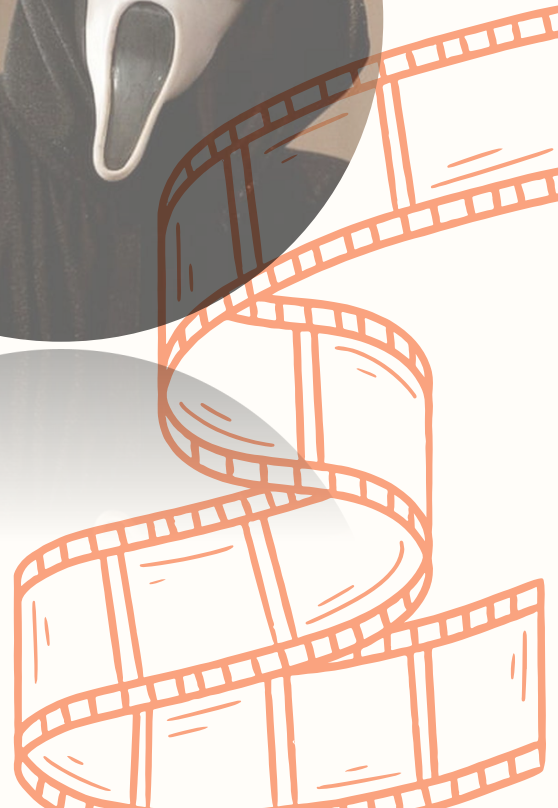


What's Your Favorite Scary Movie?

Recommendations for Investing in
Film Production



Meet the team



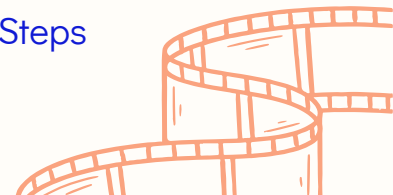
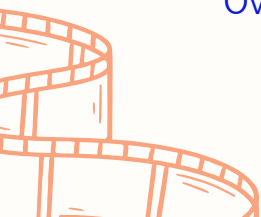
JF Roberts –
Overview & Business
Potential



Lydia Cuffman –
Data Analysis &
Recommendations

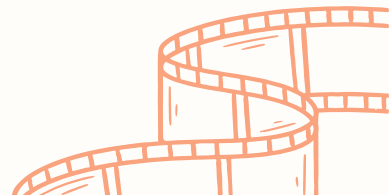
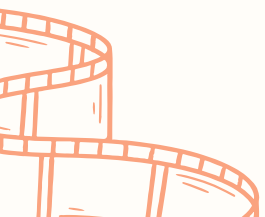


Em Jager –
Recommendations &
Next Steps

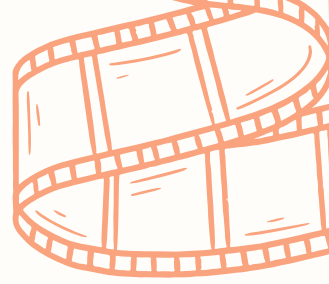


Overview

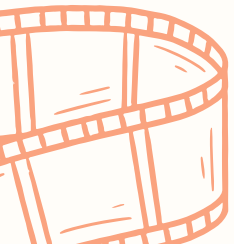
- Business Understanding
- The Data
- Key Statistics
- Recommendations
- Next Steps



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

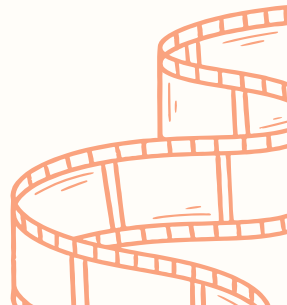
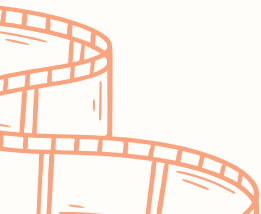
1,590 movies from 2010-2019

Focus

Genre

Production budget

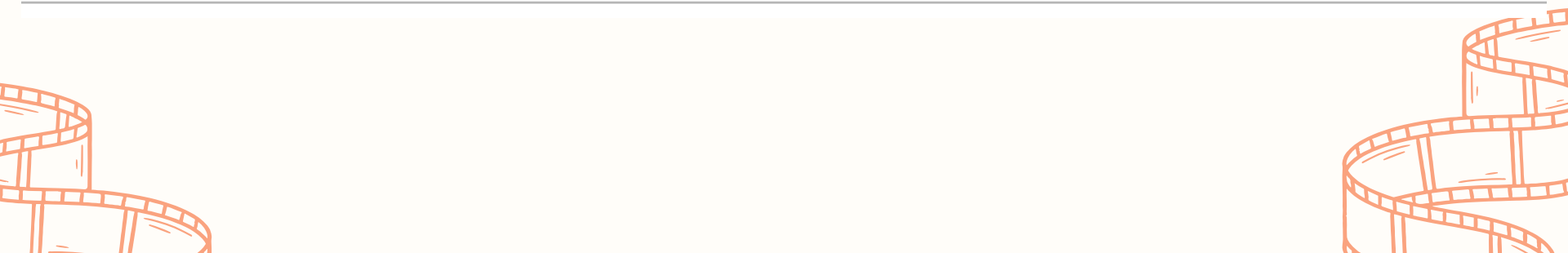
Release month



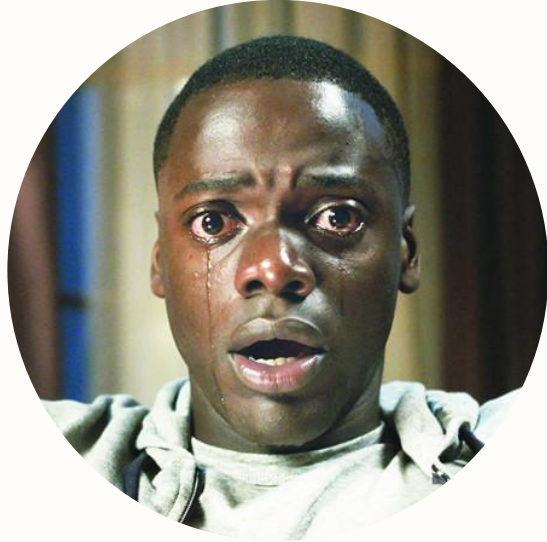
Calculating Success

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

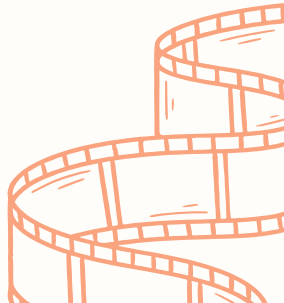


Genre - Horror



Top 20 Movies by Profit Margin (2010-2019)

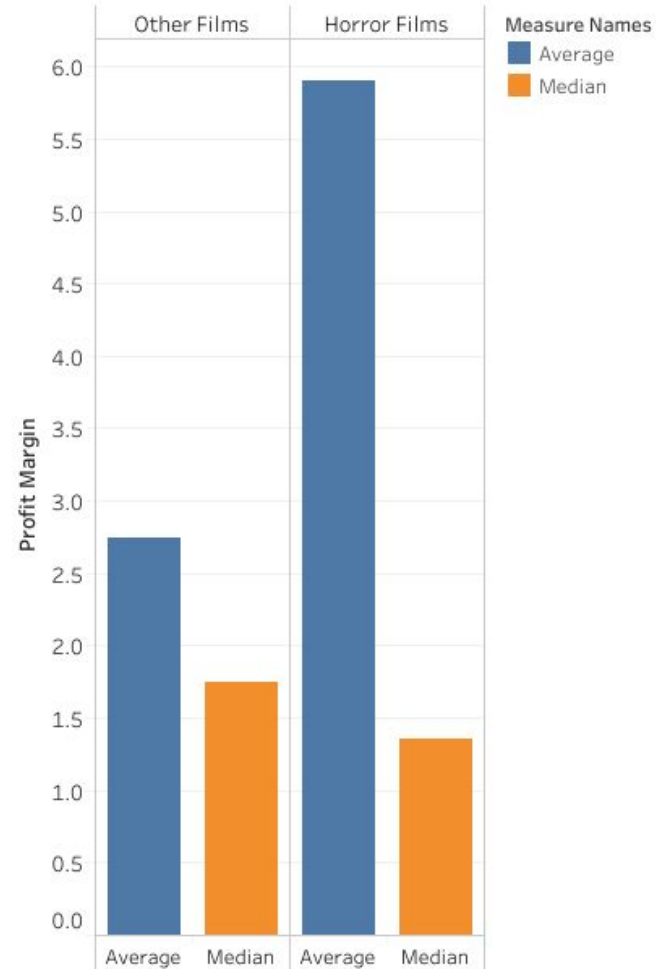
Movie	
The Gallows	416.6
The Devil Inside	101.8
Insidious	66.6
Unfriended	64.4
Split	55.8
Get Out	51.1
Moonlight	43.5
Chernobyl Diaries	42.4
Paranormal Activity 3	41.4
Annabelle	39.5
Dangal	31.0
The Purge	30.4
Sinister	29.2
Paranormal Activity 4	28.6
A Ghost Story	27.7
Truth or Dare	27.2
You're Next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



Horror Movies



Profit Margins



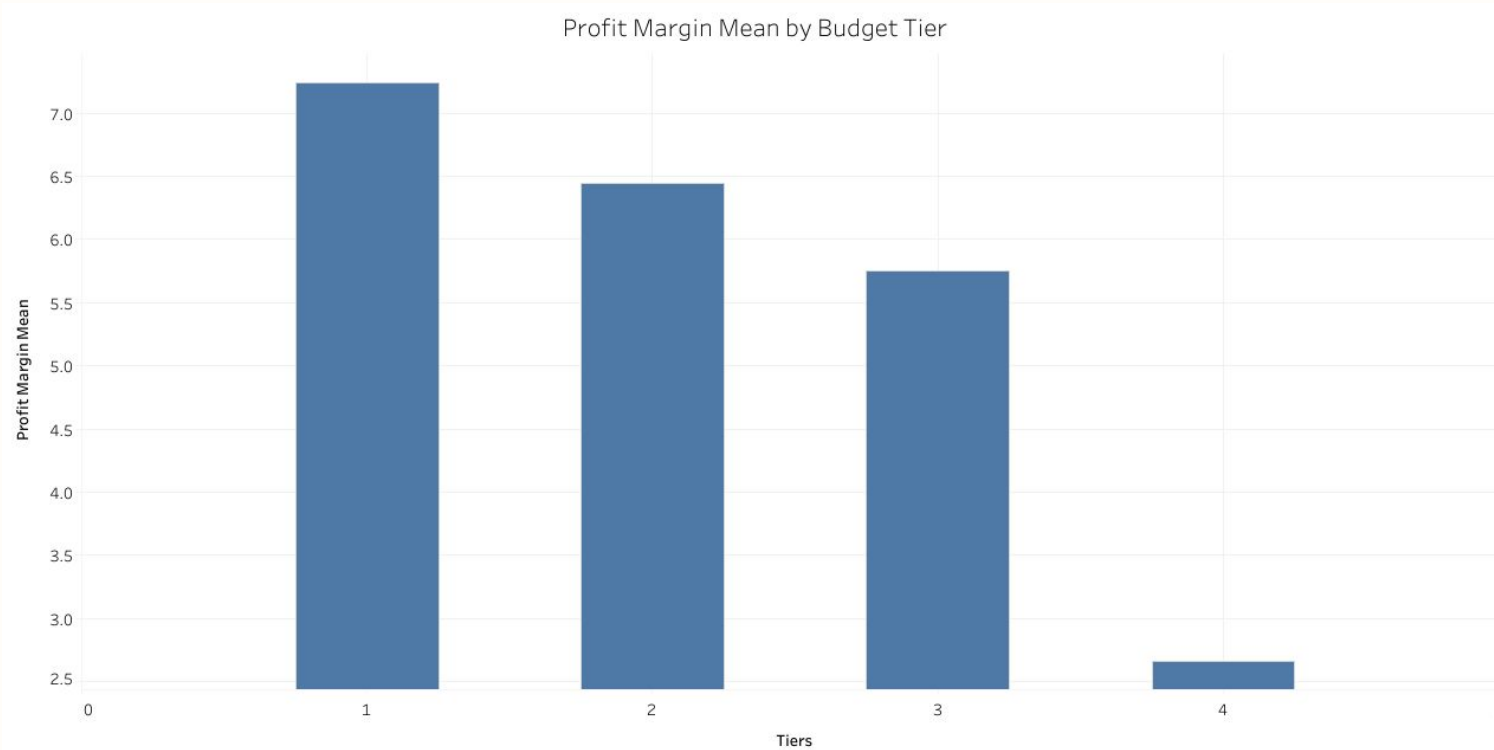
Production Budget

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



Less than \$7.5
million

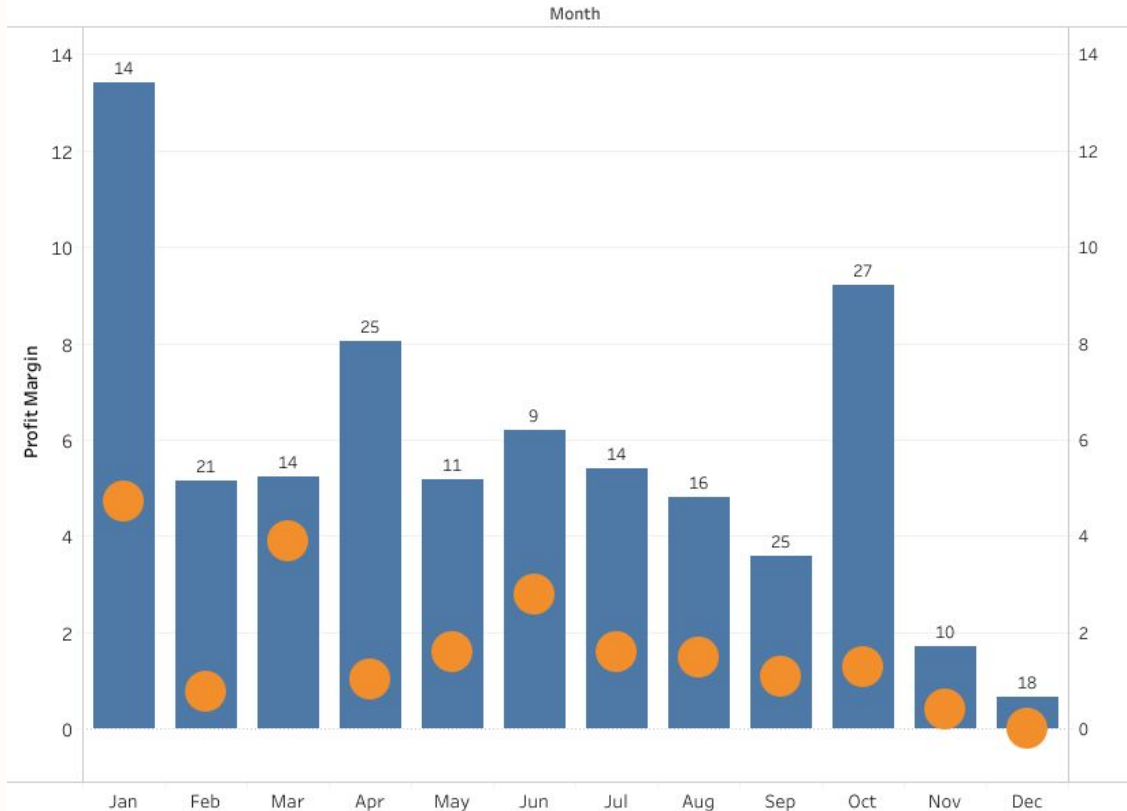
\$7.5 - \$11
million

\$11 - \$15
million

Greater than
\$15 million

Release month - Horror genre

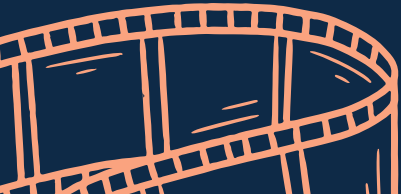
Profit Margin by Release Month



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



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