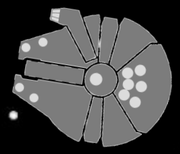
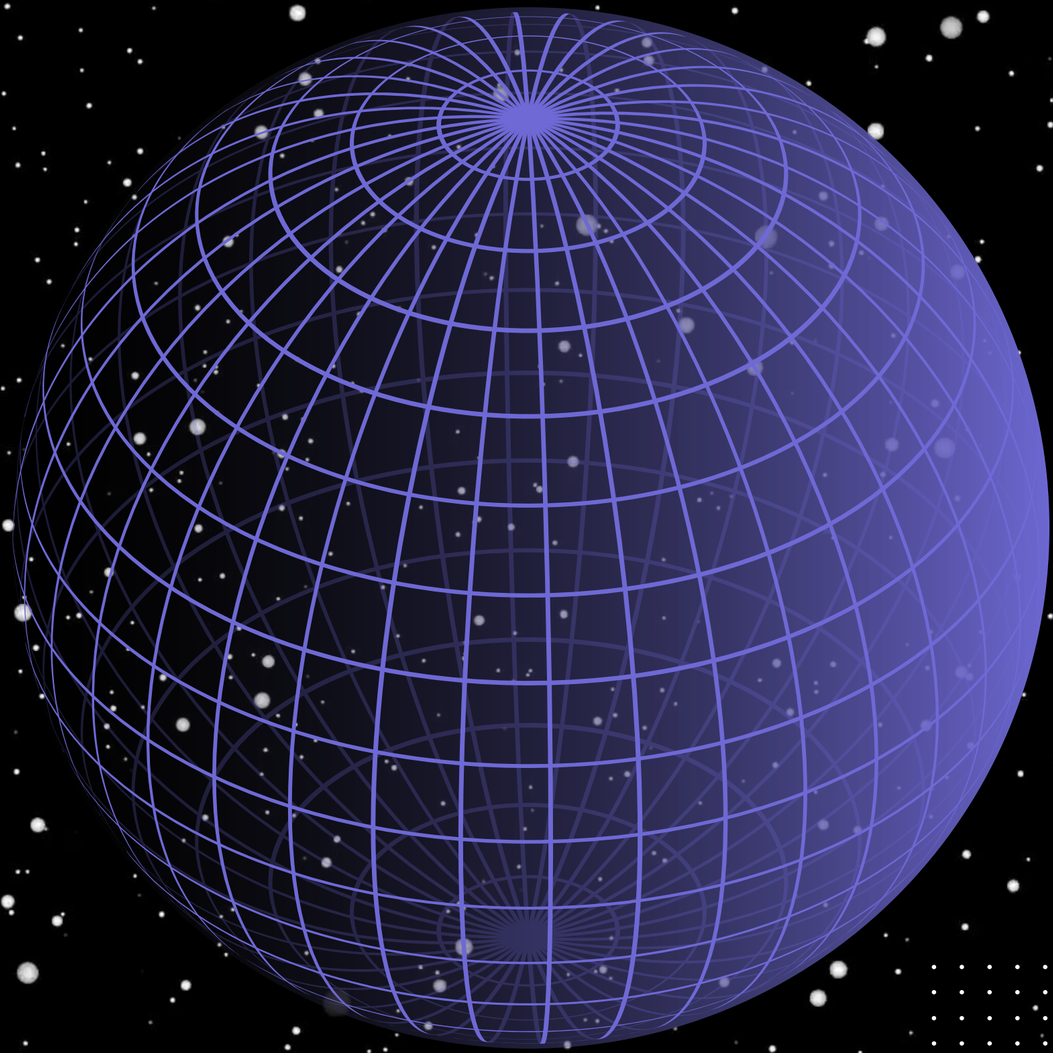


001

MICROSOFT MOVIE STUDIOS PRESENTS:

FILM INDUSTRY DATA EXPLORATION

NAVIGATED BY TIA PLAGATA



EXPLORATION MAP

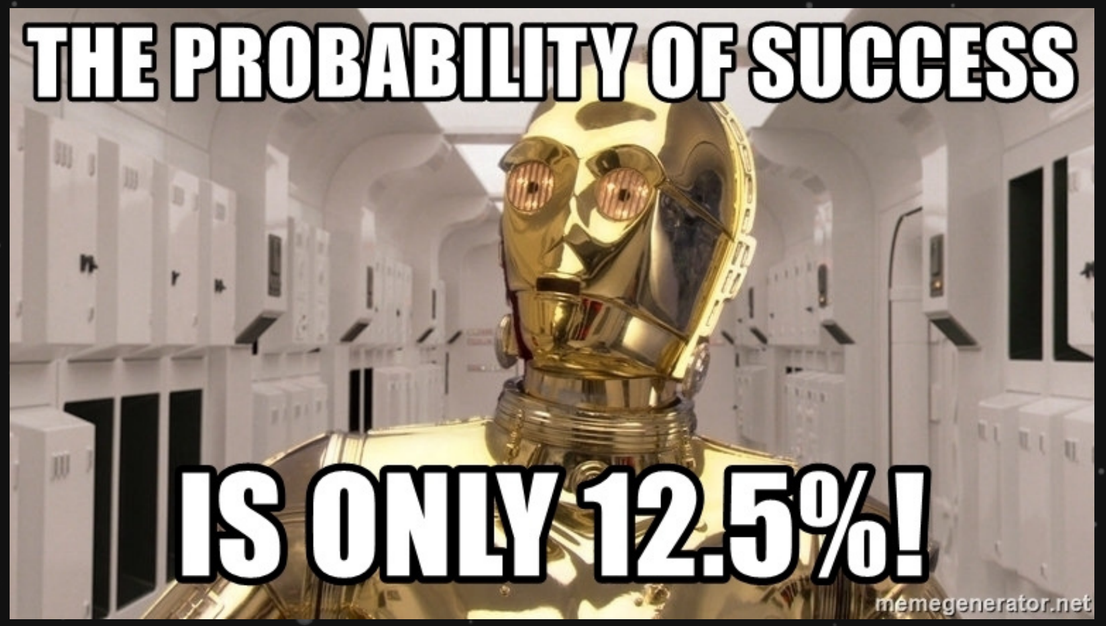
AKA Today's Agenda

- Qualities of highest-grossing films
- Films that make the most money
- Film genres with highest ratings
- Best times to release films

OUR GOAL

What we want:

What we **don't** want:



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

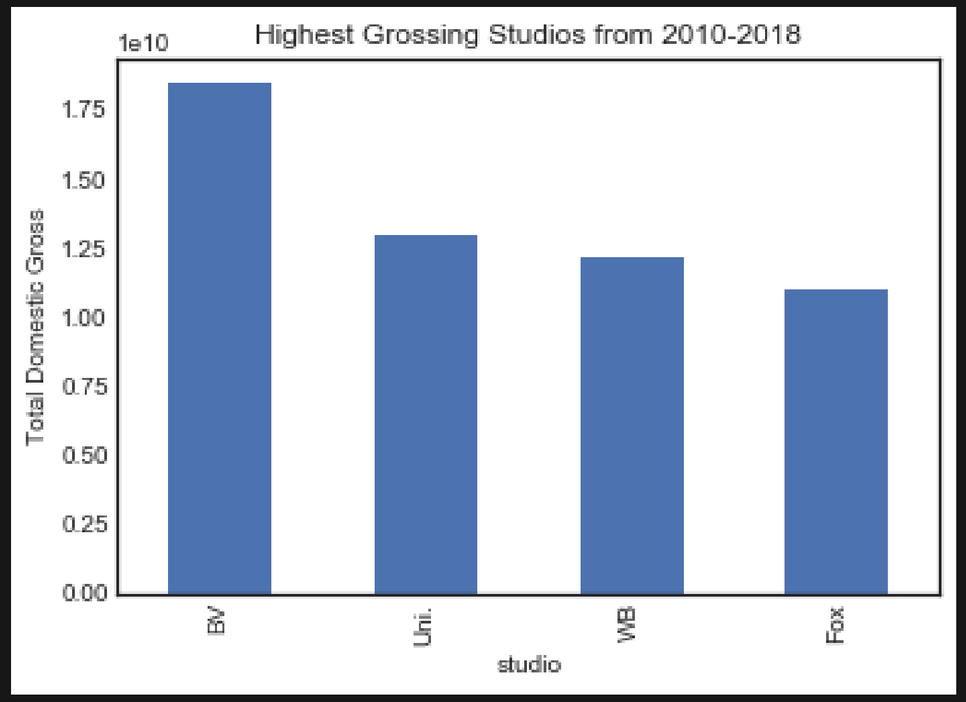
OUR SCOPE

- Films between 2010-2018
- Domestic gross

OUR DATA

Box Office Mojo Movie Gross Dataset

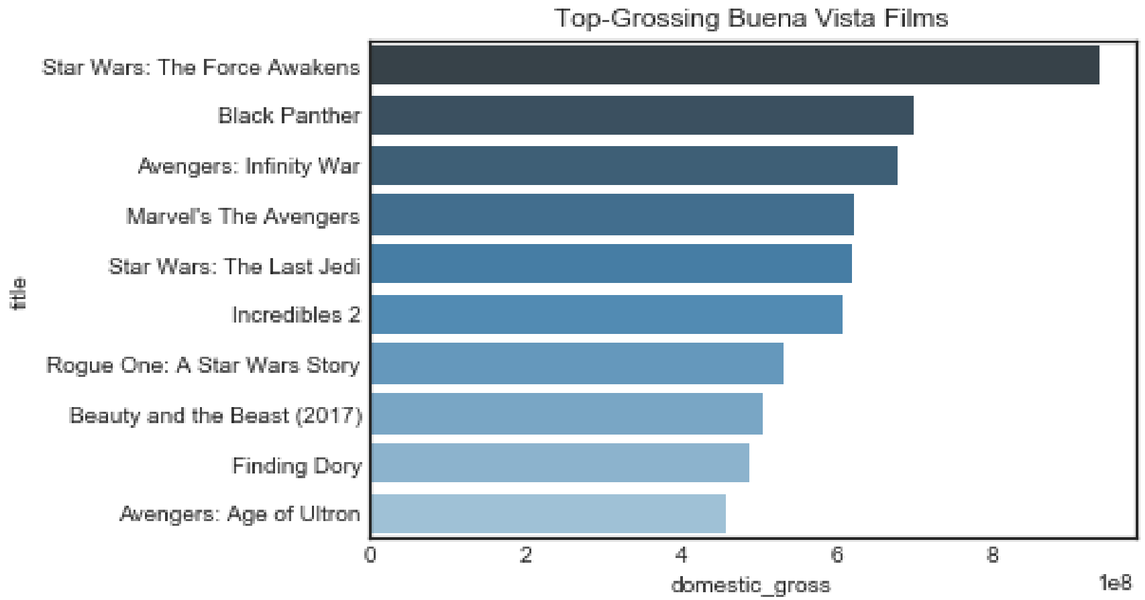
STUDIOS PRODUCING THE HIGHEST GROSSING FILMS

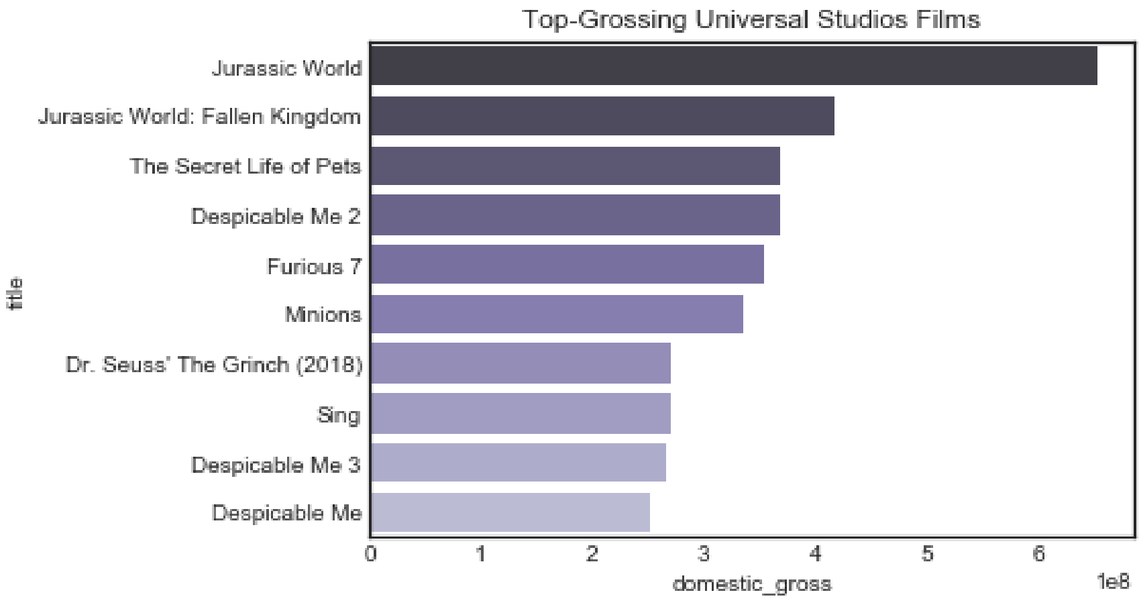


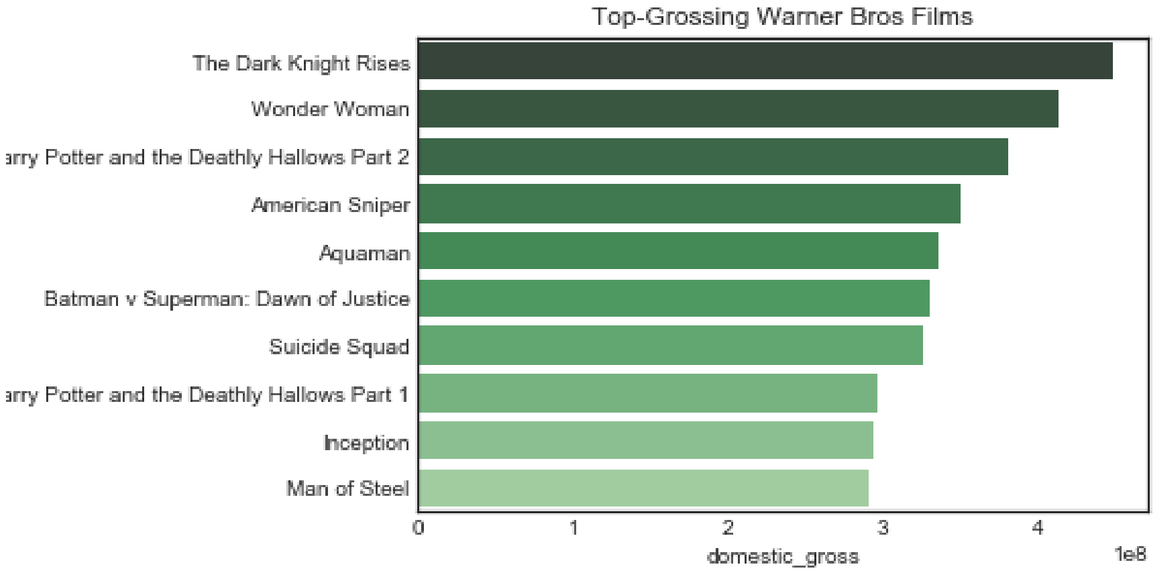
TOP 4 STUDIOS - TOTAL DOMESTIC GROSS

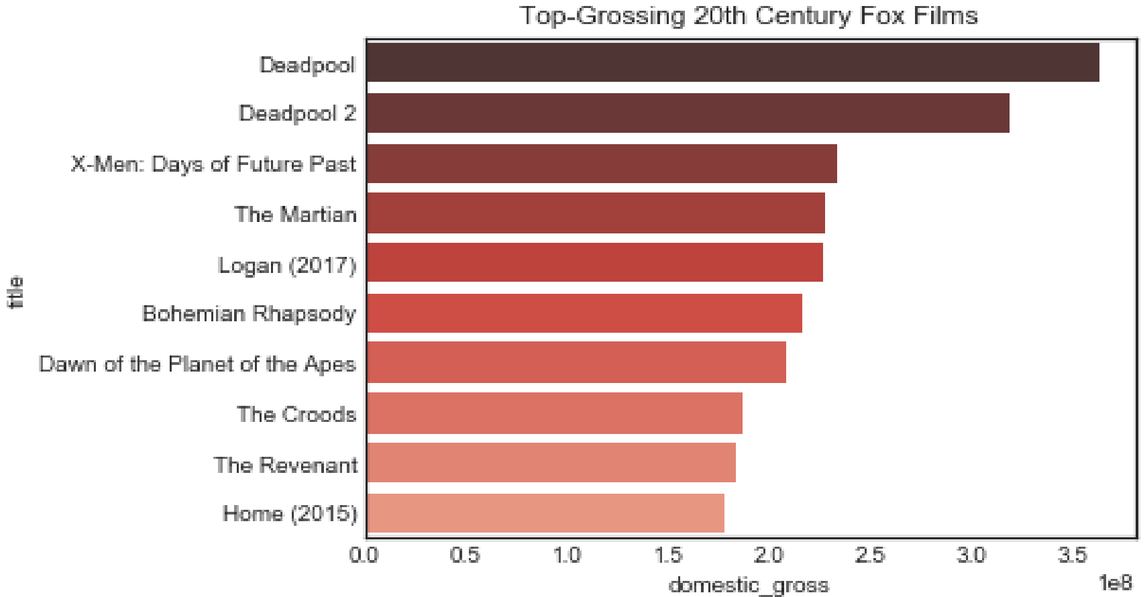
1) Buena Vista | $18.4 billion
2) Universal Studios | $12.9 billion
3) Warner Bros. | $12.1 billion
4) 20th Century Fox | $1.1 billion

TOP 10 HIGHEST GROSSING FILMS FOR EACH OF THESE STUDIOS

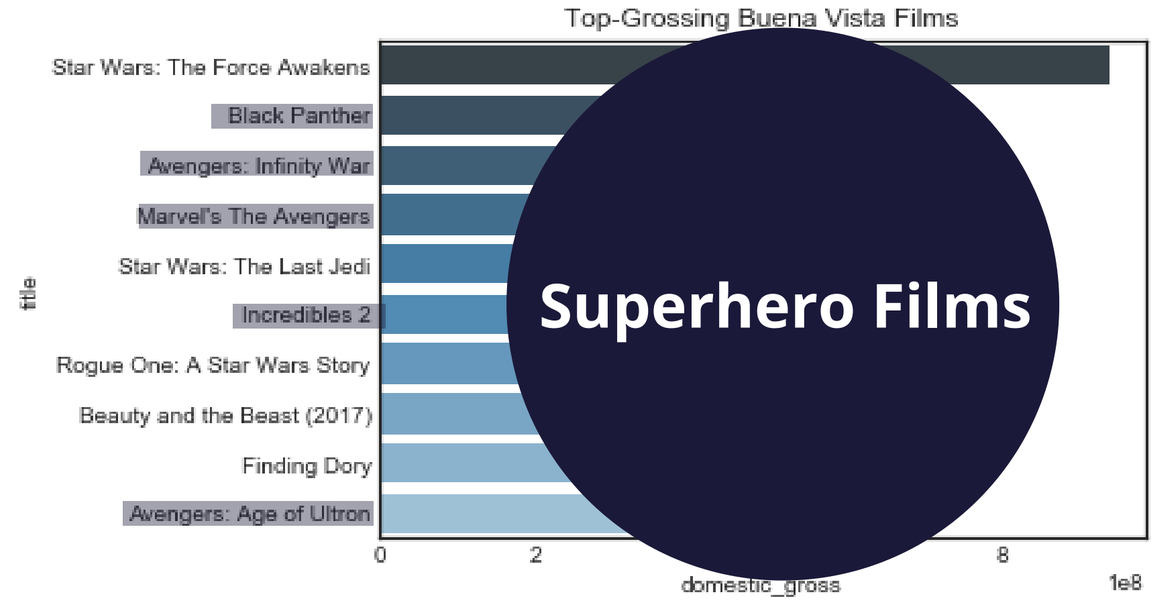




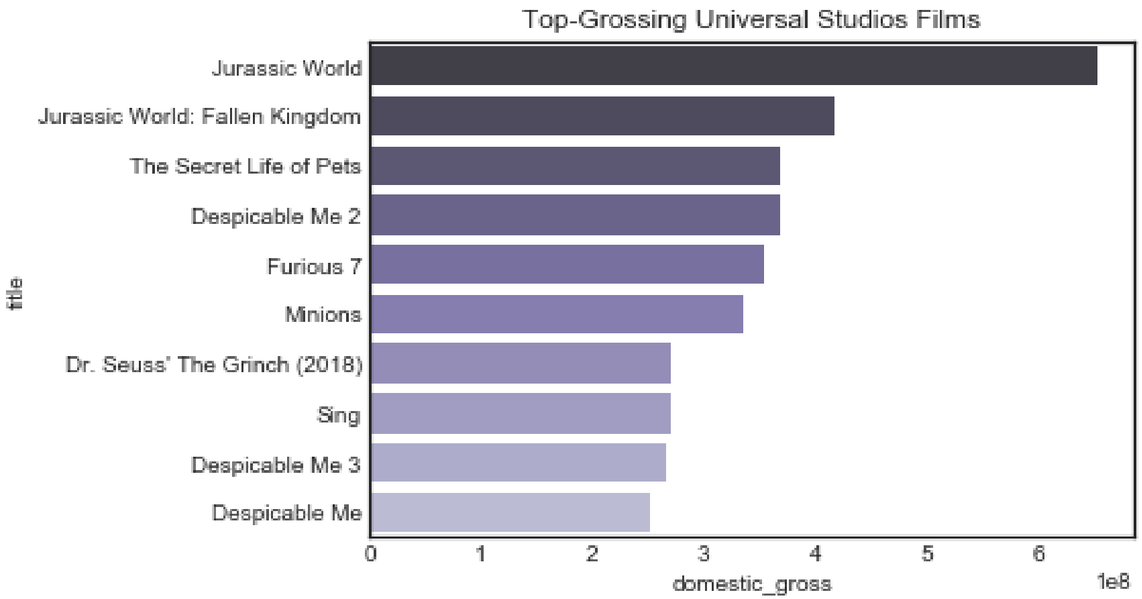


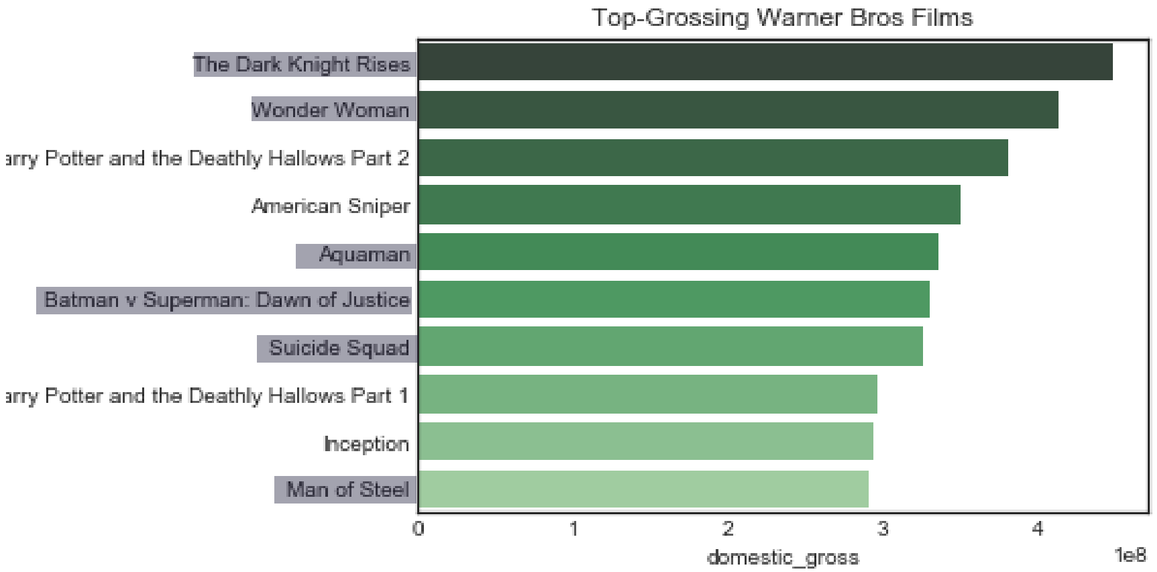


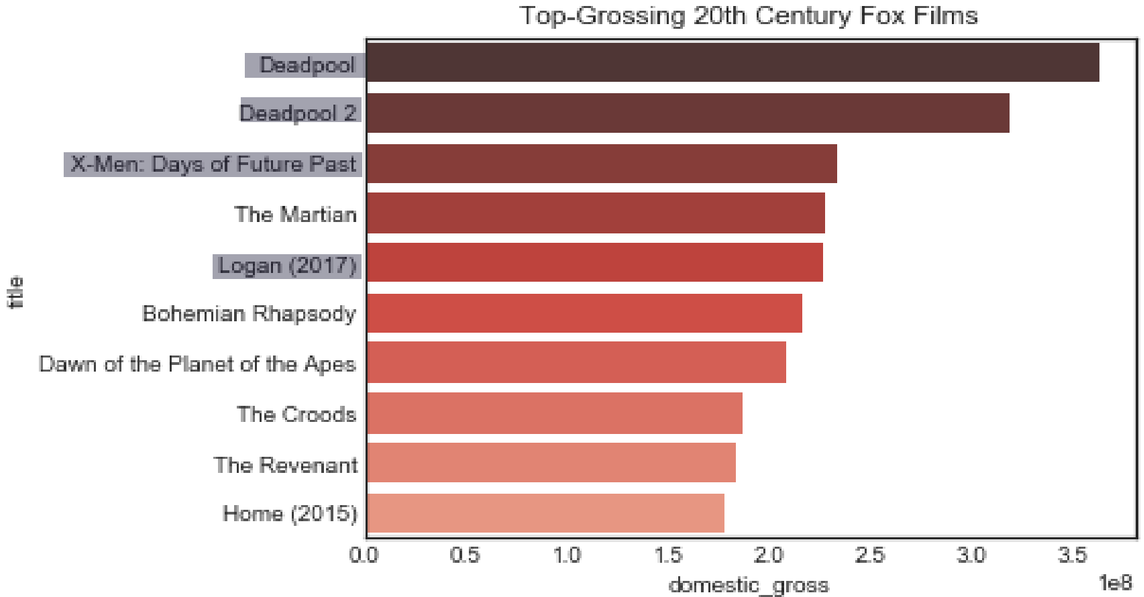
TOP 10 HIGHEST GROSSING FILMS FOR EACH OF THESE STUDIOS



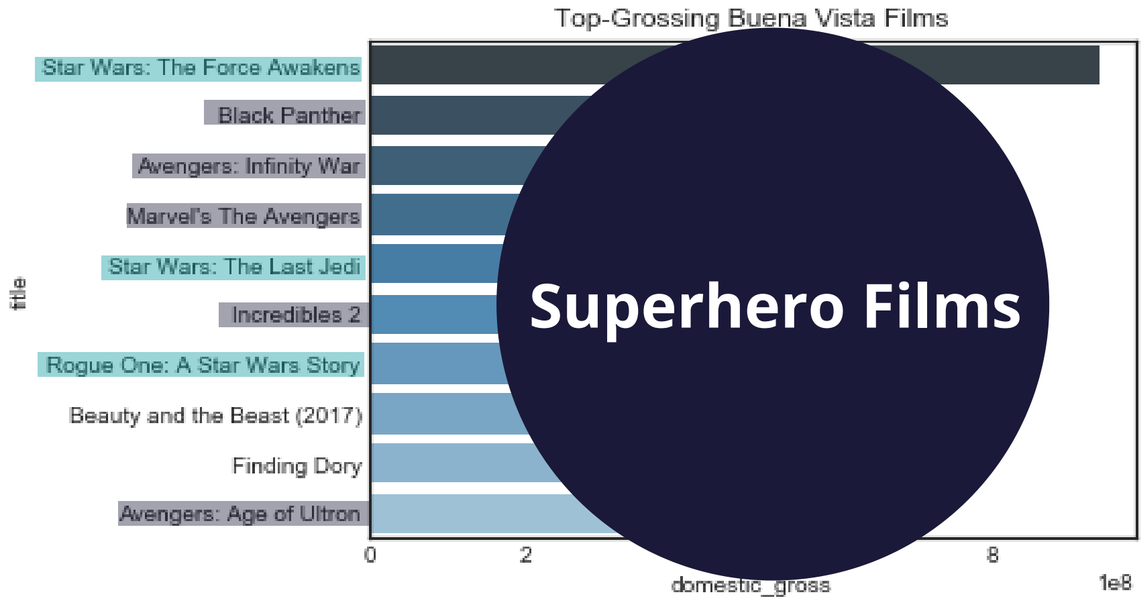
Superhero Films

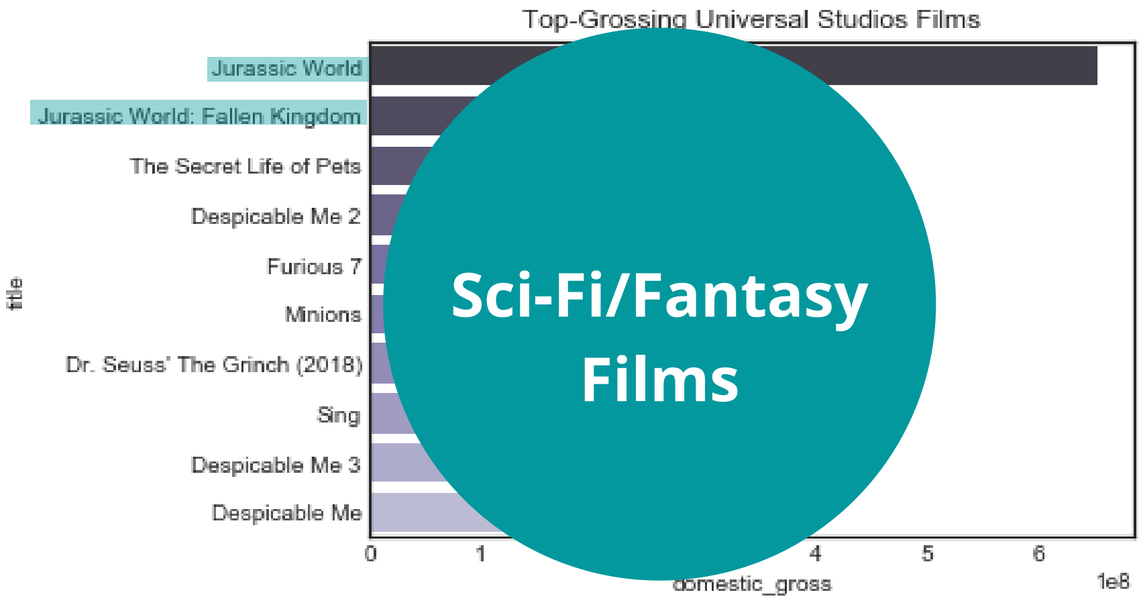


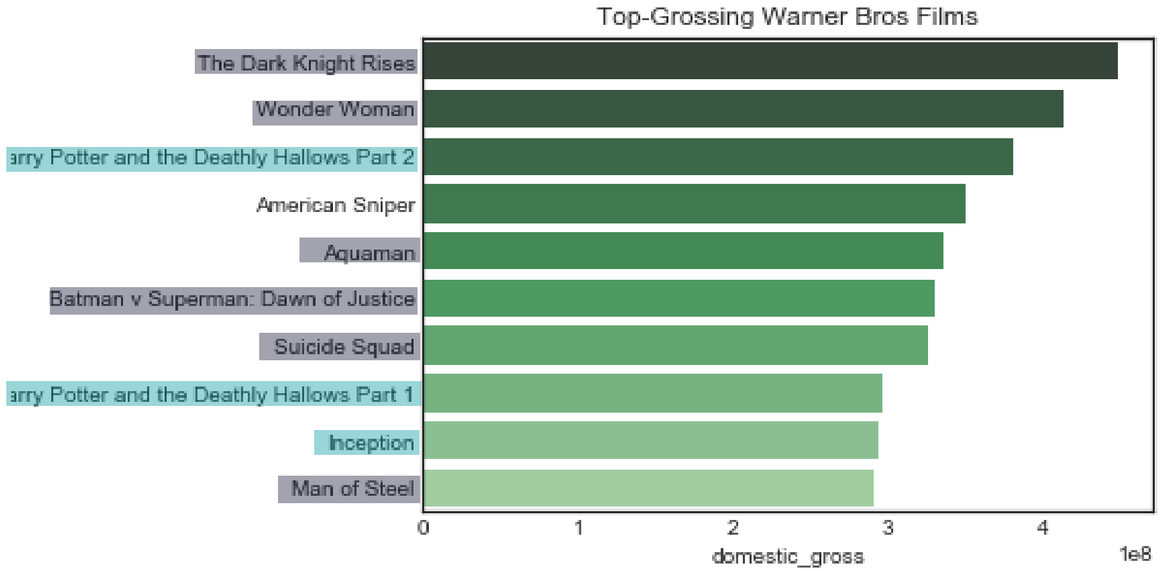


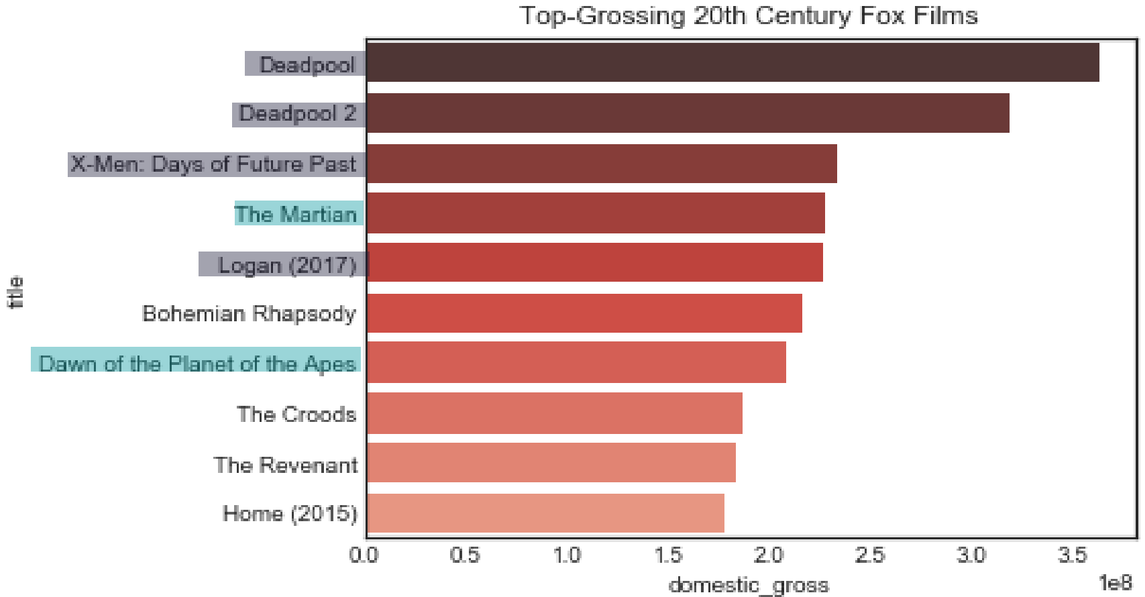


TOP 10 HIGHEST GROSSING FILMS FOR EACH OF THESE STUDIOS

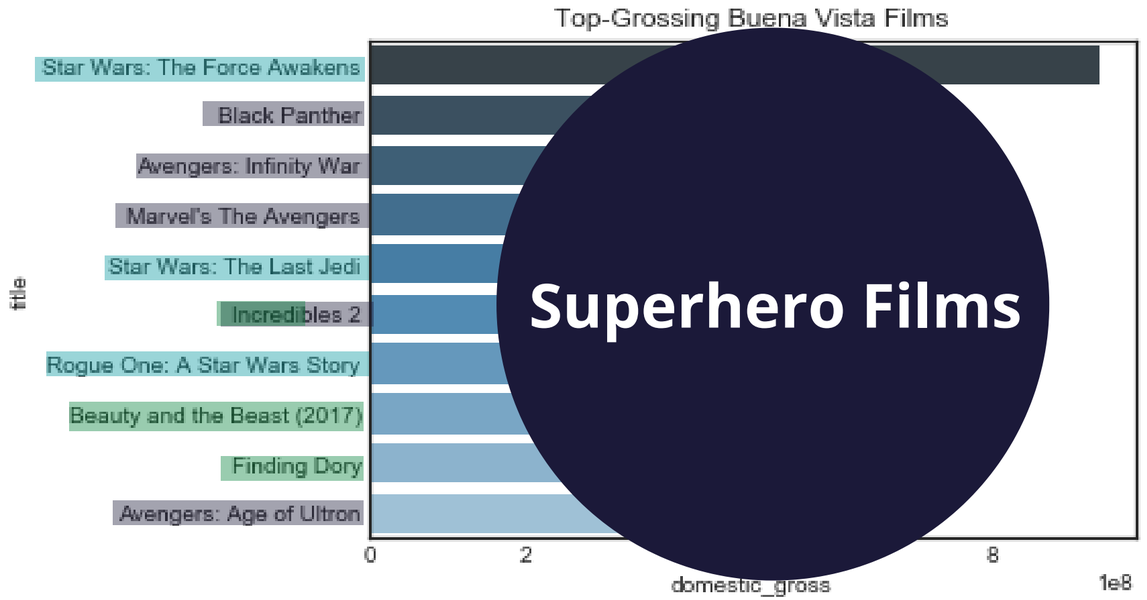




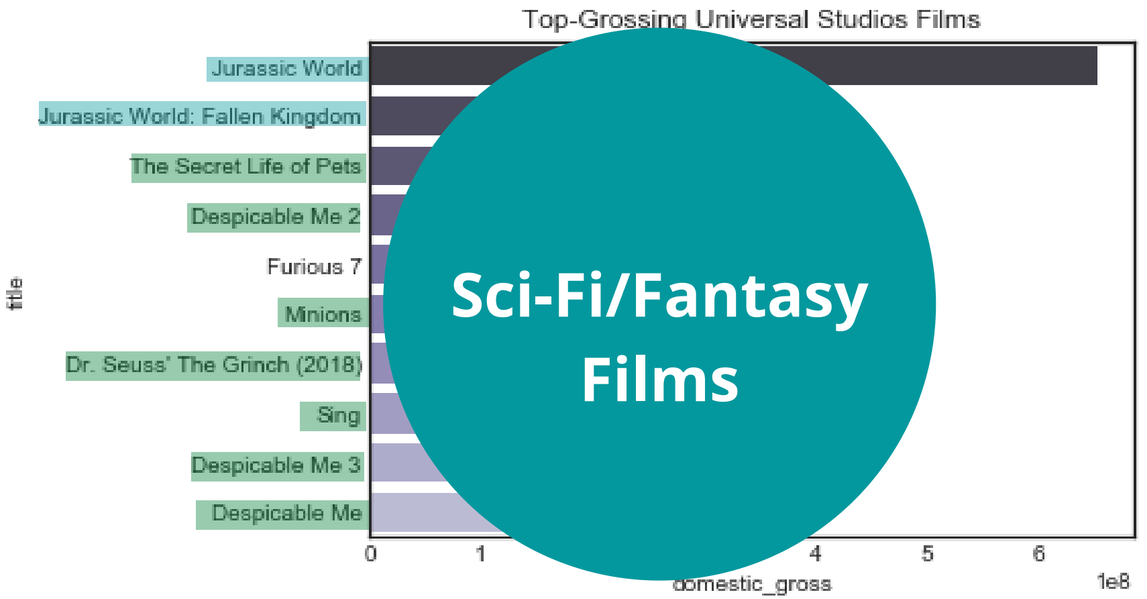




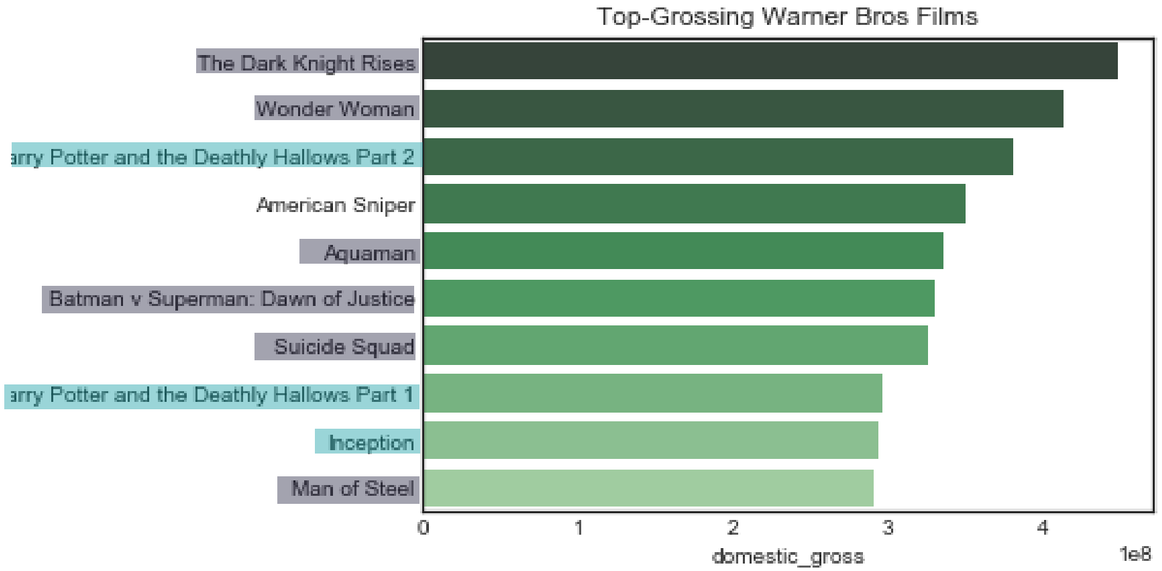
TOP 10 HIGHEST GROSSING FILMS FOR EACH OF THESE STUDIOS

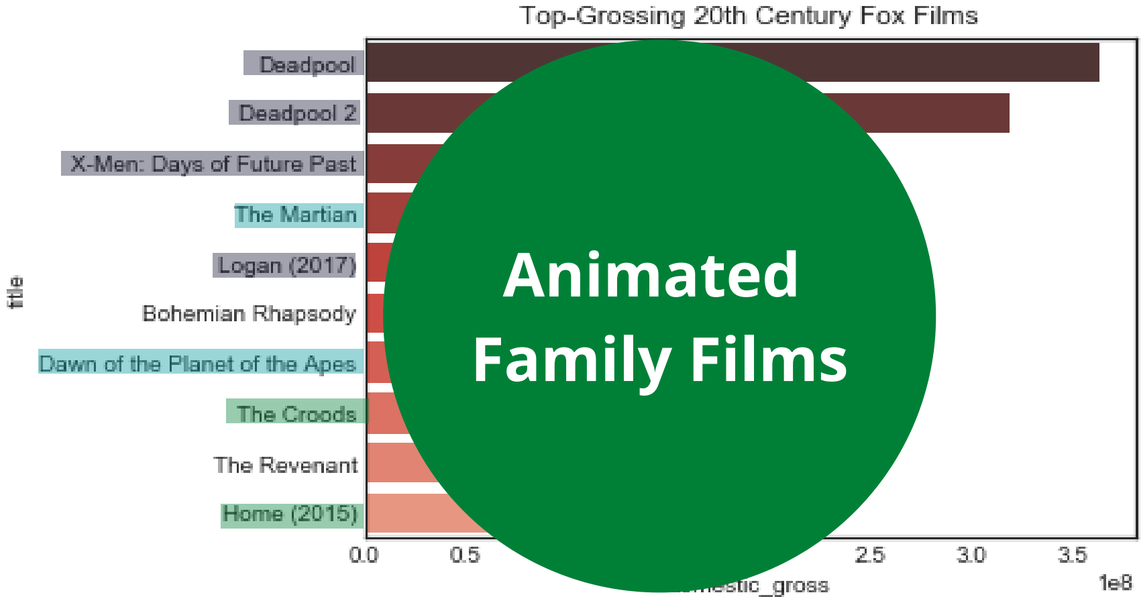


Superhero Films



Sci-Fi/Fantasy Films





Animated Family Films

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

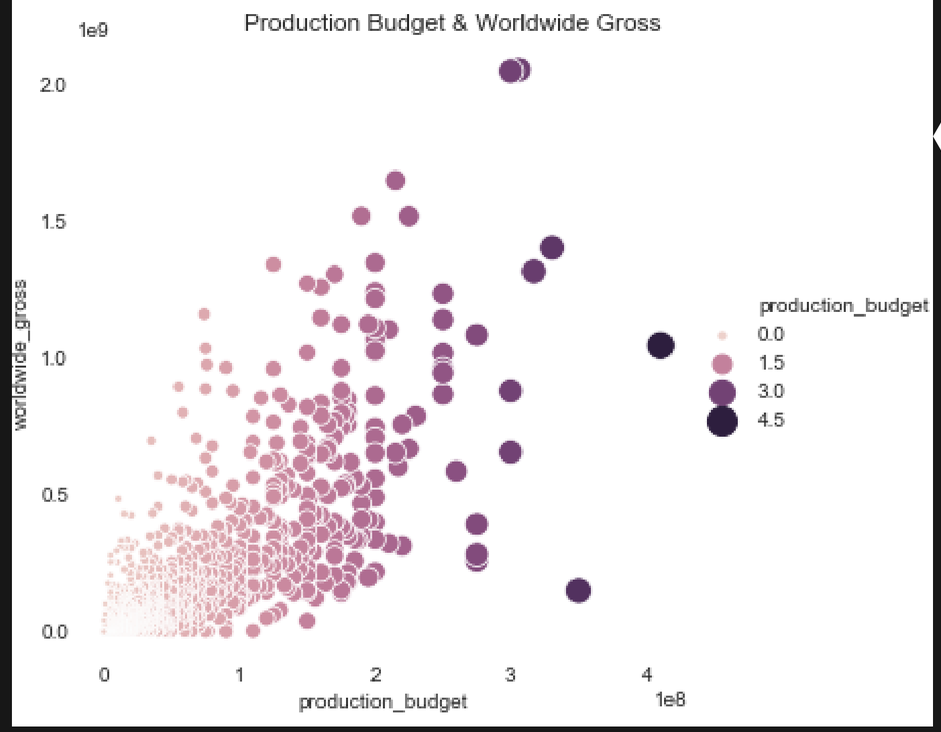
2) WHICH FILMS MADE THE MOST MONEY?

OUR SCOPE

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

OUR DATA

The Numbers Movie Budgets Dataset

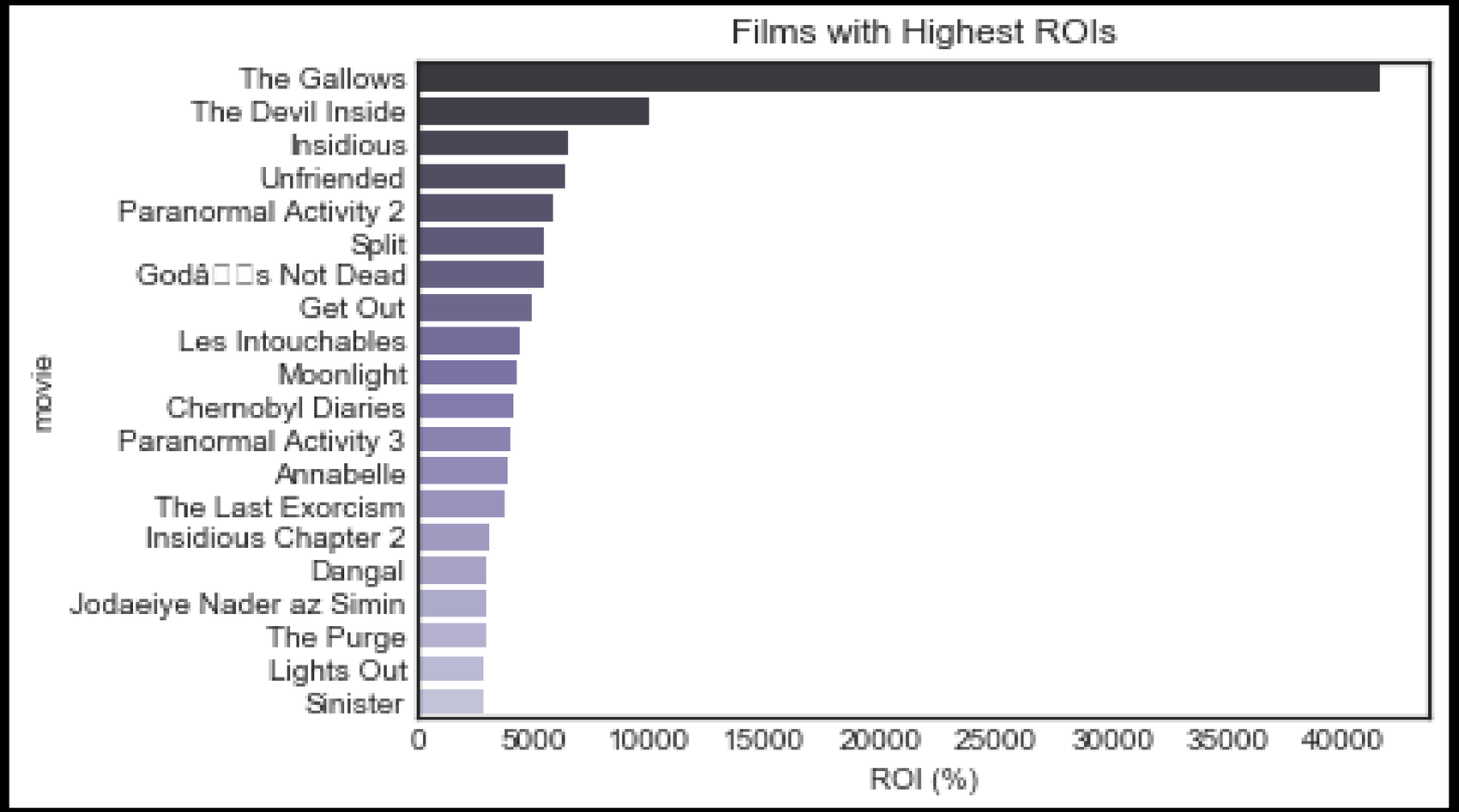


Correlation Coefficient = 0.80

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

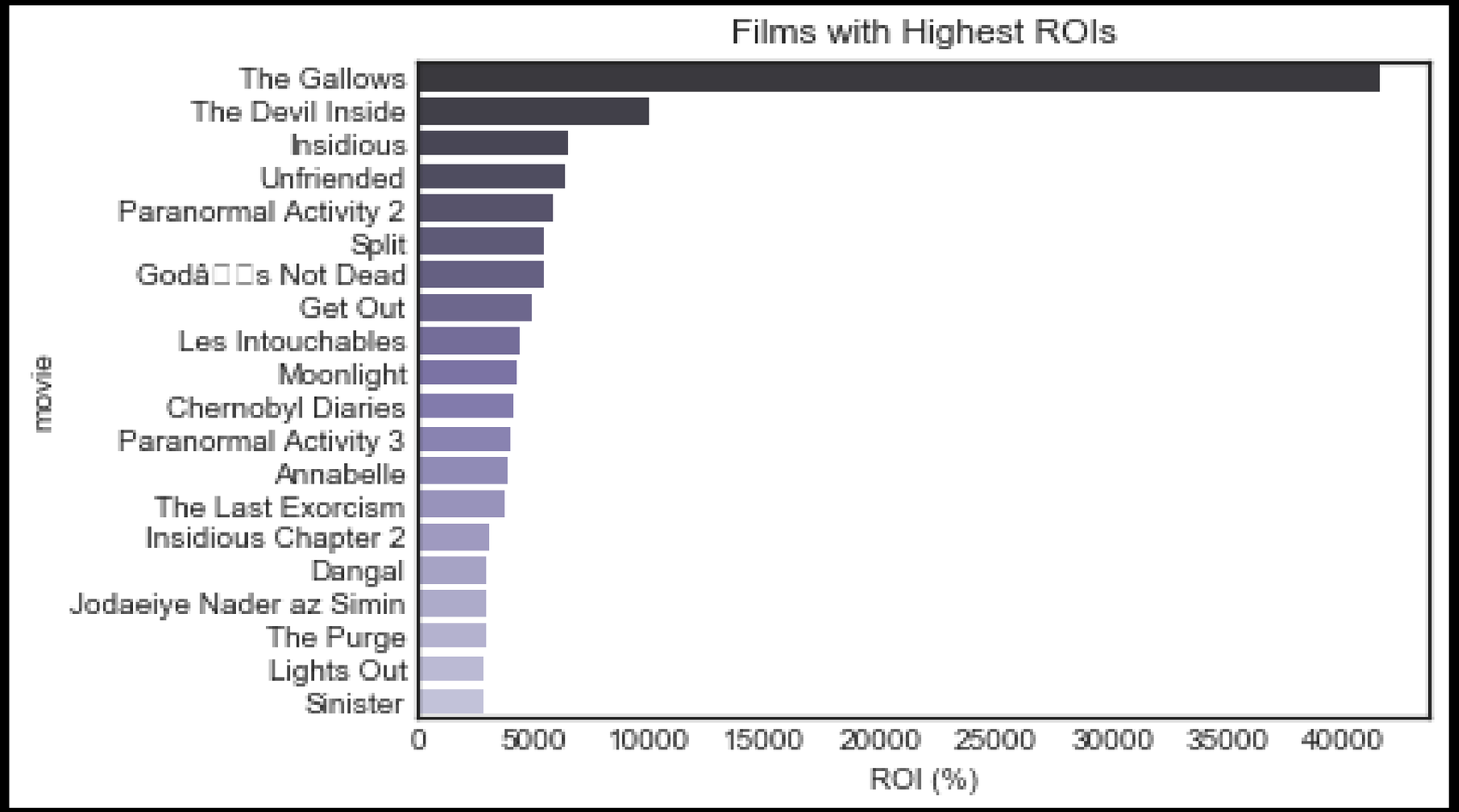
*Pretty strong positive correlation

Correlation Coefficient = 0.73



WHAT ABOUT ROI?

Here are the films with the highest ROIs



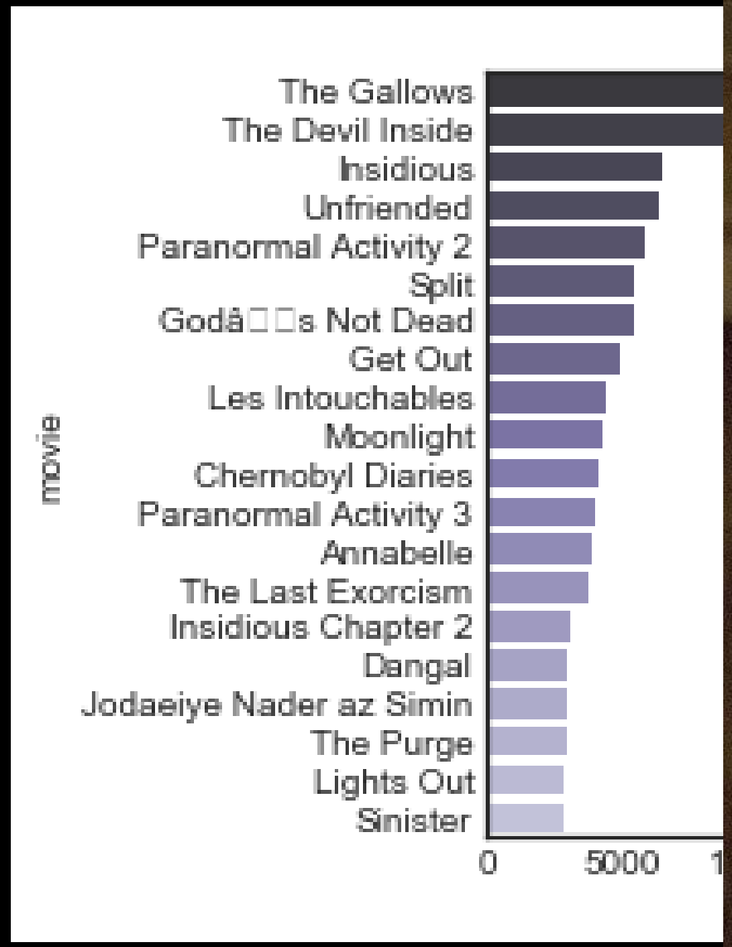
We can see right away that most of these are

horror movies!

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*



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

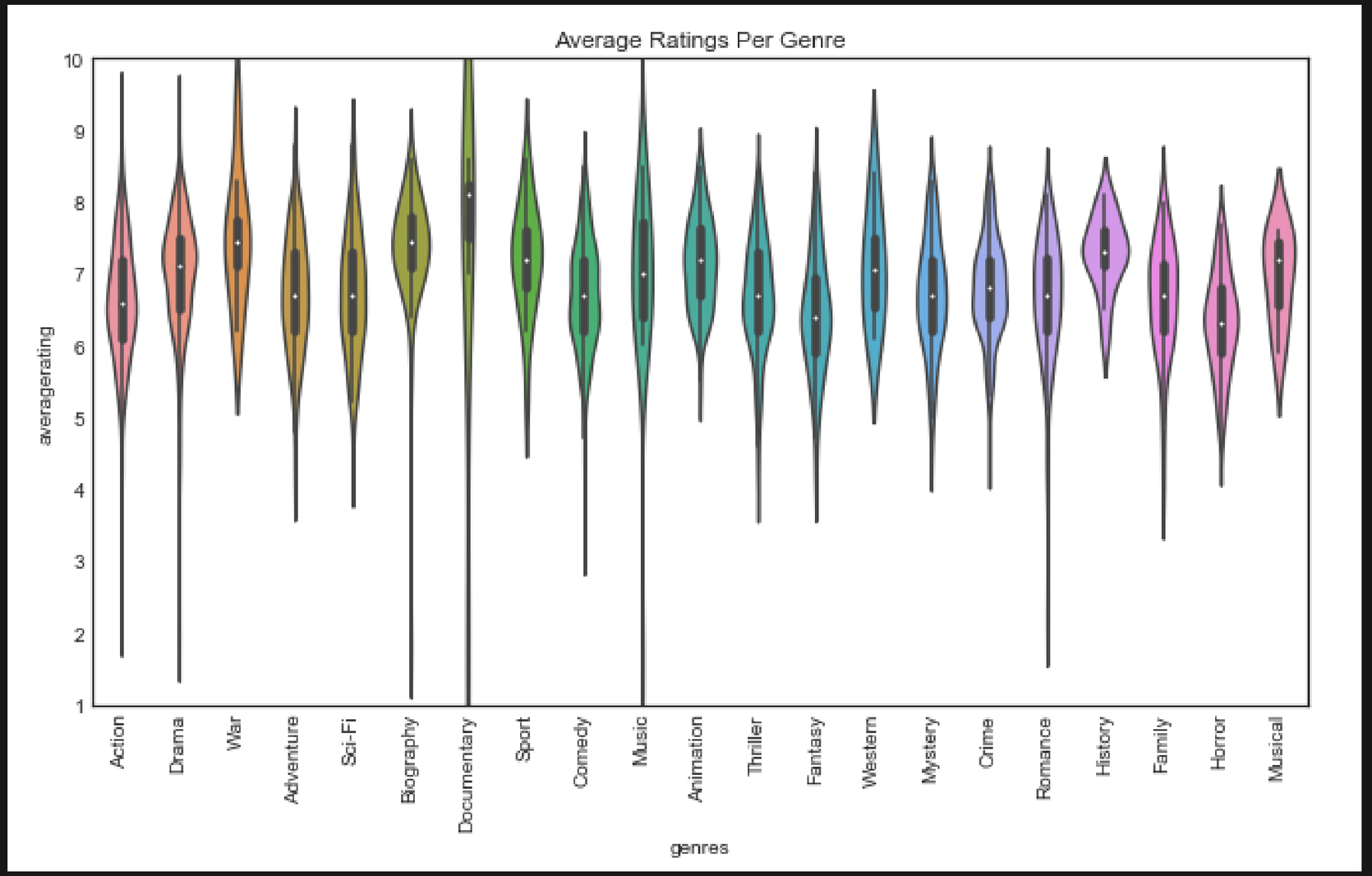
OUR DATA

IMDB Title Basics & Title Ratings Datasets

LET'S TALK ABOUT FILM RATINGS

Highest median ratings by genre:

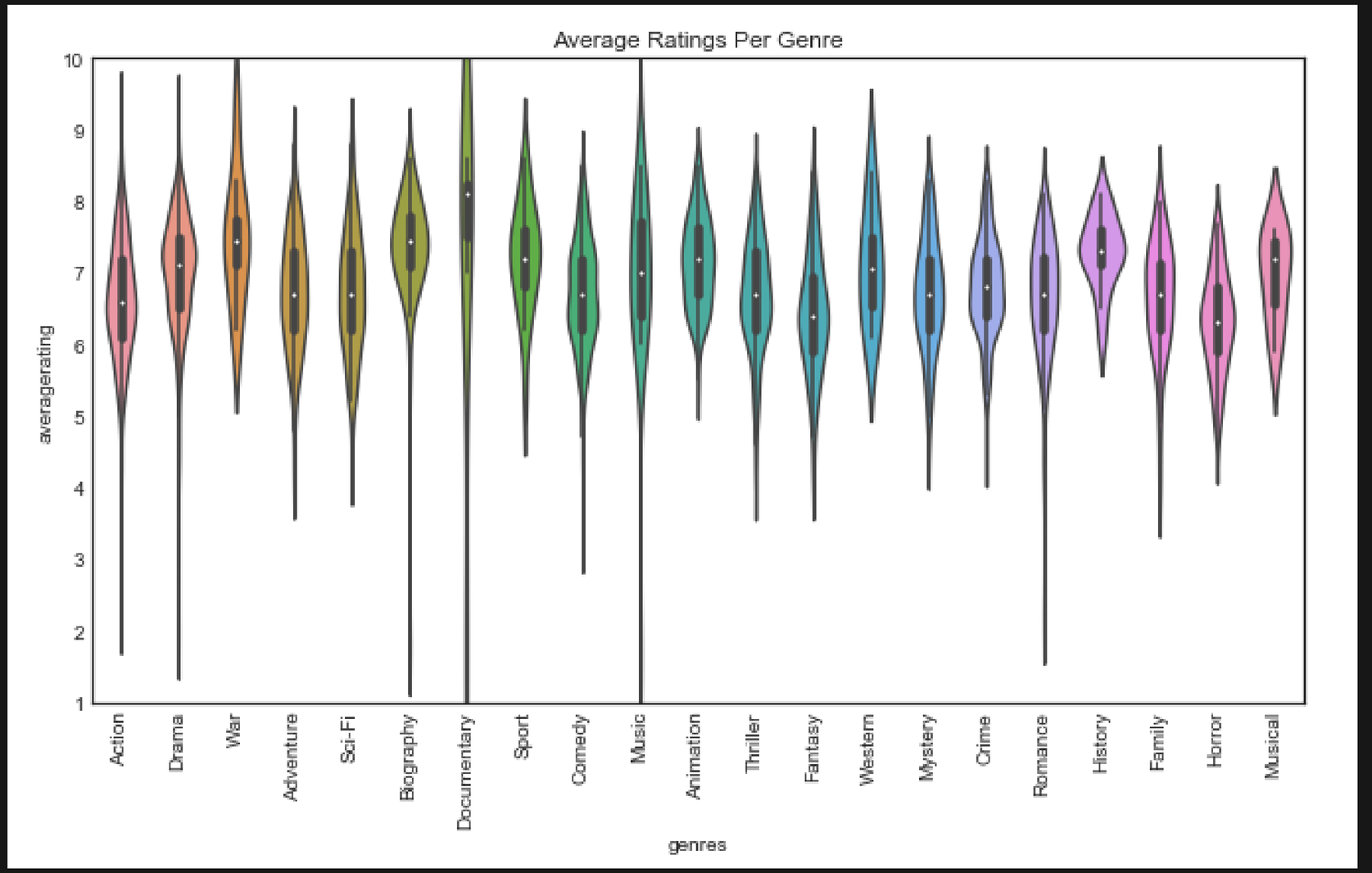
- Documentary
- Biography
- War



LET'S TALK ABOUT FILM RATINGS

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

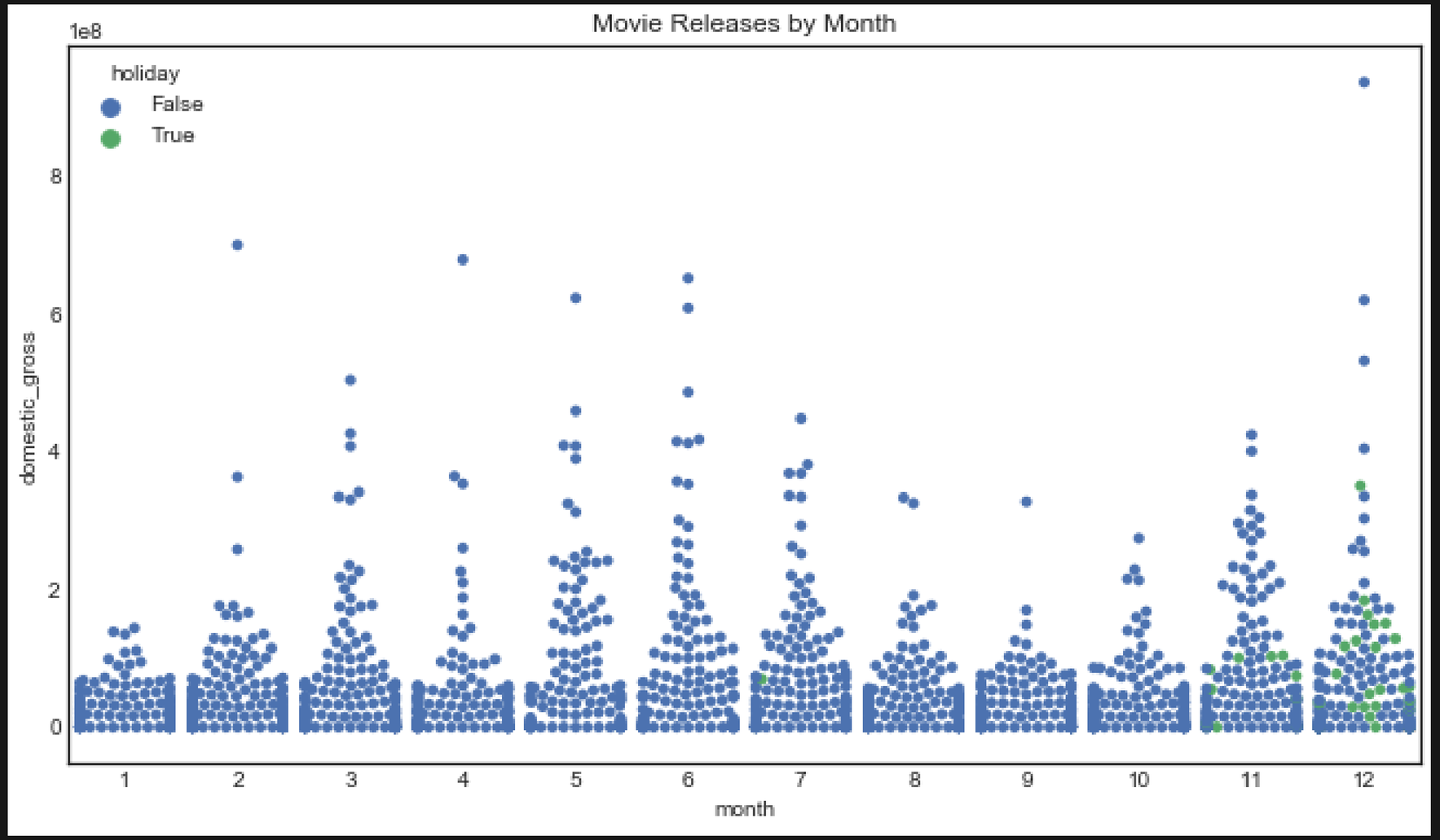
The Numbers Movie Budgets Dataset

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

WHY WE SHOULD AVOID DECEMBER RELEASES:

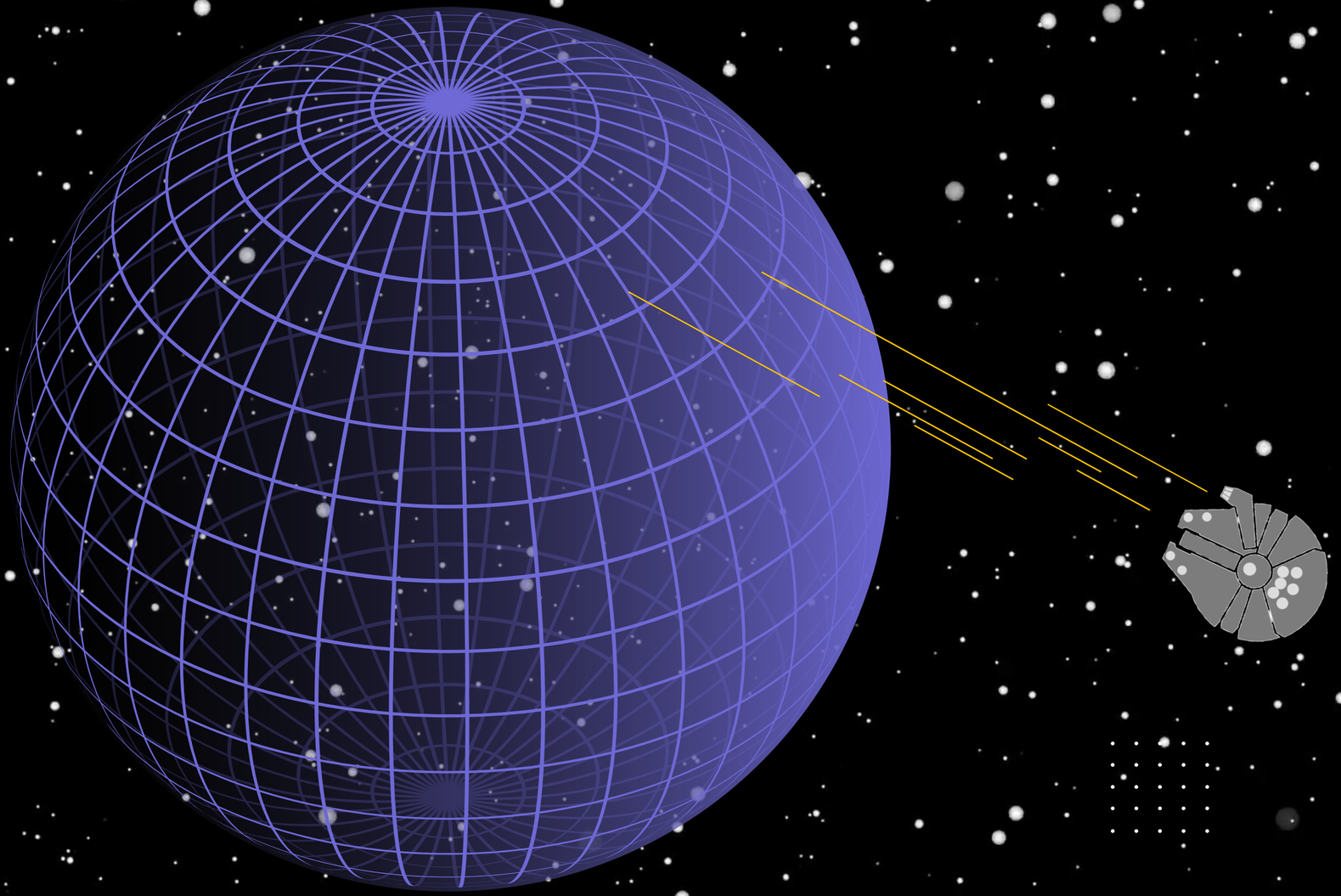
FURTHER EXPLORATION

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

THANK YOU

HOPE YOU ENJOYED
EXPLORING WITH ME!



THANK YOU

HOPE YOU ENJOYED
EXPLORING WITH ME!