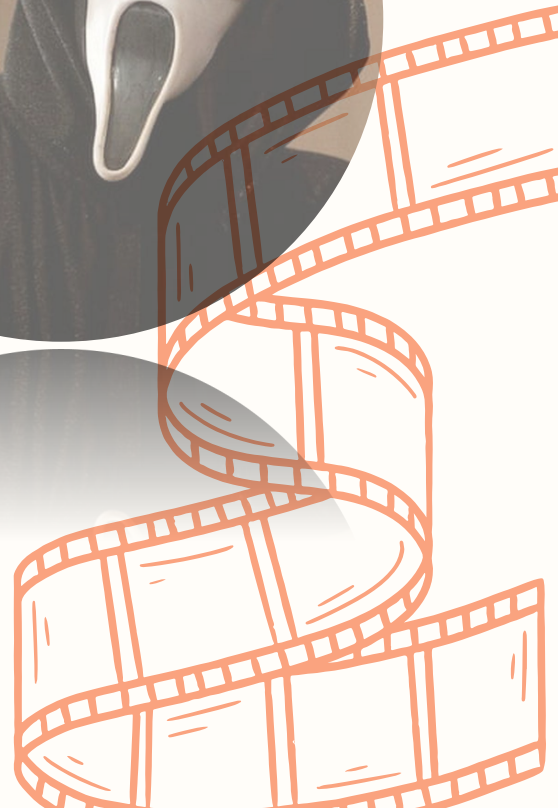# What's Your Favorite Scary Movie?

Recommendations for Investing in Film Production

Meet the team
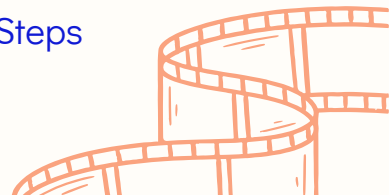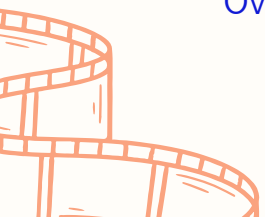
JF Roberts –
Overview & Business
Potential

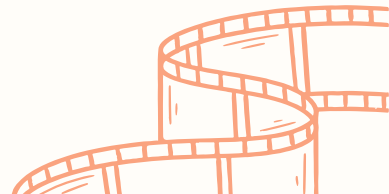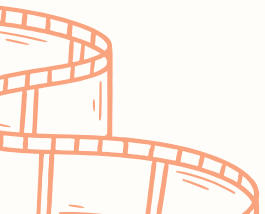Lydia Cuffman –
Data Analysis &
Recommendations

Em Jager –
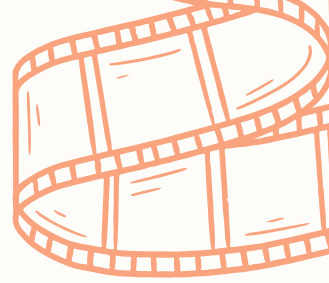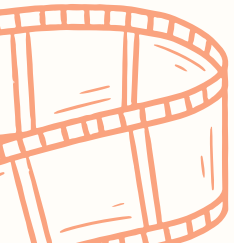Recommendations &
Next Steps

Overview

- Business Understanding

- The Data

- Key Statistics

- Recommendations

- Next Steps

Business Understanding

- New movie studio
- What types of movies to produce
- Highest potential for entering the industry
- Lowest Business Risk
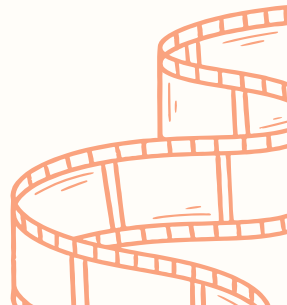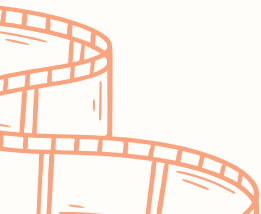
Data & Analysis

The Numbers Data
1,590 movies from 2010-2019

Focus
Genre
Production budget
Release month

Calculating Success

Profit Ratio = Worldwide Gross / Production Budget

	id	release_date	movie	production_budget	domestic_gross	worldwide_gross	year	profit_ratio
1	2	2011-05-20	Pirates of the Caribbean: On Stranger Tides	410600000	241063875	1045663875	2011	2.546673
2	3	2019-06-07	Dark Phoenix	350000000	42762350	149762350	2019	0.427892
3	4	2015-05-01	Avengers: Age of Ultron	330600000	459005868	1403013963	2015	4.243841
4	5	2017-12-15	Star Wars Ep. VIII: The Last Jedi	317000000	620181382	1316721747	2017	4.153696
5	6	2015-12-18	Star Wars Ep. VII: The Force Awakens	306000000	936662225	2053311220	2015	6.710167
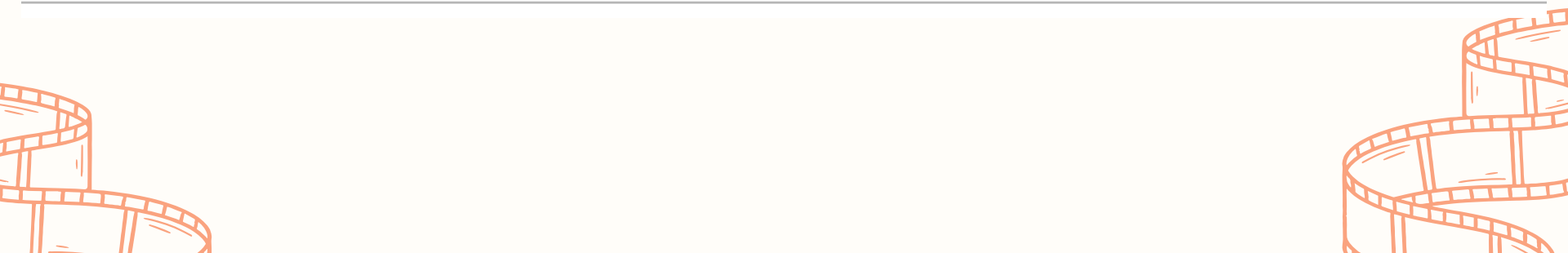
Genre - Horror
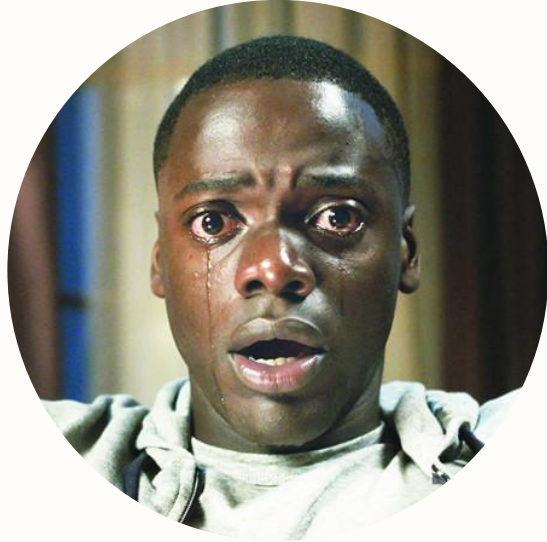
Top 20 Movies by Profit Margin (2010-2019)

Movie	
The Gallows	416.6
The Devil Inside	101.8
Insidious	66.6
Unfriended	64.4
Split	55.8
Get Out	51.1
Moonlight	43.5
Chernobyl Diaries	42.4
Paranormal Activity 3	41.4
Annabelle	39.5
Dangal	31.0
The Purge	30.4
Sinister	29.2
Paranormal Activity 4	28.6
A Ghost Story	27.7
Truth or Dare	27.2
You're Next	26.9
Your Sister's Sister	25.8
The Fault in Our Stars	25.6
Halloween	25.5
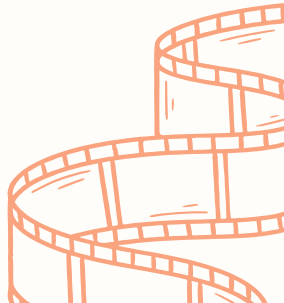
Horror Movies

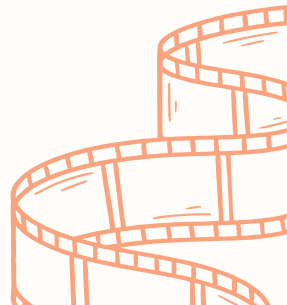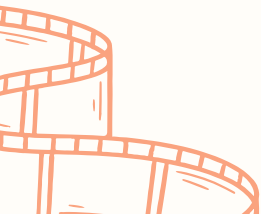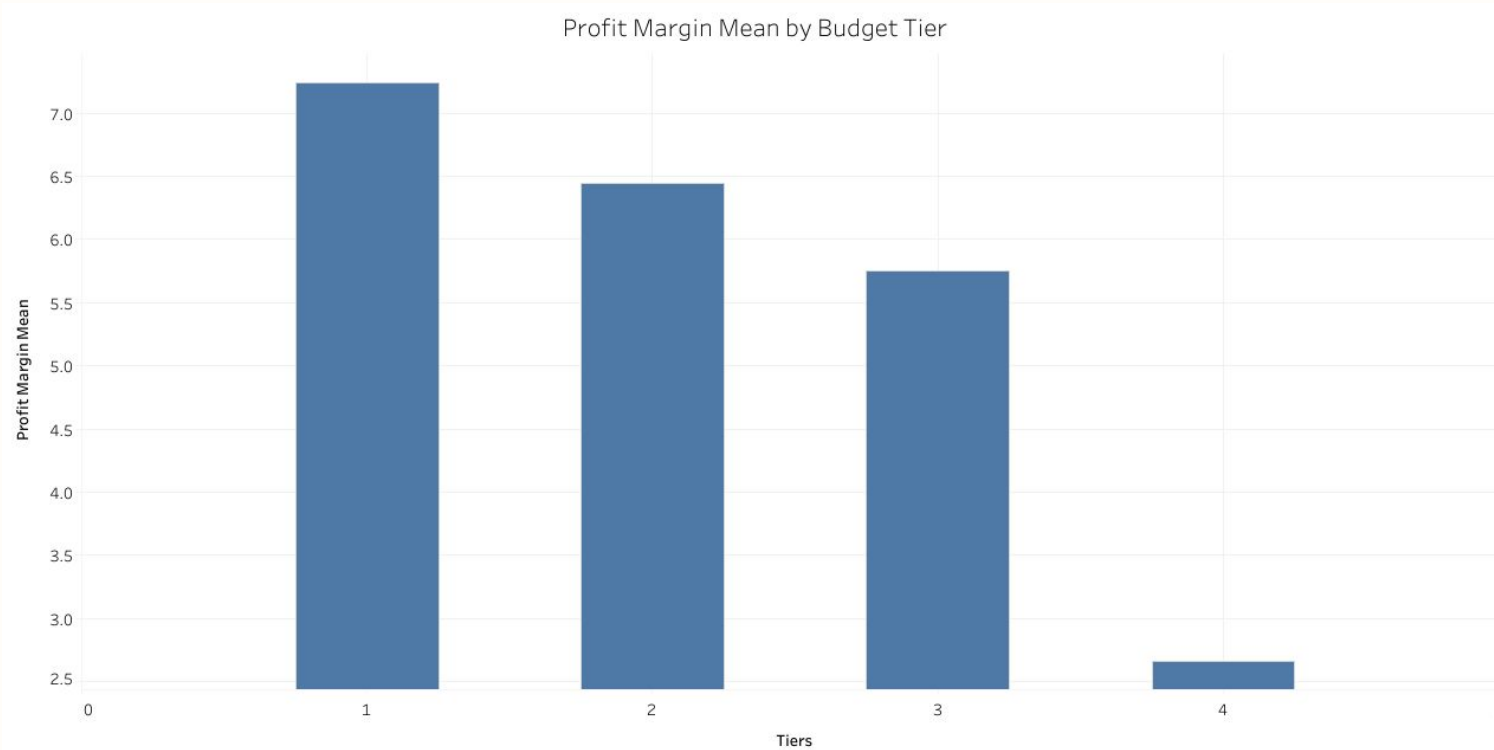## Profit Margins
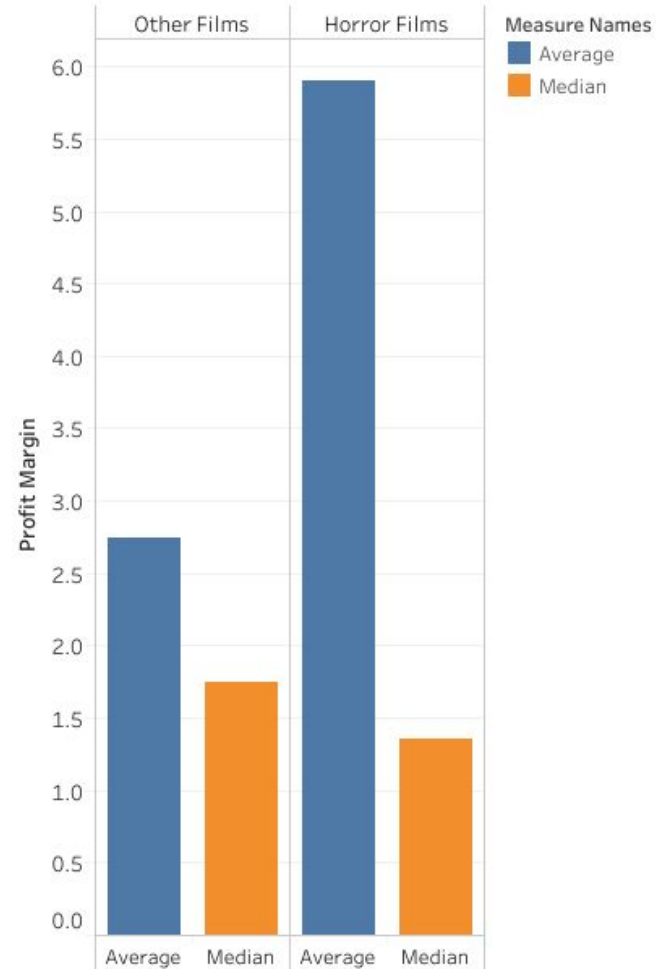
Production Budget

Budget classes

- Tier 1: below $750,000
- Tier 2: $750,000-$11 million
- Tier 3: $11-15 million
- Tier 4: over $15 million

Low Budget Range

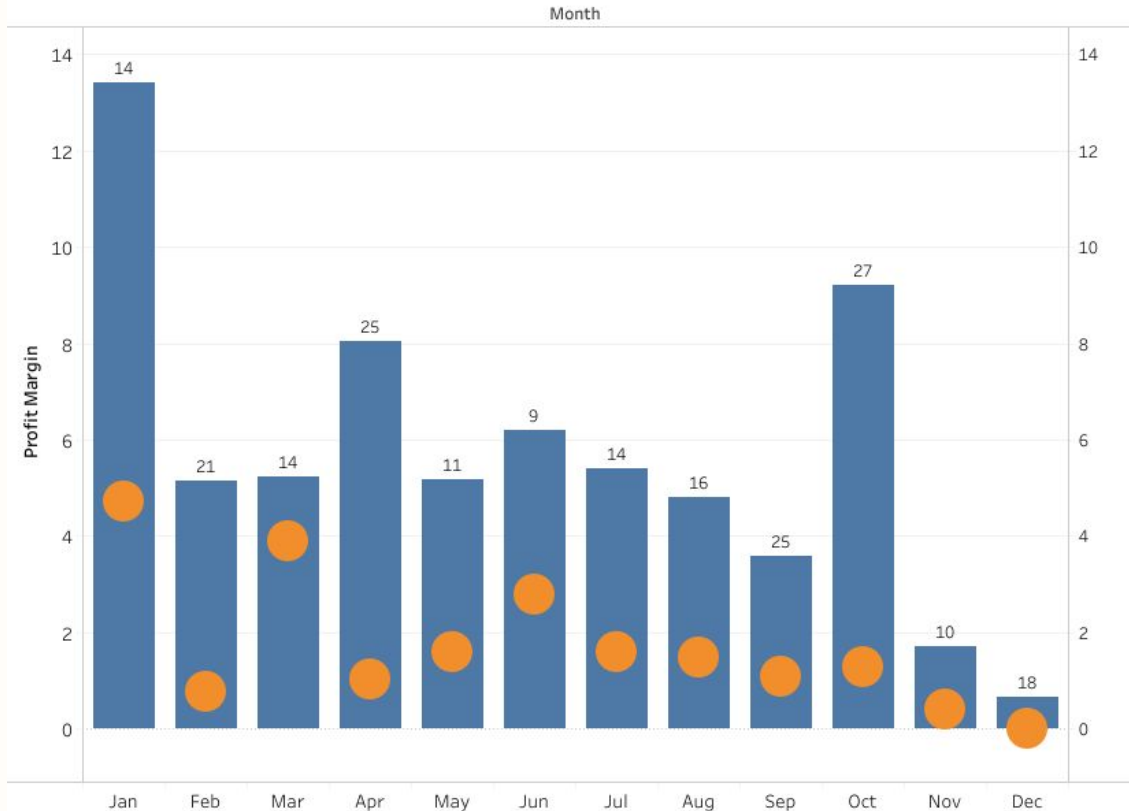Profit Margin Mean by Budget Tier

Less than $7.5 million

$7.5 - $11 million

$11 - $15 million

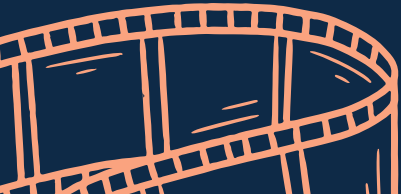Greater than $15 million

Release month – Horror genre

Profit Margin by Release Month

Average profit margin (blue bars) and median profit margin (orange dots)

Recommendations

1) Horror Movies
2) Low Budget (<$7.5 million)
3) January and October

Next Steps...

- Increase sample size
- Analyze data for 2020-2023
- Film festivals and holidays

Thank you!

Any questions?

Em Jager

JF Roberts

Lydia Cuffman

GitHub

For more information on our recommendations, check out our Github repository