



# Movie Analysis:

Financially Beneficial Movies to Create  
Based on Current Box Office Trends



Noah[(Sakeah) Wesley]

# The Production

## ◆ Primary goal metric:

- Ratio of production cost to profit, expressed as ROI

## ◆ Focus areas and considerations

### ◆ Production Cost VS Gross Revenue

- Length of movie
- Months
- Directors
- Production budgets

## ◆ Source of data:

- IMDB
- &
- The Numbers

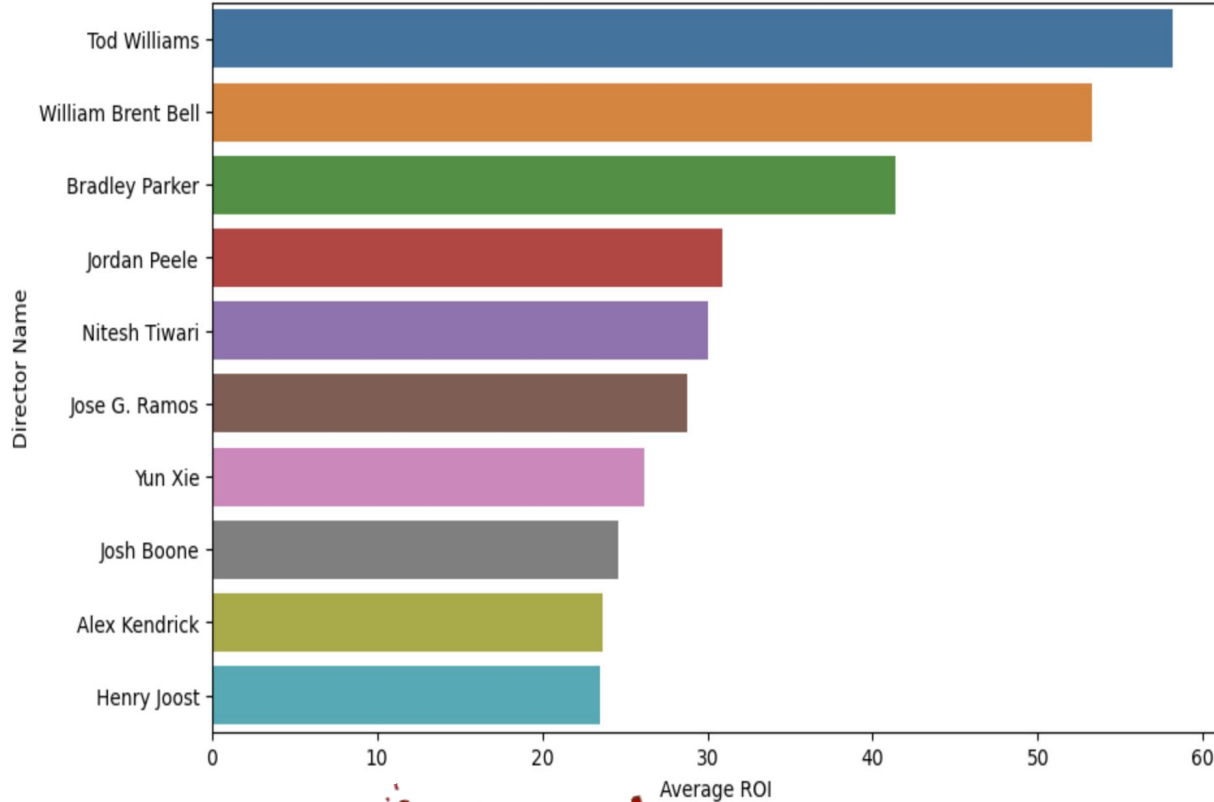
## ◆ Data Exclusions

- Films produced prior to 2000
- Films that (according to available data) grossed \$0 worldwide
- Films w/ a production budget < \$1,000,000



# DIRECTORS

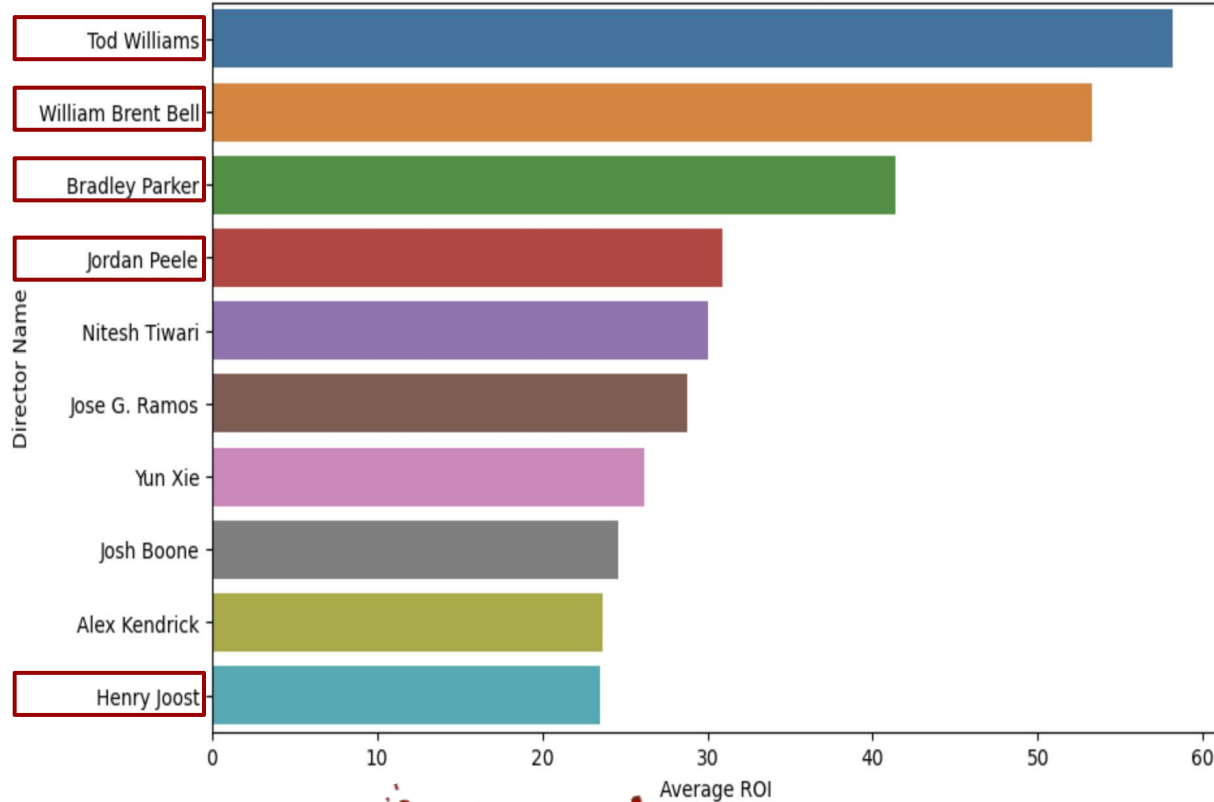
Top 10 Directors with the Highest ROI



- ❖ This chart shows the Top 10 directors by average ROI, defined as the ratio of profit to production cost.
- ❖ 3 out of the top ten highest ROI films specialize in 'Found-Footage Horror'
- ❖ 5 of the top ten are film-makers specializing in Horror.

# DIRECTORS

Top 10 Directors with the Highest ROI

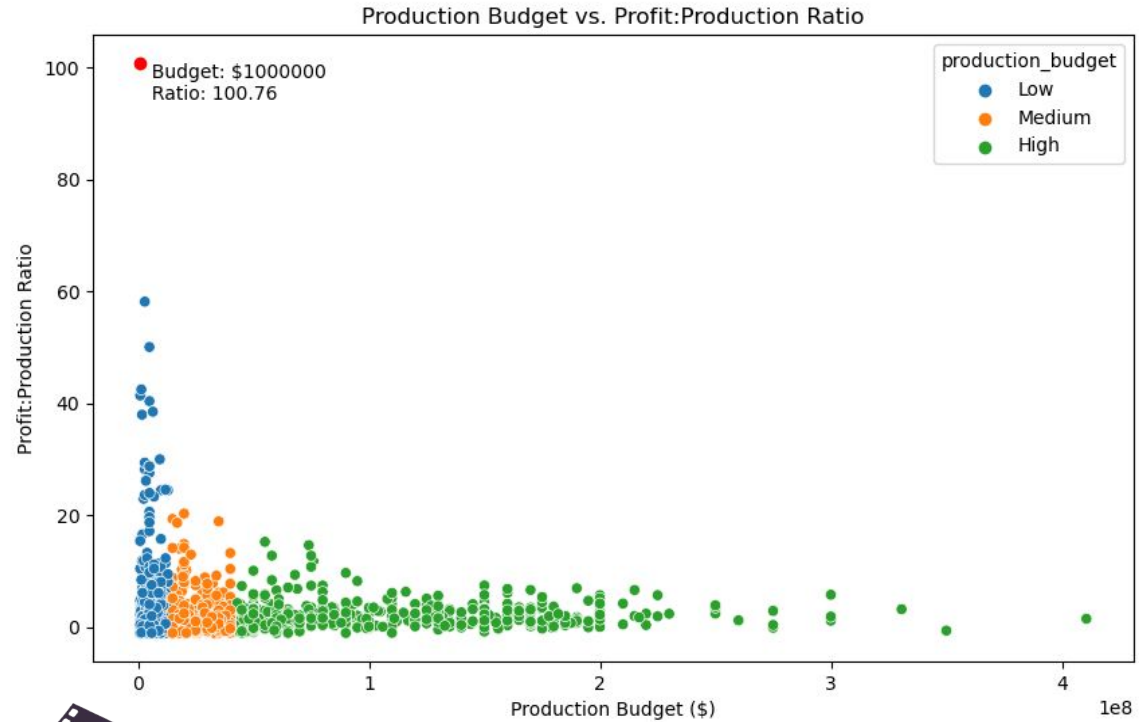


- ❖ This chart shows the Top 10 directors by average ROI, defined as the ratio of profit to production cost.
- ❖ 3 out of the top ten highest ROI films specialize in 'Found-Footage Horror'
- ❖ 5 of the top ten are film-makers specializing in Horror.

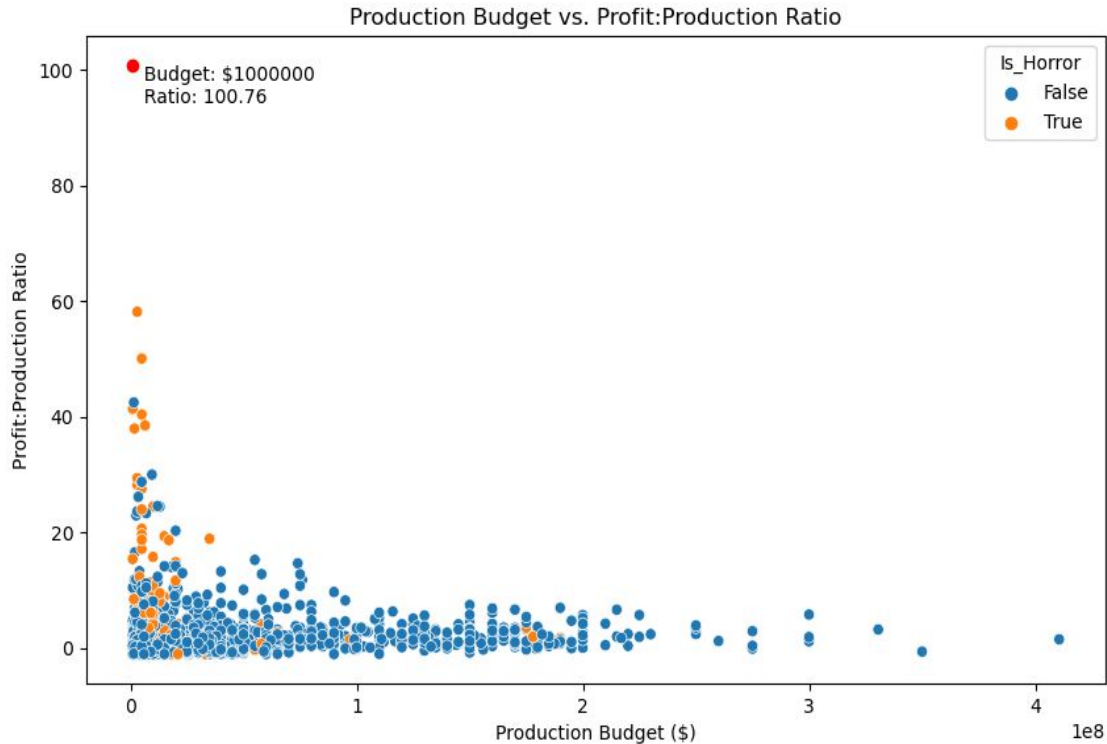
# BUDGET

This chart shows the relationship between production cost and ROI as a measure of profitability

- Low budget films have the highest likelihood of generating > 20x ROI
- Most profitable movie was 'The Devil Inside' with a budget of \$1m and a gross of \$100m (100x ROI)



# BUDGET CONT.



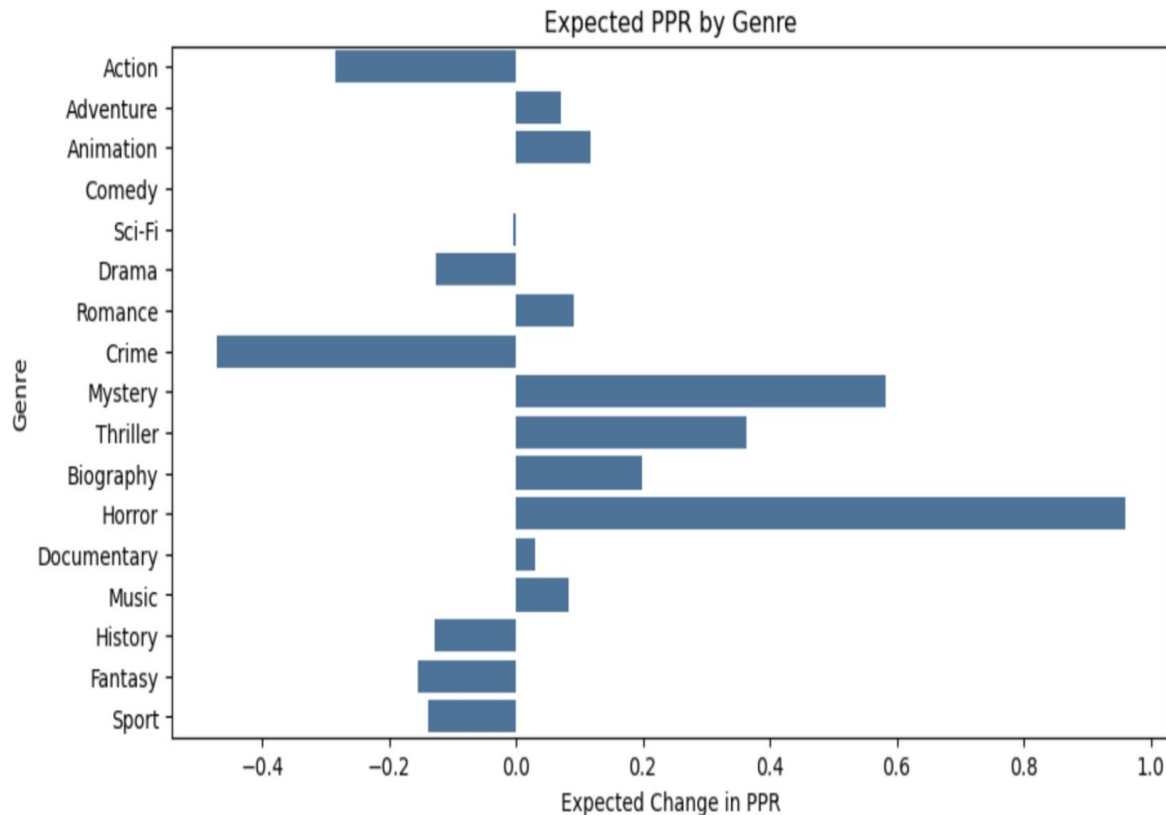
- ❖ As you can see Horror movies are tightly clustered in the low budget region and thus represent the greatest opportunity for ROI





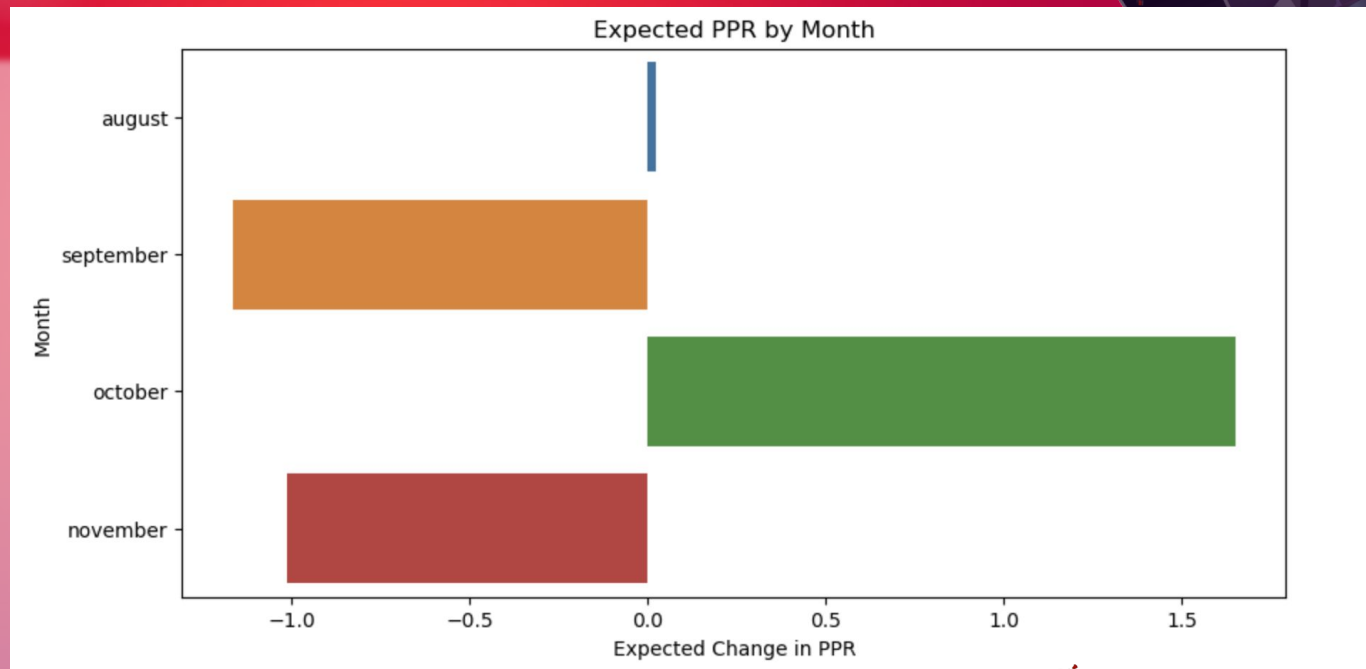
# PPR BY GENRE

- ❖ The expected change in Profit Production Ratio by genre
- ❖ While one may think that crime goes well with mystery, thriller and horror as a genre, interestingly enough, the numbers ✨ say the opposite



# PPR BY MONTH

- ◆ The expected change in PPR by Month
- ◆ Analyzed movie release dates by converting them into months, focusing on popular seasons (Summer and Fall) and showing their impact on profit production ratio (PPR).
- ◆ Found that October is statistically the most profitable month for movie releases overall, but noted significant variations depending on movie genre.





# Final Recommendations



- ❖ Recommended Month for Release: October
- ❖ Preferred Director: Tod Williams/William Bell
- ❖ Suggested Genres: Horror, Mystery