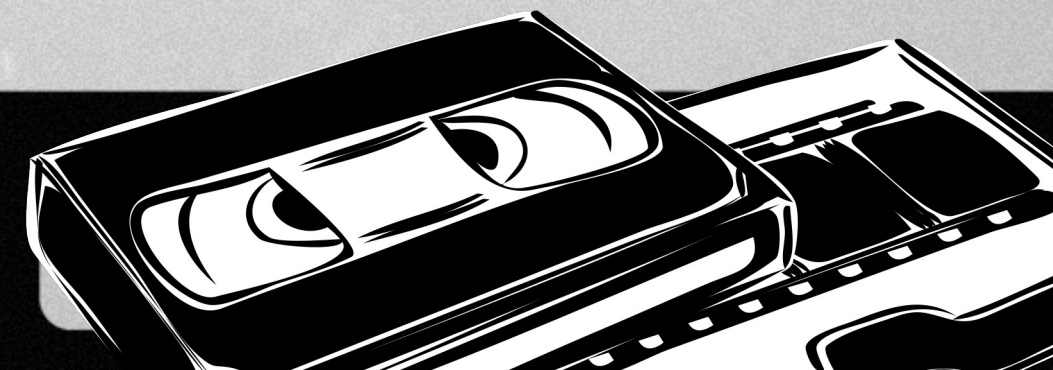




MOVIE STUDIO INVESTMENT STRATEGY

Jeesoo Jhun

Flatiron Studio

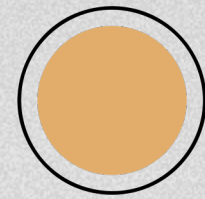


OVERVIEW

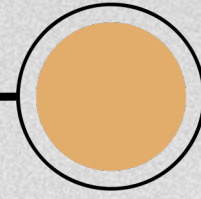
- Business Problem
- Data Understanding
- Key Findings
- Recommendations
- Next Steps



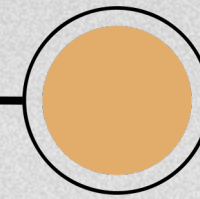
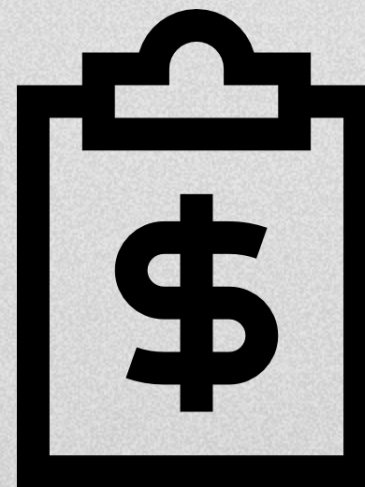
BUSINESS PROBLEM



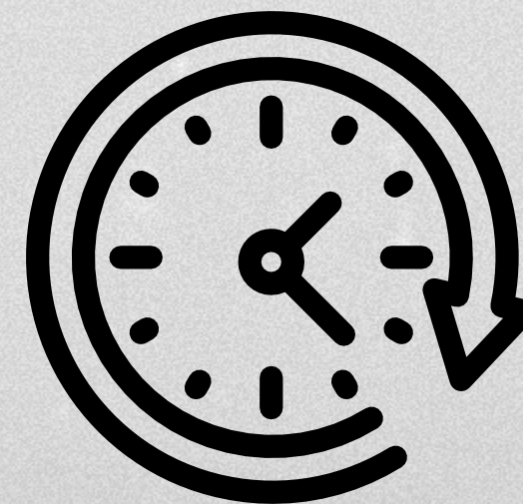
Genres



Budget



Runtime



DATA UNDERSTANDING

kaggle



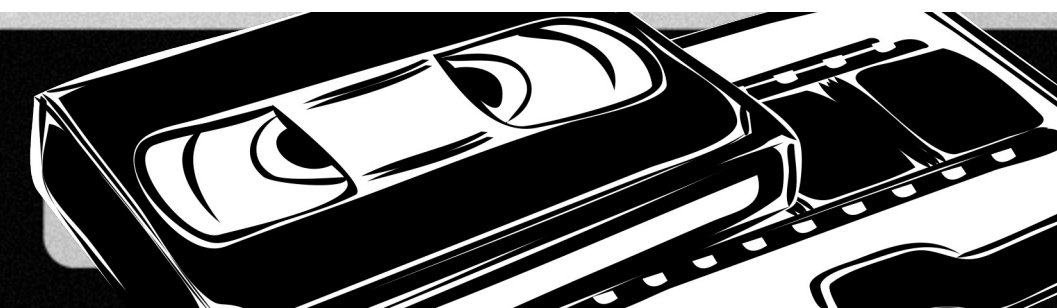
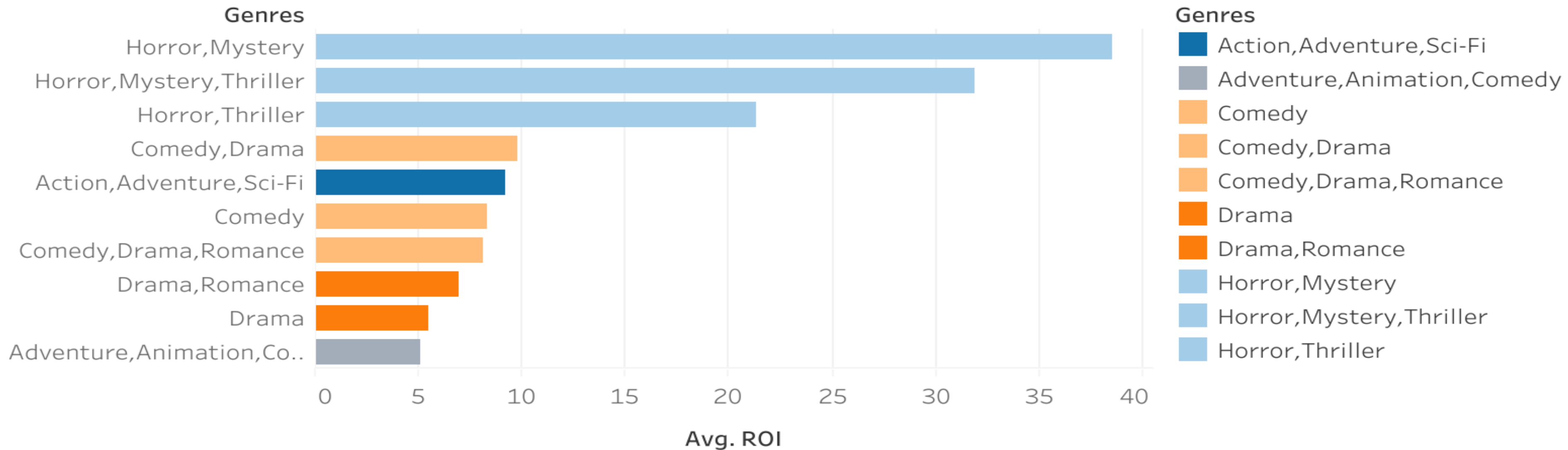
- Movie genres
- Budgets
- Revenues

- Runtime
- Ratings

Which Genres Are Most Profitable (ROI)?

Horror, Mystery, Thriller

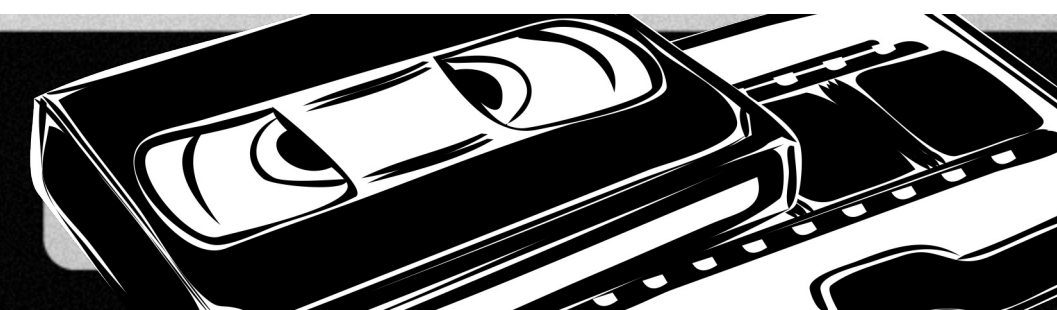
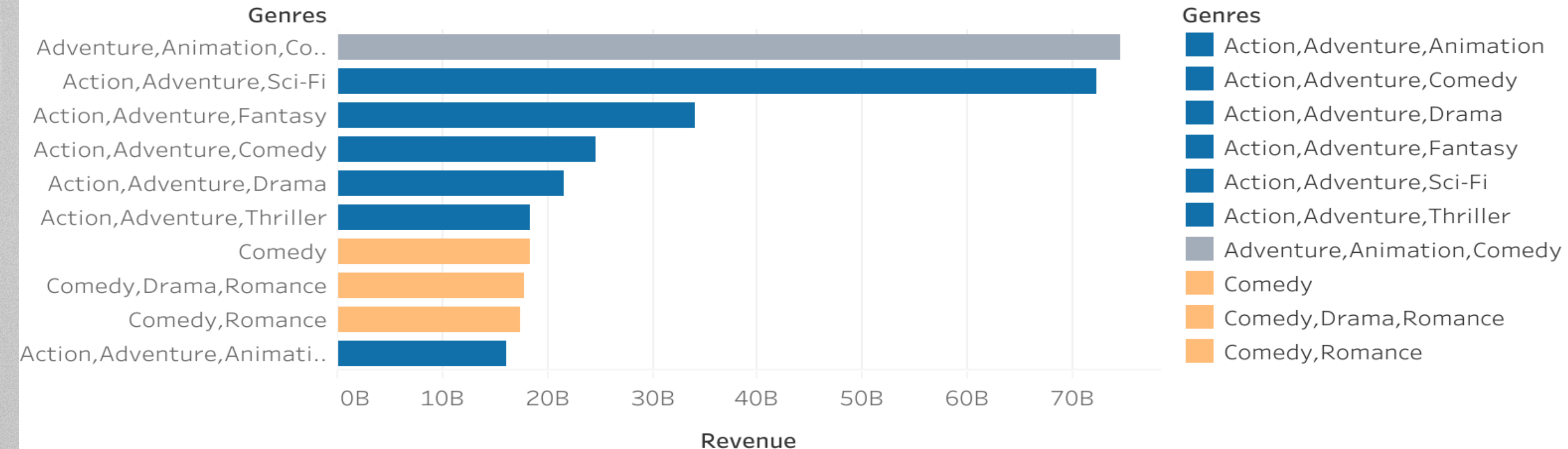
Top 10 Multigenres by *ROI*



Which Genres Are Most Profitable (Revenue)?

Adventure, Action

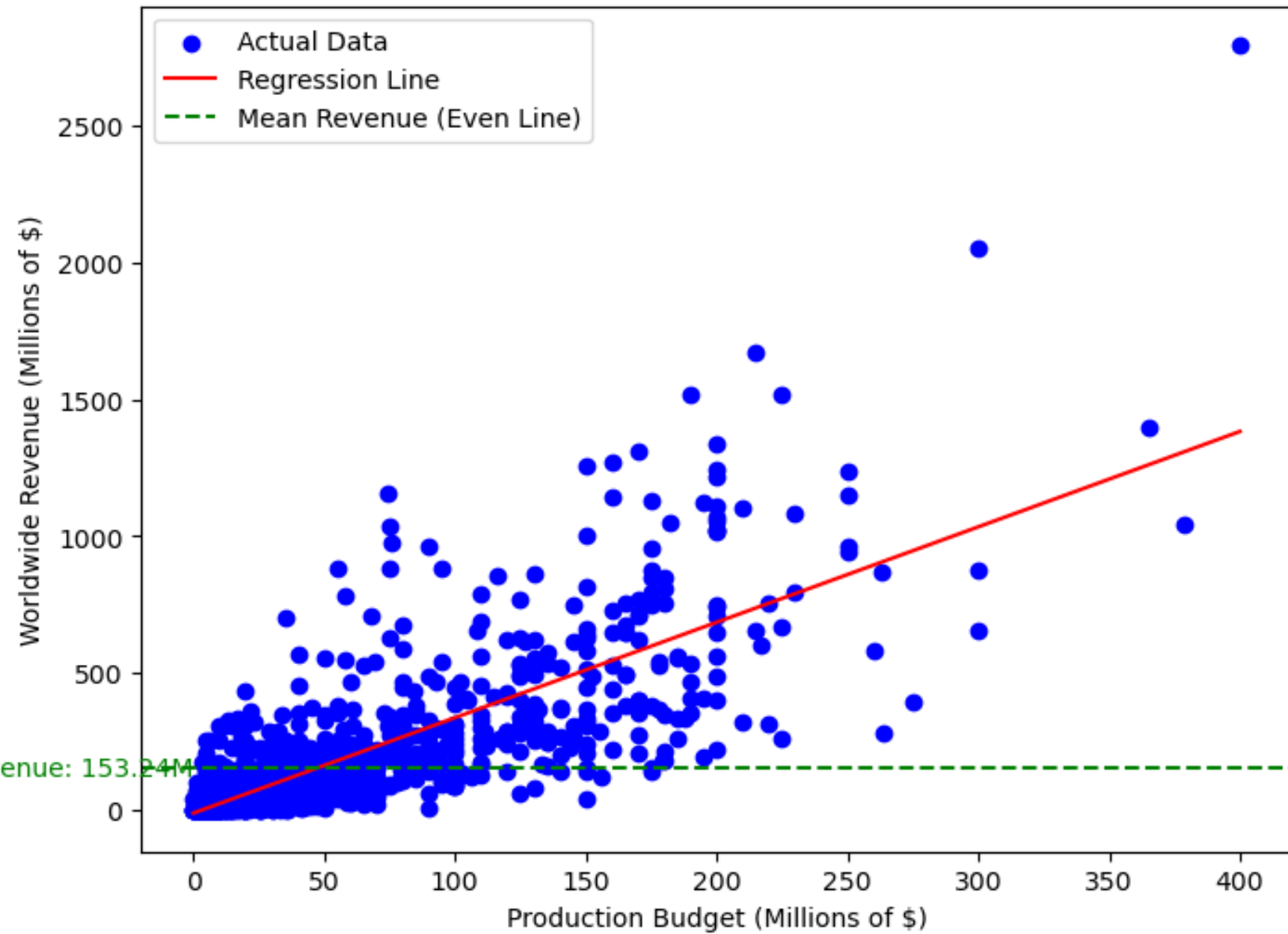
Top 10 MultiGenres by *Revenue*



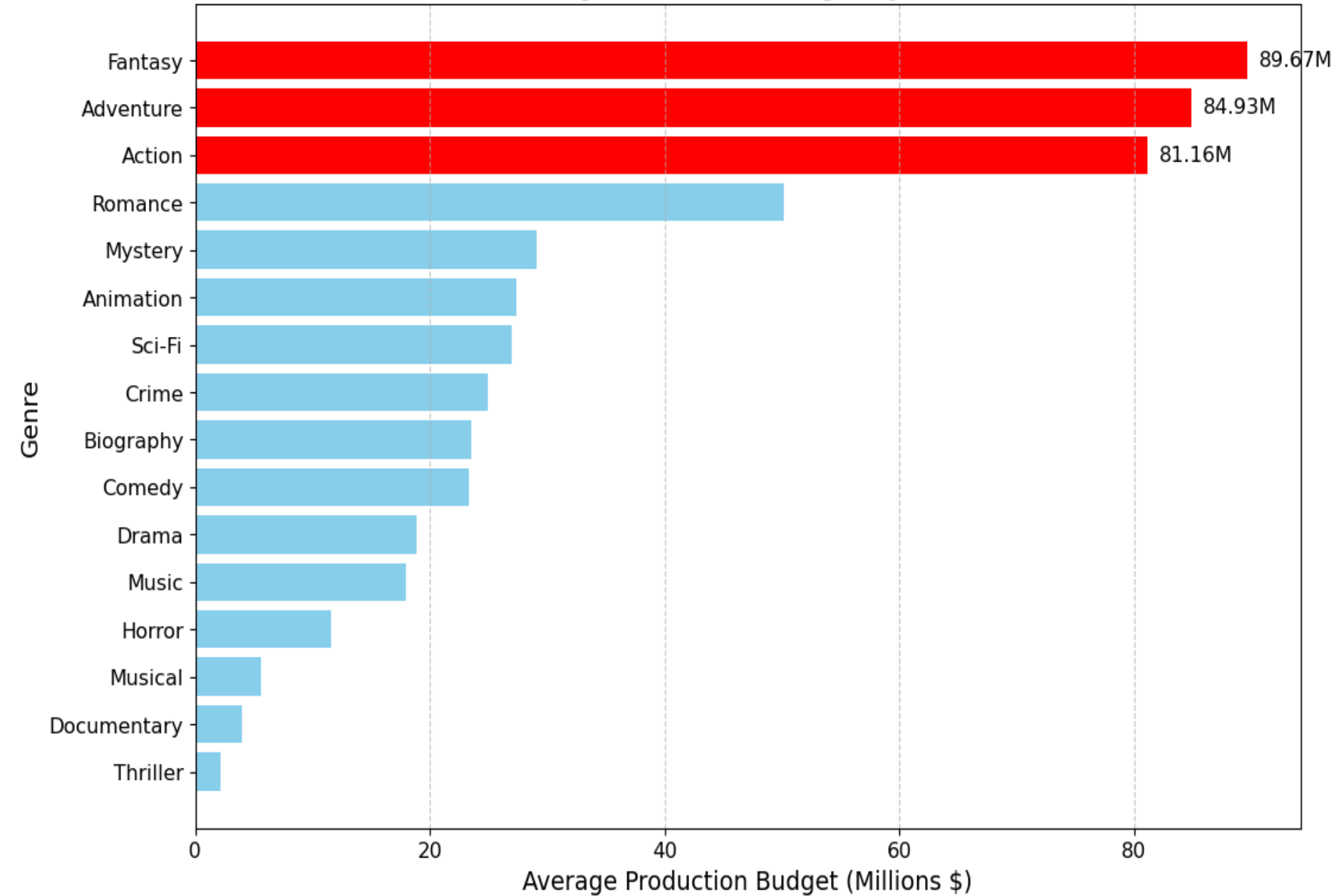
How Do Production Budgets Impact Success?

Production budgets ↑
→ Revenue ↑

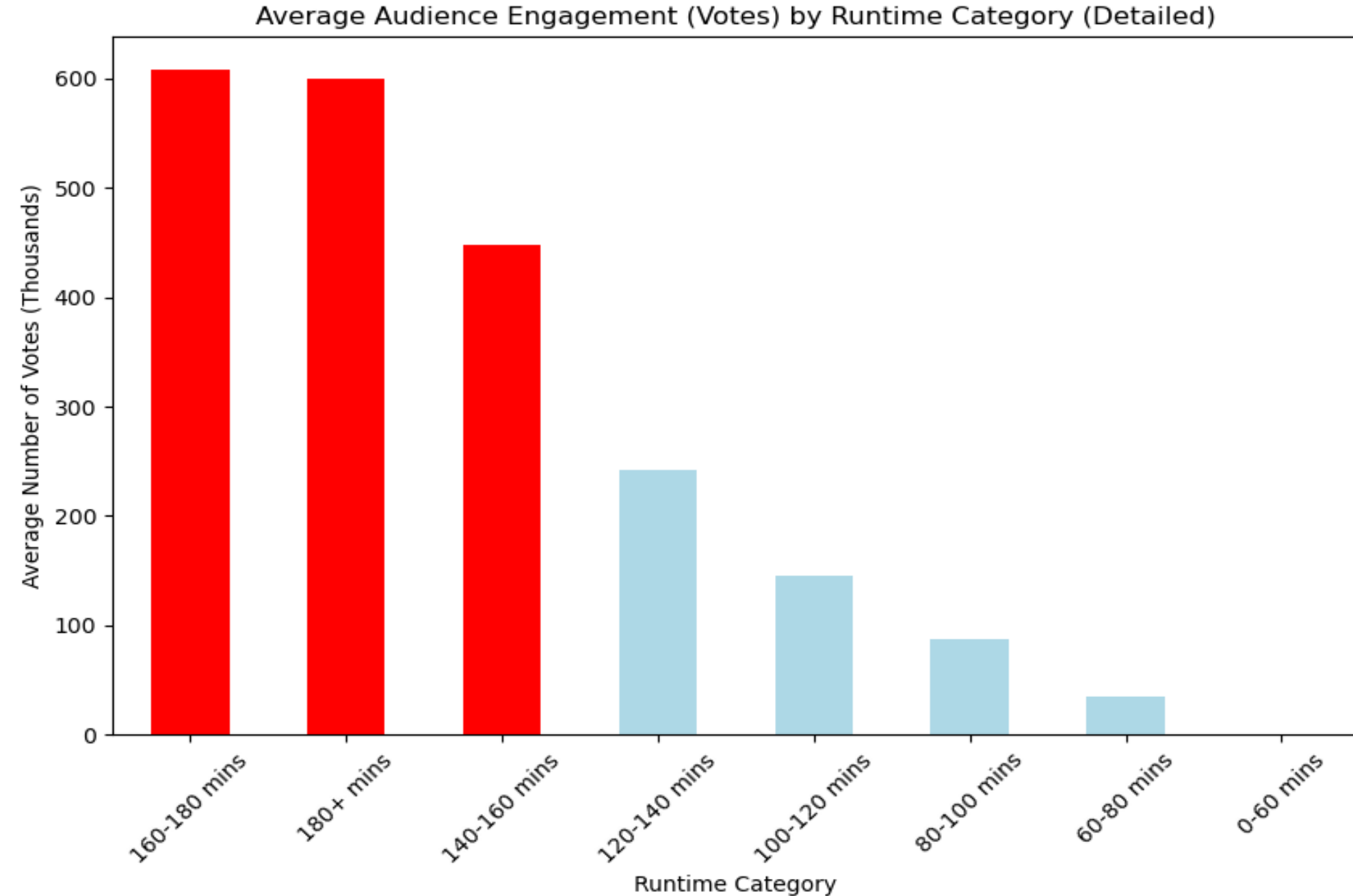
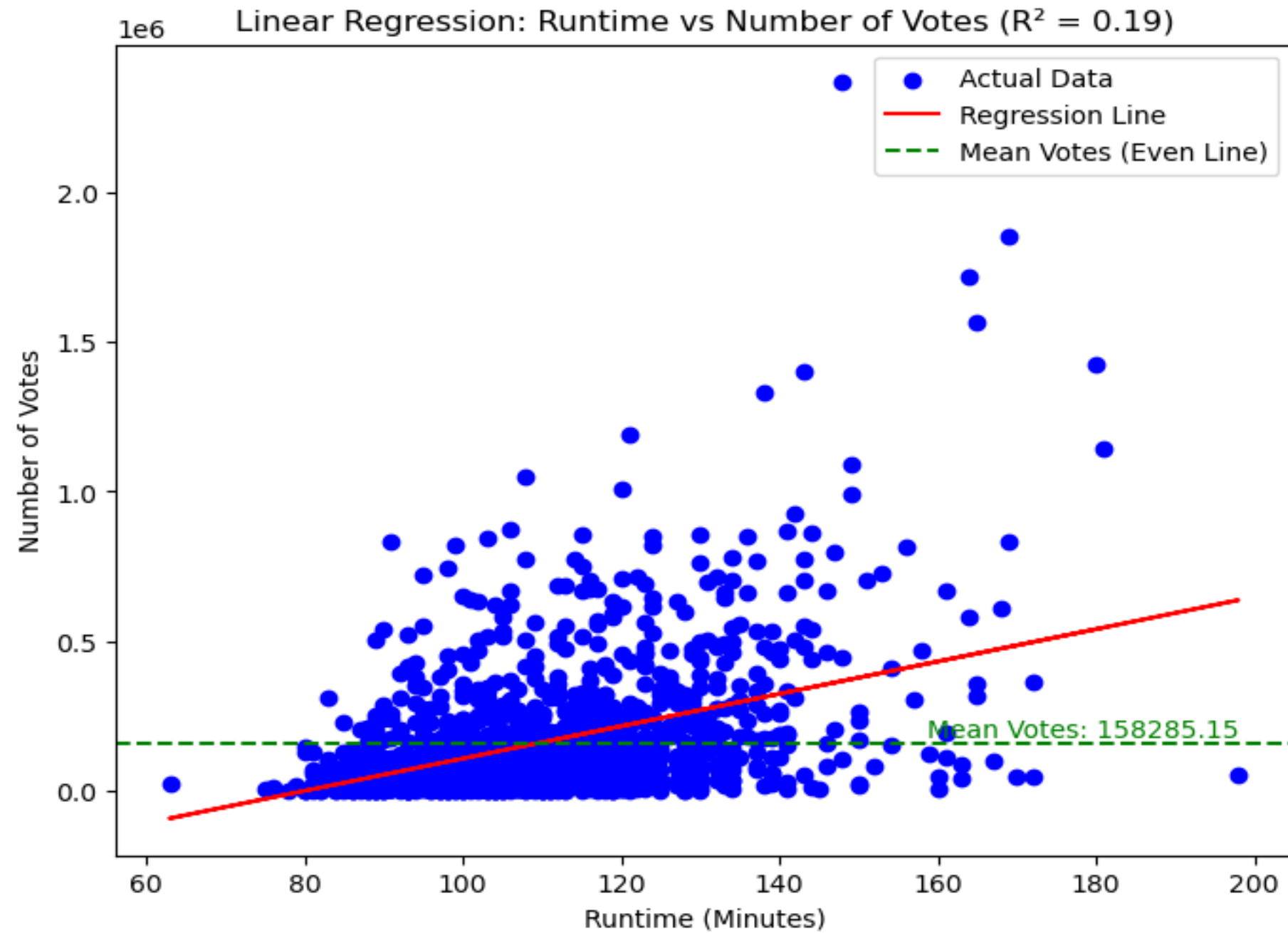
Linear Regression: Budget vs Worldwide Revenue ($R^2 = 0.63$)



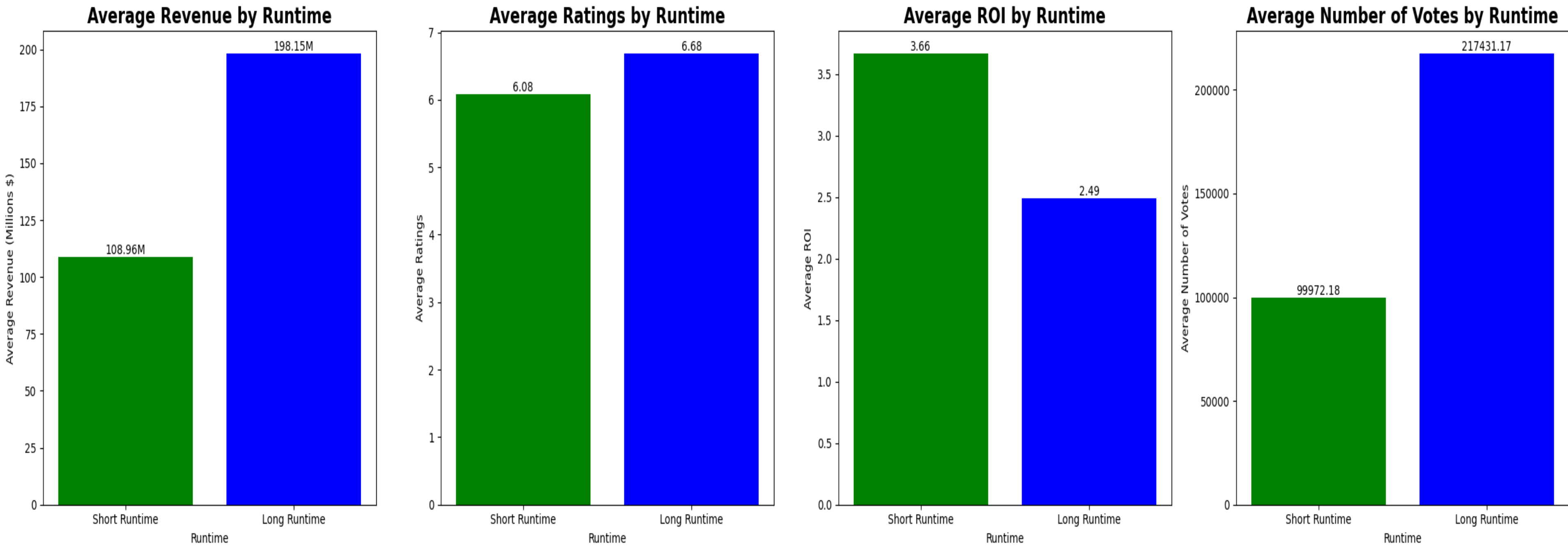
Average Production Budget by Genre



How Does Runtime Affect Success and Engagement?



Short Runtime (<106min) VS Long Runtime (>106 min)



RECOMMENDATIONS



Horror, Mystery, Thriller

<\$20M

High ROI, 25%



Comedy, Drama, Romance

\$40M ~ \$70M

Balanced Risk, 35%

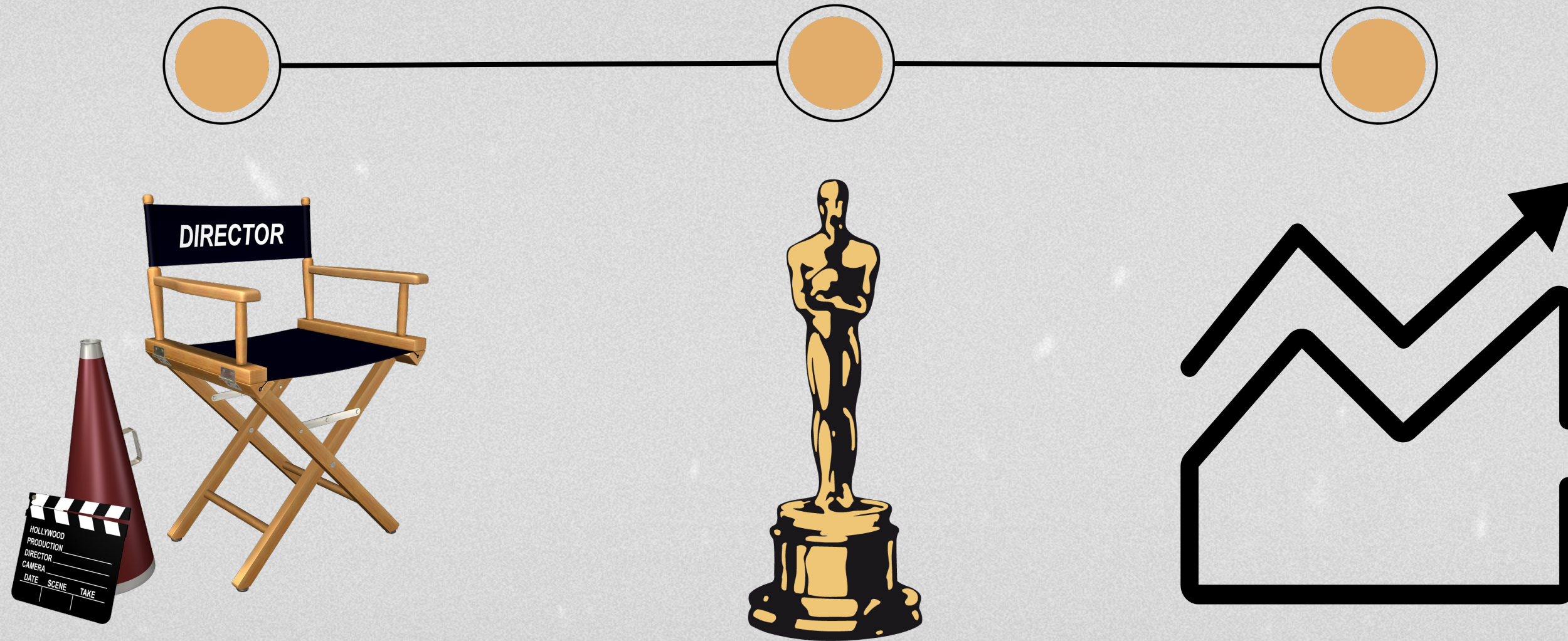


Action, Adventure, Fantasy

\$80M +

High Engagement, 40%

NEXT STEPS



THANK YOU

✉ jeesoo@flatiron.com

