

Motion Magic Studios: Film Analysis

October 27, 2023



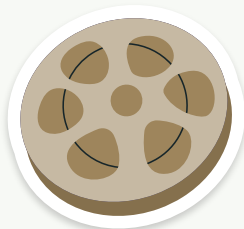


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Agenda

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Business
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02

Data
Overview

03

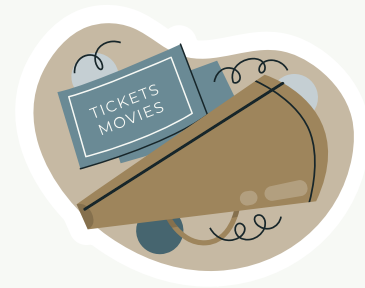
Analysis

04

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05

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Insights



BOTTOM LINE

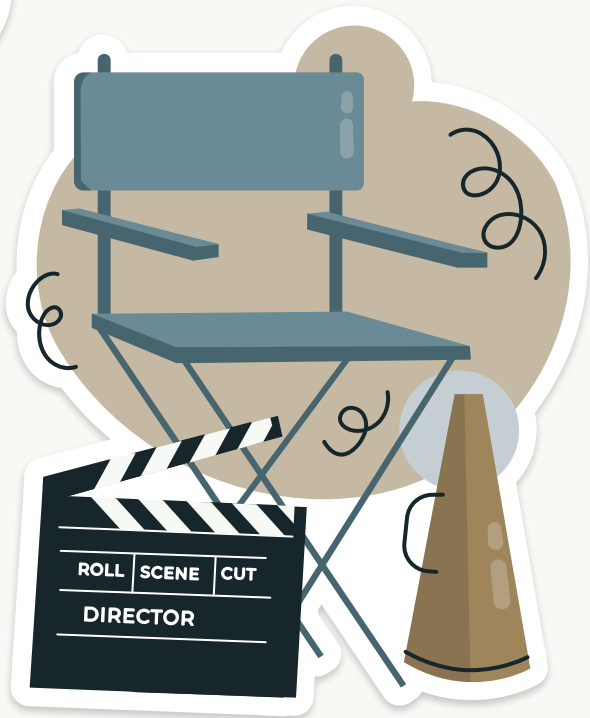


We found the “**Horror, Mystery, Thriller**” genre to have the highest return on investment (ROI¹)

Release in **June!**

90% more profitable!



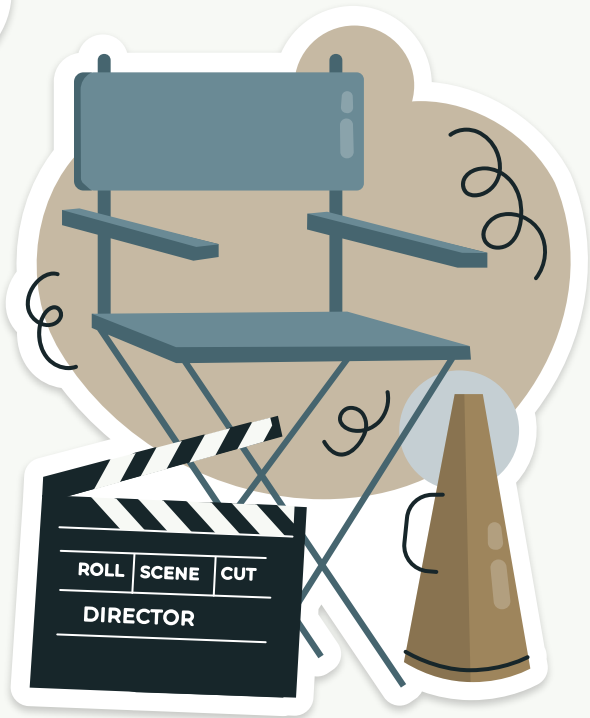


01 Business Problem



Business Problem

- Identify the most profitable genres under a budget of \$80M*
- What is the best month to release a movie?
- Correlation between production budget and profit.



02

Data Overview



Data

- The Numbers

-

IMDb

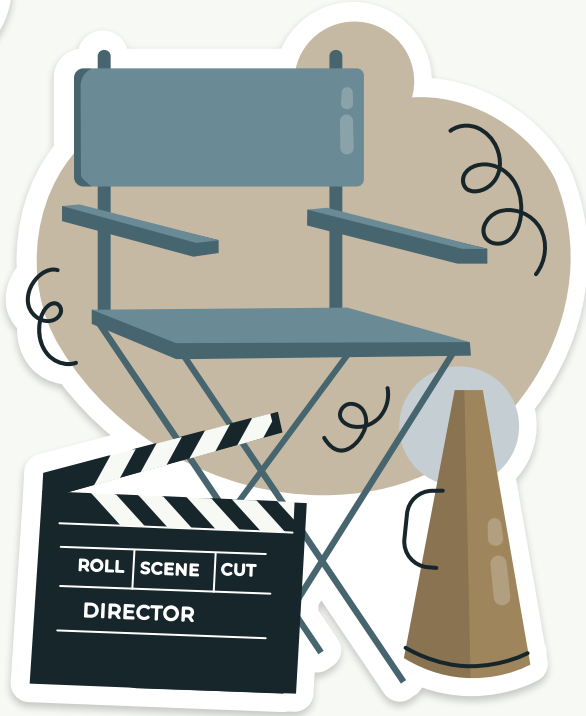
Conditions

- Production budget is less than or equal to \$80M
- Calculated Return on Investment (ROI)
- Movies released between 2000-2020*

Limitations

- Inflation
- Ambiguous genres data





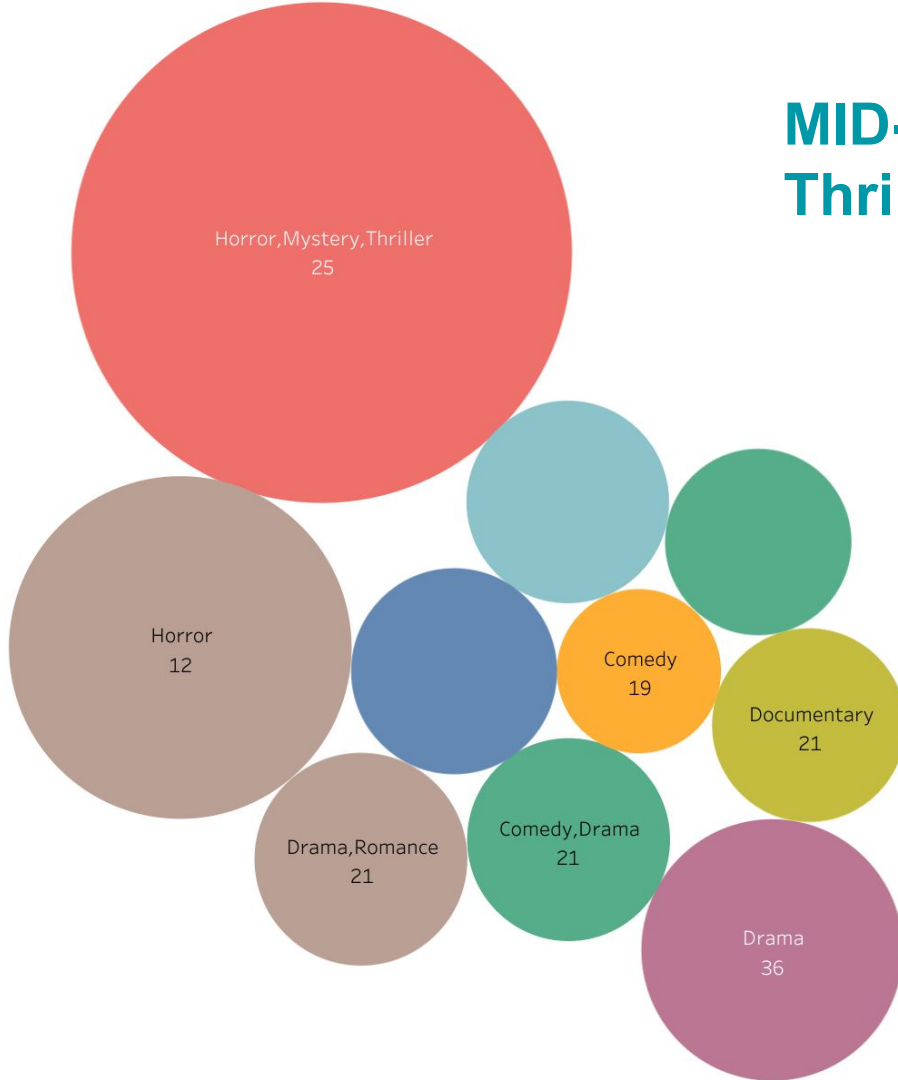
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Analysis

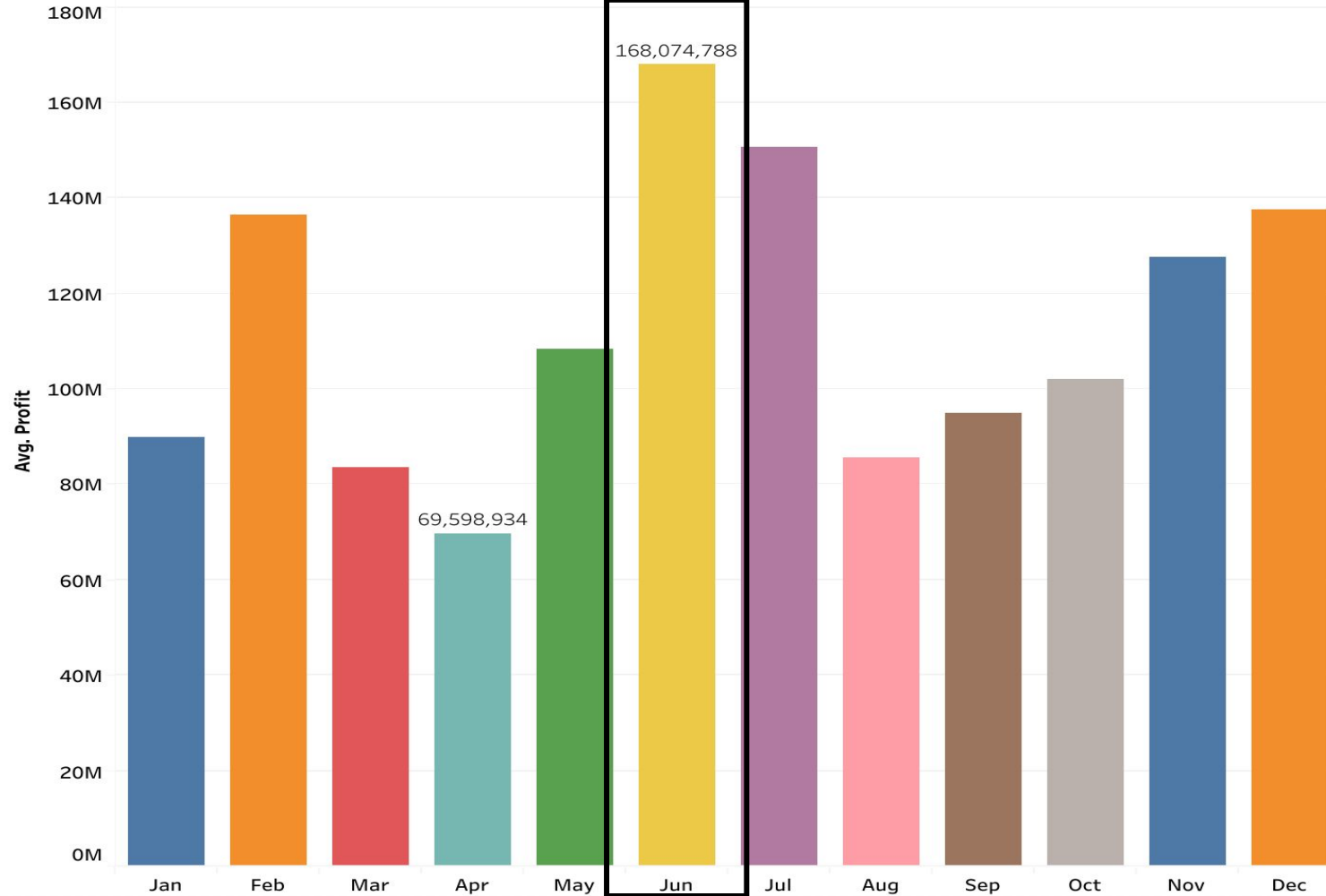


MID-BUDGET: “Horror, Mystery, Thriller” is the highest ROI

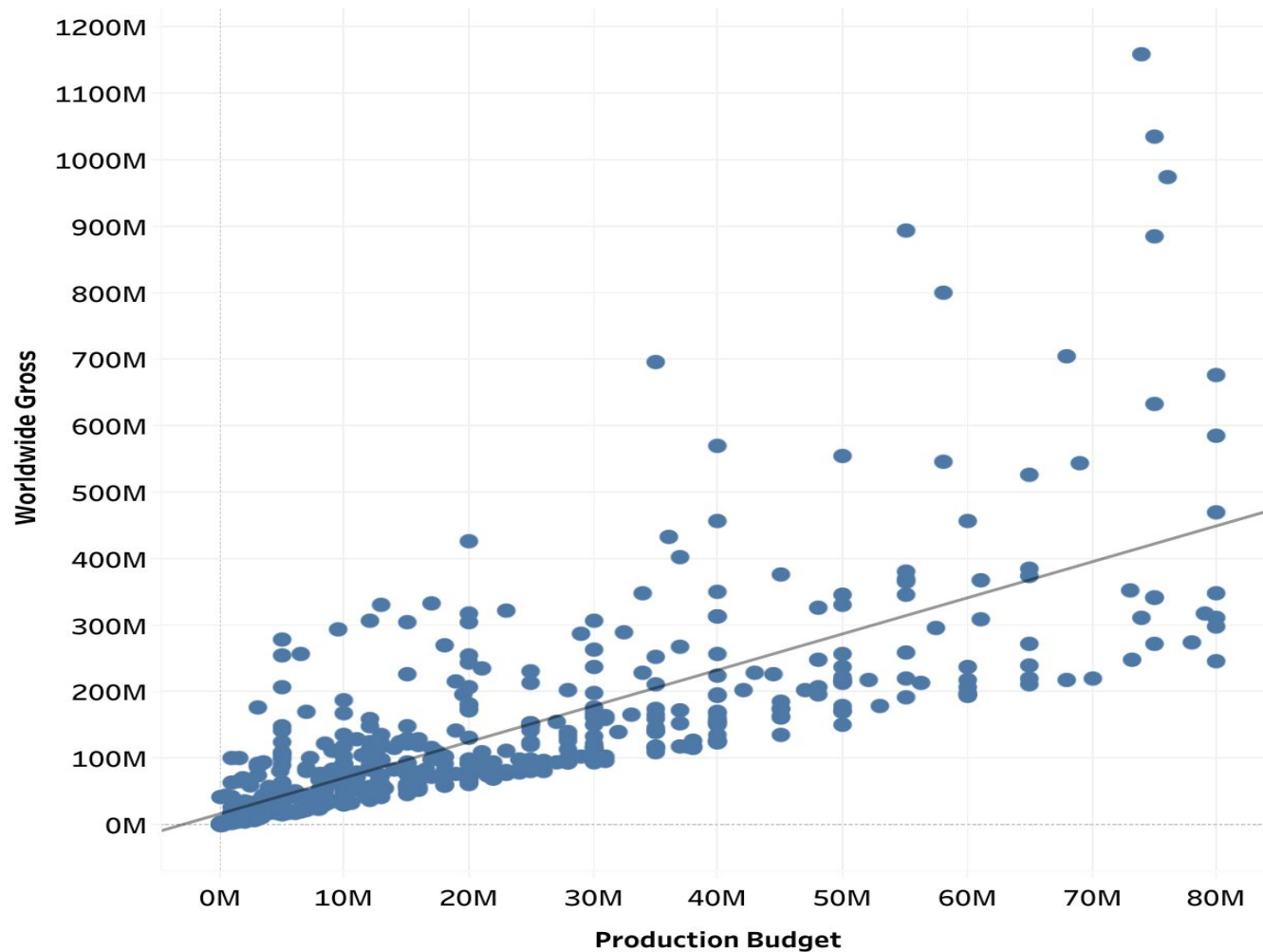
**Average ROI for
Top 10 Genres**

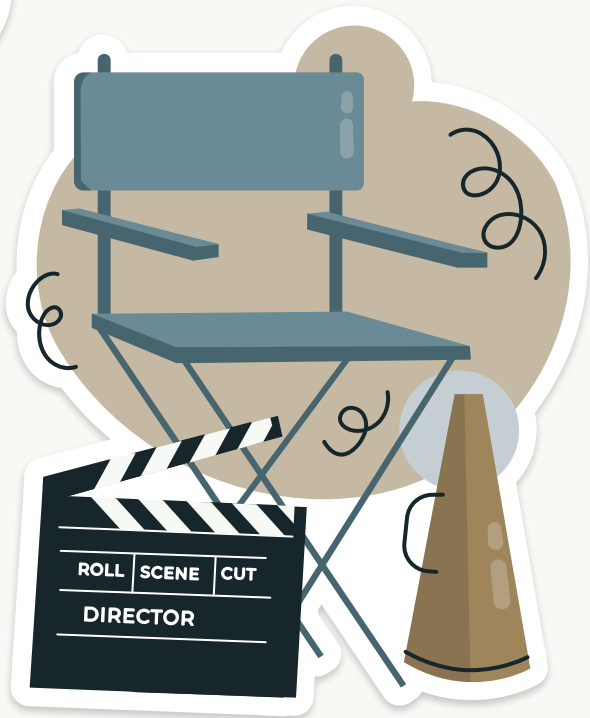


Average Profit Across Different months



Linear Regression of Budget vs Worldwide Gross





04

Recommendations



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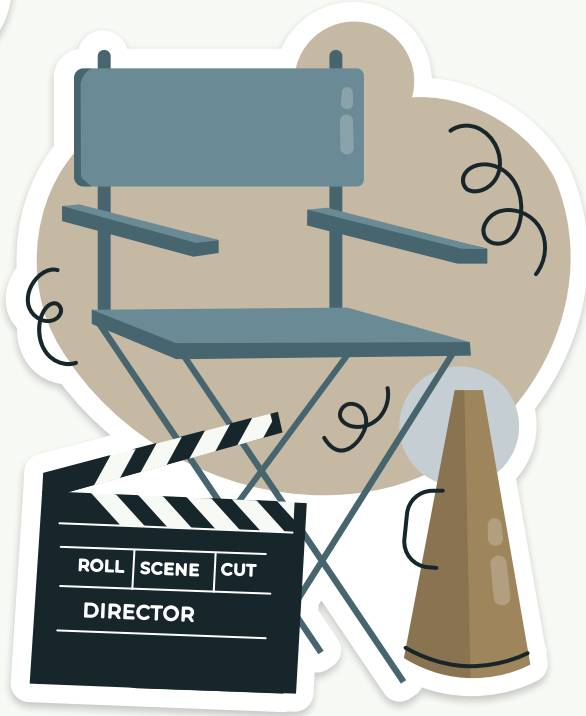
1. Horror, Mystery, Thriller
2. Drama
3. June had the highest returns



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05

Future Insights





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- Investigate Studio partnerships
- High-budget movies
- Total profits between domestic and foreign
- Explore directors and actors

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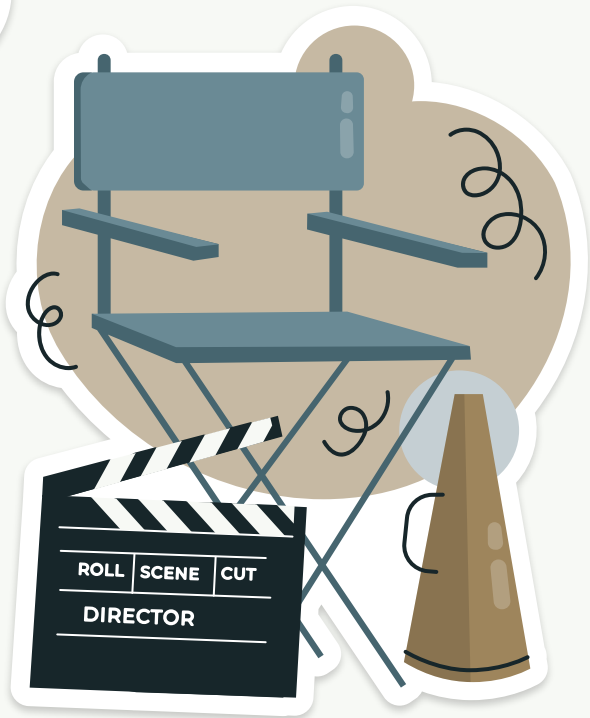
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THANKS!

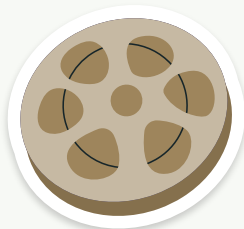


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Sources

- Background on production budget
- ROI calculation when investing in movies
- Streaming services history
- Streaming services popularity

