

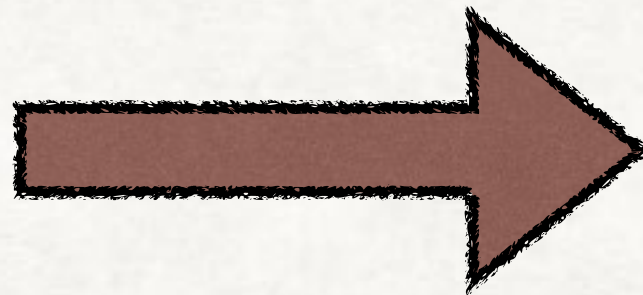
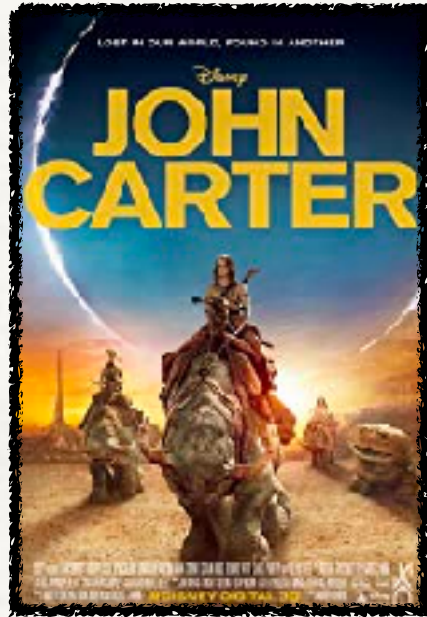
MOVIE INDUSTRY BUSINESS ANALYTICS



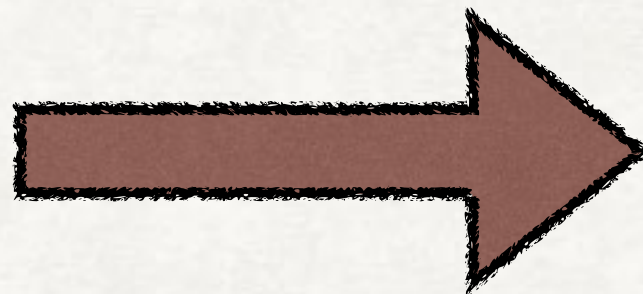
By Yusuf Olodo and Carlos Cutillas

CASE STUDY AND BUSINESS PROBLEM

ROMANCE AND ACTION MOVIES



- Budget = 250M\$
- Loss = 177M\$

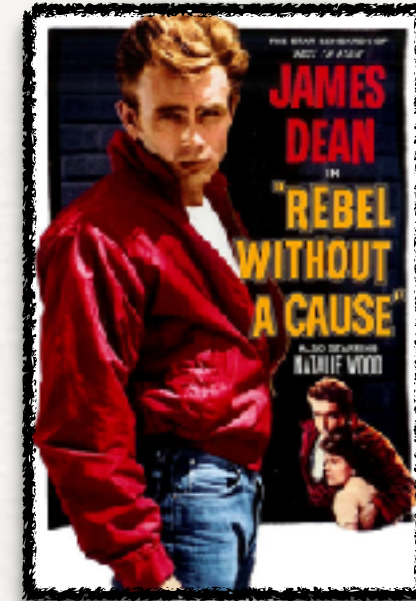
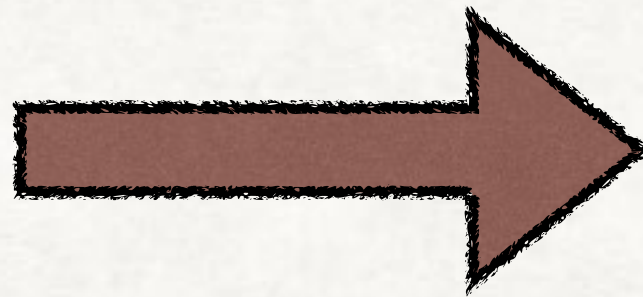


- Budget = 14M\$
- Profit = 164M\$

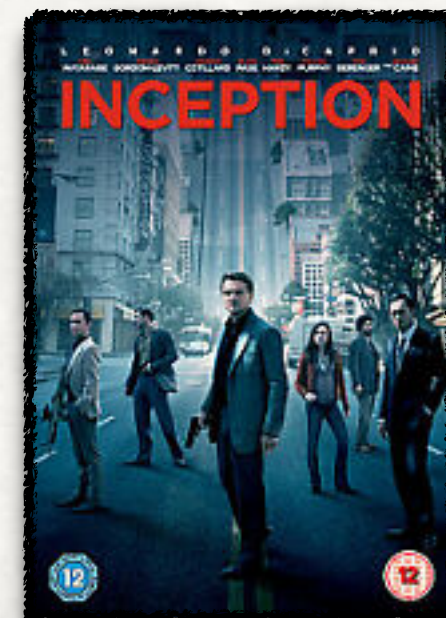
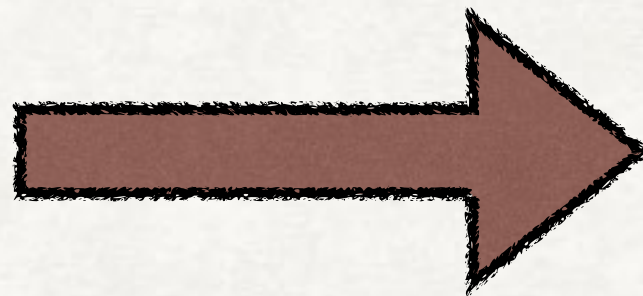
CASE STUDY AND BUSINESS PROBLEM

50'S AND 60'S MOVIES

50's and 60's



Nowadays



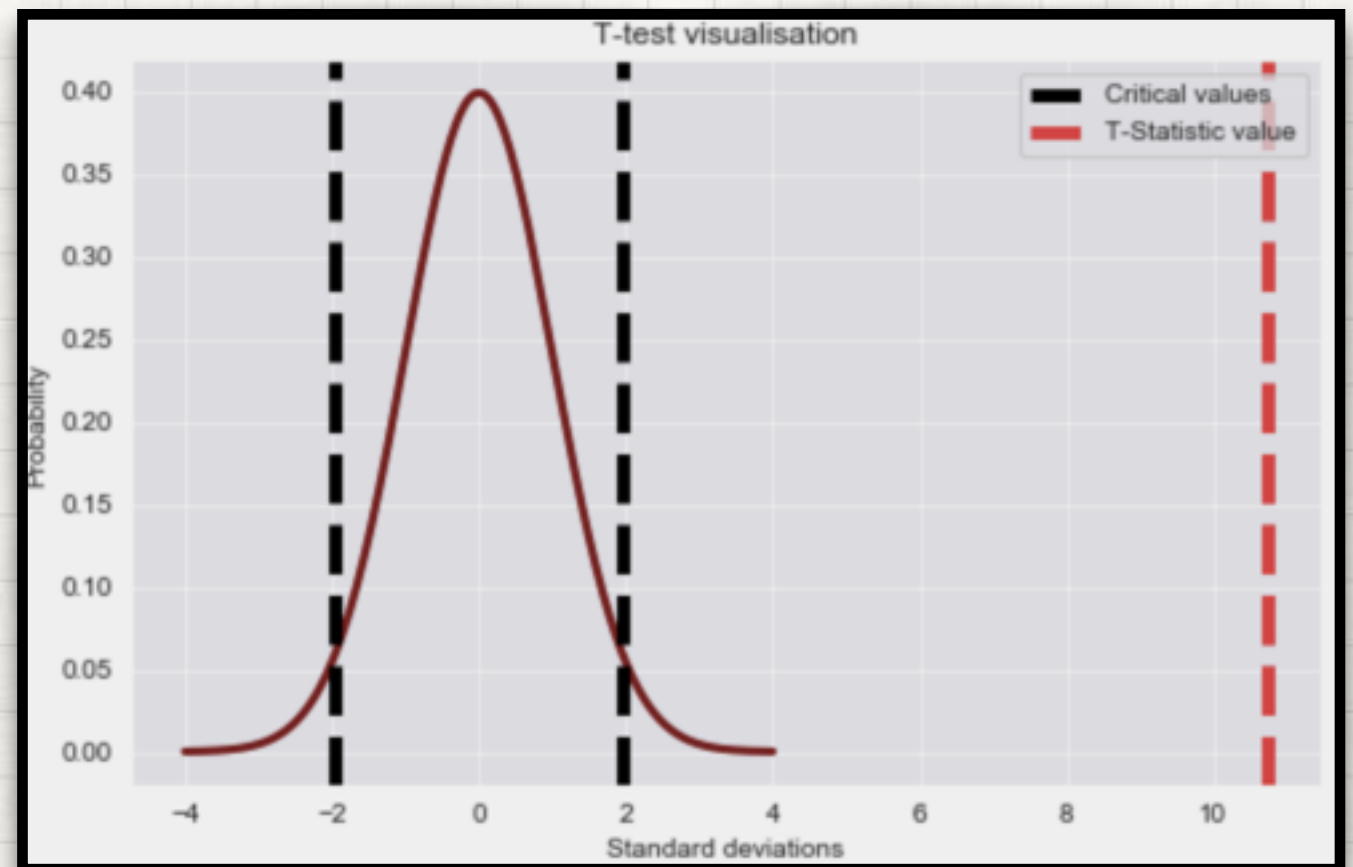
HYPOTHESIS 1

PROFIT DIFFERENCE BETWEEN 50'S AND NOW



- H_0 : ~~There is no difference on the profit made on 50s and 60s compared to nowadays~~
- H_1 : Movies made different profit on 50s and 60s than nowadays
- Facts:
 - Sample sizes = 197
 - Similar variances
 - ~Normal

P-value	T-statistic	Cohen's d
<0.001	10.22	1.14



Reject Null Hypothesis

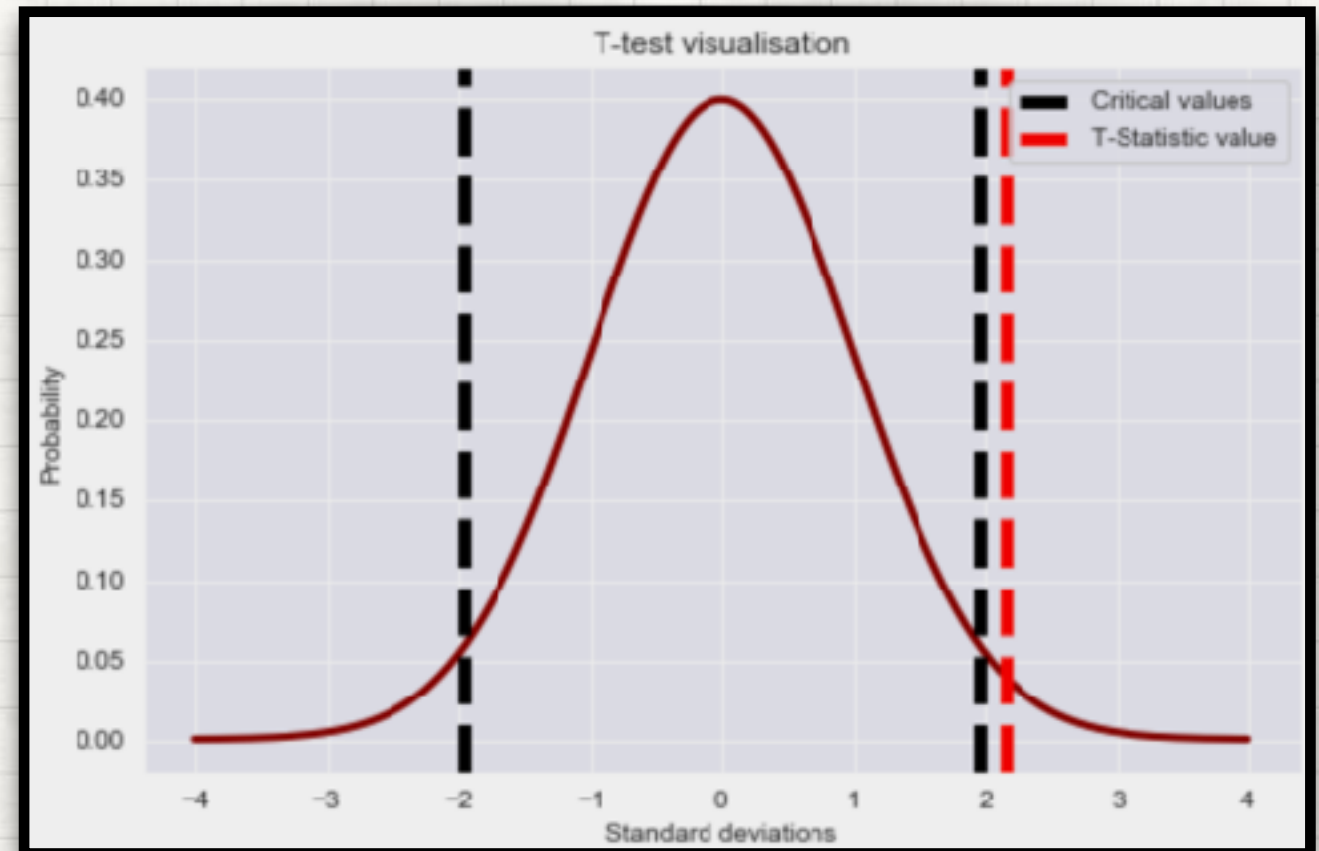
HYPOTHESIS 2

BUDGET DIFFERENCE BETWEEN 50'S AND NOW



- H_0 : There is no difference on the budget for 50s and 60s compared to nowadays
- H_1 : Movies had different budgets on 50s and 60s than nowadays
- Facts:
 - Sample sizes = 197
 - Different variances
 - ~Normal

P-value	T-statistic	Cohen's d
0.032	2.14	0.23



Reject Null Hypothesis

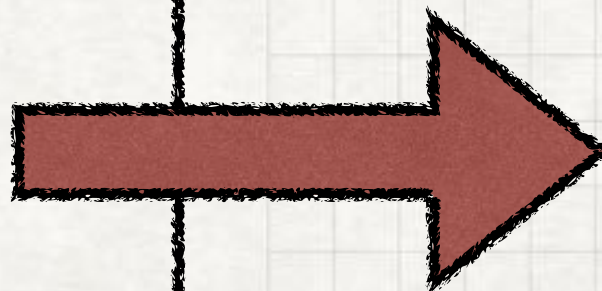
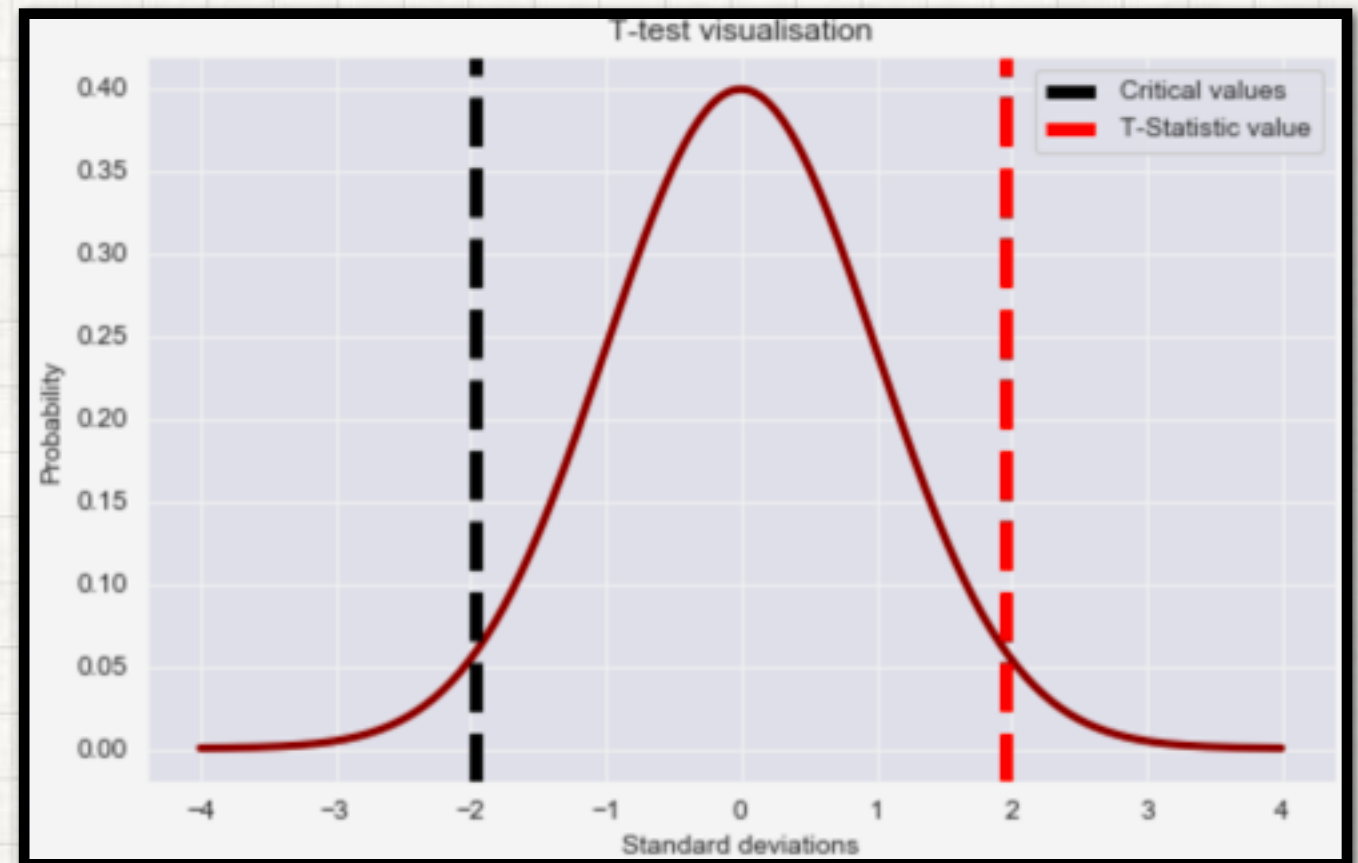
HYPOTHESIS 3

PROFIT DIFFERENCE BY GENRE



- H_0 : There is no difference in profit between Action and Romance movies
- H_1 : ~~Romance and action movies make different profit~~
- Facts:
 - Sample sizes = 890
 - Similar variances
 - ~Normal

P-value	T-statistic	Cohen's d
0.051	1.96	0.09



Fail to reject Null Hypothesis

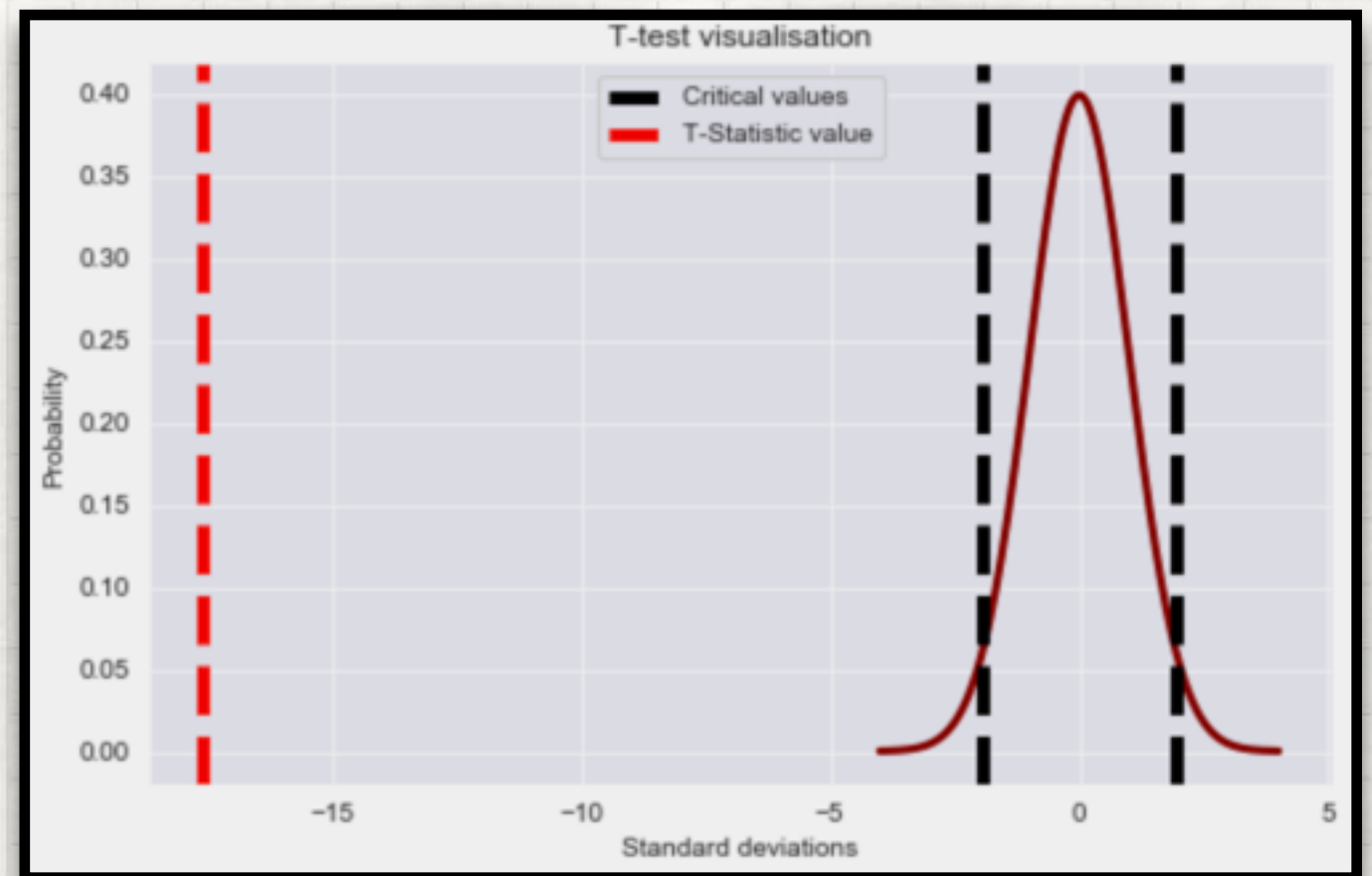
HYPOTHESIS 3

BUDGET DIFFERENCE BY GENRE



- H_0 : There is no difference in budget between Action and Romance movies
- H_1 : Romance and action movies make different budget
- Facts:
 - Sample sizes = 890
 - Similar variances
 - ~Normal

P-value	T-statistic	Cohen's d
<0.0001	-17.5	0.81



Reject Null Hypothesis

FINAL CONCLUSIONS



Carve out a niche in romance genre for the company



Make more research on what worked on the 50s and 60s compared to now