

Project Luther

Kevin Mardakhayev

SMALL BUDGET



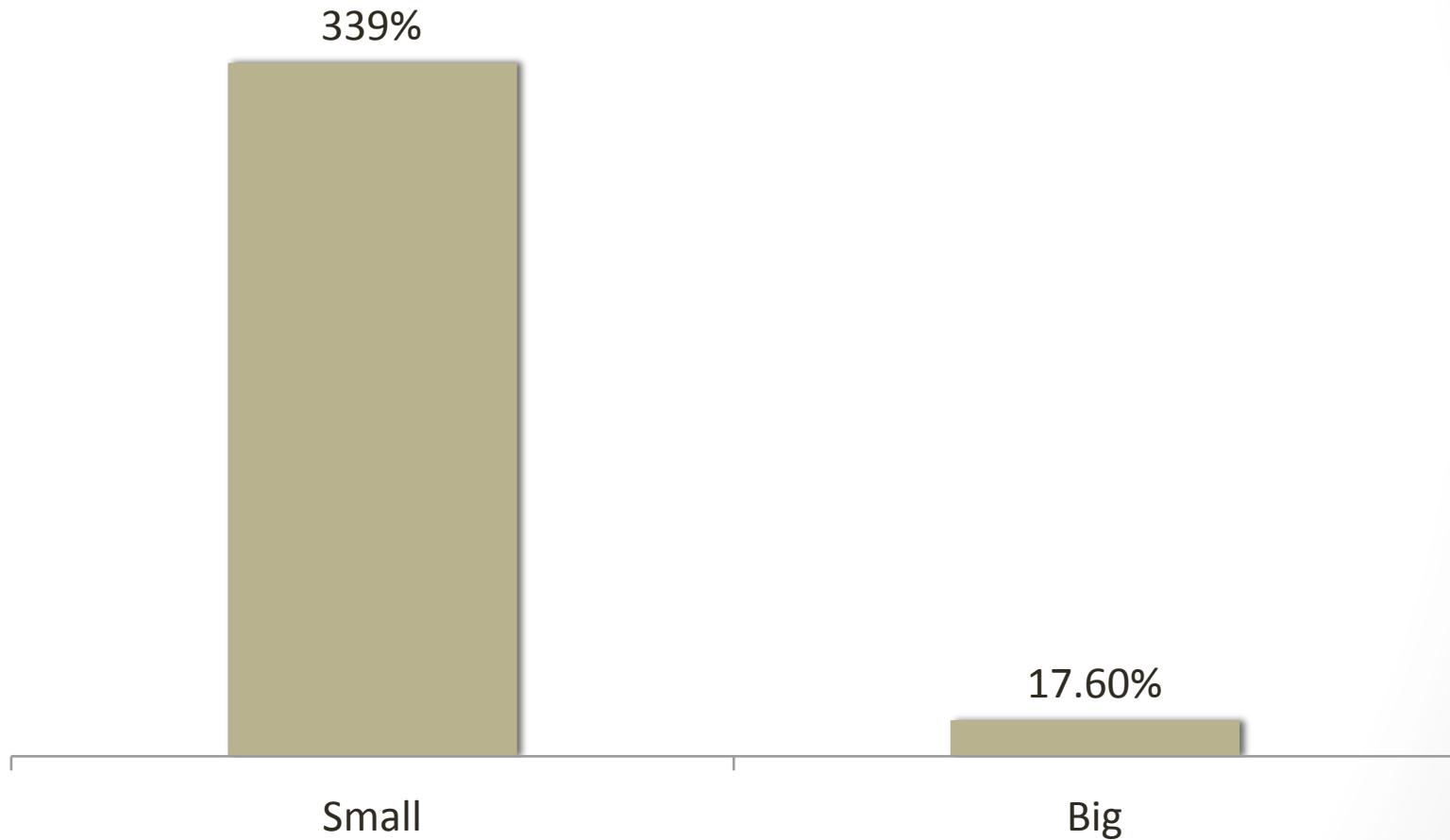
LARGE BUDGET



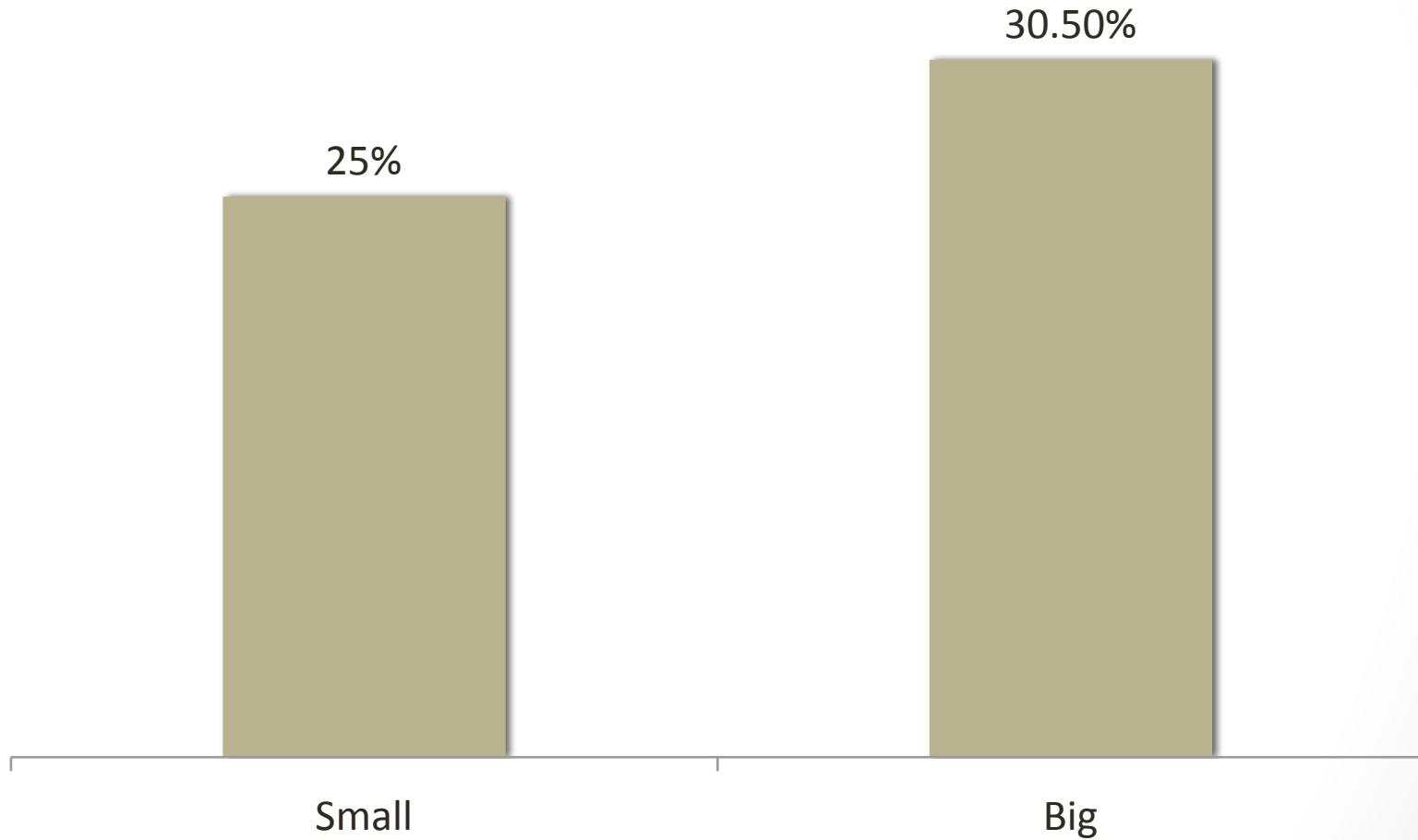
	Small Budget	Large Budget
• Approximate Range of Budget	.5 – 20	75 - 300
• Average Domestic Total Gross	33	143
• Average Budget	10	122
• Average Profit	23	20

Values in Millions

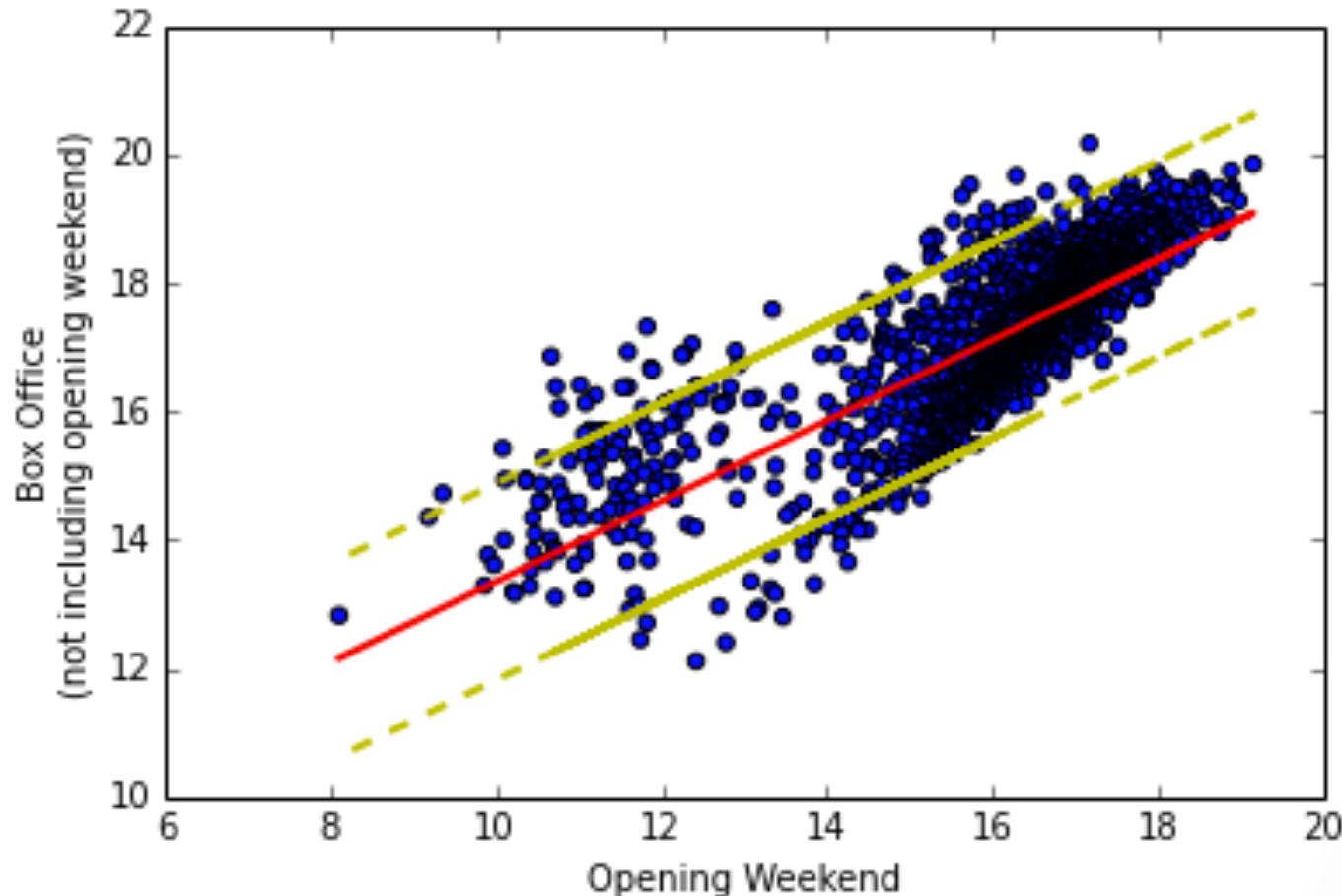
ROI: $\frac{\text{Domestic Total Gross} - \text{Budget}}{\text{Budget}}$



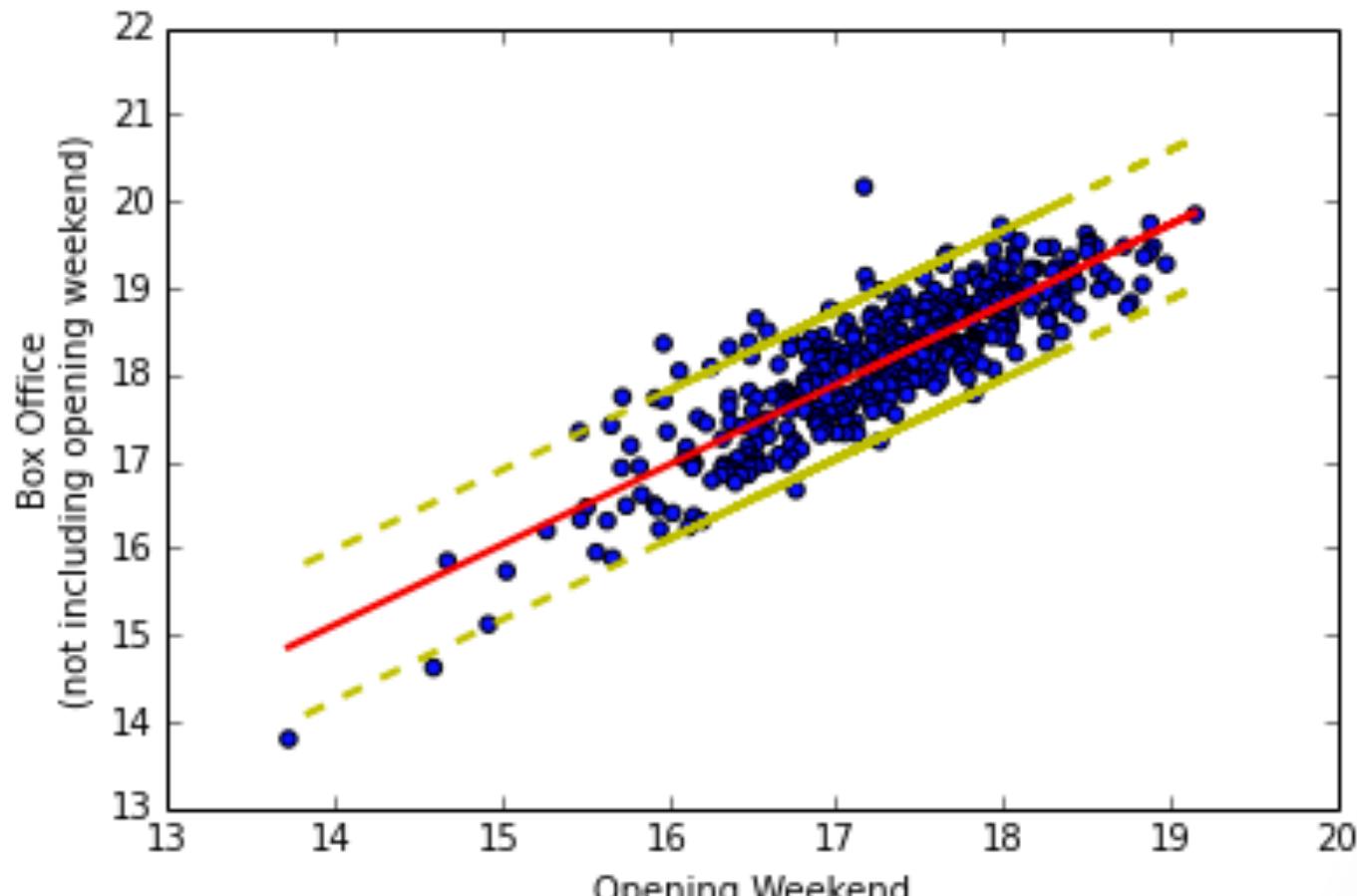
Opening Weekend Domestic Total Gross



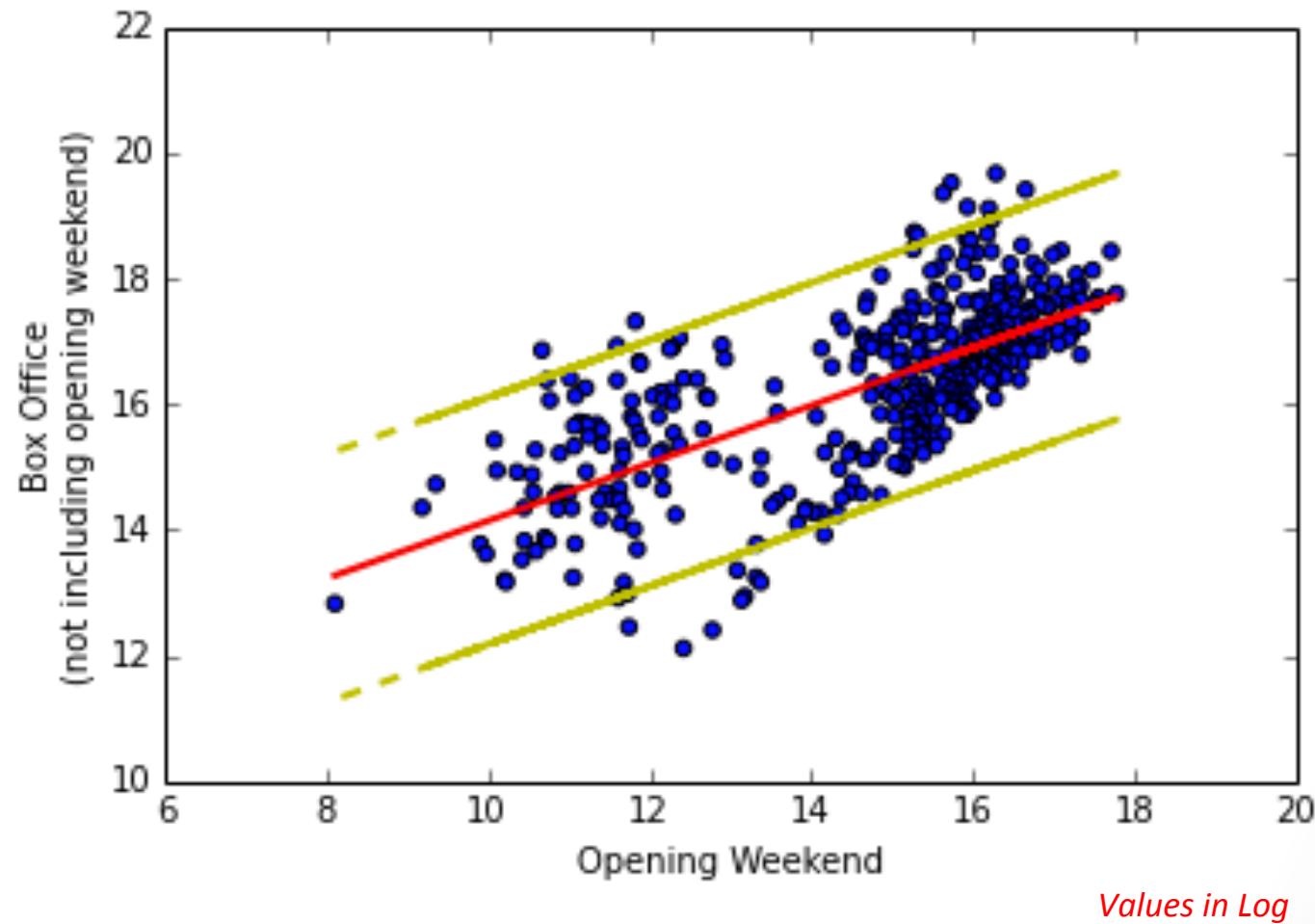
All Movies

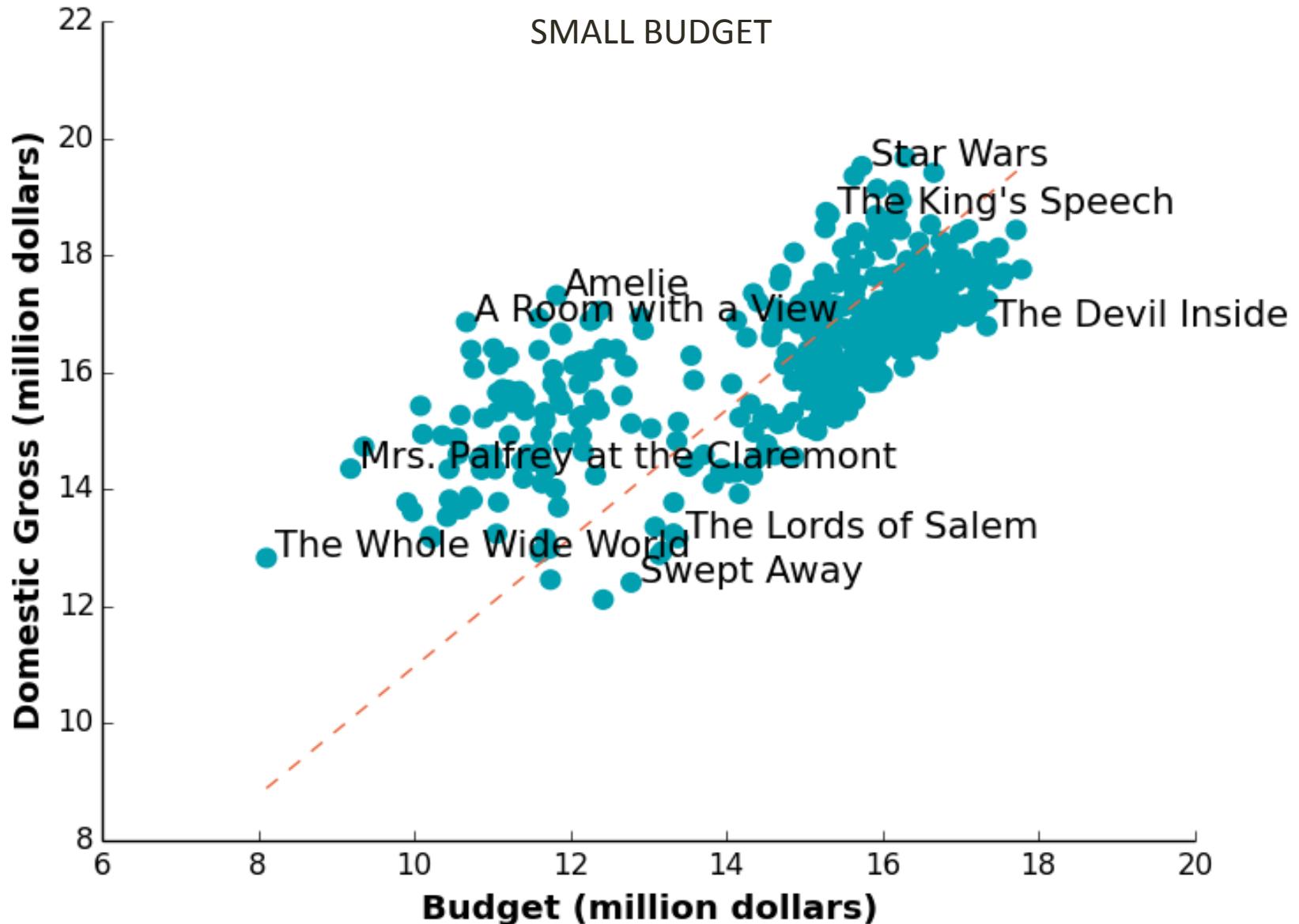


Big Budget Movies

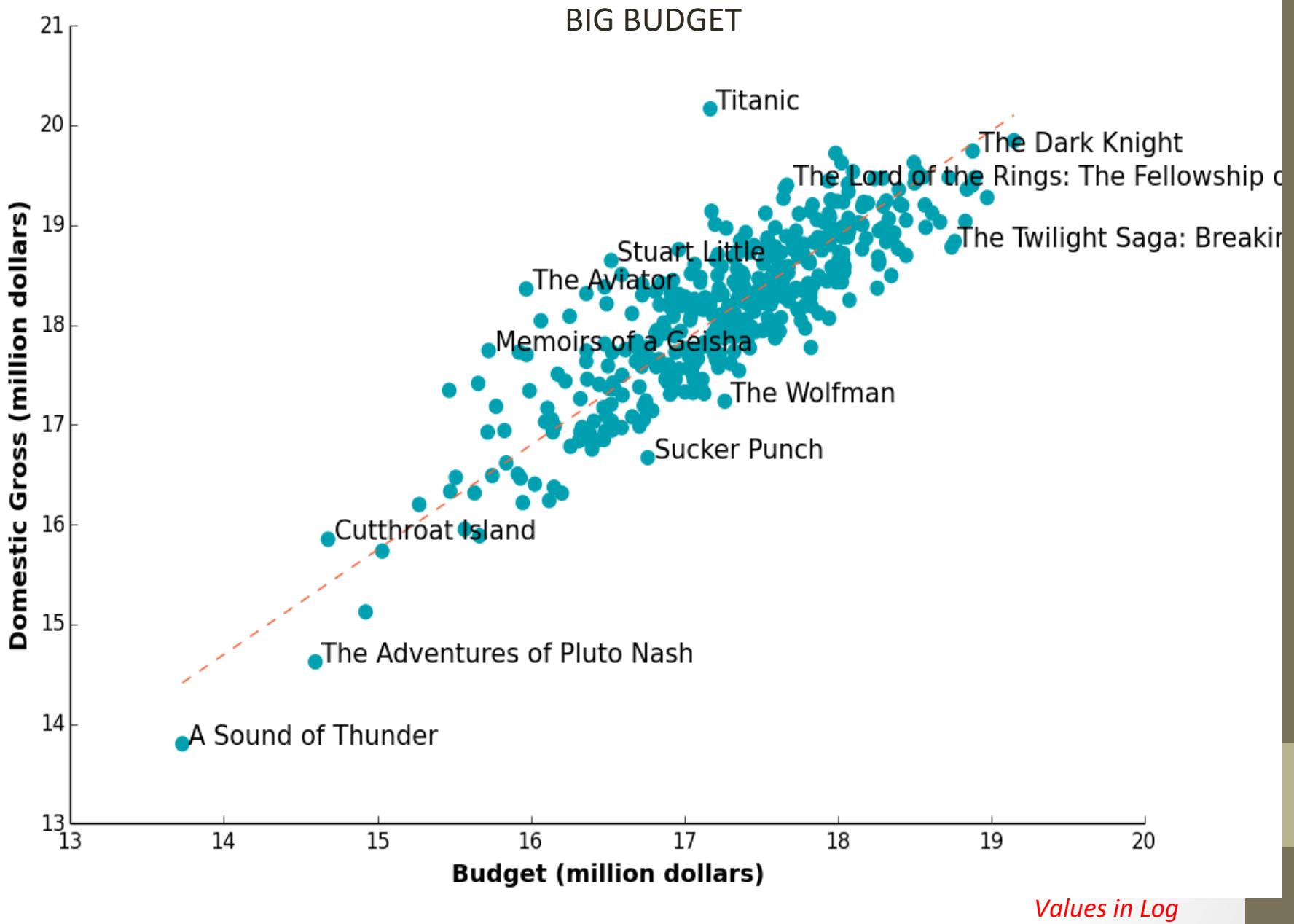


Small Budget Movies





Values in Log



Observations and Insights

- Why would a studio want to produce a big budget film?
- Similarly, what are the benefits and drawbacks of producing small budget film?