



# MOVIE INVESTMENT STRATEGY


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Flatiron Studio



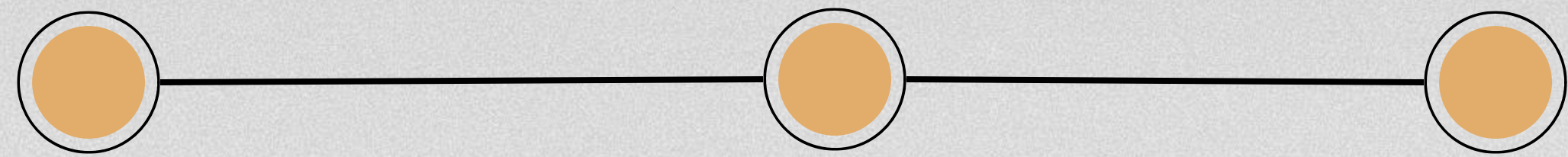


# OVERVIEW

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



Genres

Budget

Runtime






# DATA UNDERSTANDING

- Kaggle

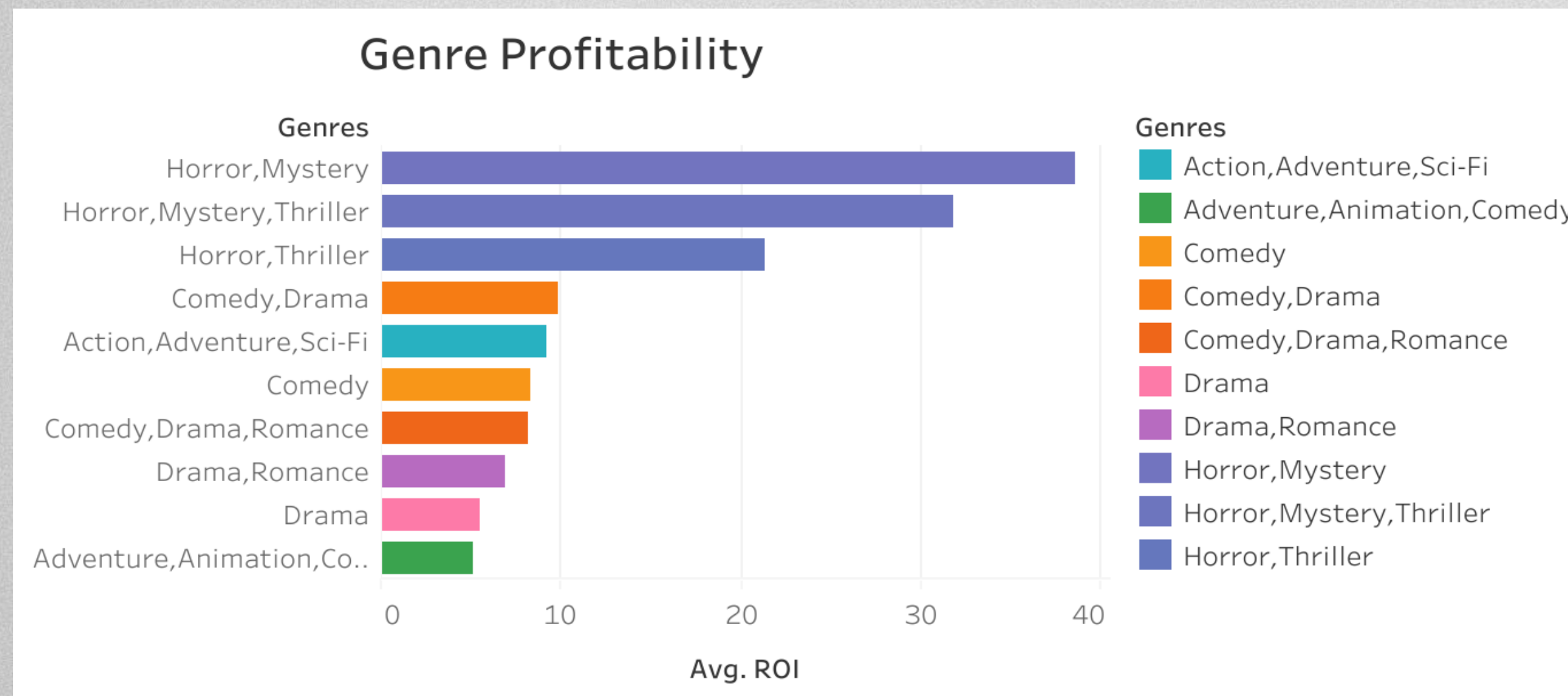
- Movie genres
- Budgets
- Ratings

- IM.DB

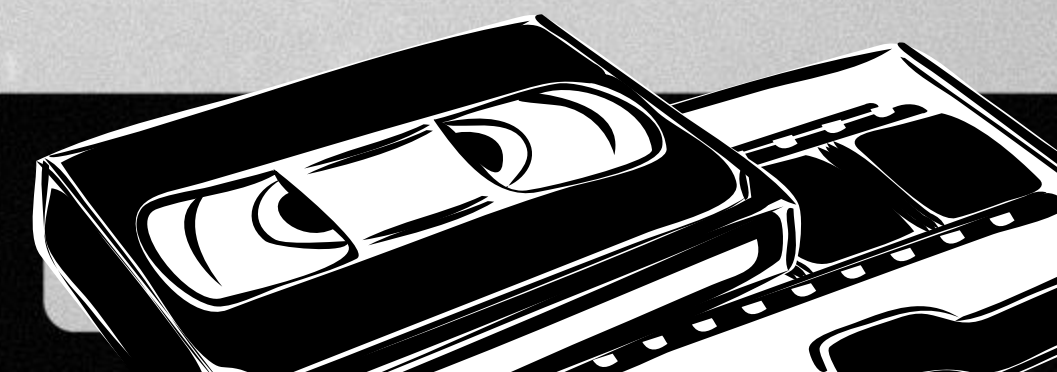
- Runtime
  - Revenue
- 



# Which Genres Are Most Profitable-1?



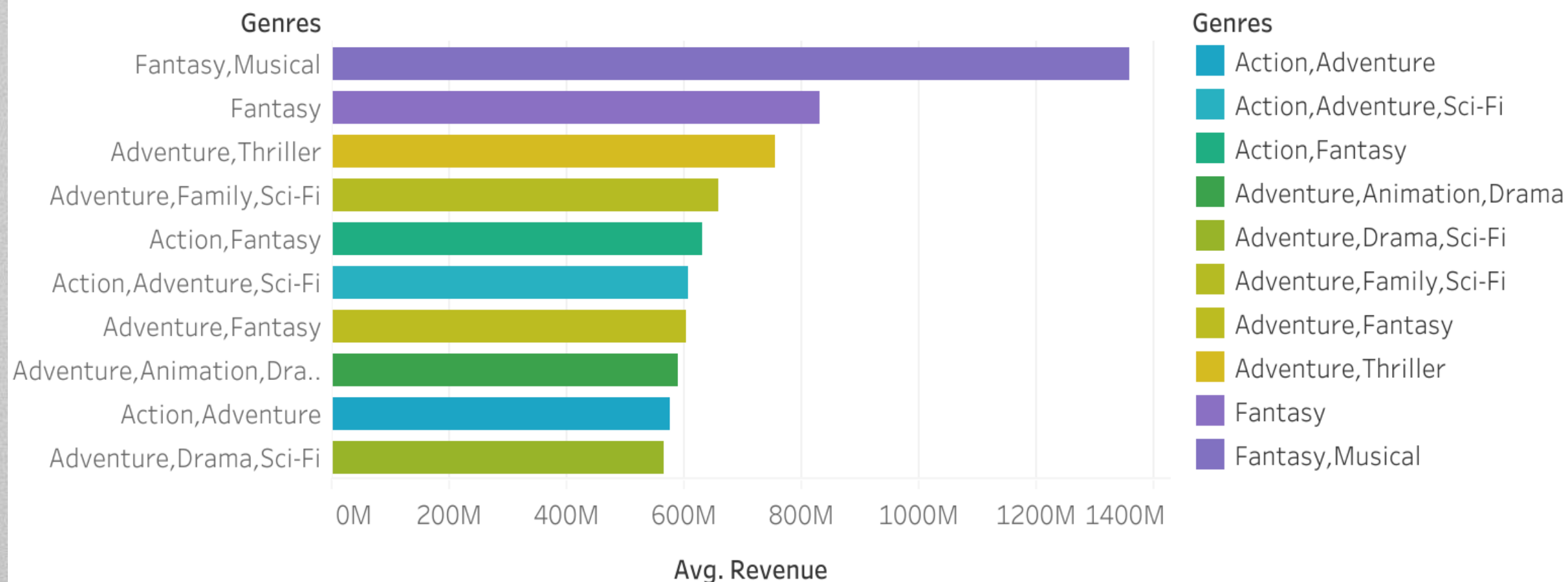
Horror  
Mystery  
Thriller



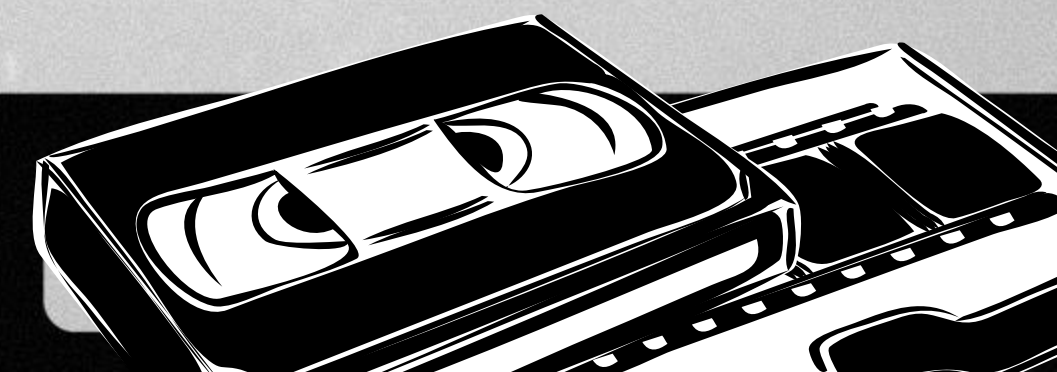


# Which Genres Are Most Profitable-2?

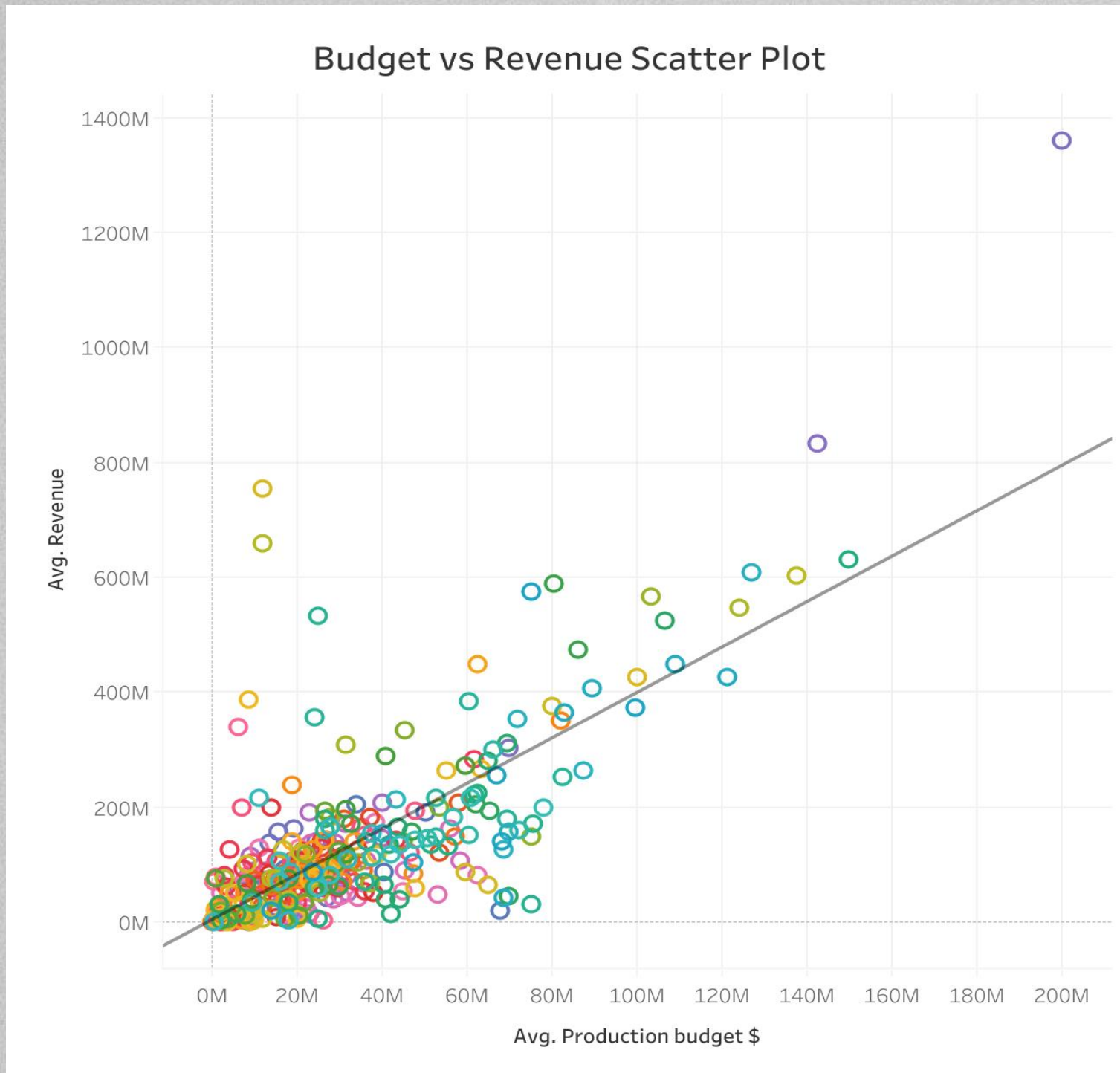
Top Genres by Revenue



Fantasy  
Adventure  
Action  
Sci-Fi

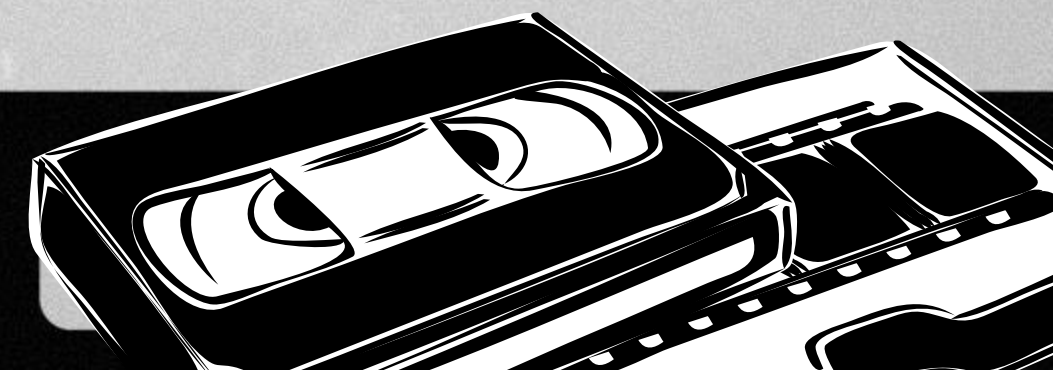






# How Do Production Budgets Impact Success?

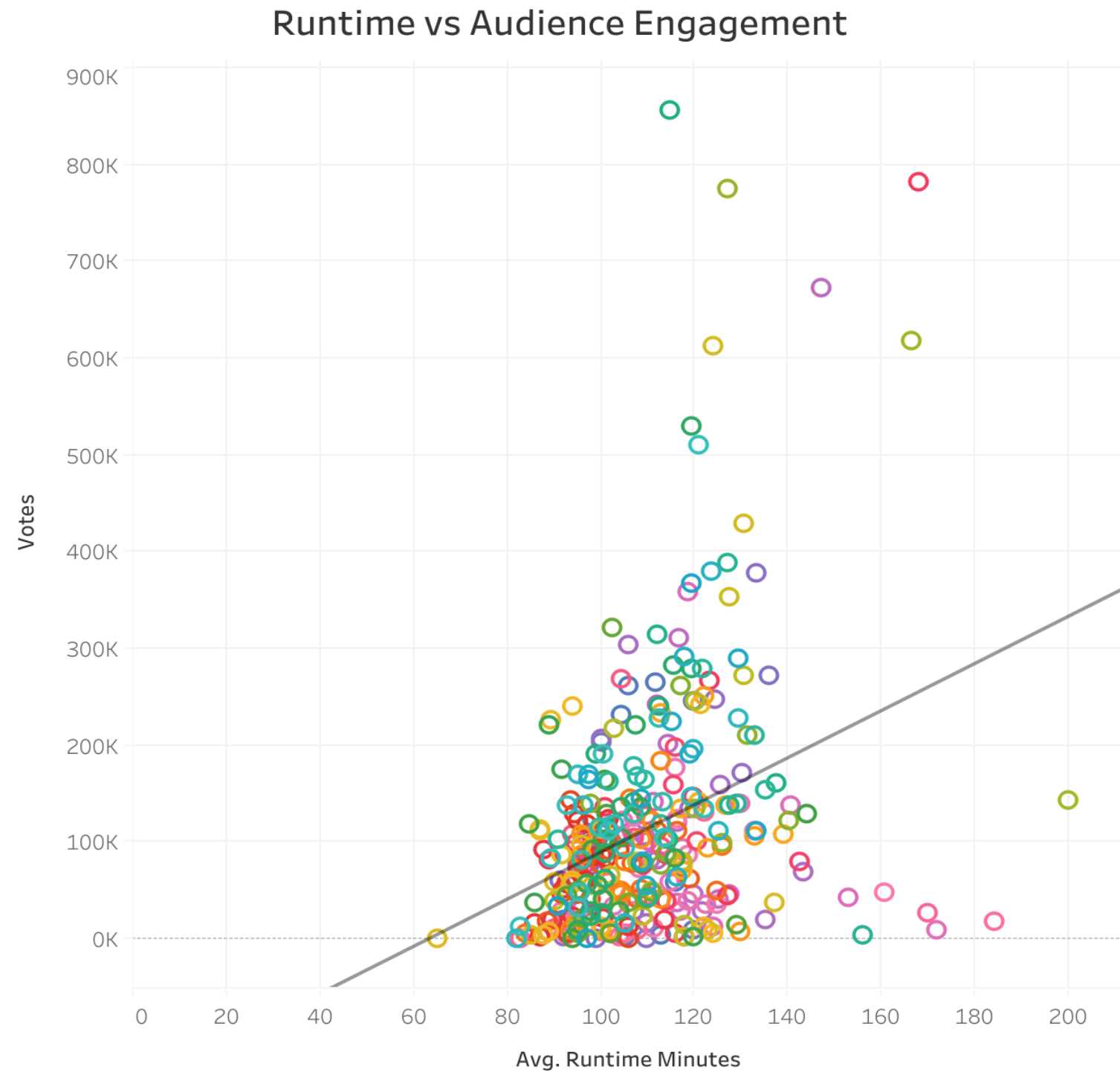
Production budgets  $\uparrow \rightarrow$  Revenue  $\uparrow$





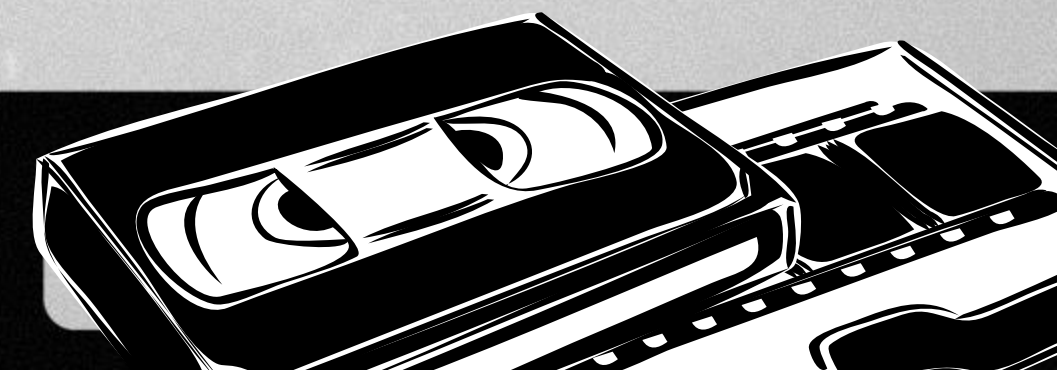


# How Does Runtime Affect Success and Engagement?



1. Longer Movies → More Engagement

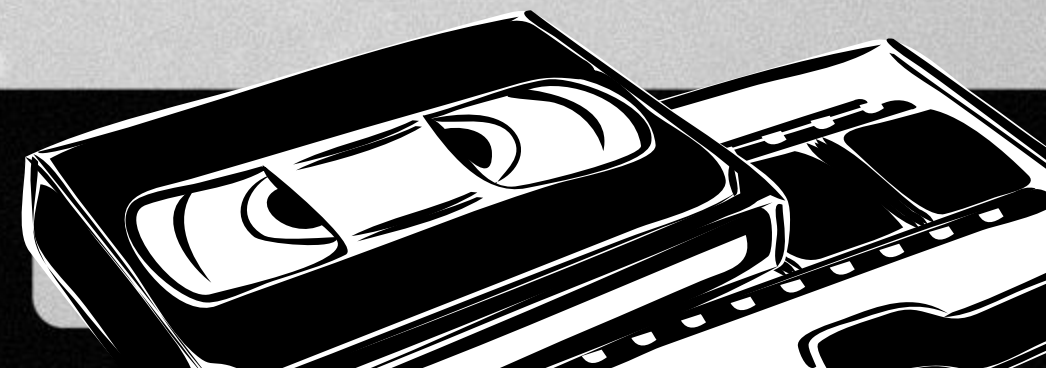
2. 90 ~120 min





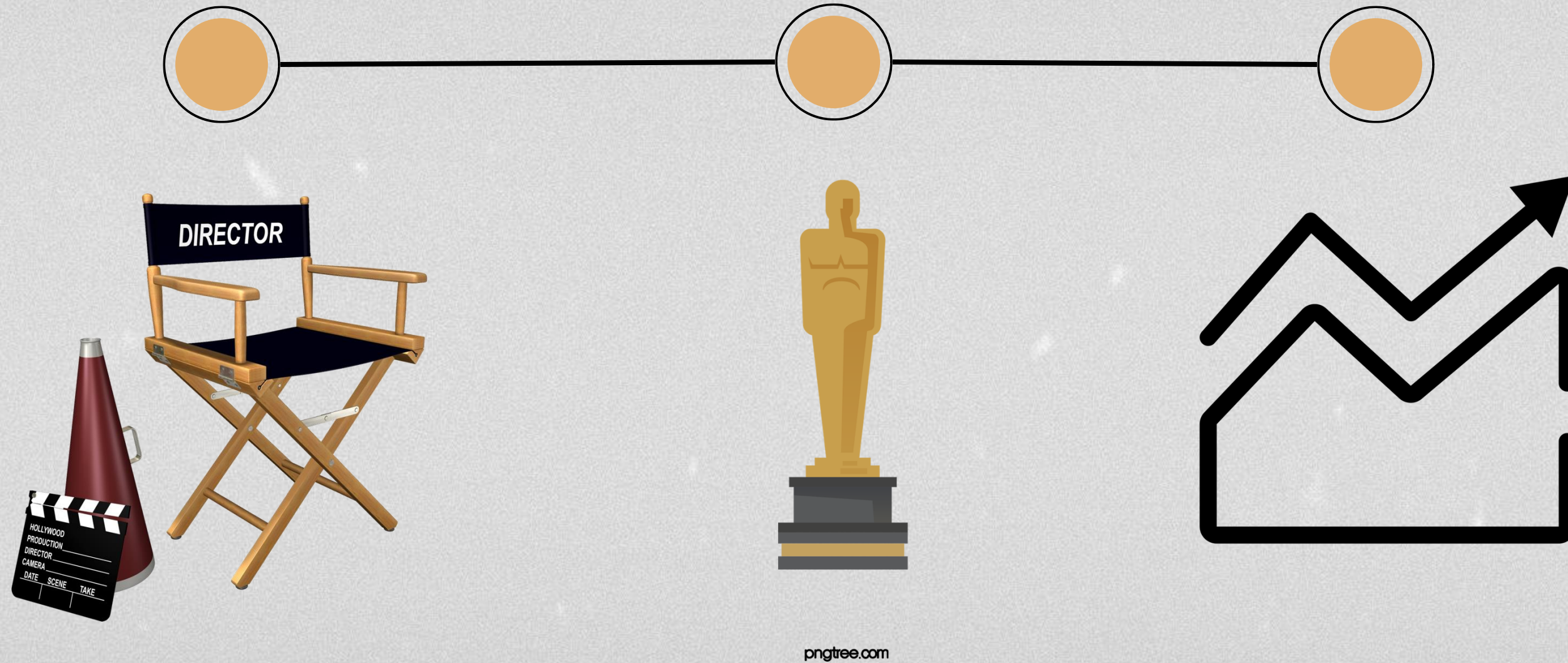
# RECOMMENDATIONS

- ROI : Horror & Thriller
- Revenue : Action & Sci-Fi
- Production Budget : Mixed
- Runtime : 90-120 mins





# NEXT STEPS



pngtree.com





# THANK YOU

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