

# MOVIE TIME

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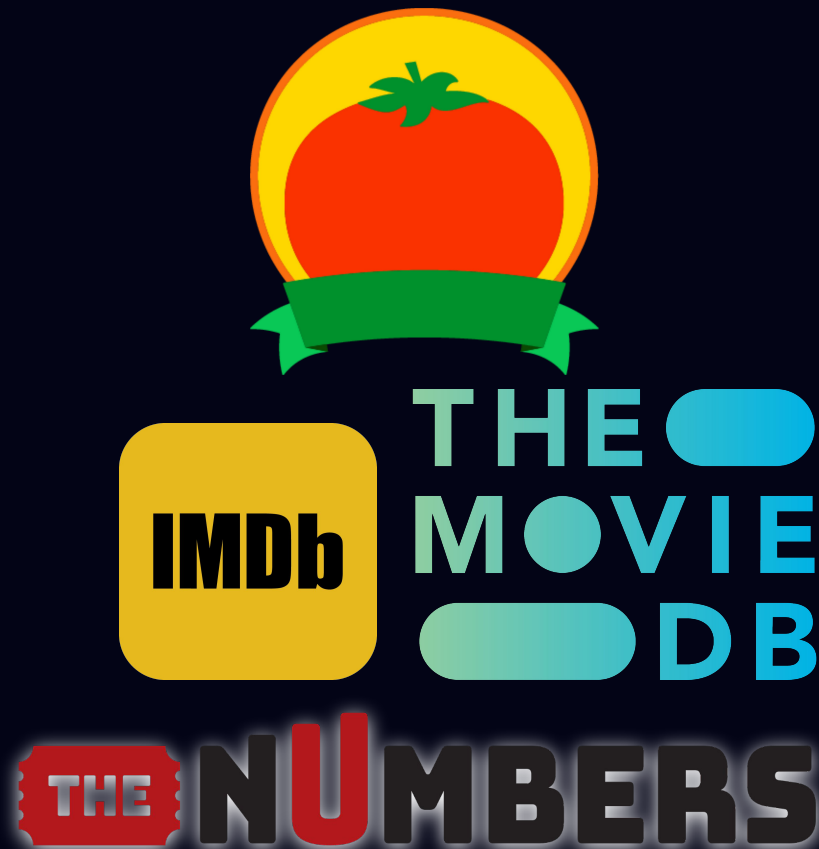
By: Juan Acosta, Julie Leung, Jason Mix

# Overview

- Venturing into the movie industry
- What types of films are performing the best at the box office
  - Audience
  - Genre
  - Director/Writer
- Short and long-term business models
  - Short-term: high return on investment
  - Long-term: critical acclaim

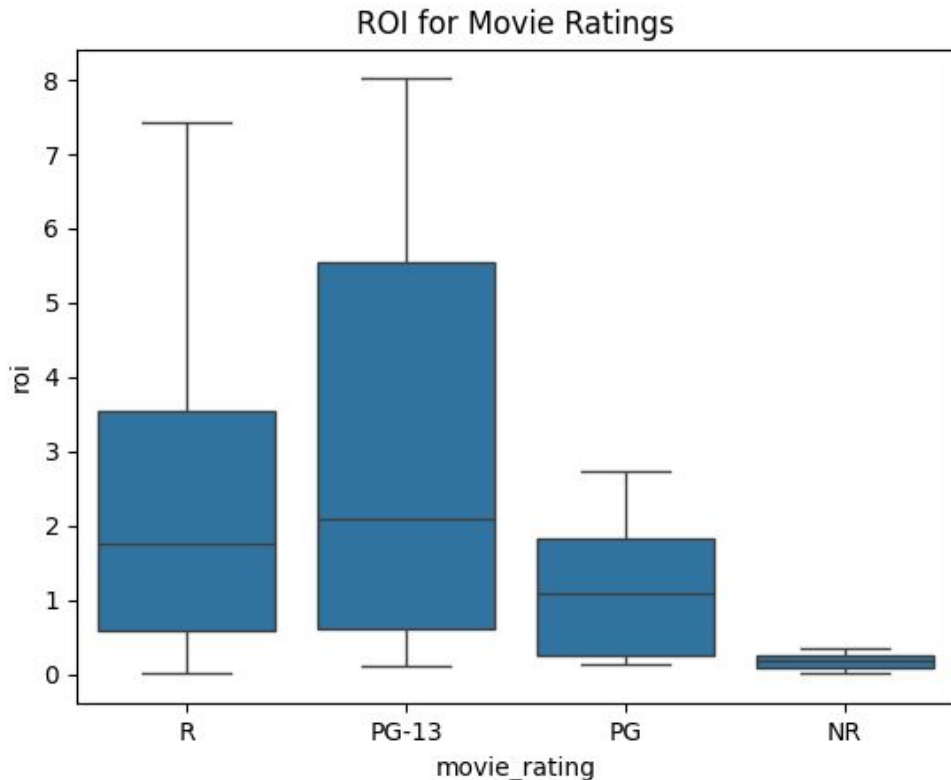
# Data Sources

- Rotten Tomatoes
- Box Office Mojo
- The Movie Database
- Internet Movie Database (IMDB)
- The Numbers



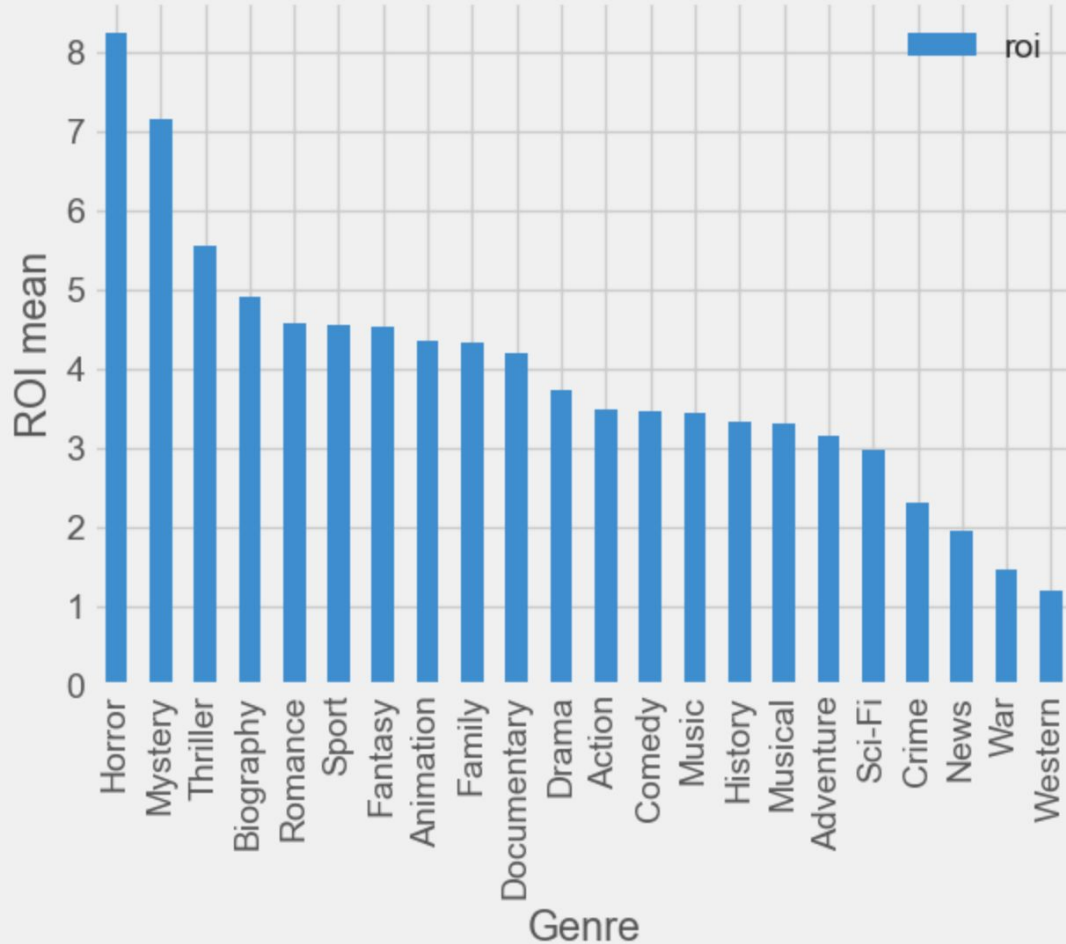
# **Short Term Strategy**

# Who is our Audience?



- With a sample size of 40, PG-13 has the highest median value
- There is a high probability of a PG-13 film having a strong ROI based on the extended upper whisker

ROI per Genre

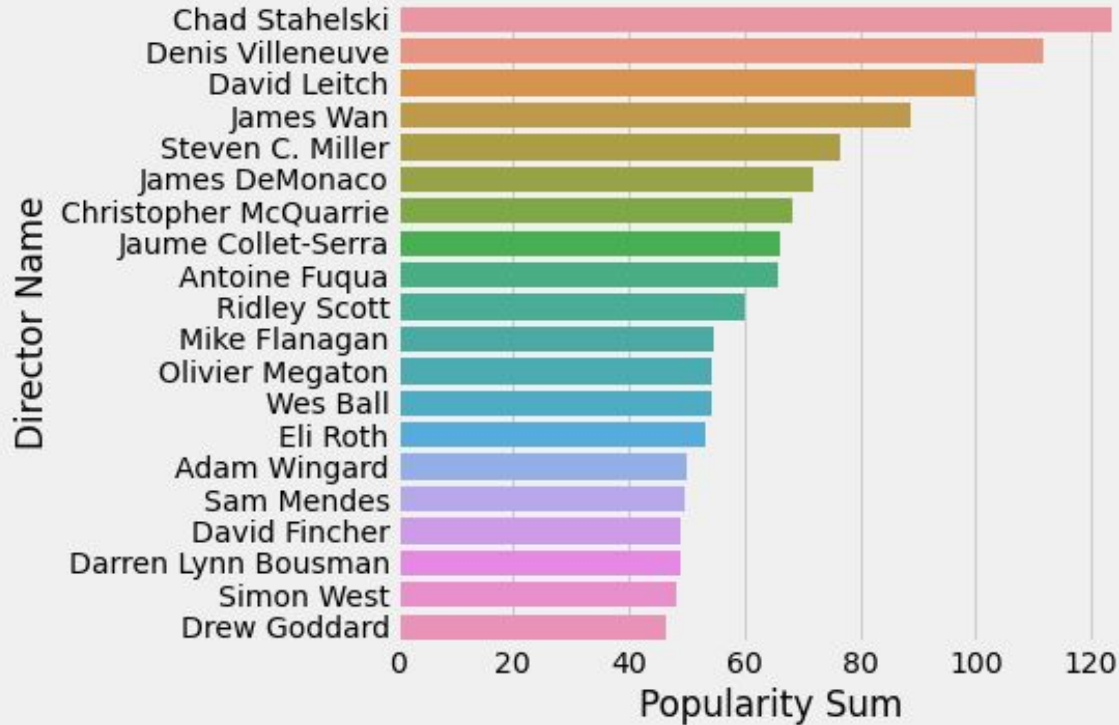


## Largest ROI by Genre

- Horror
- Mystery
- Thriller

## Trending Directors

Horror, Thriller, & Mystery

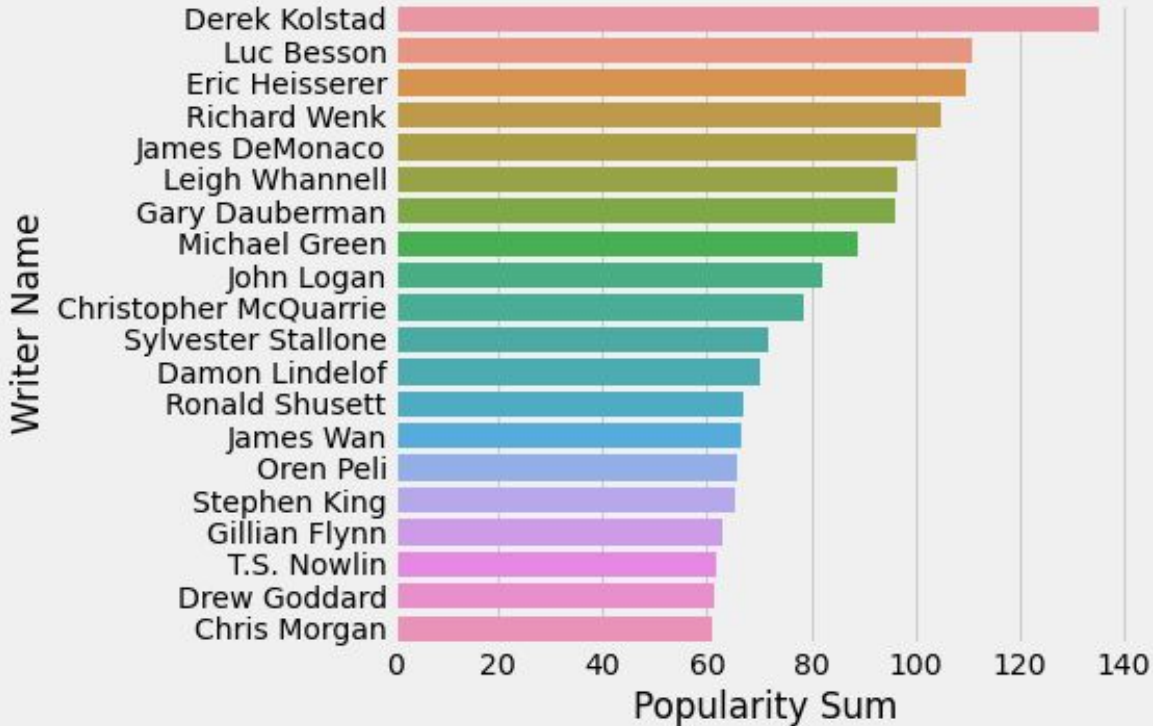


## Trending Directors

- Chad Stahelski
  - John Wick Ch. 1 & 2
- Denis Villeneuve
  - Blade Runner 2049
- David Leitch
  - John Wick
- James Wan
  - Furious 7
  - The Conjuring 2

## Trending Writers

Horror, Thriller, & Mystery



## Trending Writers

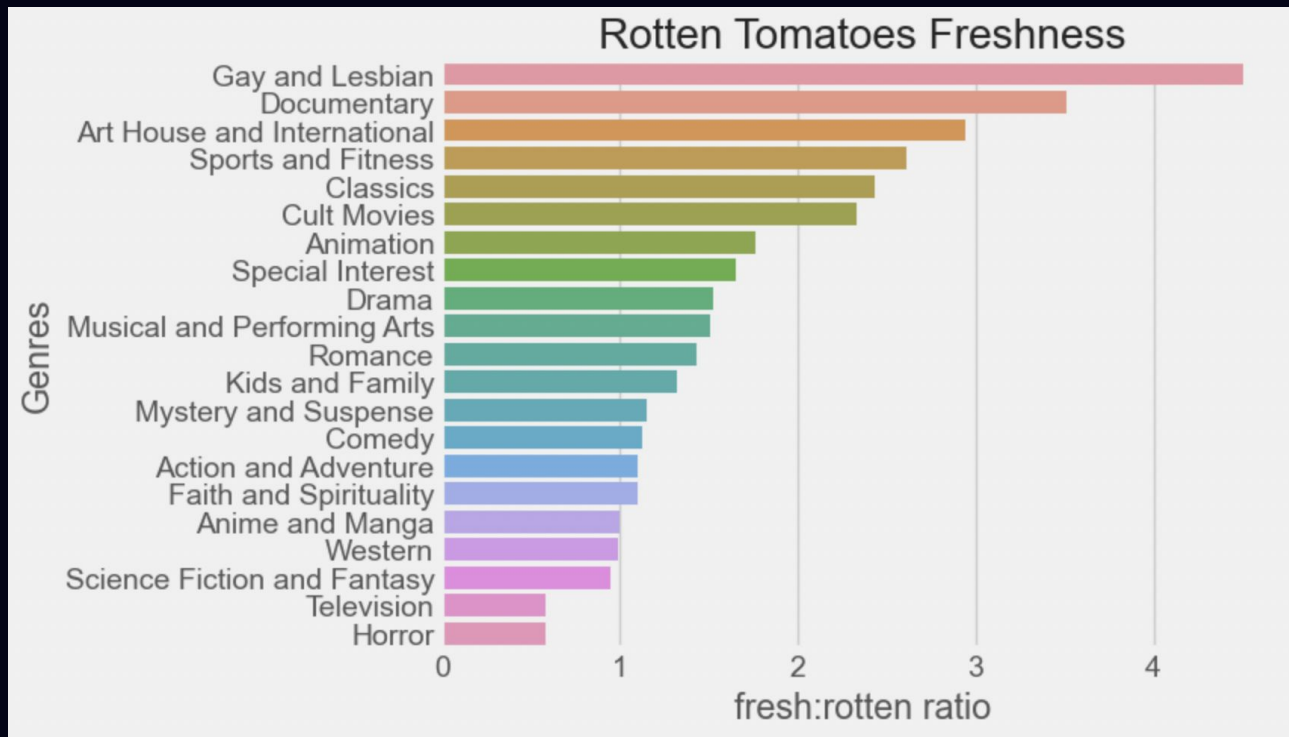
- Derek Kolstad
  - John Wick Ch. 1 & 2
- Luc Besson
  - Taken 3
- Eric Heisserer
  - Bird Box
  - Arrival
- Richard Wenk
  - The Equalizer 1 & 2



# **Long Term Strategy**

# Fresh to Rotten Ratio

\*Only top critics considered



# Recommendations

- 1.) Using the Film Rating System, our target audience is 13 years old and up
- 2.) Genres
  - a.) Horror
  - b.) Mystery
  - c.) Thriller
- 3.) Directors/Writers
  - a.) Directors: Chad Stahelski, Denis Villeneuve
  - b.) Writers: Derek Kolstad, Luc Besson
- 4.) Long-Term: Move into
  - a.) Documentaries
  - b.) Art House
  - c.) Sports/Fitness

# Future Research

- Factors on what becomes a cult/classic film



**THANK YOU!**