

# Movie Analysis

Choosing the right film for a new studio



# Meet the Team



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## RECOMMENDATION 1

Create a film in the Sci-fi genre.

## RECOMMENDATION 2

Hire Colin Trevorrow to direct the film

## RECOMMENDATION 3

Fund a film around \$150,000,000 to  
\$200,000,000

# 01

# BUSINESS UNDERSTANDING



# Various companies are getting into the movie business...



Home > TV > News

Aug 21, 2024 4:50pm PT

## Chick-fil-A Is Launching a Streaming Service. Yes, You Read That Right

By Ethan Shainfeld, Katy Stephan

Comment Share X Facebook Email



A red Chick-fil-A sign with the company's logo and name against a blue sky. The sign is mounted on a white pole.

Brandon Bell/Getty Images

Extra sauces and some unscripted content, please.

# ...but making movies is risky.

**Biggest Money Losers, Based on Absolute Loss on Worldwide Earnings**

Release Date	Movie	Approx. Income	Approx. Expense	Profit
1 Mar 11, 2022	Turning Red	\$8,255,310	\$181,240,000	-\$172,984,690
2 Jul 30, 2021	Jungle Cruise	\$114,063,013	\$264,216,000	-\$150,152,987
3 Mar 11, 2011	Mars Needs Moms	\$26,787,235	\$170,166,000	-\$143,378,765
4 Sep 4, 2020	Mulan	\$59,340,091	\$200,000,000	-\$140,659,909
5 Feb 4, 2022	Moonfall	\$32,760,336	\$170,784,000	-\$138,023,664
6 Dec 25, 2020	Wonder Woman 1984	\$122,402,489	\$258,940,000	-\$136,537,511
7 Nov 23, 2022	Strange World	\$37,363,498	\$172,646,000	-\$135,282,502
8 Dec 22, 2021	The Matrix Resurrections	\$88,351,173	\$218,710,000	-\$130,358,827
9 Mar 6, 2020	Onward	\$67,044,925	\$217,240,000	-\$130,195,075
10 May 25, 2018	Solo: A Star Wars Story	\$252,679,708	\$375,538,000	-\$122,858,292

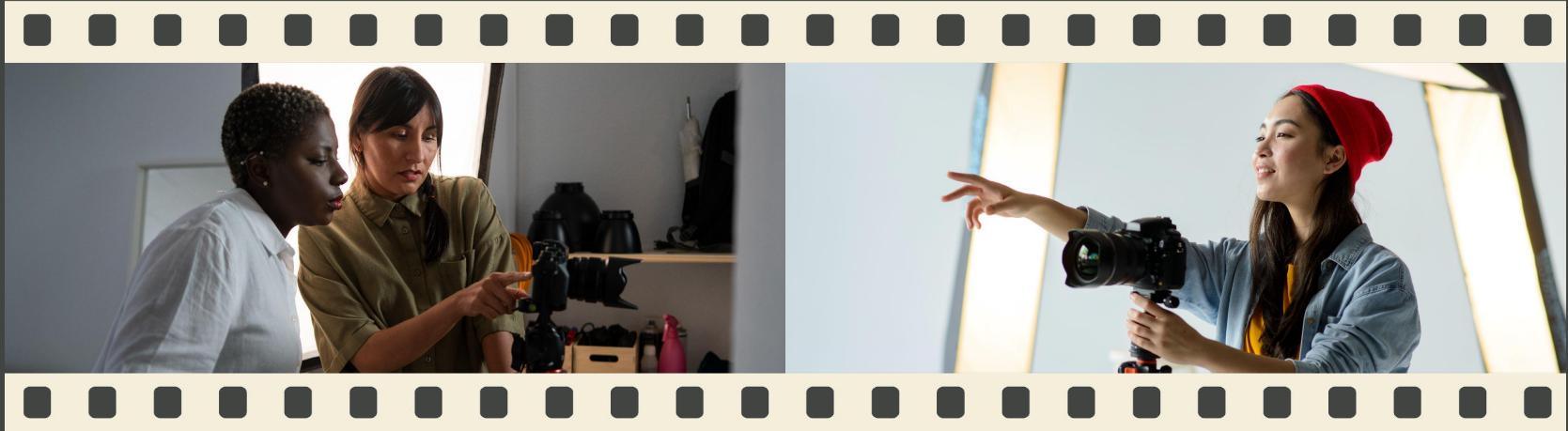
**Most Profitable Movies, Based on Return on Investment**

Release Date	Movie	Approx. Profit	Production Budget	Roi
1 Mar 21, 1980	Mad Max	\$49,675,000	\$200,000	24,738%
2 Sep 29, 2006	Facing the Giants	\$24,790,585	\$100,000	24,691%
3 Sep 25, 2009	Paranormal Activity	\$89,961,881	\$450,000	19,892%
4 Oct 6, 2009	A Charlie Brown Christmas	\$23,859,549	\$150,000	15,806%
5 Feb 26, 1993	El Mariachi	\$1,013,964	\$7,000	14,385%
6 Jul 14, 1999	The Blair Witch Project	\$83,224,000	\$600,000	13,771%
7 Oct 17, 1978	Halloween	\$33,250,000	\$325,000	10,131%
8 May 7, 2004	Super Size Me	\$6,427,904	\$65,000	9,789%
9 Sep 26, 2008	Fireproof	\$47,731,466	\$500,000	9,446%
10 Jul 10, 2015	The Gallows	\$6,930,186	\$100,000	6,830%



# 02

# DATA SOURCE



**-Data is from IMDB and TheNumbers**

**-Both data sets gave us a view of different characteristics of movies  
(studio, director, budget, worldwide gross, etc.)**

**-Data from IMDB only includes movies from 2010-2020, while TheNumbers is from 1915-2020**



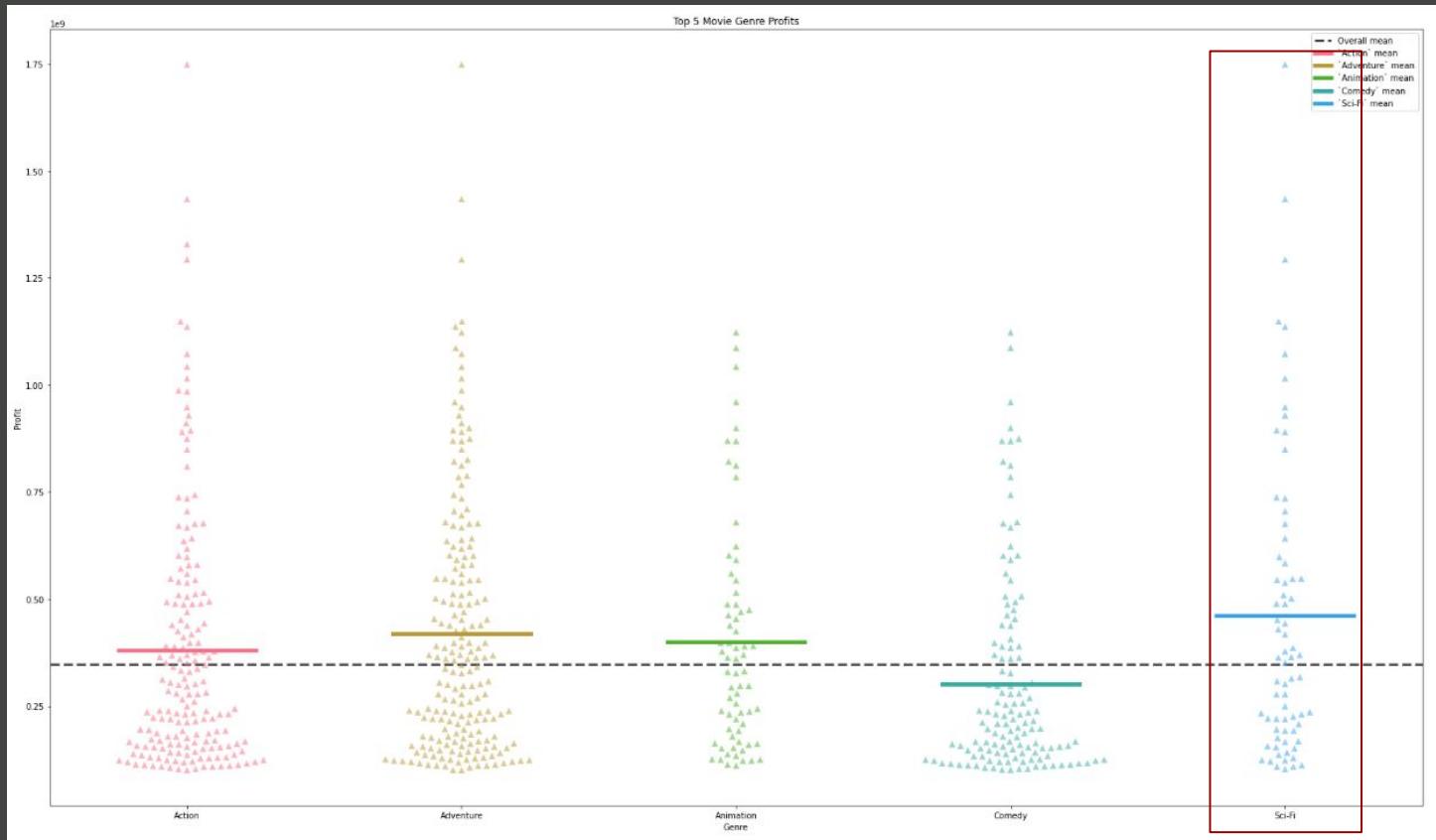
# 03

# MODELING



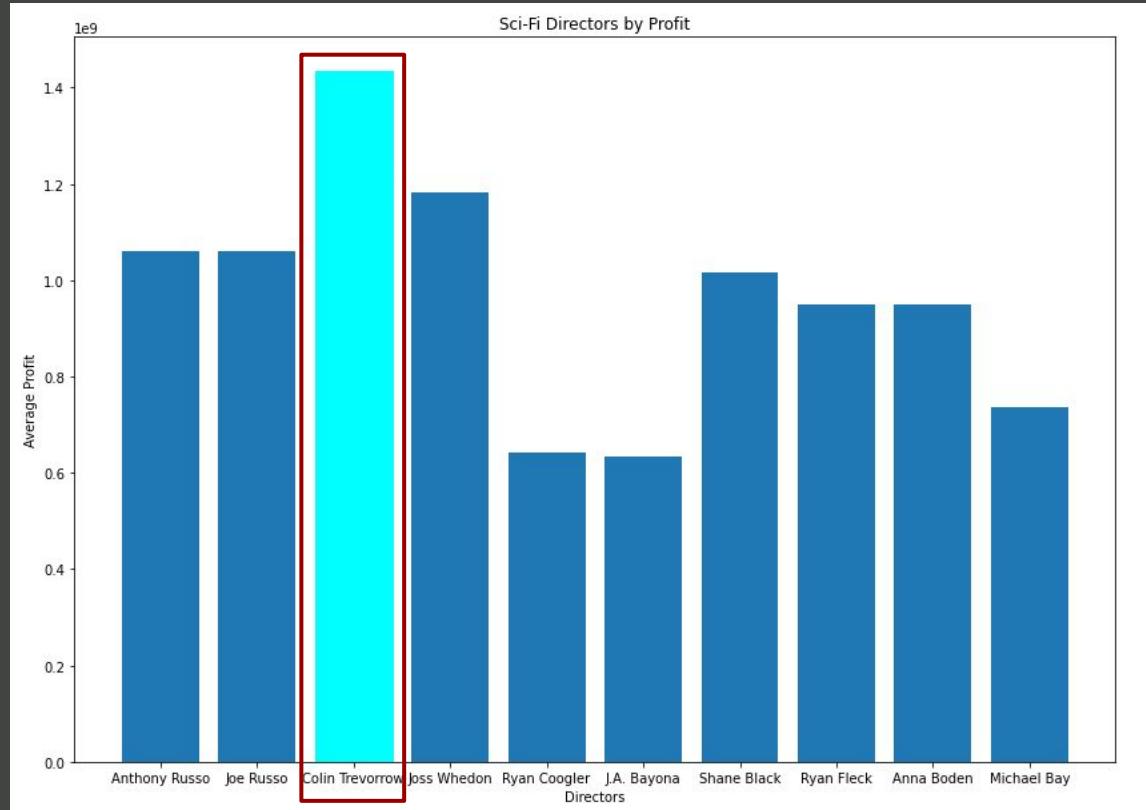
# MOVIE GENRE

We selected the top 5 genres based on their average profits and how popular of a genre they are and found that sci-fi had the highest average profit and best spread.



# DIRECTOR

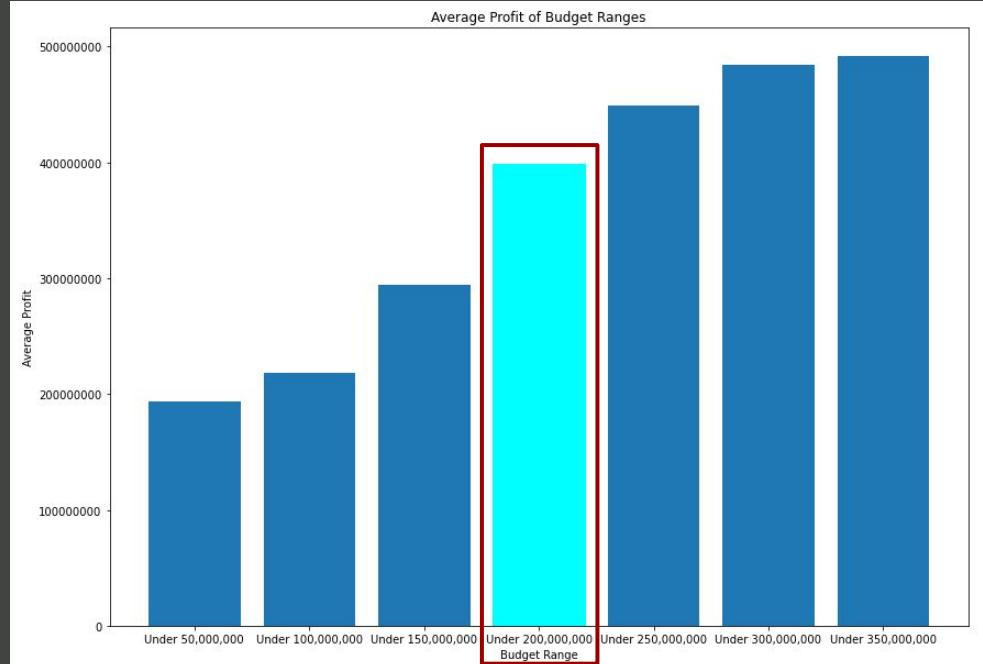
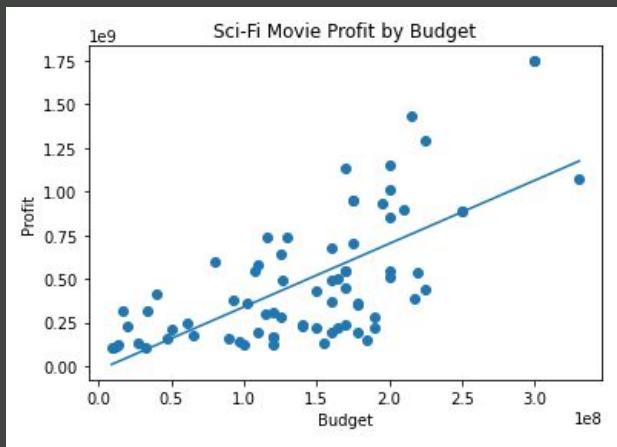
Among sci-fi directors we found that Colin Trevorrow had the highest profit average across his movies



# BUDGET RANGE

Within sci-fi movies we looked at movie's profits by their budgets

Movies within a range of \$150,000,000 and \$200,000,000 had an average profit of \$399,061,566



# 04 SUGGESTIONS



# SUMMARY

- Film in the Sci-Fi Genre
- Film directed by Colin Trevorrow
- Fund a film around 150,000,000 to 200,000,000



# 05

# FUTURE RESEARCH



# FUTURE POTENTIAL RESEARCH

- Look into older and newer movie data
- Look into data that shows popular Sci-Fi literature that hasn't been adapted yet





# ANY QUESTIONS?

Repo available here: [link](#)

# Appendix

	Genre	Average	Count	Profits
0	Action	379421200	179	[635063875, 1072413963, 1748134200, 355945209, ...]
1	Adventure	418484478	198	[635063875, 1072413963, 1748134200, 355945209, ...]
2	Animation	399765177	69	[326477240, 1042520711, 821215193, 868879522, ...]
3	Biography	224641882	26	[397938302, 289870414, 302665550, 208346281, 1...
4	Comedy	301379412	131	[326477240, 439213485, 821215193, 868879522, 5...
5	Crime	233587409	36	[984846267, 1328722794, 505163454, 410663443, ...]
6	Documentary	183994263	4	[184486852, 255997896, 151685793, 143806510]
7	Drama	226631231	110	[112459006, 161040419, 168902025, 787854547, 5...
8	Fantasy	393035119	44	[635063875, 355945209, 118151347, 617500281, 7...
9	Family	367543354	29	[767003568, 825491110, 290359051, 452220086, 4...
10	History	173171337	10	[349837368, 208346281, 129748880, 122498338, 1...
11	Horror	203598497	29	[341514650, 351530715, 141521247, 175647629, 2...
12	Music	289042913	7	[839985342, 140736412, 132552290, 135889117, 2...
13	Musical	700932628	2	[1099199706, 302665550]
14	Mystery	217980477	26	[160650494, 277448265, 149373970, 191014965, 5...
15	Sci-Fi	461207145	71	[1072413963, 1748134200, 890069413, 1292935897...]
16	Thriller	283956942	62	[579620923, 809439099, 984846267, 910526981, 1...
17	War	156043081	3	[220780051, 130315681, 117033509]
18	Western	283612626	2	[349948323, 217276928]

OLS Regression Results						
Dep. Variable:	y	R-squared:	0.462			
Model:	OLS	Adj. R-squared:	0.454			
Method:	Least Squares	F-statistic:	62.58			
Date:	Fri, 13 Sep 2024	Prob (F-statistic):	2.07e-11			
Time:	03:32:02	Log-Likelihood:	-1565.0			
No. Observations:	75	AIC:	3134.			
Df Residuals:	73	BIC:	3139.			
Df Model:	1					
Covariance Type:	nonrobust					
coef	std err	t	P> t	[0.025	0.975]	
const	-2.333e+07	7.29e+07	-0.320	0.750	-1.69e+08	1.22e+08
x1	3.6229	0.458	7.911	0.000	2.710	4.536
Omnibus:	3.188	Durbin-Watson:	1.498			
Prob(Omnibus):	0.203	Jarque-Bera (JB):	3.119			
Skew:	0.483	Prob(JB):	0.210			
Kurtosis:	2.746	Cond. No.	3.54e+08			

