

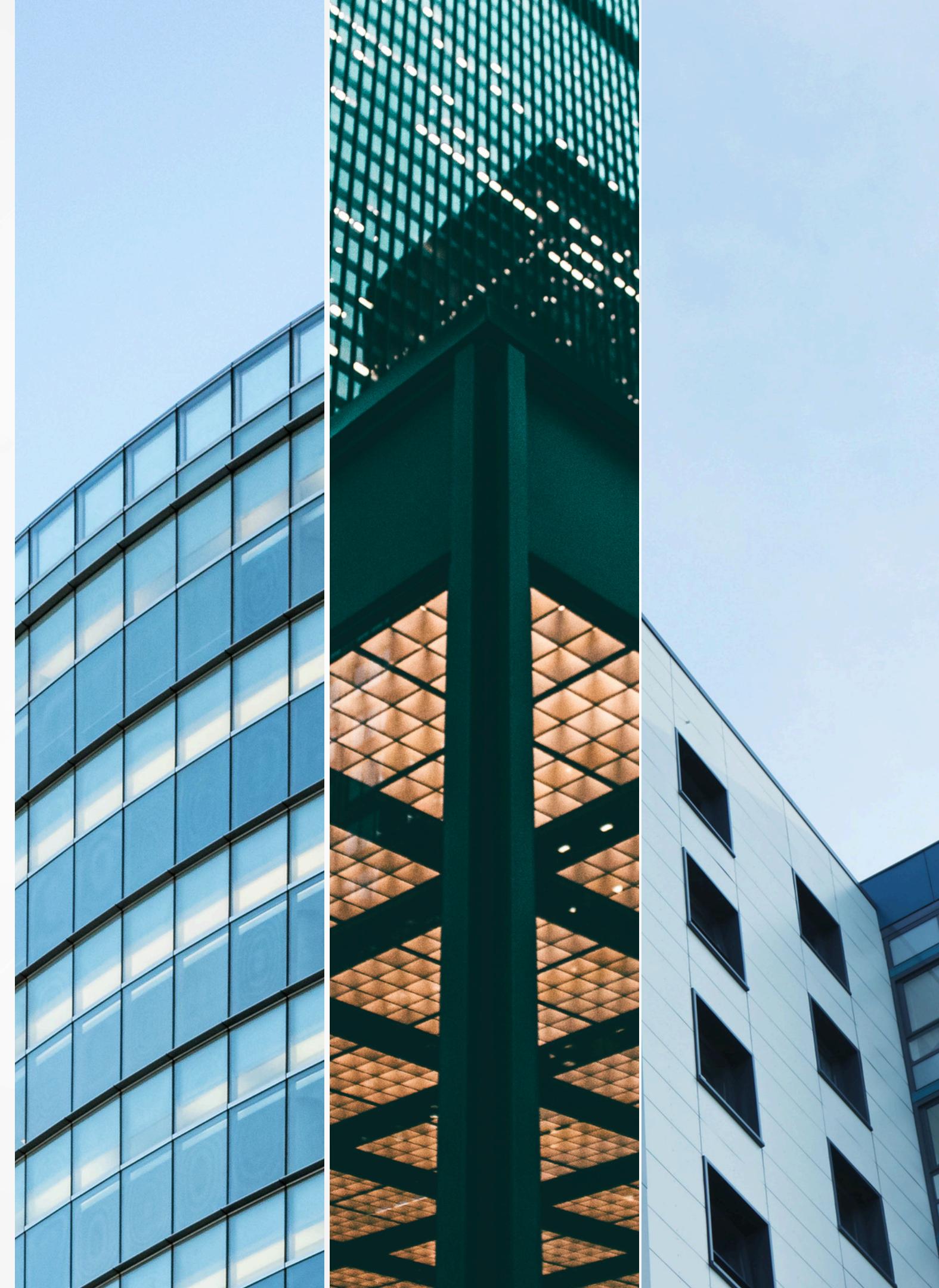


Your guide to data-driven business decisions

EXECUTIVE SUMMARY

In the competitive film industry, making the right decisions is crucial. Our client needs a clear, data-driven strategy to maximize profitability and market success.

Our Approach: Westend Productions analyzed over a decade of movie industry data from sources including The Numbers, Box Office Mojo, and IMDb. Our goal was to uncover actionable insights on what makes a film financially successful.



THE BUSINESS UNDERSTANDING



The Problem: Without a clear data strategy, film production can be a high-risk investment. We believe your studio can identify a sustainable path to profitability.



Our Mission:

1. Identify Profitable Genres: Pinpoint which movie genres consistently deliver the highest return on investment (ROI) for you.
2. Benchmark Quality: Determine the relationship between audience ratings (IMDb) and financial success.
3. Optimize Budgets: Find the "sweet spot" for production budgets within key genres.



OUR DATA AND METHODOLOGY

To ensure our recommendations are robust, we aggregated and analyzed data from three primary sources:

- The Numbers: Provided production budgets and worldwide gross revenue.
- Box Office Mojo (BOM): Supplied supplementary gross revenue data.
- IMDb: Provided audience ratings and popularity metrics.

Methodology:

- Data Cleaning & Merging: We meticulously cleaned and normalized movie titles across all three datasets. By performing an inner join, we created a high-quality final dataset of 1,334 movies.
- Key Metric Creation: We engineered the core business metrics for our analysis:
 - Profit: Worldwide Gross - Production Budget
 - Return on Investment (ROI): $(\text{Profit} / \text{Production Budget}) * 100$



KEY FINDINGS

STRATEGIC BUDGETING

The best budget for a film depends on its genre. Overspending can destroy profitability, while a smart budget can lead to immense returns.



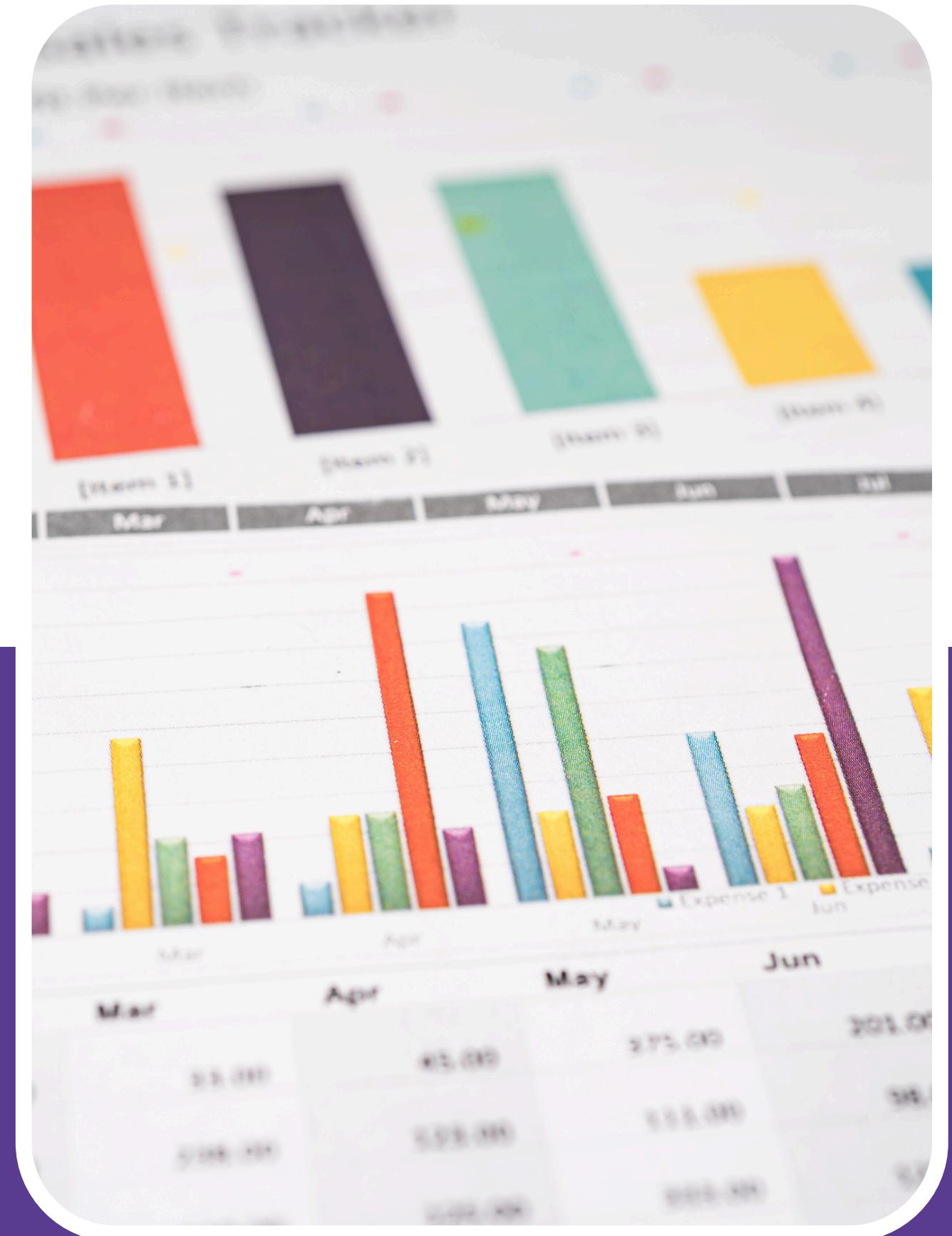
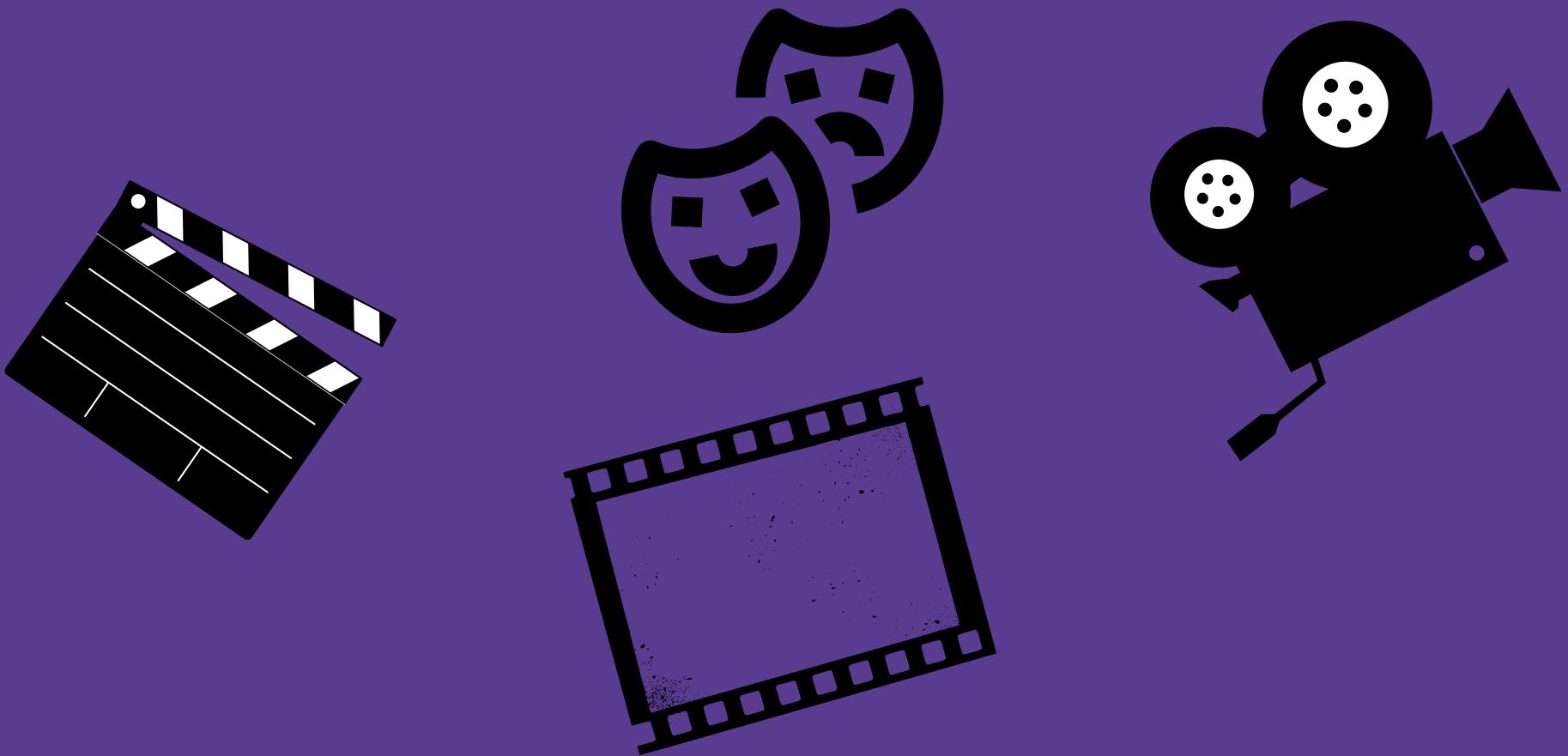
THE VALUE OF QUALITY

Audience satisfaction is a powerful driver of financial success. Higher ratings are strongly correlated with a higher return on investment.



NOT ALL GENRES ARE EQUAL

The best budget for a film depends on its genre. Overspending can destroy profitability, while a smart budget can lead to immense returns.



OUR RECOMMENDATIONS

● Rebalance the Film Portfolio

- Immediately increase the development and production of Horror and Thriller films to capitalize on their high-ROI potential.
- Justification: These genres have a proven track record of significant returns relative to their cost.

● Prioritize Audience Quality

- Make IMDb ratings a key internal benchmark. Aim for a target IMDb rating of 7.0 or higher for all new projects.
- The data shows that quality is directly linked to financial success. A focus on audience satisfaction will lead to greater ROI.

● Implement Strategic Budgeting

- For each genre, establish clear budget ranges based on our analysis. Avoid overspending on genres that do not require it.
- This approach ensures you maximize efficiency and ROI on every single film you produce.



THANK YOU



www.westendproduction.com