

... What's going on?

... Something Scary

... Scary good!



Please Silence All Phones!







RETURN ON INVESTMENT: I FOCUSED ON THIS METRIC BECAUSE I THINK FOCUSING ON HOW MUCH MONEY A MOVIE RETURNS AGAINST ITS BUDGET IS THE SAFEST METRIC FOR QUANTIFYING THE SUCCESS OF A NEW PRODUCTION COMPANY

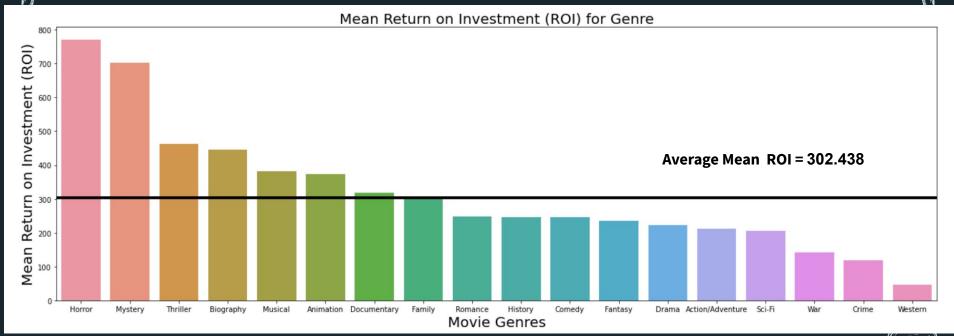
budgets["ROI"] =
 (budgets["adjusted_profit_ww"]/
 budgets["adjusted_budget"]) *100



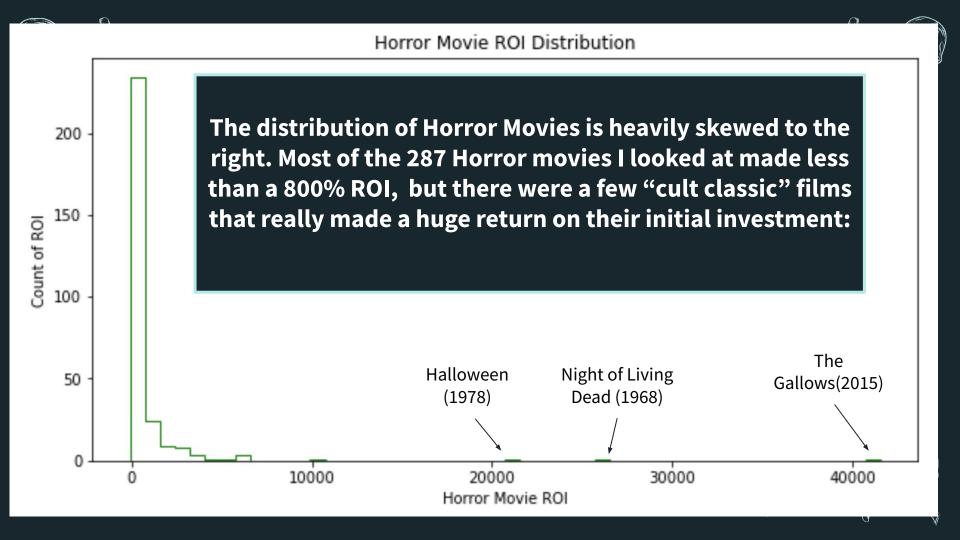


WHERE OUR STORY BEGINS: HORROR MOVIES HAVE THE HIGHEST MEAN ROI





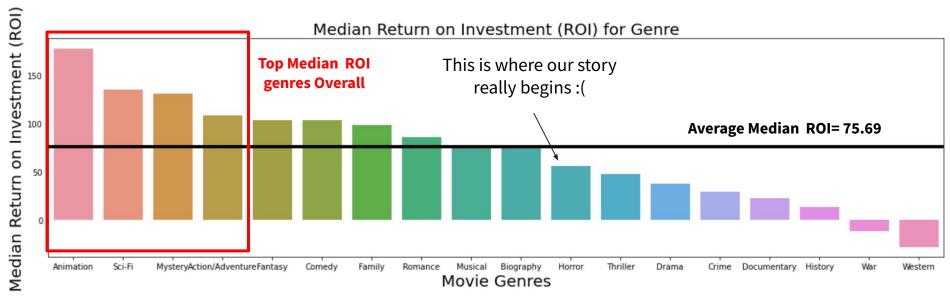
















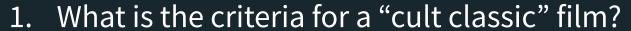


A few questions that came to mind:

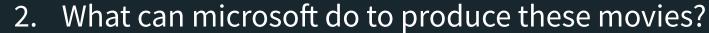














3. Do you like money?









High ROI

```
low _budget =
explode["adjusted_budget"].quantile(q
= 0.25
```

low_budget = \$7.08 million

high_ROI = explode["ROI"].quantile(q = 0.75

high_ROI = 279.13% return on investment



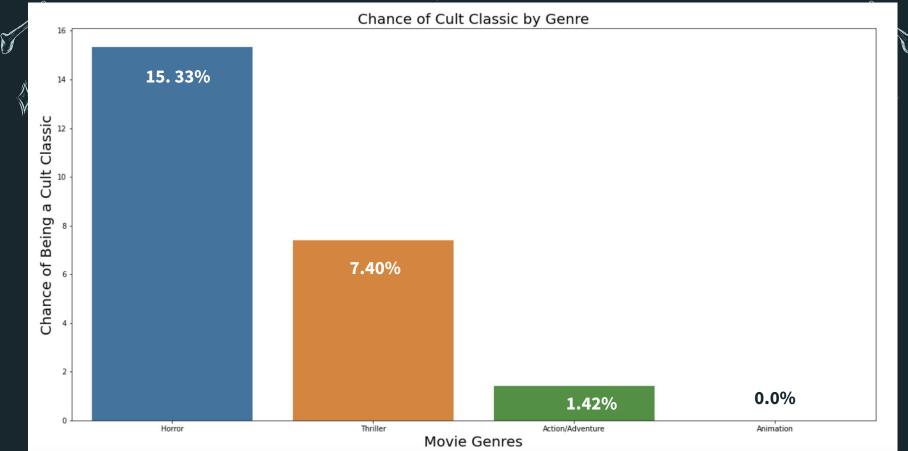






HORROR MOVIES HAVE THE BEST CHANCE OF BECOMING ONE OF THESE CLUT CLASSIC" FILMS



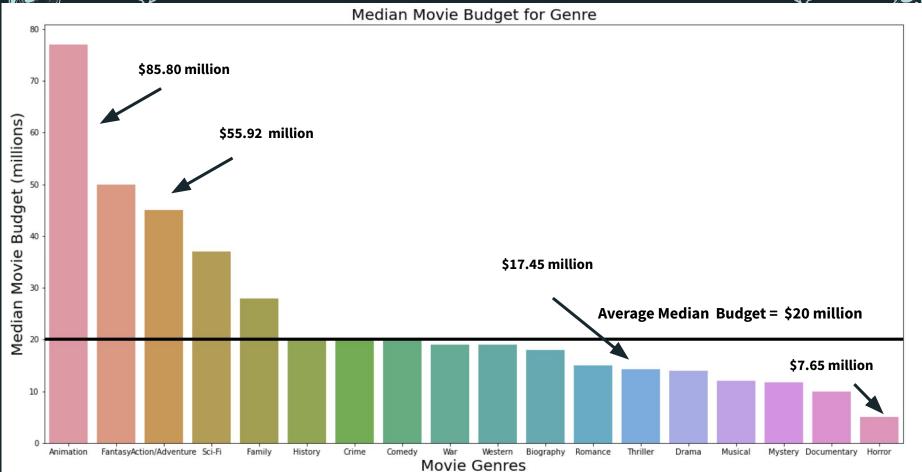




Horror Movies Are the Cheapest Movies to Make!



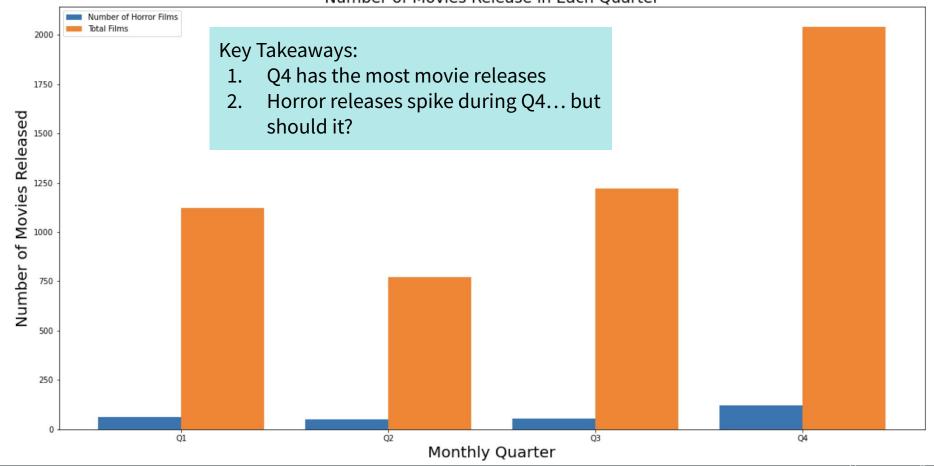




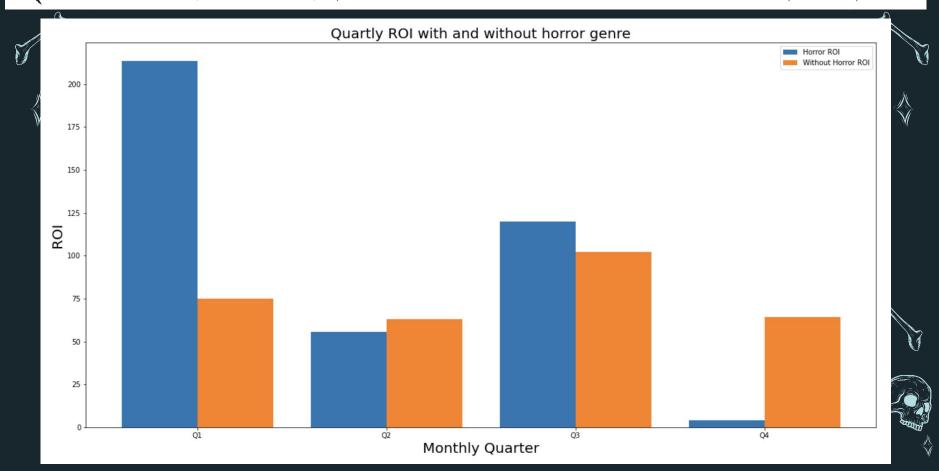








QI HORROR MOVIES MAKE DOUBLE THEIR BUDGET ON AVERAGE









BEST HORROR DIRECTORS







When sorting through the best director, directors had to have directed three or more movies, one of which was a horror movie. The two director below were the top director in median world wide profit and median ROI





Gary Dauberman





Median Profit: \$264.27 million

Median ROI: 2449.00%

Median Budget: \$10.79 million

Known for: Halloween serie reboot



Median Profit: \$321.01 million

Median ROI: 1935.90%

Median Budget: \$16.51 million

Known for: Annabelle series



NEXT STEPS







I would like to look at more data to find out the following:

V

1. The size (number of theatres) of our horror movie release



- 2. The ideal amount of time horror movies stay in theatres to maximize profits
- 3. If the gender identity of the lead actor impacts profits
- 4. If personifying evil through a monster or villain makes a horror movie more money or easier to franchise?
- 5. If the intersection of the horror genre and the mystery genre improves profits
- 6. Horror movies profits in international markets
- 7. If microsoft should bring back the 3D horror movie





