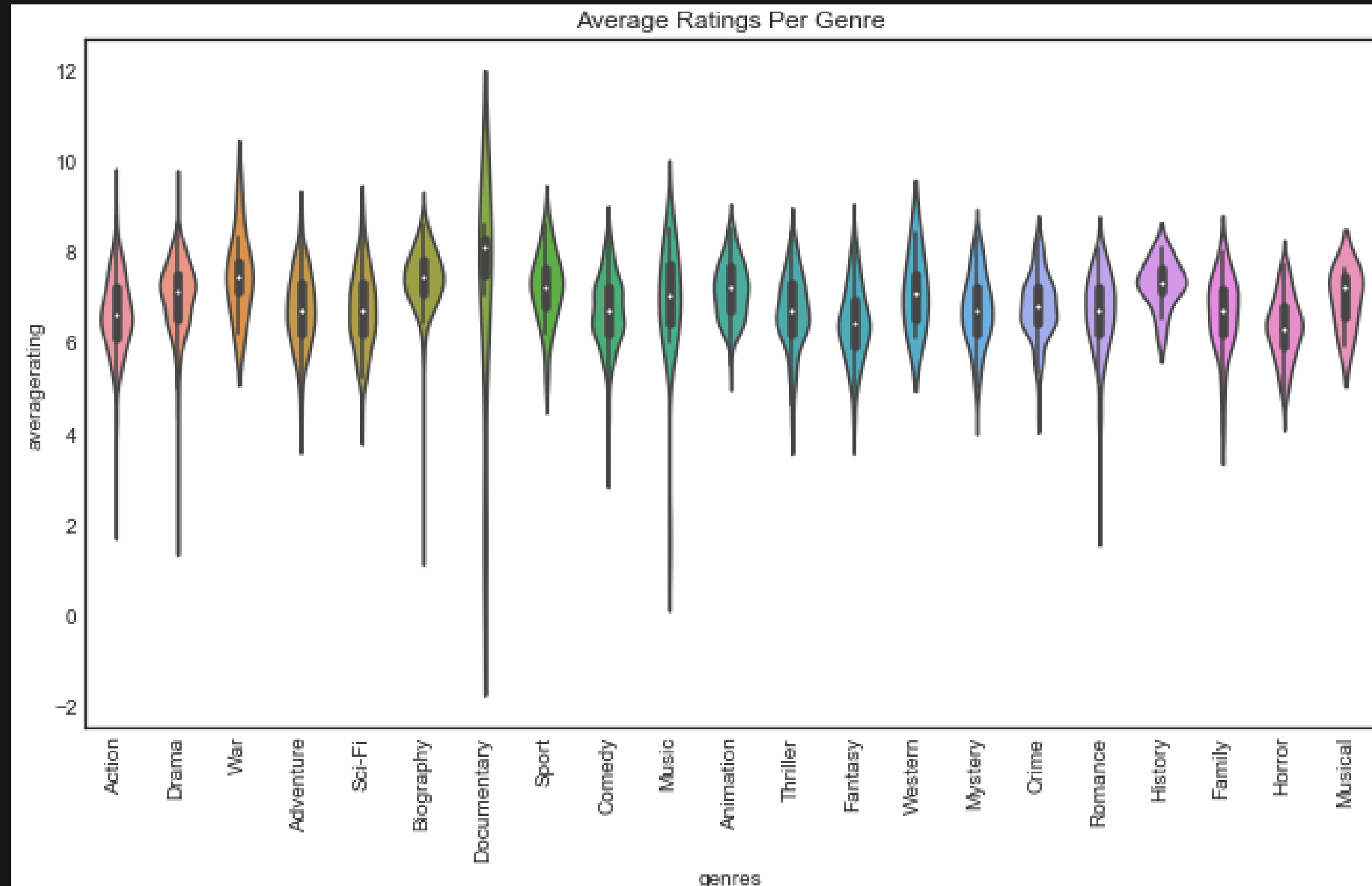


# LET'S TALK ABOUT FILM RATINGS

020

These median ratings range from 6.3 to 8.1, so it is hard to say if one genre is really more highly rated than the other

Instead we should look more closely at their distributions







### 3) WHICH FILM GENRES HAVE THE HIGHEST RATINGS?

## FINDINGS & RECOMMENDATIONS

Best to avoid films with highly varied ratings

Are we aiming to please? If so,

- Avoid documentaries
- Make animated family movies



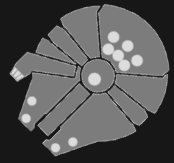
## 4) WHEN SHOULD WE RELEASE OUR FILMS?

### OUR SCOPE

- Films over the past 10 years
- Domestic gross & release date

### OUR DATA

The Numbers Movie Budgets Dataset

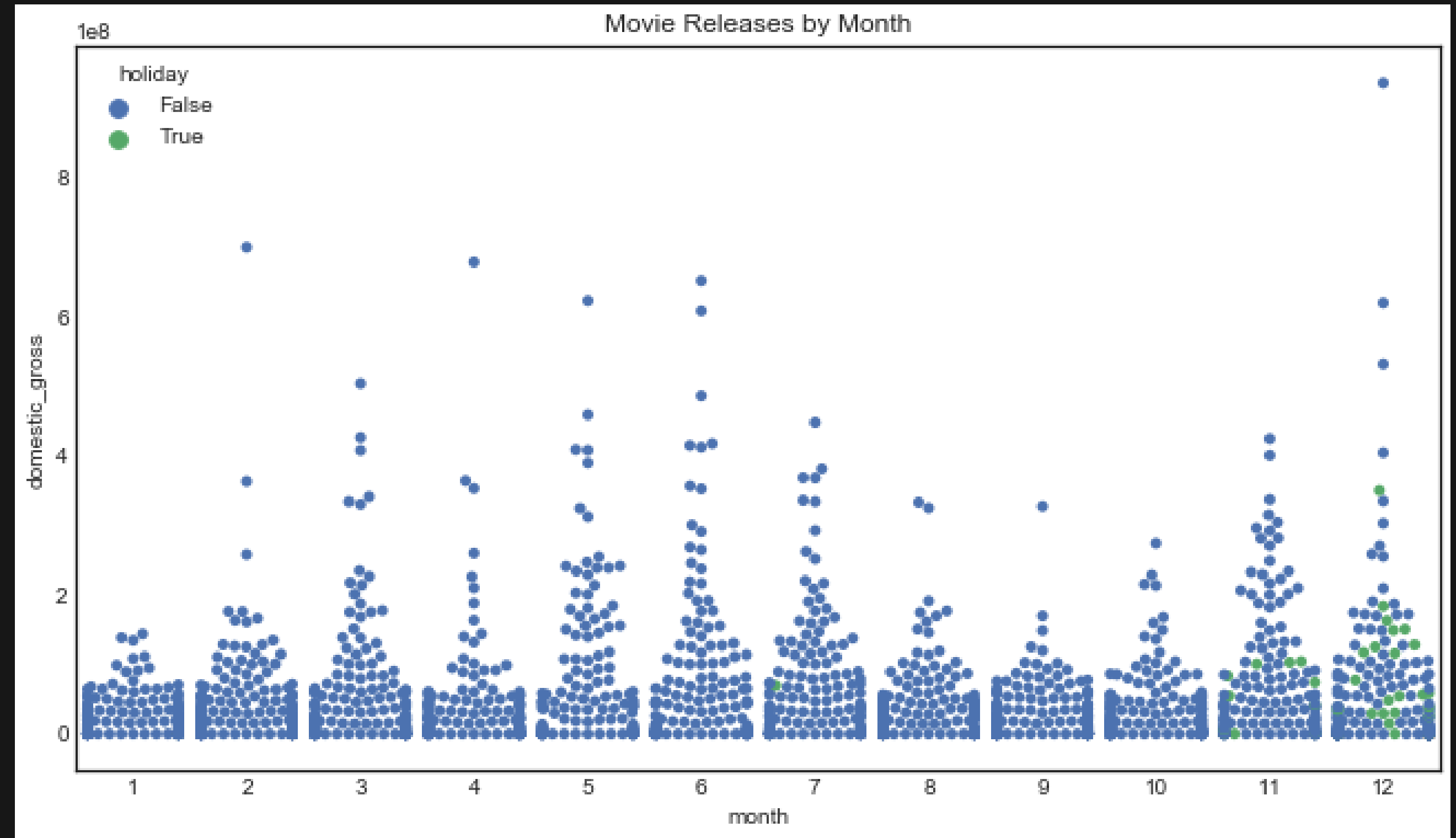


# FILM RELEASES

Let's look at each month's gross earnings

Highest domestic gross medians per month:

- Jul. | \$31.2 million
- Nov. | \$30.7 million
- Aug. | \$21.3 million
- Apr. | \$20.3 million
- Feb. | \$19.5 million





## 4) WHEN SHOULD WE RELEASE OUR FILMS?

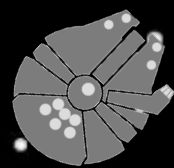
### FINDINGS & RECOMMENDATIONS

Best time to release films:

- Summer (specifically July & August)
- November
- February

Best to avoid December releases





025

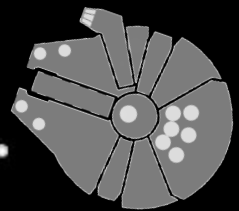
WHY WE SHOULD  
AVOID DECEMBER  
RELEASES:

**CHRISTMAS MOVIES**



**CHRISTMAS MOVIES  
EVERYWHERE**

made on imgur



# FURTHER EXPLORATION



Where can we go next?

Genres to release in  
each month

Dig deeper into  
film ratings

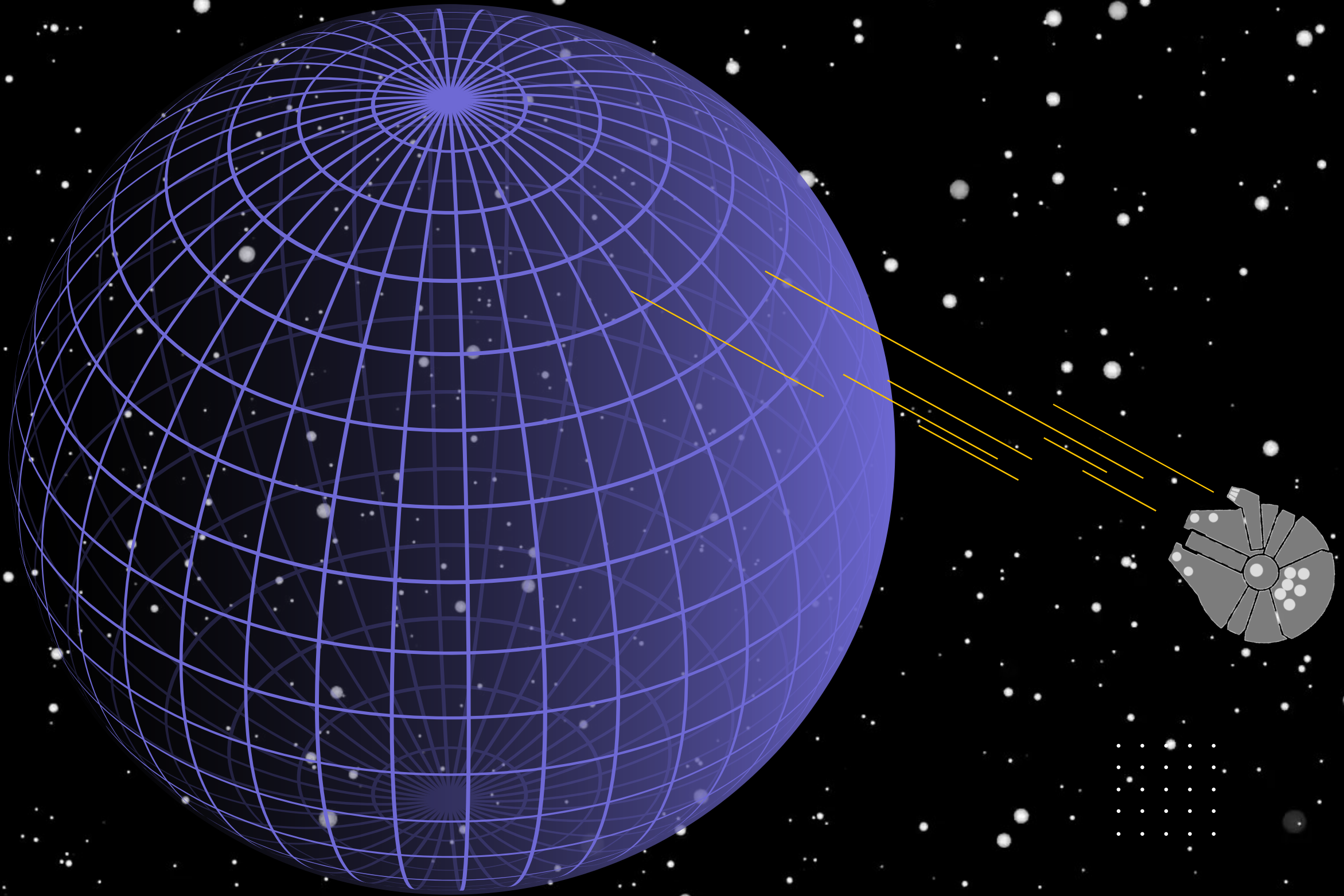
More accurate ROI  
based on more cost data

Build a predictive model  
for movie trends

026

# THANK YOU

HOPE YOU ENJOYED  
EXPLORING WITH ME!





# THANK YOU

HOPE YOU ENJOYED  
EXPLORING WITH ME!

