

Turning Data Tables into Two Thumbs Up

synopsis

- Where we got data from
- Criteria for filtering said data
- What is NOT a good metric
- What works
- Actions Microsoft should take

Why invest in making films?

Many companies who are in the entertainment industry are making Data driven content

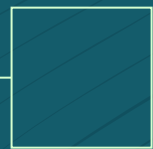
Data driven content has proven to be profitable with shows like 'House Of Cards' from Netflix

Microsoft has the opportunity to jump into the film industry right now, with a good return on investment, by following data driven decisions.



In my reviews, I feel it's good to make it clear that I'm not proposing objective truth, but subjective reactions; a review should reflect the immediate experience.

- Roger Ebert



Where we got our data from



Our data was from three sources

The Numbers, Box Office Mojo and IMDB

The Numbers and Box Office Mojo were used to gather film profit data, and IMDB was used to gather data on names of people in said films



Criteria for filtering said data



Profitability

- Profitability was calculated based on the gross sales at the box office, subtracting production budget

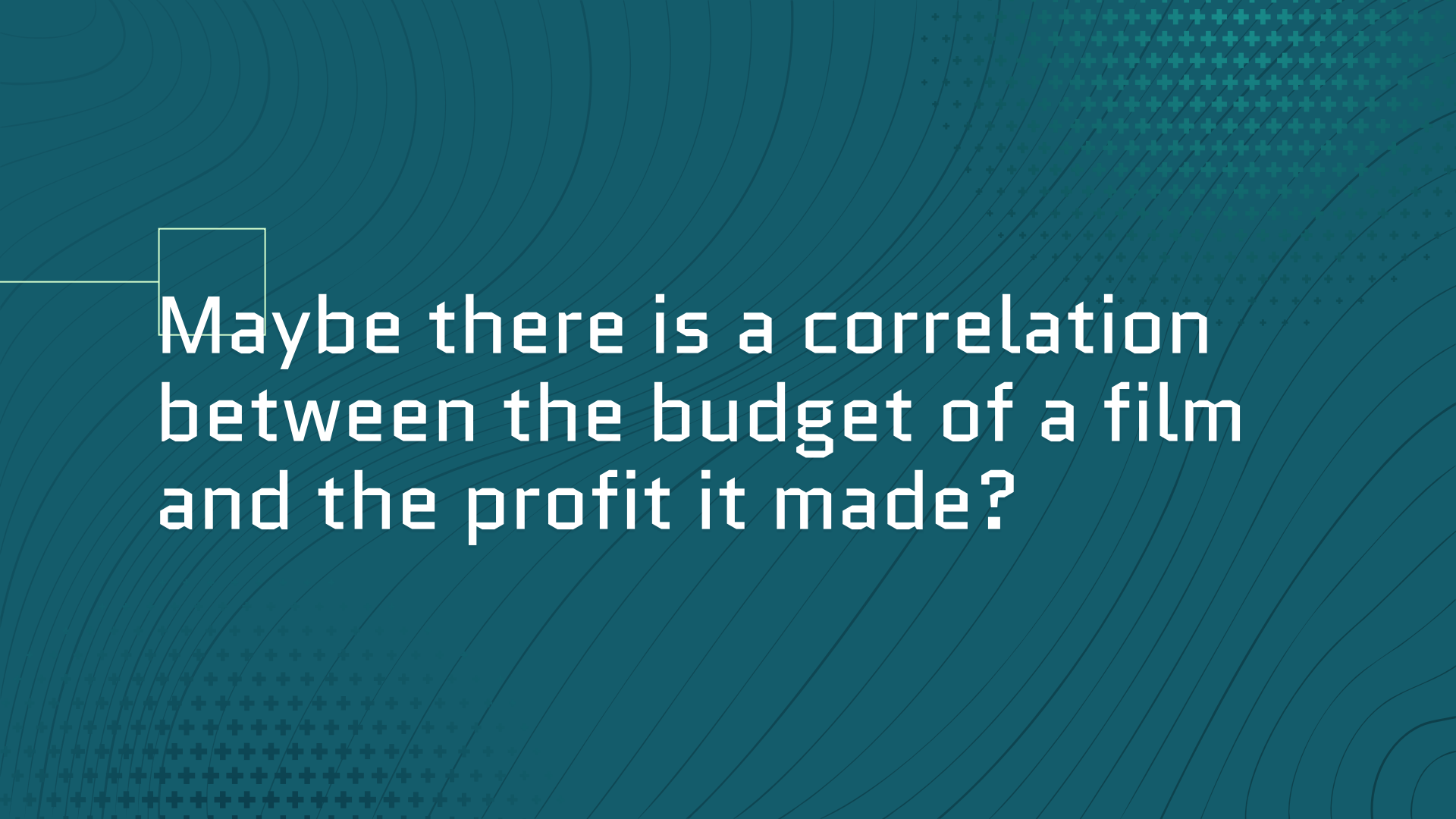
Filtering

- We filtered our data to include films that made more than \$3m dollars profit
- People who's films did better than average were then selected from that pool of people



1. What makes a profitable movie?

(hint: not it's costs!)



Maybe there is a correlation
between the budget of a film
and the profit it made?

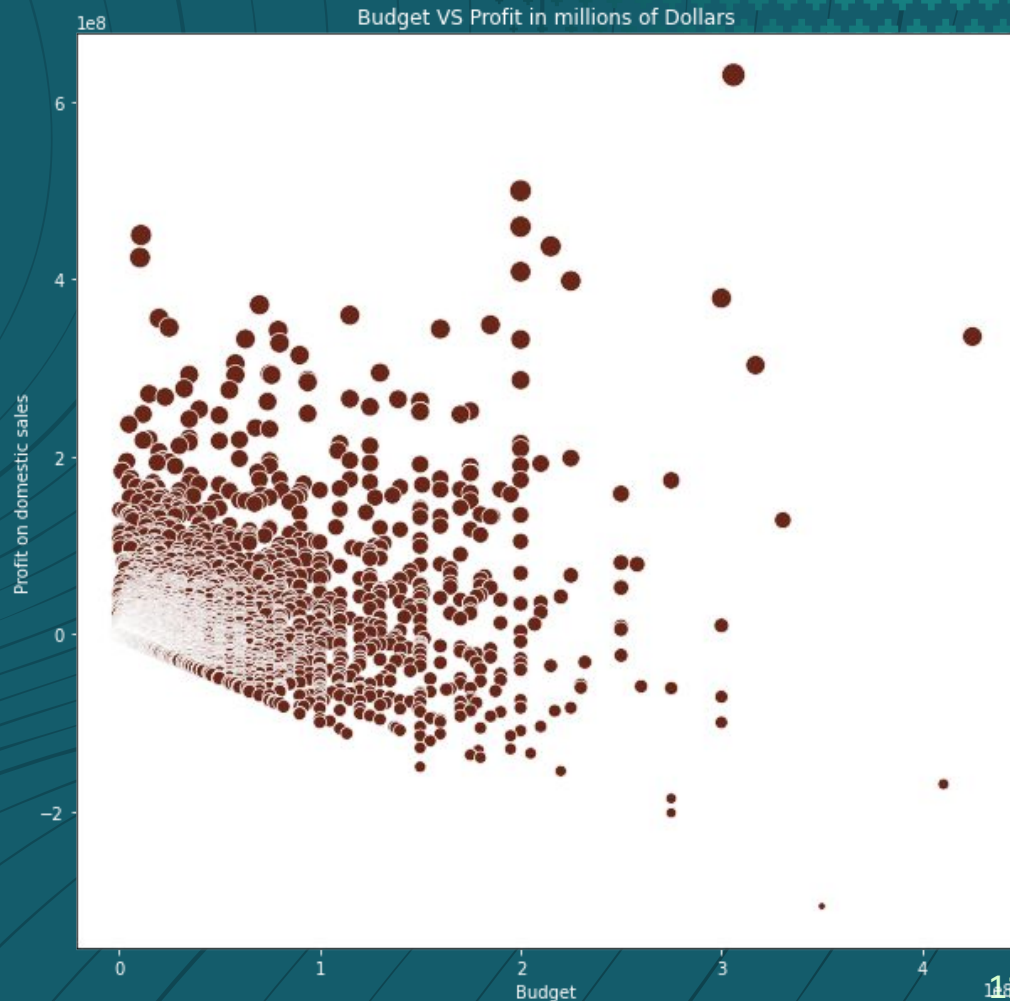


What is NOT a good metric

We analyzed 5700+ films

There is no correlation
between Budget and
Profitability

Investment has a slight
influence on profit, but
nothing notable



What works

So what DOES make a film profitable?

- Writers
- Directors
- Actors

And picking the right genre

How we determined profitability?

Crew

We took a list of 22k writers, directors and actors, that were in our 5800 films

Profitable film

We calculated the profit of a film by taking Domestic gross sales at the box office, and subtracting production budget

Better on average

We calculated if of all the films each person participated in, what was the average profit?

Which Writers
Performed
best overall?



Actions Microsoft should take

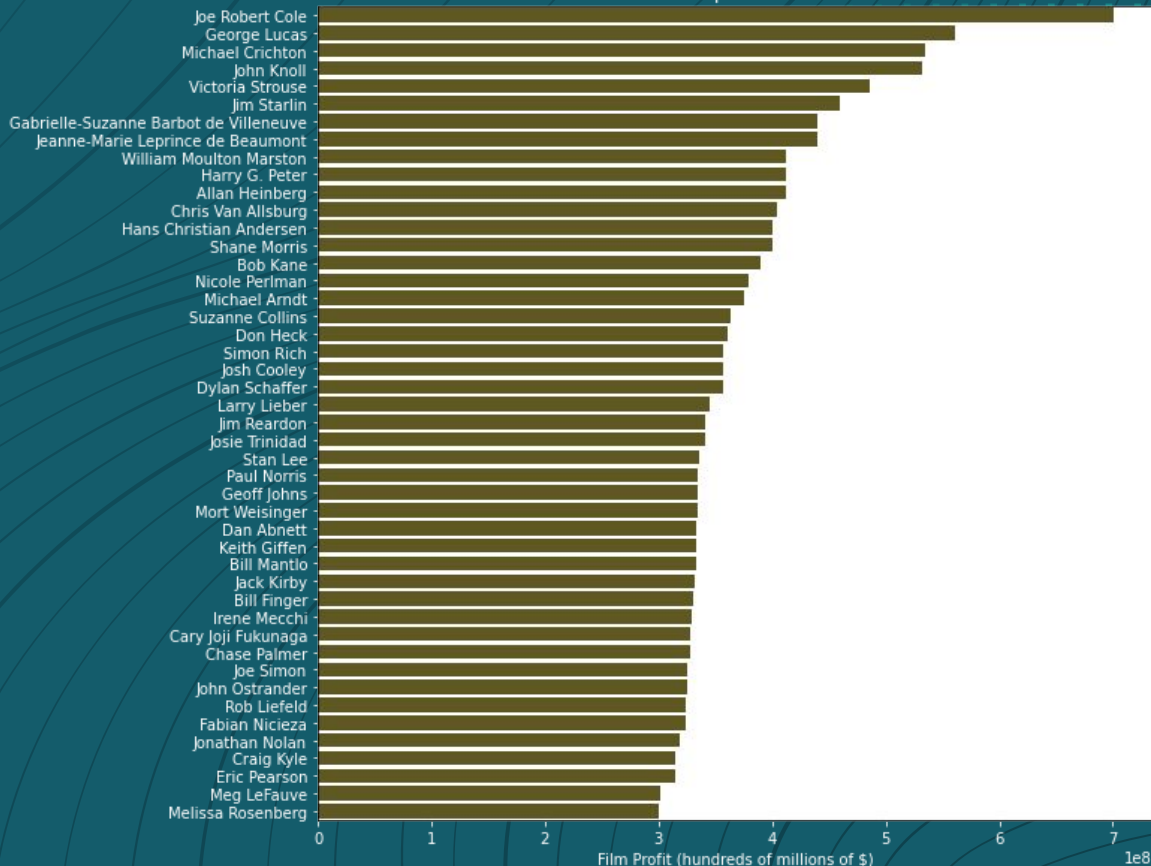
Writers who's films on average, performed well

specifically

Joe Robert Cole
George Lucas
Michael Crichton
John Knoll
Victoria Strouse
Jim Starlin

Writer Name

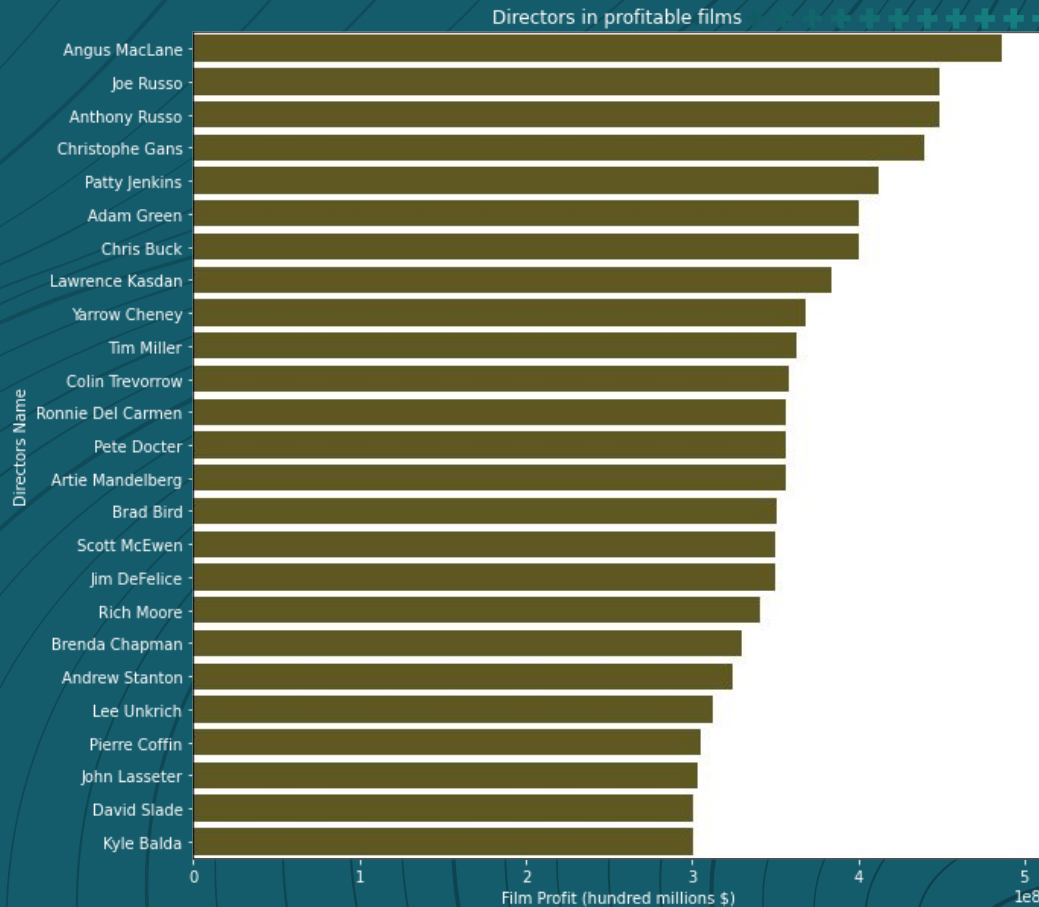
Writers in profitable films



Directors
who's films on
average,
performed well

Specifically

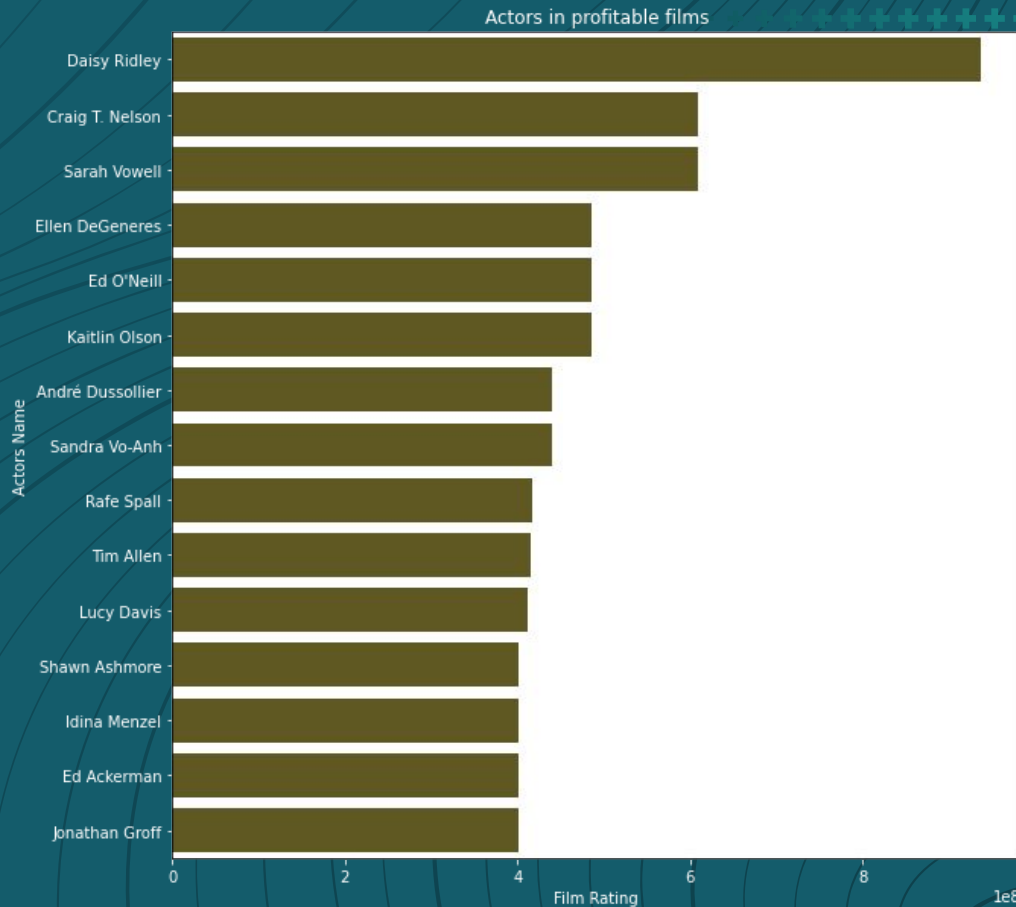
Angus MacLane
Joe Russo
Anthony Russo
Christophe Gans
Patty Jenkins
Adam Green
Chris Buck



Actors who's films on average, performed well

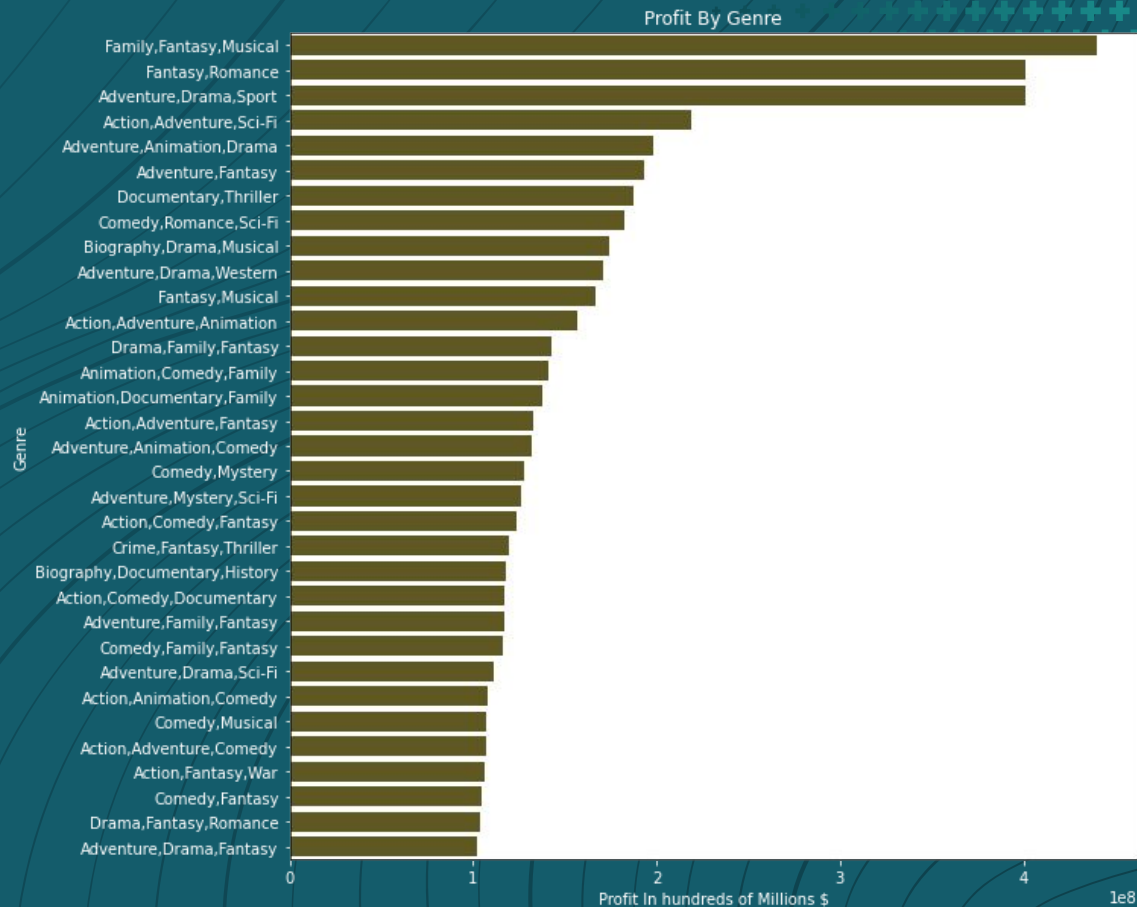
Specifically

Daisy Ridley
Craig T. Nelson
Sarah Vowell
Ellen DeGeneres
Ed O'Neill
Kaitlin Olson



Films that did financially well, on average had one of the above mentioned people in their cast/writers

Genres that,
on average,
performed well



The Genre that performed best was
Family/Fantasy/Musical

But the average Genre that performed
best
was a mix of Adventure and Fantasy

Final thoughts

To get the best return on investment Microsoft should Hire one of:

- writers Joe Robert Cole, George Lucas or Michael Crichton
- Directors Angus MacLane, or the Ruso brothers
- Actors Daisy Ridley, Craig T. Nelson or Kaitlin Olson
- (animation) Ellen DeGeneres, Ed O'Neill
- In the Action / Fantasy Genre

Thank you for your time!

See you on the big screen!

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