

A group of people, likely a film crew or students, are gathered in a studio. They are looking at a large screen displaying a cityscape. The room is decorated with movie posters and has professional lighting equipment. The text "Studio Launch Blueprint Group 6" is overlaid on the image.

Exploring genres, directors, runtimes, and budgets for a new studio

# Studio Launch Blueprint Group 6

A group of people, likely a film or media production team, are gathered in a studio. They are standing in a semi-circle, looking at a large screen that displays a cityscape. The room is decorated with movie posters on the walls and has professional lighting equipment, including cameras on tripods and overhead lights. The overall atmosphere is professional and creative.

Exploring genres, directors, runtimes, and budgets for a new studio

# Studio Launch Blueprint Group 6



This presentation outlines key recommendations for a new movie studio, focusing on profitable genres, potential directors, ideal runtimes, and budget considerations.

# Introduction

# Overview

In the current film landscape, genres such as Short films, Drama, Documentary, Game Show and News dominate box office revenues. Other factors that seem to influence movie success are Directors, Production Budget and movie runtime.

# Problem Statement

Our company is creating a new movie studio with the intent of producing new original content. However, we lack the experience and insight into the films that perform well at the box office. We need to analyze market trends, identify genres, themes, and formats that resonate most with audiences, and translate these findings into clear, data-driven recommendations.



# Objectives

- **Evaluate the Relationship Between production Budget and Profitability**

This involves analyzing how profit changes as budget increases and if there is a threshold point after which a further budget increase does not translate to more profits

# Objectives

- **Determine if there is a difference in audience ratings between the shorter and longer films**

Grouping movie types into two categories short and long then analyzing their respective ratings, we can determine if movie length impacts its success

# Objectives

- **Identify the Best Directors to Work With**

By checking the experience level and ratings each director gets, we can determine the most suitable directors for the studio

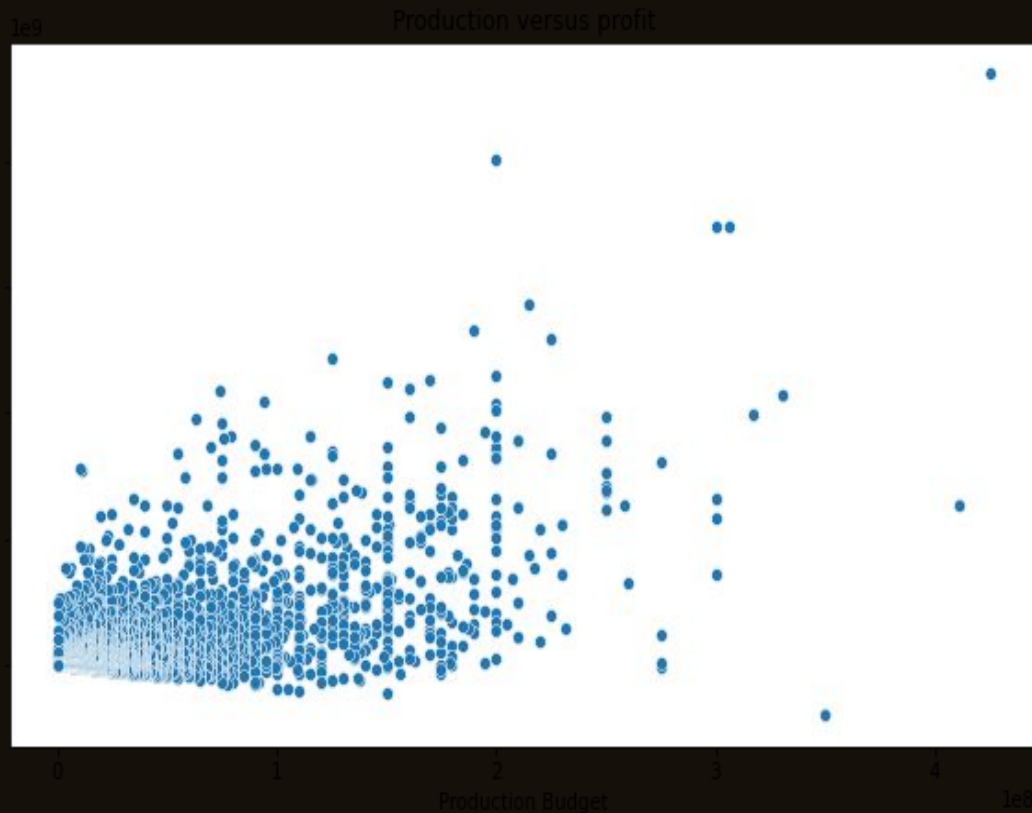
# Objectives

- To identify the genres that are linked to high average rating

Checking ratings directly answers this question. But also checking the number of films helps identify a niche genre that we can explore

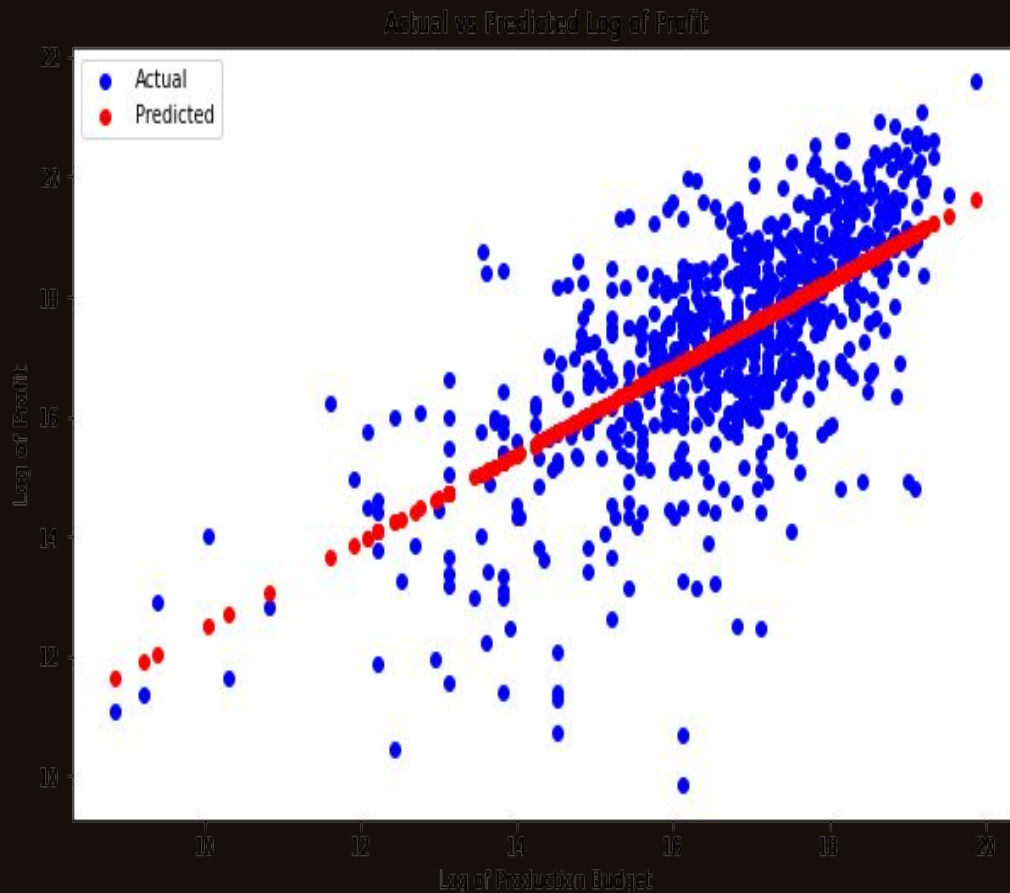


# Analysis and Findings



The scatter plot shows that movies with larger production budget tend to generate higher profits, as indicated by the greater concentration of high-profit at the upper end of the budget scale..

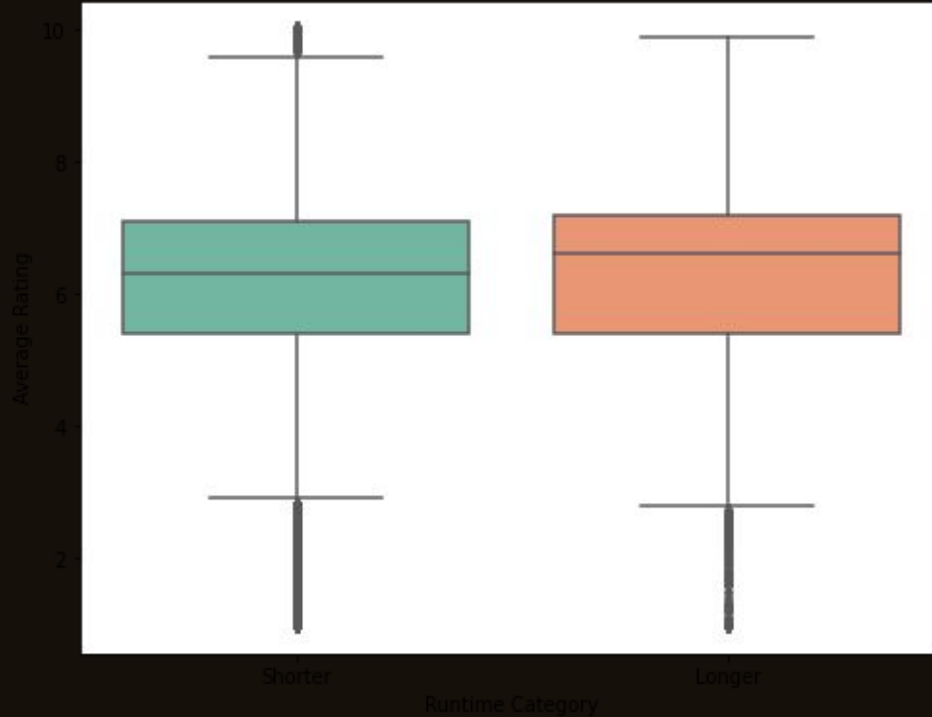
## Relationship Between Production Budgets and Profits for Movies



The linear regression model attempts to predict the profits incurred as the production budget also increases. The results are quite accurate as shown asserting that the movie studio should invest in production budgets

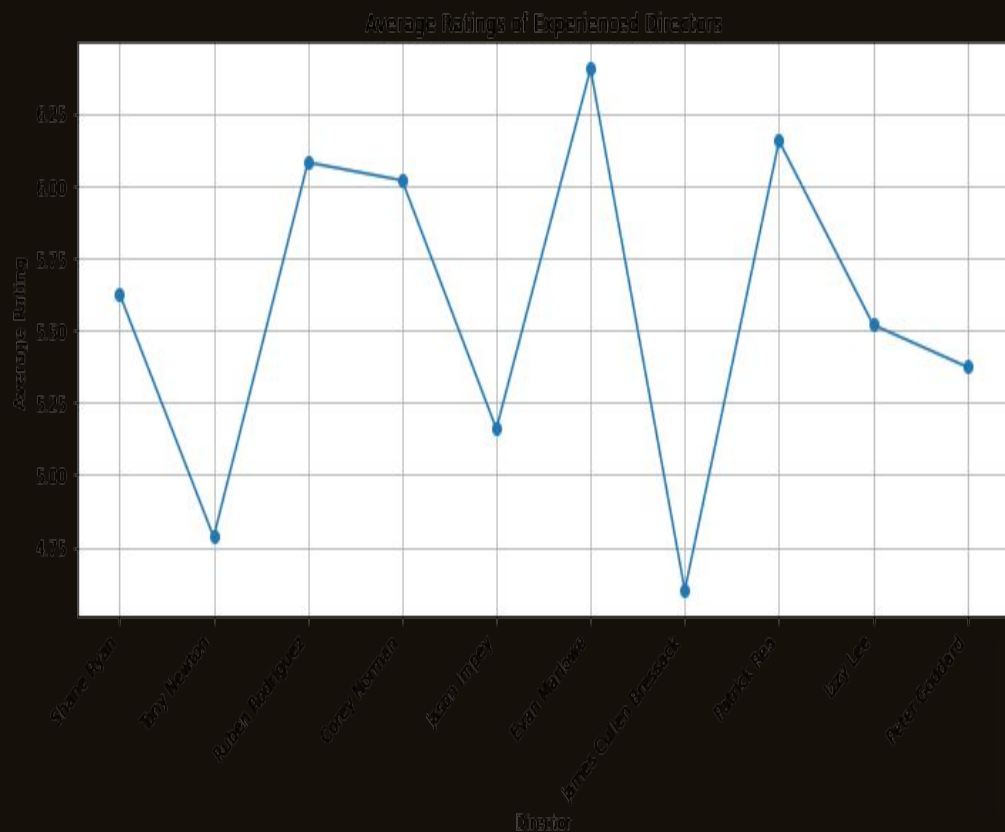
## Predicting the Profits From Production Budget

Average Rating by Movie Runtime Category



Overall , the plot suggests that longer movies might generally receive higher average ratings.

**Box plot for the  
runtime minutes  
against average  
movie rating**

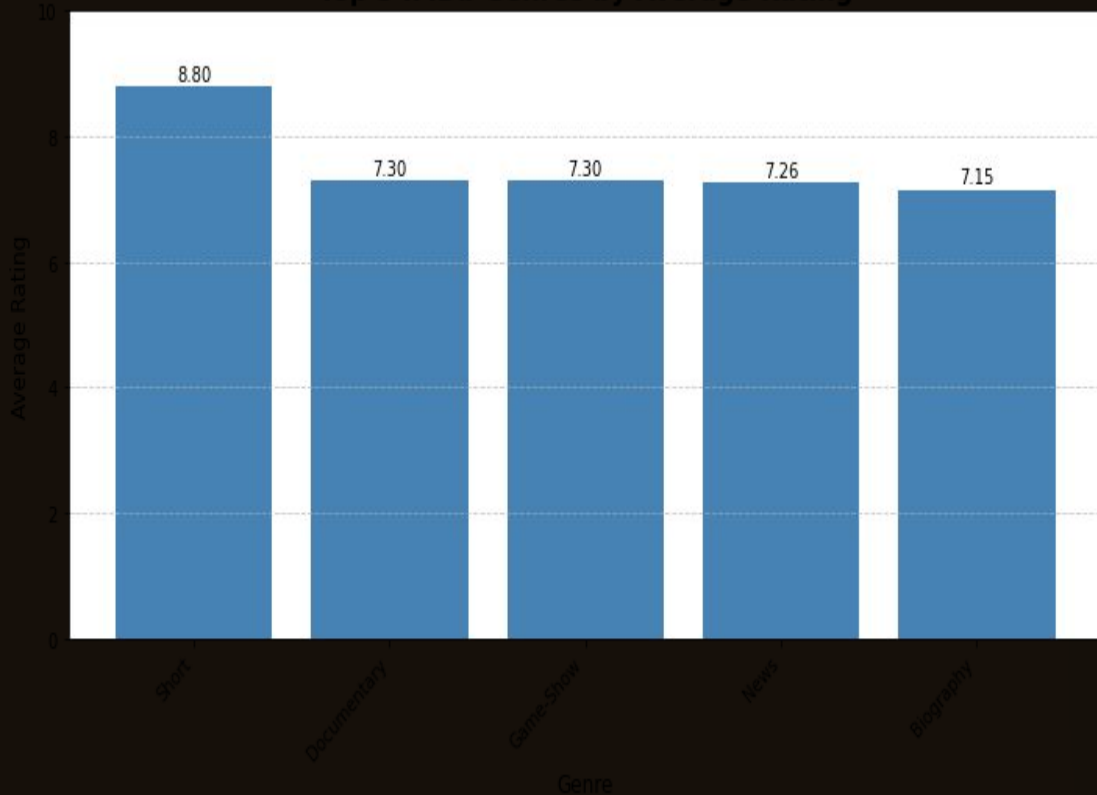


To get the best directors we pick the highest rated from among this experienced ones.

**Best Directors  
by Movie count  
and Average  
ratings**



Top 5 IMDb Genres by Average Rating



The graph highlights the top 5 genres with the highest average IMDB ratings.

**Visual  
Presentation of  
the Top 5  
genres**

# Recommendations

- Refine Budget Allocation Strategies: Invest in production budgets that are high enough to drive profitability, but remain mindful of overspending
  - Consider Investing in Longer-Format Films
- The best directors to work with are Evan Marlowe, Patrick Rea and Robin Rodriguez
  - Leverage Popular Genres for Commercial Success



In conclusion, a new movie studio should strategically select genres and directors, consider optimal runtimes and manage budgets effectively. These factors are essential for producing commercially viable films that resonate with audiences.

# Conclusions

# Thank you!

That marks the end of our presentation.

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**CREDITS:** This presentation template was created by [Slidesgo](#), and includes icons, infographics & images by [Freepik](#)