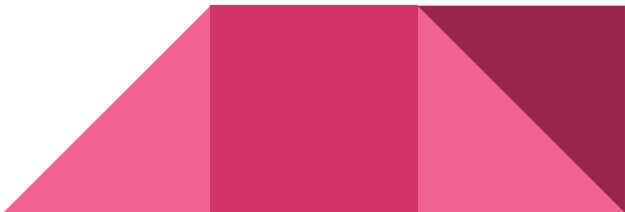


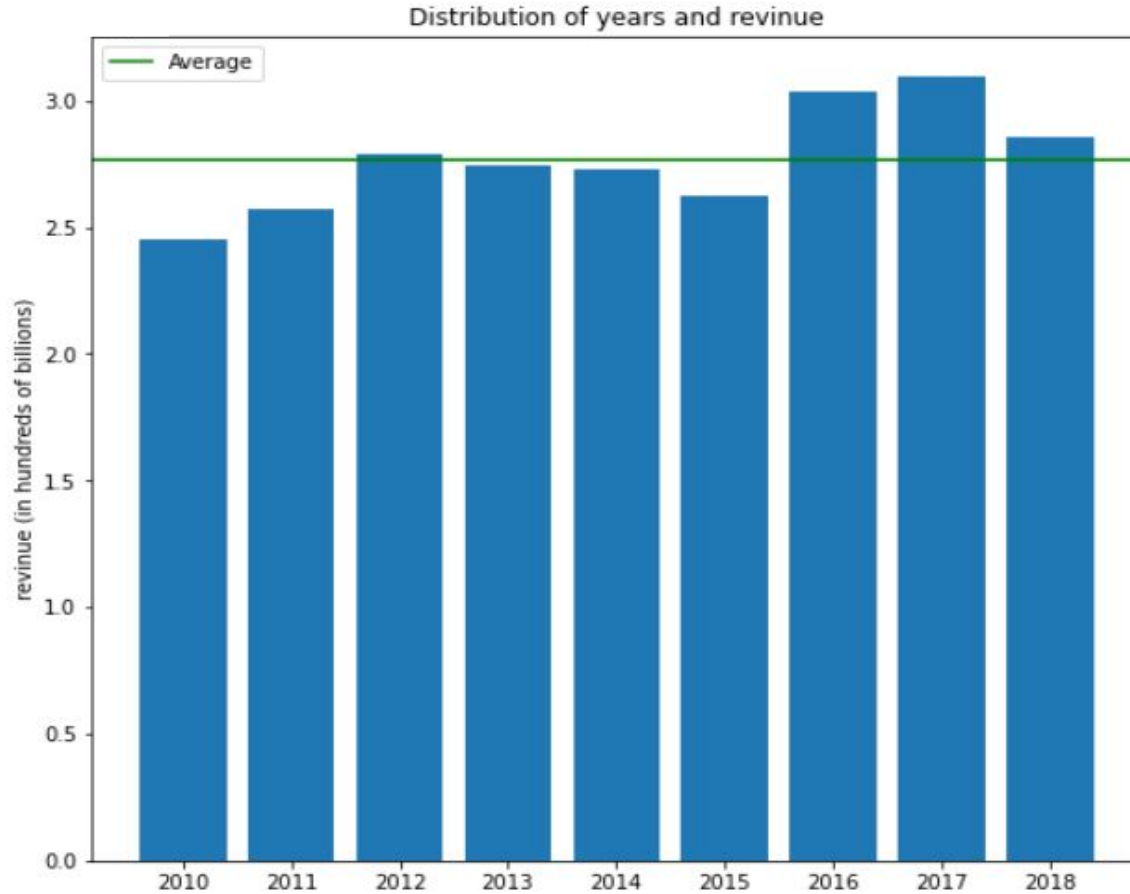
Simply Movies

Data Understanding

Contains information related to films

- Release time
 - Revenue
 - Gross income
 - Budget
 - Location of release
 - etc...
- 

Data Distribution



The average Return on Investment is


41%



What's the average budget of a large
scale film?



166 Million!



How do we
maximize profit and
minimize risk?

Points of Interest

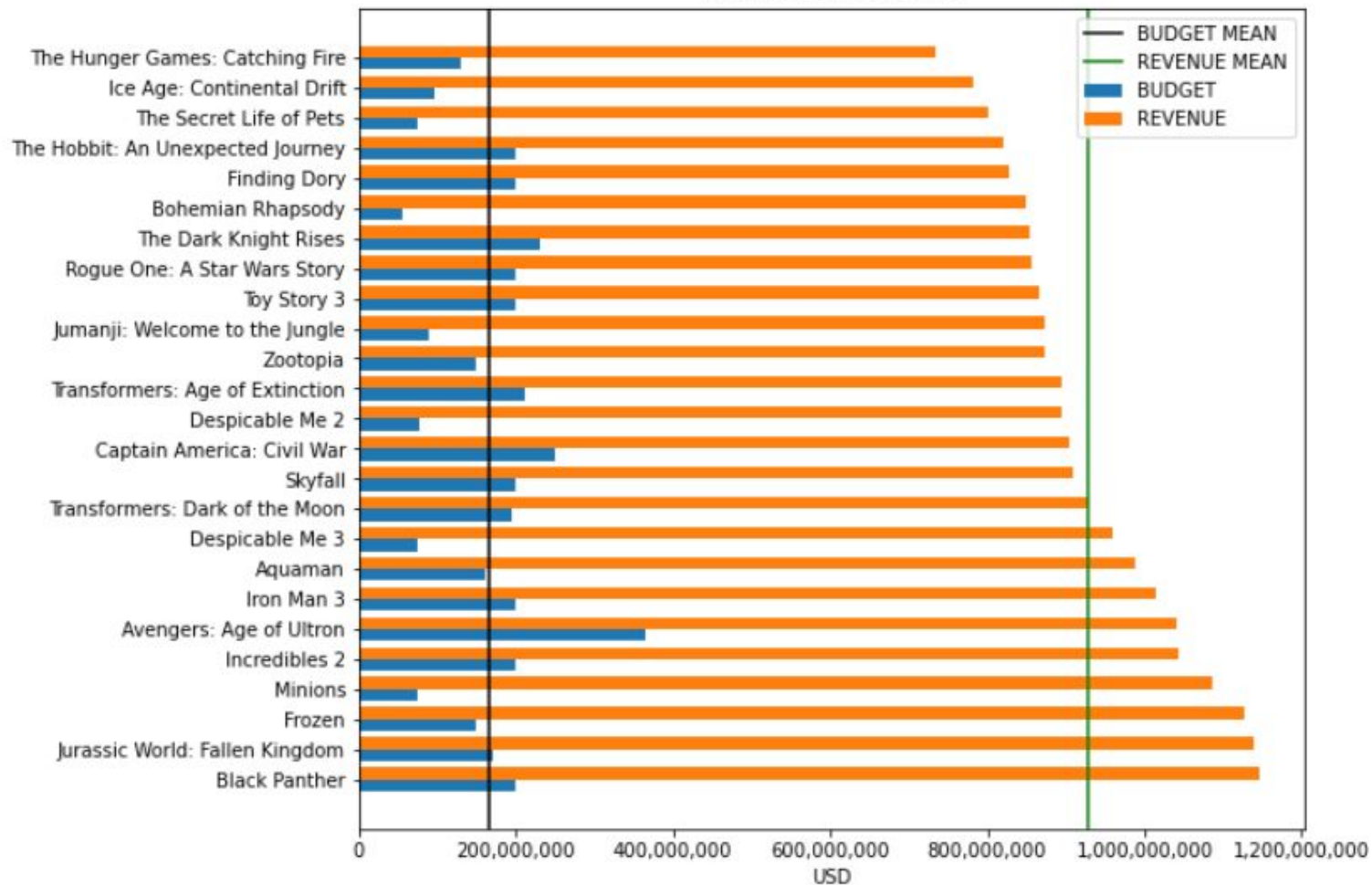
The metrics used for success

- Revenue
- Genre
- Release Window

Revenue

- Larger budget \neq more revenue
 - Spending too much can impact gross income
 - Middle ground of 166 million
- A worldwide audience maximizes potential revenue

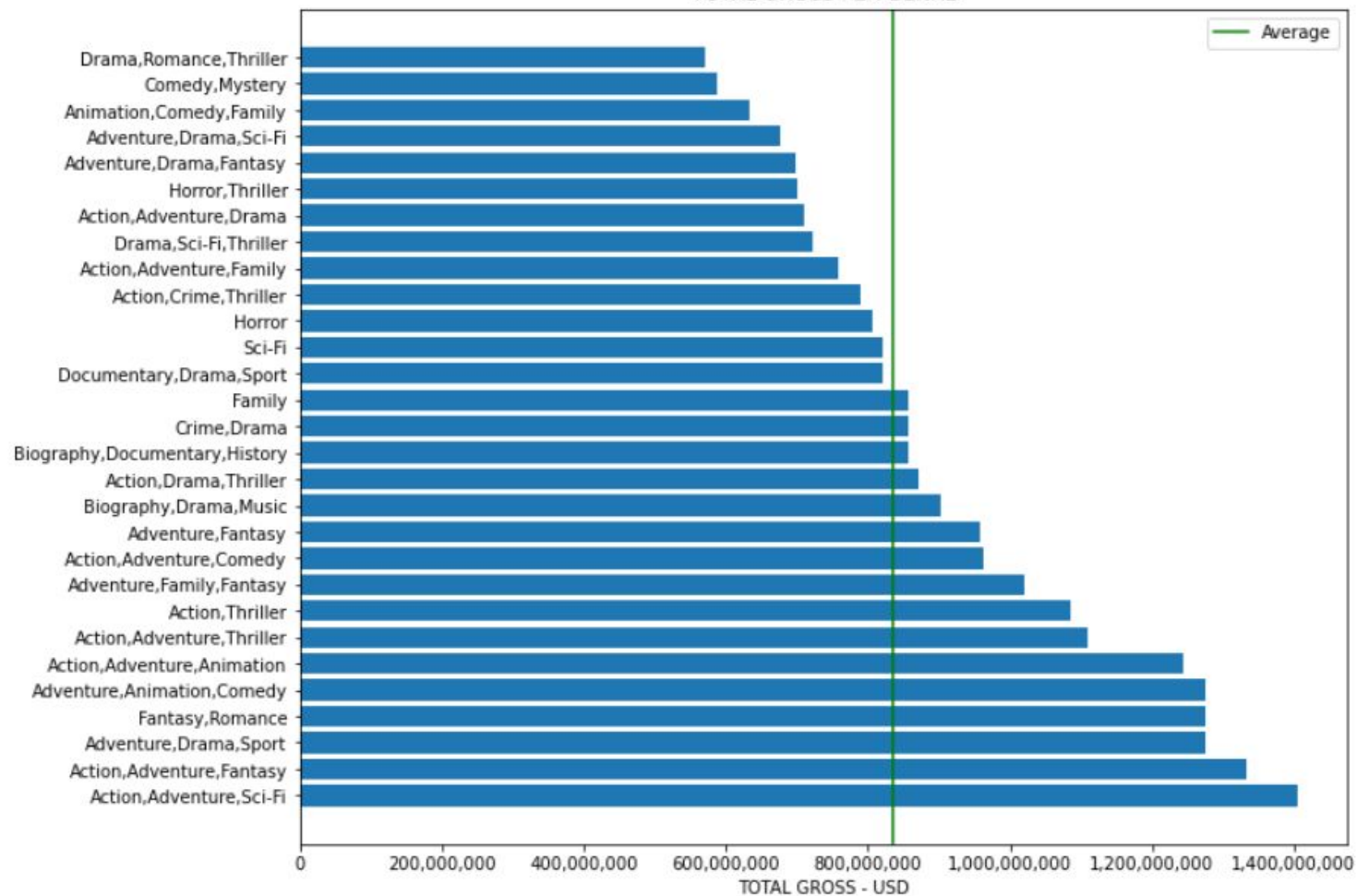
BUDGET vs. REVENUE



Genre

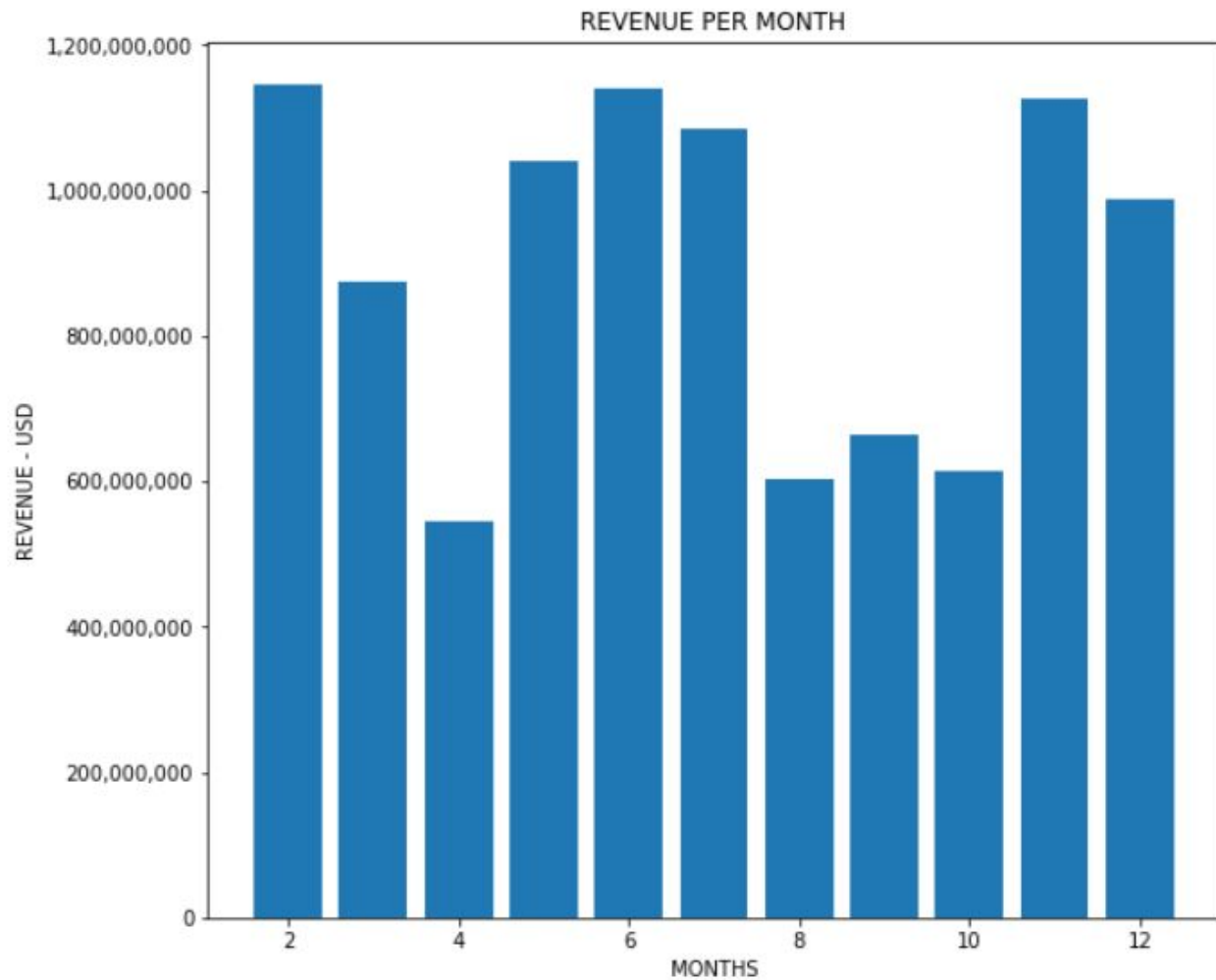
- Action/Adventure/Sci-fi
- Type of story matters
 - Hero's journey
 - 12 steps of Joseph Campbell

TOTAL GROSS PER GENRE



Release Window

- Release films in either :
 - The holiday season (Christmas)
 - Mid-year (summer)



Recommendation Summary

- Budget
 - 166 million
- Genre
 - Action/Adventure/Sci-fi
 - Hero's journey
- Release Window
 - Holiday season
 - Mid-year

Thank you!

Questions?



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