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MOVIE PROFITABILITY ANALYSIS

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OUTLINE

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SUMMARY

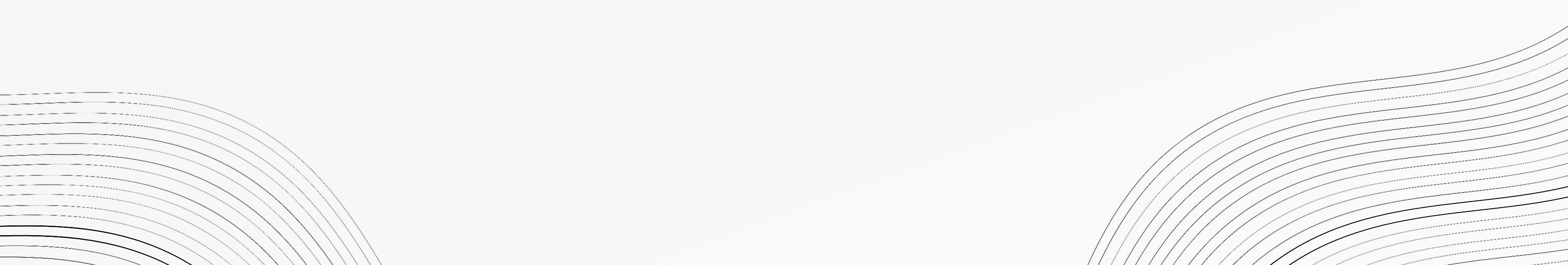


Our company is entering a new market and has created a movie studio. This analysis aims to use statistical methods to provide actionable insights into movie profitability as well as identifying peak times for movie releases.





BUSINESS PROBLEM

- Which **genre** of movies have the highest **ROI**?
 - What is the best time to **release** a **horror film** for **maximum profitability**?
 - Is there a direct positive relationship between the **amount spent** on a movie and the **profitability**?
- 



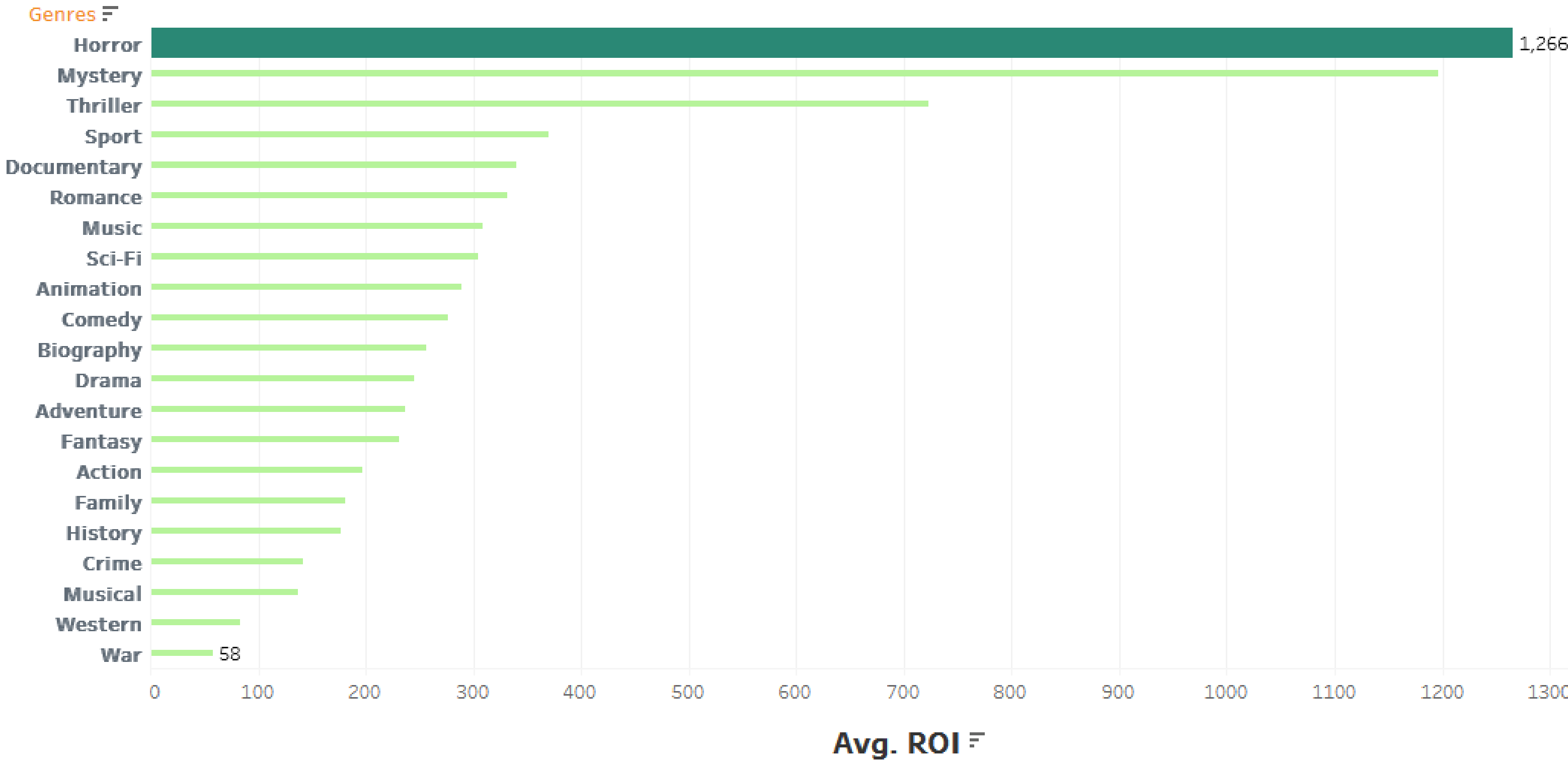
DATA

- ~1100 movies

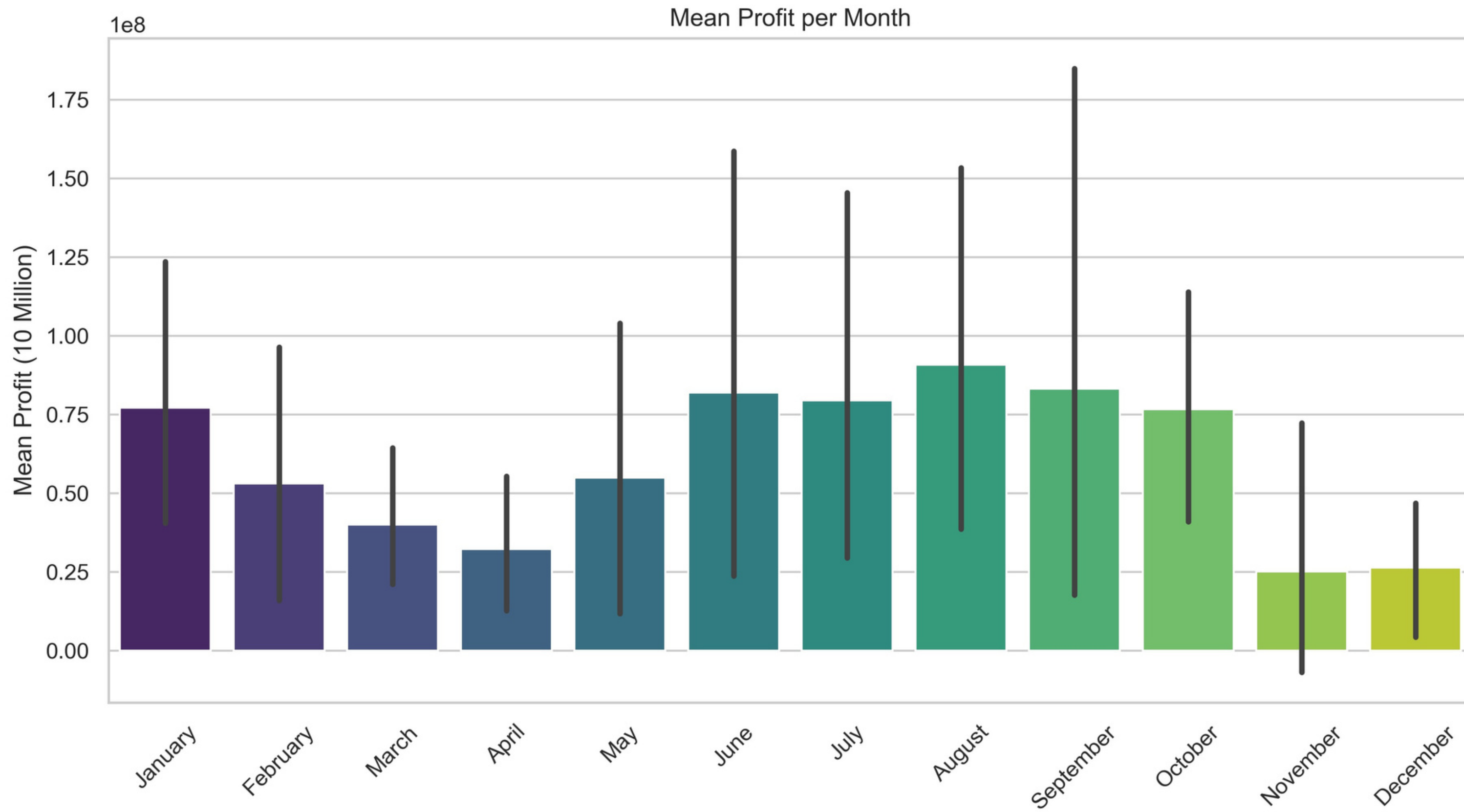


Average ROI Across Genre

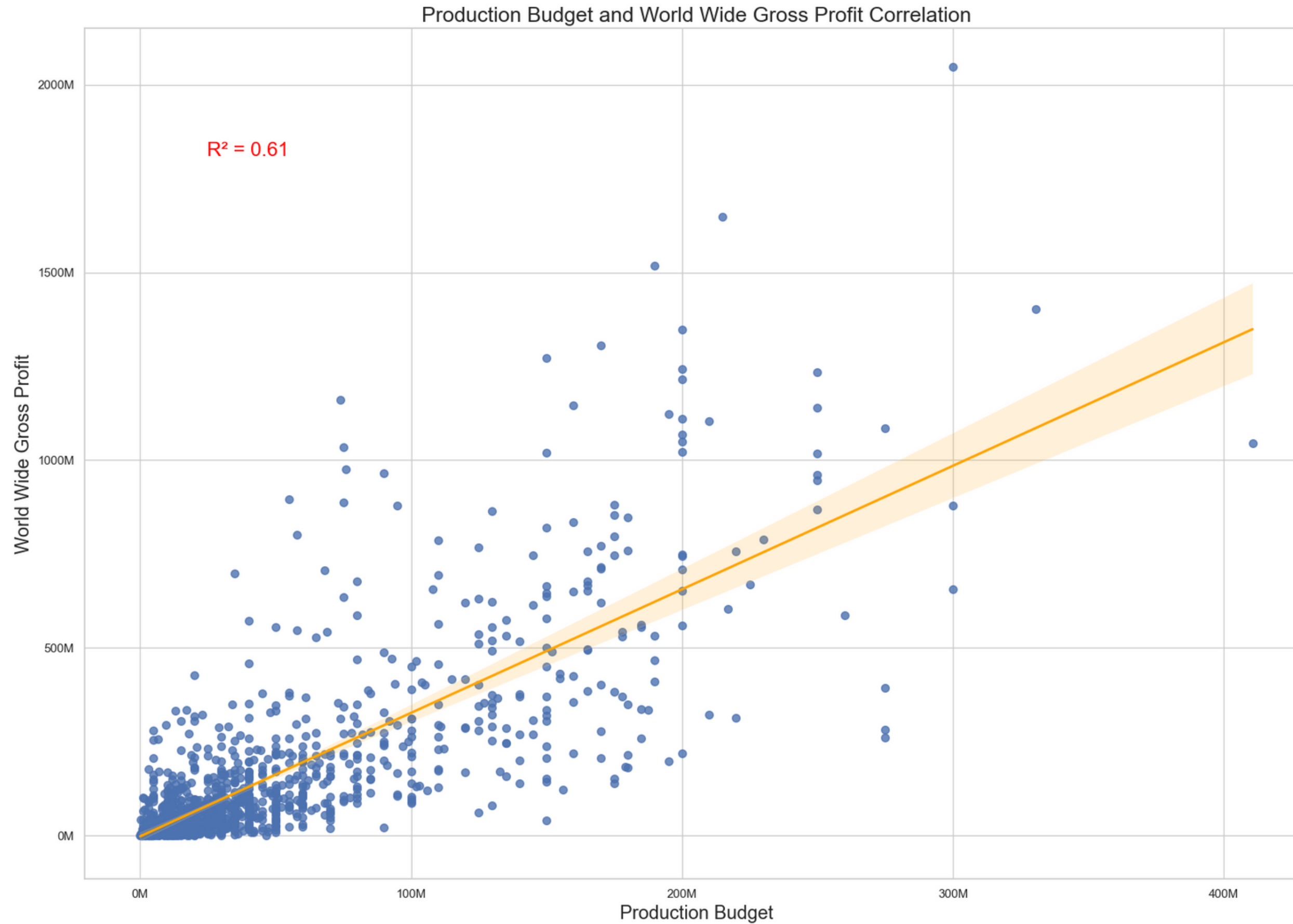
Mean Return on Investment (ROI) by Genre



Horror Film Profit Per Month



Production Budget vs World Wide Gross



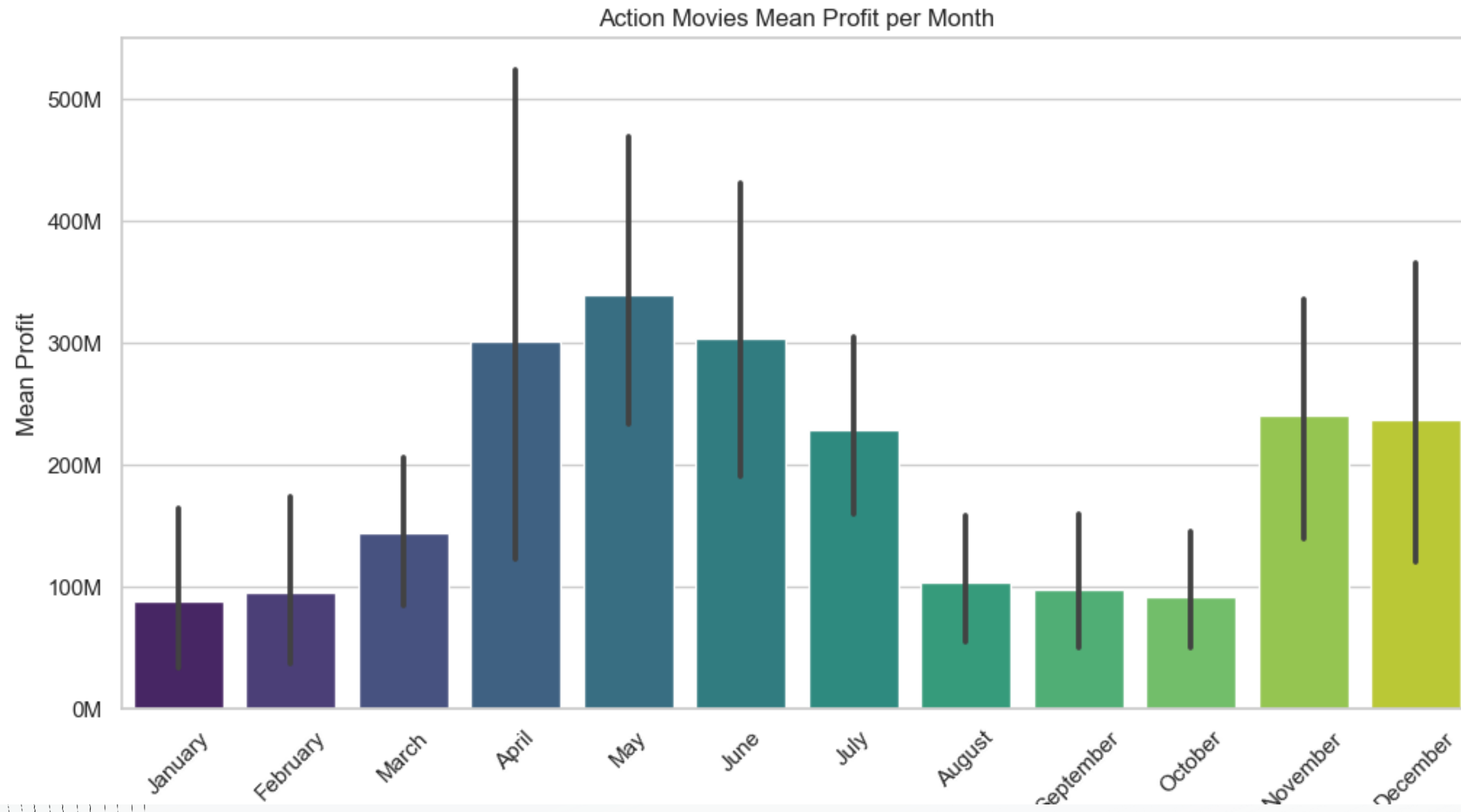
RESULTS

- Initial focus on horror films: production costs and high ROI
 - Release horror film in August/September
 - Moderate to strong correlation between production budget and net profit



Next Steps

- Move on to action film
- Release in May or June
- Keep Spending within 3-9.5M range



THANK YOU!

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